**BRIEFING SESSION QUESTIONS AND ANSWERS**

**RFP 16/2012 Provision of Survey Services on the role of Public Opinion in Driving Taxpayer Compliance.**

**Last updated: 22 January 2013**

**NOTE: ONE (2)**

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| **#** | **QUESTION** | **SARS RESPONSE** |
|  | **Questions received during briefing session** | |
| 1 | With reference to the Scope of Work in the RFP document, last paragraph of background on page 6 – Who are the “Traders” referred to in this paragraph? | Importers and Exporters are referred to as traders. |
| 2 | Will bidders be provided with lists and contact details of individuals to be surveyed? | Bidders will not be provided with lists and contact details of people to be surveyed due to confidentiality issues. It is the responsibility of the bidder to obtain lists of people to be surveyed and contact these individuals. |
| 3 | Bidders require an indication of the number of people to be surveyed for cost purposes. How many people are to be surveyed? | The question will be addressed in the discussion of the pricing schedule. |
| 4 | With reference to the method of sampling to be used in the survey. Random and stratified sampling will influence the price of the survey process. | The method of sampling used is at the discretion of the bidder. The bidder’s ability to stratify all levels of individuals will be assessed. |
| 5 | With reference to the pricing schedule, are the bidders only required to complete the pricing schedule provided or give a more comprehensive pricing schedule eg. Make changes to the pricing schedule? | Bidders are required to submit only the pricing schedule provided and are not permitted to make any changes to the pricing template as this makes it difficult to do price comparisons. |
| 6 | Elaborate on what is to be surveyed in the media sector? | It is a tax mining exercise. Bidders are required to do a thematic analysis. |
| 7 | Can bidders exclude phase 3? Would proposals be accepted if bidders bid to perform only phase 1 and 2? | Bidders are strictly required to perform phases 1-3. |
| 8 | Is the survey focused only on companies? | No, inclusive of individuals. Taxpayers as well as non-taxpayers. |
| 9 | What is the definition of tax-compliance? | It is defined in legislation. The legislative definition of tax compliance should be used. |
|  | **Questions received post briefing session** | |
| 10 | What is your definition of: Voluntary compliers, Contingent non-compliers and Self-declared non-compliers? | Voluntary Compliers - This group of taxpayer represents the majority who are willing to comply and take all steps to do so.  Contingent Compliers - They sometime do not set out to be non-compliant but are easily led by others/ peers/ promoters etc, and they may occasionally make judgements and act in ways which is considered non-compliant.  Self-Declared Compliers - Are considered as rebels, they are likely to operate outside the law even on matters outside the tax system.  NB: This is one of the ways  in which  participants can be segmented, however,  according to literature, there  are different ways of achieving the categorisation of the population’s opinion and therefore, As SARS,  we  would be open to innovative strategies of  segmenting  the participants as evidenced and supported by literature. |
| 11 | What percentage (%) of the South African population falls within each category? | Not known.  This study seeks to make the determination. |
| 12 | What methodology has been used during the previous study and are there any specific quotas imposed on the sample, e.g. by region, LSM, Age, etc. | Business agreed that service providers demonstrate their expertise in sampling the 2400 population. Therefore SARS is using this area to evaluate the service provider’s ability to develop a sampling frame  for this national survey. |
| 13 | Will the research result of the current survey be compared with the previous one (if yes, we would like to keep the research design consistent) | No, this is the benchmark study. |
| 14 | Is SARS proposing to provide a sample list for the survey? | No. |
| 15 | How does SARS plan to use this research? In other words, what type of decisions do you want to be able to take once the results have been presented? Please be specific. | Strategic Taxpayer Compliance Decisions:   * Drawing psychological insights from public knowledge, attitudes, motivations to their tax compliance behaviours * To use these psychological insights to know factors that impact on their tax compliance behaviour and * To improve service delivery to SARS customers |
| 16 | We note that the tender is for a public opinion survey. Strictly speaking it appears that the tender is looking at public opinion and changes in public opinion. We wanted to clarify whether methodological considerations of behaviour change are worthy of consideration or whether moving beyond surveying public opinions and looking into behavioural change is beyond the remit of this tender? | This is a baseline study. We are looking at public opinion in their current form, In order to create an opportunity to track change in behaviour over time. Therefore, the current form of behaviour will assist SARS to track and understand reasons and motivation for taxpayer behavioural change and to better plan for it. |
| 17 | Phase 1 (face to face interviews): Since tax can be quite technical and we are speaking to ordinary people, we think that it would be beneficial to do a few exploratory focus groups in order to generate appropriate statements around opinion for the questionnaire to be used in the full study. Is this something that we can include in our proposal? | Yes, However, SARS will not tell service provider how to implement their research process. We rather allow service provider to propose the best approach to get the best quality from participants. |
| 18 | Phase 1 (face to face interviews): We note that the representative sample of 2,400 should also cover industry type. Does this mean that you want to interview businesses or business owners? | * SARS is interested in individual opinions. These participants may represent any segment of society including businesses. The study is about the individual and their opinions however, SARS would like to segment the results of the study according to their demographics which will include, amongst others, whether they are employed, self-employed, industry employed in etc. * If SARS would like business interviews we suggest handling business interviews as a completely separate study component from personal tax payer interviews. * Only individual level interviews should be conducted therefore, no need for a separate study. |
| 19 | * To clarify: Would SARS like interviews of both personal tax payers and registered business tax payers? * If this is the case we will propose for two separate survey studies. * Also, if this is the case, would SARS like us to split the sample of 2,400 between the personal and registered business surveys or to quote on 2,400 sample for personal and an additional sample for registered business? | * Yes – at individual level, with a bias towards taxpayers than non- tax payers. This information should be clearly reflected in the sampling frame * No, only one survey should be conducted * The total sample is 2,400 which covers all demographics mentioned in the proposal with a bias towards more taxpayers than non-tax payers |
| 20 | * Phase 1 (face to face interviews): Note that on a sample of 2,400, we can ensure a representative sample across the various variables referred to. However even though the sample itself would be representative across these variables, this does not mean that stable sub-level analysis would be possible. For example, although precision on a survey result for the full sample of 2,400 would be in the region of 2%, precision on a sub-sample of 250 is in the region of 6.3% - i.e. the true population value could be in a range of 12.6% around what is achieved in a sample. This is what we can expect for a province such as Northern Cape. What this means is that whereas stable sub-level analysis will be significantly constrained by sample size. * With regards to the analysis of this phase, what level of analysis do you expect and desire to be able to analyse by in terms of demographic variables? | * Service provider will be required to draw a sampling frame using variables they consider most important. This is part of the technical analysis. * SARS desires a regional level of analysis |
| 21 | The Brief mentions a Public Opinion Index. What specifically would be the purpose of this Index? | The purpose of the index is to provide SARS with a barometer on taxpayers and non-taxpayer views and opinions. This index will be used to track these opinions over time for any decline or improvement. |
| 22 | With regards to phase 3 of the research (Impact of Media on driving Tax Compliance), please can you provide clarity on what output you expect from the research company – i.e. similarly to specifying a sample size of n=2,400 for the survey, to elaborate on the scope of the text mining exercise? i.e. Which media to include (print, radio, television, online, social media), , and the text mining techniques that you have in mind? | Yes, we expect the service provider to provide us with a coverage of all media ( including print, radio, television, online, social media etc.), for at least previous tax cycle ( yes- the timeline -past 12 months up until the most recent personal tax submission deadline, or longer)  There are different approaches to text mining, However, It is required that the service provider recommend to SARS the best text mining strategy for this phase. |
| 23 | What (if any) a strategy is SARS currently using to try and help increase Tax compliance? | SARS limit the opportunities for non-compliance by making it easier for taxpayers to comply through:   * Promoting fairness and maintaining trusting relationship with customers * Education * Technology innovation * Media visibility drives * Improved client service delivery * Deterrence communication * Enforcement etc. |
| Below are a few questions regarding BEE and Subcontracting: | | |
| 24 | If we are Sub-contracting Phase 3 (Media Monitoring) to another company, what information do you need from that company? | BEE Certificates for Both Entities and Consortium letter |
| 25 | If TNS (the Lead agency) is a Level 3 BEE company and we are sub-contracting Phase 3 of the tender to another company which is a Level 7 BEE Contributor, how does that affect the Evaluation Process at Gate 2 of the Evaluation process? | Depending on the percentage to be subcontracted, if it is more than 25% of the value of the contract then TNS will not be awarded points for BEE unless the intended subcontractor is an EME (Emerging Micro / Medium Enterprise) and has the capability and capacity to execute the sub-contract.  If the work is not more than 25%, then level 3 points will be awarded. |
| 26 | Finally, are companies allowed to propose or suggest unique/creative ideas and solutions (within the context of the RFP obviously) if we feel that there is a legitimate need or scope to do so? | Yes |

**ADDENDUM**