

General Population Market Research Report 2013

The General Population Poll in Romania was conducted for the World Justice Project Rule of Law Index with sampling, fieldwork and data processing by MRP-EURASIA based in Moldova.

I. General Description:

1. What were the exact dates of fieldwork?	08/02/2013 – 09/15/2013
2. What was the mode of interviewing?	Face-to-face interviews
3. What was the achieved sample size?	1000 respondents
4. In what languages were the interviews conducted? If more than one language was used, how many interviews were conducted in each language?	On the Romanian language was held 1000 interviews
5. What was the average length of each interview?	32 minutes

II. Survey Design:

6. What was the target population/sample universe for the survey?	National representative sample <ul style="list-style-type: none"> • The sample was stratified by income level or socioeconomic status, divided proportionally based on each level's share of the country's population. • A gender quota of 50:50 (Male: Female) was applied. 														
7. After city, what was the primary sampling unit for the survey?	Zone (urban sector).														
8. What sub-populations or stratum were used?	<ul style="list-style-type: none"> - Target age population for the Poll: 18 – 65+ y.o - Socio-demographic categories are specified also by urban regions (three largest cities by population) gender (50% -m, 50% f), economic status (5 intervals), education level, ethnicity, and religion 														
9. Please describe, in detail, the stratifications or quotas that were applied during fieldwork. What variables were involved? (e.g. city, gender, age, socio-economic status, etc.) What questions/criteria were used to classify a respondent for each relevant stratum? What information source was used to set quotas or targets? (e.g. census data, population statistics, etc.) Please provide a link or attachment if possible.	<p>1. gend. Sex of interviewee</p> <table style="margin-left: 20px;"> <tr><td>Male</td><td>500</td></tr> <tr><td>Female</td><td>500</td></tr> </table> <p>2. age. What is your age as of today?</p> <table style="margin-left: 20px;"> <tr><td>18 - 25</td><td>137</td></tr> <tr><td>26 - 35</td><td>150</td></tr> <tr><td>36 - 45</td><td>203</td></tr> <tr><td>46 - 55</td><td>175</td></tr> <tr><td>56 - 65</td><td>218</td></tr> </table>	Male	500	Female	500	18 - 25	137	26 - 35	150	36 - 45	203	46 - 55	175	56 - 65	218
Male	500														
Female	500														
18 - 25	137														
26 - 35	150														
36 - 45	203														
46 - 55	175														
56 - 65	218														

65 + 117

3. **relig.** What is your religious preference? Are you...

Orthodox	954
Greek Catholic	0
Roman Catholic	35
Protestant	0
Neoprotestant	3
Mosaic	0
Muslim	0
Atheist / agnostic	0
Other	0
DK/DNA	8

4. **etni.** What is your racial-ethnic background? Are you...

Romanian	667
Hungarian	7
Roma	326
Other	0

5. **nation.** What is your current nationality? Are you...

National [Citizen]	1000
Foreigner	0

6. **city.** City where the respondent lives)

Bucharest	446
Cluj - Napoca	282
Timisoara	272

7. **income.** Would you please tell me the bracket that best represents your household's total income from all sources? This should include wages and salaries, net income from businesses, pensions, dividends, remittances, rents, and any other money income received by all members of the household. [Use the part of the card that you know best: Weekly, monthly, or annual income]

J- Low household income 0 – 361,38 USD	170
R- Below the average household income 361,38 – 722,76 USD	251
C- Average household income 722,76 – 1054,33 USD	287
M- Above the average household income 1054,33 – 1355,8 USD	156
F- Highest household income 1355,8 + USD	136
Prefer not to answer	0
DK	0
DNA	0

8. **edu.** What is the highest degree you received?

None	1
Elementary school diploma	165
Middle school diploma	486
High school diploma or equivalent	192
Bachelor's degree	144
Graduate degree (Masters, Ph.D.)	12
DK	0

DNA	0
9. occup. What is your current employment situation?	
Independent professional (doctor, lawyer, architect, etc.)	98
Business owner	146
Salaried employee	260
Self-employed informal	121
Temporarily out of work	104
Retired / pensioner	117
Doesn't work / responsible for shopping and housework	54
Student	91
DK/DNA	9

We combined information from three different sources in order to set the quotas. The first source taken into account was The National Institute of Statistics in Romania (www.insse.ro), which provided us with information regarding the average income in Romania at the individual level. Next, we used Eurobarometer statistics regarding the distribution on income at the European Union level, thus helping us to create the income categories per household. Lastly, we turned to internal data sources to generate the age – household income distribution at national level, mapping the three biggest cities in Romania in this distribution. The results we provided are combined from multiple internal data sources (national representative surveys which we developed over the course of the last year for internal purposes).

10. Please describe, in detail, how the sample was drawn. Were any external population statistics, census data, or other sources of information used to draw the sample? If yes, please provide a link to the source or an attachment if possible.

The sample was drawn based on the results described above, along with other data available to us from other surveys conducted at local level for other clients. Thus, the sample was drawn based on standard population distributions that we know to have an impact on data accuracy.

11. What three cities were included in the fieldwork? In what region, province, and district is each of the three cities located?

1st city: Bucharest, the country's capital. It's situated in the southern part of Romania and it has no other administrative structure above.

2nd city: Cluj-Napoca, located in Cluj County, in the region of Transylvania (north-western Romania). According to the 2011 national census data, it is the second biggest city in the country.

3rd city: Timisoara, located in Timis County, in the region of Banat (western Romania). According to the 2011 national census data, it is the third biggest city in the country.

12. Please describe, in detail, how neighborhoods/settlements were selected in each city.

Respondents were selected randomly from all the 6 zones in Bucharest, so that each zone to be represented in the final distribution. Regarding the other 2 cities, Cluj – Napoca and Timisoara, we used a 2 zone structure. The number of population of each sector is almost the same. Using the same example we divided each city in 2 almost equal zone.

13. Please list the neighborhoods/settlements selected for the survey.

ZONE.

București – 1

Sector 1	101
Sector 2	102
Sector 3	103

Sector 4	104
Sector 5	105
Sector 6	106
Cluj – Napoca -2	
Central district	201
Peripheral district	202
Timișoara - 3	
Circumvalatiuni district	301
Mehala district	302

14. Were any neighborhoods/settlements substituted due to interviewer safety, inaccessibility, or other logistical reasons? If yes, please list these neighborhoods/settlements and the reason, in detail, for the substitution.

Were did not observe such kind of problems

15. Describe, in detail, how households were selected in each neighborhood/settlement.

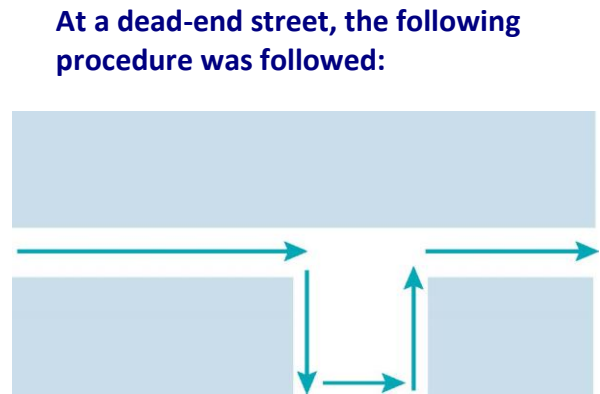
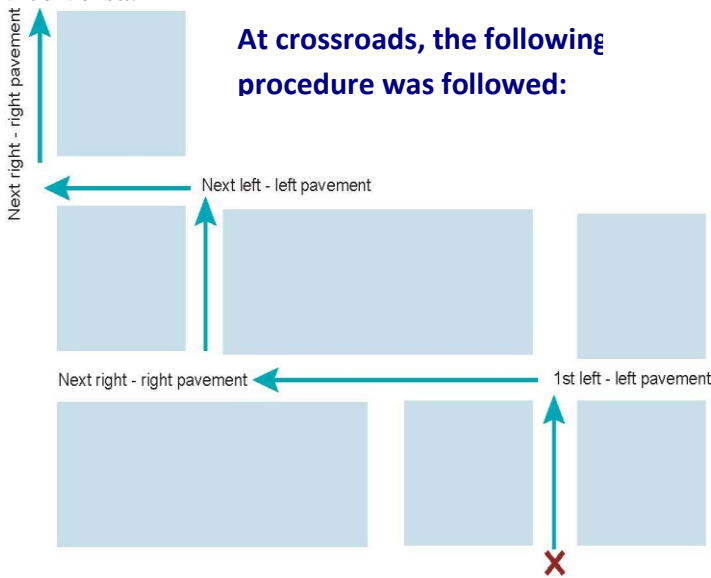
Random Walk (route) Procedure for this study

Interviewers had to follow strict instructions for identifying potential respondent-households:

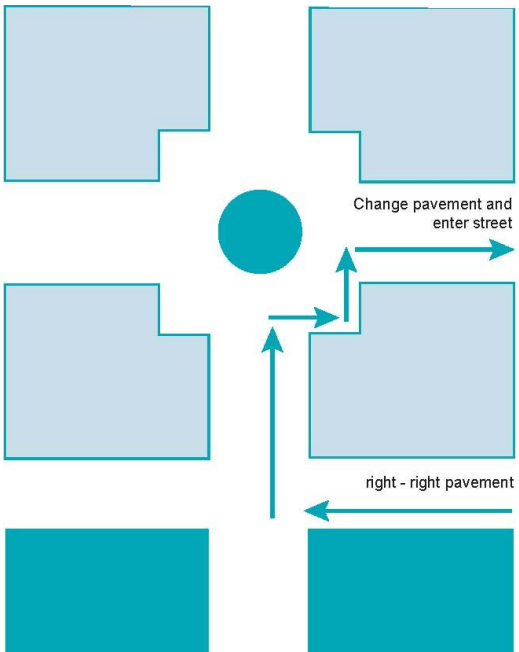
Office buildings, uninhabited/abandoned housing units, schools, hospitals, public buildings, factories, workshops, supermarkets and shops were excluded from the count. He/She rang the doorbell of every fifth housing unit (i.e. houses or apartments).

1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	12.	13.	14.	15.	16.
Start															
1 st contact					2 nd contact					3 rd contact					4 th contact

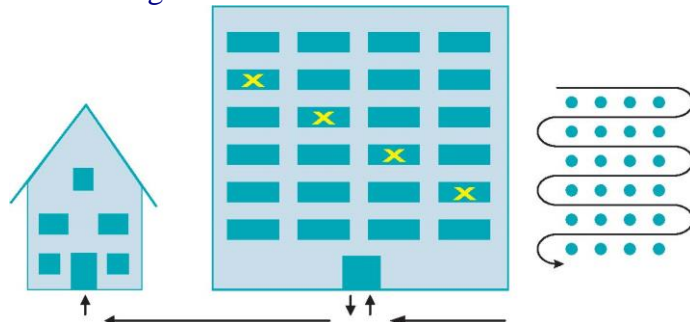
Facing the street, the interviewer went to the left. When turned at the end of the street, the interviewer did not stop counting housing units. If there was no other street (e.g. a park) at the end of the street, then the interviewer returned to the corner of the street where he/she changed direction and turns left if he/she previously turned right or vice versa.



At a square or roundabout, the following procedure was followed:



In the case of multiple housing units (e.g. apartments), the following procedure had to follow: the interviewer considered every apartment as a separate housing unit and started at the top of the building, working his/her way down. If there was no easy access to the building, the interviewer counted the doorbells starting at the top left end and ending at the bottom right. When leaving the apartment building, the interviewer continued with the first housing unit encountered next to the building.



III. Respondent Selection

16. How were individual respondents selected within each household?

Random respondent selection

Respondents were selected based on the 'last birthday' method. With the help of the contact person, the interviewer selected the household member whose birthday comes next. There was hold only one interview per household.

17. Describe the procedure for respondent substitution. How many substitutions took place during the survey?

The substitution of the selected respondent was allowed only after three failed attempts (calls) to reach him/her. Our interviewers made 214 substitutions.

18. Describe the procedure for callbacks. How many attempts were made to reach a selected respondent?
In aggregate, what were the contact rates for each attempt?

Total attempts to reach respondent - 1234 . Unsuccessful / interrupted interviews – 234. Successfully implemented interviews - 1000

Nr	City	No appropriate respondent in a household	Refusal to be interviewed	Interrupted interview	Successfully completed interview	Total	IR %
1	Bucharest	86	22	8	446	562	73,99%
2	Cluj - Napoca	39	13	7	282	341	79,08%
3	Timisoara	42	12	5	272	331	78,31%
	TOTAL	167	47	20	1000	1234	76,60%

IV. Supervision and Quality Control

19. How many interviewers worked on the project? Divided into how many teams? How many male and how many female interviewers?

The MRP-EURASIA interviewers are 25-35 years old, who graduated from university. 85% of them are specialists in sociology, economics, marketing and management and 60% of them are women.

Nr	City	Supervisors	Interviewers	Women	Men	Total	% Women	% Men
1	Bucharest	1	12	7		13	53,85%	46,15%
2	Cluj - Napoca	1	7	4		8	50,00%	50,00%
3	Timisoara	1	6	4		7	57,14%	42,86%
	TOTAL	3	25	15	13	28	53,57%	46,43%

20. Please describe how interviewers were trained for the project.

Supervisors and interviewers were trained on the questionnaire, the execution of field procedures, and the interviewing script and vocabulary. Interviewers were able to properly convey the meaning of each question. MRP EURASIA always is oriented to offer qualitative products and services. One of the component, which ensures this is professional development of the field staff. We do it applying various methods, including distance learning elements (webinars), because our branches are located in many countries. The central office prepares all necessary materials regarding methodology, guides, manuals and the schedule of the training sessions. We develop separate sets of materials for each project, taking into consideration its specifics and customer requirements.

We conducted two basic trainings for this project, one for supervisors and processing team and one for interviewers. These trainings were focused on F2F PAPI polling methodology, quality control, effective communication techniques and the structure and content of the questionnaire, as well as the meaning of each question. Other training components were ensuring qualitative data entry, quota distribution and sampling. In addition to maintain the proper project implementation our local office conducted weekly status meetings (briefings), which included analysis of realized activities, errors and difficulties identification and ways of their fixing. Interviewer Briefings are either held face to face or given in writing, or both, for each study. We also aim to give the interviewers some additional input by “theme of the week” presentations focusing on a different aspect of advanced interview technique every week.

21. What was the process for back-checking interviews? How many interviews were conducted under direct supervision? How many interviews were checked through in-person or telephone back-checks by the supervisory team? How many back-checks were performed by the central office?

The main purpose of control - identify non-genuine (deceptive), and low quality completed questionnaires, failure interview requirements on selection appropriate respondent.

Supervision work of interviewers was conducted in accordance with international standards of marketing and sociological research ICC / ESOMAR Code and the AMA ("Notes on how to apply the ICC / ESOMAR International Code of Marketing and Social Research Practice" (June, 2001).

Control of interviewers organized by complex:

- Logical / visual
- Telephone
- address

Verification work implemented immediately upon receipt the first completed questionnaires (concurrently with baseline survey). Choosing questionnaires to check for each interviewer randomly produced selectively. To control group was involved in a number of special 3 people in the local office (and 5 people at head office).

- Visual control questionnaires for completeness and logic filling - 100%
- Visual control of route sheets to comply with the route, steps and logic filling - 100%
- Control field by supervisors (personal presence at interview) - 16%
- Control conducted interviews by back telephone calls respondents - 14%
- Control conducted interviews by a return visit to the household - 8%
- Control data entry by local office (database) - 100%
- Control data entry by Head office (database) - 30%

22. Were any questionnaires rejected for quality-control reasons? If so, how many?

7 questionnaires were rejected due to: incomplete answers (3), error in logic of filling inter-connected questions (3), spoiled due bad weather conditions (1). All rejected questionnaires were replaced by other questionnaires (for this purpose have been conducted 7 additional interviews).

23. Please describe the data entry process. How was the process supervised? How many questionnaires were selected for double-entry?

Data entry has been implemented immediately upon receipt the first completed questionnaires (during the baseline survey).

3 people were engaged in the data entry process.

2 people (including one IT specialist) visually checked the correctness of data entering (after entering each 5 questionnaires)

- Control data entry by local office (database) - 100%
- Control data entry by Head office (database) - 30%

24. What was the contact rate for the survey? What was the cooperation rate? What was the net response rate?

Nr	City	No appropriate respondent in a household	Refusal to be interviewed	Interrupted interview	Successfully completed interview	Total	IR %
1	Bucharest	86	22	8	446	562	73,99%
2	Cluj - Napoca	39	13	7	282	341	79,08%
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	TOTAL	167	47	20	1000	1234	76,60%

V. Other

25. Please include any other comments you have on the design, implementation, and data processing for the survey.

There are no other comments.