

# Communication with respondents during the COVID-19 pandemic

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- ✓ The COVID-19 pandemic in Italy
- ✓ The approach of official statistics to the pandemic
- ✓ Communication with respondents: constraints and critical issues
- ✓ Communication with respondents: solutions adopted

# The COVID-19 pandemic in Italy

- ✓ Lockdown from 9 March to 4 May 2020
- ✓ Shutdown of many productive activities
- ✓ Interruption/reduction of postal services
- ✓ Smart working for public and private sectors

# The approach of official statistics to the pandemic

- ✓ Ensure continuity and quality of the statistical production
- ✓ Safeguard the health of all citizens involved in the surveys
- ✓ Safeguard the health of interviewers involved in surveys on the field

# The approach of official statistics to the pandemic

Information on health emergency and recovery



#IstatfortheCountry

## ✓ A dedicated web page

- Are you involved in a statistical survey?
- Do you need information on health, demography, society?
- Do you need information on economics?
- Do you need information on regional data?
- Information and Istat initiatives

# The approach of official statistics to the pandemic

## ✓ A dedicated sentence on the advance letter

«Due to the health emergency for the coronavirus pandemic and the measures adopted by the Government to tackle it, Istat has taken some actions to meet the objective difficulties faced by the survey units in providing data on time and in the way requested. For further information, please refer to the Istat website, at the link:


<https://www.istat.it/it/archivio/239854>»

## Economic surveys

- ✓ Strong need for timely information in March and April 2020
- ✓ Institutional need to be compliant with the deadlines of European Regulations
- ✓ Need to disseminate data as timely as possible for the benefit of economic operators, analysts, policy makers and citizens



## Economic surveys

- ✓ Short-term surveys: rescheduling of formal deadlines for data transmission (30 June)
  - ✓ Structural surveys: postponement of the deadlines for the transmission of data
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## Economic surveys

- ✓ Encouragement to all responding companies, that had the opportunity, to provide information as soon as possible, underlining the importance to allow the whole community to have data on production and work in a relatively short time and the most timely and accurate possible

## Social surveys

- ✓ Around mid-March interruption of the delivery of ordinary mail and the registered mail requiring the recipient's signature have been delivered without any contact with the recipient and the signature has been put by the postman
- ✓ Many families have refused to receive the mail or to open the letters due to the fear of contagion
- ✓ In March and April entire municipalities were declared a red zone and were not reachable by the postal service
- ✓ No e-mail addresses available

## Social surveys

- ✓ Conversion of all the surveys carried out with the CAPI technique (Computer Assisted Personal Interview), with the visit of an interviewer, in the CATI technique (Computer Assisted Telephone Interview), based on telephone contact (i.e. Survey on living condition and quality of life)
- ✓ Where possible, encouragement to use the web channel to respond easily from home
- ✓ Advance letter in a short form to be read on the phone and quickly illustrating the purposes and the methods of the survey (i.e. Survey on household consumption expenditure)

## Lessons learned

- ✓ The emergency status stimulated alternative solutions for the organization of surveys and the communication with respondents
- ✓ Although in emergency conditions it is possible to guarantee the need of information of policy makers, citizens, students, researchers, stakeholders
- ✓ Smart working has proved to be a very important alternative to the traditional way of working

Thank  
You

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