

## **Standardized burden measurement for business surveys in Statistics**

### **Denmark**

Hanne-Pernille Stax (Statistics Denmark)

*hps@dst.dk*

#### ***Abstract***

In Statistics Denmark, Business surveys we are introducing a section of voluntary questions for user evaluation in all online questionnaires for survey based business statistics.

The section consists of three types of questions:

- One question about actual working time spent on fulfilling the response task - including gaining access to the online form, retrieving and preparing relevant information and filling in the online questionnaire.
- Four (six) rating scale questions to rate the perceived difficulty and burden of the following four response tasks:
  - Access: Getting access to digital questionnaire
  - Comprehension: Comprehending task, questions and instructions
  - Data reparation: Finding/preparing relevant information
  - Usability: Filling in and submitting digital questionnaire
  - (Two questions on support have been added in the most recent version).
- One open ended question about comments, suggestions or input to improve survey process or questionnaire in order to reduce the response burden.

The aim of introducing the user evaluation section was to be able to measure and monitor actual and perceived burden for individual respondents and individual business surveys and to generate input for improvement actions with regard to survey process and questionnaire design.

- Quantitative data from the user evaluation makes it possible to measure burden for each survey, monitor changes in burden over time, make comparisons of burden between surveys and identify “problem” surveys and critical issues, which need improvement actions.
- Responses to the open ended question serve as input to redesign and quality development of the surveys.

This presentation will cover:

- the first results obtained
- challenges associated with implementing a standard section of questions to measure burden across app. 100 very different surveys.
- challenges associated with designing question to obtain valid data on actual working time spent on completing response task.
- further potential for use of data and development of concept