Respondents as Assets
SOR Case

Marija Hinda
marija.hinda@stat.gov.rs
Nebojsa Tolic
nebojsa.tolic@stat.gov.rs
CONTENT

01 Introduction | Importance of respondent care

02 Case Study | Register of Industrial Zones Cooperation to Local Governments

03 Benefits | Respondent - Centric Approach

04 Challenges | Trust, Burden, Communication

05 Conclusions | 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
Collaboration between the Statistical Office of Serbia (SORS) and local government representatives

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

Marija Hinda
marija.hinda@stat.gov.rs

Nebojsa Tolic
nebojsa.tolic@stat.gov.rs