Optimization of data collection from enterprises by use of nudging initiatives
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Abstract

In Denmark, enterprises are obliged to report digitally to all compulsory surveys due to the Danish legislation. Today, more than 98 per cent of all business data collection in Statistics Denmark is digital. The digitalization process has made it necessary to rethink the communication with the respondents about the data collection, in order to optimize the data collection procedure.

Data collection Statistics Denmark has for many years followed a reminder procedure, which was optimized in relation to paper-based data collection. The digitalization of the reports has made it possible to streamline data collection processes, but it has also changed the workflow in the reporting enterprises and introduced a number of new barriers.

It has therefore been necessary to reconsider the reminder procedure, in order to adapt the procedure to the new digital communication mode, while at the same time fully utilize the digital communication options.

In 2016, Statistics Denmark has carried out a series of experiments with the reminder procedure, and have achieved some very significant results. The experiments have shown that the execution of the data collection can be carries out faster, with fewer resources and with the same – or higher – response rates.

This presentation will contain:
- A guided tour through the shift from traditional to optimized digital reminder procedure
- An introduction to the nudging theory.
- DSTs use of nudging in the data collection and reminder procedure
- DSTs use of different traditional and digital communication channels in the different steps of the reminder procedure
- A comparison of the traditional and the modernized reminder procedure