Motivating respondents
The importance of personalised feedback

Paulo Saraiva, Almiro Moreira
October, 4th
Integrated Data Collection

Integrated Production System
Launched in 2007 ....

- Business and household surveys
OCT 2013 ad hoc survey
Data Providers – Businesses

• Voluntary survey to 6,000 companies;
• It provided a picture of how the response to statistical reporting is seen by the respondents.
• Questions divided into four sets of issues:
  1. Respondent's characterization;
  2. Level of effort and difficulties for statistical reporting;
  3. Volume and redundancy of information requirements;
  4. Quality and usefulness of the information provided.
Are we useful?

• The majority of businesses consider the Statistical Portugal useful or very useful to society (75%), but less useful for the company (45.2%).

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<tr>
<th>Useful for</th>
<th>Very Useful</th>
<th>Useful</th>
<th>Less Useful</th>
<th>Useless</th>
<th>dk/na</th>
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<td>20,5%</td>
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<td><strong>Total</strong></td>
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<tr>
<td><strong>COMPANY</strong></td>
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<tr>
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<td>44,8%</td>
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<tr>
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<td>40,4%</td>
<td>35,3%</td>
<td>11,7%</td>
<td>9,1%</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>4,1%</strong></td>
<td><strong>41,1%</strong></td>
<td><strong>35,5%</strong></td>
<td><strong>10,6%</strong></td>
<td><strong>8,6%</strong></td>
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</table>
Our results have to be perceived useful if we want to be relevant;

**ACTION**

Improve feedback to data providers

**HOW?**

*PERSONAL FEEDBACK*
Motivation and Response Process

Social factors: Respondent's point of view

- **A** Authority: “Do I **have to** do this?
- **M** Motivation: “Do I **want to** do this?
- **C** Capacity: “Do I **know to** do this?

In “Designing and Conducting Business Surveys”, G Snijkers, G Haraldsen, J Jones, D Willimack
Motivation and Response Process

External Factors

NSO

BUSINESS

Decision to participate

Response tasks

Response

Under NSO control

Out of NSO control

• timely, accurate, complete

Management

Respondent

In "Designing and Conducting Business Surveys", G Snijkers, G Haraldsen, J Jones, D Willimack
Motivating respondents (and management)
What do we offer?

• Periodical *pdf* reports:
  
  • Generic:
    – Macroeconomic context → quarterly
  
  • Specific to each company / entity:
    – Industrial Production;
    – International Trade;
    – Perspectives of Exports of Goods;
    – Simplified Business Information (registers);
    – Synthesis indicators for municipalities.
How do we offer?

• Through *webinq* service;

• Using our Integrated Production System
  – *SIGINQ*
    – Data warehouse
      • production and dissemination
  – Business Objects
Types of Subscribers

Company A

Management

Top

Secondary

Primary

Secondary

OPTIONS

Activate master-key

Activate survey

Link Company
Personalised reports

- More than 50,000 companies
- Regularly updated
PERSONAL FEEDBACK

FEEDBACK TO DATA PROVIDERS (EXCLUSIVE OPTION TO TOP SUBSCRIBERS)

This area offers personalized information as a way to recognize your collaboration in responding to Statistics Portugal’s surveys. These reports are useful for the company, as it includes a current macroeconomic synthesis and indicate its relative position in the business sector.

Thus, it is suggested to be aware of the upcoming issues, download the report and send it to company management’s knowledge.

We hope you enjoy this initiative! If you have comments, suggestions or need this information, please contact support.

Select Unit

01.00000000 — COMPANY NUMBER ONE

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2016-09-26

Business Personalized Report – Perspectives of Exports of Goods (available until 2016-12-31)

2016-08-09

Business Personalized Report – IES 2015 (available until 2017-12-31)

2016-06-22

Business Personalized Report – Industrial Production (available until 2017-09-22)
PER ONAL FEEDBACK

FEEDBACK TO DATA PROVIDERS (EXCLUSIVE OPTION TO TOP SUBSCRIBERS)

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- Personalized
  - Macroeconomic (2 new)

- 2016-09-26
  - Main Macroeconomic Indicators – 2016 September (available until 2017-03-31)

- 2016-09-26
  - Portuguese Economic Activity – 2015 (available until 2017-12-31)

- 2016-08-09
  - Main Macroeconomic Indicators – 2016 July (available until 2017-03-31)

- 2016-05-26
  - Main Macroeconomic Indicators – 2016 May (available until 2016-12-31)
RETURN OF CUSTOMIZED DATA TO ENTERPRISES

IPEB - Survey on Perspectives of Exports of Goods
May 2016

>> ENTERPRISE IDENTIFICATION

Name: COMPANY TEST NAME
Activity: 2814 - Manufacture of other taps and valves
Region: 17 - Área Metropolitana de Lisboa (NUTS II)

>> INTERNATIONAL TRADE OF GOODS - EXPORTS

Enterprise Indicators, 2015

Main countries of destination
- Finland: 16.5%
- United States: 32.2%
- United Kingdom: 21.6%
- Germany: 7.9%
- Saudi Arabia: 6.3%
- Other countries: 10.5%

Main goods exported by CN8
- 84818063: Gate valves of steel for pipes, boiler shells, tanks, vats or the like (excl. taps, cocks and valves for sinks, washbasins, bidets, water closets, baths and similar fixtures and central heating radiator valves)
- 84818099: Appliances for pipes, boiler shells, tanks, vats or the like (excl. pressure reducing valves, valves for the control of pneumatic power transmission, check "non-return" valves, safety or relief valves, taps, cocks and valves for sinks, baths and similar fixtures, central heating radiator valves, valves for pneumatic tyres...)
- 84814010: Safety or relief valves of cast iron or steel
- 84813091: Check "non-return" valves for pipes, boiler shells, tanks, vats or the like, of cast iron or steel
- 84813073: Globe valves of steel (excl. temperature regulators, pressure reducing valves, valves for the control of oleohydraulic or pneumatic power transmission, check valves and safety or relief valves, process control valves, taps, cocks and valves for sinks, washbasins, bidets, water closets, baths...)

Share
- 43.6%
- 29.1%
- 11.2%
- 9.7%
- 4.2%

Indicators by Economic Activity (NACE - 2014), 2015

Main countries of destination
- Germany: 6.5%
- Spain: 15.3%
- United States: 66.0%
- France: 9.1%
- United Kingdom: 66.0%

Main goods exported by CPA, 2008
- Machinery and equipment n.e.c.: 93.1%
- Fabricated metal products, except machinery and equipment: 3.92%
- Waste collection, treatment and disposal services; mate: 1.06%
- Basic metals: 1.06%
- Other non-metallic mineral products: 0.68%

Main exporters
1st: Company One
2nd: Company Two
3rd: Company Three
4th: COMPANY TEST NAME
5th: Company Five

Share of enterprise exports in the economic activity: 13.5%
Feedback: Macroeconomic Synthesis
The way forward

• **More companies covered**: improving value perception and the collaboration of respondents;

• **Other types of reports**: according to the characteristics of each business, as well as their involvement in the surveys;

• **New features**: allowing respondents to build most appropriate set of indicators and produce reports further customized, available in more formats and offering a dynamic way in producing automatically updated versions.
Motivating respondents

The importance of personalised feedback

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