



Survey Department

Planning, Monitoring and Performing Surveys

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Contents

Topics in this Overview

- General Introduction
- Types of Surveys in the Department
- Data Collection Methods
- Functions of the Department



General Introduction

- Functions of the department: to plan, monitor and perform surveys
- This definition leads to a division of the work as follows:

Survey Headquarters: planning and monitoring the surveys

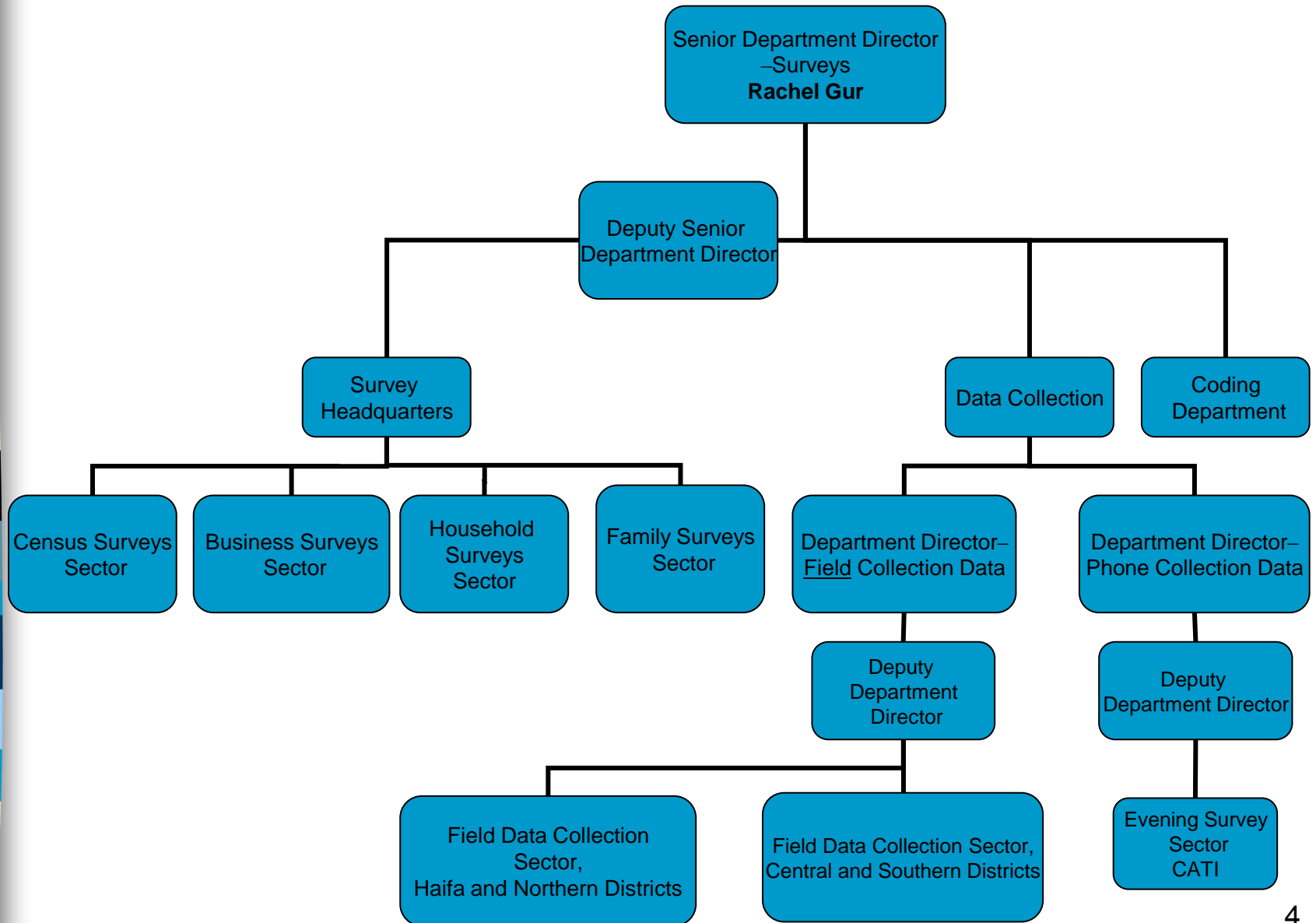
Data Collection Centres: performing surveys and collecting data

Collection centre for field data – Tel Aviv + a branch in Haifa

Collection centre for telephone data – Jerusalem

The collection centres employ about 400 interviewers.

Survey Department – Organizational Structure



Types of Surveys



- The Survey Department runs about 70 surveys
- Basic division:
 - Family/individual surveys
 - Business surveys
 - Census surveys



Family Surveys

- In the family surveys, we collect demographic, social, and economic data. We also conduct opinion and attitude surveys on various topics.



Business Surveys

- We approach businesses and collect economic data about their business activity.
- Business surveys cover all economic branches of the Israeli economy.



Data Collection Methods

- Field Surveys – face-to-face interviews
 - Data collection using a laptop computer – CAPI
 - Data collection using paper questionnaires
- Telephone Surveys – phone interviews
 - Data collection using computerized systems - CATI



Data Collection Methods (con't)

- Self-completion – respondents fill out questionnaires independently:
 - ❖ Mailed and faxed surveys
 - ❖ Web surveys



The Department's Functions

Functions of the Headquarters Unit

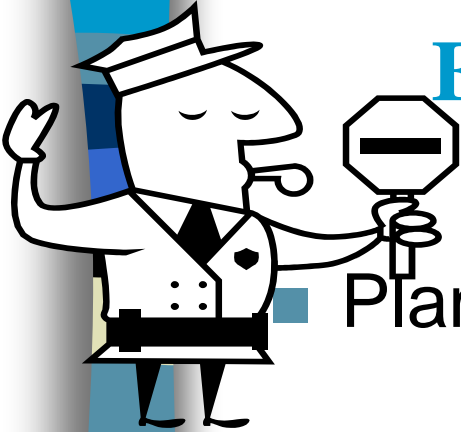
- Thorough study of the survey topics: written material, meetings with experts in the field
- Building tools for conducting the survey: questionnaire, work procedures, computerized collection systems, training material



The Department's Functions

Functions of the Headquarters Unit (con't)

- “Testing of tools”: piloting the tools, pretest
- Training: creating a training system, classroom training of coordinators and interviewers, planning and conducting individual training



Functions of the Headquarters Unit (con't)

- Planning the budget required for the survey
- Checks and supervision
 - Quality checking of the interviewers
 - Progress of the enumeration
 - Accompanying field and phone interviewers
 - Keeping to schedule and budget
- Drawing conclusions and learning lessons
Writing summary reports for every survey



Functions of the Data Collection Centres

- Recruitment of interviewers
- Data collection by the interviewers
- Managing the interviewers and managing the collection of the data:

Assigning work quotas

Arranging interviewers' mobility in geographic areas/between surveys

Administrative management of the interviewers

- Handling refusals to respond
- Dealing with response burden
- Training and refreshing memory as to work guidelines



Functions of the Data Collection Centres (con't)

■ Checks and monitoring

Checking the enumeration

Accompanying interviewers

Administrative checks: efficiency of enumeration route, time invested in an enumeration unit, work hours reporting, and so on.

Thank you for your attention!

