



INSTITUTO NACIONAL DE ESTATÍSTICA
STATISTICS PORTUGAL



FIFTH INTERNATIONAL WORKSHOP ON BUSINESS DATA COLLECTION METHODOLOGY

19-21 SEPTEMBER 2018 – STATISTICS PORTUGAL, LISBON



MOTIVATING RESPONDENTS IN BUSINESS SURVEYS

Statistics Portugal

Session 9b (RT): Contact, Communication & Motivation Strategies

Paulo Saraiva

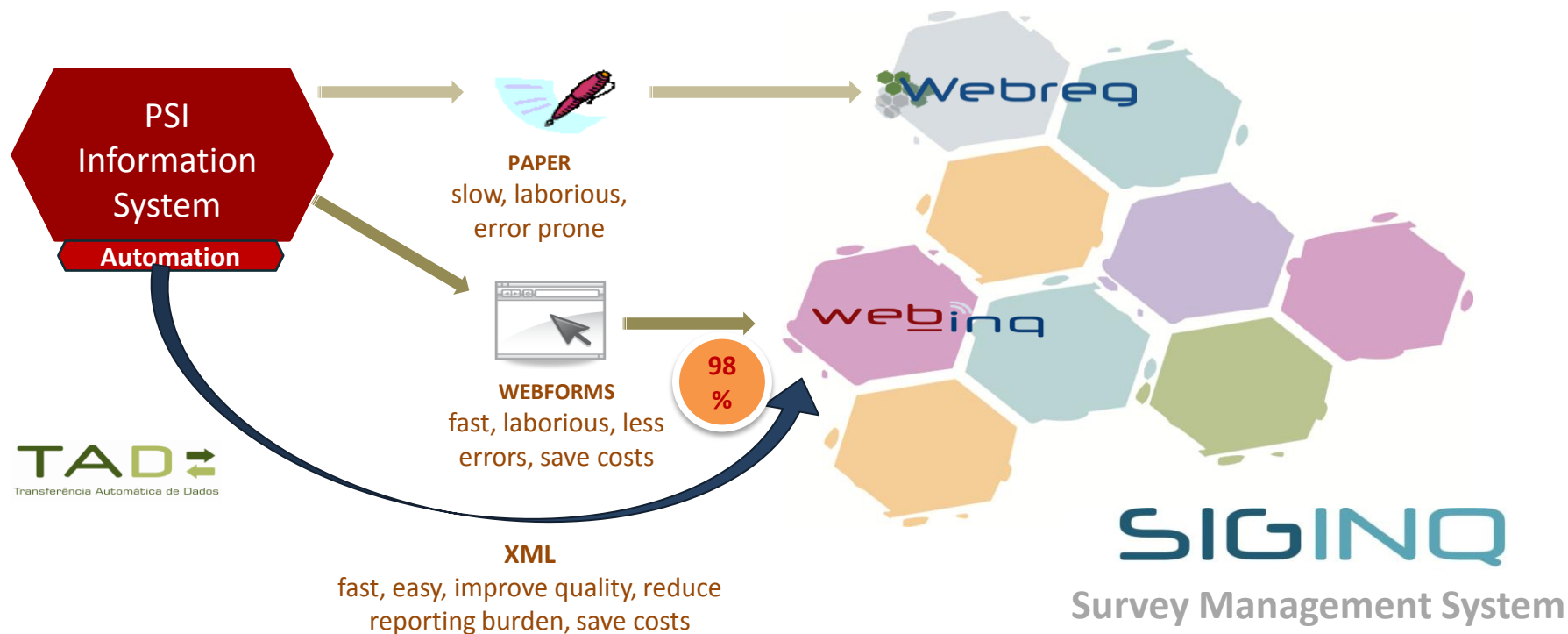
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Data Collection Workflow Overview

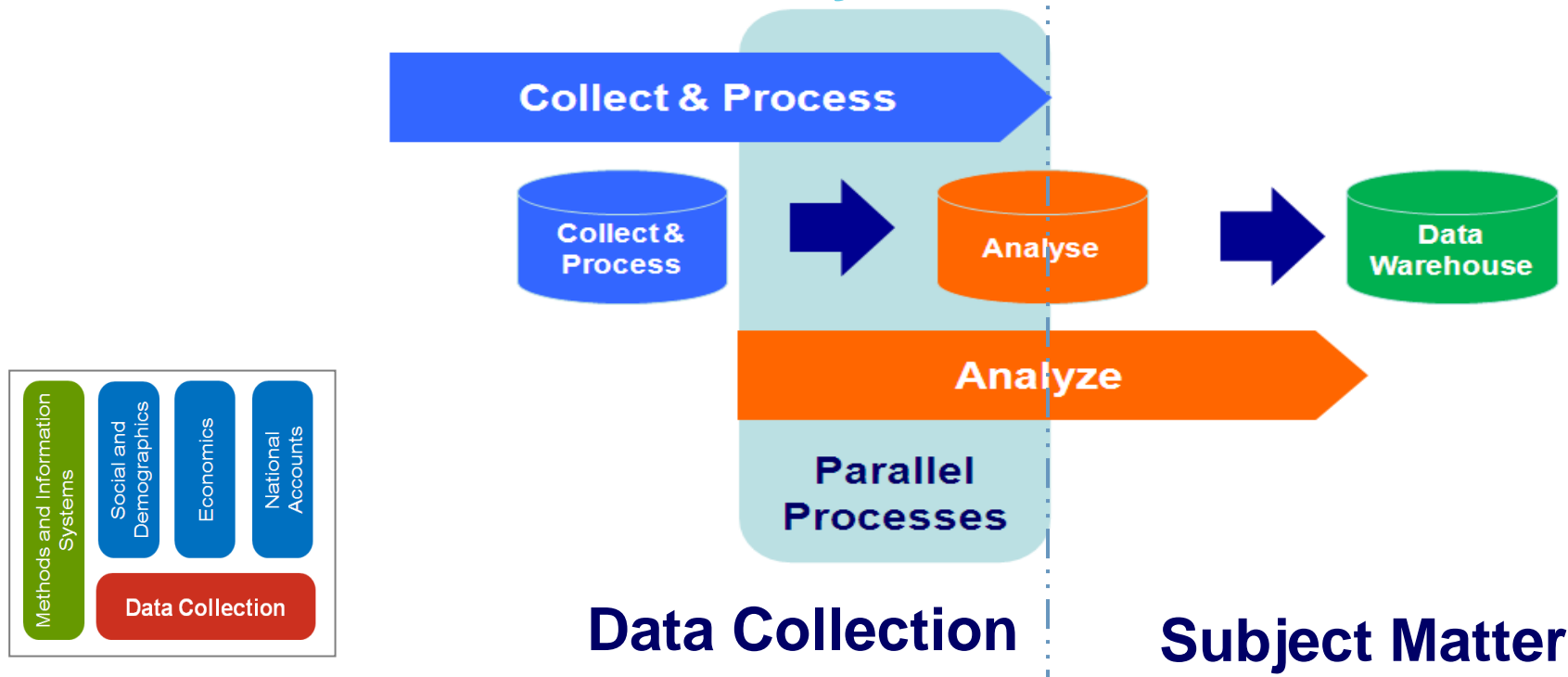


TAD
Transferência Automática de Dados

PSI – Provider Statistical Information / Respondent / Data Provider



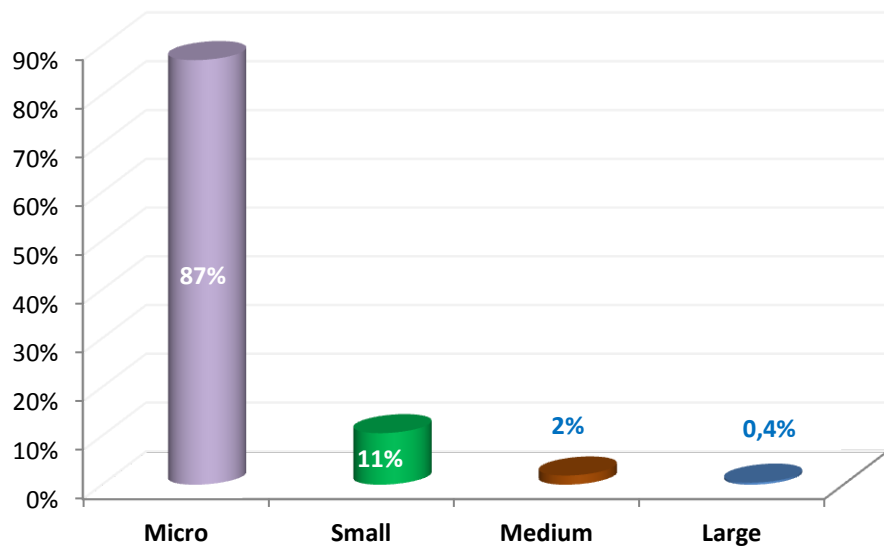
Data Collection Production System Architecture



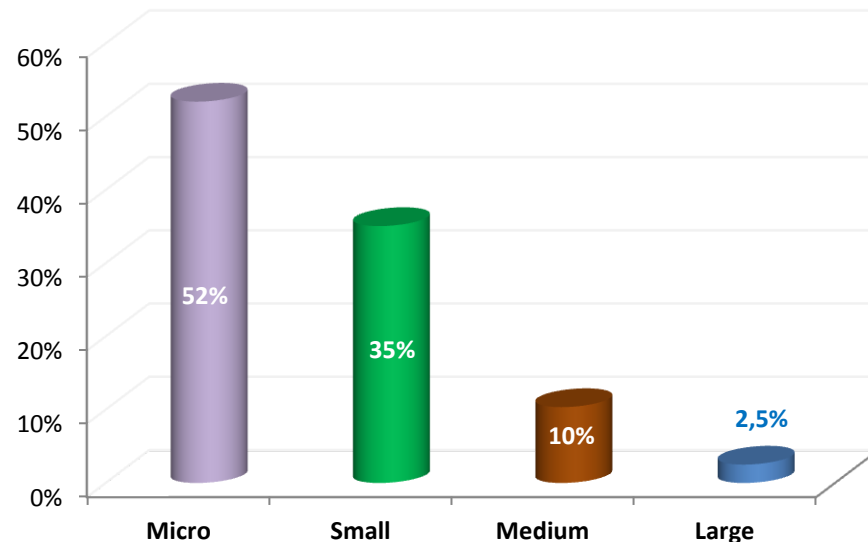


Portuguese business structure

Companies by Size



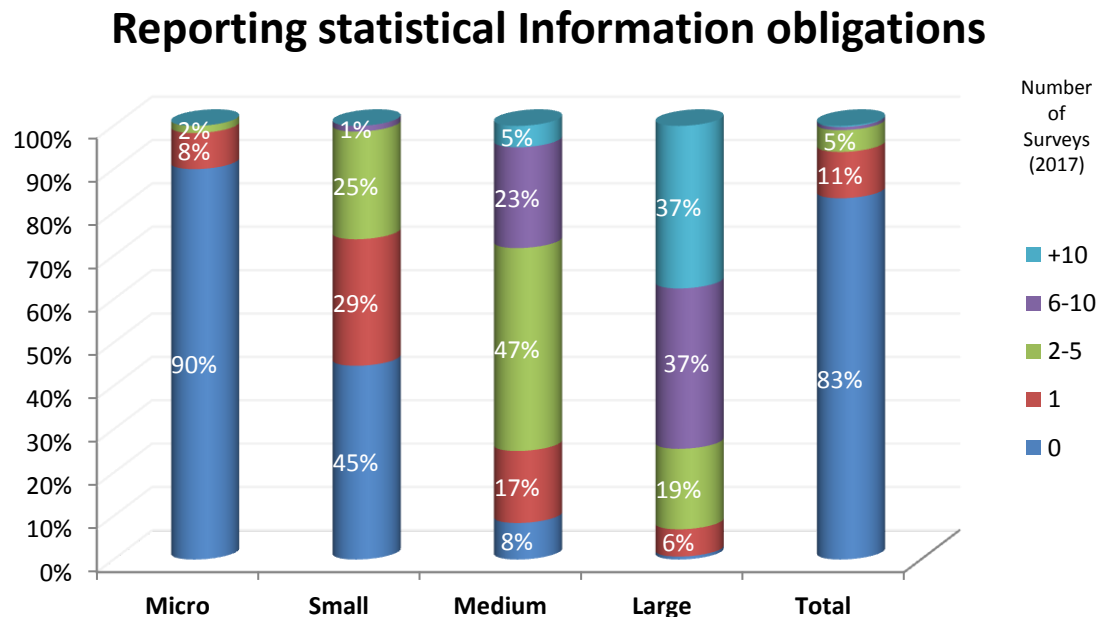
Respondents by Size





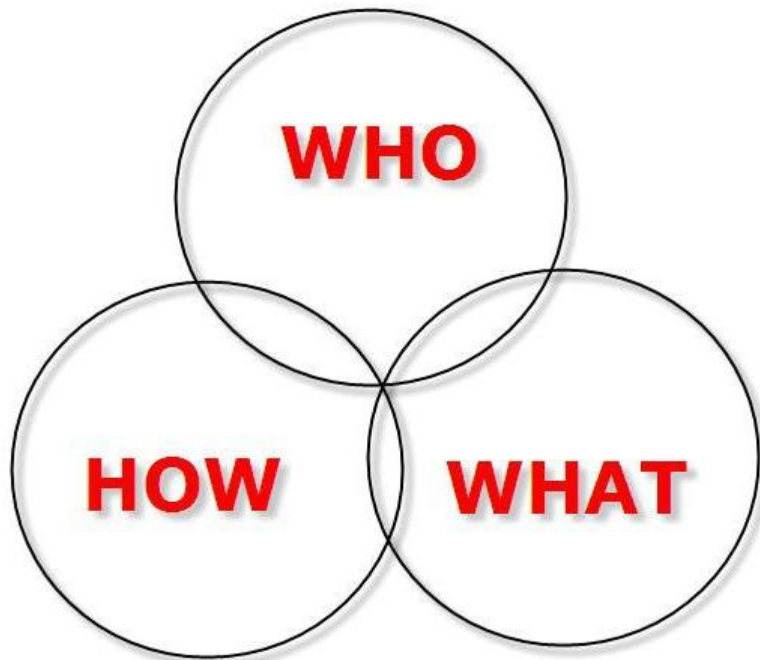
Reporting statistical Information obligations

- Only 10% of Micro Companies are involved in surveys, and 8% participate in just one survey.
- Large Companies are full involved in surveys, and 37% have more than 10 surveys by year.





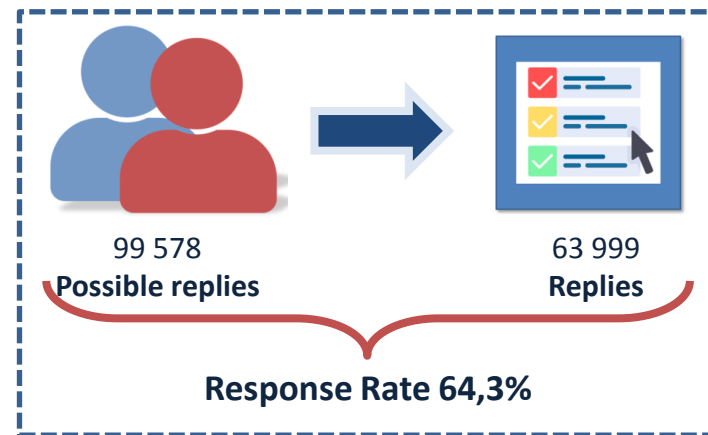
Respondent Behaviour



- Respondents are invited to, in a voluntary base, fill a short opinion questionnaire.

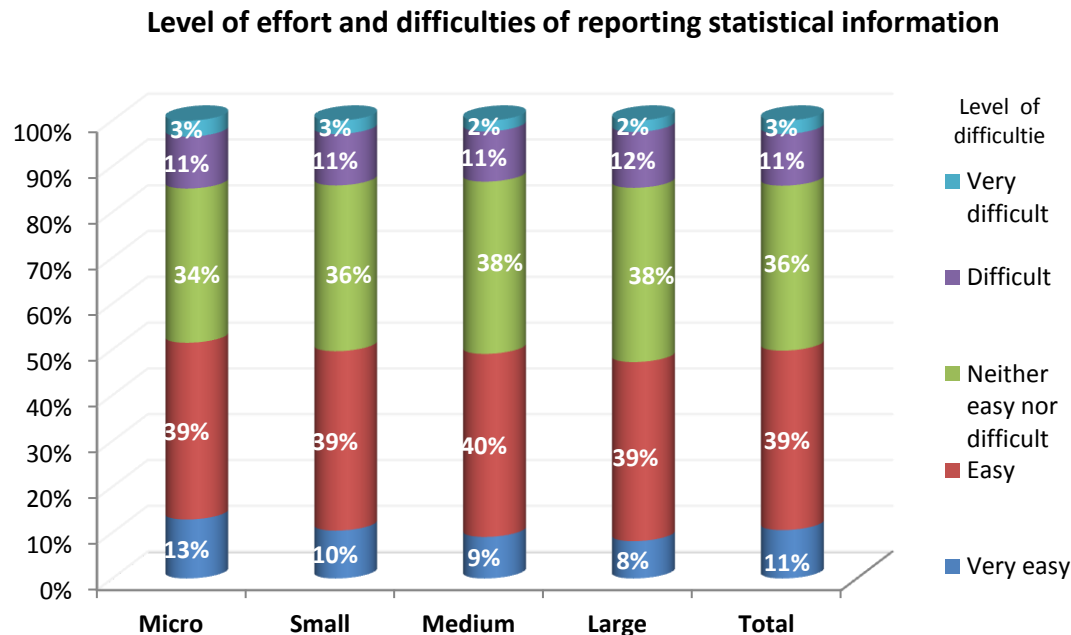
Opinion questionnaire - Figures

- 68 different surveys were involved (2017)



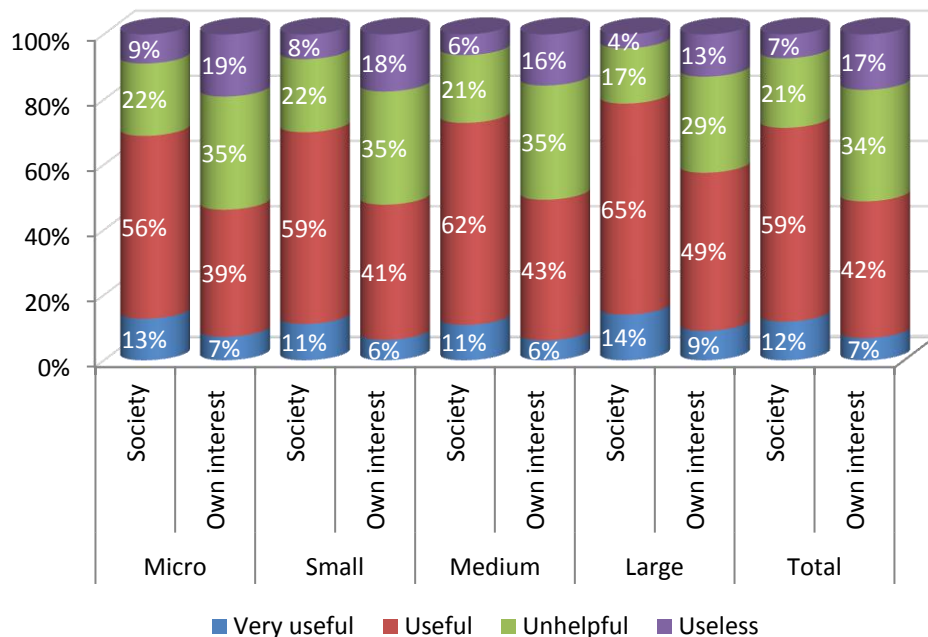
Opinion questionnaire - Figures

- Company Size does not affect the level of effort.
- 50% say that is Easy or Very Easy reporting Statistical Information. 😊
- Only 3% report that is Very difficult. 😞



Opinion questionnaire - Figures

Usefulness of the information provided



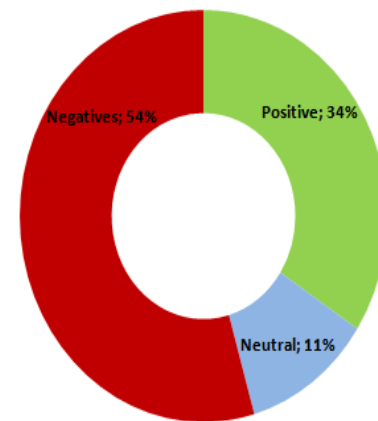
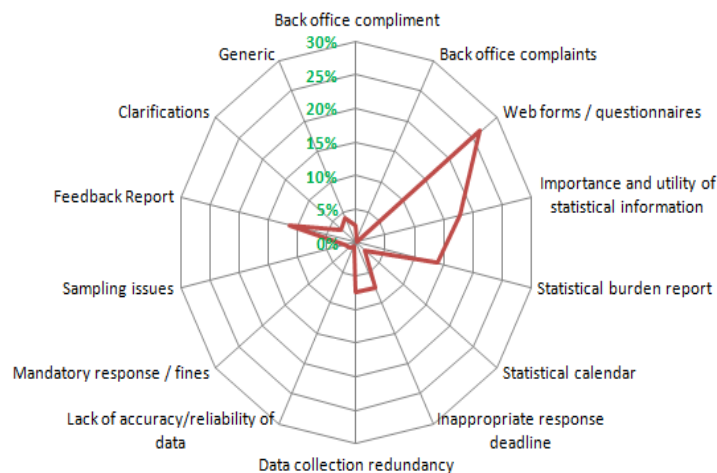
- Companies consider that the statistical information (SI) has significant utility to the society, but they are more reluctant to admit their own interest on it.
- SI own interest, increase as the company size grown.



Opinion questionnaire - Figures

- More than 3000 feedbacks were received.
- 34% of positive feedbacks.
- Web forms, statistical burden, and feedback report were the most common.

Respondents free text suggestions





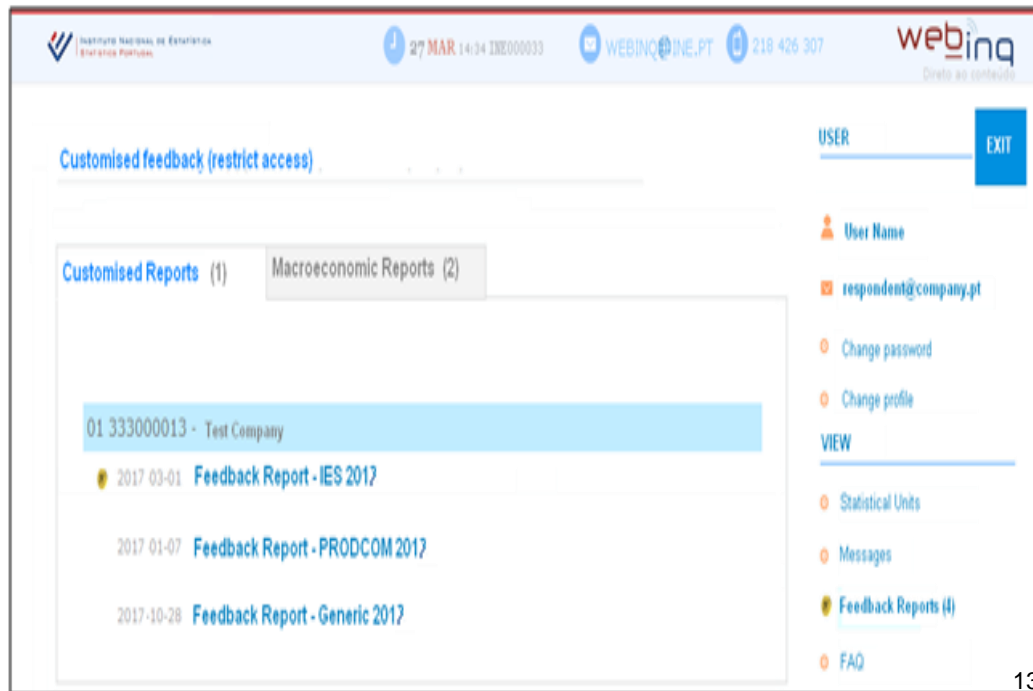
Follow Up – Motivating Respondents

- All feedbacks were responded.
 - Annual Statistics Calendar were created.
 - Some Web forms were reviewed.
 - Handbook of Principles and Practices for Business Surveys, were reviewed, simplifying reminders and letters.
 - Data collection schedule was adjusted (when possible).
- More statistical personalized feedback reports are being developed.

Feedback to respondents

- Confidentiality assured.
- The reports have been designed in a very concise manner, using graphics and images.
- Regularly updated.

PERSONAL FEEDBACK



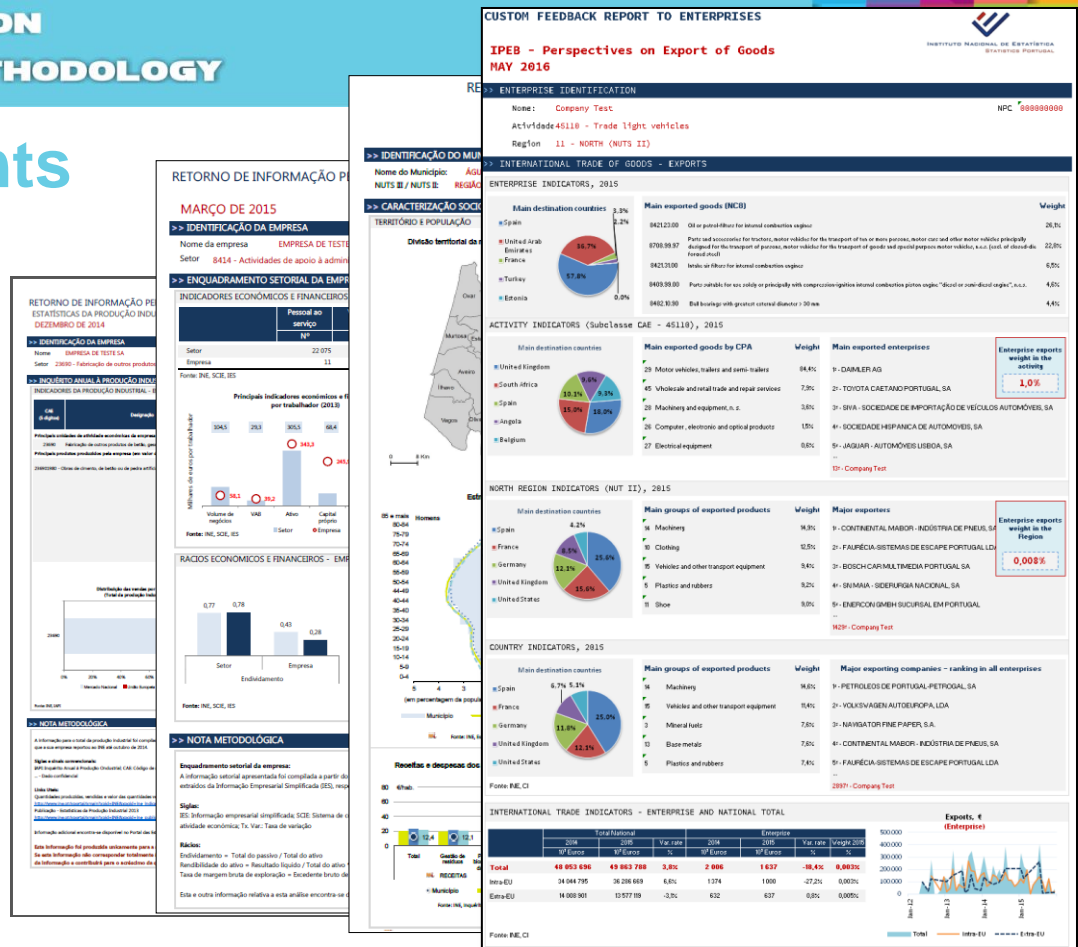
The screenshot displays the 'webinq' portal interface. At the top, the header includes the logo of the Instituto Nacional de Estatística (Statistics Portugal), the date '27 MAR 14:34', the session ID 'INE000033', the portal name 'WEBINQ.INE.PT', a phone number '218 426 307', and the 'webinq' logo with the tagline 'Direto ao conteúdo'. Below the header, the main content area is titled 'Customised feedback (restrict access)'. It features two tabs: 'Customised Reports (1)' and 'Macroeconomic Reports (2)'. Under the 'Customised Reports' tab, a list of reports is shown for '01 333000013 - Test Company':

- 2017-03-01 Feedback Report - IES 2017
- 2017-01-07 Feedback Report - PRODCOM 2017
- 2017-10-28 Feedback Report - Generic 2017

A right-hand sidebar contains user management options: 'USER' (with an 'EXIT' button), 'User Name', 'respondent@company.pt', 'Change password', 'Change profile', 'VIEW', 'Statistical Units', 'Messages', 'Feedback Reports (4)', and 'FAQ'.

Feedback to respondents

- More than 50000 companies involved.
- Synthetic and targeted way by themes.
- Tailored Reports for large companies.
- Keeping open to new suggestions.





Respondents Quick Reactions

■ Recognized as an excellent initiative

"Filling information to the Statistics Portugal becomes interesting..."

"Great initiative, congratulations."

"This information help us to better understand the market in which we stand and the position of our Company. Many thanks."

"The report feedback received, increases our responsibility for the quality of the information provided..."

"We highly appreciated the received feedback report..."

"...show us that time that our company expends in response to the statistics requested by the Statistics Portugal have a positive return."

"This information is very important for us. Many thanks."



Possible Questions???

- How often should we replicate these initiatives?
- The Personal Feedback Report. Is really appreciated by respondents?
- Do you feel that small things can reproduce big changes in Respondents Motivation?
- Motivation! Tailoring or ready-to-use?



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