





Table of Contents

Estonia.....	1
I. Survey details	3
I.1 Fieldforce.....	3
I.2 Briefing of interviewers.....	3
II. Sampling	4
III. Fieldwork procedures	5
III.1 Final disposition codes.....	5
III.2 Outcome indicators	7
III.3 The use and estimated effectiveness of the response enhancement techniques.....	8
III.4 Soft refusal conversion	9
III.5 Quality control of interviewing	9
IV. Qualitative report of the fieldwork agency	10
V. Weighting.....	11
VI. Country-specific variables.....	13



I. Survey details

<i>Fieldwork organization:</i>	Saar Poll LLC
<i>Fieldwork period:</i>	07/06/2009 – 25/06/2009
<i>Languages (s) of interviewing:</i>	Estonian and Russian
<i>Mode of interviewing:</i>	700 f2f and 300 WebCATI interviews at home of respondent
<i>Number of interviewers:</i>	90 (61 f2f and 29 CATI interviewers)
<i>Translation:</i>	Questionnaire was provided by EUI in the local languages and the fieldwork agency was asked to review and suggest changes if necessary. Changes were then either accepted or rejected by EUI.

I.1 Fieldforce

The CATI team of interviewers (29 interviewers and 2 supervisors) was compiled through internal competition between interviewers with most experience (mostly between 1-1.5 years). The following criteria were used when choosing the interviewers: effectiveness, response rates, average interview length.

For F2F interviewing: there were 2 supervisors working on the project from the beginning and 1 supervisor added on the stage of questionnaire checking. On total there were 61 interviewers working in the F2F part and 29 interviewers working in the CATI part.

Most (86%) of interviewers have 2-17 years of experience in research field. All interviewers have participated in special training for this particular survey organized in different location of around Estonia by Saar Poll staff.

I.2 Briefing of interviewers

Number of interviewers received EES specific personal briefing at central training	83
Length of EES specific personal briefing per interviewer	120 mins
Written EES instructions	yes
Training in refusal conversion	yes

The F2F instructors made further trainings for the rest F2F interviewers.



II. Sampling

<i>Universe:</i>	General population, aged 18 and over.
<i>Coverage:</i>	National
<i>Sample size:</i>	700 f2f and 300 WebCATI
<i>Selection of households:</i>	f2f: Random route, CATI: RDD
<i>Selection of respondents:</i>	Most recent birthday within the household.
<i>Number of recalls:</i>	F2f: up to 4 visits. WebCATI: up to 15 attempts

Table 1. Regional distribution of the sample for F2F interviews

		Interviews in strata			Target		Sample	
		Urbanisation						
NUTS3	I-capital	2-other town	3-rural area	Total	%	Total	%	
EE001	Põhja-Eesti	228	11	33	272	38.2	270	38.2
EE004	Lääne-Eesti	0	44	55	99	13.9	92	13
EE006	Kesk-Eesti	0	33	44	77	10.8	75	10.6
EE007	Kirde-Eesti	0	66	11	77	10.8	83	11.7
EE008	Lõuna-Eesti	0	110	77	187	26.3	187	26.5
	Total	209	264	220	712	100	707	100

* source: EUSTAT, 2007

Table 2. Regional distribution of the sample for WebCATI interviews

		Total	Target		Sample	
NUTS 3		population	%	interviews	%	interviews
EE001	Põhja-Eesti	428542	39.4	118	36.7	110
EE004	Lääne-Eesti	129605	11.9	36	12.3	37
EE006	Kesk-Eesti	111599	10.3	31	10.7	32
EE007	Kirde-Eesti	142245	13.1	39	13.7	41
EE008	Lõuna-Eesti	276068	25.4	76	26.7	80
	Total	1088059	100	300	100	300

* source: EUSTAT, 2007



III. Fieldwork procedures

III.1 Final disposition codes

Table 3a. Fieldwork outcome for webCATI interviews

Completed interviews	1.0/1.10	300
Eligible, non-interview (Category 2)	2.000	692
Refusal and breakoff	2.100	633
Refusal	2.110	633
Household-level refusal	2.111	452
Known-respondent refusal	2.112	181
Break off	2.120	0
Non-contact	2.200	6
Respondent never available	2.210	4
Telephone answering device (confirming HH)	2.220	2
Answering machine household-no message left	2.221	1
Answering machine household-message left	2.222	1
Other, non-refusals	2.300	53
Deceased respondent	2.310	0
Physically or mentally unable/incompetent	2.320	52
Language problem	2.330	1
Household-level language problem	2.331	0
Respondent language problem	2.332	1
No interviewer available for needed language	2.333	0
Miscellaneous	2.350	0
Unknown eligibility, non-interview (Category 3)	3.000	170
Unknown if housing unit	3.100	170
Not attempted or worked	3.110	0
Always busy	3.120	1
No answer	3.130	52
Answering machine-don't know if household	3.140	117
Call blocking	3.150	0
Technical phone problems	3.160	0
Housing unit, unknown if eligible respondent	3.200	0
No screener completed	3.210	0
Other	3.900	0
Not eligible (Category 4)	4.000	713
Out of sample - other strata than originally coded	4.100	0
Fax/data line	4.200	19
Non-working/disconnect	4.300	72
Non-working number	4.310	72
Disconnected number	4.320	0
Temporarily out of service	4.330	0
Special technological circumstances	4.400	1
Number changed	4.410	0



Cell phone	4.420	0
Call forwarding	4.430	1
Residence to residence	4.431	1
Non-residence to residence	4.432	0
Pager	4.440	0
Non-residence	4.500	2
Business, government office, other organizations	4.510	1
Institution	4.520	1
Group quarters	4.530	0
No eligible respondent	4.700	4
Quota filled	4.800	615
Other	4.900	0
Total phone numbers used		1875

Table 3b. Fieldwork outcome for f2f interviews

Completed interviews	1.0/1.1	707
Partial	1.2	0
2. Eligible, Non-Interview	2.000	653
Refusal and break-offs.	2.100	379
Refusals	2.110	379
Household-level refusal	2.111	271
Known respondent refusal	2.112	108
Break-off	2.120	0
Non-contact	2.200	271
Unable to enter building/reach housing unit	2.230	1
No one at residence	2.240	209
Respondent away/unavailable	2.250	61
Other	2.300	3
Dead	2.310	0
Physically or mentally unable/incompetent	2.320	3
Language	2.330	0
Household-level language problem	2.331	0
Respondent language problem	2.332	0
No interviewer available for needed language	2.333	0
Miscellaneous	2.360	0
3. Unknown eligibility, non-interview	3.000	10
Unknown if housing unit	3.100	0
Not attempted or worked	3.110	0
Unable to reach/unsafe area	3.170	0
Unable to locate address	3.180	0
Housing unit/Unknown if eligible respondent	3.200	10
No screener completed	3.210	0
Other	3.900	0
4. Not Eligible	4.000	178
Out of sample	4.100	128



Not a housing unit	4.500	3
Business, government office, other organization	4.510	2
Institution	4.520	1
Group quarters	4.530	0
Vacant housing unit	4.600	47
Regular, Vacant residences	4.610	27
Seasonal/Vacation/Temporary residence	4.620	12
Other	4.630	8
No eligible respondent	4.700	0
Quota filled	4.800	0

III.2 Outcome indicators

Table 4. Outcome rates

	webCATI	F2F
I=Complete Interviews (1.1)	300	707
P=Partial Interviews (1.2)	0	0
R=Refusal and break off (2.1)	633	379
NC=Non-Contact (2.2)	6	271
O=Other (2.0, 2.3)	53	3
e=estimated proportion of cases of unknown eligibility that are eligible (enter a value in line 62 or accept the value in line 62 as a default)	0.910	0.884
Estimate of e is based on proportion of eligible households among all numbers for which a definitive determination of status was obtained (a very conservative estimate). This will be used if you do not enter a different estimate in line 62.	0.910	0.850
UH=Unknown household (3.1)	170	0
UO=Unknown other (3.2, 3.9)	0	10
Response Rate 1		
$I/(I+P) + (R+NC+O) + (UH+UO)$	0.258	0.516
Response Rate 2		
$(I+P)/(I+P) + (R+NC+O) + (UH+UO)$	0.258	0.516
Response Rate 3		
$I/((I+P) + (R+NC+O) + e(UH+UO))$	0.262	0.516
Response Rate 4		
$(I+P)/((I+P) + (R+NC+O) + e(UH+UO))$	0.262	0.516
Cooperation Rate 1		
$I/(I+P+R+O)$	0.304	0.649
Cooperation Rate 2		
$(I+P)/((I+P)+R+O)$	0.304	0.649
Cooperation Rate 3		
$I/((I+P)+R)$	0.322	0.651



Cooperation Rate 4 $(I+P)/((I+P)+R))$	0.322	0.651
Refusal Rate 1 $R/((I+P)+(R+NC+O) + UH + UO))$	0.545	0.277
Refusal Rate 2 $R/((I+P)+(R+NC+O) + e(UH + UO))$	0.552	0.277
Refusal Rate 3 $R/((I+P)+(R+NC+O))$	0.638	0.279
Contact Rate 1 $(I+P)+R+O / (I+P)+R+O+NC+ (UH + UO)$	0.849	0.795
Contact Rate 2 $(I+P)+R+O / (I+P)+R+O+NC + e(UH+UO)$	0.860	0.796
Contact Rate 3 $(I+P)+R+O / (I+P)+R+O+NC$	0.994	0.801

The average interview length was: 26,1 min.

III.3 The use and estimated effectiveness of the response enhancement techniques

CATI mode of survey. During the interviews a number of effectiveness and response enhancement techniques were used to improve interviewee response rates. Most of these techniques focused on the beginning of the call. These techniques were exercised in daily trainings and interviewers with lower response rates received special attention and additional support.

From among the techniques mainly two were used: probing and follow-up, institutional importance. Probing and follow-up focused on finding a suitable time for giving the responses in the cases where the respondent refused the interview. The respondent was suggested several other options (day, time) for call-back making it easier to agree to the interview. The interview was considered as a refusal only in the case where the respondent did not agree to choose any of the given options. In addition, the prominence of the survey and the client was addressed.

The techniques helped to enhance the response rates considerably.

F2F mode of survey. In order to increase the response rate we used enhancement techniques according to the Interviewer Manual (parts 3.2 and 3.3). All interviewers were trained how to use these techniques on trainings organized by Saar Poll supervisors all around Estonia.

For instance, we used ways of getting reluctant respondents to participate, especially during introduction situation, by answering arising objections. Also in order to confirm that the interviewer represents the company Saar Poll we insisted on showing the working certificate issued by Saar Poll to each working interviewer and suggested for doubtful respondent to call into Saar Poll company by given phone numbers in order to reassure the questioning situation. On the other hand the introducing informative letter was used in order to give respondents additional information about the purpose and background of the survey.



Interviewers were also trained how to prevent termination of interviewing and how to decrease the number of „Don't know“ answers during interview.

Using these techniques allowed us to convert approximately a fifth of initial refusals into full responses.

III.4 Soft refusal conversion

In case of soft refusal, an experienced interviewer (other than the one who called the respondent previously) specifically trained for this task called up the respondent, politely introduced the survey again and asked for cooperation. If respondent refused this time too, no more contacts were made with him/her. If the person was cooperative, the interviewer conducted the interview. It could happen that the respondent was willing to take part but did not have time to complete the survey at the time of the re-call, in this case interviewer fixed an appointment with him/her.

The results of these attempts are summarised in the table below:

Table 5. Soft refusal conversion success rate

	all	Turned to hard refusal		Turned to other status		Converted into interview		Success rate
		N	% of all	N	% of all	N	% of all	% of all contacted
Soft Refusal	61	24	39%	31	51%	6	10%	20%

III.5 Quality control of interviewing

	F2F	WebCATI
<i>N of interviews back-checked:</i>	72	30
<i>Mode of back-checking:</i>	personal	phone
<i>Eligible person interviewed:</i>	100%	100%
<i>Sat. with interviewers (top2box):</i>	97%	97%



IV. Qualitative report of the fieldwork agency

In their own words:

The CATI fieldwork process was very smooth and there were no considerable problems or obstacles. Interviewing went according to the original plan. The number of completed interviews was monitored during the whole process and necessary changes were made immediately (e.g. adding more/less staff based on results and specifics of different week days).

During the survey all interviewers were monitored daily, additionally the supervisors listened to the interviews of each interviewer. Main mistakes were recorded and followed up on during the daily training. Every day on average 5 interviewers were listened to personally and followed up with personal improvement notes.

On the whole, face-to-face fieldwork too went smoothly. Due to the fact that most of our interviewers that took part in the fieldwork have a high quality, there were no problems during interviewing process. The biggest problem was how to get reluctant or refusing respondent to participate. The response enhancement techniques were used in order to solve this problem.

Economic crisis was an important factor during the period of fieldwork and influenced quite much the process of fieldwork. There were also two events connected with the period of fieldwork. One of them is Midsummer Day that is a great national celebration day. The second event that influenced the fieldwork was the new legislation (on employment conditions, health insurance and some other social benefits), which had to come into force on the 1st of July. There are some permanent differences in attitudes towards survey of Estonian-speakers and Russian-speakers. Some of the comments of interviewers for the fieldwork of this survey:

The fieldwork was the at the time of Midsummer event, when lots of people travel and go for vacation. The public sentiment in this year was very doomed, people had no money to travel or participate in events, so had to stay at home. In this sense it helped the fieldwork. But people were very pessimistic, life in Estonia is very hard now and people do not want to answer political questions. –.” (Estonian interviewers)”

„The big problem was non-EU citizens, especially in regions with the bigger proportion of Russian-speaking population. Therefore it is impossible to know whether the people who refused to take part in the survey (under code „32“) have EU citizenship or not, as a lot of people refused immediately to answer without opening the door and without any comments.

“The new legislation was a big event for Russian-speaking population. Also because new restrictions were implemented on the goods brought from Russia to Estonia across the border—those restrictions are hard for inhabitants of border towns like Narva with large Russian population that either made money with it or saved their own expenses. Here the Russian-speakers’ attitudes had some new characteristics - they used the participation in the survey as a possibility to make their opinion known to the official institutions.” (Russian-speaking interviewers)



V. Weighting

A non-response population weighting was implemented on the EES dataset to correct for sampling disparities. The following variables were used in the raking procedure:

Age

Sex

Region

Education

The table below presents a comparison of the sample (unweighted and weighted) and the universe.

Table 6. Weighting targets

	label	Class size by EUSTATS 2007 ('000)	Proportion in universe	Number of cases in EES	Unweighted proportion in EES	Weighted proportion in EES
Age&Sex						
1	male, 18-29	124372	11.477	73	7.249	11.477
2	female, 18-29	120193	11.091	77	7.646	11.091
3	male, 30-49	179243	16.540	117	11.619	16.540
4	female, 30-49	190852	17.611	182	18.073	17.611
5	male, 50-64	105586	9.743	94	9.335	9.743
6	female, 50-64	134279	12.391	177	17.577	12.391
7	male 65+	75982	7.011	81	8.044	7.011
8	female 65+	153176	14.135	206	20.457	14.135
	<i>total</i>	<i>1083683</i>	<i>100</i>	<i>1007</i>	<i>100</i>	<i>100</i>
Education						
1	Primary education or first stage of basic education - level 1 (ISCED 1997)	93035	9.085	18	1.787	8.982
2	Lower secondary or second stage of basic education - level 2 (ISCED 1997)	201325	19.659	151	14.995	19.681
3	Upper secondary education - level 3 (ISCED 1997)	436366	42.610	467	46.375	42.658
4	Post-secondary non-tertiary education - level 4 (ISCED 1997)	27337	2.669	53	5.263	2.672
5	Tertiary education - levels 5-6 (ISCED 1997)	266019	25.976	318	31.579	26.006
	<i>total</i>	<i>1024082</i>	<i>100</i>	<i>1007</i>	<i>100</i>	<i>100</i>
Regions (based on NUTS)						
EE001	Põhja-Eesti	428542	39,386	380	37,736	39,105
EE004	Lääne-Eesti	129605	11,912	129	12,810	11,838
EE006	Kesk-Eesti	111599	10,257	107	10,626	10,219
EE007	Kirde-Eesti	142245	13,073	124	12,314	12,937
EE008	Lõuna-Eesti	276068	25,373	267	26,514	25,901
	<i>total</i>	<i>1088059</i>	<i>100</i>	<i>1007</i>	<i>100</i>	<i>100</i>



Fix phones

0	fix phone - no	552678	51.000	564	56.008	51.000
1	fix phone - yes	531005	49.000	443	43.992	49.000
	<i>total</i>	<i>1083683</i>	<i>100</i>	<i>1007</i>	<i>100</i>	<i>100</i>

* source: EUSTAT, 2007



VI. Country-specific variables

Q4: Which political party do you think would be best at dealing with [the most important issue]?

- 01 - Eesti Reformierakond
- 02 - Eesti Keskerakond
- 03 - Isamaa ja Res Publica Liit
- 04 - Sotsiaaldemokraatlik Erakond
- 05 - Erakond Eestimaa Rohelised
- 06 - Eestimaa Rahvaliid

Q8: In a typical week, how many days do you watch the following news programmes?

- a. Aktuaalne kaamera 21.00 (ETV)
- b. Reporter 19.00 (Kanal2)

(Q9: Is there any other channel on which you watch the news more often than these?)

Q10: Which one?

- 01 - NTV
- 02 - PBK (Pervõi Baltiski Kanal)
- 03 - RTR Planeta
- 04 - PRO7
- 05 - YLE1
- 06 - YLE2
- 07 - France 3
- 08 - Mega Channel

Q12: In a typical week, how many days do you read the following newspapers?

- a. Postimees
- b. Õhtuleht
- c. Eesti Ekspress

(Q13: Is there any other newspaper that you read more frequently than these?)

Q14: Which one?

- 01 - Äripäev
- 02 - Eesti Päevaleht
- 03 - Molodezh Estonii
- 04 - Pärnu Postimees
- 05 - Sakala
- 06 - Vesti Dnja



(Q24: A lot of people abstained in the European Parliament elections of June 4/7, while others voted. Did you cast your vote?)

Q25: Which party did you vote for?

- 01 - Eesti Reformierakond
- 02 - Eesti Keskerakond
- 03 - Isamaa ja Res Publica Liit
- 04 - Sotsiaaldemokraatlik Erakond
- 05 - Erakond Eestimaa Rohelised
- 06 - Eestimaa Rahvaliid

Q26: If you had voted in the European Parliament elections, which party would you have voted for?

- 01 - Eesti Reformierakond
- 02 - Eesti Keskerakond
- 03 - Isamaa ja Res Publica Liit
- 04 - Sotsiaaldemokraatlik Erakond
- 05 - Erakond Eestimaa Rohelised
- 06 - Eestimaa Rahvaliid

Q27: Which party did you vote for at the [General Election] of [Year of Last General Election]?

- 01 - Eesti Reformierakond
- 02 - Eesti Keskerakond
- 03 - Isamaa ja Res Publica Liit
- 04 - Sotsiaaldemokraatlik Erakond
- 05 - Erakond Eestimaa Rohelised
- 06 - Eestimaa Rahvaliid

Q28: And if there was a general election tomorrow, which party would you vote for?

- 01 - Eesti Reformierakond
- 02 - Eesti Keskerakond
- 03 - Isamaa ja Res Publica Liit
- 04 - Sotsiaaldemokraatlik Erakond
- 05 - Erakond Eestimaa Rohelised
- 06 - Eestimaa Rahvaliid



Q39: We have a number of parties in (country) each of which would like to get your vote. How probable is it that you will ever vote for the following parties? Please specify your views on a scale where 0 means “not at all probable” and 10 means “very probable”.

- a - Eesti Reformierakond
- b - Eesti Keskerakond
- c - Isamaa ja Res Publica Liit
- d - Sotsiaaldemokraatlik Erakond
- e - Erakond Eestimaa Rohelised
- f - Eestimaa Rahvaliid

Q47: And about where would you place the following parties on this scale? Which number from 0 to 10, where 0 means “left” and 10 means “right” best describes (Party X)?

- a - Eesti Reformierakond
- b - Eesti Keskerakond
- c - Isamaa ja Res Publica Liit
- d - Sotsiaaldemokraatlik Erakond
- e - Erakond Eestimaa Rohelised
- f - Eestimaa Rahvaliid

Q81: And about where would you place the following parties on this scale? Which number from 0 to 10, where 0 means “already gone too far” and 10 means “should be pushed further” best describes (party X)?

- a - Eesti Reformierakond
- b - Eesti Keskerakond
- c - Isamaa ja Res Publica Liit
- d - Sotsiaaldemokraatlik Erakond
- e - Erakond Eestimaa Rohelised
- f - Eestimaa Rahvaliid

Q87: Do you consider yourself to be close to any particular party? If so, which party do you feel close to?

- 01 - Eesti Reformierakond
- 02 - Eesti Keskerakond
- 03 - Isamaa ja Res Publica Liit
- 04 - Sotsiaaldemokraatlik Erakond
- 05 - Erakond Eestimaa Rohelised
- 06 - Eestimaa Rahvaliid



(Q89: Do you feel yourself a little closer to one of the political parties than others?)

Q90: Which party is that?

- 01 - Eesti Reformierakond
- 02 - Eesti Keskerakond
- 03 - Isamaa ja Res Publica Liit
- 04 - Sotsiaaldemokraatlik Erakond
- 05 - Erakond Eestimaa Rohelised
- 06 - Eestimaa Rahvaliit

Q101: What is the highest level of education you have completed in your education?

- 01 - Põhiharidus (põhikooli 1 - 6 klassi)
- 02 - Põhiharidus (põhikooli 7 - 9 klassi)
- 03 - Põhiharidus (kutseõpe põhihariduse baasil)
- 04 - Keskkharidus (kutseõpe keskkhariduse baasil)
- 05 - Keskkharidus (gümnaasiumi 10-12 klassi)
- 06 - Keskkharidus (kutsekõrghariduslik õpe)
- 07 - Kõrgharidus (diplomiõppe diplom)
- 08 - Kõrgharidus (rakenduskõrghariduse diplom)
- 09 - Kõrgharidus (bakalaureuseõpe ja kraad)
- 10 - Kõrgharidus (magistriõpe ja kraad)
- 11 - Kõrgharidus (doktoriõpe ja kraad)

Q113: Just to confirm that I understand your answer correctly, would you say, that your current / last job is [NAME OF THE CODE ASSIGNED]?

- 01 - Spetsialist (arst, õpetaja, insener, näitleja, raamatupidaja)
- 02 - Tippjuht (pankur, direktor, kõrge valitsusametnik)
- 03 - Kontoritöötaja (sekretär, ametnik, avalik teenistuja, arveametnik)
- 04 - Müügitöötaja (müügijuht, poepidaja, poetöötaja, kindustusagent, ostujuht)
- 05 - Teenindustöötaja (restoranipidaja, politseinik, ettekandja, juuksur, hooldaja, medõde)
- 06 - Oskustööline (mehaanik, trükitööline, õmbleja, elektrik)
- 07 - Tööline (ehitustööline, bussijuht, puusepp, pagar)
- 08 - Lihttööline (töomees, uksehoidja, lihtne tehasetööline, koristaja)
- 09 - Talutööline (lihttööline, traktorijuht)
- 10 - Talupidaja, talu juhataja
- 11 - Õpin jätkuvalt
- 12 - Pole kunagi töötanud