



Arbeitsgemeinschaft Media-Analyse e.V.

## Field management systems for Face-to-Face samples

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### **Introduction**

As a large comparative analysis of advertising media, the *ma* has the general task of doing everything to eliminate possible influences on the results, starting with the sample: The survey population must be selected with the greatest diligence. Only if each polled individual has the same – or at least a calculable – chance in terms of the general total of becoming a target person for the survey can the sample be deemed representative. Apart from the technical aspects of generating a random sample, the field model plays a key role in this respect. Today, my contribution will focus on the field model of the *ma* Print Media, which is conducted as a face-to-face survey, and its possible impact on the representativeness of the survey results.

## The field model of ma - general remarks -

**Field model** = application of a random sample during poll and practical measures of interviewer deployment



Considerable differences between various ftf-analyses, but little research literature on the impact of differences in field operations

### Variations:

- Number of samples used / Sampling points per sample
- Addresses used per sample
- Manner of address selection
- Number of interviewers / institutes employed
- Duration of the field survey / Survey time (season)
- Distribution of interviews over the days of the week
- Number of visits per address / rules regarding repeat visits
- Amount of recorded interviewer data (date, time, etc.)
- .....

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### **Some general remarks on ma field model**

The field model includes the application of a random sample during the poll and the practical measures of interviewer deployment in the field during the selection of households and target individuals.

There are considerable differences in field model between the various face-to-face analyses – usually for cost reasons. It is a pity that there is little information on the subject in market research literature, at least in Germany. While there are many studies on the influence of questions, scale lengths, etc. on survey results, there is little information on the issue of the impact on results due to differences in field operation. Nevertheless, there is a considerable range of variations in this sector, e.g.:

- The number of samples used
- The sampling points per sample
- The addresses used per sample
- The manner of address selection
- The number of interviewers used
- The number of institutes employed
- The duration of the field survey/The survey time (season)
- The distribution of interviews over the days of the week
- The number of stipulated visits per address /The rules regarding repeat visits
- The possibility of reusing unreached addresses at different times
- The amount of recorded interviewer data (date, time, etc.) / The manner of monitoring

When implementing the *ma* Print Media based on face-to-face interviews, we provide the implementing institutes with detailed specifications on some of these possible influences for their field work. In the next part, I will address the specific implementation during sample processing and field work.

## The path toward the target individual – stages of selection

- The quality of sample/representativeness of results is closely connected with the selection procedure
- 3 selection stages in ma print:
  - 1st selection stage: drawing of sampling points
  - 2nd selection stage: household selection
  - 3rd selection stage: selection of the target individuals



### **The path toward the target individual – The stages of the selection procedure**

The quality of the sample and therefore the representativeness of the results is closely connected with the selection procedure. The *ma* Print Media involves three selection stages:

- 1st selection stage: Drawing of the sampling points
- 2nd selection stage: Household selection
- 3rd selection stage: Selection of the target individuals

## 1st selection stage: Drawing of Sampling-Points

- Regionally representative distribution of sampling points by random selection → important for regional media
- Drawing of sampling Points is not conducted by the employed institutes but centrally by our service provider → to ensure, that several institutes (we employ 7) are not active at the same point

### 1<sup>st</sup> selection stages: Drawing of the sampling points

Only if the sampling points are regionally distributed in a representative manner by random selection can the use of regionally disseminated media be depicted realistically. In this respect, it is important to mention that the drawing of the sampling points is not conducted by the institutes but centrally by one of our service providers. Since we employ seven institutes for each ma, this is the only way to ensure that several institutes not be active at the same point.

The basis for the random sample drawing of the *ma* is the sample point file of the Working Group of German Market Research Institutes (ADM) which includes 60,000 areas weighted by importance according to population shares and geographic coordinates. From this file, 4,590 area units are randomly drawn for each installment. These units are then distributed to the seven institutes. As a result, each institute is assigned 655 area units or points for processing for each survey installment. Each of the seven samples is representative in itself – each institute is regionally active in all of Germany.

## 1st selection stage: Drawing of Sampling-Points

- Regionally representative distribution of sampling points by random selection → important for regional media
- Drawing of sampling Points is not conducted by the employed institutes but centrally by our service provider → to ensure, that several institutes (we employ 7) are not active at the same point

Basis for the sample drawing: sample point file of ADM

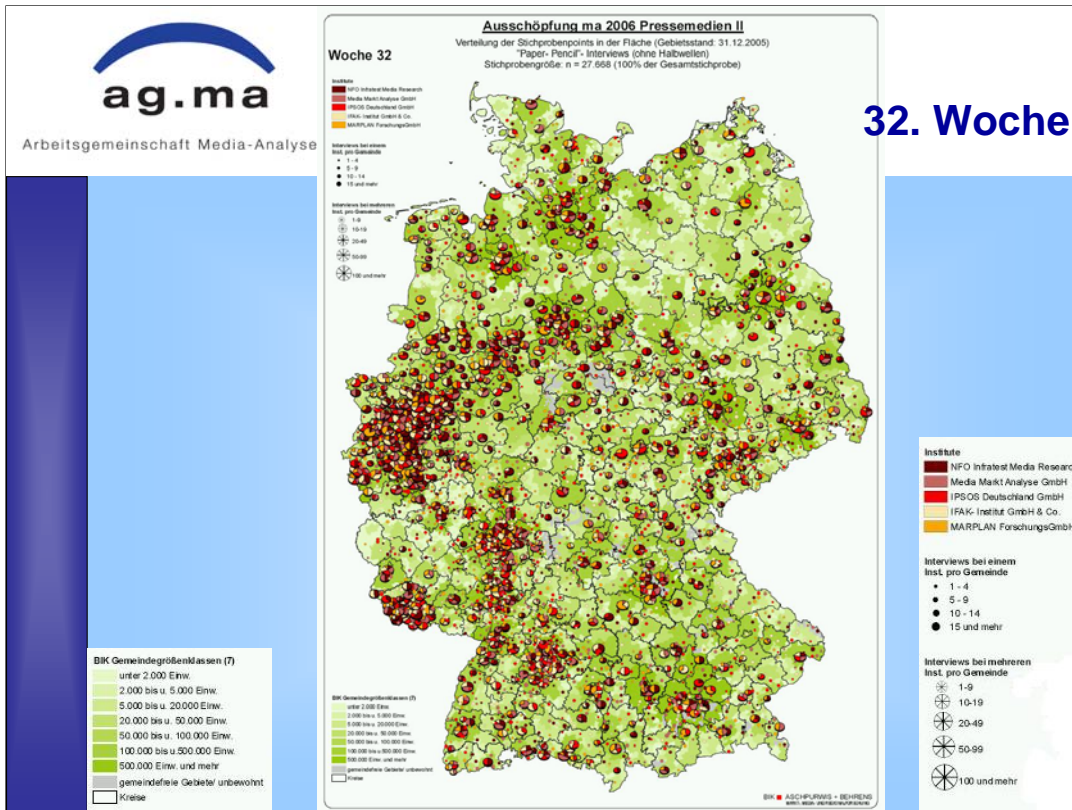
- **60.000 areas**  
↓ randomly drawn for each ftf poll
- **4.590 area-units**  
↓ distributed to 7 institutes
- **655 area units/points** for each institute for each survey

Each of the 7 samples is representative in itself  
– each institute is regionally active in all of Germany

### 1<sup>st</sup> selection stages: Drawing of the sampling points

Only if the sampling points are regionally distributed in a representative manner by random selection can the use of regionally disseminated media be depicted realistically. In this respect, it is important to mention that the drawing of the sampling points is not conducted by the institutes but centrally by one of our service providers. Since we employ seven institutes for each ma, this is the only way to ensure that several institutes not be active at the same point.

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Here you can see the sample points of one installment.

## 2nd selection stage: Household selection

- **Premise:**  
Each household within the point should have the same chance of being included in the sample
  
- **Random address procedure – two steps:**
  1. Walk through the point to write down the names on the door bells
    - institutes get street directories with starting address for each selected point
    - institutes produce directories for their employees

↓

**list of addresses**

↓

  2. Five addresses are randomly selected at the institute and provided to an interviewer for polling

### 2<sup>nd</sup> selection stage: Household selection

This time, the selection units are households. The premise: Each household within the point should have the same chance of being included in the sample. Therefore, the households in the sampling point must first be determined; our face-to-face interviews are conducted based on a random-address procedure, which means that a so-called field inspection must be performed prior to conducting the actual interviews. For this purpose, assigned representatives from the individual institutes walk through the point in question and write down the names on the door bells of the private households. There are specific instructions for the field inspection, e.g. what to do when there is no name plate, when a street is uninhabited, when there are multi-family dwellings, etc. For each selected point, we provide the institutes with street directories with the house number of the starting address for the field inspection. The institute then processes these directories accordingly for its employees.

## 2nd selection stage: Household selection

sample point blatt - Windows Bild- und Faserzeige

TNS EMNID  
Einsatzleitung

**SAMPLE - POINT - BLATT  
+ Adressenauffistung  
Studie "ma-Tageszeitungen 2004"**

TAYLOR NELSON SOFRES  
EMNID

Interviewer-Nr.: \_\_\_\_\_ Sp\_Nr: 1 Sample: 424

PLZ:	Ort:	Ortsteil:	Straße:	Hausnr. von:	bis:	D/G/U:	Start:
24105	KIEL, LANDESHAUPTSTAD	DUESTERNBROOK	KIRCHENSTR.	6	10	G	
24105	KIEL, LANDESHAUPTSTAD	DUESTERNBROOK	KL AUS-GROTH-PL.	1	6	D	
24105	KIEL, LANDESHAUPTSTAD	DUESTERNBROOK	LUSENWEG	3	25	U	
24105	KIEL, LANDESHAUPTSTAD	DUESTERNBROOK	LUSENWEG	4	12	G	*
24105	KIEL, LANDESHAUPTSTAD	DUESTERNBROOK	KIRCHENSTR.	1	9	U	

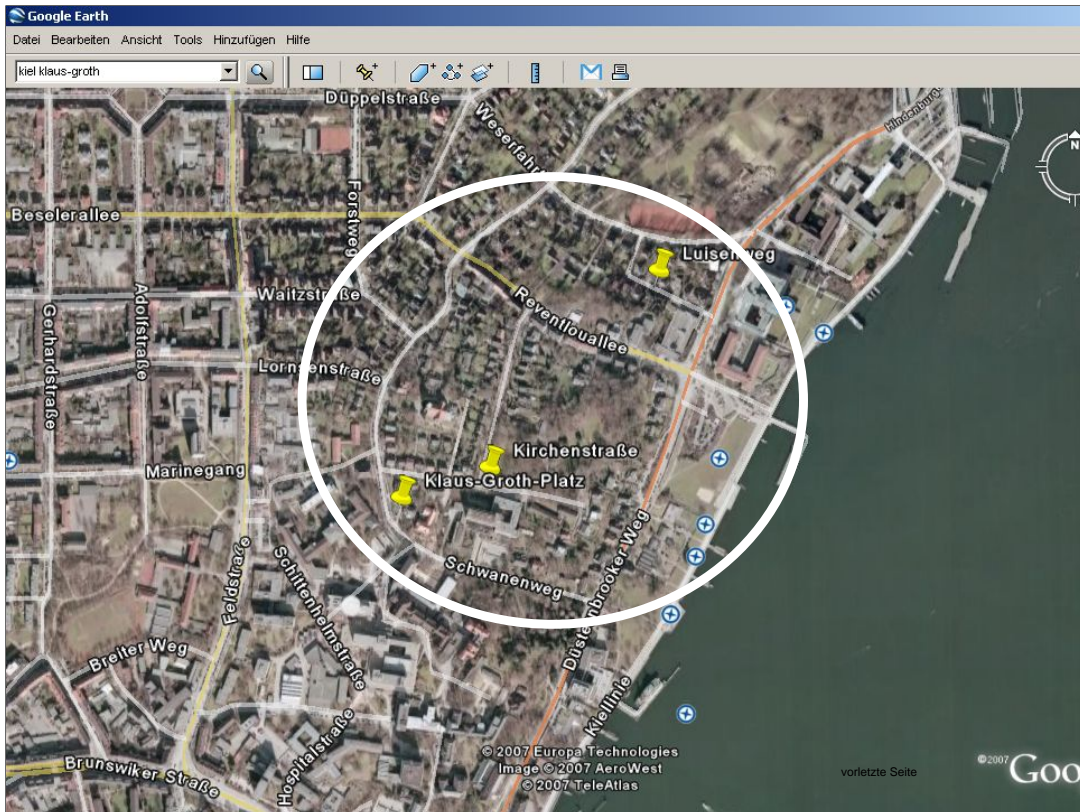
Die Auffistung muß in der mit einem "" gekennzeichneten Straße bei der niedrigsten, dort angegebenen Hausnummer begonnen werden.  
Die Straße der notierten Hausnummer-Bereiche (U = nur ungerade Haus-Nr / r) benutzt werden !!!  
G DER HAUSHALTSADRESSEN !!

nächste Seite



Beginning with the starting address, 50 names are listed based on door plates

Beginning with the starting address, 50 names are listed consecutively based on the door plates.





## 2nd selection stage: Household selection

- **Premise:**  
Each household within the point should have the same chance of being included in the sample
  
- **Random address procedure – two steps:**
  1. Walk through the point to write down the names on the door bells
    - institutes get street directories with starting address for each selected point
    - institutes process directories for their employees  
**list of addresses**  

  2. Five addresses are randomly selected at the institute and provided to an interviewer for polling

### 2<sup>nd</sup> selection stage: Household selection

From this list of addresses, five addresses are randomly selected at the institute and provided to an interviewer for polling.

This concludes the second selection stage – household selection.

## Excursus: Why 5 addresses per Point

- In the past 8 addresses/point were provided
- These were strongly scattered

### Problem:

- Distribution for the different types of points (rural / urban) was not the same

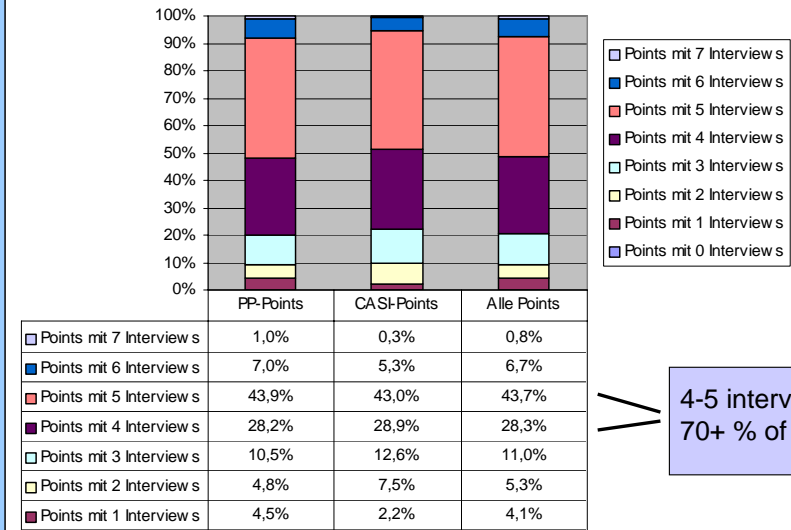
### Therefore:

To take into account regional aspects, the points should be exhausted as even as possible  
→ better accomplished by specifying 5 addresses

Another remark on why specifically five addresses are provided per point in accordance with our instruction: In the past, eight addresses were provided per point. However, as it turned out, these were strongly scattered. Such a result would be acceptable, if one assumed that this distribution is the same for all types of points for ex. rural/urban areas, but this should not be expected. To take into account regional aspects, it had to be ensured that the points are exhausted as evenly as possible. This is better accomplished by specifying five addresses (see figure).

## Excursus: Why 5 addresses per Point

Distribution of points according interviews per point



The example of the *ma* 2007 I shows that four to five interviews are conducted per point in more than 70 % of the cases, with an average of 4.26 interviews per point. As a result, a relatively even exhaustion of the points was achieved.

## 3rd selection stage: selection of target person

- Interviewers get 5 target households for each point
- Target person selection via Kish selection grid; in households with 4+ persons aged 14+ → two interviews

### Specifics for field management and interviewers:

- weekly and daily distribution
- Interview time
- Interviewer deployment

### 3.3 3<sup>rd</sup> selection stage – Selection of the target individuals

The institute now provides the interviewers with five target households for each sampling point for their interview and the actual poll begins. In all households with four or more persons over the age of 14, even two randomly selected individuals are chosen based on a Kish selection grid. However, there are also certain specifics and requirements at this level that the field management or the interviewers must observe:

- Weekly and daily distribution
- Interview time
- Interviewer deployment

## 3rd selection stage: selection of target person

### Weekly and daily distribution

- ma print = almost an all-year survey, conducted in 2 installments
- Distribution of interviews over weeks and days should be as evenly as possible → media usage differs accordingly



We (ag.ma/MMC) provide  
a field operations plan to all institutes  
with exact determination of initial and repeat operations

### Weekly and daily distribution

The *ma* is almost an all-year survey and is conducted in two polling installments: March to September / September to early February, each with breaks due to vacation periods. For each *ma*, it is very important to distribute the interviews over the days of the week and the field operation weeks as evenly as possible. After all, media usage differs based on season and over the course of the week. This also serves to achieve an optimal exhaustion of the sampling points based on the field operations plan specified by us and the exact determination of initial and repeat operations.



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## Weekly and daily distribution - Field operations plan -

### 1. Survey installment

März	10	04.03.2007	-	10.03.2007				
März	11	11.03.2007	-	17.03.2007	X			
März	12	18.03.2007	-	24.03.2007	X	n		
März	13	25.03.2007	-	31.03.2007		n		
April	14	01.04.2007	-	07.04.2007	Ostern			
April	15	08.04.2007	-	14.04.2007				
April	16	15.04.2007	-	21.04.2007	X		WW	
April	17	22.04.2007	-	28.04.2007	X	n		nn
April	18	29.04.2007	-	05.05.2007	X	n		
Mai	19	06.05.2007	-	12.05.2007	X	n		
Mai	20	13.05.2007	-	19.05.2007	X	n	W	
Mai	21	20.05.2007	-	26.05.2007	X	n	W	n
Mai	22	27.05.2007	-	02.06.2007	X	n	W	n
Juni	23	03.06.2007	-	09.06.2007	X	n	W	n
Juni	24	10.06.2007	-	16.06.2007	X	n	W	n
Juni	25	17.06.2007	-	23.06.2007	X	n	W	n
Juni	26	24.06.2007	-	30.06.2007	X	n	W	n
Juli	27	01.07.2007	-	07.07.2007		n	W	n
Juli	28	08.07.2007	-	14.07.2007				n
Juli	29	15.07.2007	-	21.07.2007	Sommer			
Juli	30	22.07.2007	-	28.07.2007				
Juli	31	29.07.2007	-	04.08.2007				
August	32	05.08.2007	-	11.08.2007				
August	33	12.08.2007	-	18.08.2007				
August	34	19.08.2007	-	25.08.2007				
August	35	26.08.2007	-	01.09.2007			W	
September	36	02.09.2007	-	08.09.2007			WW	n
September	37	09.09.2007	-	15.09.2007				nn

X = initial operations week  
N = follow-up week  
W = repeat operation

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Here you can see our field operation plan: first installment spring/summer....



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## Weekly and daily distribution - Field operations plan -

### 2. Survey installment

September	38	16.09.2007	-	22.09.2007	X				
September	39	23.09.2007	-	29.09.2007	X	n			
September	40	30.09.2007	-	06.10.2007	X	n			
Oktober	41	07.10.2007	-	13.10.2007	X	n			
Oktober	42	14.10.2007	-	20.10.2007	X	n	W		
Oktober	43	21.10.2007	-	27.10.2007	X	n	W	n	
Oktober	44	28.10.2007	-	03.11.2007	X	n	W	n	
November	45	04.11.2007	-	10.11.2007	X	n	W	n	
November	46	11.11.2007	-	17.11.2007	X	n	W	n	
November	47	18.11.2007	-	24.11.2007	X	n	W	n	
November	48	25.11.2007	-	01.12.2007	X	n	W	n	
Dezember	49	02.12.2007	-	08.12.2007	X	n	W	n	
Dezember	50	09.12.2007	-	15.12.2007	X	n	W	n	
Dezember	51	16.12.2007	-	22.12.2007		n		n	
Dezember	52	23.12.2007	-	29.12.2007	Winter				
Dezember	1	30.12.2007	-	05.01.2008					
Januar	2	06.01.2008	-	12.01.2008			W		
Januar	3	13.01.2008	-	19.01.2008			W	n	
Januar	4	20.01.2008	-	26.01.2008			W	n	
Januar	5	27.01.2008	-	02.02.2008			W	n	

X = initial operations week  
N = follow-up week  
W = repeat operation

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... and second installment autumn, winter



## Weekly and daily distribution - Field operations plan -

### 2. Survey installment

September	38	16.09.2007	-	22.09.2007	X				
September	39	23.09.2007	-	29.09.2007	X	n			
September	40	30.09.2007	-	06.10.2007	X	n			
Oktober	41	07.10.2007	-	13.10.2007	X	n			
Oktober	42	14.10.2007	-	20.10.2007	X	n	W		
Oktober	43	21.10.2007	-	27.10.2007	X	n	W	n	
Oktober	44	28.10.2007	-	03.11.2007	X	n	W	n	
November	45	04.11.2007	-	10.11.2007	X	n	W	n	
November	46	11.11.2007	-	17.11.2007	X	n	W	n	
November	47	18.11.2007	-	24.11.2007	X	n	W	n	
November	48	25.11.2007	-	01.12.2007	X	n	W	n	
Dezember	49	02.12.2007	-	08.12.2007	X	n	W	n	
Dezember	50	09.12.2007	-	15.12.2007	X	n	W	n	
Dezember	51	16.12.2007	-	22.12.2007		n		n	
Dezember	52	23.12.2007	-	29.12.2007	Winter				
Dezember	1	30.12.2007	-	05.01.2008					
Januar	2	06.01.2008	-	12.01.2008			W		
Januar	3	13.01.2008	-	19.01.2008			W	n	
Januar	4	20.01.2008	-	26.01.2008			W	n	
Januar	5	27.01.2008	-	02.02.2008			W	n	

• **Initial operation:**  
Interviewer instruction → conduct interview on initial operations day, if possible

• **Follow up:**  
if not, for mo-sa every other weekday except next day, for Sunday only another Sunday is appreciated

↓

„key date approach“

X = initial operations week  
N = follow-up week  
W = repeat operation

- Initial operations week and follow-up week

The initial operations week for a polling installment is derived from the field operations plan. The interviewers are clearly instructed to conduct the interview on the stipulated **initial operations day**, if possible. Of course, this doesn't always work. As an alternative for the weekdays Monday through Saturday, every other weekday – with the exception of the very next day – is approved. For Sunday as an operations day, only another Sunday may be selected as a make-up day. As a result, we are dealing with a “key date approach” in which we take into account that newspapers and magazines are not read equally on all weekdays.

If the interview can not be conducted on the initial operations day, it is possible to visit the household again on the make-up days or to schedule a meeting with the target individual. For Monday through Saturdays, there are nine make-up days each; for Sunday, there are only the next two Sundays.

## Weekly and daily distribution - Field operations plan -

### 2. Survey installment

September	38	16.09.2007	-	22.09.2007	X			
September	39	23.09.2007	-	29.09.2007	X	n		
September	40	30.09.2007	-	06.10.2007	X	n		
Oktober	41	07.10.2007	-	13.10.2007	X	n		
Oktober	42	14.10.2007	-	20.10.2007	X	n	W	
Oktober	43	21.10.2007	-	27.10.2007	X	n	W	n
Oktober	44	28.10.2007	-	03.11.2007	X	n	W	n
November	45	04.11.2007	-	10.11.2007	X	n	W	n
November	46	11.11.2007	-	17.11.2007	X	n	W	n
November	47	18.11.2007	-	24.11.2007	X	n	W	n
November	48	25.11.2007	-	01.12.2007	X	n	W	n
Dezember	49	02.12.2007	-	08.12.2007	X	n	W	n
Dezember	50	09.12.2007	-	15.12.2007	X	n	W	n
Dezember	51	16.12.2007	-	22.12.2007		n		n
Dezember	52	23.12.2007	-	29.12.2007	Winter			
Dezember	1	30.12.2007	-	05.01.2008				
Januar	2	06.01.2008	-	12.01.2008			W	
Januar	3	13.01.2008	-	19.01.2008			W	n
Januar	4	20.01.2008	-	26.01.2008			W	n
Januar	5	27.01.2008	-	02.02.2008			W	n

•Repeat operation:  
Follow up operation after 4 weeks following again initial/follow up week

•This time: institute is free to specify interview days in accordance with distribution from initial operation (actual/target comparison)

X = initial operations week

N = follow-up week

W = repeat operation

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... and second installment autumn, winter

## Weekly and daily distribution - Field operations plan -

### 2. Survey installment

September	38	16.09.2007	-	22.09.2007	X				
September	39	23.09.2007	-	29.09.2007	X	n			
September	40	30.09.2007	-	06.10.2007	X	n			
Oktober	41	07.10.2007	-	13.10.2007	X	n			
Oktober	42	14.10.2007	-	20.10.2007	X	n	W		
Oktober	43	21.10.2007	-	27.10.2007	X	n	W	n	
Oktober	44	28.10.2007	-	03.11.2007	X	n	W	n	
November	45	04.11.2007	-	10.11.2007	X	n	W	n	
November	46	11.11.2007	-	17.11.2007	X	n	W	n	
November	47	18.11.2007	-	24.11.2007	X	n	W	n	
November	48	25.11.2007	-	01.12.2007	X	n	W	n	
Dezember	49	02.12.2007	-	08.12.2007	X	n	W	n	
Dezember	50	09.12.2007	-	15.12.2007	X	n	W	n	
Dezember	51	16.12.2007	-	22.12.2007		n		n	
Dezember	52	23.12.2007	-	29.12.2007	Winter				
Dezember	1	30.12.2007	-	05.01.2008					
Januar	2	06.01.2008	-	12.01.2008			W		
Januar	3	13.01.2008	-	19.01.2008			W	n	
Januar	4	20.01.2008	-	26.01.2008			W	n	
Januar	5	27.01.2008	-	02.02.2008			W	n	

• **Repeat operation:**  
Follow up operation after 4 weeks following again initial/follow up week

• This time: institute is free to specify interview days in accordance with distribution from initial operation (actual/target comparison)

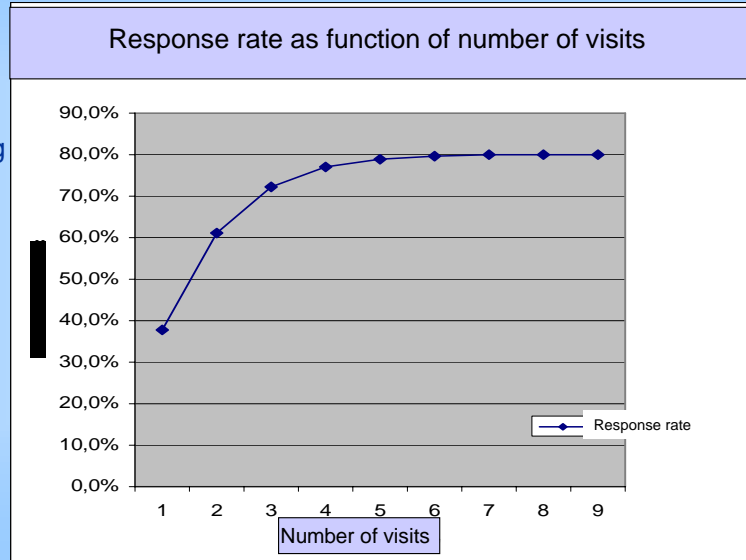
X = initial operations week  
N = follow-up week  
W = repeat operation

- Repeat operation and follow-up week

If an interview could not be conducted on the aforementioned dates, a follow-up operation is implemented after a four-week period following the initial operations day (repeat operation and follow-up week). This time the institute is free to specify the interview days, but the objective of evenly exhausting the days of the week remains. In accordance with the distribution from the initial operation (actual/target comparison), the institute should specify the polling days that were exhausted poorly.

### 3rd selection stage: selection of target person

- 80-90 % of PP-interviews conducted during initial operation, 10-20 % as repeat operation
- CASI: 75/25 %



Between 80 and 90% of the paper-pencil interviews are conducted during the initial operation, 10 to 20% as a repeat operation (CASI: approx. 75% initial operation, 25% repeat operation).

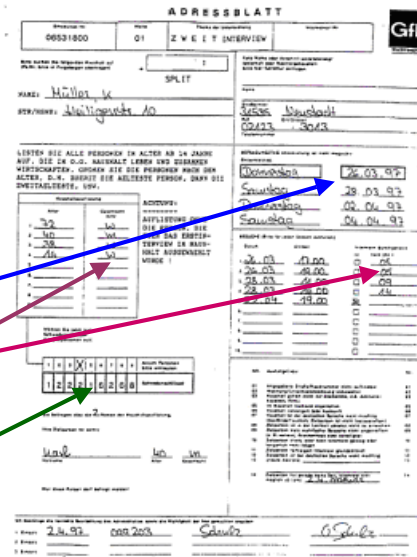
Below, we take a look at the exhaustion as a function of the number of visits.

### 3rd selection stage: selection of target person

- For each specified address per point the interviewer keeps an adress log
- It's filled in independent of actual interview

Noted on this form:

- **Date of all visits**
- **Reason for failure**
- **Household members**
- **Selection of target individual**



The form is titled 'ADRESSBLATT' and includes the GfK logo. It contains the following sections and handwritten entries:

- Header:** 'ZWEIT INTERVIEW' (Second Interview)
- Location:** 'SPITZ' (with a blue arrow pointing to it)
- Name:** 'Hülber, V.' (with a blue arrow pointing to it)
- Address:** 'Süßen, Deutschland' (with a blue arrow pointing to it)
- Postcode:** '02133' (with a blue arrow pointing to it)
- Phone:** '03533 9043' (with a blue arrow pointing to it)
- Household Members Table:**

Name	geboren	gebildet	beruflich	sonstige	sonstige
1. Hülber, V.	28.03.97				
2. Hülber, V.	28.03.97				
3. Hülber, V.	02.04.93				
- Reason for Failure Table:**

Weg	Weg	Weg	Weg	Weg	Weg
1. 1	2. 1	3. 1	4. 1	5. 1	6. 1
- Selection Grid:** A grid of numbers (1-9) with '1' in the top-left cell (1,1) and '2' in the top-right cell (1,9), indicating the selection of a target individual (with a green arrow pointing to it).

For each of the specified addresses per point, the interviewer must keep a so-called address log, which is filled in independent of the actual interview;

- e.g. the date of all visits is logged.
- If a visit is unsuccessful, the reason for failure is noted, e.g. illness, refusal, etc. Failures are determined after at least three follow-up visits
- Furthermore the household members are listed and
- the selection of the target individual is made via a Kish selection grid based on this form.

## 3rd selection stage: selection of target person

### Polling time

- Polling population can be best reached between 5 and 9 p.m.
- Possibility of scheduling upon initial contact

### Interviewer deployment – requirements:

- PP-survey: max. 15 initial interviews (plus associated int.) per interviewer
- CASI: max. 30 interviews/interviewer, average of 20
- Composition of the team of interviewers with regard to gender and age should mirror the structure of population
- Unmistakable interviewer IDs must be stored in the datasets to assign interviews to interviewers

### Polling time:

The interviewers are expressly instructed that the polling population can be best reached between 5:00 p.m. and 9:00 p.m. Of course, interviewers have the possibility of scheduling an interview with the target individual upon initial contact.

### Interviewer deployment:

During the paper-pencil survey, each interviewer should conduct a maximum of 15 initial interviews plus the associated secondary interviews. The CASI approach is a little more generous – due to the equipment, we demand a maximum of 30 and an average of 20 interviews per interviewer. The background is that there may well be “interviewer trademarks” that could result in bias.

Furthermore, we point out in our requirements catalog for the institutes that the composition of the team of interviewers with regard to gender and age should correspond to the structure of the population – again, for avoiding effects.

According to another requirement, unmistakable interviewer IDs must be stored in the datasets. This way the conducted interviews can be clearly assigned to the interviewers, which may at times be helpful and informative during the data check.

Difficult to prove, to what extent requirements and instructions were observed

**But:**

There are numerous possibilities for obtaining insights, such as

- Interviewer audits by the institutes
- Control based on centralized audits
- Institute controls/visits by ag.ma/MMC

#### 4. Field work verification

We are aware that it is difficult to prove to what extent the requirements and instructions for the interviewer in the field were really observed. But there are numerous possibilities for obtaining insights into the submitted work.

### Interviewer audits by institutes

- Controls by randomly contacting polled individuals
  - Visited by interviewers
  - For how long
  - Presentation of masthead cards, tec.

- Interviewer audits by the institutes

First of all, the institutes implement their own controls by randomly contacting polled individuals to determine if they were visited by the interviewer and for how long, whether he or she presented title cards, etc. Following the conclusion of each installment, MMC receives a record of the interviewer audits.



## Control based on centralized audits

- Analyse realization of interviews for each individual institute
  - Compliance with number of visits, distribution of interviews o

**Wochenverteilung der Interviews ma 2007 Presse 1. Welle ungewichtet**

Basis: alle Interviews

Interviewwoche	CASI Inst. 1	CASI Inst. 2	CASI Inst. 3	CASI Inst. 4	Paper-Pencil Inst. 1	Paper-Pencil Inst. 2	Paper-Pencil Inst. 3	Paper-Pencil Inst. 4
Woche 9	1	0	0	0	1	0	0	0
Woche 10	5	3	5	3	4	3	5	4
Woche 11	8	8	13	5	10	9	12	11
Woche 12	13	12	19	8	15	16	20	18
Woche 13	17	19	26	11	20	22	25	24
Woche 14	21	23	31	14	23	26	29	28
Woche 15	21	23	31	14	23	26	30	28
Woche 16	21	24	31	14	24	26	30	30
Woche 17	26	26	36	17	29	32	37	34
Woche 18	36	34	41	19	37	38	44	40
Woche 19	44	40	49	24	44	46	51	46
Woche 20	>	48	56	29	52	54	56	52
Woche 21	56	55	63	36	59	61	63	58
Woche 22	63	64	69	43	67	68	70	64
Woche 23	71	72	74	49	75	75	78	68
Woche 24	80	80	82	54	83	83	86	75
Woche 25	89	89	90	57	91	90	95	81
Woche 26	>>	94	93	62	96	95	98	87
Woche 27	96	98	97	66	98	98	99	91
Woche 28	97	99	98	71	99	98	99	93
Woche 29-34	97	99	98	72	99	98	99	94
Woche 35	100	100	99	84	100	99	100	95
Woche 36	100	100	100	100	100	100	100	100

> = ca. 50% erreicht >> = ca. 90% erreicht

## Control based on centralized audits

As in other areas, one important control instrument for the submitted work with regard to the stipulated field work requirements are centralized audits.

These audits analyze, for instance, the realization of interviews for each individual institute, e.g. whether the institute complied with the required number of visits, the distribution of interviews over days and weeks, and the number of interviews per interviewer.

And in some cases again the interviewer-ID can be very helpful to find f. ex. patterns.

### Institute controls/visits by ag.ma/MMC

- Polling materials, questionnaires, inspection materials, household and failure logs -> must be kept by the institutes for two years after the end of field work
- ag.ma/MMC employees e.g. random checks of the materials
- Findings from the central audit are addressed and discussed with the institutes

- Institute controls by ag.ma/MMC

All polling materials, questionnaires, inspection materials, household and failure logs must be kept by the institutes for at least two years after the end of field work. Each institute is visited once or twice a year. During this visit, MMC employees perform e.g. random checks of the materials. Findings from the central audit are addressed and discussed with the institutes in question.

## Conclusion

- Requirements posed to institutes are great  
→ Interview price is accordingly high
- Not all details can be standardized across institutes
- Greatest efforts by all participants on all levels of fieldwork to ensure greatest possible representativeness on the results

### **Conclusion:**

We are aware of how difficult interviewing is in the field. The requirements posed to the institutes are great, the interview price is accordingly high – PP is EUR 77.00 per interview on average, CASI is EUR 84.00 per interview.

We are also aware that not all details can be standardized across institutes – from the preparation of fill-out forms and the payment methods for the interviewers to the institutes' internal, organizational aspects. However, we would like to communicate – based on requirements, controls, personal discussions and feedback to the institutes – that the greatest efforts must be made by all participants on all levels of field work to ensure the greatest possible representativeness of the results.