Employer Survey Design and Planning Report (ESDPR)

The ESDPR is a binding document. Fieldwork cannot start until the ESDPR has been signed.
The STEP Consortium | Key Functions

Survey Firm implements the Employer Survey

World Bank Country Team
sets the scope of the Employer Survey and country-specific objectives

World Bank STEP Team
designed the Employer Survey and developed implementation instruments to carry it out
Overview of the ESDPR 1 (of 2)

Part 1
Rationale & Country-specific Objectives

Part 2
Survey Instruments and Fieldwork

Part 3
Sampling and Weighting Requirements

World Bank Country Team
Survey Firm
Survey Firm

Exchanges with the World Bank STEP Team
Overview of the ESDPR 2 (of 2)

Technical Standards

• The ESDPR describes Technical Standards the Survey Firm must comply with
• In some cases, the Survey Firm may propose a deviation from the Technical Standard
• The STEP Team must approve the deviation for it to be accepted

<table>
<thead>
<tr>
<th>Technical Standard</th>
<th>Agreed by the Survey Firm</th>
<th>Deviation Requested from the Technical Standard</th>
<th>Approved by the Core Team</th>
</tr>
</thead>
<tbody>
<tr>
<td>Each participating country will implement the Employer Questionnaire prescribed by the STEP Team.</td>
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</table>

Other sections require the Survey Firm to describe a process or provide specific information

<table>
<thead>
<tr>
<th>Technical Standard</th>
<th>Definition</th>
<th>Approved by the Core Team and the Sampler</th>
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<tbody>
<tr>
<td>Target Population</td>
<td>Example: The target population is all non-government enterprise workplaces in the urban regions of <code>&lt;COUNTRY&gt;</code>.</td>
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</tbody>
</table>
Part 1
Rationale & Country-specific Objectives
Part 1 | Rationale & Country-specific Objectives

➢ Rationale for undertaking the survey
  • Overview of the demand for skills in the country, the presence or absence of skill gaps and skill mismatches
  • Reasons for undertaking the STEP Survey, expected outcomes

➢ Country-specific objectives
  • Description of country-specific objectives
  • Insertion of country-specific questions in the Employer Survey after confirmation with the STEP Team
Part 1 | Fieldwork

- **Initial contact strategy for targeted employers**
  - The WB Country Team sets the initial contact strategy
  - E.g., distribution of brochures presenting the survey, advance letters

- **Respondent incentives**
  - The WB Country Team determines whether or not a respondent incentive mechanism will be set up
  - Nature, selection, criteria, etc.
Part 1 | Providing Information & Data

- The World Bank Country Team will also provide specific information or data required to implement the Survey
  - Proportion of pre-defined employee types in the labor force for the random selection of employee types the interviewer will ask about during the survey
  - Sample frame counts
  - Benchmark variable counts
Part 2
Survey Instruments & Fieldwork
Part 2 | Project Team

➢ Qualification and expertise of the Survey Firm
  • Brief overview of the qualifications and expertise of the project team
  • Key team members’ involvement

➢ Project structure
  • Management reporting structure
  • Organization chart
Part 2 | 2.2. Employer Survey Questionnaire

- Adaptation and translation of the Employer Questionnaire

**Step 1**
Adaptation to the country context in English

**Step 2**
Translation by a qualified translator

**Step 3**
Verification

Note: If the Employer Questionnaire is administered in several languages, the above procedure will be followed for the translation of the Employer Questionnaire in each language.
Part 2 | 2.2. Employer Survey Questionnaire

Translation of other survey materials

- Employer Survey Manual
- PowerPoint Presentation for the interviewers’ training
- Brochure presenting the STEP Survey
- If the Employer Questionnaire is administered in several languages, survey materials will be translated as needed
Pilot Survey

- The finalized questionnaire will be tested in pilot test of 6 to 10 firms
- The pilot test will be administered by the main trainer(s) in charge of the interviewer training
- Data collected during the pilot test will be entered through the Data Entry Program
- A 5 to 10 page report will be submitted to the World Bank
2.3. Fieldwork Teams

Interviewer and Supervisor Hiring Plan

- Interviewers and supervisors must be at minimum high school graduates
- The Survey Firm will communicate the number of interviewers and supervisors it plans to hire
- Remuneration should be independent of the number of completed interviews
Interviewer Training Plan

- Fieldwork must start within 4 days of finishing the training
- Training should be held in one location and in one single session
- Training will be based on materials provided by the STEP Team
- Training will consist of 2 full days of in-class training, plus at least one practice interview in a workplace and a debriefing session
- Within one week of the end of the training, the Survey Firm will send the STEP Team a one-page training report
If the first reports from the field show that some sections of the questionnaire are not fully understood, the Survey Firm will retrain all field staff on these sections.
Part 2 | 2.4 Fieldwork

Data Collection

• Interviews: Personal interviews, using the Paper And Pencil Interview method

• Communication: the Survey Firm will indicate the way through which the staff will communicate during fieldwork
Regional Supervisors

- Each interviewer will report to a Regional Supervisor
- Regional Supervisors’ responsibilities include:
  - Coordinating fieldwork in the assigned region
  - Full-time work with the interviewers and on-going monitoring of interviewers’ work
  - Checking non-response, activation of reserves, problems encountered, and communicating regularly with the Field Manager
  - Submitting questionnaires and fieldwork tracking forms to Headquarters
Quality control by Regional Supervisors:

- At least 1 weekly meeting with each interviewer
- Random spot visits to observe interviews documented by a 1-page evaluation report
- Follow-up of non-response cases and document all relevant information
- Check each accepted questionnaire for completeness and accuracy before submitting to Headquarters
- Interviewer visit verification: the Supervisor will revisit 15% of each interviewer’s assigned firms
Field Manager

- The Field Manager is responsible for the entire fieldwork
- The Field Manager’s responsibilities include:
  - Setting up the field structure and reporting structure, with Regional Supervisors
  - On-going monitoring of fieldwork, and reporting to Project Manager
Quality control by Field Manager

- Frequent communication with Regional Supervisors to discuss progress and problems
- Provide support to resolve any questions on questionnaires, non-response, documentation or any other problems encountered by the interviewers in the field
- Random spot visits the field to observe progress, and to participate in interview visit verification
- The STEP Team may also ask to attend verification revisits, and randomly choose the firms to revisit
Activating Reserve Samples

- Interviewers should make every attempt to interview all firms on their lists, if necessary repeating visits to the same company.
- Supervisors should provide support, and should visit firms that have refused to take part in the Survey, to try to convince them to cooperate.
Part 2 | 2.4 Fieldwork

Activating Reserve Samples

**Step 1:** Complete the Original Sample

*Document all incomplete interviews and non-response cases*

**Step 2:** Activate the Reserve List if the targeted number of firms was still not completed,

**Step 3:** Discuss options with the World Bank if the targeted number of firms was still not completed,

*A second reserve list may be activated*
Minimize Non-Response Rates

- Particular attention will be provided by the field teams to reduce non-response rates
- The Survey Firm will communicate its strategy to reduce non-response rates to the STEP Team
- The Survey Firm is responsible for assessing the bias due to non-response and reporting its findings to the STEP Team
Fieldwork Monitoring by the STEP Team

- Weekly Updates, which will include:
  - The number of firms visited by firm size, sector, and geographic area
  - The number of refusals by firm size, sector, and geographic area
  - Particular attention will be given to the monitoring of progress towards the sample size goals and non-response rates
Data Entry Program

- Data files will conform to the Variable Convention provided by the STEP Team
- Data entry operators should participate in the interviewer training to gain a thorough knowledge of the Questionnaire
- *If the Survey Firm uses the STEP Data Entry Program*
  - The STEP Team will provide training on the Data Entry Program to the country’s IT team
  - The Survey Firm will organize a 1-day training session for data entry operators on the Data Entry Program
- *If the Survey Firm uses its own Data Entry Program*
  - It will send it to the STEP Team no later than 2 weeks before the start of the fieldwork
  - The Data Entry Program will strictly conform with the Variable Convention
Part 2 | 2.5 Data Processing

Data Capture Verification

- 100% verification
- Double data entry, by 2 different operators
- Data entry will start no longer than 5 days after the start of the fieldwork
- The Survey Firm will transmit the 1st week of data to the World Bank within 2 weeks of the start of the fieldwork

If the Survey Firm uses the STEP Data Entry Program

- All differences in the captured data will be resolved by the 2nd data entry operator, using the STEP-provided data entry program, which flags differences

If the Survey Firm uses its own Data Entry Program

- It will indicate how differences will be reconciled
The Survey Firm will advise the STEP Team of the country’s confidentiality rules regarding the handling and sharing of respondent’s data.

All interviewers, data entry, coders and supervisory staff must sign affidavits of confidentiality and non-disclosure for the survey activities.
Quality assurance will be addressed at all stages of the STEP Survey

Expert Meetings
- Project Team members will participate in the international meetings when requested by the STEP Team

Fieldwork Supervision
- Regional Supervisors and the Field Manager will provide on-going support to interviewers and closely monitor fieldwork progress

Response Rate
- Particular attention will be given to minimizing non-response rates
- Survey responses will be monitored throughout the data collection activity

Data Processing
- Test of the data capture system
- 100% verification the captured data
- Creation of the STEP International Data File according to the Variable Convention specifications provided by the STEP Team
- Data editing
Part 3
Sampling & Weighting
The Survey Firm will provide a detailed description of the Target Population

- Survey unit
- Criteria used to determine size
- Selected sectors / industries
- Geographic areas
- Other relevant features
- Exclusions from the target population
The Survey Firm will indicate its Sample Size Goal

The Survey Firm will also indicate

- The Initial Sample size (e.g., by strata, PSU)
- Reserve Sample size (e.g., by strata, PSU)

And will clearly describe the assumptions on which these numbers are based

- E.g., expected non response rates
Response Rate Goal: 70%

Non-response bias assessment

- The Survey Firm will carry out an assessment of the bias due to non-response and report the findings to the STEP Team
- If a country attains less than a 50% response rate, it will conduct an extensive non-response bias analysis
- Results from countries with response rates below 50% will not be published unless the country can provide the STEP Team with evidence that the potential bias introduced by the low response rate is unlikely to be greater than the bias associated with response rates above 70%
The Sample Frame

- The Sample Frame is the list of firms from which the STEP sample will be selected.
- It defines the coverage of the targeted firms and provides the means to identify and locate selected workplaces.
- The Sample Frame should provide coverage of the targeted firms so that the number of unique, in-scope, survey units on the Sample Frame comprises at least 95% of the targeted firms.

The Sample Frame may be provided

- Either by the STEP Household Survey, which will generate a list of workplaces.
- Or a firm registry.
If the Sample Frame stems from a firm registry, the Survey Firm will provide the STEP Team a detailed description of the Frame:

- Source of the frame
- Definition of survey units of the frame for each stage of sampling
- Data items on the frame for each stage of sampling
- Identify the variables to be used for stratification if applicable
- Provide survey frame counts by stratum and type of survey unit as applicable to the sample design

Assessment of quality of the frame information:

- Provide any information regarding known frame issues, e.g., under-coverage of firms, up-to-date, duplication, etc...
- Explain any steps taken to ensure that the frame is complete and up-to-date
If the country opts for the Sample Frame provided by the STEP Household Survey:

- The World Bank will provide a list of sampled firms to the Survey Firm.
- The sampled firms will have been randomly chosen, with a probability proportional to the number of employees in the firm, from the list of all firms named as workplaces by individuals in the STEP Household Survey
- A separate list of reserve firms will be provided. The number of reserves will amount to at least 100% of the number of firms on the original list
- No other list should be used to include firms in the sample
- Prior to the fieldwork, it would be useful if the survey firm could obtain any firm registries or other comprehensive databases on firms to facilitate contacts with the firms.
If the country opts for another Sample Frame, the Survey Firm will provide a detailed description of its Sample Design

The preferred Sample Design is as follows:

First stage: Firms will be selected with probability proportional to size from the Sample Frame

Second stage: A second stage of sampling is necessary for firms that have more than one workplace location

• Suggested sampling approach: select x% of the establishment workplaces, where x% is equivalent to the proportion of firms that are selected in the registry

Reserve Sample

• A reserve sample of at least 100% extra firms must be selected to allow for a 50% non-response rate
The weighting of each country’s clean data file will be carried out by the STEP Team.

The weighting of the respondent records will be consistent with the probability sample design.

The following weights will comprise part of each respondent record:

- Theoretical or sample design weight - the inverse of the probability of selection at the sample selection stage;
- Population weight - non-response adjusted sample design weight;
- Benchmark weight - the weight resulting from the adjustment of the survey results to known population totals.
Concluding Remarks
Concluding Remarks

- The ESDPR summarizes all implementation procedures of the Employer Survey
- Fieldwork can therefore not begin until the ESDPR has been finalized
- Sampling should start immediately to establish the frame and sample
  - Past experience has shown that forming the sample frame and selecting the sample is a lengthy process
Additional information

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