



RadoNorm
Managing risks from radon and NORM

Commissioning a public opinion survey

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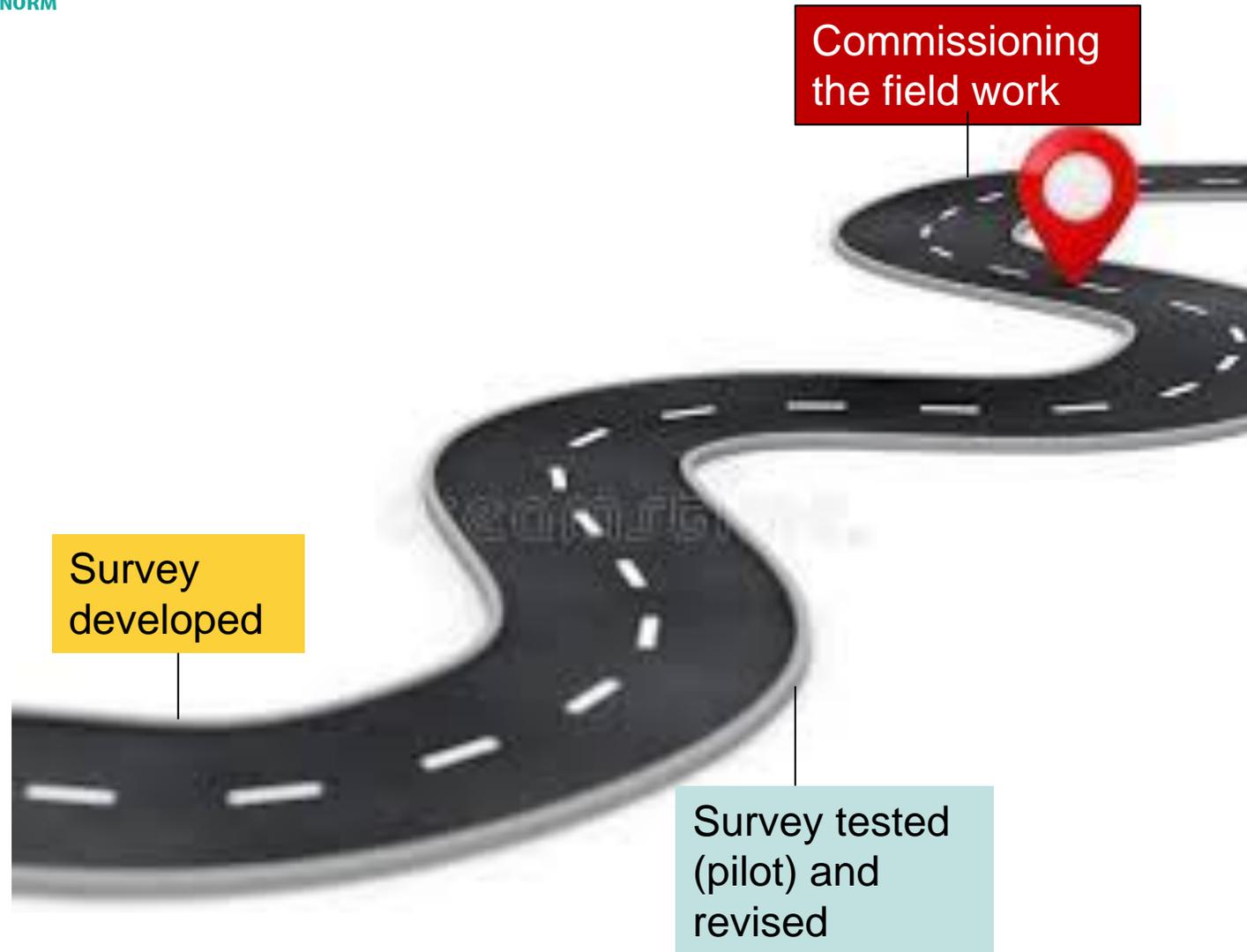
SCK CEN

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**On-line, interactive training course “The art of public opinion survey analysis
Surveying the public on Radon & NORM”, 26-30 April 2021**



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What are the things we want to know?

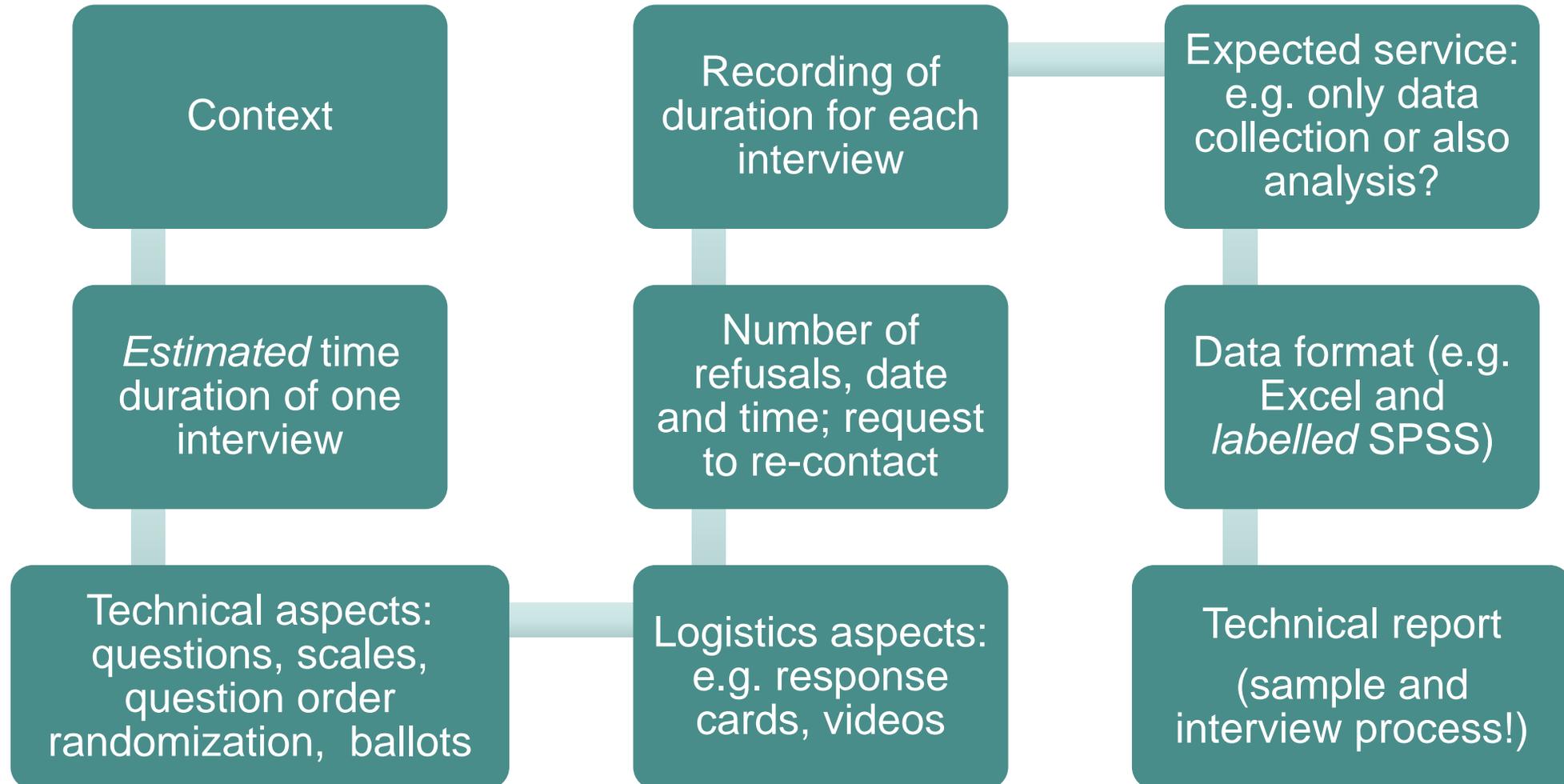


Commissioning the field work

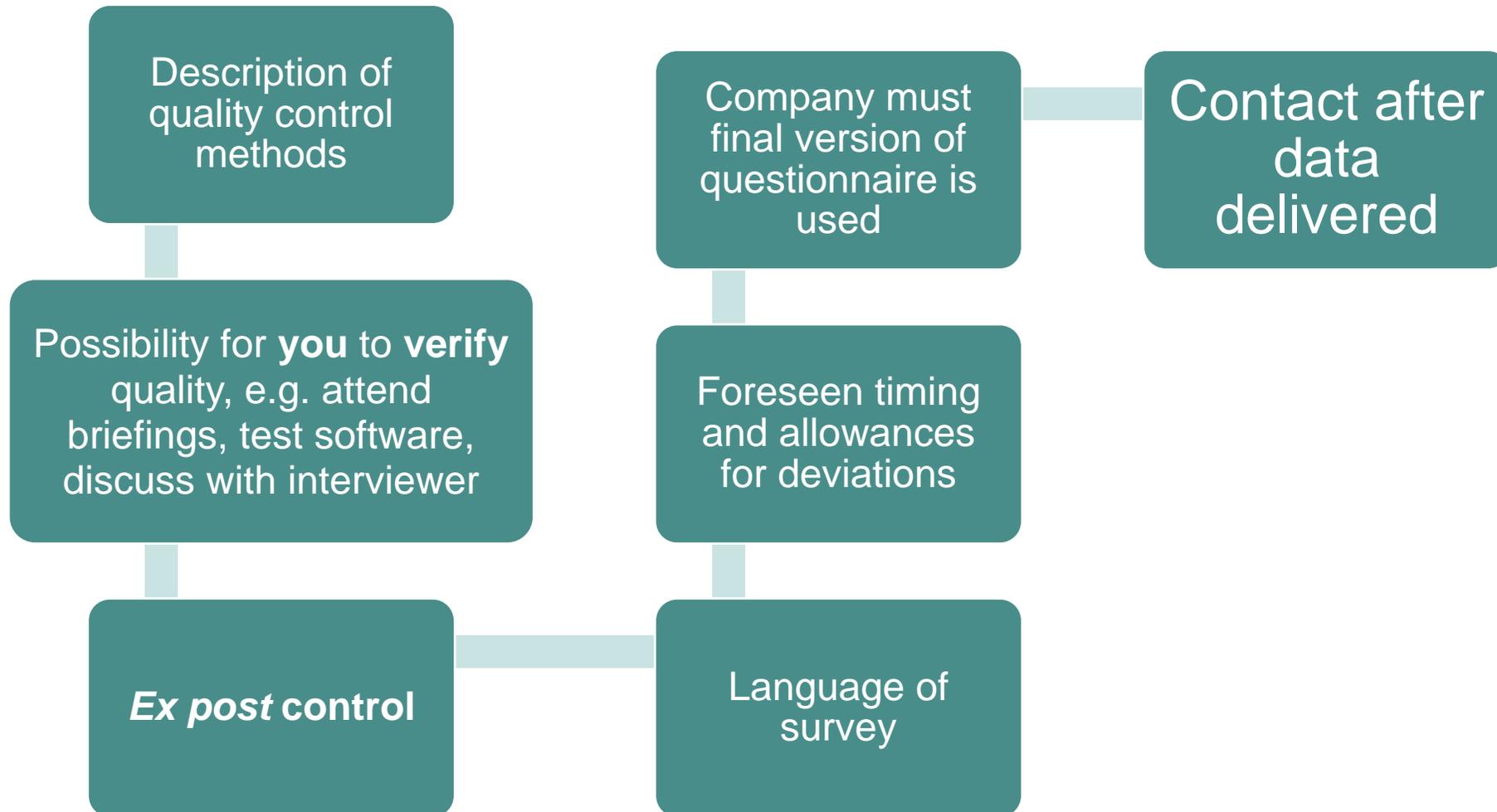
- Preparing the technical specifications
- Preparing and launching the tender
- Evaluating the offers
- Initiating, supervising and controlling the quality of the data



Technical specifications example: SCK CEN 2021 Barometer (1)



Technical specifications example: SCK CEN 2021 Barometer (2)



Preparing and launching the tender



- Public procurement rules and other institutional rules
 - E.g. in BE threshold of 30.000 eur to apply public procurement rules for low-value contracts (lower than EU thresholds)
 - Submission of a tender: e.g. **22 days** in Belgium
- Tender documents will normally contain
 - Administrative requirements (e.g. award criteria)
 - Contractual requirements (e.g. deadlines)
 - Technical specifications
 - ***A draft version of the questionnaire***
 - General purchase rules applied by your institution

Example of award criteria SCK CEN Barometer 2021 (1)

1 Cost

- Score offer = (price lowest offer / price offer) * weight of criterion “Cost”
- Offer must present cost **breakdowns**, taking into account an **estimated time** of 40 minutes.
- Specification of **additional costs** in case of larger sample or other **variations** (bv: per extra 5 minutes; per extra 100 respondents; alternative sampling procedure).

Criterion	Weight
Cost	50%
Methodology	25%
Professionalism	10%
Quality control	15%

Important differences in cost depending of survey specifications!

Example of award criteria SCK CEN Barometer 2021 (2)

2 Methodology

- Clarity of offer, **sample adequacy**, details about the **sampling procedure**
- Response to technical specifications
- Interviewers: number, briefing method, experience, recruitment
- Planning and preparation, reporting of results.
 - **Earliest start date** for the survey and estimated duration
 - Under the condition that **total time** (from delivery questionnaire to delivery dates) does not exceed the predetermined period (unless explicitly motivated) .

Criterion	Weight
Cost	50%
Methodology	25%
Professionalism	10%
Quality control	15%

Example of award criteria SCK CEN Barometer 2021 (3)

3 Professionalism

- Presentation of the company
- Experience with similar research
- Member of professional organisations, e.g. ESOMAR
- Ethics

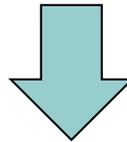
4 Quality control

- Quality control methods and possibility for SCK CEN to participate /verify
 - E.g. quality control of fieldwork, control of the interviewer's effect, data control and treatment of data of poor quality, sample control, fraud control.

Criterion	Weight
Cost	50%
Methodology	25%
Professionalism	10%
Quality control	15%

Evaluation of offers

- *Public Procurement in the EU: Legislative Framework, Basic Principles and Institutions*
 - Non-discrimination, equal treatment and transparency in the:
 - publicity of proposed procurement contracts;
 - design of technical specifications;
 - choice of procurement procedure;
 - qualification and selection of candidates and tenderers;
 - award of contracts.



- What is not specified in tender documents → cannot be used justify preference for a particular offer



Initiating and following up the field work

- Single point of contact (also for public)
- Team: field managers, programmer, etc
- How to contact respondents (incl. informed consent)



- (See extra details in Tanja's presentation)
- Announce your survey (e.g. website, social media, etc)!
- Actual time? Sample?
- Record all decisions in writing
- Request details about contact-recontact

Example of time line (SCK CEN Barometer 2015)



Methodology document and first version of questionnaire

Final questionnaire and publication tender

Start CAPI programming

Field work completed

15 Feb 6 Mar 23 Apr 6 Jun 27 Jun 19 Aug 11 Sep 13 Oct 2 Dec ...

Steering committee meeting

Translation and pilot study

Evaluation of tenders & commissioning field work

CAPI tested, interviewers briefed, start of field work

Data and report delivered





Conclusions

- When planning consider: tendering rules, time for programming the survey, time for testing, time for data
- Request price also for deviations from interview duration or sample
- Make sure technical specifications complete
- Special attention to quality control: request details about sampling, interview process, response rate.
- Some quality issues may appear during data analysis - ensure contact available minimum 6 month after data delivered
- Record experiences (and take these into consideration for next technical specification file.....!)