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Heerlen, 26 May 2014

Wiley Series in Survey Methodology

DESIGNING AND CONDUCTING BUSINESS SURVEYS

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WILEY

The Business Survey Process

Ger Snijkers & Frank Halmans



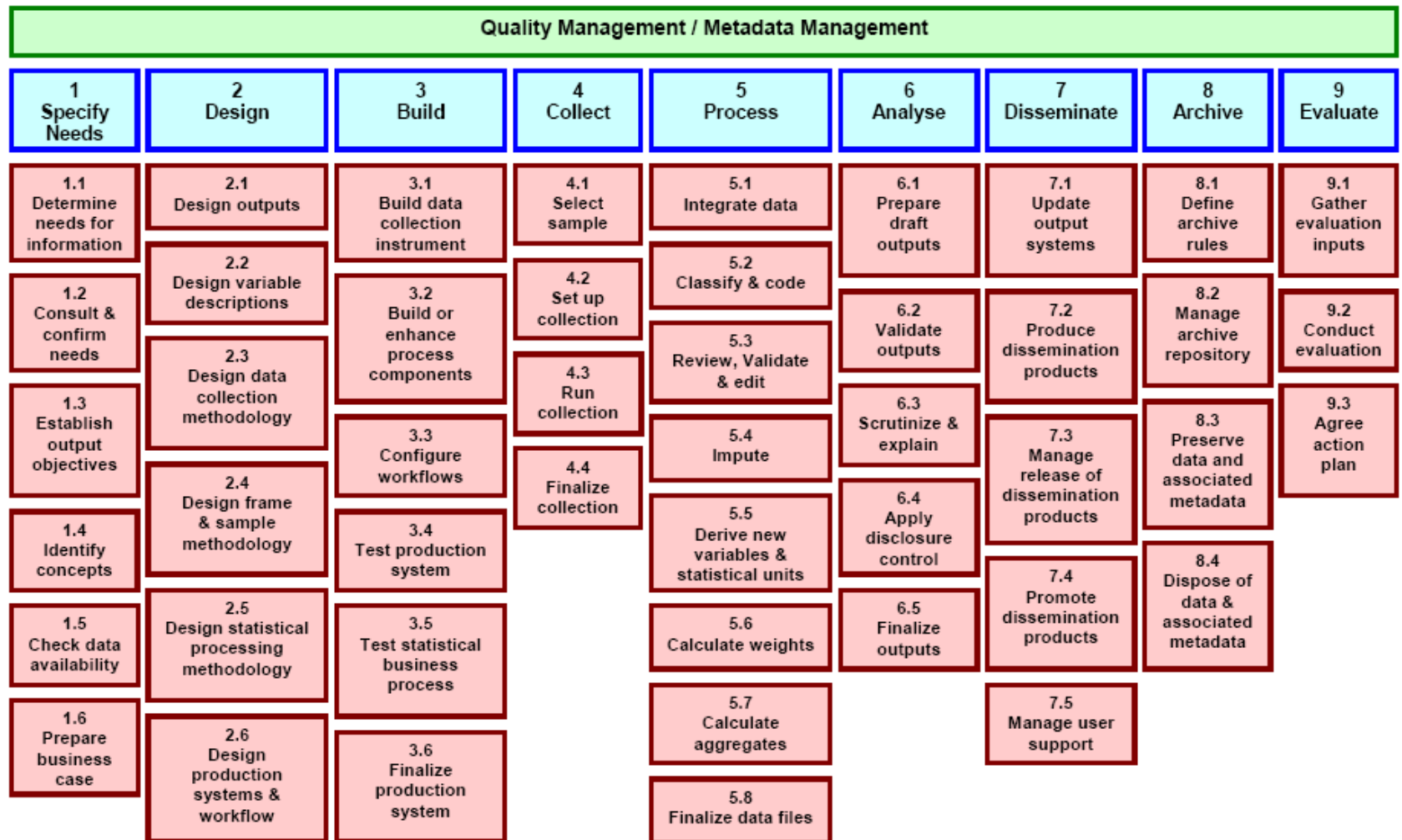
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Overview

- The production process - steps
- The organisation of the process: Data Collection Division

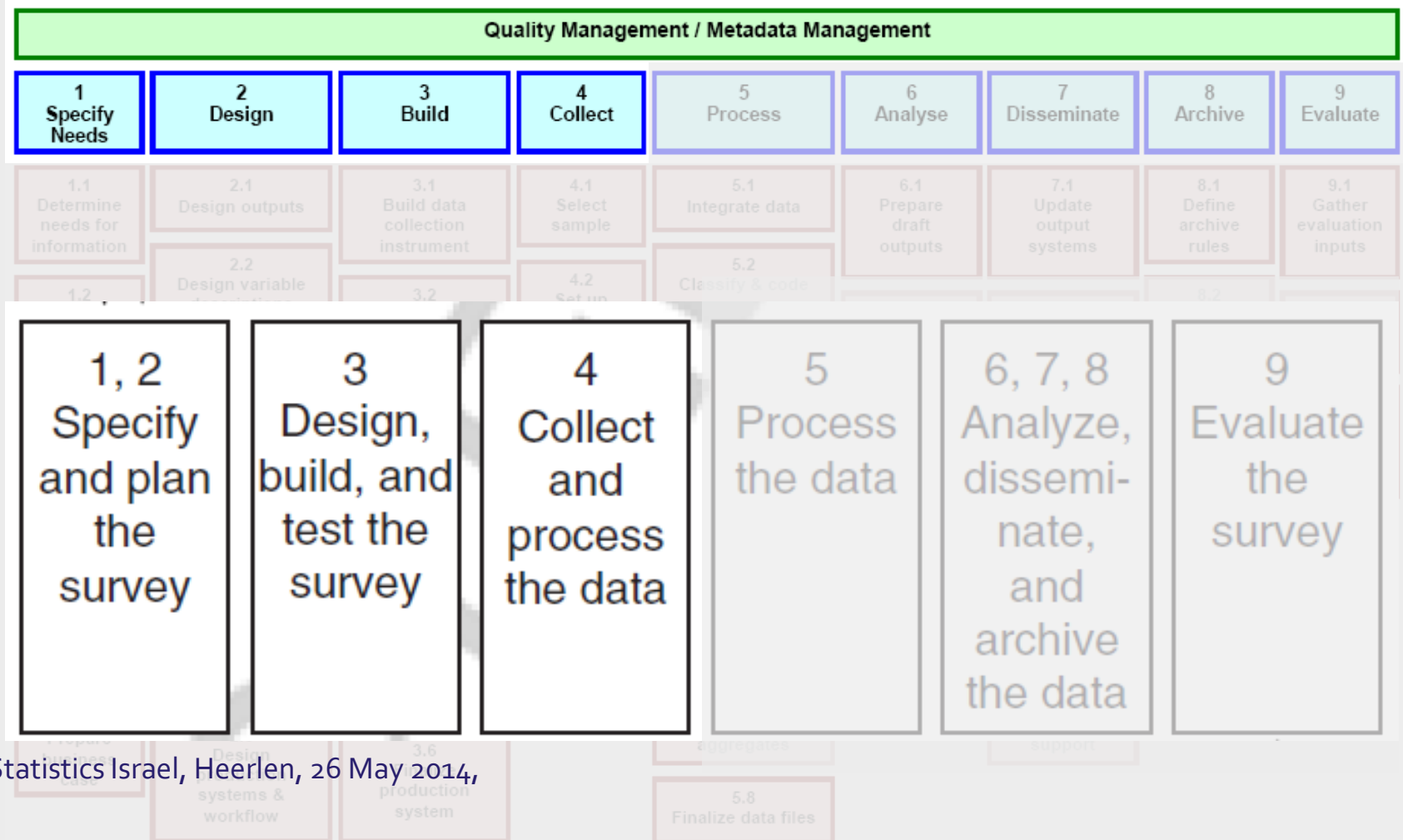
The production process

- Generic Statistical Business Process Model (GSBPM)



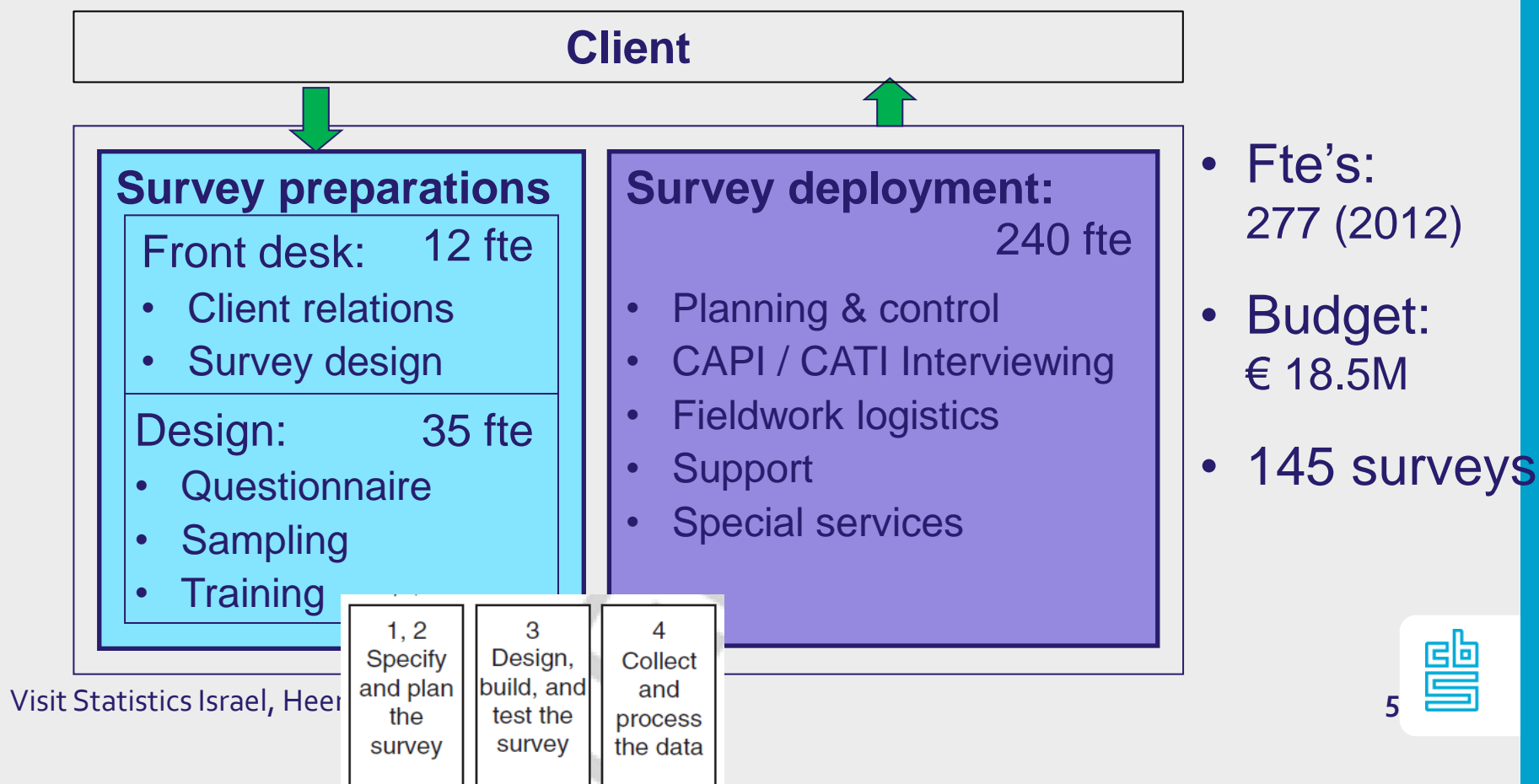
The production process

- Focus on high level stages for data collection



Data Collection Division: organisation

- Process-and-knowlegde based
- Integration of household and business surveys

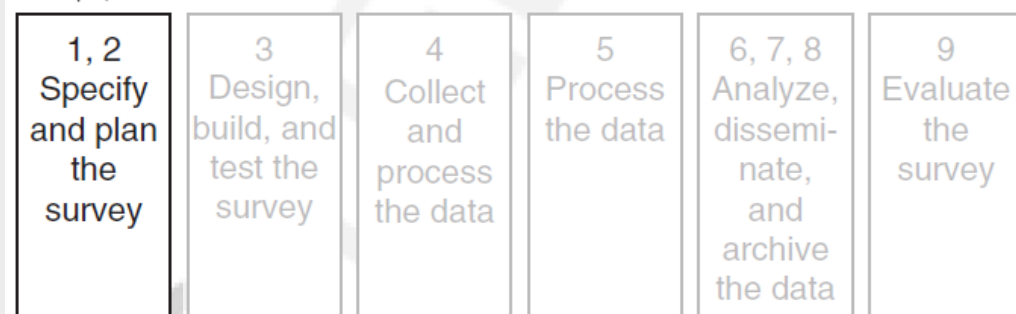


Business Data Collection at the moment

A few numbers:

- ≈ 450 different questionnaires
- ≈ 400 mixed-mode: electronic & paper
- $> 500,000$ business units every year
- $> 750,000$ questionnaires on average each year
- $\approx 700,000$ electronic questionnaires available

Step 1: Specifying the survey

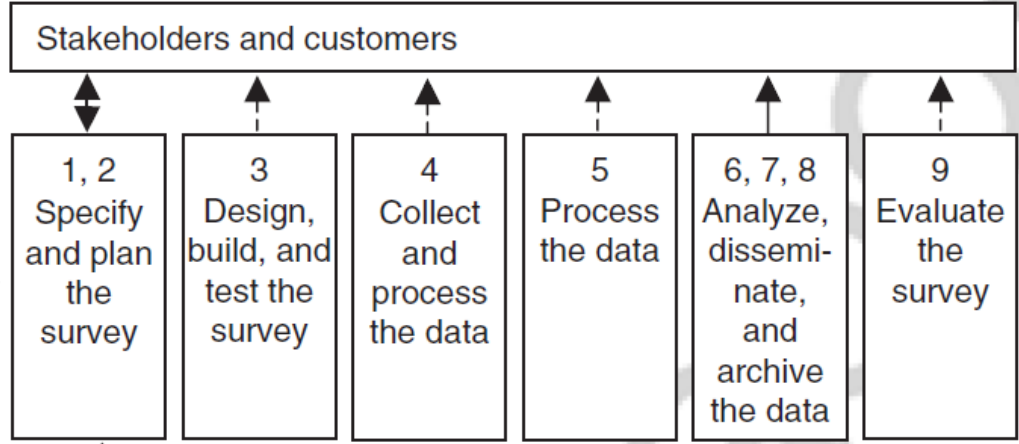


- Consult with stakeholder, determine:
 - Survey objectives and information needs
 - The deliverables and quality
 - The budget, timeframe, and response burden
 - Survey specifications
- Consult with survey organisation:
 - Establish business case: pre-plan
 - Determine constraints

Step 1: Specifying the survey

- Survey deliverables, including the quality of the results, survey specifications, and delivery date
- People, resources, money, time → apply project management principles
- Quality considerations: effects of methodologies on data quality → have total survey error sources in mind
- The business context: response process, response burden → study the process that is outside of control and reduce risks upfront: tailor survey design
- Survey production environment → Check and consider upfront
- Identify trade-offs: quality, costs, and response burden





DC Unit: Front desk

Establishing
survey business case

- Designing a solution
 - Applying the data collection strategy:
 1. Re-use of available data
 2. Use of new registers and other secondary sources
 3. Primary data collection

Survey preparations

Front desk:

- Client relations
- Survey design

Design:

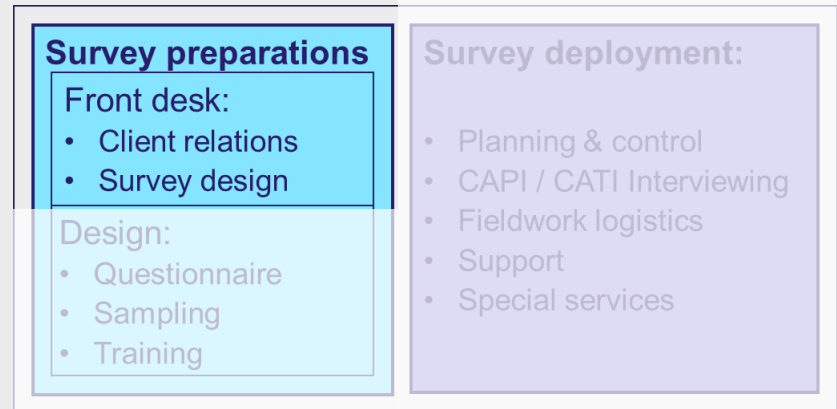
- Questionnaire
- Sampling
- Training

Survey deployment:

- Planning & control
- CAPI / CATI Interviewing
- Fieldwork logistics
- Support
- Special services

DC Unit: Front desk

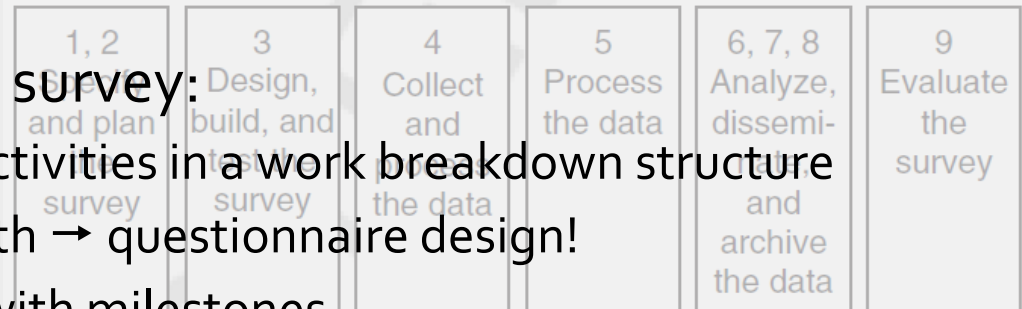
Establishing survey business case



- Creating a solution with primary data collection
 - Sample design
 - Designing an approach strategy
- Check:
 - Resources
 - Feasibility by survey organisation

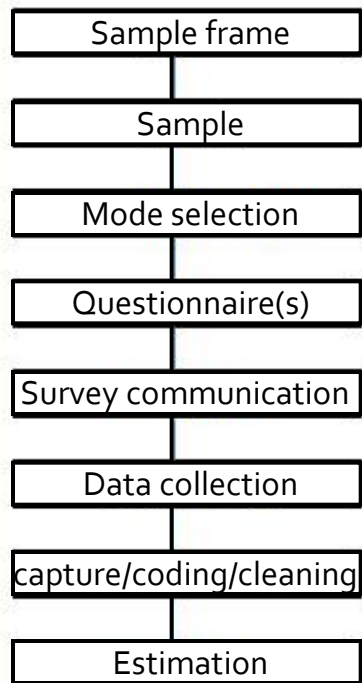
Step 2: Planning the survey in detail

- Plan all stages of the survey:
 1. List and number all activities in a work breakdown structure
 2. Determine critical path → questionnaire design!
 3. Prepare a timetable with milestones
 4. Plan the survey on a real-life calendar
 5. Communicate the plan to those involved and revise
- Write project plan - result of the planning process:
 1. Statement of the survey
 2. The survey in detail
 3. Required resources
 4. The timetable → who is doing what and when - core of the plan
 5. Project management
 6. Risk management



Step 3: Design, build and test

Survey components



1, 2
Specify
and plan
the
survey

3
Design,
build, and
test the
survey

4
Collect
and
process
the data

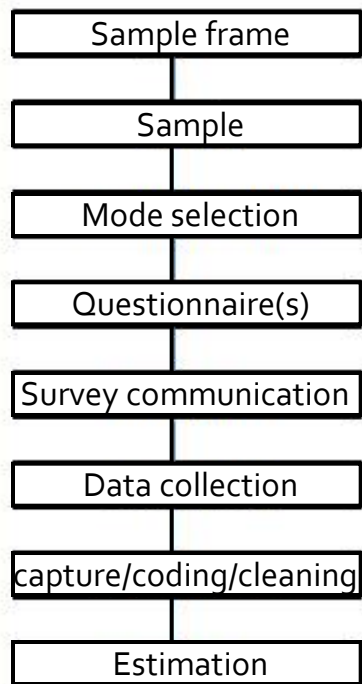
5
Process
the data

6, 7, 8
Analyze,
dissemi-
nate,
and
archive
the data

9
Evaluate
the
survey

Step 3: Design, build and test

Survey components



Step 3: Survey preparations

Designing, building and testing:

- Sample
- Questionnaire
- Survey communication
- Testing:
 - Technical tests
 - Pre-tests (Methodology)
- Implementation



DC Unit: Survey preparations - Design

Designing, building, testing:

- Sample
 - Specify needs, Design, trail sample, adjustments, final sampling
- Questionnaire
 - Specify needs,
 - Designing the flow chart (questions and routing),
 - Approval concept of questionnaire design
 - System based on questionnaire
- Design end-to-end process and systems
- Survey communication
 - Communication strategy, Letters, mails, folder
- Testing
 - technical test (questionnaire) , supply chain test
- Go/no-Go implementation

Survey preparations

Front desk:

- Client relations
- Survey design

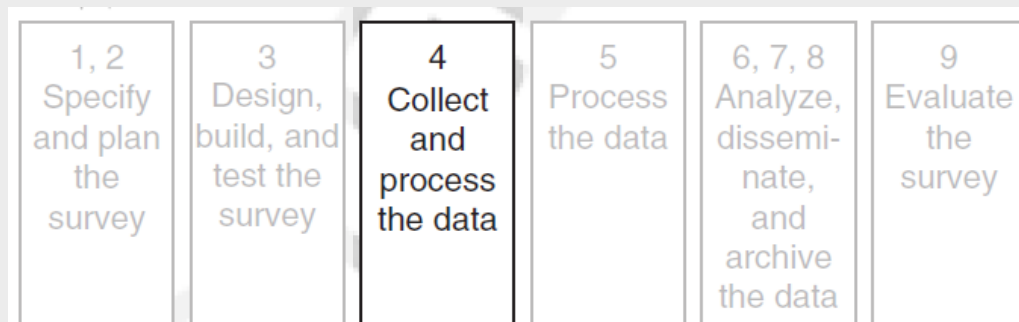
Design:

- Questionnaire
- Sampling
- Training

Survey deployment:

- Planning & control
- CATI Interviewing
- Fieldwork logistics
- Support
- Special services

Step 4: Collect



- Collect data in order to establish return rate
- Activities in Data Collection Division:
 - Sending mail, letters (login)
 - Monitoring response rate internet data collection
 - Sending reminders
 - Check on response rate in order to meet customers expectations
 - E-services
 - Interviewing (reminders by phone)
 - Helpdesk

DC Units: Survey Deployment

Business units involved:

- Planning and control
- E-services
- Interviewing:
 - mainly for household surveys
 - In business surveys: reminding
- Support / Mail room
- Printing Office

Survey preparations

Front desk:

- Client relations
- Survey design

Design:

- Questionnaire
- Sampling
- Training

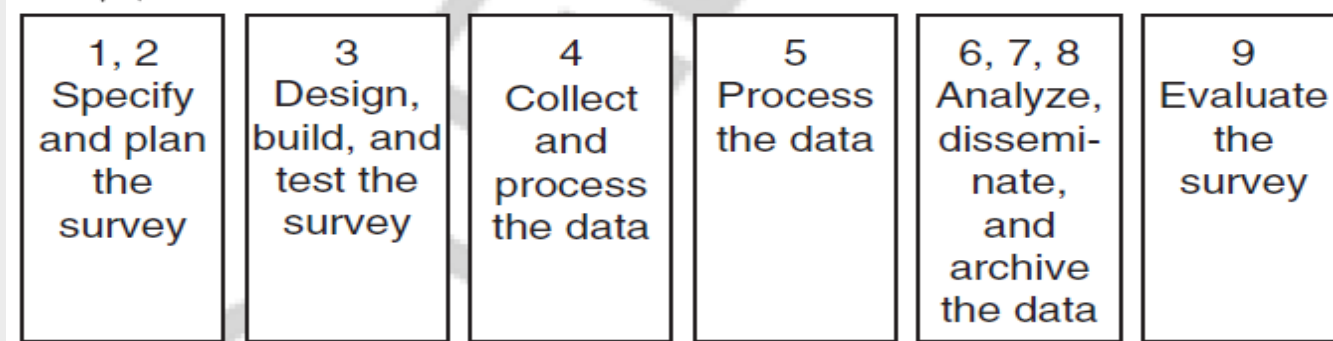
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Read more about it:



Ch4: Planning the Survey + Evaluation

Ch5: Sampling and Estimation

Ch7: Pre-testing and Evaluation Methods

Ch8: Questionnaire design

Ch9: Communication design

Ch10: Managing Data Collection + Evaluation

Ch11: Capturing, Coding and Cleaning Data

Ch12: From Data to Statistics

Basic chapters in the book:

- Ch1: Introduction to Business Surveys and the Production Process
- Ch2+6: The Business Context + Response Burden
- Ch3: Quality issues in Surveys

Visit [Statisticshelp.com](http://statisticshelp.com) • Ch4: Planning the Survey

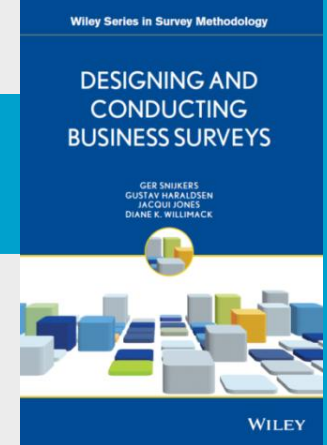
Design, Build and Test

Approaches



Approach in the book

- **Process-quality approach:**
Identifying the steps in the production process, and bringing in quality considerations at all steps in this process
- **Tailoring to the business context (response process):**
Bringing in the part of the process that takes place outside of the survey organisation, and is hard to control
- **Project management approach:**
Planning a survey as a project, identifying production and business context constraints, and making well-guided trade-off decisions, based on the approaches above
- **Practical approach:**
'How-to' book - combining theory and practices, and working toward guidelines



Thank you

