

# Respondents as Assets

## SORS Case

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# CONTENT



<b>01</b>	<b>Introduction</b>	Importance of respondent care
<b>02</b>	<b>Case Study</b>	Register of Industrial Zones Cooperation to Local Governments
<b>03</b>	<b>Benefits</b>	Respondent - Centric Approach
<b>04</b>	<b>Challenges</b>	Trust, Burden, Communication
<b>05</b>	<b>Conclusions</b>	Lessons learned

## INTRODUCTION | Importance of respondent care

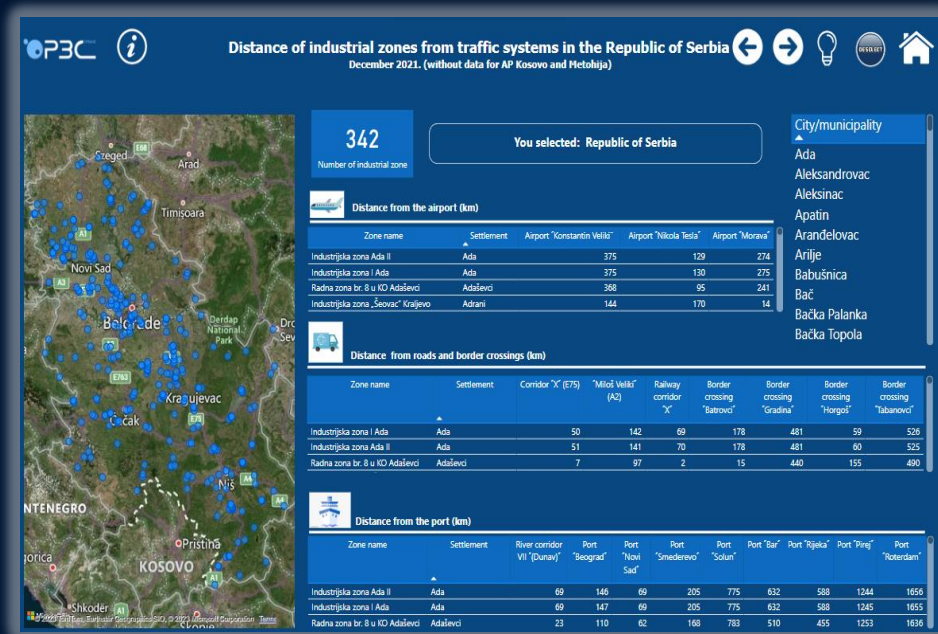
- ▶ Traditional approach to data collection
- ▶ Focus on the survey instrument and neglect the respondents
- ▶ Need to prioritize respondent care for better data quality
- ▶ Importance of involving respondents in the data collection process



# CASE STUDY | Register of Industrial Zones

► Collaboration between the Statistical Office of Serbia (SORS) and local government representatives

► Demonstrating the importance of cooperation with respondents in setting high standards



**Distance of industrial zones from traffic systems in the Republic of Serbia**  
December 2021. (without data for AP Kosovo and Metohija)

**342**  
Number of industrial zone

You selected: Republic of Serbia

City/municipality

- Ada
- Aleksandrovac
- Aleksinac
- Apatin
- Arandelovac
- Arilje
- Babušnica
- Bač
- Bačka Palanka
- Bačka Topola

**Distance from the airport (km)**

Zone name	Settlement	Airport "Konstantin Veliki"	Airport "Nikola Tesla"	Airport "Morava"
Industrijska zona Ada II	Ada	375	129	274
Industrijska zona I Ada	Ada	375	130	275
Radna zona br. 8 u KO Adaševci	Adaševci	388	95	241
Industrijska zona „Seovac“ Krajevo	Adrani	144	170	14

**Distance from roads and border crossings (km)**

Zone name	Settlement	Corridor "X" (E75)	"Milorad Vukelić" (A2)	Railway corridor "X"	Border crossing "Batrovići"	Border crossing "Gradiņa"	Border crossing "Horgoš"	Border crossing "Tabanovići"
Industrijska zona I Ada	Ada	50	142	69	178	481	59	526
Industrijska zona Ada II	Ada	51	141	70	178	481	60	525
Radna zona br. 8 u KO Adaševci	Adaševci	7	97	2	15	440	155	490

**Distance from the port (km)**

Zone name	Settlement	River corridor Vrlji "Dunav"	Port "Beograd"	Port "Novi Sad"	Port "Smederevo"	Port "Solun"	Port "Bar"	Port "Rijeka"	Port "Piraj"	Port "Rotterdam"
Industrijska zona Ada II	Ada	69	146	69	205	775	632	588	1244	1656
Industrijska zona I Ada	Ada	69	147	69	205	775	632	588	1245	1655
Radna zona br. 8 u KO Adaševci	Adaševci	23	110	62	168	783	510	455	1253	1636

# CASE STUDY | Register of Industrial Zones

► Unique survey in the region, setting high standards for cooperation with local governments

► Advancement of the statistical profession and provision of valuable information to local self-governments

The screenshot shows a web application interface for the 'Register of Industrial Zones'. The title is 'Infrastructure and distance of industrial zones in the Republic of Serbia' with a subtitle 'December 2021. (without data for AP Kosovo and Metohija)'. The interface includes a navigation menu with categories: Roads, Electrical lines, Gas, Telecommunications, Railway, Water supply, Sewage, and Waste management. The 'Water supply' category is selected.

On the left, there is a table titled 'List of industrial zones':

City/municipality	Zone name	Distance (km)
Zemun	Gornji Zemun	12.60
Zemun	Autoput Privredna zona	13.70

On the right, there is a list of infrastructure types with 'Aerodrom Nikola Tesla' selected. Below this, a 'Selected distance:' section shows 'Aerodrom Nikola Tesla' and a 'Number of zones' of 2. A pie chart titled 'Possibility to add a operation' shows 2 (22.22%) for 'No' and 7 (77.78%) for 'Yes'. At the bottom right, there is a distance slider set to 0.00 km.

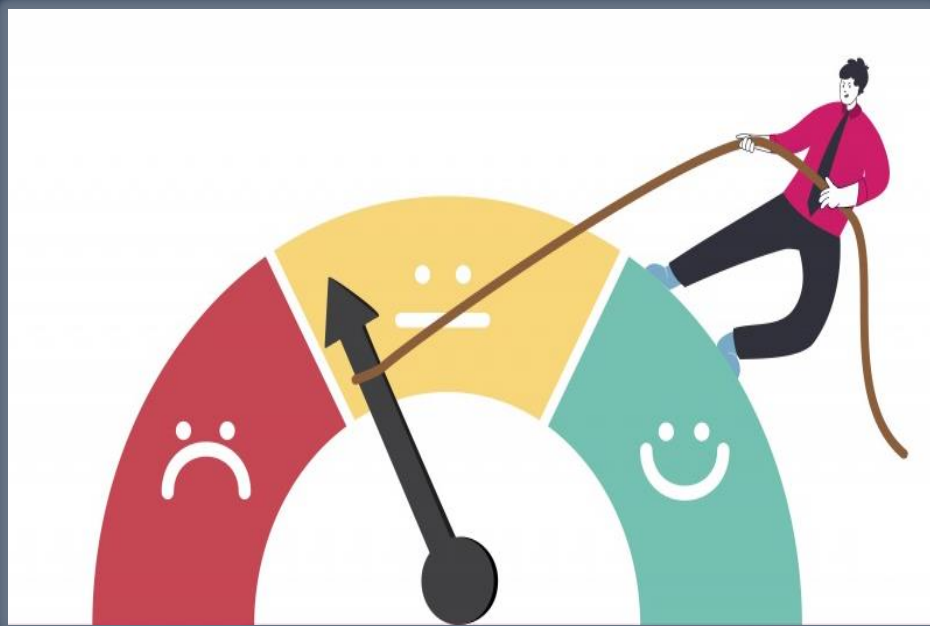
# CASE STUDY | Cooperation to Local Governments

- ▶ Collaboration between the Statistical Office of Serbia (SORS) and local government representatives
- ▶ Identifying data needs of local governments
- ▶ Exploring avenues for SORS to provide assistance and support
- ▶ Identifying areas for improvement and strengthening collaboration



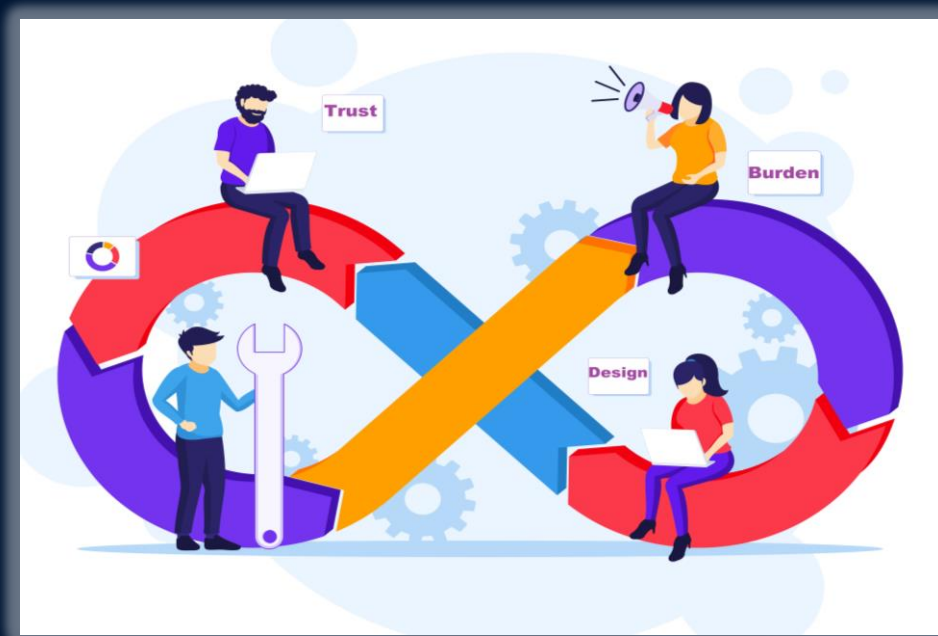
## BENEFITS | Respondent - Centric Approach

- Improving response rates
- Strategies to engage and motivate respondents
- Addressing respondent concerns and needs
- Creating inclusive and representative data sets
- Gathering feedback on current practices
- Sharing best practices, exchanging experiences, and analyzing new ideas



## CHALLENGES | Trust, Burden, Communication

- ▷ Establishing Trust and Motivating Respondents
- ▷ Survey Design and Accessibility
- ▷ Communication and Outreach
- ▷ Data Privacy and Confidentiality
- ▷ Respondent Burden and Fatigue





## CONCLUSION | Lessons learned

- ▶ Respondents as critical assets in data collection
- ▶ Increased response rates and more inclusive data sets through respondent involvement
- ▶ Reflection of diverse communities' needs and experiences
- ▶ Successful outcomes resulting from respondent-focused strategies
- ▶ Enhanced cooperation with local governments and policymakers



Imagine what potential our  
respondents have:  
**What is your way to use it?**

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