COMMUNICATION WITH RESPONDENTS IN BUSINESS SURVEYS CONDUCTED BY REPORTING PORTAL

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WHY COMMUNICATION WITH RESPONDENTS IS SO IMPORTANT?
COMMUNICATION WITH RESPONDENTS ON EVERY STAGE

Planning of surveys → Preparation of a survey → During a survey
PLANNING OF SURVEYS
THE ANNUAL PROGRAMME OF STATISTICAL SURVEYS

• the most essential legal act for Polish statisticians according to the Law of 29 June 1995 on Official Statistics
• established by the Council of Ministers in the form of regulations of the Council of Ministers
• every statistical survey must be specified in the annual programme of statistical surveys of official statistics
PREPARATORY WORK CONNECTED WITH THE PROGRAMME

• collecting opinions and proposals referring to projects of particular surveys from, among others:
  • trade unions
  • organizations of entrepreneurs
• facilitation the programme for the public on the website of the Office
WHAT INFORMATION DO WE PROVIDE THROUGH THE RESEARCH PROGRAM?

• a subject of the survey
• a statistical population covered by the survey
• sources of data
• methods of collecting the data
• deadlines for submitting the data
• a range of collected data from respondents etc.
PREPARATION OF A SURVEY
THE CSO WEBSITE

• the official version of the programme of surveys signed by the Prime Minister is being put on the website

• templates of statistical questionnaires are displayed on the website with overtaking

• along with templates there are additional information for respondents:
  • guidelines explaining in detail how to fill in the questionnaire
  • information about dates of the survey
  • direct link to the Reporting Portal
THE REPORTING PORTAL

- Respondents are obliged to fill in electronic questionnaires using the Reporting Portal.
- Access to the user’s account on the Portal is secured by authentication data.
- A test version of the Reporting Portal to explain how to:
  - Establish an account
  - Report and so on
STATISTICAL OBLIGATION

• at the beginning of every year: an information about all the surveys in which a respondent is obliged to participate during the current year

• a few days before a survey:
  • an e-mail sent automatically, in advance, by the Reporting Portal
  • on paper (in case of companies which take part in statistical surveys for the first time and respondents that don’t use the Reporting Portal)
A LETTER INFORMING ABOUT STATISTICAL OBLIGATION

- the symbol and the title of the statistical questionnaire
- the legal basis of the statistical survey
- the name of the statistical office responsible for the survey
- the deadline for submitting the data
- links to publications from the area of statistics connected with the survey
- the authentication data to establish an account on the RP - for respondents which have never participated in any survey so far
DURING A SURVEY
IN CASE OF THE DIFFICULTY WITH THE FILLING OF A QUESTIONNAIRE

- respondents may consult staves of statistical offices by the RP, an e-mail or a phone call – according specialization
- on the CSO website – a list of employees responsible for help in the process of filling-in particular questionnaires
- specialization of employees - connected with particular areas of statistics
IN CASE OF TECHNICAL PROBLEMS

• respondents may consult staves of statistical offices by e-mails or phone calls (a statistical helpline)

• on the CSO website:
  • a list of employees responsible for help – according localization
  • guidelines and instructions concerning selected issues connected with the RP
  • as announcements and messages about recent changes connected with the RP
OTHER METHODS OF COMMUNICATION

• sent from the Reporting Portal:
  • an information about forthcoming deadline for submitting the data
  • reminders
• phone calls – a statistical helpline
• paper admonition letters
COMMUNICATION TO CORRECT ERRORS

• process begins on the user’s screen:
  • bubbles containing guidelines connected with particular part of the questionnaire
  • controls containing simple logical or calculation errors

• during the data-processing:
  • contacts in the form of phones calls or e-mails between the staff of the appropriate statistical office and respondents
OTHER AREAS OF COMMUNICATION
THE REPORTING PORTAL AS A CHANNEL OF TWO-WAY COMMUNICATION

• more general correspondence and phone calls:
  • reasons for statistical obligations
  • aims of conducting statistical surveys
  • confidentiality of data etc.
CONCLUDING REMARKS
COMMUNICATION TODAY

• contacts with respondents are now much more intensive

• one-way communication is being gradually replaced by two-way communication

• opportunity for respondents to participate fully in surveys and to become real partners for the official statistics
WHAT NEXT?

• using experience in the coming edition of the National Census

• constant improving and developing the communication and the cooperation with respondents
THANK YOU