

All Norwegian business surveys were made available on Internet in 2004. At that time, however, the web questionnaires were to a large degree copies of the paper design. When these questionnaires now are moved to a new portal our ambition is to go from computerized distribution of paper-like questionnaires to computerized questionnaire communication tailored for business surveys.

The case study is from the Structural Business Statistics (SBS) survey. Previously statistical divisions have launched separate SBS surveys aimed at those industries which they cover. This added up to almost 30 questionnaires. Now these questionnaires have been integrated into one web questionnaire that has a common structure combined with tailored follow-up questions for different kinds of businesses.

We have tried to apply a proactive approach which helps the respondent to give correct answers, minimize needs for help and avoid error checks which call for corrections. One key feature is preloads which anchor questions to information previously reported to The Tax Authorities. In the SBS survey the first part ask about revenues, costs and investments first at the enterprise level and then for each establishment within the enterprise. Specifications on the establishment level are traditionally presented as matrices on wide paper formats in business surveys. In our computerized version we used a combination of funneling and hybrid matrix. Funneling was used to restrict specifications on the establishment level to those revenues, cost or investments that existed in the enterprise. A hybrid matrix is when we first run one sequence of full questions for the first unit in a matrix and then ask for similar information for the following units.

We will both present the questionnaire design and some quality and response burden assessments from user tests.