

Eurobarometer - a case study in centralised process and quality management

**ELECDEM
Training Network in Electoral Democracy**

**Pascal Chelala
Managing Director
TNS opinion**



CONTENT

- That thing called “Eurobarometer”
- Quality management in a multinational environment





The Eurobarometer – We all know

- Since 1973, The Eurobarometer has been **an important tool for democracy** in Europe as it provides information for the leaders to shape their policies.
- It is the **biggest opinion tracking survey** in the world, in terms of frequency, coverage and size of questionnaires.
- It allows academics to study trends and patterns in European opinions and understand more about how society changes through time, as well as the regional differences that exist in Europe.
- TNS is responsible for the Eurobarometer.

The Eurobarometer – the real thing

- It's big – it's heavy
- It's repetitive
- It's consistent
 - Single data collection mode
 - Homogeneous multi stage random sampling
 - Geographical coverage
- It's a framework contract





Eurobarometer: Geographical coverage



**Up to
34 countries**

The Eurobarometer in figures

- **Number of F2F interviews** = approx. 200 000 per year
- **Number of questions asked** = approx. 1 000 per year
- **Number of countries** = up to 34
- **Regional and national languages covered** = 46
- **Number of topics** = 25-30 per year
- **Processing** = close to 50 000 tables per wave
- **Reporting** = 30 to 40 reports per year



Some examples of EB topics

Standard Eurobarometer (various indicators available)

Europeans and Sport

The Constitutional Treaty

Lisbon Agenda

Vocational Training

Environment

ICT at work

Services of General Interest

Social Capital

Development Aid

Europeans and the CAP

Services of General Interest in the NMS

Science and technology



The Eurobarometer – A tool for the European institutions

- **The European Commission & The European Parliament**
- **The Transparency rule**
- **« Please note that all results coming out of thematical, ad hoc surveys are the property of the requesting service, however the duration of the embargo cannot exceed 2 years. The results of such surveys constitute working tools for the Commission»**
- **(source Europa web site http://europa.eu.int/comm/public_opinion/)**





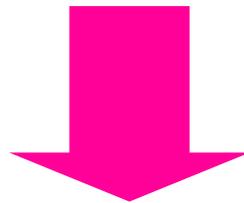
The key principles for managing research in a multinational context, like the Eurobarometer

It is all too often the case that one considers an international study as an accumulation of national studies conducted in different countries.

On the contrary, an international study has its own principles and refers to specific rules that are often simply ignored when we talk about a national survey.

The key principles for managing research in a multinational context, like the Eurobarometer

- **Consistency**
- **Replicability**
- **Robustness**
- **Error free**
- **Timely**
- **Cost effectiveness**



How do we reach those targets?



Research Management and quality controls

- Communication
- Translation
- Fieldwork monitoring
- Quality controls
- Reporting



A communication platform

Communication is a key element:

- **In Multi country surveys, E-mail exchanges are too many and are not always sufficient.**
(close to 1000 e-mails per survey of 30 countries exchanged over 20 days)
- **Too much communication kills communication**
- **Efficient handling of last minute changes**



TNSInfo – a communication platform

A Web Portal dedicated to multi-country social surveys

- **Secure the transfer of key material of the survey**
- **Reduce the amount of information transferred**
- **Work as an alert and monitoring system** for the Coordination project management
- **Central location of all coordination tools**
- **Archiving the past...**





TNSInfo – a communication platform

tns Eurobarometer Members Startpage

Startpage Tools & forms Archive Support About TNSInfo



Waves Edit

See Archive for all your wave 63.4 - 64.4 files

- Wave 65.8
- Wave 66.1
- Wave 66.2
- Wave 66.3
- Wave 66.7
- Wave 67.1
- Wave 67.2

Other portals Edit

- TNS Polling & Social - Home
- Eurobarometer Startpage

Management section Add Edit

- EB MT only
- EB MT section

Progress Tracker Admin area Add Edit

- Site managers only
- Progress Tracker Admin

Test & demo area Add Edit

- Site managers only
- No items to display

Waves Add Edit

Welcome to the Eurobarometer Members Startpage

On this page you will find the latest news and documents intended for all Eurobarometer Members.

On the left hand side of this screen there is a link to the active waves. Please go there to find coordination centre files to all companies in the wave; go to your company' wave page to find documents and instructions intended for your company only. In your company section you can also upload your documents and data files intended

For explanations of up- and downloading files, receiving email notifications of updates on the site and contact information of support staff, please click the tab Sup

Communications ... Sort by: Name

- 10/25/2006 **EB66.3 - Important communication on planning**
Dear all, Here is an important communication about EB66.3 planning. Please read it carefully and do not hesitate to contact me by e-mail if you need further informati
- 5/24/2006 **Important note**
Dear all, our offices will be closed for 2 days. Please find here some details. Best regards, Christelle
- 8/11/2006 **Our offices will be closed ...**
Dear all, our offices will be closed for 2 days. Please find here some details. Best regards, Christelle
- 3/23/2006 **We are moving**
Dear all, as you know EOS is moving. Please find here all the details. Best regards, Christelle

Latest publications

Click on the links below to access the latest reports released. Thank you for your hard work and enjoy!

- Attitudes towards European Union Enlargement http://ec.europa.eu/public_opinion/archives/ebs/ebs_255_en.pdf
- E-Communications Household Survey http://ec.europa.eu/public_opinion/archives/ebs/ebs_249_en.pdf
- Europeans and Biotechnology in 2005 http://ec.europa.eu/public_opinion/archives/ebs/ebs_244_en.pdf

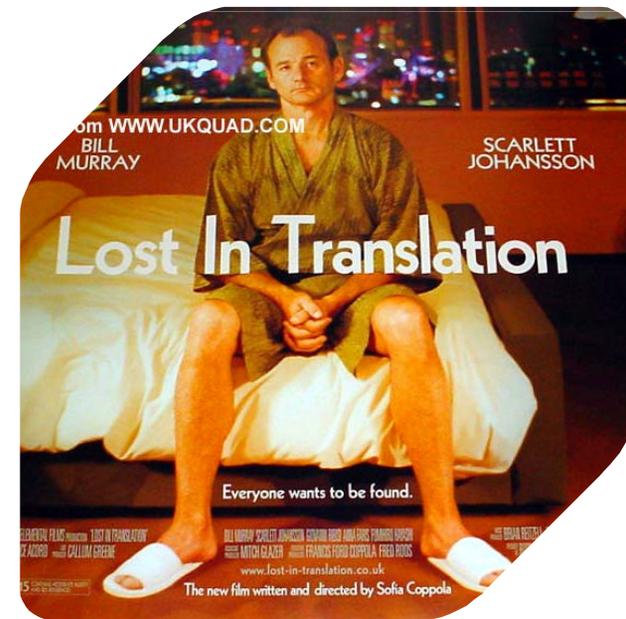
Translation: A crucial process in a limited timeframe

Objectives:

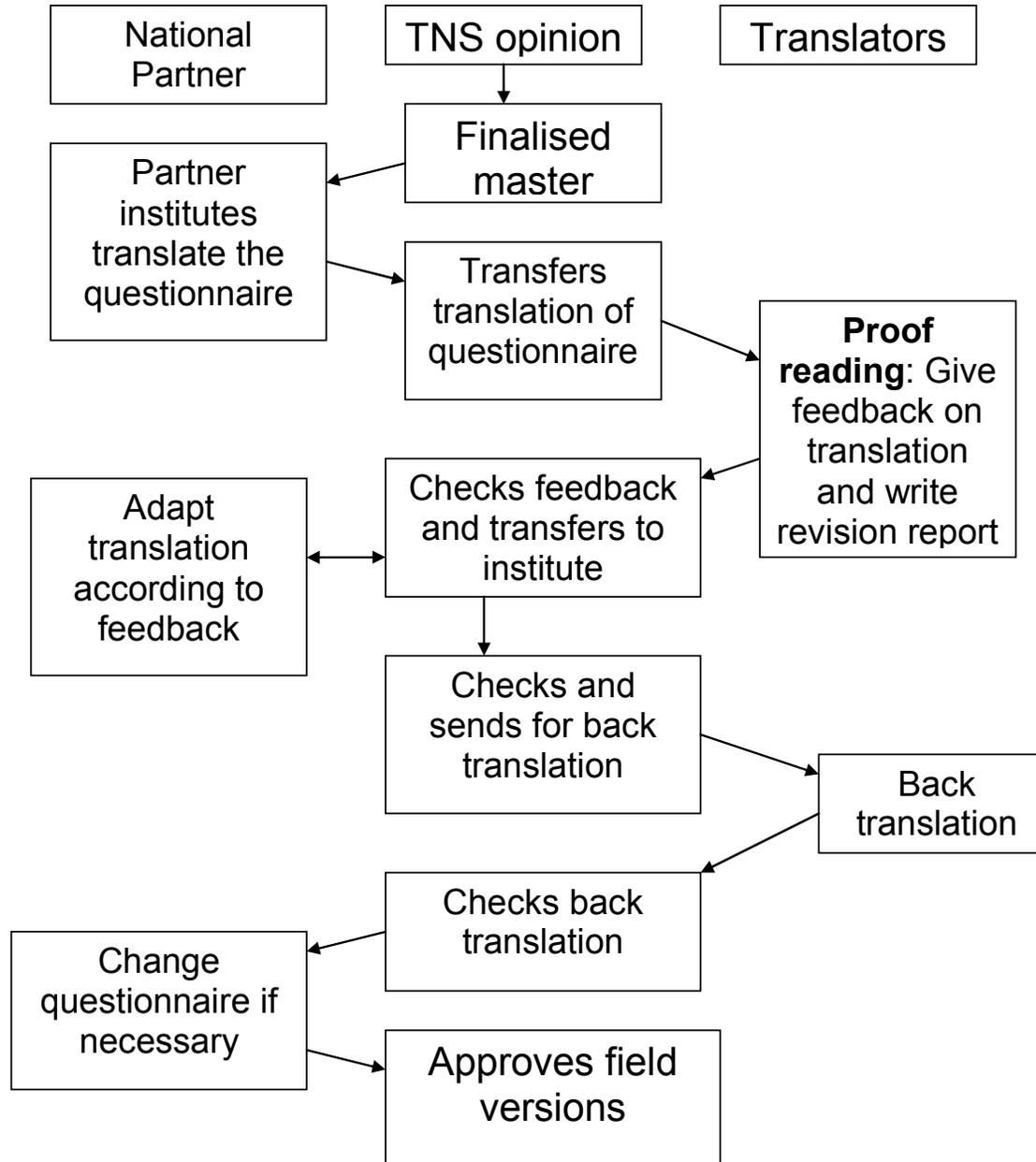
- A precise national translation(s)
- An error free proof reading
- A “smoother” and quicker central proof reading
- A central back translation process
- A specific management of trend questions



**“quality vs timing”
OPTIMIZATION**



Translation: the process





Translation: the risks

Number of people intervening

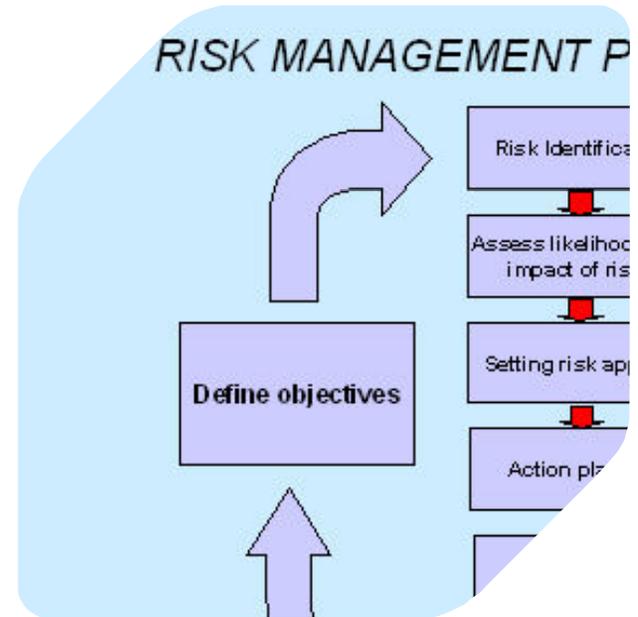
- National translators
- Proof readers
- Back translators

Documents flow

Short timeframe



“solution: a single translation platform, TNSQuest”





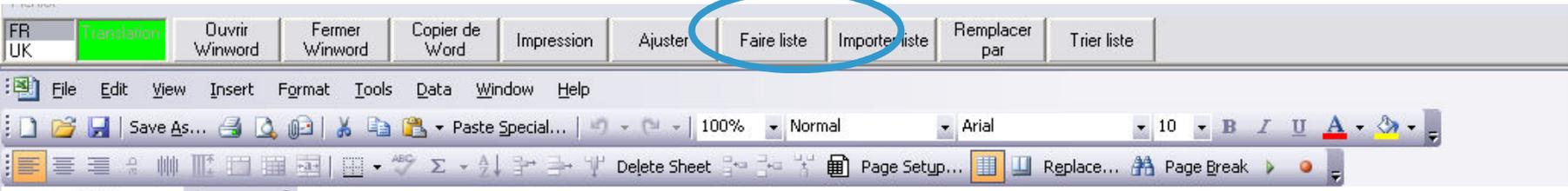
Translations: quality controls

A platform that facilitates the translation process and its control

T81		fx																																					
	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP
81																																							
82	HER or DK THEN CLOSE INTERVIEW																SI AUTRE ou NSP ALORS FIN D'INTERVIEW										IF OTHER or DK THEN												
83																																							
84	you get together with friends, would you say you discuss political matters frequently, occasionally, or never?																Q2 Quand vous êtes entre amis, diriez-vous qu'il vous arrive souvent, de temps en temps ou jamais de discuter politique ?										Q2 Meta normalment tilta												
85	(150)																(150)																						
86	frequently																Souvent										Ta' spiss												
87	occasionally																De temps en temps										Kultant												
88	rarely																Jamais										Qatt												
89	never																NSP										Ma nafx												
90																																							
91	Q2 TREND																EB61 Q2 TREND										EB61 Q2 TREND												
92																																							
93	you hold a strong opinion, do you ever find yourself persuading your friends, relatives or workers to share your views? Does this happen...?																Q3 Quand vous avez une opinion à laquelle vous tenez beaucoup, vous arrive-t-il de convaincre vos amis, vos collègues, vos relations d'adopter cette opinion ? Cela vous arrive-t-il ... ?										Q3 Meta int konvint minni : sh'abek fuq ix-xogħol b												
94																																							
95	D OUT																(LIRE)										(READ OUT)												
96	(151)																(151)																						
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102																																							
103	Q3 TREND																EB61 Q3 TREND										EB61 Q3 TREND												
104																																							
105	In the whole, are you very satisfied, fairly satisfied, not very satisfied or not at all satisfied with the EU lead?																Q4 D'une façon générale, êtes-vous très satisfait(e), plutôt satisfait(e), plutôt pas satisfait(e) ou pas du tout satisfait(e) de la vie que vous menez ?										Q4 Kollox ma' kollox tgħid sodisfatt xejn bil-fajja												
106																																							
107	D OUT																(LIRE)										(READ OUT)												
108	(152)																(152)																						
109	very satisfied																Très satisfait(e)										Sodisfatt hafna												
110	satisfied																Plutôt satisfait(e)										Pjuttost sodisfatt												
111	not very satisfied																Plutôt pas satisfait(e)										Ma tantx inti sodisfatt												
112	not at all satisfied																Pas du tout satisfait(e)										Ma inti sodisfatt xejn												
113	NSP																NSP										Ma nafx												
114																																							
115	1.Q4 TREND																EB60.1Q4 TREND										EB60.1Q4 TREND												
116																																							
117	are your expectations for the next twelve months: will the next twelve months be better, or the same, when it comes to...?																Q5 Quelles sont vos attentes pour les douze prochains mois : les douze prochains mois seront-ils meilleurs, moins bons ou sans changement, en ce qui concerne ... ?										Q5 X'inhuma l-aspettattivi aqħar jwu l-istess, fir-ri												
118																																							
	READ OUT																LIRE										MEILLEU MOINS SANS NSP												
	BETTER WORSE SAME DK																										(READ OUT)												



TNSQuest: important feature



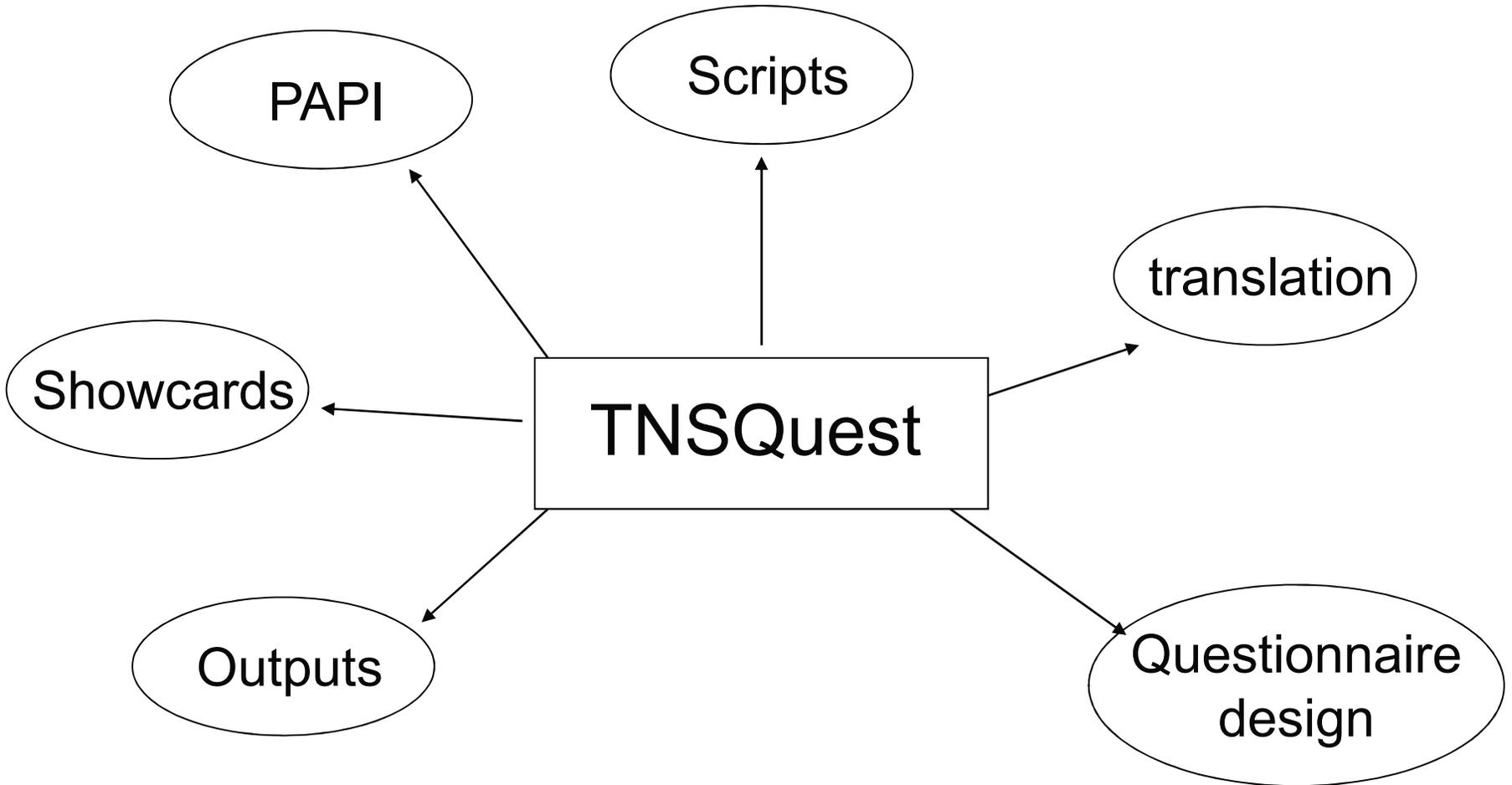
	A	B	C	D	E	F	G	H
202	\$C\$881	093-002	TT	QC8	Instruction Enquêteur Après	(ONE ANSWER PER LINE)	(UNE REPONSE PAR LIGNE)	(UNA RISPOSTA PER RIGA)
203	\$C\$893	094-002	TT	QC9	Instruction Enquêteur Après	(ONE ANSWER PER LINE)	(UNE REPONSE PAR LIGNE)	(UNA RISPOSTA PER RIGA)
204	\$C\$224	030-002	NT	QA12	Instruction Enquêteur Après	(SHOW CARD - READ OUT - MULTIPLE ANSWERS POSSIBLE - ROTATE TOP TO BOTTOM/BOTTOM TO TOP)	(MONTRER CARTE - LIRE - PLUSIEURS REPONSES POSSIBLES - ROTATION DE HAUT EN BAS / DE BAS EN HAUT)	[Mostrare cartellino controllando che sia della versione appropriata (rotazione dall'alto in basso versione A - dal basso in alto versione B). Leggere – sono possibili più risposte]
205	\$C\$197	026-001	TT	--	Information	ASK ALL	A TOUS	A TUTTI
206	\$C\$294	036-001	TT	--	Information	ASK ALL	A TOUS	A TUTTI
207	\$C\$491	059-001	TT	--	Information	ASK ALL	A TOUS	A TUTTI
208	\$C\$828	087-001	NT	--	Information	ASK ALL	A TOUS	A TUTTI
209	\$C\$877	092-001	TT	--	Information	ASK ALL	A TOUS	A TUTTI
210	\$C\$1151	124-001	NT	--	Information	ASK ALL	A TOUS	A TUTTI
211	\$M\$378	046-005	TT	QA20a	Réponse	Enough	Suffisam-ment	abbastanza
212	\$C\$1057	109-004	TT	QE1	Réponse	Fairly attracted	Plutôt attiré(e)	abbastanza attratto/a
213	\$K\$909	096-005	MT	QD1	Réponse	Rather good	Plutôt bonne	ABBASTANZA BUONA
214	\$M\$605	067-003	MT	QA32	Réponse	Tend to agree	Plutôt d'accord	Abbastanza d'accordo
215	\$K\$740	078-004	TT	QB3	Réponse	Tend to agree	Plutôt d'accord	abbastanza d'accordo
216	\$K\$883	093-005	TT	QC8	Réponse	Tend to agree	Plutôt d'accord	abbastanza d'accordo
217	\$K\$895	094-005	TT	QC9	Réponse	Tend to agree	Plutôt d'accord	abbastanza d'accordo



**Creating homogeneity
Saving time and errors**



TNSQUEST – Driving innovation a step further



Fieldwork Monitoring

- **Communication, timeliness, responsiveness and quality control are crucial.** The **Progress Tracker** gives management and Members **up-to-date insight in the state of affairs.** **Fieldwork progress is recorded in the Progress Tracker database.**
- **Objectives:**
 - Identify as early as possible potential delays
 - Anticipate and implement solutions





Fieldwork Monitoring - The Progress Tracker

- To follow the progress of each country (number of interviews conducted so far, delivery status,...)

	Current No. Interviews	Status	25% fieldwork complete	60% fieldwork complete	100% fieldwork complete	Target no. of interviews	Date last updated progress tracker
Target date	11/02/2008		07/02/2008	12/02/2008	17/02/2008		
Canada	503	Green	250	600	1000	1000	11/02/2008
Denmark	249	Red	250	600	1000	1000	09/02/2008
Finland	480	Green	250	600	1000	1000	10/02/2008
Germany	542	Green	250	600	1000	1000	11/02/2008
Italy	727	Blue	250	600	1000	1000	11/02/2008
Netherlands	398	Yellow	250	600	1000	1000	09/02/2008
Norway	289	Red	250	600	1000	1000	09/02/2008
Portugal	530	Green	250	600	1000	1000	11/02/2008
Spain	495	Green	250	600	1000	1000	11/02/2008
Sweden	500	Green	250	600	1000	1000	10/02/2008
USA	655	Blue	250	600	1000	1000	11/02/2008
Total no. Interviews	5368		2750	6600	11000	11000	



QUALITY CONTROLS – *Data*

Automatic Online Data Checking

- Automated checking of all data files
- A fully automatic process
- Important savings in terms of executive time and errors
- Monitoring interviewers' performance



QUALITY CONTROLS – Online Data Checking

★ ☆ EB1

25 June 2008 09:31:49

Robot activity (pid=1977) Waiting

Country	Member	Survey	Wave	Type	Status	Last notification	Errors	Warnings	Interviews	Sended files	Last file description	Last
↑↓	↑↓	↑↓	↑↓	↑↓	↑↓	↑ ↓	↑↓	↑↓	↑↓			
AT	Osterreichisches Gallup-Institut	BBVA	3402	fin	CONFIRMED	28/01/2008 10:32:26	0	0	1728 kit	10		
AT	Osterreichisches Gallup-Institut	EQLS	4202	fin	CONFIRMED	21/02/2008 11:27:58	0	0	1043 kit	12		
AT	Osterreichisches Gallup-Institut	EB	0692	fin	CONFIRMED	24/04/2008 16:44:37	0	0	1000 kit	10		
BE	TNS Dimarso	EQLS	4202	fin	ACCEPTED (W)	21/02/2008 14:22:03	0	3	1010 kit	27		
BE	TNS Dimarso	EB	0692	fin	CONFIRMED	05/05/2008 17:34:01	0	0	1003 kit	9		
BG	TNS BBSS	EQLS	4202	fin	CONFIRMED (W)	07/12/2007 10:12:49	0	1	1030 kit	19		
BG	TNS BBSS	EB	0692	fin	CONFIRMED (W)	24/04/2008 14:31:49	0	22	1000 kit	5		
CY	Synovate	EQLS	4202	fin	CONFIRMED (W)	21/02/2008 08:40:40	0	43	1003 kit	12		
CY	Synovate	EB	0692	fin	CONFIRMED (W)	08/05/2008 12:03:37	0	5	504 kit	7		
CZ	TNS AISA	EQLS	4202	fin	ACCEPTED (W)	11/12/2007 09:34:45	0	97	1227 kit	21		
CZ	TNS AISA	BBVA	3402	fin	REFUSED (F)	29/01/2008 09:40:27	217	3	1726 kit	13		
CZ	TNS AISA	EB	0692	fin	CONFIRMED	28/04/2008 16:34:14	0	0	1014 kit	9		
DE	TNS Germanv	EOLS	4202	fin	CONFIRMED (W)	10/01/2008 12:10:52	0	153	2008 ...	27		

Done



Standard reporting of errors and comments

CTRL-EOS-0652-DK[1].zip - WinRAR (evaluation copy)

File Commands History Favorites Options Help

Extract Extract to Test View Delete Comment SFX Info

CTRL-EOS-0652-DK[1].zip - zip archive, unpacked size 3,782,154 bytes

Name	Size	Packed	Type	Modified
..			Folder	
CTRL-0652-DK.xls	675,840	79,496	Microsoft Excel Wor...	03/05/2006 ...
CTRL_COHER_0652_DK_finDAT.txt	0	0	Text Document	03/05/2006 ...
CTRL_TOT_0652_DK_finDAT.txt	17,100	1,282	Text Document	03/05/2006 ...
DK0652_fin_C01.txt	9,616	1,901	Text Document	03/05/2006 ...
EB0652DKfinDATcheck1.out	178,077	26,179	out File	03/05/2006 ...
EB0652DKfinDATcheck3.out	9,574	1,868	out File	03/05/2006 ...
EB0652DKfinDATcheck5.out	2,891,947	23,736	out File	03/05/2006 ...



QUALITY CONTROLS

- **Central controls**
 - Fieldwork
 - Data

[More in details](#)



QUALITY CONTROLS

- **Fieldwork:**
 - Common Contact sheets to all countries
 - Sampling
 - Contact procedure
 - Response rate calculation
 - Central control at micro level
 - Per interviewer
 - Dates and hours
 - Level of “similarity”



QUALITY CONTROLS – *Trend questions*

- **Quality Controls**
 - Automated checking of trend evolution
 - Comparison of differences with average's evolution
 - Access to historical data to a better understanding/explanations of some differences



QUALITY CONTROLS – Trend questions

Management Resources & Quality Controls System - Quality Controls

Version

Job finished !

diff -> file 10

QA1 How well informed do you think you are about radioactive waste?

QA1	EU	BE	DK	D-w	DE	D-E	EL	ES	FR	IE	IT	LU	NL	AT	PT	FI	SE	UK
Very well informed																		
EB 562.0	2	1	6	2	2	2	5	1	2	4	2	3	3	4	1	7	4	3
EB 632.0	3	3	4	4	4	3	2	1	3	3	2	5	3	2	1	6	4	3
Diff Country	1	2	-2	2	2	1	-3	0	1	-1	0	2	0	-2	0	-1	0	0
Diff C / EU	0	1	-3	1	1	0	-4	-1	0	-2	-1	1	-1	-3	-1	-2	-1	-1
Fairly well informed																		
EB 562.0	18	11	26	24	25	27	23	10	15	21	15	24	32	17	15	33	27	15
EB 632.0	22	20	27	32	33	34	14	15	20	22	14	26	34	15	14	38	46	21
Diff Country	4	9	1	8	8	7	-9	5	5	1	-1	2	2	-2	-1	5	19	6
Diff C / EU	0	5	-3	4	4	3	-13	1	1	-3	-5	-2	-2	-6	-5	1	15	2
Not very well informed																		
EB 562.0	45	37	57	50	49	47	40	42	41	41	51	45	45	46	35	43	57	39
EB 632.0	46	42	55	47	47	47	41	42	51	33	50	40	44	38	40	40	41	46
Diff Country	1	5	-2	-3	-2	0	1	0	10	-8	-1	-5	-1	-8	5	-3	-16	7
Diff C / EU	0	4	-3	-4	-3	-1	0	-1	9	-9	-2	-6	-2	-9	4	-4	-17	6
Not at all well informed																		
EB 562.0	33	48	10	21	21	22	31	43	41	31	31	27	18	27	47	16	12	42
EB 632.0	28	34	13	17	17	16	43	40	26	38	33	29	18	44	40	16	8	27
Diff Country	-5	-14	3	-4	-4	-6	12	-3	-15	7	2	2	0	17	-7	0	-4	-15
Diff C / EU	0	-9	8	1	1	-1	17	2	-10	12	7	7	5	22	-2	5	1	-10
DK																		
EB 562.0	2	2	0	2	2	3	2	4	1	3	1	2	2	6	2	1	1	2
EB 632.0	1	0	1	0	0	1	1	2	1	3	0	1	0	2	4	0	1	2
Diff Country	-1	-2	1	-2	-2	-2	-1	-2	0	0	-1	-1	-2	-4	2	-1	0	0
Diff C / EU	0	-1	2	-1	-1	-1	0	-1	1	1	0	0	-1	-3	3	0	1	1
Well informed																		
EB 562.0	21	12	33	27	27	29	27	11	17	25	17	26	35	21	15	40	31	17
EB 632.0	25	23	31	36	36	37	16	15	22	26	16	31	37	17	15	43	51	25
Diff Country	4	11	-2	9	9	8	-11	4	5	1	-1	5	2	-4	0	3	20	8
Diff C / EU	0	7	-6	5	5	4	-15	0	1	-3	-5	1	-2	-8	-4	-1	16	4
Not well informed																		
EB 562.0	77	86	67	71	71	68	71	85	82	71	82	72	63	73	82	59	68	81
EB 632.0	74	77	68	63	63	63	84	83	77	71	83	68	63	82	80	56	49	73
Diff Country	-3	-9	1	-8	-8	-5	13	-2	-5	0	1	-4	0	9	-2	-3	-19	-8
Diff C / EU	0	-6	4	-5	-5	-2	16	1	-2	3	4	-1	3	12	1	0	-16	-5



QUALITY CONTROLS – Trend questions

Historical data

	A	B	C	D	E	F	G	H	I	J	K	L	M
1		Thinking about the enlargement of the European Union to include new European countries, do you tend to agree or tend to disagree with each of the following statements?											
3		In January and June 2001: Thinking about the enlargement of the European Union to include new countries, do you tend to agree or tend to disagree with each of the following statements?											
5	The more countries there are in the European Union, the more peace and security will be guaranteed in Europe												
6		EB48.0	EB49	EB50	EB54.1	EB55.1	EB56.2	EB57.1	EB58.1	EB59.1			
7		11/1997	05/1998	11/1998	12/2000	05/2001	11/2001	05/2002	11/2002	04/2003			
8		%	%	%	%	%	%	%	%	%			
9	Tend to agree	42	58	54	53	48	61	47	49	46			
10	Tend to disagree	41	29	33	32	35	29	36	38	42			
11	DK	17	13	12	14	17	10	17	13	12			
12													
13	The enlargement will not cost more to existing member countries like (our country)												
14		EB48.0	EB49	EB50	EB54.1	EB55.1	EB56.2	EB57.1	EB58.1	EB59.1			
15		11/1997	05/1998	11/1998	12/2000	05/2001	11/2001	05/2002	11/2002	04/2003			
16		%	%	%	%	%	%	%	%	%			
17	Tend to agree	25	27	31	32	31	31	29	27	29			
18	Tend to disagree	52	46	42	47	46	49	46	51	50			
19	DK	23	27	27	21	23	20	25	21	21			
20													
21	After the enlargement to new countries, (our country) will become less important in Europe												
22		EB48.0	EB49	EB50	EB54.1	EB55.1	EB56.2	EB57.1	EB58.1	EB59.1			
23		11/1997	05/1998	11/1998	12/2000	05/2001	11/2001	05/2002	11/2002	04/2003			
24		%	%	%	%	%	%	%	%	%			
25	Tend to agree	42	40	38	39	45	44	45	49	45			
26	Tend to disagree	36	42	41	44	36	43	37	31	39			
27	DK	22	18	21	16	19	13	18	20	16			
28													
29	The more member countries there are, the more unemployment there will be in (our country)												
30		EB48.0	EB49	EB50	EB54.1	EB55.1	EB56.2	EB57.1	EB58.1	EB59.1			
31		11/1997	05/1998	11/1998	12/2000	05/2001	11/2001	05/2002	11/2002	04/2003			
32		%	%	%	%	%	%	%	%	%			
33	Tend to agree	44	41	39		38	41	40	45	46			
34	Tend to disagree	33	34	36		41	42	38	34	35			
35	DK	23	24	25		21	17	23	21	19			
36													
37	From now on, future member countries should start to receive financial aid from the European Union to help them prepare to join												
38		EB48.0	EB49	EB50	EB54.1	EB55.1							
39		11/1997	05/1998	11/1998	12/2000	05/2001							
40		%	%	%	%	%							
41	Tend to agree	22	29	26	28	26							
42													

Belgium / Denmark / Germany / Greece / Spain / France / Ireland / Italy / Luxembourg / The Netherlands / A1



thank you!

vielen Dank!

merci!

bedankt!

tack!

muchas gracias!

kiitos!

grazie mille!