A new vision on primary data collection from businesses: “naturally relevant”

Robert Nieuwenhuijs, Leanne Houben, Noël Mingels, Ger Snijkers

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Feedback from businesses

- What do I get in return?
- Why me?
- Why now?
- I don’t understand what you’re asking me
- It’s only once in a while
- Why don’t I need to participate anymore?
- Why sometimes my holding and other times not?
- Why don’t you use my annual accounts?
- If I knew in advance I could prepare
- I don’t get any help when completing the questionnaire
- I would invest if it was every year
- Use the information in my administration
- My efforts are not appreciated
2032: Businesses say: ‘it’s little effort because it’s predictable and goes by itself’
“Business first” as guiding theme

New ideas & experimentation

Continue current initiatives

From vision to reality

Roadmap
Questions for discussion:

– Do other NSIs have a vision on business data collection, and if so, what is that vision?
– What strategy do you use to implement your vision on data collection? How do you monitor progress to achieving the vision?
Thank you!

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