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The power of data – how to serve society

Engaging with users and data providers: NSIs' and ONA's feedback to society

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Bringing the data providers closer to official statistics

Statistics Portugal is focused on simplifying business data collection procedures, as well as communicating and giving feedback to its respondents to motivate data collection cooperation for statistical purposes and to reduce the statistical burden. To achieve this purpose, several initiatives have been put in place in which we would highlight the following: the creation of WebInq in 2005, the opinion questionnaires that are carried out regularly and the delivery of feedback to information providers.

WebInq is the online service that Statistics Portugal makes available for electronic response to its surveys, whose goal is to simplify the response processes and to increase the quality of the data collected. On WebInq it is possible to fill out the electronic questionnaires, modify the answers given, consult feedback data and check information about all the surveys, such as schedules, applicable legislation, and available response modes. At this moment, all the business surveys are available on WebInq and the online response rate is 98,9%.

As of 2017, Statistics Portugal has been carrying out, on a regular basis, an opinion questionnaire that aims to get an overview image of information providers of statistical burden. This questionnaire collects data on the number of people involved in that answer, the time spent, and the respondent perception on the degree of difficulty and usefulness of the information collected. In 2024, two new questions were added about the regular consult of the feedback provided and its usefulness. The aim is to get a perspective about the percentage of respondents that consult this feedback information, how useful they consider it and how can Statistics Portugal promote further this initiative.

In 2018 and 2021, to introduce improvements to e-forms and the WebInq page, Statistics Portugal made available a specific opinion questionnaire to collect the opinion of business members concerning WebInq features, online surveys, and the respondent support service (telephone and email). This questionnaire's goal is to analyse the efficacy of the continuous improvements implemented.

These opinion questionnaires are voluntary and help to provide a better perception of the respondent's opinion about statistical surveys, along with the collection of relevant suggestions for procedure improvement. Statistics Portugal addresses every received comment, which results in immediate feedback to respondents, pedagogical information about the purpose of the survey and its methodology, as well as Statistics Portugal's mission.

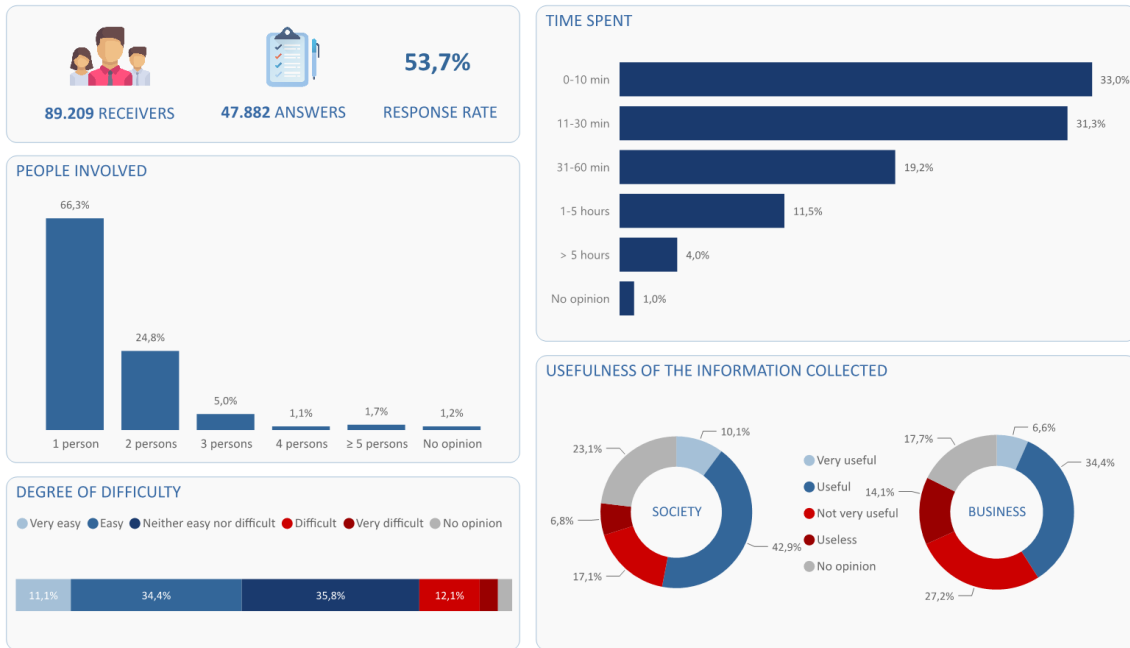


Image 1: Opinion questionnaire – statistical burden – results 2023

To thank the effort of businesses for their collaboration, Statistics Portugal makes available a “Feedback to Data Providers” area on the private WebInq page, whose goal is to provide feedback to the respondents as an action to raise awareness about the importance of statistics. This feedback is carried out through reports, of a macroeconomic or personalized information, including indicators on the relative position of the business in the sector of activity in which they operate, as well as the results of the surveys in which they participate, providing that the statistical secret is not compromised. Last year, were made available 29 documents with feedback information and were registered 58 949 downloads of respondents.

Last year, was made a comparison of the statistical burden opinion questionnaire results about the usefulness of the data collected before and after the delivery of feedback to information providers for the surveys available and the results after this delivery are mostly encouraging.



Image 2: Usefulness comparison – before and after feedback to information providers

Statistics Portugal also has a specific e-mail and a telephone line for business respondents to answer any question, to help using WebInq and filling the surveys and to motivate and encourage the response. In 2023, the WebInq support team answered 97,9% of all the calls received.

Reports with WebInq indicators (number of hits, surveys available, number of answers and online response rates) as well as Feedback to Data Providers indicators (number of documents made available and number of downloads) are published every month and every year using Power BI tools. Furthermore, the opinion questionnaires results are also published through Power BI dashboards every year, available at "Feedback to Data Providers".

In the last Peer Review report, published in 2023, engagement with data providers was recognized as a strength of Statistics Portugal, and the customized feedback reports were considered an innovative practice.

Statistics Portugal is committed to keep improving the data collection procedures and consolidating a relationship which is increasingly seen as a partnership and not just as a legal obligation.