

The survey on the impact of the pandemic on Italian companies: the data collection's point of view.

Authors

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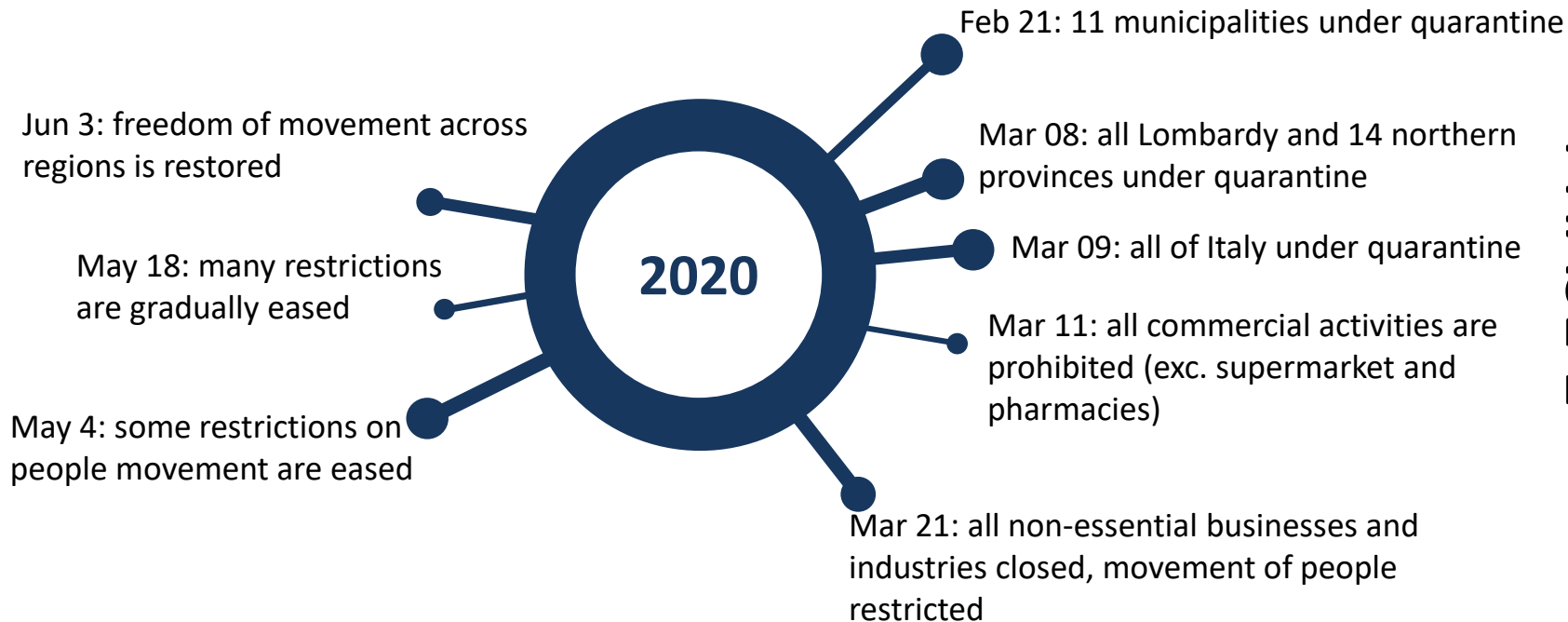


Policymakers were looking for data to better evaluate the effects of the health emergency on the business world



The Covid 19 measures in Italy

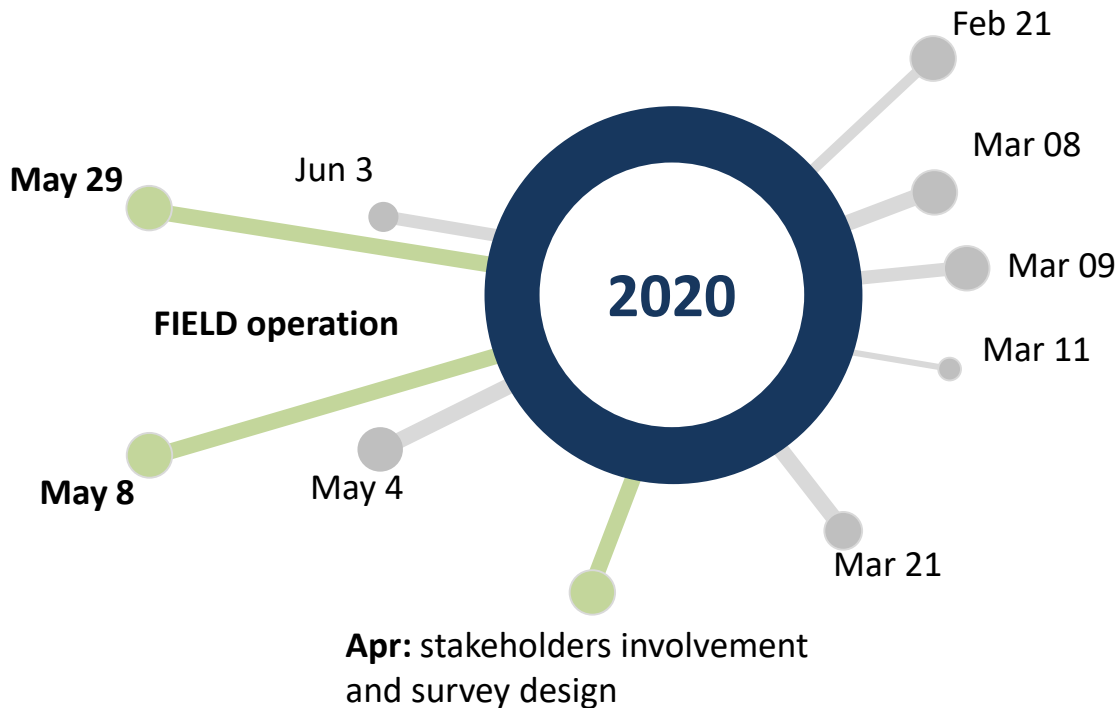
PHASE 2



The Covid 19 business survey

Situation and prospects of companies in the Covid-19 health emergency

PHASE 1



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Data Collection in times of COVID-19
05 – 08 Oct 2020

The Covid 19 business survey

Survey sample

90.000 companies (3+ employees)

Respondents to the first
permanent census of companies in 2019



Integration of information allowed to

- reduce questionnaire length
- reduce respondent burden
- reach a higher response rate

Questionnaire section

1. Impact of Covid-19 until May 4
2. Precautionary and control measures
3. Personnel management and policies
4. Medium-term impact of Covid-19

A golden retriever and a brown retriever are playing with a large wooden log in the water. The golden retriever is on the left, holding the log with its mouth. The brown retriever is on the right, also holding the log. The water is splashing around them.

External cooperation

Istat, Inail and Banca d'Italia

Internal cooperation

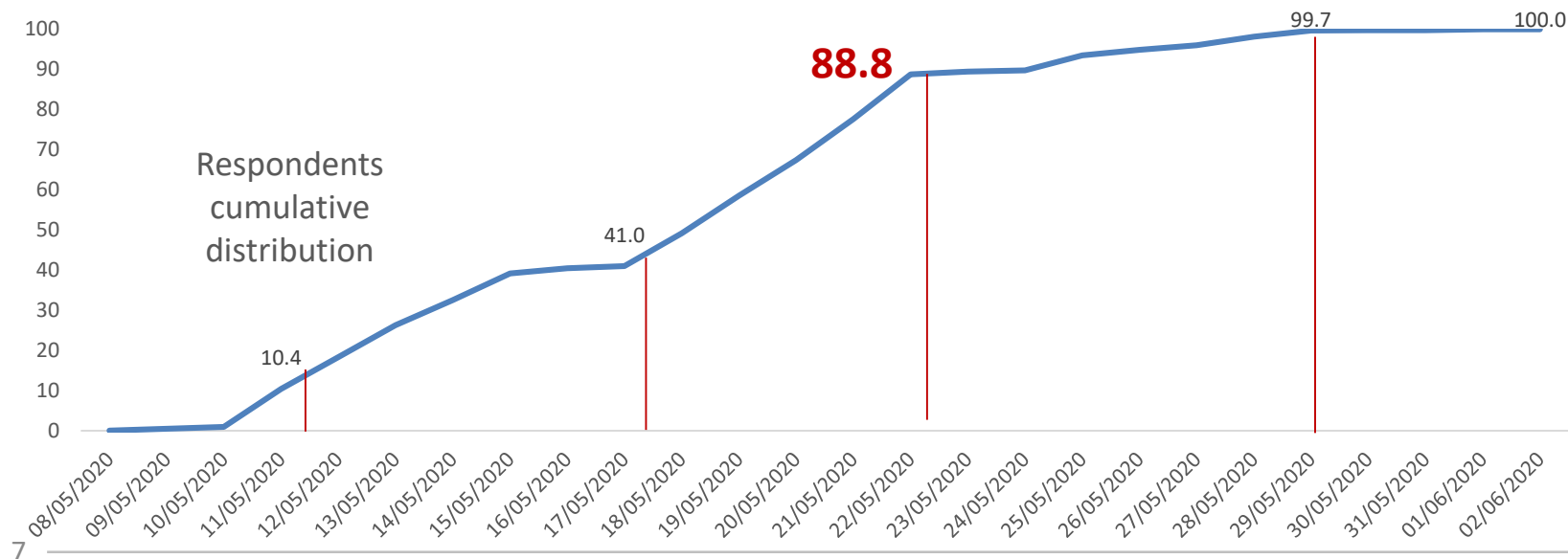
thematic, data collection, IT,
communication, methodologists

The data collection results

Sample **90,469**

Answered **41,722**

Response rate **46.1%**



Data Collection in times of COVID-19
05 – 08 Oct 2020

The data collection results

Sample 90,469

Answered 41,722

Response rate 46.1%

Is it enough?

YES, if we take into account that:

- the survey was not mandatory and without any fine
- companies were in a very difficult moment
- the field period lasted only 20 days

A young girl with dark hair is shown in a thinking pose, resting her chin on her hand. The background is a dark grey with numerous hand-drawn question marks of various sizes and styles, some with exclamation marks, creating a sense of inquiry and confusion. The text 'Which companies answered to the survey?' is overlaid in a large, white, sans-serif font.

Which companies answered to the survey?

Thanks to Luigi Arlotta and Francesco Degni for paradata

The propensity to respond

Main-effects **logistic model**

Explanatory variables



Number of employees

1-9; 10-19; 20-49; 50-249; ≥ 250



Geographical area

South; Centre; North



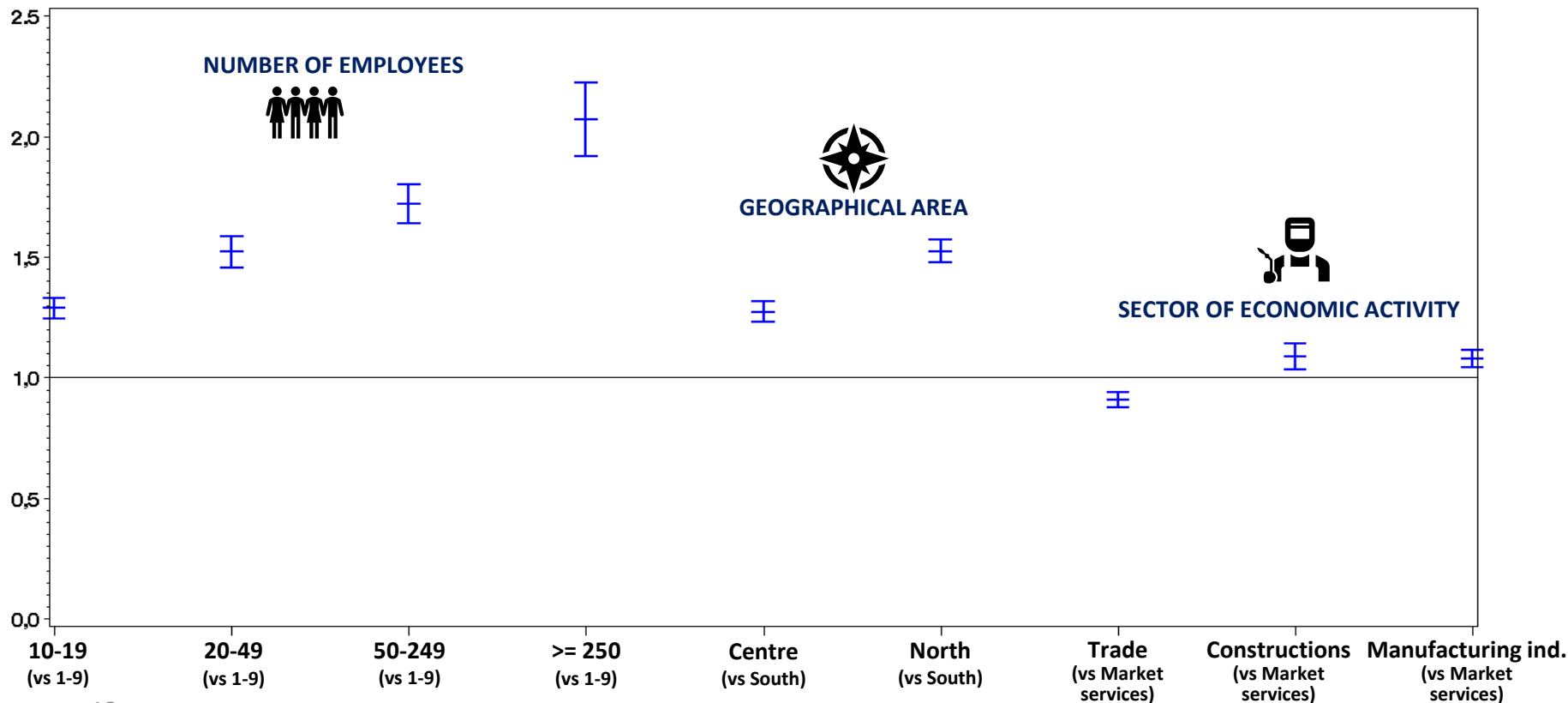
Sector of economic activity

Market services; Trade; Constructions; Manufacturing industry

The propensity to respond

	Explanatory variables	Wald Chi-Square	Pr>ChiSq
	<i>Number of employees</i>	1,018.64	<.0001
	<i>Geographical area</i>	657.44	<.0001
	<i>Sector of economic activity</i>	106.74	<.0001

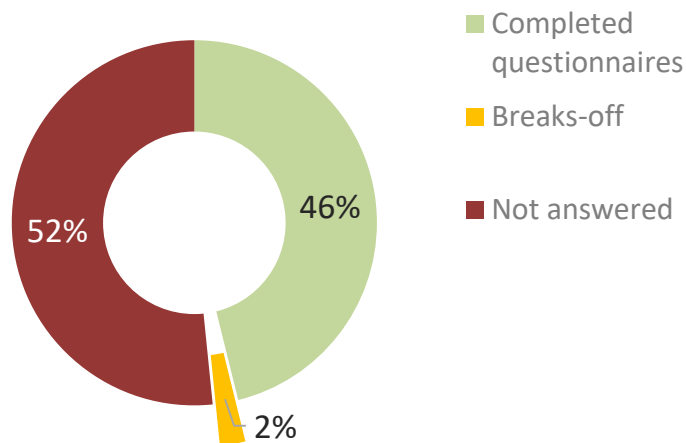
Odds ratios and confidence intervals



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Data Collection in times of COVID-19
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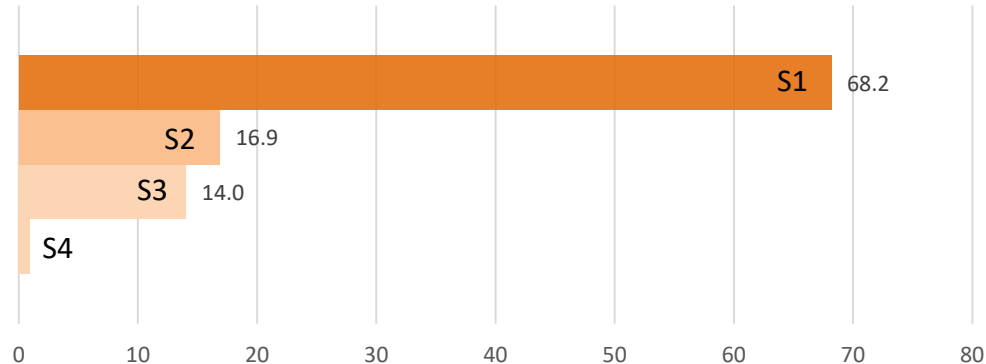
Questionnaire navigation paradata



Breaks-off **2.3%**

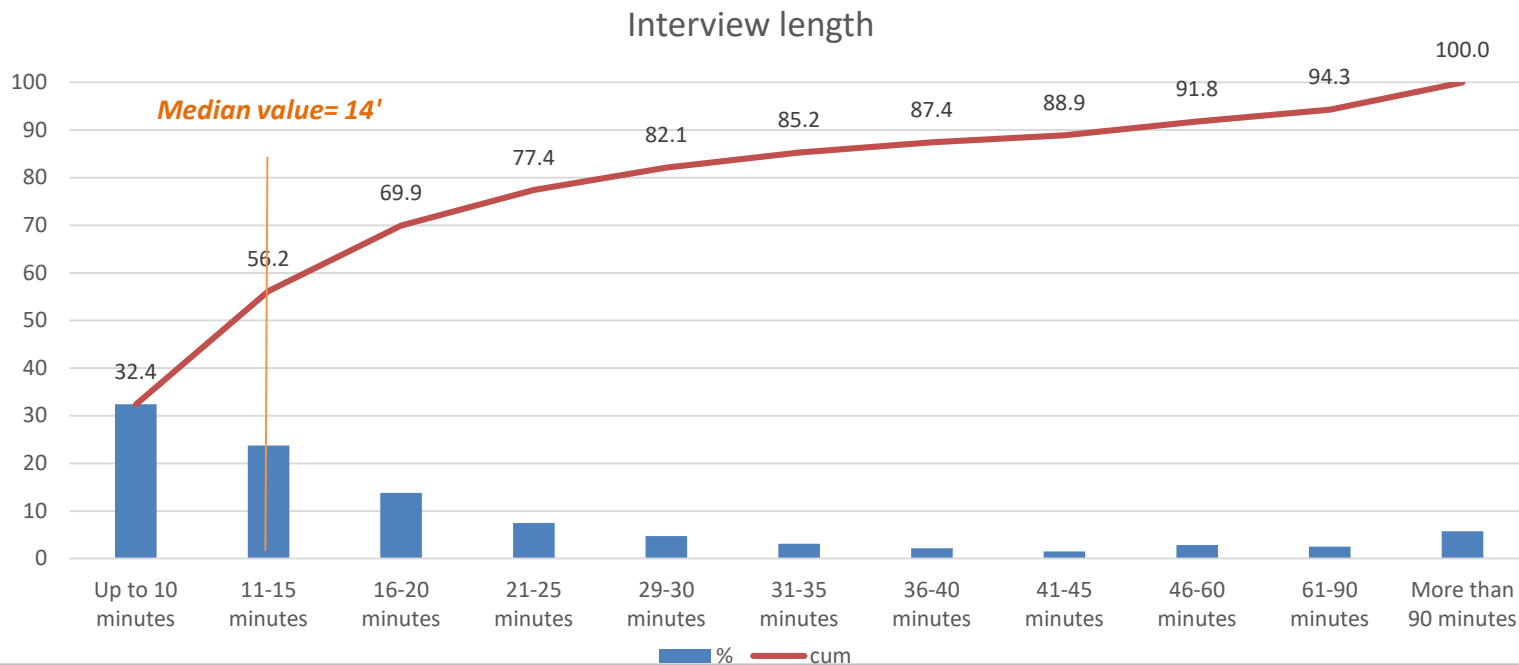
68% happened in the first section

Breaks-off per questionnaire section



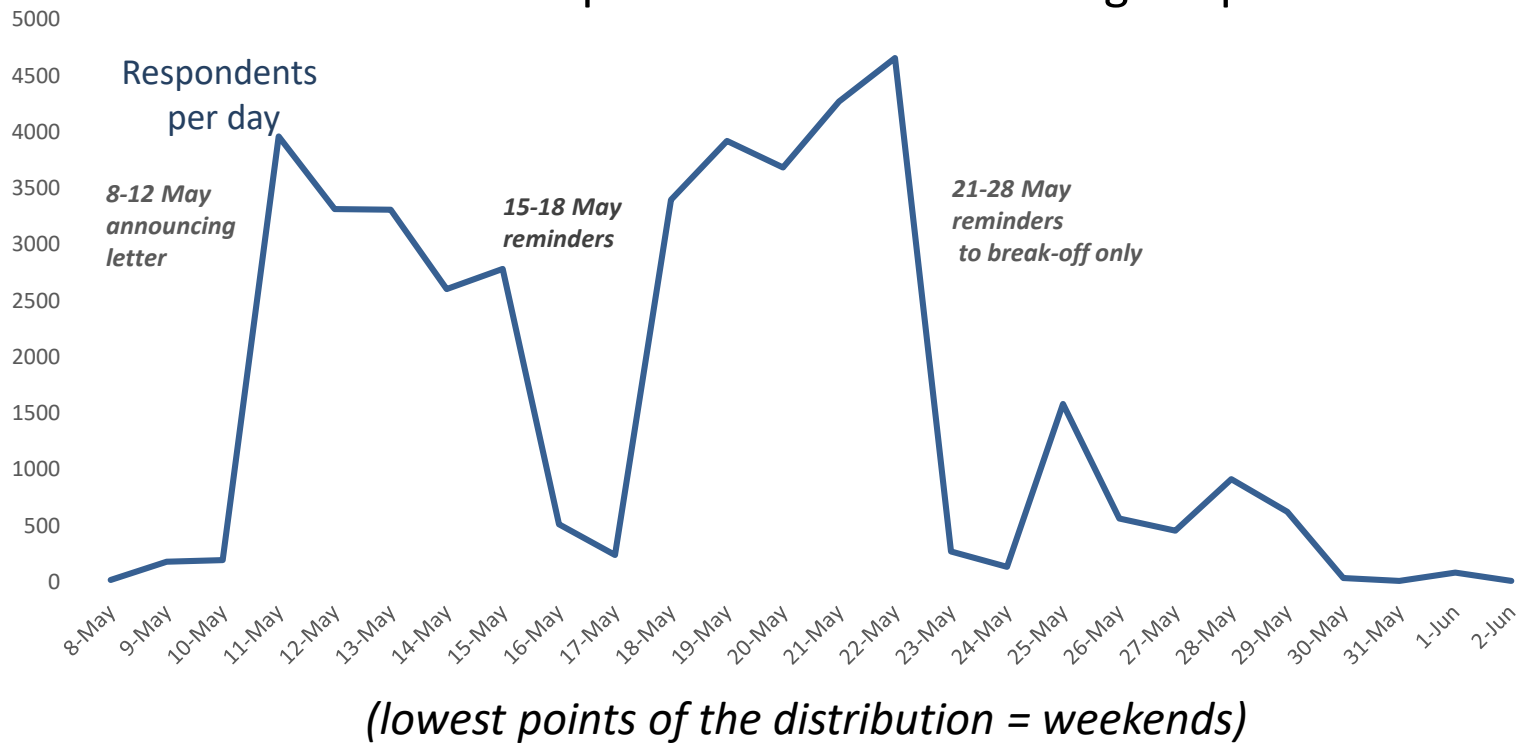
Questionnaire navigation paradata

The questionnaire compilation lasted 14' minutes



The contact-info paradata

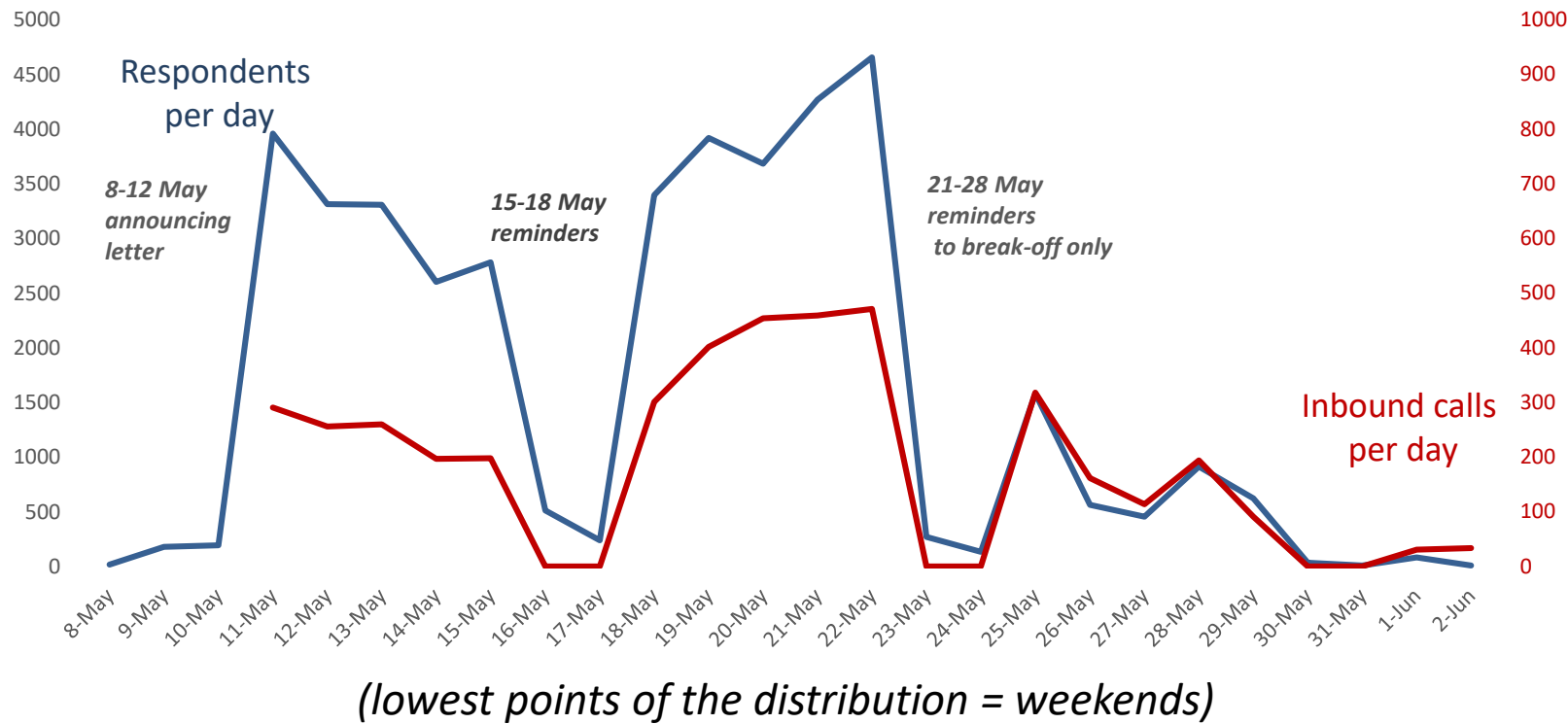
The **reminders** were quite effective in boosting cooperation



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The contact-info paradata

The **inbound calls** follow the same trend



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The inbound service support activities

Inbound operators were working from home

Calls for Covid survey: **4233** out of 10,143 **41.7%**

IVR customization with a dedicated path

remote operator training

ticket processing management

Average call duration

2019 surveys	4'15"
COVID survey	6'14"

The inbound service support activities

Inbound operators were working from home

73% of companies that called CC completed the questionnaire

Ticket solved directly by operator (1 level assistance)

Covid survey

2018 survey

97%

86%

Calls for **login** and navigation

75%

54%

Calls for **obligation** to answer

6%

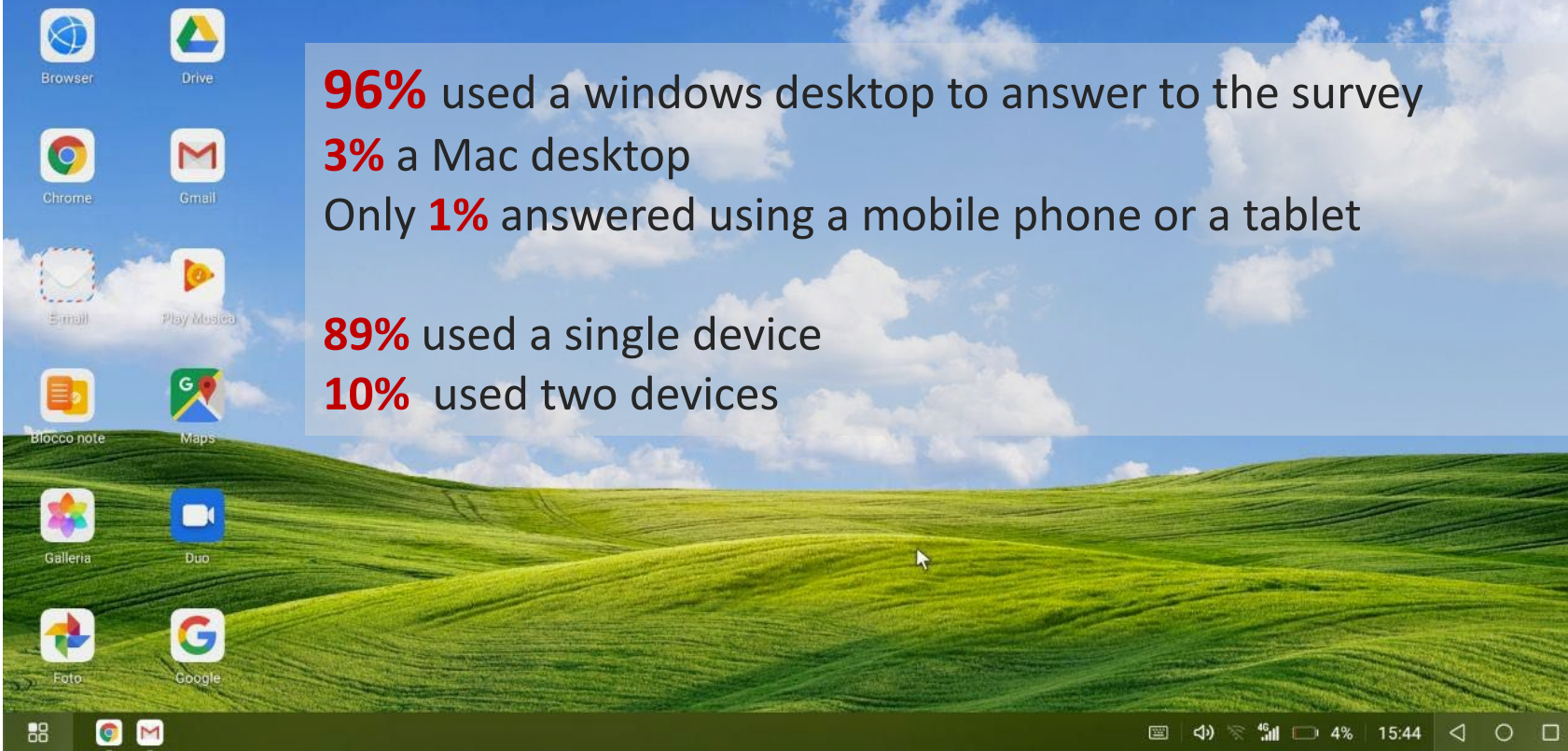
3%

Survey and **questionnaire**

19%

31%

Device-type paradata



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Next step and lesson learned

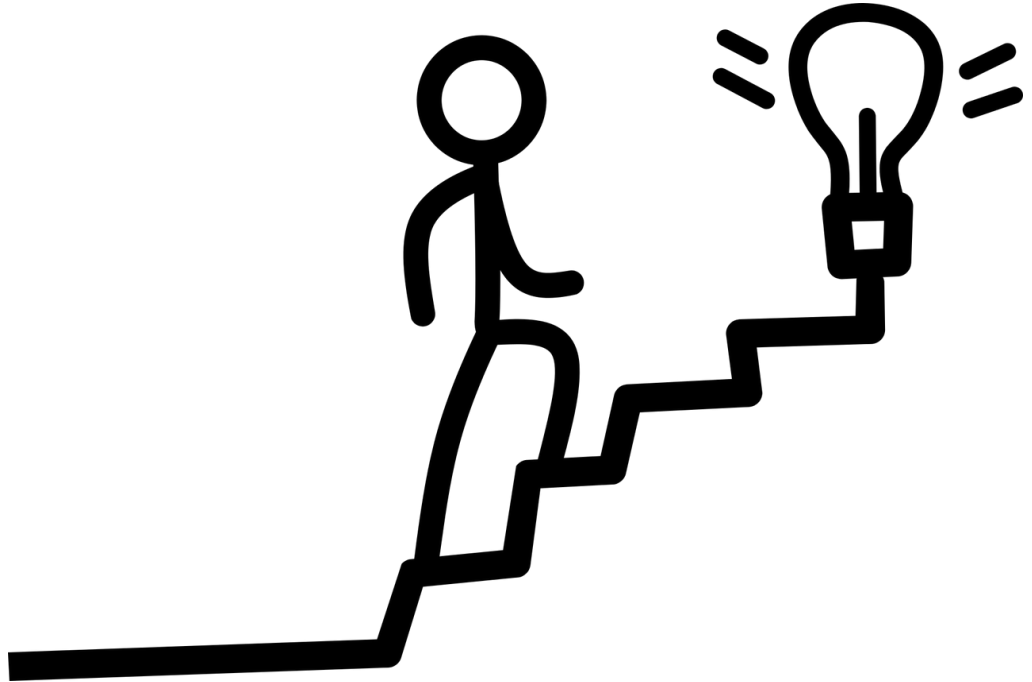
25 of October : second wave

What we take

- collaborative organization of the first wave
- short questionnaire and integrated data
- dedicated IVR

What we want

- higher response rate
- stakeholders engagement
- feedback on 1st wave to respondents





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