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

Authors
Paola Bosso, Silvana Curatolo, Gabriella Fazzi, Manuela Murgia and Alessandra Nuccitelli (Istat, Italy)
Policymakers were looking for data to better evaluate the effects of the health emergency on the business world.
The Covid 19 measures in Italy

- Feb 21: 11 municipalities under quarantine
- Mar 08: all Lombardy and 14 northern provinces under quarantine
- Mar 09: all of Italy under quarantine
- Mar 11: all commercial activities are prohibited (exc. supermarket and pharmacies)
- May 18: many restrictions are gradually eased
- May 4: some restrictions on people movement are eased
- Jun 3: freedom of movement across regions is restored
- Mar 21: all non-essential businesses and industries closed, movement of people restricted

Data Collection in times of COVID-19
05 – 08 Oct 2020
The Covid 19 business survey

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

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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
External cooperation
Istat, Inail and Banca d’Italia

Internal cooperation
thematic, data collection, IT, communication, methodologists
The data collection results

Sample 90,469

Response rate 46.1%

Data Collection in times of COVID-19
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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
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

<table>
<thead>
<tr>
<th>Explanatory variables</th>
<th>Wald Chi-Square</th>
<th>Pr&gt;ChiSq</th>
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<tbody>
<tr>
<td>Number of employees</td>
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<td>&lt;.0001</td>
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<tr>
<td>Geographical area</td>
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<td>Sector of economic activity</td>
<td>106.74</td>
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</table>

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Questionnaire navigation paradata

Breaks-off 2.3%

68% happened in the first section

Breaks-off per questionnaire section

Completed questionnaires
Breaks-off
Not answered

52%
46%
2%

0 10 20 30 40 50 60 70 80

S1 68.2
S2 16.9
S3 14.0
S4
The questionnaire compilation lasted 14’ minutes

**Median value= 14’**

Data Collection in times of COVID-19
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The **reminders** were quite effective in boosting cooperation.

(lowest points of the distribution = weekends)
The **inbound calls** follow the same trend

*(lowest points of the distribution = weekends)*
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"**

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

- 97% (2018 survey: 86%)

Calls for login and navigation

- 75% (2018 survey: 54%)

Calls for obligation to answer

- 6% (2018 survey: 3%)

Survey and questionnaire

- 19% (2018 survey: 31%)
96% used a windows desktop to answer to the survey
3% a Mac desktop
Only 1% answered using a mobile phone or a tablet

89% used a single device
10% used two devices
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
paola.bosso@istat.it
curatolo@istat.it
fazzi@istat.it
murgia@istat.it
nuccitel@istat.it