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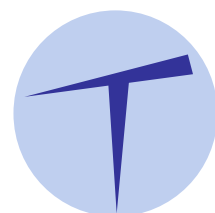


2nd STATISTICS USER SATISFACTION SURVEY, 2014
ENUMERATOR MANUAL

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ACRONYMS

ADB	African Development Bank
BRELA	Business Registrations and Licensing Agency
CEO	Chief Executive Officer
CPI	Consumer Price Index
CSI	Customer Satisfaction Index
DED	District Executive Director
DFID	Department for International Development
EASTC	Eastern Africa Statistical Training Centre
ESAMI	Eastern and Southern African Management Institute
ESRF	Economic and Social Research Foundation
FAO	Food and Agriculture Organisation
GDDS	General Data Dissemination System
GSS	Ghana Statistical Service
IEC	Information, Education and Communication
IHI	Ifakara Health Institute
IFM	Institute of Finance Management
IMF	International Monetary Fund
LGA	Local Government Authority
M&E	Monitoring and Evaluation
MDA	Ministry, Department and Agency
MIS	Management Information System
MUHAS	Muhimbili University of Health and Allied Sciences
NADA	National Archive Database
NBS	National Bureau of Statistics
NGO	Non-Governmental Organisation
NIMR	National Institute for Medical Research
NSS	National Statistical System
OCGS	Office of the Chief Government Statistician
PMO-RALG	Prime Minister's Office – Regional Administration & Local Government
RAS	Regional Administrative Secretary
REPOA	Research on Poverty Alleviation
SORS	Statistical Office of the Republic of Slovenia
SRFCF	Statistics for Results Facility Catalytic Fund
TAFORI	Tanzania Forestry Research Institute
TAWIRI	Tanzania Wildlife Research Institute
TGNP	Tanzania Gender Networking Programme
TIRDO	Tanzania Industrial Research & Development Organisation
TPRI	Tropical Pesticides Research Institute
TRIT	Tea Research Institute of Tanzania
TSMP	Tanzania Statistical Master Plan
UDSM	University of Dar es Salaam
UN	United Nations
UNDP	United Nations Development Programme

1.0 INTRODUCTION

1.1 The Purpose of the Manual

The purpose of this manual is to provide clear guidelines for field enumerators who will be responsible for the administration of the user questionnaire to respondents. The manual explains the concepts and definitions in user satisfaction surveys, and describes the duties, responsibilities and procedures to be followed by all enumerators.

1.2 The Tanzania Statistical Master Plan (TSMP) and the National Statistical System (NSS)

The National Bureau of Statistics (NBS) and the Office of the Chief Government Statistician Zanzibar (OCGS) in collaboration with other Ministries, Departments and Agencies (MDAs) are undertaking a five-year statistical reform programme with assistance and funding from the Government of Tanzania and development partners such as the World Bank and the UK Department for International Development (DFID). The programme is being implemented under the Tanzania Statistical Master Plan (TSMP) which aims at developing the National Statistical System (NSS) through several initiatives, notably Institutional Reform, Human Resource and Capacity Development, Development of Statistical Infrastructure, Data Development and Dissemination as well as Physical Infrastructure and Equipment.

The National Statistical System (NSS) is made up of data collectors and users comprising MDAs, research and training institutions, as well as the general public. Information is usually produced through censuses, surveys and routine data collection systems from households, establishments and institutions. The importance of statistics cannot be over-emphasised as it forms the basis for evidence-based policy formulation and decision-making as well as monitoring and evaluation of development efforts. For this reason, the demand for statistics calls for the strengthening of the NSS through implementation of the TSMP. The strategic outcome from implementation of the TSMP will be measured using a number of indicators, including (i) increased number of users reporting satisfaction with official statistics, (ii) reduction in the time lag between data collection and dissemination, and (iii) statistical outputs being released within the time limits and with frequencies that meet General Data Dissemination System (GDDS) requirements.

1.3 The Mandate of the NBS and the OCGS

The National Bureau of Statistics (NBS), which was officially launched as an Executive Agency in March 1999, is administered under the Statistics Act No.1 of 2002 (Chapter 351). The NBS is mandated under the Act to:

- take any census in the United Republic of Tanzania;
- draw up an overall national statistics plan for official statistics and keep it under continuous review;
- establish statistical standards and ensure their use by all producers of official statistics so as among other things to facilitate the integration and comparison of the statistics produced both nationally and internationally;
- co-ordinate statistical activities in the country so as—
 - (i) to avoid duplication of efforts in the production of statistics;
 - (ii) to ensure optimal utilisation of available resources;
 - (iii) to reduce the burden on respondents for providing statistical data;
 - (iv) to ensure uniform standards of statistical data;
- collect, compile, analyse and disseminate statistics and related information;
- maintain an inventory of all available official statistics in the country;
- assist users in obtaining international statistics;

- provide statistical services and professional assistance to official bodies and the public at large;
- act as a contact point for international organisations and foreign institutions in need of statistics on matters relating to Tanzania.

In Zanzibar, the mandate for the collection and dissemination of statistical information is vested in the Office of the Chief Government Statistician (OCGS), originally established as an autonomous body by the Statistics Act No. 9 of 1999, superseded by the Office of Chief Government Statistician Act No. 9 of 2007. The Office is the Zanzibar Government's agency for the development and management of official statistics and is the authoritative source and custodian of official statistics in Zanzibar.

The two Acts provide for cooperation between the NBS and the OCGS, specifically in respect of the decennial census on population and housing.

1.4 Objective of User Satisfaction Surveys

In order to achieve the objective of developing a National Statistical System which is more responsive to user needs and which engages users more in the planning, governance, monitoring and evaluation of statistical services, NBS and OCGS has taken the decision to contract the services of external consultants to periodically carry out User Satisfaction Surveys to assess satisfaction and perceptions of key users to the statistical products and services of national statistical service providers. The results of the surveys will be used for monitoring and evaluating performance improvements of the statistical system. The first such statistics user satisfaction survey was conducted in 2011. The second survey is scheduled for early 2014 and this manual has been developed for use during this latest survey.

2.0 CONCEPTS AND DEFINITIONS IN USER SATISFACTION SURVEYS

2.1 Definition of Terms

The following terms and concepts are frequently met in the literature and data collection tools used during statistics user satisfaction surveys. Respondents may want elaboration during the course of administration of the questionnaire which may be done through face-to-face interviews or where the respondent is allowed to complete the questionnaire on their own, to be collected later.

Accessibility to users refers to the degree of ease/difficulty for users in accessing the statistics

Accuracy refers to the degree to which the data correctly estimate or describe the characteristics or quantities it was designed to measure.

Frequency of publication refers to the time interval between the release of one set of data and the next set.

Metadata is the underlying information about the statistics (their sources, explanatory notes, methodological descriptions, references concerning concepts, classifications, etc).

Official statistics are statistics produced by any Government Ministry, Department or Agency (MDA) including statistical offices established by law for the purpose of collecting, compiling, analysing and disseminating statistics.

Reliability or credibility refers to the level of trust that users have in the process of producing those statistics.

Survey includes a survey of undertakings or persons whereby information is collected from all persons in a field of inquiry or from a sample thereof, wholly or primarily for statistical purpose

Timeliness of release refers to the length of time between collecting the information and releasing it to the public or users.

Types of official statistics

According to section 15.1 of the Statistics Act 2002, the National Bureau of Statistics may collect statistics relating to all or any of the matters specified in the Second Schedule of the Act as follows:

1. Population and housing
2. Vital occurrences and morbidity
3. Immigration and emigration
4. Internal and external trade as well as International Travel and Tourism
5. Primary and secondary production
6. Agriculture, including dairying, horticulture, pastoral, and allied, industries
7. Forestry and fishing
8. Building and construction
9. Factories, mines and productive industries generally
10. Employment and unemployment
11. Salaries, wages, bonuses, fees, allowance, and any other payments and honoraria for services rendered
12. Expenditure and consumption
13. Income, earnings, profits, and interest

14. Social, educational, labour and industrial matters, including associations of employers, employees, and other persons generally
15. Industrial disturbances and disputes
16. Banking, insurance, and finance generally
17. Commercial and professional undertakings
18. Distributive trades
19. Health
20. Transport and communication in all forms such as land, water, or air
21. Wholesale and retail prices of commodities, rents, and cost of living
22. Injuries, accidents, and compensation
23. Stock of manufactured goods
24. Sweepstakes, lotteries, charitable and other public collections of money
25. Land tenure, occupation and use of land
26. Local Government Authorities
27. Law enforcement, the administration of justice, punishments and rehabilitation measure
28. Social and physical environment
29. Household including family characteristics, conditions and activities
30. Handicrafts and rural industries
31. Assets including savings, liabilities and wealth of persons and undertakings, prices of property
32. Community, social, welfare, religious and personal services.

3.0 RESPONSIBILITIES OF ENUMERATORS AND PROCEDURES

3.1 Responsibilities of Enumerators

The general responsibilities for the interviewers are as follows:

- Locating the selected institutions/individuals in the sample that are assigned to them and administering the questionnaires.
- Identifying and administering the questionnaire to all the eligible respondents in the selected institutions assigned to them.
- Checking the completed questionnaires to ensure that all questions have been asked.
- Making call-backs to respondents who will have delayed in completing and returning their questionnaires.
- Responding to questions raised by respondents regarding the questions and assisting with the completion of the questionnaire wherever necessary.
- Maintaining regular contact with the consultants throughout the fieldwork period and bringing to their attention any problems which they are unable to resolve.
- Preparing debriefing reports on the fieldwork, narrating their observations, and problems encountered. The reports are to be submitted to the consultants at the end of the fieldwork period.

3.2 Procedures for Administering the Questionnaire

1. On arrival at each selected institution, you should report to, and introduce yourself to, the appropriate authority, or office of the head of the institution. Show your letter of introduction from NBS/OCGS, but do not hand it over because you will need it again.
2. Explain to the head of the institution/department the purpose of your visit, and identify to him the people to whom you would like to distribute the questionnaire as given in the lists for each survey location (Appendix 1).
3. Establish that the people that are listed are available in their work stations or will be available quite soon. If they are going to be away for an extended period of time, ask the head of the institution/department to assist with identifying replacements.
4. Visit each selected respondent in turn. Introduce yourself and explain the purpose of the survey, highlighting the direct benefits to themselves, their work and their institution from improved quality of statistics arising from the results of the survey.
5. Give the respondent a copy of the questionnaire. It is useful to allow the respondent to spend some minutes running through the questionnaire in case there are any questions for which they require clarification.
6. Arrange a time and day when you can come back to collect the questionnaire from the respondent. Do not allow the respondent to take too long before returning it, otherwise it will be pushed to the back of their "to do" list. Wherever possible, arrange to collect it by following day.
7. Call the respondents before the agreed time in order to remind them that you are coming to pick up the questionnaires. If they are delaying, it is important to remind them at regular intervals that you need the completed questionnaires. Remind them of the benefits of the survey to themselves and their work through improved quality of statistics for their use.

8. Whenever you collect a questionnaire, you should check through it confirm that all relevant questions have been answered. Where some questions have not been answered, confirm with the respondent and ask them to answer them as appropriate.
9. As you progress with the distribution and collection of the questionnaires, make note of any highlights, significant issues and relevant observations. At the end of the fieldwork, you are required to write and submit a narrative report on your observations, including problems experienced.
10. All the questionnaires must be collected from the respondents and submitted to the consultants within a day after the scheduled end of the fieldwork.