Motivating respondents: the importance of personalised feedback
Paulo Saraiva and Almiro Moreira (Statistics Portugal)
paulo.saraiva@ine.pt; almiro.moreira@ine.pt

Abstract
Statistics Portugal started in 2005 a process of modernisation of its production system, covering both businesses as household surveys, and based on statistical units and metainformation components. This system improved the way as we communicate with data providers, as far as it provided further knowledge about their individual response behaviour when participating in several surveys and representing different companies.

In addition, through an ad-hoc and voluntary survey en 2013, it was also possible to understand the reality of around 6000 companies concerning the process to comply information obligation from Statistics Portugal and other public institution. One important conclusion was that the companies consider the statistical information disseminated by Statistics Portugal has significant utility to the society, but they are more reluctant to admit their own interest on it.

In result, Statistics Portugal improved significantly the relationship with data providers by designing a regular service of customised feedback reports to them. Today, this service covers more than 50,000 different companies with a high level of value recognition.

This presentation provides an overview of the importance of personalised feedback in motivating data respondents, how is it made and how we intend to go forward, providing an on-the-fly feature to data providers, offering an easy access to a multi-purpose and customised view of their concerned data.

Key words: Official statistics production; data collection; respondent communication; business surveys.