

2022 UNECE Expert Meeting on Statistical Data Collection 'Towards a New Normal?'

Rome, Italy from 26 to 28 October 2022

COMMUNICATION WITH RESPONDENTS: HOW TO MANAGE AND MINIMIZE STATISTICAL BURDEN

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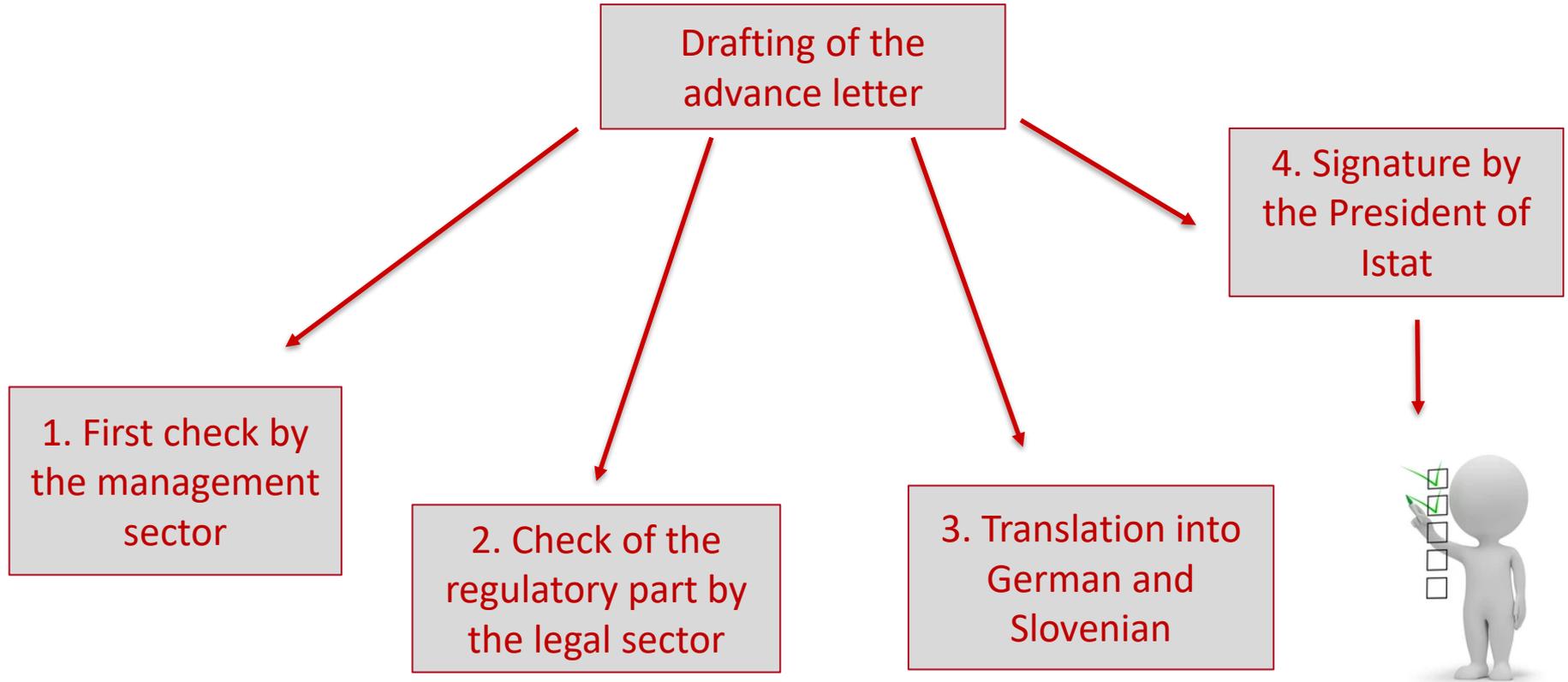
Summary

- ✓ The advance letter
- ✓ Other types of communication
- ✓ 2021 in numbers
- ✓ How to reduce statistical burden: some solutions
- ✓ Case study: Lithuania

The advance letter

- The advance letter represents the first contact between ISTAT (National Institute of Statistics) and respondents.
- This letter provides all the basic information about the purposes of the survey; the procedures for participation; any sanctions that may be incurred and the regulatory sources governing the survey.
- The process for issuing the advance letter is extremely complex and involves various sectors of the Institute. Each sector is responsible for carrying out the checks within its competence.
- Furthermore, to ensure compliance with the current rules on bilingualism, a great number of advance letters is subsequently translated into German and Slovenian.

The advance letter



Other types of communication

- There are other types of communications that are sent to respondents during the year.
- Some have the purpose of allowing the addressee to participate in the survey such as:
 - notices through which the **credentials** to access the questionnaire are transmitted;
 - notices that announce the opening of the **dedicated web portal** starting from a certain date.
- Others have the essential aim of reaching an adequate response rate or increasing it when the participation in the survey is not as expected. This is the case of **reminders**, **memorandum** or **postponements**.

- Number of certified e-mails sent:
- ✓ 747.611 advance letters
 - ✓ 24.669 circular letters
 - ✓ 113.770 access credentials
 - ✓ 1.577.115 reminders
 - ✓ 193.741 notices
 - ✓ 69.464 notification of sanctions
 - ✓ 21.704 postponements

TOTAL 2.748.074

➤ Number of letters sent by postal service:

- ✓ 741.469 advance letters
- ✓ 20.480 access credentials
- ✓ 532.198 reminders
- ✓ 26.249 notices
- ✓ 2.445 postponements

TOTAL 1.322.841



How can we find an optimal trade-off
between the **statistical burden** and the **accuracy of data**?

How to reduce statistical burden: some solutions

- Valid alternatives to reduce statistical burden could be, for instance, recourse to existing databases and the possibility of crossing already available data.
- This could allow, in some cases, to be able to obtain the same information without involving the respondents at all or, in other cases, to significantly reduce the number of questions to be answered.
- To promote the coordinated development of the information systems of public administration and their use for statistical purposes would increase the information available, maximizing the integration of sources while minimizing the statistical burden on respondents.

How to reduce statistical burden: some solutions

- First of all, to reduce statistical burden, it would be desirable to standardize the texts in an extremely short version that contains only the strictly necessary information.
- In addition, for subsequent communications, it would be profitable, for the purposes mentioned, to drastically reduce the number of notices.





LITHUANIAN DEPARTMENT OF STATISTICS
(STATISTICS LITHUANIA)

STATISTICAL REPORTING BURDEN REDUCTION POLICY

Implementing the Law on the Reduction of Administrative Burden of the Republic of Lithuania and aiming to reduce the statistical reporting burden, **Statistics Lithuania undertakes:**

1. **To collect statistical data from respondents only** in the cases **when no other administrative or statistical data sources are available** for producing qualitative statistical information.
2. **To expand the use of administrative and other data owned by natural and legal persons** for the production of statistical indicators and improvement of their quality.
3. **To consult with respondents** concerning statistical data collection, engage them into testing and renewal of statistical questionnaires.
4. **To optimize the methods** used in statistical surveys, to improve the data provision environment.
5. To pursue that **small enterprises** (with 0–4 persons employed and income not exceeding 10 percent of all operating income according to the Classification of Economic Activities (NACE Rev. 2), approved by Order No DJ-226 of 31 October 2007 of the Director General of Statistics Lithuania On the Approval of the Classification of Economic Activities) **participate in no more than 3 statistical surveys a year.**
6. To aim for the **average time needed by a legal entity** for data preparation and **filling in all statistical questionnaires** per year being **not increased.**

In order to **develop the feedback with respondents**, provide them with statistical information under request and respond the inquiries quickly and clearly.

Approved by Order No DJ-86 of 25 March 2022 of the Director General of Statistics Lithuania.

Document updated: 2022-03-31

