



ETUDE ECONOMIQUE CONSEIL

TRUCKING INDUSTRY SURVEY

Interview Guide

INTRODUCTION

Étude Économique Conseil (EEC Canada) has been selected by the World Bank to carry out a ***Trucking Industry Survey*** as part of a major World Bank initiative called the ***Africa Infrastructure Country Diagnostic (AICD) study***. The survey is carried out in several countries where the World Bank provides development loans. It is increasingly recognized that infrastructure services provide a critical platform for private sector activity and international trade. The trucking industry provides vital transportation services that facilitate both internal and external trade for the other productive sectors. The efficiency and quality of the services provided by the trucking industry is thus an important contributor to country competitiveness. In addition, as a major user of road infrastructure, trucking firms are uniquely placed to assess the functioning of road corridors. The objective of this study is to achieve a major improvement in the country level knowledge base of the infrastructure sectors in the region. The information obtained through the survey is precious as it will provide a baseline against which future improvements in infrastructure services can be measured, making it possible to monitor the results achieved from the current increase in financial flows. It should also provide a more solid empirical foundation for prioritizing investments and designing policy reforms in the infrastructure sectors in Africa.

Your role as an enumerator is crucial to the completeness and quality of the information that will be gathered in your country. In order to help you achieve the best possible results on both counts, EEC has prepared this interview guide to complement the formal training session you will receive.

The guide is divided in **four sections**. The first presents the universe of business establishments covered by the survey and the general structure of the two corresponding questionnaires. In the second, the etiquette and the general principles of efficient interviewing in the context of the *Trucking Industry Survey* are detailed. This section also contains a discussion of some of the psychological factors that are at work, for both the respondent and the enumerator, when conducting a face to face interview. The third section addresses how the questionnaires must be filled out, and verified before they are handed to the supervisor. The fourth and last section contains a "training questionnaire". The difficulties that are most commonly met in the field are identified in this questionnaire and are accompanied by the appropriate clarifications, comments, and examples.

SECTION 1 – ESTABLISHMENTS TARGETED BY THE SURVEY AND THE GENERAL STRUCTURE OF THE QUESTIONNAIRES

The trucking survey will comprise two parallel tracks, such that both formal and informal sector operations can be adequately covered.

- The first is aimed at formal sector trucking firms to be administered at their premises
- The second is aimed at truck drivers to be administered at lorry parks or other relevant sites and will represent the bulk of the sample of establishments which will be surveyed

The first thing you will need to know when you visit an establishment is which questionnaire you should use for the interview. In principle, the answer to this question is straightforward. For all establishments employing less than five (5) employees, you should use the informal trucker's questionnaire. If the establishment employs five (5) employees or more, you will use the formal trucking questionnaire.

Often, you will know in advance (before visiting the establishment) which questionnaire must be used. This will typically be the case when an appointment with the owner or the principal manager of the establishment has been arranged ahead of time and the appropriate screening questions have been asked. It will still be important to ask at the beginning of the interview one critical screening question: *How many employees do you have?* In so doing, you will avoid using the wrong questionnaire. In any event, it is important that you always inform your supervisor that an establishment expected to belong to one particular category was ultimately part of another category.

In other circumstances, no appointment will have been previously arranged with the owner or the principal manager of the establishment. When you visit an establishment without a previous appointment, you will have to ask the screening question provided above immediately after stating the reasons of your visit: This situation will occur systematically when you will be interviewing informal enterprises in one particular area of the city. Informal enterprises are most often unregistered enterprises for which there is no previous registered information. In this case, the only way to be sure that it is appropriate to use the trucker's questionnaire is to first ask this initial basic screening question.

Although you must become familiar with two questionnaires, you will soon discover that the trucker's questionnaire is a "micro" version of the formal trucking questionnaire, where most of the questions are repeated. Both questionnaires are logically organized in the following parts: Control Information, General Information, Vehicle Fleet, Trucking Operations, Cross-Border Operations, Markets / Regulations, Constraints, Infrastructures & Services, Labour Relations, Productivity and Feedback. You are expected to master the concepts included in all these sections, understand the various nuances, and be able to clearly and quickly ask the questions to the respondent in a way that will ensure completeness and quality.

The formal training session delivered by EEC, as well as the comments included in the training questionnaire at the end of this guide, are designed to increase your understanding of the topics covered by this survey. Nonetheless, you should never hesitate to ask your supervisor for clarifications when you are not sure of the meaning of a specific question and/or when you are unsure about what that question aims to measure.



SECTION 2 – THE ETIQUETTE AND PRINCIPLES OF EFFICIENT INTERVIEWING IN THE CONTEXT OF THE *TRUCKING INDUSTRY SURVEY*

The persons you will be interviewing in the context of this survey are business owners, managing directors, accountants, human resource managers, other senior company officers, and truck drivers. Keep in mind at all times that their time is precious, that they are used to or expect to deal with professional people and that they are generally reluctant to provide information on their firm unless they are completely reassured that this information will be treated with the strictest confidentiality. This means that you must dress and conduct yourself professionally at all times, be able to convince the respondent that his or her participation is essential to the quality of the whole survey, motivate him or her to continue participating fully throughout the interview, and be respectful of the time he or she allows you by conducting the interview as efficiently as possible.

The first thing the respondent will want to know is who you are and what is the objective of your visit. You will receive an identification card at the end of the training session which you will be wearing at all times while conducting the interviews. You will also have an official letter indicating who are the survey sponsors (the World Bank) and explaining what is the survey's purpose. You should present this letter immediately after introducing yourself as an enumerator supervised by EEC Canada. Briefly explain the main objective of the survey, which is the identification of the main obstacles to growth in the trucking industry. Stress the importance of the firm's participation as the information so obtained will allow the World Bank to better assist the country in improving infrastructure services and the business environment in which this firm operates.

The respondent will also want to be reassured that no answer he or she will provide will leak to a third party. For this reason, state unambiguously and immediately after having stressed the importance of the respondent's participation that EEC Canada and the World Bank enforce the strictest confidentiality criteria when treating the information obtained from the respondents. Under no circumstances, where this survey has been administered, has it been possible for any third party to identify the author of a particular answer. This is true of all provided answers, quantitative and qualitative. The questionnaires are expedited to EEC Canada for quality control and kept in a secure location until they are destroyed. The information extracted from the questionnaires is aggregated and treated only at the World Bank in Washington DC.

Having secured the respondent's willingness to participate, go quickly over the control information section so as to make sure that the establishment qualifies for the survey and that the appropriate questionnaire is being used. Once the control information is collected, you are ready to move to the substantive part of the interview. Your main challenge going forward will be to proceed through the sections as quickly as possible, in a lively yet professional fashion, maintaining the interest and motivation of the respondent, so as to obtain an answer to all questions, including the ones that require the respondent to provide information on the firm's financial results and costs. There is no infallible recipe as to how this should be done but the crucial ingredients lie in your own command of the questionnaire, your thorough preparation, your contagious motivation, and your capacity to quickly sense the mood of your respondent and adapt yourself accordingly. Here are some general considerations on the psychology of interviewing.



2.1 The psychological factors at work in an interview

The ultimate success of an interview depends on many factors, visible and non-visible, often occurring before the enumerator and the respondent actually meet. It is important for enumerators to understand some of these factors to ensure the highest level of survey participation. The following subsection provides some insights on the psychology of the enumerator and respondent, and suggests techniques to increase respondent participation.

The enumerator

The attitude of the enumerator remains the most important factor in motivating the respondent to participate and in ensuring the collection of high quality data. Consequently, both observable characteristics and psychological factors play a fundamental role in the way he or she carries out his tasks.

The enumerator's appearance and experience will have an impact on participation. Socio-demographic attributes determine the first impression the respondent will make at the moment of first contact, while experience will inform how the enumerator handles difficult situations and arouses the respondent's interest.

The enumerator's expectations and mood have an influence on survey participation and data accuracy. When enumerators expect the study to be difficult this may have an effect on the response rate. It is thus important for the success of the survey that enumerators be both highly motivated and trained. Many of the factors that encourage respondent cooperation also influence the enumerator's motivation and attitude, such as intellectual curiosity and identification with broader social concerns.

What follows is an attempt to describe a set of behavioral rules and social skills for prospective enumerators.

Be prepared. Any interview requires a lot of preliminary preparation. You must study the survey materials and familiarize yourself with the questionnaires. You must become acquainted with the procedures and be ready to provide information and answers. Be organized.

Be likeable. Present yourself as a friendly, but professional person. Before you can sell the survey, you must sell yourself. If appropriate, make friendly comments on things you see (i.e. sport trophies, etc.). At all times, you must be polite and respectful, especially if the respondent is rude. Never be patronizing.

Be positive. Use positive verbs and expressions, show you are happy to conduct the survey, highlight the positive aspects of the survey. People are naturally predisposed to dislike those who bring bad news.

Be responsive to the specific situation you are facing. If the respondent is busy, annoyed, upset or simply in a bad mood, do apologize for taking his time. If his bad mood persists, you can, as a last resort, offer to come back at a different date, which should be set right away.

Be neutral. Show interest and appreciation for the respondent's answers, but do not volunteer any personal information and never share opinions with him. Personal information might



influence the respondent who is trying to please the enumerator, might exacerbate the differences between the enumerator and respondent, and might establish a personal rather than a professional interview style. If the respondent asks about you, answer by stressing your professional characteristics and experiences. Further, any feedback given to the respondent must not include any evaluation or judgment on the part of the enumerator.

Do not lie. If you are asked a question, always answer truthfully, while pointing out the positive aspects of the answer.

Do not threaten. Keep your distance. Always ask if you can enter a room and/or if you can sit. Do not mention any legal obligations to participate, which simply do not exist.

Do not rush the interview. If the respondent is too busy, take your time and do not rush the respondent into participating until you are sure he is on board.

Do not ignore the respondent's questions and expressions of reluctance. You must be observant and vigilant. You must be ready to answer any questions or concerns he might have and handle any expressions of reluctance appropriately. In the unlikely event that he asks you a very detailed technical question for which you don't have an answer, you should apologize and assure him that the supervisor will contact him to address his concern.

The respondent's psychology

An equally important factor that contributes to the success of an interview is the respondent's state of mind. This is admittedly one of the most difficult factors to gauge ahead of the actual interview. A successful enumerator must possess the ability to identify, in the first few minutes of interaction, which factor(s) play a leading role in the respondent's psychological predisposition towards the survey and adopt the most appropriate persuasion strategy.

Seven major social norms, **reciprocation**, **consistency**, **social proof**, **authority**, **scarcity**, **liking** and **altruism**, and their possible impact on survey participation are explained in the table below:

Social norm	Explanation
Reciprocation	This norm states that any person feels obliged to return favours, gifts, invitations and the like received by another person. In survey methodology this feeling is present when acceptance of the request for interview is regarded as repayment, hence the psychological basis of offering incentives to prospective participants.
Consistency	Psychologists identify an innate sense of consistency in people: once a person takes a non coerced stand on an issue, he acts in conformity with that resolution, otherwise he risks appearing illogical, irrational, or unstable.
Social proof	The feeling of social proof pushes people to adopt the same beliefs and behaviours as others because they want to conform. Thus, if a respondent is convinced that there is wide participation in the survey, he will be more inclined to cooperate.
Authority	People are more likely to concede to a request for interview if it comes from a legitimate authority (in the respondent's mind). The government is generally perceived as a legitimate authority and is generally successful in gaining access. The World Bank may also be perceived as a legitimate sponsor.
Scarcity	Scarcity is another social norm that might play a role in encouraging participation. Sometimes, respondents are more likely to comply with the



	request if they see it as a limited opportunity.
Liking	Liking pushes people to comply with requests from others that they know and like. Respondents are more willing to comply with requests from people similar to them, people that praise them, people familiar to them, and people they like to be associated with.
Altruism	Many researchers argue that people have an innate sense of altruism that puts them in the predisposition to help others in need (“helping norm”). Moreover, an appeal to this feeling is often used, explicitly or implicitly, to increase participation.

Note that there is no single opening statement, or single argument that ensures the highest level of participation in all circumstances. Even the best arguments put forward by the best enumerator can land on deaf ears if the topic is not salient to the respondent. On the contrary, the best persuasion strategy is ‘tailoring’, that is “the use of different dress, physical behaviors, words, and strategies of persuasion for different sample persons.” To achieve a higher participation rate, enumerators should adapt their initial approach to the specific environment they face and the respondent’s reaction to the initial statement should dictate their choice of subsequent strategies. For example, if the enumerator senses that the purpose of the study is of high relevance to the respondent, a highly sophisticated introduction should be used to ensure participation. If, on the contrary, the study objectives seem to be of low personal relevance to the respondent, a more heuristic approach should be followed, and the persuasion strategy should focus more on extrinsic features of the study, such as the moral authority of the sponsor, and the credibility of the implementing agency.

Following the introductory statement, successful enumerators should continue to adapt their approach to the respondent’s verbal and physical behavior. Each respondent’s reaction should dictate the enumerator’s choice of subsequent statements and strategies. Successful tailoring requires the enumerator (1) to have a variety of cues, phrases, and descriptors at his disposal to use in any situation; (2) to be able to diagnose the respondent’s words and behavior; and (3) to apply the appropriate techniques in response. In all cases, it is important to maintain the interaction throughout the interview (avoid long silences and abrupt interruptions) and keep the respondent interested.



2.2 Handling some commonly found practical problems

It is always possible that respondents may come up with a number of excuses and reasons to avoid participation. The enumerator should be aware of them and have strategies in place to deal with them. For instance, the respondent's reply to a request for interview can be:

"I am too busy", "I don't have time for this"

In this case, if the respondent has a few minutes available it might be a good idea to present the objective of the survey and get him engaged. It is also advisable to set up the next appointment before leaving. A second visit clearly gives the sense of importance to the interview. It is nevertheless possible that the respondent is putting forward this excuse to avoid the interview. In this circumstance, a different strategy to arouse the respondent's interest must be employed.

"I am not interested"

In this situation, the enumerator should maintain his composure and try to determine the reason for the rejection. If the respondent does not have any specific objection, it might be possible to persuade him to participate by inquiring into his specific business problems and then suggesting that he is not the only one facing these challenges and that the survey can perhaps help in this matter. However, if he has a specific objection, such as confidentiality, the respondent should address the specific concern and then proceed, if the respondent agrees, with the interview.

"Do I have to do this?"

Here honesty is required. The enumerator should mention that the respondent is under no legal obligation to participate. However, he should stress that the respondent's participation, due to a random selection process, is very important in reaching the objective of the survey. The enumerator should stress the potential benefits of his participation. He should stress that this is an opportunity to express his concerns, to contribute and to represent himself and entrepreneurs like him.

"How long is it going to take?"

Here the enumerator should stress that the actual length of the interview depends really a lot on the respondent. If he is very interested in the topics then he might spend more time than others to complete the survey. In any case, the enumerator must honestly suggest an approximate range of duration.

"What benefit do I get?"

This is probably the most frequent objection and the enumerator should be well prepared to address it methodically. While it is unethical to promise specific benefits stemming out of any survey, the enumerator should indicate the intended practical application of the survey in identifying problems faced by the business community, and in helping the World Bank and the government uncover the best ways to address said problems.

"Why does it have to be me?", "I don't know enough about this"

If this situation occurs, the enumerator needs to put the respondent at ease. He needs to be reassuring by stressing that everyone's view is important - not only those of the well informed - and that no one else can replace him.

"Can you come another time?"

The enumerator should apologize for the bad timing but should first try to maintain the appointment. Once again, if the respondent is available after a short period, the enumerator



should consider waiting for his return instead of rescheduling a new appointment. If this is not the case, the enumerator should demonstrate his willingness to return at a more convenient time, and make sure to set up a new appointment before leaving.

“This is a very sensitive question”

Here the enumerator should stress the confidentiality statement. He should stress the anonymity of the completed and published results. He can confidently add that no firm has ever been identified in this survey, wherever in the world it has been undertaken.

“What kind of questions are you going to ask?”

This observation reflects the respondent’s sense of fear for the role he is supposed to play. The enumerator should put him at ease by giving him examples of questions he will be asked. In fact, this could be a good opportunity to start the interview.

“I have done it before without any benefit”

Handling the situation in which the respondent questions the value of the survey is among the most difficult tasks for the enumerator. Very likely, the respondent associates the survey to some previous negative experience. Therefore, the best strategy would be to emphasize what makes this survey different from previous surveys. For example, explain that this survey, by asking some of the most important questions that affect the establishment’s results, helps identify the areas needing the most immediate attention from the government as well as how the World Bank could contribute to this end.

Despite all efforts, there will always be respondents who have no desire whatsoever to be interviewed and cannot be swayed otherwise. But keep in mind that sometimes, what may be perceived as a flat refusal is just a veiled request for additional assurance. Assessing when each case applies requires considerable judgment on the part of the enumerator. If the respondent sincerely does not want to be interviewed, that wish must be respected and the enumerator must politely leave without any debate. This will also facilitate a second attempt by a more senior staff member. Nevertheless, enumerators should remember that: (1) the majority of respondents will be happy to participate, (2) some respondents will be a bit reluctant, (3) few respondents will need more convincing, and (4) a tiny proportion of respondents will always refuse no matter what. Finally, enumerators should realize that they can rarely reach 100 percent success rates.



SECTION 3 – FILLING AND VERIFYING THE QUESTIONNAIRE

Filling in the questionnaire properly is as important as asking the questions since, in the end, only the information that has been written down in the questionnaire will be entered into the database. The following presents some important rules to remember and apply.

1. **Always use a pencil (not a pen) to fill out the questionnaire.** In the event you have made a mistake in entering a particular answer (either because you did not write the answer correctly or because you entered it in the wrong space, or if the respondent changes his mind about a particular answer in the course of the interviewing), it will be easier for you to erase that answer and write the correct one. Also, it may happen that your supervisor asks you to go back and check an answer with a respondent because a particular answer appears to make no sense in the context of the visited establishment. You will then have to correct the initial answer, as appropriate.
2. Related to the previous matter, **do not simply fill the questionnaire out mechanically as you receive answers to your questions.** Throughout the interview, you must be alert enough to detect any incoherent answer that may lead you to repeat a particular question. You may have to repeat a question in many instances to ensure that you have obtained the correct answer; the training session will help you become more alert to these occurrences. In any case, it is always important to verify that all sections have been answered and filled out completely and correctly before leaving the establishment. A series of logical verifications have been provided in Appendix A of this guide. This will help prevent the need for a further visit to the same establishment and thus ultimately economize on the time (and patience) of the respondent.
3. As well, when conducting the interview, **try to avoid asking a question to which the answer has already been provided** in your conversation with the respondent. Quickly write down the answer and move to the next question. This will save you time and the embarrassment of being told by the respondent that he already answered that question.
4. **Never leave blank spaces unless a question clearly does not apply** (for example, you will find many instances in which you are explicitly instructed not to ask a particular question or to go straight to the next question when an answer to a preliminary (trigger) question is “yes” or “no”). Otherwise, you always have to write an answer, even if that answer is zero. Please note though that zero means zero and not that a particular question does not apply or that the respondent refused to answer. As well, please use “0” when an answer is zero, and **not** any other signs such as “ – “ or “ x “, etc.
5. When the respondent refuses to answer a particular question (and you should aim to minimize, if not eliminate, all such instances by being persuasive and by reassuring the respondent of the confidentiality of the survey), **enter R (for refuse to answer)**. In the case where the respondent does not know the answer (even after helping him to provide an answer by better explaining the question), **enter DK (for don’t know)**. When the question is clearly not applicable to the particular situation of the establishment, **write NA (for not applicable)** but write a note for your supervisor that explains why you considered the question not to be applicable.



6. **Be extremely cautious with your handwriting at all times.** Remember that the person who will enter the responses to the completed questionnaire into the database will have to read hundreds of questionnaires and cannot spend hours deciphering your handwriting. Be careful and respectful by applying your best handwriting and by handing in a complete, clean and easy to read questionnaire.
7. **Once you have completed the interview,** let the respondent know you need to take a few minutes to review the questionnaire before you can leave. During this time, **go over the logical verifications (Appendix A) of the questionnaire.** If there are no problems you can thank the respondent for their time and leave the establishment. If, on the other hand, you do find inconsistencies, you **must clear them up with the respondent before leaving the establishment.**
8. **Before handing in the questionnaire to your supervisor, thoroughly revise it and correct any typo, error, or non logical blank space that remains.** You should hand in a completed questionnaire only when you consider it to be free of any error or illogical blank space.



