

# ETUI Survey – Methodology

## Summary

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The subject of the contract is conducting a telephone survey (possibly allowing conversion to an online questionnaire) based on full probability sampling, using a standardized questionnaire up to 15 minutes of length. The contracting authority will provide the exact content of the questionnaire (question wordings, response options, branching rules, valid value ranges).

The minimum required sample size will be either 1000 or 2000 cases (to be determined by the contracting authority). Prior to the main data collection, a small pilot study focused on the functioning of the survey instrument will be undertaken.

The contractor shall deliver data files for both pilot and main study, control totals for post-stratification weighting, a report from the pilot and a technical report for the main study.

As an additional task, the contract may include translation of the survey instrument from English to the country language(s). For translation, the contractor will deliver a translated questionnaire and a report from the translation.

## Goals of the survey

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There is much to do about new and emerging forms of work, which is a topic of clear interest to the trade union organisations. It is not clear to what extent these new forms of labour are used. The aim of this survey is to provide reliable cross-nationally comparable data on the extent to which working age adults (aged 18-64) use the internet – and platforms more specifically – as work and to make money. A second, equally important question, concerns the characteristics of the users and their main motivation. Previous work on this topic has used web surveys that were either unrepresentative or heavily biased towards heavy web-users, which leads to an over-estimation of the prevalence of these new forms of labour. For this reason it is very important that the sample is contacted offline, and is representative of the working age population in the country [countries] of interest.

## Scope of the survey

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The contracting authority commissions the survey in 18 countries: Germany, the Netherlands, Bulgaria, Slovakia, Latvia, Estonia, Lithuania, Czechia, Austria, Romania, France, Poland, Hungary, Spain, Italy, Greece, Ireland, and Denmark.

Bidders (candidates) are invited to submit bids for a single country as well as for multiple countries.

The bidder will list the countries in which they offer to undertake the survey in the standardized form for price quotation and methodology included in this call for tenders.

If the bid is placed for multiple countries with an identical methodology planned across all countries, a general description of methodology will be included in the methodology proposal. If, however, there are differences among countries (even in only some of the components of methodology inquired about in the methodology proposal form), these various methodologies need to be described with a clear identification of country/countries they relate to. In these cases, it needs to be clear from the methodology proposal what survey procedures will be employed in each offered country.

If the bid is placed for multiple countries, a price quotation must be provided for each country separately. If multiple countries can be delivered, please also mention the type of coordination

involved (e.g. a single contact person who follows up different countries, a harmonised final dataset, ...).

In each country, the contracting authority shall award the contract to the best offer, irrespective of whether the given bidder will be awarded the contract in other countries as well.

## Sampling

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### Target population

The target population for each country consists of all adults between the ages of 18 and 65 (inclusive) residing in the country (their usual place of residency is in the country) at the time of data collection.

The target population excludes adults who do not speak the language(s) in which the survey is administered in the country.

### Sample size

The minimum sample size requirement is:

- option 1: 1000 cases
- option 2: 2000 cases

Only completed questionnaires with all required paradata will count towards the required sample size.

### Sample design

The sample will be selected by a random probability sampling method, either simple random sampling or stratified random sampling with proportionate allocation. Any non-probability methods are not allowed. Probability sampling from a frame which does not cover the whole population (at least 95% of residents in the country) OR from a frame that was created with non-probability methods are not allowed. Hence, sampling from an in-house database of telephone numbers of previous survey participants (persons belonging to internet/telephone/face-to-face panels, participants in previous surveys, etc.) is strictly prohibited.

The contracting authority suggests Random Digit Dial (RDD) as a sampling method for cellphones as a way to cover the whole population and ensure the same probability of selection for all units. If the candidate wishes to suggest a different sampling approach, they have to describe the methodology in detail in the bid, document that the sampling frame covers the entire population and each cellphone number in the country has the same probability of selection.

For the sample of landline numbers, the contracting authority suggests either Random Digit Dial (RDD) or drawing the sample from a database of numbers from telephone directories. The sampling method must allow the same probability of selection for all landline numbers in the country.

It is allowed to use an up-to-date list of non-existing cellphone or landline numbers acquired during the contractor's previous surveys to eliminate these numbers prior to sampling and thus achieve higher sampling efficiency. Such information may be used only if it is less than one year old.

### Cellphones and landlines

In the majority of countries, it is expected that cellphone numbers will make up approximately 90% of the interviewed sample. The candidate may suggest a slight variation of this share based on the estimated number of persons in the target population who cannot be reached via cellphone. If at least 95% of the target population in the country is accessible via cellphone, only cellphone numbers may be sampled. The cellphone coverage in the country will have to be documented to the contracting authority prior to sampling.

For landline numbers, sampling may utilize a sampling frame consisting of a database of numbers from telephone directories. The database must include at least 95% of landline numbers assigned to households at the time of fieldwork. Numbers assigned to other subjects than households (businesses, institutions, etc.) should be excluded from the frame, if possible.

### Selection of the respondent

In the cellphone sample, the receiver of the initial call will be selected for interviewing if between 18 and 65 of age. In the landline sample, only household members aged 18 to 65 years who do not use a cellphone or do not use it regularly are eligible for the interview. This ensures there is no overlap between the two sampling methods (cellphones and landlines). The number of eligible household members will be inquired upon calling, and one such eligible person will be randomly selected for interview.

## Survey instrument

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Data will be collected with a standardized questionnaire of up to 15 minutes of length.

The contractor will program an electronic questionnaire for fielding based on a questionnaire submitted by the contracting authority in a text editor file. The questionnaire submitted by the contracting authority will contain substantive as well as sociodemographic questions (including those needed for post-stratification weighting), branching/routing rules, as well as valid value ranges.

The questionnaire platform must allow routing, rotation of items in multi-item questions, defining ranges of permitted values for continuous variables, and soft checks (asking to confirm a response if out of a specified range).

The contracting authority will have the right to see and, if possible, also complete a trial questionnaire before the fieldwork is launched (both for the pilot and the main study). The format of the electronic questionnaire presented must allow seeing/testing at least the question wording, response options and branching rules (such as a working CAWI link, a readable html format, .exe application, etc.). If the option with conversion to an online questionnaire is used, both CATI and CAWI questionnaires need to be provided to the contracting authority.

### Translation of the survey instrument

As an additional task, the contract may include translation of the survey instrument (standardized questionnaire) from English. Please, specify the cost of translation as a separate item in the bid, as the contracting authority will evaluate the cost with and without translation. If questionnaire translation is not included in the contract, the questionnaire translated to the target language(s) will be provided by the contracting authority.

The survey instrument must be translated into languages(s) spoken in total by at least 95% of the country population as their native language.

The translation must follow a two-step procedure: 1) double translation by two translators working independently from one another, 2) reconciliation carried out by a third translator. All translators will translate into their mother tongue. Ideally, translators will have experience in translating standardized questionnaires. The reconciler should be the most experienced translator from the team.

In the first step, translators will document any translation challenges and key decisions, and provide these notes to the reconciler. The reconciler will review translation from the first step together with translation notes, check the translations against the source version and rework the translated text to make it as fluent and semantically equivalent with the source as possible. The reconciler can use one of the primary translations, create their combination or produce a new translation.

The contracting authority will receive the translated questionnaire and a report from the translation summarizing translation difficulties, uncertainties, ambiguities, necessary linguistic adaptations, etc., identified by the reconciler. The report will be in English.

The contracting authority will review the translated questionnaire and the report from reconciliation and may make adjustments to the provided translation.

## Data collection

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### Data collection mode

The survey will be administered in one of the following modes:

- computer-assisted telephone interviewing (CATI)
- computer-assisted telephone interviewing (CATI) with computer-assisted web interviewing (CAWI) as a conversion strategy

The administration mode will be determined by the contracting authority and will be the same in all countries where the survey is undertaken.

### Contact procedures

Attempts at contacting the sampled numbers have to take place during all weekdays (including Saturday and Sunday) and day times to ensure that all sociodemographic and occupational groups have a chance of being contacted.

The interview should preferably be conducted during the first successful contact attempt, but respondents need to have an option to schedule the interview for a different time (including evenings and weekends).

At least 30% of interviewing (first contact attempts or interviews) should take place during weekends or in the evenings (after 4:30 PM).

For each contact attempt, the contact outcome needs to be documented using categories compatible with standardized categories for final outcomes that will be provided by the contracting authority. These standardized categories will cover key possible final outcomes divided into four main classes critical for correct and comparable calculation of response rate across all participating countries (i.e. eligible: interview; eligible: no interview; unknown eligibility; ineligible). The contractor may use their own classification of interim and final outcomes, but it is necessary that these categories can be mapped to the list of final outcome codes provided by the contracting authority (frequencies of standardized outcome categories will be required as a part of the technical report from the main data collection).

At least five contact attempts have to be made before the case is closed as a non-contact (i.e. one initial attempt and four callbacks). Similarly, additional callbacks up to minimally five total attempts have to be carried out if the last interim outcome is a break-off (with further participation not refused), soft refusal (busy/currently unavailable/bad timing, etc.) or scheduling the interview for a different time. At least 1 of the callbacks has to take place in the evening or on weekends (if applicable, depending on the exact outcome).

If the respondent gives a hard refusal, they shall not be contacted again. Soft refusals (due to, for example, calling at a bad time, the respondent being busy at the moment), however, should be attempted again (for example, by a different operator).

The contractor may employ any techniques for enhancing response rate and reducing nonresponse bias (increasing the minimum required number of calls, leaving messages on answering machines,

etc.). These procedures and measures should be described in the bid and will form a part of the methodology evaluation.

### CAWI conversion

In the bid, each candidate will provide a price quotation for two options: 1) using only CATI, 2) using CAWI as a conversion method for the minority of the respondents.

With CAWI conversion, all the above aspects of sampling design and contact procedures apply. If the survey option with CAWI conversion is adopted, it is expected that approximately 15 to 30 % of the total number of completed questionnaires will result from web interviewing. The contractor will have the right to receive recordings from CATI interviews in which conversion was performed to validate whether the application of conversion was appropriate in each case.

The CAWI conversion procedure must satisfy the following conditions:

- CAWI is not offered as a primary option to participate in the survey. It only needs to be offered to respondents who claim to be unable to complete the survey at the time of the call, repeatedly reschedule the time for the interview, refuse to complete the survey via telephone.
- The method of CAWI conversion needs to ensure that only persons recruited via telephone have access to the online questionnaire.
- The method of CAWI conversion needs to allow for a unique match between a person recruited via telephone and a questionnaire completed online (such as respondents giving their e-mail address during the telephone recruitment and receiving a unique link to the web questionnaire as soon as possible; sending a unique link to the respondent following the telephone call via SMS, etc.). This should be described in the bid.
- Web questionnaire can be completed by one person only once.
- If the online questionnaire is not completed within a given time after recruitment, at least two reminders need to be sent to the respondent (either via e-mail, SMS, or both). In addition to written reminders, telephone calls reminding of the survey participation can be adopted as well.
- The web questionnaire needs to be compatible with most common devices (aside from PCs, tablets and smartphones as well).

The contractor may employ any techniques related to CAWI conversion for enhancing response rate and reducing nonresponse bias (sending multiple reminders, etc.). These procedures and measures should be described in the bid and will form a part of the methodology evaluation.

### Data collection staff training

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All CATI interviewers must go through an in-person or video conference training focused on the questionnaire content (all operators), principles of standardized interviewing and gaining the cooperation of contacted respondents (only operators with no prior experience with CATI interviewing).

All operators must carry out at least one practice call with the questionnaire before the main interviewing. A supervisor will evaluate the practice calls and only interviewers approved by the supervisor as ready for the task can proceed to work on the data collection. Unsuccessful interviewers will receive further training and must be evaluated on at least one additional practice call.

## Data quality control

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At least two complete interviews by each CATI operator must be validated by a supervisor among the first ten fully completed interviews of the respective operator. The validation will take the form of reviewing audio recordings of the full interview or live performance during the full interview. This quality control procedure is required to make sure that potential problems with an interviewer's work are uncovered in time. If problems are observed during this review, the operator will be instructed on how to make improvements by the supervisor.

The candidates are invited to put forth more extensive plans for validation of interviewers' work in their bids, yet a higher standard exceeding the above-described minimum acceptable standard is not a requirement. For example, the candidate may offer to validate a given share of each interviewer's work or, alternatively, of total interviews (by reviewing recordings of full interviews or their segments, observing live performance, etc.), to use a more structured way to observe and document interviewers' performance (such as supervisors coding possible errors into standardized categories when monitoring interviews), etc.

Supervisors will regularly monitor the distribution of CATI interviews' length for each interviewer.

If problems are uncovered with an interviewer's work (repeated mistakes, suspiciously short calls), 100% validation of this interviewer's cases must be conducted.

CATI interviews with serious deficiencies identified by the supervisor(s) that would lead to excluding the case from the data need to be attempted by a different interviewer.

CAWI questionnaires will contain at least one quality check focused on respondents' attention (trap question/attention check) supplied by the contracting authority.

Data for the first 200 completed cases will be delivered to the contracting authority to perform checks of questionnaire variables and paradata (assessment of quality). Feedback will be submitted to the contractor for implementation in further data collection. Data collection will be paused for the period of quality assessment by the contracting authority (only pre-scheduled interviews may be conducted in this period). It is envisaged that the quality assessment by the contracting authority will take approximately a week.

## Data processing

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### ISCO-08 coding

Answers in an open-ended question on the respondent's occupation will be coded into two-digit codes from ISCO-08 (the International Standard Classification of Occupations, 2008). Both coding directly to the international classification and coding into a national classification which can be converted to the international ISCO-08 are allowed. The contractor may code into a more detailed level (three digits or more) and deliver these more detailed codes.

The contractor may utilize any of the following coding approaches: manual coding (the coder uses no software tool to suggest applicable codes); computer-assisted coding (options that best match the response string are displayed, the coder chooses the most applicable code); fully automated coding (the answers are coded automatically by a computer programme without the involvement of human coder). The coding task may be carried out using one option from the above or their combination. Fully automated coding can be used only if the respective software has been demonstrated to achieve a level of validity of coding comparable to coding by a human coder.

Verification of codes by double coding or another form of verification is not required.

In the final technical report, the contractor shall describe in detail their procedures and tools used to code occupation into ISCO-08 (including quality control procedures, if applicable).

The text responses in the original language, as well as corresponding ISCO-08 codes, will be submitted in the data file to the contracting authority (only for the total main study sample).

### Data checks and cleaning

Before data delivery, the contractor will check whether each case has a unique ID and whether the data match with the structure of the questionnaire (valid values of nominal/ordinal variables, valid ranges for continuous variables, correct filtering out of responses in accordance with routing rules). Apart from these structural checks and corresponding data cleaning, the contractor will not perform any data cleaning based on variable values or their relationships.

## Deliverables

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### Data

A data file (.sav) will be delivered in a data map provided by the contracting authority. The data map will correspond to the master English questionnaire.

The contractor will submit the data after the pilot study (with a selection of the paradata below), for the first 200 cases in the main study and for the total sample in the main study.

Besides the content variables, the contractor will deliver the following variables for each interview:

- Unique case ID
- Data collection mode (CAWI, CATI)
- Type of CATI interview (cellphone, landline)
- DD/HH/MM of the interview start
- Interview length (min:sec)
- CATI operator ID
- Quality control – if the interview was validated by a supervisor; main study only
- Number of calls leading to the interview; main study only
- Probability of selecting the telephone number (cellphone and landline numbers calculated separately); main study only
- Number of eligible adults in household sampled via landlines (aged 18 to 65 inclusive, not using a cellphone); main study only

### Report

A technical report on main data collection will be delivered using a standardized electronic form provided by the contracting authority. The report will contain information pertaining to survey operations and fieldwork outcomes, especially:

- Key features of the sample design
- Data collection period (day, month and year of the beginning and end)
- Number of interviewers with at least one completed interview
- Number of interviewers trained and assigned to work on the project, but producing no completed interview

- Number of cases (telephone numbers) issued, separately for landline and cellphone numbers
- Distribution of final contact outcome codes (only the distribution of final, not interim outcomes will be required). The sum of all final disposition codes needs to equal the number of cases issued. Standardized categories will be supplied by the contracting authority to code final contact outcomes. The following categories are envisaged (may yet be modified by the contracting authority for fieldwork). The key distinction that the contractor needs to make when assigning final disposition codes will be among four main classes of outcomes essential for the calculation of response rate:
  - o eligible: interview
    - fully completed interview
    - partially completed interview
  - o eligible: no interview
    - refusal, break-off
    - CAWI conversion attempted, not successful
    - other eligible
  - o unknown eligibility
    - no answer (non-contact; including answering machine, call blocking)
    - no contact attempted
    - other unknown eligibility
  - o ineligible
    - non-working/non-existing number
    - no eligible respondent (including language barrier)
    - other ineligible
- Response rate calculated according to a formula provided by the contracting authority (the formula will take the standardized outcome categories as input)
- Frequencies of the number of contact attempts for cases finalized as nonresponse
- Number of cases where CAWI conversion attempted but unsuccessful
- Number of cases validated by supervisors with a positive/negative result
- Number of cases excluded from the final dataset due to violation of procedures by the interviewer and not successfully refiled
- The procedures and tools utilized in ISCO-08 coding (including quality control procedures, such as double verification, if applicable)
- CAWI conversion protocol

### Control totals for weighting

The contractor will provide population control totals (population frequencies) for post-stratification weighting, which will be undertaken centrally by the contracting authority.

Population frequencies for the following variables will be delivered:

- Gender x age (2 categories of gender x 5 categories of age)
- Region (NUTS2)
- Municipality size (5 categories)

- Education (ISCED levels, 4 categories envisaged, may yet be modified by the contracting authority)
- Education (ISCED) x age (2 categories of education x 3 categories of age are envisaged, may yet be modified by the contracting authority)
- Labour force status during the reference week (6 categories: employed, self-employed, unemployed, student, in retirement, others)

The population frequencies will be based on current population data (gender x age, region, municipality size) and Labour Force Survey (education, education x age, labour force status). The contractor shall deliver control totals based on the most up-to-date data available. The year of the data and the source of population data will be documented to the contracting authority.

## Pilot

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Prior to the main study, a short pilot survey focusing on the functioning of the survey instrument will be conducted. The minimum required sample size for the pilot study is 15 completed cases interviewed via telephone.

Pilot interviewing should be carried out by experienced CATI operators, ideally CATI supervisors.

No specific sample design is required for the pilot study. The contact protocol and data checks required for the main study do not apply to the pilot.

Interviewers will document any problems with questions (unclear or ambivalent question wording, missing response options, too long wording of questions/responses, etc.) and a summary report will be prepared for the contracting authority.

A data file (.sav) containing variables from the questionnaire and a selection of paradata will be delivered to the contracting authority to perform checks and submit feedback to the contractor.

## Timeline

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- Pilot and preparation of the pilot: January 2020
- 1<sup>st</sup> Phase of main fieldwork (n = 200): February 2021
- Quality assessment of the data for the first 200 cases by the contracting authority lasting approximately one week, the fieldwork is paused during this period
- 2<sup>nd</sup> Phase of main fieldwork (rest of the sample): rest of February and March 2021
- Delivery of the final dataset, reports and control totals (rest of deliverables): end April 2021

## Bidding requirements

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### Price quotation

In the bid, the candidate shall include price quotations for four survey options (two possible data collection modes for two possible sample sizes) and provide a separate price quotation for carrying out the translation of the questionnaire to language(s) spoken by at least 95% of the target population as their native language, following the translation procedure described in the survey specification.

The candidates shall use a standardized table included in this call for tenders to provide price quotations. Price quotations need to be provided for each country separately.

### **Methodology proposal**

In the bid, the candidate shall describe in detail key features of sampling, survey operations and quality control. The candidate shall fill out the required information in a standardized form included in this call for tenders.

If the bid is placed for multiple countries with an identical methodology planned across all countries, a general description of methodology will be included in the methodology proposal. If, however, there are differences among countries (even in only some of the components of methodology inquired about in the methodology proposal form), these various methodologies need to be described with a clear identification of country/countries they relate to. In these cases, it needs to be clear from the methodology proposal what survey procedures will be employed in each offered country.

The bids must comply with the minimum acceptable methodology standards laid down in this survey specification, yet higher standards may be offered. If the bid fails to meet the minimum acceptable standards, it will be excluded from evaluation.

### **Bid evaluation**

The bids will be evaluated based on the weighted combination of price and methodology.

# Price quotation and methodology proposal form

FILL OUT ALL GREY FIELDS. The field can be expanded by typing in it.

## Price quotation

<b>Country name:</b>			
<b>price quote no.</b>	<b>survey option</b>	<b>a) euro amount in numbers *</b>	<b>b) euro amount in numbers **</b>
1.1	1000 cases, only CATI		
1.2	1000 cases, CATI with CAWI conversion		
1.3	2000 cases, only CATI		
1.4	2000 cases, CATI with CAWI conversion		
2	questionnaire translation (only the cost of questionnaire translation without survey; please note that options 1.1 to 1.4 do not include questionnaire translation; please note the different language versions foreseen.)		

The price quotes shall include all applicable fees and taxes.

\* If the bid is placed for a single country, fill out column a) only.

\*\* When conducting the survey in multiple countries is offered, please quote the price for the country separately for: a) survey implemented in only this country, b) survey implemented in more than 50% of countries offered.

If the bid is placed for multiple countries, copy the above table as many times as the number of countries offered and fill out the quotes for each country separately.

## Methodology proposal

**Country name(s):**

### 1. sample design

#### 1.1. sampling methods and procedures

Instruction: Please describe in detail how the sample of telephone numbers to be issued to operators will be selected, for cellphone and landline number separately: what sampling method will be used (RDD, using a database from telephone directories, etc.), type or random probability sampling (simple random or stratified random with proportional allocation), sampling frame and its coverage, whether some known non-existing numbers will be excluded prior to sampling, etc. Include as much detail as possible. Furthermore, include the expected ratio of cellphone and landline numbers in the sample of completed interviews.

### **1.2. target response rate**

Instruction: Please provide your target response rate as the number of fully completed interviews divided by the number of eligible telephone numbers (existing number with at least one eligible respondent confirmed). The target response rate should be set in view of the fact that the survey needs to provide quality data for academic and policy research. Details on how you set the target response rate may be included, for example, with respect to standards of academic CATI survey in the country.

Provide the target response rate separately for the two data collection mode options: a) only CATI, b) CATI with CAWI conversion.

## **2. data collection**

### **2.1. minimum number of contact attempts**

Instruction: Please indicate the minimum number of contact attempts guaranteed before the case is closed as a non-contact (the minimum acceptable standard is five: one initial call and four callbacks). Please provide a number (5 or higher).

### **2.2. strategies to increase response rate and reduce nonresponse bias**

Instruction: Please describe in detail what procedures you will employ to achieve your target response rate while simultaneously limiting the magnitude of nonresponse bias.

### **2.3. number of CATI operators**

Instruction: Please estimate the expected number of CATI operators to be trained and assigned to the project separately for two survey options: a) n = 1000 completed cases, b) n = 2000 completed cases. Furthermore, specify whether the operators will work from a CATI studio or from home (or combination).

## **3. CAWI conversion**

### **3.1. CAWI conversion procedures and tools**

Instruction: Please describe in detail the procedures and tools used for CAWI conversion. Please focus on a) the rules for offering the online option to respondents; b) procedures, measures and tools used to direct the respondent to the online questionnaire and to achieve a unique match between telephone recruitment and a completed web questionnaire (i.e. it is possible to match a completed online questionnaire with a person recruited online in a unique fashion, the CAWI questionnaire is accessible only to persons recruited via telephone); and c) strategies to maximize the conversion rate (i.e. the number of completed CAWI

questionnaires divided by the number of cases with attempted CAWI conversion). Please provide as much detail as possible including description and, if possible, screenshots from software tools used for CAWI conversion.

**4. quality control**

**4.1. procedures and extent of validation of interviewers' work**

Instruction: Please indicate whether operators' work will be validated above the minimum acceptable standard of reviewing two full interviews among the first ten interviews of each operator and regularly reviewing the distribution of interview length for each operator. If so, describe in detail the planned procedures and extent of validation. Screenshots from a software tool you use to monitor interviewers' work may be included, if available.