

Communication with businesses and response burden

Deirdre Giesen & Ger Snijkers
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Statistics
Netherlands

Outline

- Overview “communication findings” BLUE-ETS
- Recommendations for NSI communication with businesses
- Directions for further research

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BLUE-ETS deliverables 2.1 2.3 3.1.3.2 8.1; workshop on communication (Brussels 27-11-21012) www.blue-ets.eu

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Ger Snijkers & Jacqui Jones (2013) Business Survey Communication
Chapter 9 in "Designing and Conduction Business Surveys"

BLUE-ETS research on burden and motivation

Measurement and reduction of response burden in official business surveys NSIs practice

Businesses' perspectives on official statistics e.g.

Case studies

Analyses of data on burden and response behaviour in Sweden, Norway and Netherlands

Studies on effects of actions to reduce burden and/or increase motivation: Experiments on improving motivation in Sweden and Slovenia, studies on effects of questionnaire design in Norway and The Netherlands

Slovenian experiment (Bavdaž & Bolko 2013)

 STATISTIČNI URAD REPUBLIKE SLOVENIJE

IND-La
Številka: 9640-0/2011/1
Datum: 15. februar 2012

Zakon o državi (Uradni list RS, št. 45/05 in št. 3/07)
Letni program statističnih raziskovanj za leto 2011 (Uradni list RS, št. 90/11)
Opazovanja podjetij in obratov.

**Vprašalnik za statistično raziskovanje
Letna industrijska proizvodnja, 2011**

Aktualnost
Proizvodnja lesenih oken, vrat,
podstropij ...
2001 → 654 tisoč kosov
2010 → 523 tisoč kosov
2011 → ??? se podanije?
2012 → ??? komec krajse?
Podatki bodo na www.stat.si!

Kako ste bili obsevani in čemu?
S tem vprašalnikom se obrabam na podjetja, ki se ukvarajo z industrijsko dejavnostjo. Namen raziskovanja je zbirati podatke o proizvodnji, prodaji, stroških in zalogah industrijskih proizvodov in storitev, saj ti podatki omogočajo pregled in podrobnejšo analizo tržinskega stanja, spreminjati in razvoja v prihodnje.

Podatki so v raziskovalne stroke z namenom razvoja in program. Na podlagi te metode se vključno podjetja, ki imajo vsaj 20 zaposlenih, in obratov za njih razpeta.

Kaj pričakujemo in kaj ne pričakujemo?
Prosim vas, da vprašalnik izpolnite s podatki za leto 2011, in ga do 5. marca 2012 pošlete na naslov: Statistični urad Republike Slovenije, p.o. 8070, 1001 Ljubljana.

Vse podatke, zbirane s tem vprašalnikom, so zagnani in ne bodo uporabljeni samo za statistične namene, objavljene pa bodo le v agregirani obliki, kar pomeni v obliki zbiranih podatkov (pa, kot povprečja, vrsto, odstotki), in ne na način, ki bi omogočila prepoznavnost podjetja, na katerem so podatki razkrijani. Objavljene rezultate in lahko priložilo ogledati na naši spletni strani www.stat.si.

Imate kako vprašanje?
Sala Dejak (sala.dejak@gov.si, (01) 241 92 16), Špela Kozaric (spela.kozaric@gov.si, (01) 241 92 02) in Tereza Mikša (tereza.miksa@gov.si, (01) 241 92 16) vam bomo z vslednim odgovorom na vsa vaša vprašanja. V primeru pa se vam kaj ne bi lahko pomagali na raziskovalni strani.

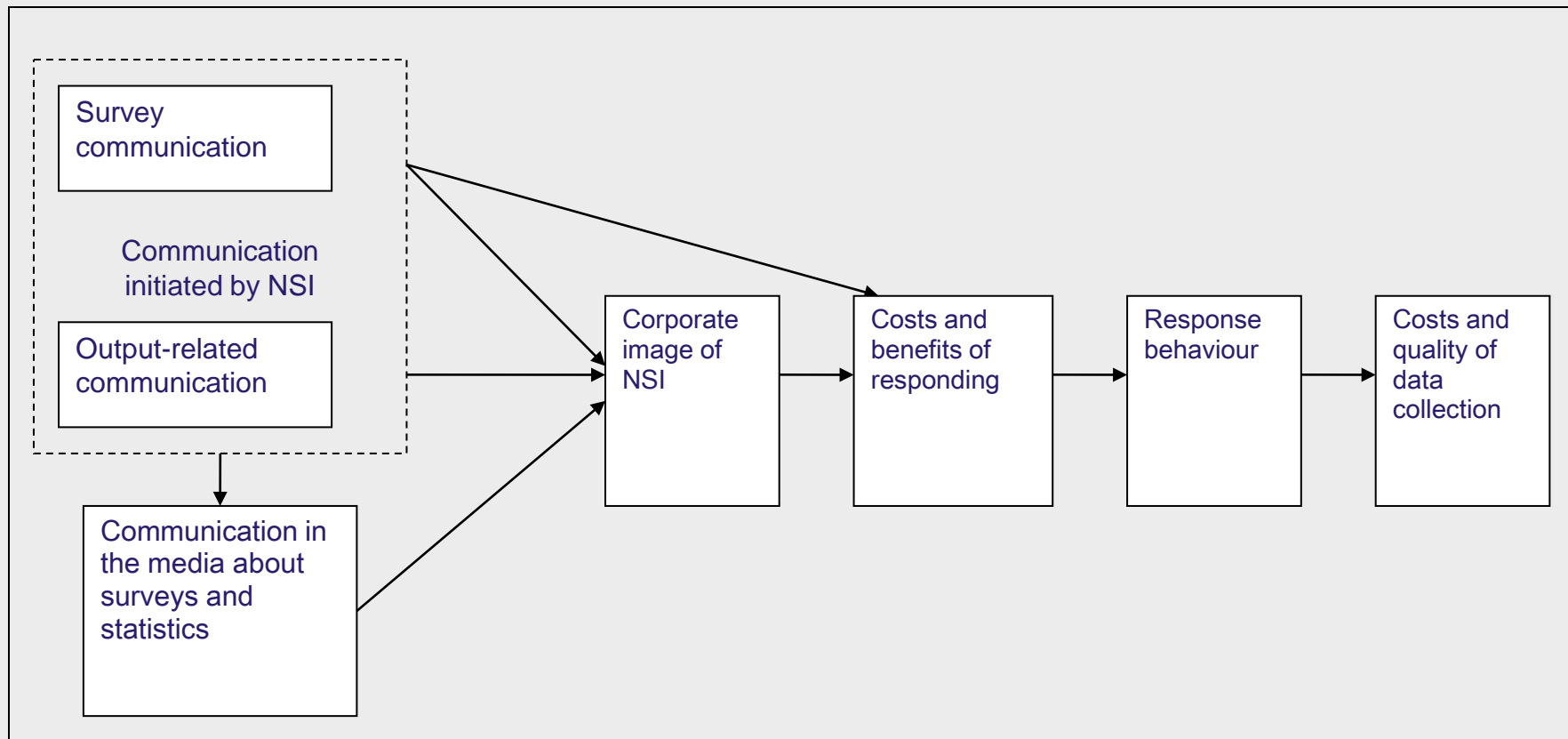
Da raziskovanje ne bo nepopolno zahvaljujemo!

Mag. Insa Kettner,
generalna direktorica
Statističnega urada RS

Post-it note with statistics suggesting value for business (groups 1 & 2)

Improved text with personalised help contacts (groups 1 & 3)

Framework for NSI communication and response behaviour



Results case studies 1

- Response burden related to response behaviour, eg. more burden: lower and later response, more edits needed
- Perceived burden related to actual burden but also by perception of NSI and usefulness statistics

Results case studies 2

- Experiments aiming at increasing motivation by better communication did not show many of the expected effects.
- The two questionnaire studies showed that questionnaire redesign can reduce actual and perceived burden

Recommendations

Promote consistent and positive image

Show *in all types of communication* that NSI is

- trustworthy
- friendly
- professional
- produces valuable output
- and cares about both response burden and quality.

Build relationships

- Build and manage relationships with key stake holders in business world (e.g. advisory councils with representatives of business as users and providers of data; contacts with business organisations; outreach activities).
- Develop and promote dedicated output relevant to target groups in business world (e.g. statistical packages for starting your business, statistical package for market research, quick scan for benchmarking).
- Communicate about these things
-

pre-field survey communication

- Know respondents (e.g. record keeping studies, profiling of large businesses)
- Keep registers and contact information up to date
- Use survey calendars to help business plan their resources
- ...

field survey communication

- Provide clear address information on envelope
- Indicate Unit / Reporting period / Deadline on letter and questionnaire
- Be clear about mandatory status, but do not stress immediately
- Provide appealing reasons for need of the survey request
- Use incentives (?)
- Provide efficient assistance for questions and complaints (e.g. website, helpdesk, complaint procedures)
- Provide single point of contact for large enterprises
- Document special arrangements for respondents
- Indicate changes in questionnaire
- User-friendly questionnaires
- ...

Post-field survey communication

- Provide feed-back about status of submitted questionnaire
- Plan follow-up calls as quickly as possible after submission of questionnaire
- Use information of past response behaviour for design of follow-up strategies / sanctions
- ...

Directions future research

- Focus on communication for SMEs
- What are effective strategies to affect response behaviour?
- What motivates respondents besides surveys being mandatory?
- How to explain the relevance of a survey to a business?
- If and how to work with incentives
- Should we include information in letters about how long it takes to complete?

How to make progress

- Involve businesses organisations and businesses in design of surveys and other communications aimed at businesses
- Bring in theories form various disciplines
- Study actual behaviour of business respondents
- Collect management info to monitor data collection process
- Evaluate results of actions
- Try to do experiments or pilot studies
- Document and share work done