

Bringing the respondent closer to official statistics

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Abstract

Statistics Portugal is being focused on simplifying business data collection procedures, as well as communication and feedback with its respondents to motivate data collection cooperation for statistical purposes and reduce the statistical burden.

The aim is presenting the evolution of the set of initiatives that Statistics Portugal has currently implemented in this area:

WebInq: online service for electronic response. At this moment, all the business surveys are available on WebInq (online response rate is 98,6%).

Automated Data Transmission, allowing respondents to deliver data to Statistics Portugal directly by uploading XML files or sending them through a Webservice. Up to now, 15 surveys have this possibility implemented.

Opinion questionnaires: about statistical burden, placed at the end of each survey and collects data on the number of people involved in that answer, the time spent, and the respondent perception on the degree of difficulty and usefulness of the information collected; and about WebInq features.

Feedback to Data Providers, carried out through reports, of a macroeconomic or personalized information, including indicators on the relative position of the business in the sector of activity in which they operate, as well as the results of the surveys in which they participate.

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In recent years, Statistics Portugal has focused on simplifying business data collection procedures, as well as communication and feedback with its respondents to motivate data collection cooperation for statistical purposes and reduce the statistical burden. WebInq, Automated Data Transmission, Opinion Questionnaires and Feedback to Information Providers come as the best examples of this politic.

WebInq is the online service that Statistics Portugal makes available for electronic response to its surveys whose goal is to simplify the response processes and to increase the quality of the data collected. At this moment, all the business surveys are available on WebInq and the online response rate is 98,6%.

Automated Data Transmission, available on WebInq, allows respondents to deliver data to Statistics Portugal directly by uploading XML files or sending them (also in XML format) through a Webservice, resulting in a significant reduction of the survey response effort, greater efficiency and quality in data collection, reduction of delays in making information available by Statistics Portugal and improving the relationship with respondents by creating processes that facilitate their collaboration. Up to now, 15 surveys have this possibility implemented.

As of 2017, Statistics Portugal has been carrying out, on a regular basis, an opinion questionnaire that aims to get a picture about the perception of information providers of statistical burden. This questionnaire is placed at the end of each survey and collects data on the number of people involved in that answer, the time spent, and the respondent perception on the degree of difficulty and usefulness of the information collected.

In 2018 and 2021, in order to introduce improvements to e-forms and the WebInq page, Statistics Portugal made available an opinion questionnaire to collect the opinion of business members concerning WebInq features, online surveys and the respondent support service (phone and email).

These opinion questionnaires are voluntary and help to provide a better perception of the respondent's opinion about statistical surveys, along with the collection of relevant suggestions for procedure improvement. Statistics Portugal addresses every received comment, which results in immediate feedback to respondents, pedagogical information about the purpose of the survey and its methodology, as well as Statistics Portugal's mission.

To thanks the effort of businesses for their collaboration, in 2014, a "Feedback to Data Providers area" was created on the private WebInq page, whose goal is to provide feedback to the respondents as an action to raise awareness about the importance of statistics and to consolidate a relationship which is increasingly seen as a partnership and not just as a legal obligation. This feedback is carried out through reports, of a macroeconomic or personalized information, including indicators on the relative position of the business in the sector of activity in which they operate, as well as the results of the surveys in which they participate, providing that the statistical secret is not compromised.