Response Burden Measurement Project in Statistics Finland

Anna Niemelä

Fifth International Workshop on Business Data Collection Methodology

Lisbon 19.-21.9.2018

Contents of the presentation

- Response Burden Measurement Project in Statistics Finland
  - Goals
  - Implementation
  - Response burden questionnaire
  - Challenges faced in data collection

Statistics Finland

Goals of the Response Burden Measurement Project

- To measure response burden in all direct enterprise collections in web
  - Time & experience
- To update the results from 2008-2009 measurement
  - 41 surveys, over 13 500 responses
- To prepare proposals to develop questionnaires and collection practices
- To plan a model to regular burden measurement and reporting

Statistics Finland

Implementation

- During 2018 the response burden inquiry is attached to all business surveys in web

- Voluntary questionnaire after filling the actual inquiry

- Webropol online survey tool

- Questionnaire: based on core perceived response burden (PRB) questions (see Dale et. Al 2007)

- 30 surveys have been included up to the present

- Over 9500 responses so far

- Analysis going on

Statistics Finland

Response burden questionnaire 1/2

Tilastokeskus

Now you can give feedback!

Thank you for taking part in the data collection! We collect feedback to make our forms more respondent friendly.

How much time did you spend on acquiring and processing the inquired data prior to their actual entry onto the questionnaire? (total time for all participants)

Hours	
Minutes	

How long did it take you to actually fill in the questionnaire?

Hours	
Minutes	

Response burden questionnaire 2/2

Did you find that answering to the inquiry was:

○ Very burdensome

○ Fairly burdensome

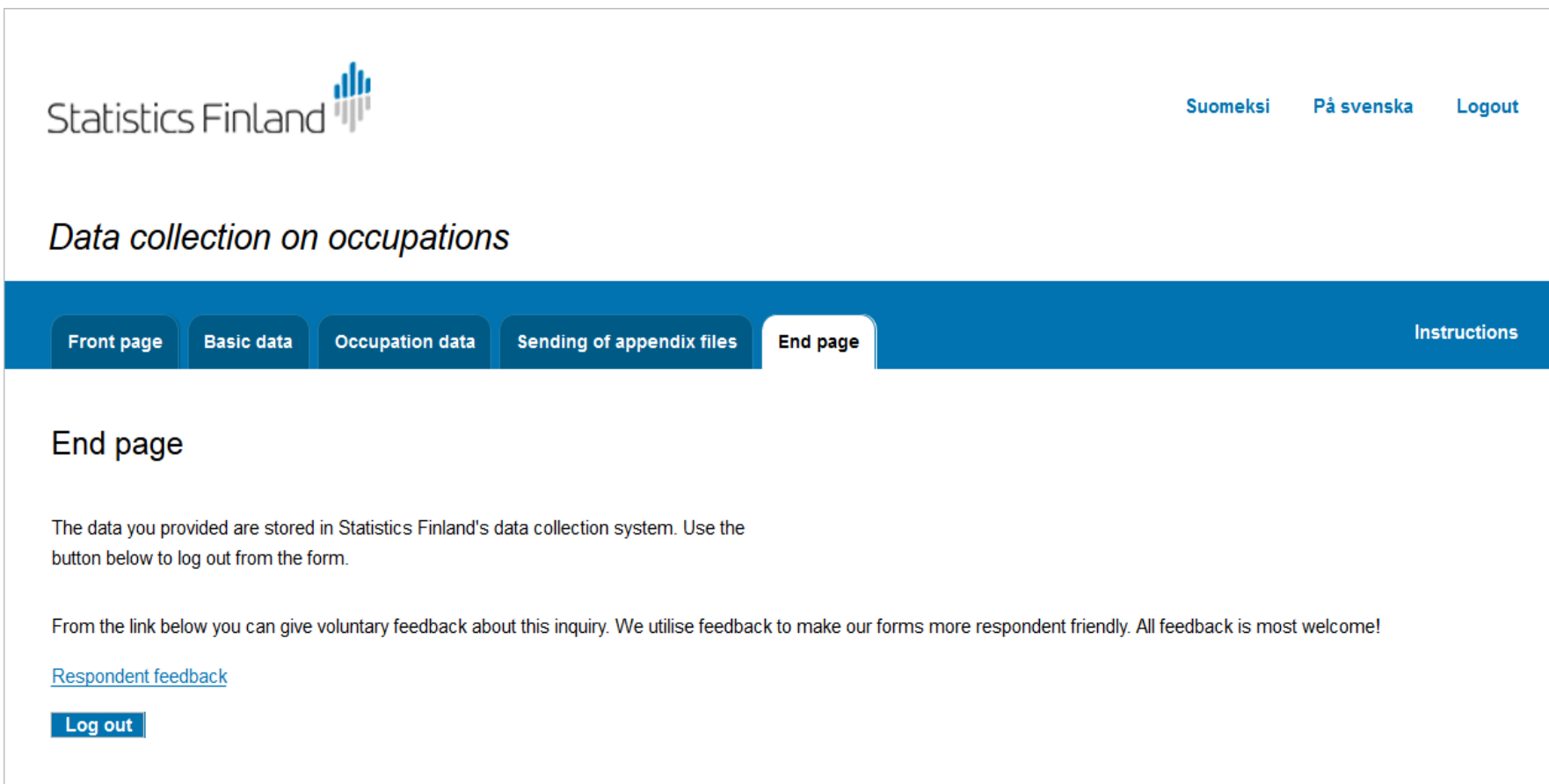○ Neither burdensome nor easy

○ Fairly easy

○ Very easy

○ Can't say

General feedback and suggestions for improvement concerning e.g.:
a. survey content
b. instructions
c. customer service
d. technical implementation of the survey
e. other matters related to survey participation or the survey form

Submit

0% Completed (1 of 1)

19.-21.9.2018   Anna Niemelä

Statistics Finland

First attempt: "Click the link if you like"

- A link in the last page of the actual survey & language menu
- Did not work at all - extremely low response rates!

New attempt: automatic/compulsory direction

- When logged out, the respondents continued direct to the response burden questionnaire

- The language menu was removed, replaced with directing to language versions based on the language of the actual questionnaire

- Essentially better results
  - E.g. **Quarterly Road Freight Survey**: 54 responses in the 1. quarter, 293 in the 2. quarter after changing to the automatic direction (sample: 2500)

Statistics Finland

Experiment: Email invitation

- Used in one monthly survey: **New orders in manufacturing**
  - Sample 406, response rate ca. 95%
- An email in the due date to respondents
  - Thanks for participation, a request to give feedback and a link to the response burden questionnaire
- Result: the number of feedback givers raised from 39 to 97 within a couple of days
- A good practice in some cases, but not applicable to collections where emails are not used/available
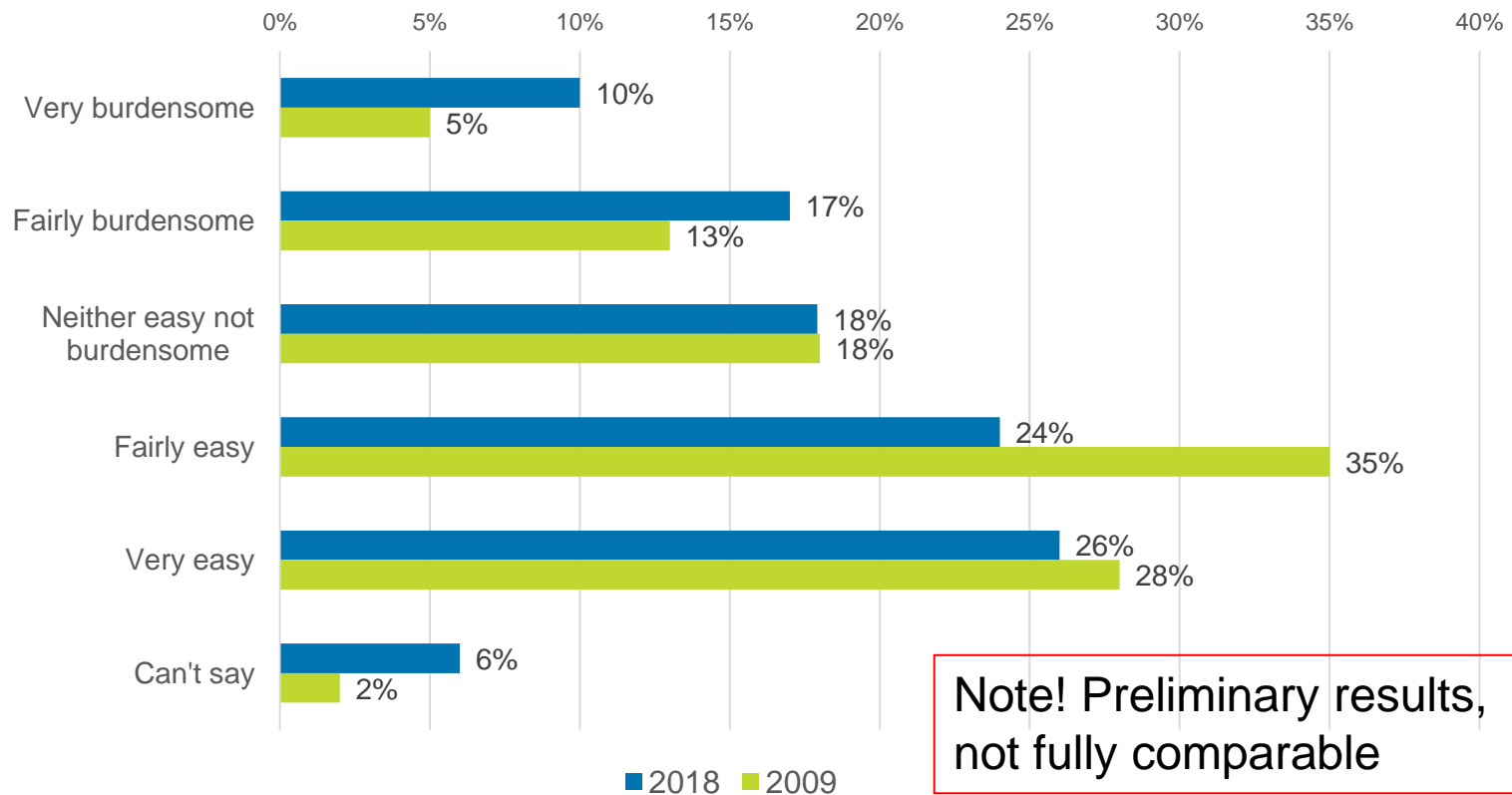
Statistics Finland

Still challenges to solve…

- The response rate to PRB questionnaire varies between 3-37 % of the sample
  - Average 15 %
  - In most surveys: lower rates compared to 2008-2009

- The response rate does not seem to be clearly related neither to response rates of the actual surveys nor the perceived response burden
- More detailed analysis is needed

Statistics Finland
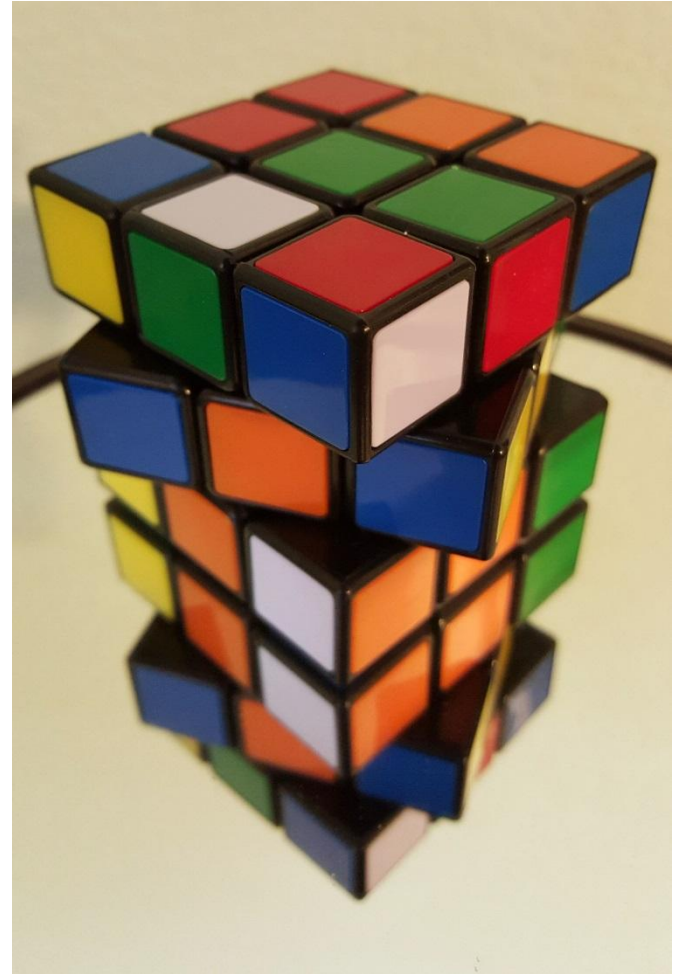
Is responding perceived more burdensome than before?

Did you find that answering to the inquiry was:

Note! Preliminary results, not fully comparable

■ 2018 ■ 2009

19.-21.9.2018   Anna Niemelä

Statistics Finland

Some perceived causes of burden in the light of open feedback

- Answering required calculation or other manual work or using many information sources

- The questions were difficult to understand or regarded as not relevant, not applying

- The data collection is considered useless extra work, no motivation to participate

- Too many compulsory collections annually/at the same time

  -> similar findings as in previous responde burden studies

- Usability or functionality of survey forms appeared **less frequently** in the critical feedback

Statistics Finland

Questions for further discussion

- How to activate the business survey respondents to participate the PRB survey?

- Any experiences of using a raffle or other intencives with PRB/other feedback surveys?

19.-21.9.2018   Anna Niemelä

Statistics Finland

Sources

Trine Dale, Johan Erikson, Johan Fosen,Gustav Haraldsen Jacqui Jones and Øyvin Kleven: Handbook for Monitoring and Evaluating Business Survey Response Burdens. Eurostat 2007.

Statistics Finland

anna.niemela@stat.fi