

Development goals and the business community – a pilot project – the statistical method

About this survey

In the spring of 2019, Statistics Denmark conducted a pilot survey among large enterprises to find out if and how they respond to the development goals from 2015. It is a *qualitative* survey and not a quantitative measurement of effect.

The survey includes questions about the strategic/political approach to the development goals, to specific actions, to reasons and to their contribution to 21 selected milestones under the development goals. We prepared a questionnaire for the data collection.

This is a first attempt to statistically document the “phenomenon”, and for this reason we decided only to look at large enterprises. It was voluntary for the enterprises to respond to the questionnaire.

Survey population

In this survey, enterprises are defined as legal entities (with their own business registration number). We decided to look at enterprises with a minimum of 250 employees. According to the Statistical Business Register, there were 590 active enterprises in this category at the time of selection. Some legal entities are part of a group and do not necessarily have strategies of their own.

In terms of industries, all non-public enterprises were covered, including a few organisations. Accordingly, the survey includes very different enterprises. Some industries are represented by just a few large enterprises.

Data collection and validation

The data collection was completed using the regular reporting solutions of Statistics Denmark, in this case a spreadsheet for uploading.

Since this is a qualitative survey that partly reflects the enterprise’s own assessment, the possibilities of actual troubleshooting of the responses have been limited. However, a few obviously illogical answers have been edited before aggregation to statistics.

Compilation and uncertainty

We received 178 responses resulting in a response rate of 30 per cent. On the whole, the response rate was homogeneous regardless of industry, although the grouping *Other business services* was at a somewhat higher rate than the average.

We have decided to make a simple aggregation of the received responses, since there is no information that allows us to reliably ascertain whether the 178 responses are representative of the total population of large enterprises.

For this reason, the results must be interpreted cautiously with respect to the selected population and they are reliably *not* representative of small enterprises. One of the reasons is that large enterprises were already subject to social responsibility requirements and had a launch pad for supplementing with the development goals as “requirements”, if desired.

Publication

The results have been generally calculated for all 178 responses and have furthermore been divided into subgroups of industries using the general standard groupings (DBO7) as the underlying basis. A number of industries with just a few enterprises/responses have been grouped under the designation "Other industries"

Moreover, the enterprises have been divided according to activities in relation to foreign countries, partly in importing/exporting enterprises, partly according to whether the enterprises have subsidiaries abroad.

All results are indicated as the percentage who answered Yes/positively in terms of the 178 responses. In cases where the answers are graded, "To a wide extent" and "To some extent" are included as Yes answers in compilations. It has been possible to answer Yes/positively to questions even though the overall answer was No to commitment to development goals. This is because many activities were "development goal relevant" before they became part of this context.

Contact

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