

## THE TÁRKI OMNIBUS SURVEY

TARKI Social Research Institute is an independent, employee-owned research organization that specializes in policy research in the fields of social policy and the social consequences of economic policies. This includes related data-collection, archiving. We recently increased our involvement in the areas of strategic market research.

TARKI has 30 years of experience of empirical social science research in Hungary. Its background includes research on a wide range of issues related to social stratification, labor markets, income distribution, consumption and lifestyle patterns and attitudes, and it has increasingly focused on market research applications.

TARKI 's clients include various government agencies, research funds, international organizations and private companies in Hungary and internationally.

### *THE FIELDWORK*

The Survey Department of TARKI has a network of fieldworkers (interviewers), which is headed by the lead instructor. This instructor works with and controls the activity of 13 regional instructors.

The instructors closely work together with their field-workers, and discuss with them all problems arising during fieldwork. TARKI employs field-workers with a secondary or higher education. All interviewers sign an ethical agreement taking full responsibility for carrying out their work with professional care.

The regional instructors carry out 100 percent fill-in control. They also control their field-workers randomly by visiting some households participating in the given research. They produce written report about the results of the control work to the lead instructor. The staff of the Survey Department also controls the interviewers by sending out control letters and checking with the interviewers via telephone.

TARKI works with CAPI (Computer-assisted personal interviewing) technique in which the interviewer uses a computer or a tablet to record the answers. During the fieldwork the interviewers can get in touch with our operator to solve the technical problems, so we provide a continuous, fluent work. Thanks to this

technique we can monitor the fieldwork and send our feedbacks to the regional instructors and the interviewers as well.

Data is entered in SPSS Data Entry program. Logical control and exclusion of extreme values are always built into the program. This procedure reduces typing errors and other possible mistakes. The first control of the file happens before compiling the system file. A further program checks for various types of coding errors. Only after correcting these errors are the files merged. On the merged data file a more rigorous cleaning procedure begins: all demographic data are cleaned and logical uncertainties are checked and re-checked. These phases of data cleaning are done by staff members who are experienced in searching for mistakes and understand programming, as well, to be able to correct the errors.

## **THE OMNIBUS**

We offer public opinion surveys to be carried out in Hungary with a probability sample of 1,000 persons representing the entire adult population of Hungary. Our OMNIBUS surveys are fielded quarterly. The survey is prepared using personal interviews, applies random selection sampling, and is representative of the Hungarian adult population.

The advantage of the Omnibus data collection is that several researches, independent of one another, are carried out at the same time. In this way the fixed costs of the different researches are reduced (e.g. travel costs and coordination of fieldworkers, the technical aspects of setting up the data base, the fundamental socio-demographic background variables, etc.), as these costs are shared proportionately amongst our clients.

The TARKI Omnibus researches ensure the following demographic data: gender, age, family status, level of education, occupation, position, family structure, individual and family incomes, economic situation, social status, religiosity. The sample is weighed by considering the common frequencies of four demographic factors – gender, age group, type of settlement and educational level. With the help of questions designed to examine demographic background, our clients obtain a comprehensive picture of the respondent as individuals and of the multiple dimensions of the data related to the topic under investigation. As a result, a more layered analysis of the data is possible.

*Any client can have an order added to the Omnibus:* The Omnibus' price per minute is 135.000 HUF. In this price framework, we provide the client with a cleaned, labelled data file. In case the client also has a need for analysis of the data, the given price per minute would be increased to cover the costs of the analysis and preparation of the study. We would provide also a single oral presentation of the study. For orders above 20 minutes, we provide a discount.

Clients are asked to indicate their intention to join the Omnibus by the last week of the quarter prior, by sending to TARKI their block of questions to be asked (or the design of their question block). The final questionnaire is edited for publication with the help of experts in interview methodology. TARKI provides the data file to the client during the last week of the same month.

***THE TOTAL PROJECT COST COVERS:***

1. pretest of the questionnaire;
2. preparing the final version of the questionnaire based on the pretest and printing the questionnaires and other materials needed for the interviews;
3. training the interviewers, and providing supervisors;
4. conducting the interviews with random interviewer control;
5. controlling, coding, recording, cleaning and clearly labeling the data (in the given format and given labeling if needed);
6. weighting the sample results with most up-to-date macro statistical data

*Not included the projects papers or presentations.*

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