



Opinion Research Center of Afghanistan
ORCA Helps You Make Better Decisions!



ORCA Profile

MARKET SECTORS

Media*
Consultancy*
Public | Private Sector
Wholesale | Retail
ICT
Health
Education*

RESEARCH SOLUTIONS

Opinion Polling*
Omnibus*
Customer Satisfaction Studies*
Tracking Studies*
Audience Research
Consumer Research
Statistic Analysis

RESEARCH SERVICES

Desk Research
Quantitative*
PAPI, CAPI, CATI, and CAWI
Qualitative*
Focus Group Discussions (FGDs)
In-depth Interviews (IDIs)
Fieldwork*
Consulting*
Analysis*

* Specialization

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ORCA HEADQUARTERS

KABUL CITY



Opinion Research Center of Afghanistan (ORCA) was established in January 2008 as an independent full-service research center. Its professional integrity and service excellence rapidly gained a lasting reputation for delivering some of the largest national surveys across the country. These surveys were carried out under the leadership of highly professional and committed national and international specialists for our prestigious clients; such as the World Bank, UNDP, UNICEF, US Department of State, USAID, Gallup, BBC, the Asia Foundation, the British Council, and more.

ORCA employs 68 national and international staff across the country. It has its headquarters in Kabul City, with offices in Herat, Mazar-e-Sharif, Jalalabad, and Kandahar Cities.

Based on the lessons we learned from conducting more than 1,625,300 successful interviews in 576 survey research projects, over a decade in Afghanistan, we managed to achieve:

- > Practically tested efficient and effective manuals for field interviewers, field monitoring and validation teams, coders and data entry operators.*
- > A pool of nearly 1,500 experienced, multi-ethnic and gender-balanced interviewers, managed by 68 field supervisors, and*
- > A network of over 100 local monitoring and validation agents managed by 34 monitoring supervisors in all provinces of Afghanistan.*

Our field teams are trained in research techniques and methods with regular training updates and survey specific training when needed. They are not only long-timers, but also have a deep and hard-earned experience of the Afghan context, from the national, provincial, and village, down to the household level. They are well-prepared for outstanding performance even in the most challenging and hostile regions of Afghanistan.

COMPARATIVE ADVANTAGES



All under one-roof: Survey designing, Programming, Data collection, Data processing, Analytics and reporting/charting.



Grade of excellence: Quality is at the heart of everything we do. We understand the importance of maintaining the highest industry standards, because your ability to make informed decisions depends on the information we deliver.



Unmatched geographical coverage: We have a track-record of completing successful nationwide studies in all 34 of the 34 provinces, including areas outside the government control (with support of local tribal leaders). We have access to almost every village in Afghanistan.



The largest field team in Afghanistan: Having had the opportunities to run some of the largest nationwide multi-wave surveys over a decade, we had to recruit and train more and more interviewers to keep up with the demand of our clients. Many of our international clients chose to train our interviewers and supervisors in-person in Afghanistan and abroad to make sure they meet the industry standards.



Flexible approach: We understand that no two requirements are alike. Aligning with client goals, we offer our clients the option of multiple methodologies, timelines and budget.



24 by 7 Responsiveness: We benchmark ourselves on our promptness in our communication and response to your requests.

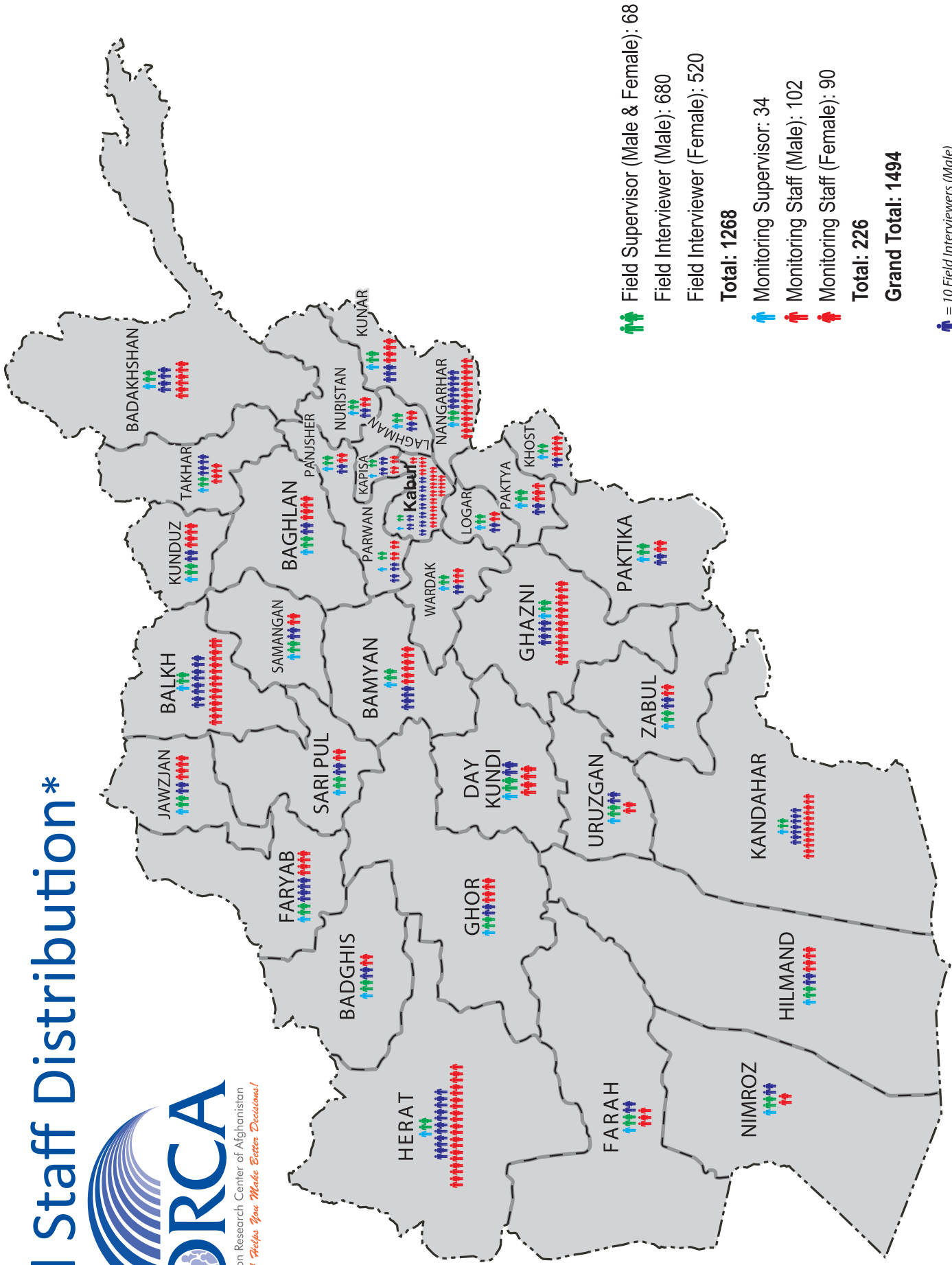


We are competitive, cost advantages of minimum 15%.



Social responsibility: Our goal is to implement small sustainable projects based on the community needs identified by our field research teams. These small development projects, such as digging water wells and providing stationary to school kids, are implemented out of the 10% of our profits and community contributions.

Field Staff Distribution*



♂ Field Supervisor (Male & Female): 68
♂ Field Interviewer (Male): 680
♀ Field Interviewer (Female): 520
Total: 1268
♂ Monitoring Supervisor: 34
♂ Monitoring Staff (Male): 102
♀ Monitoring Staff (Female): 90
Total: 226
Grand Total: 1494

♂ = 10 Field Interviewers (Male)
♀ = 10 Field Interviewers (Female)

* All our field staff are technically part-time. However, the historically high interest, and demand of international community for credible research in Afghanistan have led our field staff not just to stay on jobs regularly, but learn more and grow further.
 * All interviewers have at least 5 years' previous experience, with an average of 7 years' experience. Supervisors have an average of 5 years' experience.

SOME OF OUR CLIENTS

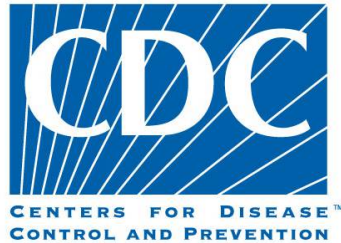


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Mike and I have spent the last few hours with the data, and we are very pleased with all of the hard work that you and ORCA have dedicated to this effort. You and your team have really excelled to make this a good survey-- we are totally impressed and very thankful. In fact, Mike and I have both spent a lot of time working with researchers in Latin America, Africa, and South Asia, and rarely are we this pleased.

*James Long, Research Director,
University of San Diego, California, USA*

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Yale University

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We were very impressed with ORCA's ability to carry out such high level work in difficult circumstances, especially with our need to have multiple survey versions. We were able to generate a wide range of interesting findings that have now been presented at multiple universities in the United States and Europe.

*Jason Lyall, Director of Undergraduate Studies,
Jackson Institute for Global Affairs and Faculty Associate,
Macmillan Center for International and Area Studies,
Yale University*

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I am very satisfied with ORCA's work. Their level of communication with us throughout the entire project is impeccable and so too is their documentation of the fieldwork process and methodology. We require 17 deliverables on top of the dataset and theirs are always very thorough, clear, and detailed.

Nicole Naurath, Sr. Consultant, Gallup Inc., USA

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The Asia Foundation



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Over the entire timeline of this project, the ORCA team showed themselves to be excellent researchers, project managers, and analysts. All assigned work was completed within the agreed upon deadline and easily met or exceeded our expectations in terms of its quality, that too in extremely challenging data collection locations. During their contract with us, ORCA staff displayed an outstanding sense of professionalism, adaptability, and team spirit that was crucial in fulfilling the complex assignments and managing many challenges.

*Dr. Gary Barker, President and CEO,
Promundo-US*

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WORLD BANK GROUP



ASIAN DEVELOPMENT BANK



HARVARD UNIVERSITY

PROJECT IMPLEMENTATION

STEP 1

Project Design, Timeline, and Budget : We have established a committee to study the research brief and propose effective solutions for clients. The committee is composed of a survey research specialist, statistician, cultural advisor, financial expert, and data collection manager. They ensure that we either make it a great success or don't do it at all.

STEP 2

Mode: We usually conduct face-to-face, Pen-and-Paper Personal Interview (PAPI), Computer-Assisted Personal Interviews (CAPI), Computer Assisted Telephone Interviewing (CATI), and Computer Assisted Web Interviewing (CAWI).

STEP 3

Sample Design: We often use a nationally representative stratified (by provinces) multi-stage cluster sample for PAPI and CAPI and use random-digit dialing (RDD) telephone sample for CATI.

STEP 4

Training: We train all interviewers and supervisors in specific technical and ethical requirements of a project. They always conduct mock-up interviews and take quizzes before launching data collection to test their knowledge of survey methods and questionnaire administration.

STEP 5

Pretests, Field Work, and Quality Control: The pretests ensure any cultural nuances are accounted for as well as to fine-tune the questionnaire to the local understanding and linguistic composition by keeping the same concept of validity. Fieldwork is launched in all target provinces within 2-4 days. At least 30% of each interviewer's completed interviews are validated through a combination of accompaniments and re-contacts (in-person or phone). Our CAPI and CATI software provide all standard quality control features needed to monitor fieldwork remotely. For example, by using SurveyToGo app, we offer automatic geolocation, interviewer routes & positions along with photo geotagging, silent recordings, photo capturing, duration measurement, and more.

STEP 6

Coding: We provide in language and translated verbatim responses for open-ended questions throughout fieldwork.

STEP 7

Software Development: For PAPI, we develop particular computer software that fully complies with the logic, flow and entries of a project and is convertible into SPSS, Microsoft Excel and Microsoft Word. It does not only ease the data entry but speeds it up with utmost accuracy.

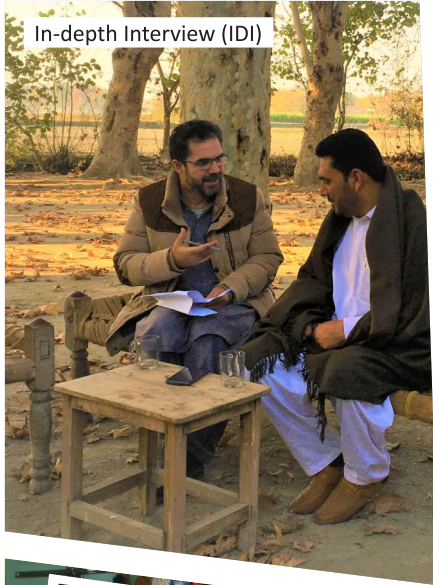
STEP 8

Data Entry: For PAPI, we check all questionnaires for coherence and completeness prior to data entry. Then, we have 20% of each data entry operator's output entered by a different operator. There must be 98% match or higher at the data entry operator level for the original data entry to be considered acceptable.

STEP 9

Interpretation, Analysis and Reporting: The team of survey research specialists and statisticians, who are well-acquainted with the research goals from the very beginning, are dedicated to analyze, interpret and report research results. Supporting deliverables include: Methodology Report, Achieved Sampling Points, Photographs, Video and Audio tapes, transcripts, and complete lists of moderators, note-takers, supervisors, and interviewers.

PHOTO GALLERY



In-depth Interview (IDI)



Training Field Staff



Tablet Interview (CAPI)



Telephone Interview (CATI)



Focus Group Discussion (FGD)



Tablet Interview (CAPI)



Tablet Interview (CAPI)



Paper Interview (PAPI)



The mission of ORCA is to:

- > *Provide high quality and reliable research that informs decision makers in the reconstruction and development of Afghanistan.*
- > *Provide credible market research about business and investment opportunities in Afghanistan.*
- > *Practice social responsibility through small demand driven development projects out of our profits.*



The vision of ORCA is to establish a culture of research for demand driven development in Afghanistan



We have conducted some of the largest public opinion surveys in Afghanistan over a decade, and trained hundreds of multi-ethnic Afghan men and women on standard research techniques and methods, both in-country and overseas.

Collecting reliable qualitative and quantitative data throughout Afghanistan is what we do best, and by doing so we inspire our clients around the world to invest in Afghanistan.



Honesty: *We communicate openly and realistically with each other and our clients.*

Quality: *We are highly committed to deliver on our promises. We strive to work as hard as possible and look forward to all current and future challenges and opportunities to maintain our trade name 'ORCA' prestigious in the market.*

Dignity: *Regardless of ethnicity, color, beliefs, and gender, we respect each other literally, with dignity and equity.*

BUSINESS ASSOCIATIONS & REGISTRATIONS



The World Bank Group:

Vendor Identification No. for ORCA: 13287



*Islamic Republic of Afghanistan,
Ministry of Commerce and Industries*

Registration No. 6729

License No. D-28480

Tax Identification No. 1049565011



United Nations

*United Nations Global
Marketplace (UNGM)*

UNGM number for ORCA: 381414.



*U.S. federal government's System
for Award Management (SAM)*

*Data Universal Number System
(DUNS)*

*DUNS & SAM Numbers for
ORCA: 85-048-9740*



AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH

*We adhere to the AAPOR Code
of Professional Ethics and Practices.*



*We comply with the ICC/ESOMAR CODE
and ESOMAR WORLD
RESEARCH GUIDELINES*