

Panel Survey

The constitution of a baseline in industrial area in Tunisia was made through panel surveys, which have to be repeated at different stages of time. The first two surveys were delegated to an international consultant office.

The surveys are thematically ranked around three main topics:

- infrastructure
- services
- communication

The first goal of the asked questions was to collect information to feed in the system of monitoring of the project.

Population of reference

The surveys relate to the management units of the industrial parks and to the national institutions needed to be exhaustive because the project is supporting all of the management units (and not only the ones, who are already functional). Furthermore it's important to have the point of view of the institutions because they are the ones who will be in charge of assuring the durability of the actions of the project vis-à-vis of the management units. Working on the baseline is an important occasion to collect their feeling and their recommendations.

By the private companies and by the inhabitants, the surveyed population was reduced to a sample. The private companies which are exclusively located in industrial parks: they are in the best position to provide relevant information about the industrial base of the country, the needs, the expectation in terms of infrastructure and services and the problems of the industrial areas. However the companies are the ones who are directly concerned by the management units and it is highly interesting for the project, as well as for the public authorities to analyze the different level of satisfaction between companies located in an industrial area with a management unit and enterprises in an industrial area without management unit.

The drawing up of a population of reference was an excellent opportunity to update the list of contact of the project and in particularly the contact of the management units. To help the international consultant office, the project identified some "facilitators" and charged them to assist to reach the target-person.

Questionnaires

A first draft of the questionnaires was developed by the project (GIZ and partners together) and, in a second step, revised by the international consultant office:

- 1) The restrictive questions (the answer can only be yes or no) have to come out some general information and degree of satisfaction about some subject.
- 2) The open questions have to determine the main problems of the industrial areas, to find out recommendation and priority in terms of infrastructure and services
- 3) The mixed question allowed to measure some gradation for some phenomenon

Training of the interviewer

The training of the interviewer is an important step before conducting the survey. The international consultant office proceeded to the analysis of the existing capacity in terms of interviewer team and logistic. After the recruiting of the staff of interviewers, the project and the consultant together trained the interviewers during two days. The content of the training was essentially:

- technique of communication
- mastery of the questionnaire and of the context of the project
- mastery of introduction technique and communication by institution
- instruction to help by identifying those, who will be interviewed
- some formal correction