

MOTIVATING RESPONDENTS IN BUSINESS SURVEYS

Almiro Moreira¹, Paulo Saraiva²

¹Unit Director, Self-completed Surveys, Data Collection Department, almiro.moreira@ine.pt

²Director Data Collection Department, paulo.saraiva@ine.pt

Organization: Statistics Portugal

Abstract

The quality and relevance of official statistics depends crucially on the accuracy and timeliness of data reported by the Providers of Statistical Information (companies, families, public and private institutions). One way to improve the quality of official statistics is to motivate respondents by enhancing the relevance of the data provided.

Regarding this concern Statistics Portugal started in 2017 a regular initiative based on an ad hoc survey, with voluntary response, to the companies that usually participate in business surveys. This initiative allowed obtaining a picture of how the obligation to reporting statistics is viewed by the Providers of Statistical Information. The survey was divided into four sets of issues: I - Characterization of the respondent; II - Degree of effort and difficulties of reporting statistical information III - Number of information obligations, and IV - Quality and usefulness of the information provided. The questionnaire had mainly qualitative questions with an ordinal scale reflecting greater or lesser severity of judgment.

This initiative, allowed Statistics Portugal to start the measurement of Perceived Response Burden and the quality of the data reported, and obtained critical suggestions for the improvement of procedures in data collection.

In consequence and in order to enlarge the perceived utility of statistical information for the respondents Statistics Portugal started a regular production of Personalized Feedback Reports. These reports are produced as a mix of individual statistical information and aggregate data, and the respondent see it as a payback for the data reply and is an important way of communication in order to have better and more collaborative data providers.

Keywords: Perceived Response Burden; quality; business surveys; respondent management; personalized feedback report; data collection; survey management.