



The European Network for Better Establishment Statistics (ENBES) and the Swedish Survey Methodology Association (Surveyföreningen) are inviting you to a seminar on

Developments and Challenges in Business Surveys Methodology

Time Tuesday, January 21, 09.30 – 17.00
Venue Citykonferensen Ingenjörshuset, Malmskillnadsgatan 46, Stockholm, Sweden

Surveys of establishments - that is, of businesses, farms, schools, administrative units and other institutional units - are the basis for reaching good, fact-based policy and business decisions. For instance, Consumer Price Index, Balance of Payments, Short Term Statistics for Industry, and Structural Business Statistics are all examples of prominent establishment surveys that are used as input to national accounts of a country or in their own right to provide quantitative evidence for business and political decision-making.

However, courses in survey methodology - to the extent they are taught in the academia - almost exclusively cover the theory, results and examples that draw from social surveys, that is, surveys of individuals and households. But, establishment surveys differ in a number of challenging ways from social surveys: units of observation (e.g. businesses in a country) vary much in their size; the businesses' properties frequently change (area of activity, ownership, structure); there may be a complex relation of the components (units) that the businesses consist of; response process when collecting data from a business with a survey is much different from that in social surveys; administrative records and systems are actively used for providing data; to name just a few of the differences.

The seminar aims to cover both the width and the depth of establishment statistics. It will include lecture passes on data collection and sampling and estimation issues, covering the basic grounds but also expanding into current developments in the fields such as use of advanced techniques in data collection research, integration of administrative and survey data, register-based statistics, and so on.

The speakers include Gustav Haraldsen, Statistics Norway (co-author of "Designing and Conducting Business Surveys", Wiley 2013), Britt and Anders Wallgren (authors of Register-based Statistics, Wiley 2007), Li-Chun Zhang (University of Southampton and Statistics Norway), Petri Godenhjelm (Statistics Finland), Tomas Lööv (NNR), Andreas Persson and Anders Lennmalm (Statistics Sweden).

The seminar is given in English only. The number of participants is limited to 55, we apply the first-come, first-served principle.

Registration By January 10, 2014, by sending an email to kassorsurvey@gmail.com with: full name, position, affiliation, postal address, any dietary restrictions, a note on which fee you apply for and will you be staying for the mingle; if there is still place, you will obtain information on how to transfer the registration fee. We will not be able to refund it but will allow substitution of participant.

Fee 1400 SEK (appr. 155€) for members of Surveyföreningen and registered recipients on the ENBES Newsletter
850 SEK (appr. 95€) for students (registration proof required)
1700 SEK (appr. 190€) for others

Program

- 09.30-10.00 *Registration with coffee/tea and sandwiches (included in the registration fee)*
- 10.00-10.10 **Welcome and practical information**
- 10.10-11.05 **Characteristics of business surveys and business web questionnaires**
Gustav Haraldsen, Statistics Norway
- 11.05-11.35 **Insights into the response process – screen recording as a fruitful evaluation method**
Petri Godenhjelm, Statistics Finland
- 11.40-12.05 **Motivation and burden in business surveys**
Andreas Persson, Statistics Sweden
- 12.05-12.30 **A perspective on response burden from businesses**
Tomas Lööv, Board of Swedish Industry and Commerce for Better Regulation
- 12.30-13.30 *Lunch (included in the registration fee)*
- 13.30-14.00 **Sampling and estimation in business surveys - introduction and overview of basic business survey issues**
Li-Chun Zhang, University of Southampton
- 14.00-14.30 **Register-based statistics production**
Britt and Anders Wallgren, consultants, Sweden
- 14.30-15.00 **Integration of survey and administrative data for statistics production - a new framework**
Li-Chun Zhang, University of Southampton
- 15.00-15.20 *Coffee break (included in the registration fee)*
- 15.20-15.50 **Methodological challenges in building national accounts**
Andreas Lennmalm, Statistics Sweden
- 15.50-16.15 **Available business statistics - examples of use, re-use, and potential for value-added**
TBC, Statistics Sweden
- 16.20-16.50 **Panel discussion with Q/A**
Moderator: Boris Lorenc, Statistics Sweden and ENBES
- 17.00-18.00 *Mingle (separate registration and a minor extra fee of approx. 10€, collected on the spot)*

Venue location: Citykonferensen Ingenjörshuset, Malmskillnadsgatan 46 (750 m from the Stockholm Central Station/airport train and busses)

