

Motivation in business surveys

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STATISTICS
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Strategies for burden reduction

- Reduce actual burden
 - perceived burden may not be affected
- Simplify questionnaires and data collection processes
 - increasing demand for data
- Encourage cooperation from enterprises
 - work to change negative perceptions

Positive and negative incentives

Negative incentives – “force”

- Statutory inquiries - legislation
- Fines for non-response
 - trivial for large businesses
 - serious cost for small businesses
- Prosecution of serial offenders
 - time-consuming and costly
 - no guarantee of victory



Positive incentives

- Less tangible than negative incentives
- We can't give financial rewards
- Simplification of questionnaires
 - Reduce volume (replacement data, imputation)
 - Simplify questions
 - Improve design
 - “Survey holidays”
- Make relevant reports available – links to newest results – branch-related



Changing perceptions

Communication is the key

- Liaison groups with stakeholders
 - present new developments, contextualize actions, get feedback from data providers
- Public seminars on selected topics
- Publishing articles – thematic
- Marketing data usage and literacy
- Use of social media