



Respondent Load Strategy

for Statistics New Zealand

Strategies and initiatives for reducing respondent load

Reproduction of material

Material in this report may be reproduced and published, provided that it does not purport to be published under government authority and that acknowledgement is made of this source.

Liability statement

While all care and diligence has been used in processing, analysing and extracting data and information in this report, Statistics New Zealand gives no warranty it is error free and will not be liable for any loss or damage suffered as a result of the use, directly or indirectly, of information in this report. Statistics New Zealand reserves the right to revise any content.

Citation

Statistics New Zealand. (2008). *Respondent load strategy for Statistics New Zealand: Strategies and initiatives for reducing respondent load*. Wellington: Statistics New Zealand.

Published in February 2008 by
Statistics New Zealand
Tatauranga Aotearoa
Wellington, New Zealand

ISBN 978-0-478-31529-5 (online)

Preface

A significant challenge for the future of official statistics is balancing the needs of users against those of respondents.

Finding this balance is increasingly difficult, as the demands of evidence-based policy development mean business and individual respondents receive more requests for information. This increased need for information, along with busier lifestyles and more competitive business practices, means the value exchange associated with giving up time or money to provide information is no longer accepted as a matter of course.

The OECD defines respondent load as: “The effort, in terms of time and cost, required for respondents to provide satisfactory answers to [a] survey”.

We have always been aware of the need to manage the impact of our survey activity on different sectors of the economy and society. Over the last 10 years, we have undertaken a number of initiatives to reduce the load for survey respondents.

This Respondent Load Strategy is the next step forward. It will provide a framework for initiatives that manage and minimise the respondent load associated with Statistics New Zealand surveys over the next three to five years. For businesses, individuals and communities, the strategy will clarify the expectations placed on them and the value exchange associated with providing data.

While the reduction of respondent load is an explicit aim of some of the initiatives within the strategy, future information needs may result in a net increase of survey activity.

While the focus of this strategy is on Statistics NZ, it is guided by the framework provided by *Principles and Protocols for Producers of Tier 1 Statistics*, agreed to by members of the Official Statistics System. The strategy is intended to provide a best practice model that can eventually be adopted by other official statistics producers.

The aim of the strategy is to:

- reduce respondent load
- balance the needs of users against those of respondents
- meet the respondents’ reasonable expectations of Statistics NZ
- responsibly manage the Official Statistics System to ensure the ongoing trust and participation of the New Zealand public.



Geoff Bascand
Government Statistician

Contents

Executive summary.....	1
Context and rationale.....	3
Wider issues of government compliance load for business	3
Rationale for the Respondent Load Strategy	3
Respondent Load Strategy	6
Demonstrate the value of Official Statistics to respondents.....	6
Minimise respondent load	9
Make it easier to respond to surveys	12
Identify and manage areas of unreasonable load.....	15
Appendices	
1 Statistical context of respondent load	20
2 Load parameters	28
3 Alignment with elements from the Official Statistics System Respondent Management Protocol.....	32
Tables	
1 Load Parameters for single enterprise businesses.....	20
2 Demographics of businesses eligible to be surveyed, by size of business 2006.....	23
3 Number of businesses eligible to be surveyed and percentage surveyed, 2002–2006	23
4 Current surveys.....	26
5 Additional surveys planned for 2007–2012.....	27
6 Classification of size of business	28
7 Businesses eligible to be surveyed that were not part of a group, by business size and number of surveys selected for, end of 2006.....	28
8 Businesses eligible to be surveyed that were not part of a group, by business size and time taken to complete surveys, end of 2006	29
9 Businesses eligible to be surveyed that were part of a group, by business size and number of surveys selected for, end of 2006.....	30
10 Businesses eligible to be surveyed that were part of a group, by business size and time taken to complete surveys, end of 2006	31
Figures	
1 Aggregate time taken, actual 2002–06, projected to 2012.....	20
2 Number of businesses surveyed, actual 2002–06, projected to 2012	22
3 Total time taken for business surveys, actual 2002–06, projected to 2012	32
4 Total time taken for social surveys, actual 2002–2006, projected to 2012	20

Executive summary

We have introduced a number of initiatives in the last five years that have reduced respondent load, but a strategic framework for the issue has not yet been formalised. The purpose of Statistics New Zealand's Respondent Load Strategy is to reduce the load on respondents while maintaining output quality.

Where future information needs outweigh the additional load of introducing new surveys, we will make every reasonable effort to minimise the increase in respondent load.

By adopting this strategy, we also intend to demonstrate best practice for the management of respondent load across the Official Statistics System. Official statistics producers have agreed to the framework provided by *Principles and Protocols for Producers of Tier 1 Statistics* and respondent management is the third protocol in the framework. Aligning with this protocol will make it easier for partner agencies in the Official Statistics System to adopt successful elements of the strategy as we implement it.

The strategy has been structured around the goals outlined in the *Statement of Intent 2007*. A summary of the initiatives associated with these goals is as follows.

Demonstrate to respondents the value of the information collected

We must ensure that there is a reasonable value exchange when respondents supply data. We can achieve this through communicating how government uses the data and by promoting ways that respondents can use the data.

Understanding respondents and their attitudes towards surveys is critical to knowing how perceived load contributes to non-response. It is also important to know if non-respondents share common characteristics, as this may affect data quality as well as the development of new strategies to improve or maintain coverage.

Minimise the load on respondents

When direct surveying is the only option, many methodological decisions can still help minimise the load imposed. These options include improved sample rotation techniques for business surveys and better data modelling.

We have made great use of administrative data over the last 10 years, which has significantly reduced the amount of direct surveying, particularly for small businesses. The Respondent Load Strategy reinforces this commitment by requiring a thorough investigation of possible administrative sources as a first step for all new survey developments. The strategy also promotes wider reuse of data collected across the Official Statistics System.

An advocacy position will be created to ensure that we address respondent issues and senior managers receive objective advice.

Assessing respondent load is a well-established principle that we already apply when developing new collections. The main initiative in this area is to strengthen how we make this assessment and shift it to the front of the approval process. Survey approval documentation must also be explicit about the load imposed balanced against the value of the collection.

The over-sampling of Māori is a major issue for social surveying and we must investigate alternatives to alleviate this.

Make it easier to respond to surveys

Targeting surveys at the most appropriate source is a good survey design principle that is already well established at Statistics NZ. While this principle is closely linked with the use of administrative sources and the reuse of other survey data, it also relates to targeting surveys at the most appropriate respondent.

Better maintenance of contact details improves the management of respondents in existing surveys, and is another way of ensuring that we direct surveys to the people in the household or organisation who can provide the information.

The way in which a survey is administered can have a large bearing on the perceived load associated with its content. By developing response mode options, such as supplementing paper surveys with Internet forms (as used for the 2006 Census of Population and Dwellings) or telephone interviews, respondents can choose the method they find most comfortable.

We will continue to look at the possibility of integration with standard business reporting tools (for example, eXtensible Business Reporting Language (XBRL)) as an alternative to manually completing forms.

Providing basic information relating to present and future survey obligations is also important for helping respondents plan their survey completion activity.

We must also ensure that frontline collection areas are responsive to Māori issues and have Māori language capability where required.

Identify and manage areas of unreasonable load

Measuring respondent load is fundamental to ensuring we develop policies that balance the need for official statistics against respondent load. Measuring load enables agencies to understand and report on existing levels of load, and provides a benchmark against which to measure changes in trends and/or the effect of new policies or initiatives. The consistent measurement of respondent load will enable comparisons of respondent load across the Official Statistics System.

The initiatives that will contribute to this include creating a standard time-taken question for surveys, and developing a consistent way of editing the data collected. It will also be important to improve our record-keeping so that we maintain survey participation information centrally. Because respondent load is a multi-dimensional issue, we will need to develop other indicators relating to concepts like complexity and sensitivity.

Developing parameters to help identify more heavily burdened respondents will also support this.

Context and rationale

Businesses and individuals are burdened by a variety of agencies seeking information. Only some of the information requested is for surveys for official statistics. Within the official statistics system, there are several agencies conducting surveys across government, with Statistics NZ as the major producer of official statistics.

Wider issues of government compliance load for business

Respondent load from official statistics is only a part of the load imposed by government. The Business New Zealand, KPMG Compliance Cost Survey gives an overview of how respondent load from official statistics compares to other types of compliance costs. This survey of over 1,000 businesses found that Inland Revenue and the Accident Compensation Corporation tend to have the largest compliance load issues for businesses.

Our requirements are a small part of the overall total and concern about government compliance load. Less than 2 percent of businesses had our surveys as their first compliance load priority. However, the KPMG survey identified a consistent theme – businesses do not see the value in the information they are providing. This survey also does not reflect the fact that the load imposed by our surveys is not uniform – most businesses receive no surveys, but those that do may feel the burden more acutely.

See appendix 1 for more detail on the wider context of respondent load.

Rationale for the Respondent Load Strategy

Official statistics are a public good, but it is important to balance the demand for statistics with the load placed on businesses, households and individuals providing data.

The wider OECD definition, see <http://stats.oecd.org/glossary/detail.asp?ID=4457>, describes respondent load as:

The effort, in terms of time and cost, required for respondents to provide satisfactory answers to the survey. In context this means that [load] can lead to [respondents] experiencing annoyance, anger, frustration, etc., at being requested to participate, with escalation of these feelings generated by the complexity, length and/or frequency of surveys.

This means that some dimensions of respondent load are easier to quantify than others are, and therefore we can't measure every initiative developed to reduce load easily. An example could be the introduction of electronic forms that may not reduce the time taken to enter data into a questionnaire, but may provide respondents with a more positive experience by providing links to other electronic information.

As we are the main producer of official statistics in New Zealand, and therefore the main collector of information for official statistics, the goals over the next three years focus on reducing the load caused by information requests from Statistics New Zealand.

If producers of official statistics seem to be making unreasonable demands for information from the public and businesses, the ongoing supply of data could be at risk. Risk may manifest in different ways, such as less timely data that delays publication, lower quality estimates, or the refusal to supply any data at all. Any of these outcomes could erode trust and confidence in official statistics, and this trust is a vital component of ongoing willingness and cooperation. Ultimately, any deterioration in the quality of data and the estimates they contribute to will have a flow on effect on policy decisions.

The aim of the strategy is to:

- reduce respondent load
- balance the needs of users against those of respondents
- meet respondents' reasonable expectations of Statistics NZ
- responsibly manage the Official Statistics System to ensure the ongoing trust and participation of the New Zealand public.

Our *Statement of Intent 2007* sets out the main goals associated with the objective of reducing respondent load and this strategy is structured around those goals.

Demonstrate the value of official statistics to respondents

To ensure that respondents obtain value for the investment of their time, they need to be aware that many statistics are publicly available and we can tailor information to meet their needs.

The focus of communicating value will be to show respondents how they can use official statistics to improve their business. This initiative will also reflect research that shows that most businesses want more information than relates to one particular survey. Rather, they want packages of information that help explain their market and their industry.

We aim to work with key segments of the business sector to give the best possible service to providers who are required to complete several surveys. The Provider Relations Unit works with some of New Zealand's most economically significant enterprises to support the achievement of our vision and statistical objectives. These include an increased willingness from respondents to comply, a greater awareness of our products and services and a keener appreciation of the value of official statistics.

Reduce the load on businesses

We recognise the important and unique role that small businesses play in the economy and that the cost of compliance with official information requests can be disproportionately greater for these businesses. We are committed to significantly reducing the survey load on small businesses.

The use of administrative data (information collected by other agencies) is one important means by which the number of direct information requests made by us to small businesses has been, and will continue to be, reduced.

Make it easier to respond

The respondent load strategy supports the development of a new data collection infrastructure. This infrastructure will enable the deployment of additional data collection modes, such as the Internet, which will give respondents more choices as to how they provide data. The new infrastructure will also ensure better management of respondent contact details across surveys. This means that duplication of data requests can be minimised and we can apply changes to address or other business information immediately to all applicable systems.

We will demonstrate how standardised reporting technologies such as XBRL (an electronic format for storing financial information that can automate the representation of data for multiple reporting requirements) can help reduce the effort businesses must make to produce information for surveys.

Identify and manage areas of unreasonable load

We must be transparent about the compliance obligations associated with our surveys. This means consistently measuring and reporting respondent load, and giving individual respondents accurate and reasonable expectations of the load that we will impose on them.

When we identify that our requests have exceeded reasonable load expectations, we will manage load issues on a case-by-case basis. This will range from communicating the reasons why a respondent (or respondent group) has a higher than expected compliance load, to actively working on ways to minimise the load imposed.

Improved respondent advocacy will be important to help support this goal and to provide the Government Statistician with objective advice relating to respondent load issues.

Respondent Load Strategy

The following four sections outline our strategies for meeting the goals of the *Statement of Intent 2007*. They represent what is reasonable for respondents to expect from the producers of official statistics. The strategies and initiatives will provide a best practice model that other partners in the Official Statistics System can adopt.

Demonstrate the value of Official Statistics to respondents

Action	Implementation date
Communicate with businesses on an ongoing basis	Ongoing
Promote the value of official statistics to business and the community	Ongoing
Report on load	October 2007
Understand the characteristics of non-respondents	December 2007
Understand respondent attitudes towards surveying	June 2008
Promote the value of official statistics to individual respondents	July 2008

Strategy

We must ensure that there is a reasonable value exchange when respondents supply data to us. We can achieve this by communicating how government uses the data and by promoting ways that respondents can use the data.

To ensure that respondents obtain value for the investment of their time, they need to be aware that statistics are available with information tailored to meet their needs. The strategy is to promote the value and use of official statistics by:

- providing information packages to respondents that demonstrate the value of official statistics
- undertaking initiatives with community groups and business advocates to raise awareness of the value of official statistics
- developing Internet-based products that give valuable statistical information to businesses and individuals, and promoting these products through initiatives with communities and respondents.

Respondents need to see that there is value in investing significant time, effort and goodwill to participate in government surveys. If respondents don't perceive that official statistics add value, this impacts on the quality of response. Our research indicates that people who have used statistics are more positively disposed towards responding accurately to surveys.

Understanding respondents and their attitudes towards surveys is critical to understanding how perceived load contributes to non-response. It is also important to know if non-respondents have common characteristics. If we know more about our respondents, we may be able to improve data quality by lowering non-response rates and develop new strategies to improve or maintain coverage.

Our strategy is a combination of assessing information already available in relation to response behaviour (for example, identifying common demographic information about

business non-respondents) and communicating with respondents to understand their views and concerns.

Implementing actions

Communicate with businesses on an ongoing basis

Work is underway to strengthen existing relationships with large business respondents (the top 50 businesses) and organisations such as Business Mentors New Zealand, Chambers of Commerce and key organisations such as Business New Zealand and the Retailers' Association.

We are starting to work with the small- and medium-size business sector. In 2006, Go Stats! business presenters worked with Chambers of Commerce to provide tutorial material to small businesses and build their understanding of the value of statistics. This successful programme continued in 2007 and contributed to the aim of better communication with organisations that represent and work with businesses.

Promote the value of official statistics to business and the community

We have a number of current initiatives with community and business organisations that promote the value of official statistics. These include:

- **Census 2006 regional tour** – the census is our major statistical output and a regional tour started in May 2007 with the aim of ensuring the public are aware of and have access to census results.
- **Small Business Expo partnership** – we have a partnership with the Small Business Expo to create the Statistics New Zealand Business Information Zone at expos in Auckland, Wellington and Christchurch.
- **Go Stats! Seminars for Businesses** – the Go Stats! initiative helps small and medium-sized businesses, and business advisors and mentors find out how statistics can be of value to them in their business. We successfully piloted this initiative in 2006, in partnership with local business organisations, and it continued throughout 2007.
- **The Public Library Partnership** – this promotes the value of official statistics through libraries. The 74 territorial authority libraries participating in this partnership receive our publications and a range of other benefits, including training, promotional material and access to our advisors.
- **Community liaison** – we have liaison officers who work with Māori and Pacific communities (Kaitakawaenga and Pacific liaison officers). They aim to increase awareness of official statistics within Māori and Pacific communities, and to assess their statistical needs.

Report on load

We will report quarterly to the Minister of Statistics on respondent load and our performance against business and social survey targets. We will also report on respondent load in our annual report.

Our website must also include information on load targets. We will publish relevant information from these reports on our website. We will implement these targets by June 2008.

Understand the characteristics of non-respondents

It is important to understand why people and businesses do not respond to surveys, and to measure trends in non-cooperation. We will undertake a research project to identify any common demographic attributes of non-respondents.

Initially this will focus on data already available from survey management systems. A possible later outcome of this work may be a survey of non-respondents (in Canada, when a similar exercise was undertaken, there was a high degree of response from non-respondents).

Understand respondent attitudes towards surveying

The best way to understand respondent attitudes is to communicate with respondents directly and ask for their perceptions.

It is not always appropriate to treat respondents (business respondents in particular) as though they are all the same. One objective is to see if it is possible to break down the survey population into smaller groups with distinct issues (sole proprietors may have a significantly different perspective from that of group accountants, for example). This knowledge can help tailor future initiatives for a range of audiences.

Promote the value of official statistics to individual respondents

We will develop an initiative to promote the value of official statistics to Statistics NZ business survey respondents.

The focus of the initiative will be to show respondents how they can use existing official statistics to improve their business. This respondent information initiative will be delivered by July 2008. It will reflect research, which shows that most businesses want more than the information that relates to one particular survey. They want packages of information that help explain their market and industry.

This initiative will also include targeting respondents who have expressed concerns about a survey with information to help make the survey easier to complete. We will provide customised information that demonstrates the relevance of their contribution.

Minimise respondent load

Action	Implementation date
Increase the use of administrative data	Ongoing
Review the survey approval process	October 2007
Assess the respondent load impact of new surveys	March 2008
Research over-sampling of Māori, and provide alternatives	March 2008
Develop a respondent advocacy position	September 2008
Develop sample rotation for business surveys	June 2009

Strategy

Over the last five years, we have improved processes and implemented a number of measures to minimise respondent load. We made significant gains by using administrative-sourced data, such as tax records, to reduce the amount of direct surveying.

The first option to consider before introducing a new survey is whether administrative sources could be used to supplement or replace direct data collection. We should also assess other survey data that we already hold, or that others across the Official Statistics System have collected.

It is also important to ensure that when we liaise with other agencies about using their data, any extra requirements will not result in additional respondent load.

When direct surveying is the only option, there are still many methodological decisions that can help minimise respondent load. These include improved sample rotation techniques for business surveys and better data modelling.

The over-sampling of Māori is a major issue for social surveying. We must investigate alternatives to alleviate this.

To support much of this work and to keep a consistent focus on respondent load, we will create an advocacy position. This will ensure that we address respondent issues and can give objective advice to senior managers.

The initiatives associated with approving new collections include strengthening the way in which this assessment is made and shifting it to the front of the approval process. Survey approval documentation must also be explicit about the load imposed, balanced against the value of the collection.

Implementing actions

Increase the use of administrative data

We will continue to investigate making more use of administrative data to reduce load on business respondents. However, the data from administrative sources needs to be of a high enough quality to be used as a replacement for survey data. Potential future uses of administrative data include:

- electronic transaction data being used for monthly retail trade statistics and/or for measuring tourist spending
- data from payroll systems and the Linked Employer-Employee Dataset (LEED) being used in the quarterly employment statistics
- tax data to replace/substitute income variables in some social surveys
- scanner data to supplement/replace some Household Economic Survey data
- further investigation of GST as a source of data.

Review the survey approval process

We will review the current survey approval process to ensure that respondent-load analysis is consistent and is balanced against the output value of the data produced.

Assess the respondent load impact of new surveys

Assessment of respondent load will help the Government Statistician and the Minister of Statistics make decisions that balance the load implications of new surveys with benefits. All new Statistics NZ surveys that require ministerial approval will include a respondent-load assessment that contains:

- Improved measures of the load imposed by the survey – this may include measures of time taken, obtained through cognitive and postal pre-testing, and measures of the impact on subpopulations within the sample (for example, Māori, industry sectors, etc).
- An assessment of the new survey's impact on load target parameters – this will require a general assessment of the proposed sample and/or population in the design phase.

We will raise any issues identified during the assessment of a new survey's impact on the load targets with the Government Statistician and identify these issues to the Minister of Statistics. This improved process should ensure that respondent load is more transparent to decision makers considering a new survey.

Research over-sampling of Māori, and provide alternatives

Currently there is no consensus among official statistics producers on the degree to which Māori need to be over-sampled in social surveys. For instance, the health sector has adopted a target of 'equal explanatory power for Māori', in recognition that Māori statistical needs have equal status with those of the total New Zealand population.

As a first step towards facilitating a consensus, we will undertake a programme of policy and statistical research that looks at information needs for Māori, the resulting load on the population, and the extent to which alternatives to sampling (such as the use of small area techniques and administrative data) are practical. Much of this work will also be applicable to Pacific and Asian peoples.

Develop a respondent advocacy position

We will create a respondent advocacy position in 2008 as part of the Integrated Data Collection division. The role will be clearly separated from the operational processes associated with other collection and respondent management activity to ensure that objective advice can be given to the Government Statistician. The purpose of this role is to:

- ensure that Statistics NZ policies relating to respondent load are followed
- coordinate the assessment of requests for relief and respondent-load complaints
- assist the Government Statistician and senior management to address respondent-load concerns with external groups
- provide senior management with timely and objective advice on respondent-load matters, and give input into internal and external reports
- provide advice and input into respondent-load management practices within the Official Statistics System.

Develop sample rotation for business surveys

We are developing methodologies to move businesses into and out of surveys over time. Rotating businesses will not decrease the number of businesses being surveyed but would spread the load more equitably across the business community.

Due to the small size of New Zealand's economy, it may not be possible to rotate large businesses, as generally their responses are critical for accurate and meaningful data. However, it may be possible to rotate small businesses. We will need to assess how practicable this is, so that it does not affect the quality of data.

We will develop a sample rotation methodology, to ensure that the load is spread equitably and expectations around how long businesses remain in a survey are transparent.

Make it easier to respond to surveys

Action	Implementation date
Information to respondents	June 2007 (completed)
Implement better management of respondent details	June 2008
Develop Māori language capability for collection	September 2008
Improve management of respondents in existing surveys	December 2008
Increase choices for mode of response	December 2009
Investigate integration with standardised reporting systems	June 2010

Strategy

The time and effort required of respondents to complete surveys are valuable commodities and therefore the collection of data should be as efficient as possible. This includes introducing options for how respondents can respond to a particular survey, matching questions to readily understood concepts that are easily recalled/retrieved, and ensuring that information requests are not duplicated.

To make it easy to respond, the strategy is to improve information technology (IT) systems and processes to:

- offer respondents increased choices for the completion of surveys (for example, Internet, telephone)
- work towards improved electronic information exchange systems that enable surveys to be filled out at the push of a button.

The best supplier principle is well established at Statistics NZ. While this element is closely linked with the use of administrative sources and reuse of other survey data, it is also related to targeting surveys at the right respondents.

Better maintenance of contact details improves the management of respondents in existing surveys and is another way of ensuring that we direct our surveys to the people in the household or organisation who can provide the information.

We must also ensure that frontline collection areas are responsive to Māori issues and have Māori language capability where appropriate.

Implementing actions

Information to respondents

While the Respondent Load Strategy was being written, we implemented a system to give business respondents information about the survey obligations currently required of them. This information includes advance notice of when they can expect to receive surveys.

Respondents are able to access this information via the Internet or ask us to send it to them in a letter. We update the information as soon as a business is selected for a new survey. We implemented this system in June 2007.

Implement better management of respondent details

We will consolidate and maintain respondent records and contact information in one place. This will enable us to manage respondents on an individual basis, as opposed to a per survey basis, and allow our management of individuals across surveys to be more effective.

Develop Māori language capability for collection activity

We have interviewers in both Field Collections and the Contact Centre who are proficient speakers of te reo Māori and we are committed to maintaining that capability. Respondents may request a Māori interviewer for language or cultural reasons.

The Census of Population and Dwellings is the only survey for which we have offered Māori language questionnaires (both paper and Internet), although we expect that the Māori Survey 2011 will also be bilingual. Some social surveys do have Māori language information pamphlets available for respondents and we will continue to develop resources like these as appropriate.

Improve management of respondents in existing surveys

Because of the nature and size of New Zealand's economy and population, it is inevitable that some businesses and individuals will receive multiple surveys from us. Most of those businesses surveyed many times will be larger enterprises.

To improve the management of multi-survey respondents, we will:

- identify those who are receiving multiple surveys
- examine the options for managing the largest businesses that may inevitably be surveyed many times
- examine ways to improve the management of those responding to multiple surveys, including improvements in sample selection.

This work could produce a range of options for reducing multi-survey respondent load. In particular, it is likely to look at improved sample selection, options for granting relief to respondents with high loads, and avoiding having multi-survey respondents answering similar questions in different surveys. We will complete this work by December 2008.

Increased choices for mode of response

The revamp of our IT collection infrastructure will enable us to offer additional modes for data collection that supplement traditional methods. This will include the wider application of telephone interviewing and the deployment of Internet-based questionnaires like those used for the 2006 Census.

It is important to note that the extent to which we offer different response modes for a survey will depend on an assessment of how practical they are to use without compromising the quality of data. It should also be noted that providers completing paper questionnaires will still be a major part of the collection process for at least the short- to medium-term.

Investigate integration with standardised reporting systems

Currently, businesses provide financial information to many government agencies, but have limited opportunities to provide it directly from reporting systems as there have been no common electronic reporting standards. In recent years, XBRL has emerged as a standard that could facilitate the transfer of financial information in

electronic format, as well as offering the flexibility to extend the scope of the standard to non-financial information.

The opportunities for electronic information exchange that XBRL offers could benefit Statistics NZ by:

- reducing respondents' time and effort
- enabling multi-survey respondents to fill out information once only
- allowing better alignment with financial reporting concepts
- improving the quality of information from respondents.

There is also potential for integration with other reporting packages like booking systems for accommodation providers, payroll and HR systems, and accounting packages for small businesses.

We will continue to monitor developments as technology evolves.

Identify and manage areas of unreasonable load

Action	Implementation date
Develop parameters for the identification of load 'hotspots'	December 2007
Set time limits for surveys	December 2007
Audit existing surveys	June 2008
Develop other metrics	June 2008
Measure impact of Statistics NZ surveying on subpopulations	June 2008
Adopt consistent actual time taken measures	September 2008
Set load limits for individuals	September 2008
Measure how often respondents are selected for surveys	March 2009

Strategy

Effective management of respondent load is only possible through consistent measuring and reporting. The measurement of respondent load is fundamental to ensuring we develop policies that balance the need for official statistics against the load on respondents. It enables us to understand and report on existing levels of load, as well as providing a benchmark against which to measure changes in trends and/or the effect of new policies or initiatives over time. Consistent measurement of respondent load will enable us to compare respondent load across the Official Statistics System.

Currently, the measurement of respondent load is patchy and ad hoc both here at Statistics NZ and across the Official Statistics System. In particular:

- there are no standards for measures of load
- the measures that Statistics NZ and other agencies adopt for measuring load vary between surveys; they are not consistent
- we only measure the time taken to complete a survey in some surveys
- the measures of load that are currently used are relatively simple and do not measure all the dimensions of load.

Our long-term strategy will be to develop and implement statistical standards for the measurement of load and advocate their adoption across the Official Statistics System. This will ensure that there are consistent measures against which to benchmark trends and assess the load of individual surveys.

The statistical standards will provide comprehensive measures of load. We will develop standards for:

- traditional measures of surveys, such as the time taken by respondents to complete a questionnaire and response rates
- other measures of load associated with different modes of collection including telephone/face-to-face interviews, and electronic questionnaires.

We will undertake an audit of surveys in line with the Official Statistics System protocols, the purpose of which is to re-evaluate existing collections and to establish an ongoing review programme.

We will develop and publish commitments to business and individual respondents. This will include:

- setting parameters for the maximum amount of load that can be imposed on different sizes and types of business, and the maximum amount of time that can be taken to complete a survey
- investigating the possibility of including time taken estimates on our surveys
- reporting the results of performance against these targets through the annual report to parliament.

By being open about the load that direct surveying activity imposes and what constitutes a reasonable level of respondent load, we will be providing guidelines to help respondents put their survey obligations in context.

Currently, we have a range of internal practices for minimising respondent load and reports on load in our annual report. However, explicit targets for load and time taken are not publicly available or reported on, therefore, our expectations of respondents are not as clear as they could be.

Implementing actions

Develop parameters for the identification of load ‘hotspots’

Many businesses, particularly small businesses, are not surveyed in any given year. However, for the business respondents that we survey there should be clear and reasonable expectations about the commitment that we expect them to make to complete our surveys.

Relatively few small- and medium-sized businesses are currently receiving more surveys and taking more time completing surveys than is reasonable. Table 1 sets out the load parameters that we will apply to identify ‘hotspots’ where we will consider remedial action.

The targets discussed in this section should not be considered as absolute. They represent a level of load that we will try not to exceed – but always with the understanding that because of the nature of the New Zealand economy and the small size of some important sectors, there may be times when we exceed load targets.

Initially, we will apply these parameters to small- and medium-sized business only and we will view them as targets that we will try to meet. Because of the small size of New Zealand’s economy it is not practical to set meaningful load targets for very large businesses without impacting on the quality of outputs.

To ensure transparency, we will report publicly on progress in relation to these targets and on the impact new surveys have on our ability to meet the load targets.

Table 1**Possible Load Parameters for Single Enterprise Businesses**

Business size	Target¹
Up to and including five employees or up to \$1 million GST	No more than three Statistics NZ surveys per year, with an estimated maximum time requirement of seven hours.
Between five and 20 employees or GST between \$1 million and \$4.4 million	No more than four Statistics NZ surveys per year, with an estimated maximum time requirement of nine hours
Between 20 and 99 employees or GST between \$4.4 million and \$31.5 million	No more than six Statistics NZ surveys per year, with an estimated maximum time requirement of 10 hours.
Greater than or equal to 100 full time employees or GST greater than \$31.5 million	No target, but we will work with these businesses directly to try to mitigate the effects of survey activity as issues arise.

(1) Monthly and quarterly surveys are counted as one survey per year rather than 12 or four. The time requirement is based on the total for all instances of that survey in a year (for example, five minutes per form for a monthly survey would equal one hour).

These limits will not apply to enterprises that belong to larger groups, although it is possible that further work will enable targets that apply to groups to be set as well.

The data used to set these parameters is in appendix 2. It should be noted that further analysis may result in changes to the published targets.

Set time limits for surveys

Every Statistics NZ questionnaire will include an estimate of how much time would normally be required to complete it. This estimate will be developed according to a standardised method.

We also need to consider the impact of surveying multiple respondents in the same household.

The Government Statistician can approve an exemption to the prescribed limit in exceptional circumstances. If this occurs, it is noted in the annual report.

Audit existing surveys

We will conduct an audit of existing surveys to determine if we have reviewed them recently as per the Official Statistics System protocol.

Regular collections are reviewed periodically to establish:

- whether the survey is still necessary
- whether appropriate data sources have become available
- that the views of respondents and users of data are being taken into account
- whether variables are effectively utilised and only necessary information is collected.

The audit will identify any surveys that need reviewing immediately, and it will ensure that there is an ongoing review programme for all surveys.

Develop other metrics

To facilitate setting targets and assessing agency performance against those targets, it is helpful to provide a single indicator to assess load for an individual respondent. To achieve this, we will work towards developing a respondent load index. This index could combine time taken, how often respondents are selected for surveys and other variables such as business size, survey complexity and sensitivity, but initially we will develop each metric separately.

Measure impact of Statistics NZ surveying on subpopulations

We will begin to develop measures of the impact of our social surveying on subgroups of the population, particularly on more heavily sampled groups (for example, elderly Māori). Attention will be paid to the extent that the sampling differentially impacts on population subgroups, or on particular regions of the country.

These measures will be in the annual report and they can be extended, by use of the Survey Notification System, to include social surveys run by other agencies.

Adopt consistent actual time taken measures

We will implement a standard time-taken measurement methodology internally. This means that every Statistics NZ survey will:

- forecast the time taken for a survey to ensure the expected time it will take to complete a survey is transparent
- ask respondents to record the time taken to complete the questionnaire, including the time taken to compile the required information.

The time-taken measures will provide an overall annual measure across all of our surveys. They will enable us to improve surveys by providing information on whether initial estimates of time taken are realistic. They will also provide a tool for assessing the impact of each additional question in a survey.

Set load limits for individuals

As a general principle, individuals who are already participating in one social survey are exempt for selection into a second.¹ However, it is possible that an individual may be selected for more than one survey based on two completely different selection criteria. If this happens then the individual may apply for relief, although we will choose which survey they will still have to complete.

The same principle applies to sole proprietors or owner-operators who have been selected for a business survey and a social survey. Again, we will choose which survey relief can be granted for.

It is important to note that because of privacy concerns, we do not attempt to match respondents between social and business surveys, so it will be important for any individual concerned to bring this to our attention.

¹ Excluding the five-yearly population census; this is compulsory for everyone.

Measure how often respondents are selected for surveys

We will develop ways of measuring how often businesses or individuals are selected for surveys. This will enable load to be easily assessed and analysed.

In the future, we would be able to identify businesses or individuals in other Tier 1 surveys administered by other agencies. For businesses, this could be done with reference to the Statistics NZ Business Frame. However, for social surveys the information should be stored against a central contact register of names and addresses, which would be more complex.

There may also be implications for the content and update processes associated with the Respondent Management System and the Survey Notification System as the existing repository for respondent load information associated with Statistics NZ and the Official Statistics System, respectively.

Appendix 1: Statistical context of respondent load

Surveying across government

The high-level picture of surveying across the Official Statistics System (provided by the Survey Notification System² as at 30 September 2007) is that there have been 448 surveys from government departments and Crown agencies. Of these surveys:

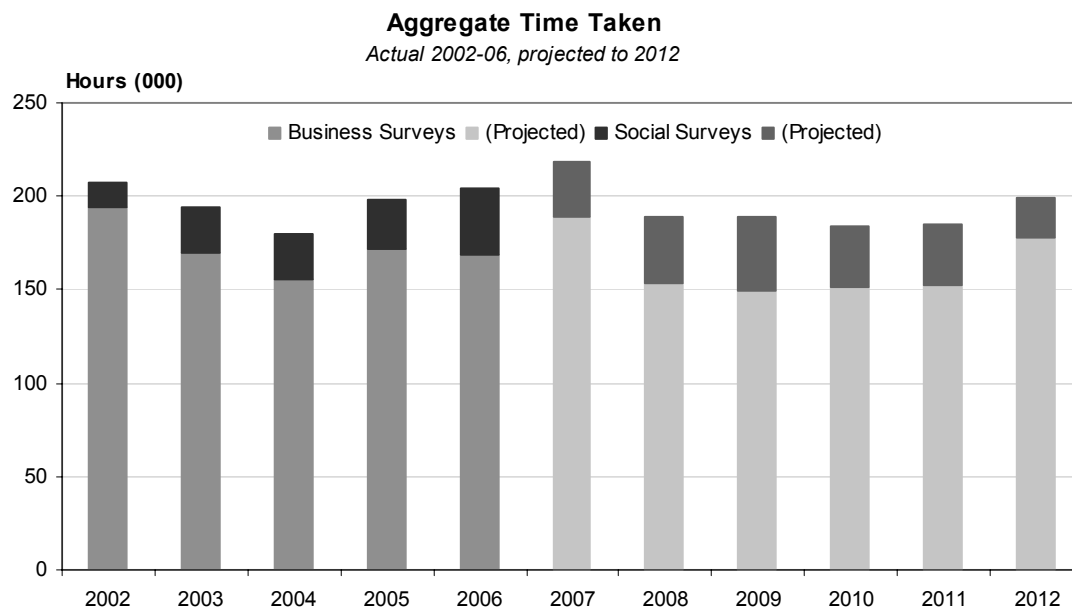
- 239 were surveys of individuals and 209 were surveys of businesses
- Statistics NZ conducted the largest number of surveys, both of individuals (20) and businesses (130)
- Statistics NZ conducted by far the greatest proportion of business surveys (62 percent), but conducted only 8 percent of individual surveys.

Of other government agencies, Tourism New Zealand conducts the largest number of individual surveys (24), and the Ministry of Economic Development conducts the most business surveys (14).

Respondent load from Statistics NZ surveys

The following graph shows the aggregate time taken to complete Statistics NZ surveys from 2002–06 and the projected time taken to 2012.

Figure 1



Source: Statistics NZ provisional time taken

² The surveys registered in the Survey Notification system include many discontinued or duplicate collections (for example new entries for different years) that contain information that is not of good enough quality to provide a snapshot of current survey activity.

Business surveys

In a small economy where some businesses dominate their industries, or there are a small number of large players, it is inevitable that some businesses will be relatively heavily burdened by Statistics NZ if high quality statistics are to be provided.

Figure 2 shows that between 2003 and 2006 the number of businesses eligible to be surveyed increased, while the number of businesses that actually received one or more surveys decreased (44 percent of those surveyed in 2003, 31 percent in 2006). The use of administrative data to reduce the number of small businesses (five or less employees) included in survey samples was a major contributor to the decrease.

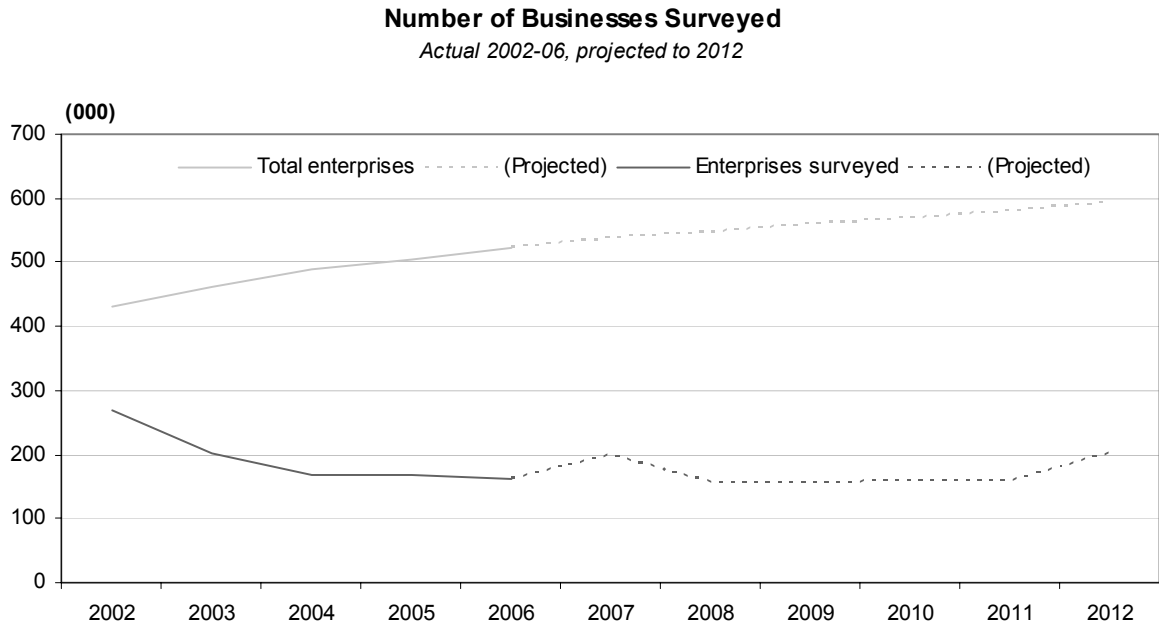
The graph does not show the breakdown between the different sizes of businesses as the data is dominated by small businesses (in 2006 approximately 67 percent of surveyed businesses were small). The number of medium-sized businesses (six to 19 employees) surveyed has also dropped but not to the same extent as for small businesses. The number of large businesses (20 or more employees) being surveyed has increased, although the percentage surveyed has decreased.

While since 2003, the number of businesses that we survey has decreased significantly (down 20.6 percent), the total time spent answering questionnaires (figure 3) has decreased only slightly (0.9 percent). This is because it has tended to be for shorter surveys that the samples have reduced, and this has been offset by the introduction of some longer and more complex questionnaires.

Business surveying by Statistics NZ

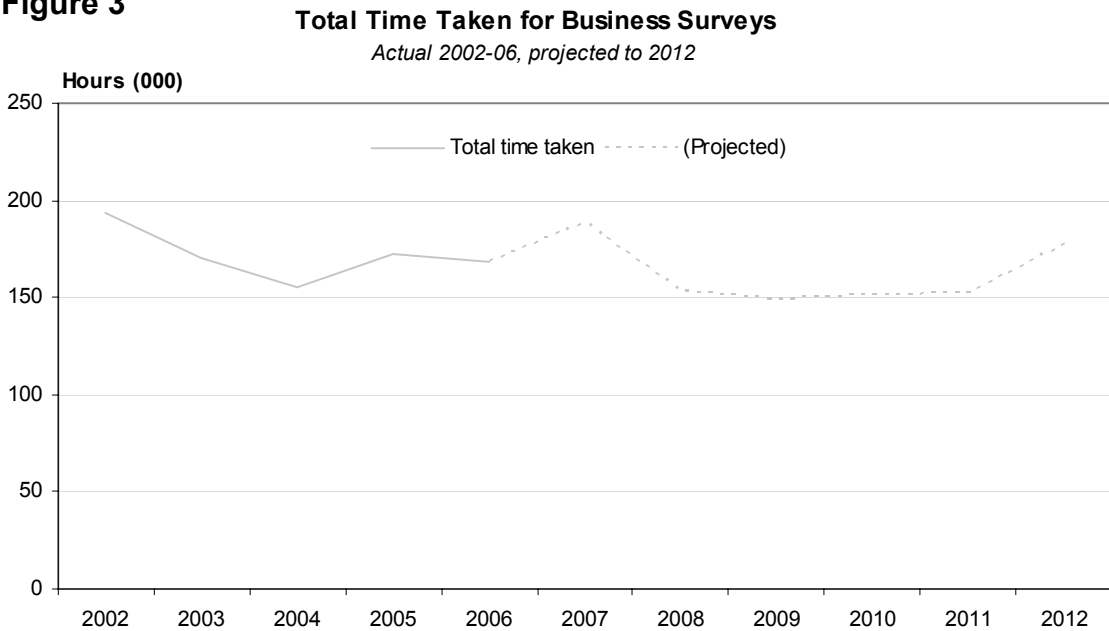
Figures 2 and 3 show how many businesses were surveyed by Statistics NZ (in 2002–06 and projected to 2012) and the total time taken by businesses to complete these surveys.³

Figure 2



Source: Statistics NZ provisional time taken dataset

Figure 3



Source: Statistics NZ provisional time taken

³ The years 2002, 2007 and 2012 are part of the five-yearly cycle of the Agriculture Production Census, when between 40,00 and 50,00 additional businesses are surveyed.

Table 2**Demographics of Businesses Eligible to be Surveyed***By size of business*

2006

Business size	Businesses eligible to be surveyed	Percentage of population	Percentage of business size surveyed	Percentage of sampled enterprises
Small	448,100	85.6	24	66.8
Medium	56,800	10.9	65	22.9
Large	16,000	3.1	87	8.6
Very large	2,800	0.5	98	1.7
All	523,800	100.0%	31	100.0

Table 3**Number of Businesses Eligible to be Surveyed and Percentage Surveyed***2002–2006*

Business size	2002	2003	2004	2005	2006
Small	365,995 57%	394,471 37%	417,500 27%	428,841 26%	448,138 24%
Medium	48,582 91%	51,040 84%	54,088 70%	56,194 68%	56,849 65%
Large	13,169 96%	13,943 95%	14,878 89%	15,491 89%	16,005 87%
Very large	2,340 99%	2,463 99%	2,597 98%	2,747 98%	2,816 98%
All businesses	430,086 62%	461,917 44%	489,063 34%	503,273 33%	523,808 31%

Social surveys

In the social survey area, the number of surveys conducted by Statistics NZ will increase over the next 10 years. This increase is due to the implementation of the Programme of Official Social Statistics, which was developed to address fragmentation, duplication and sustainability of social surveying across government.

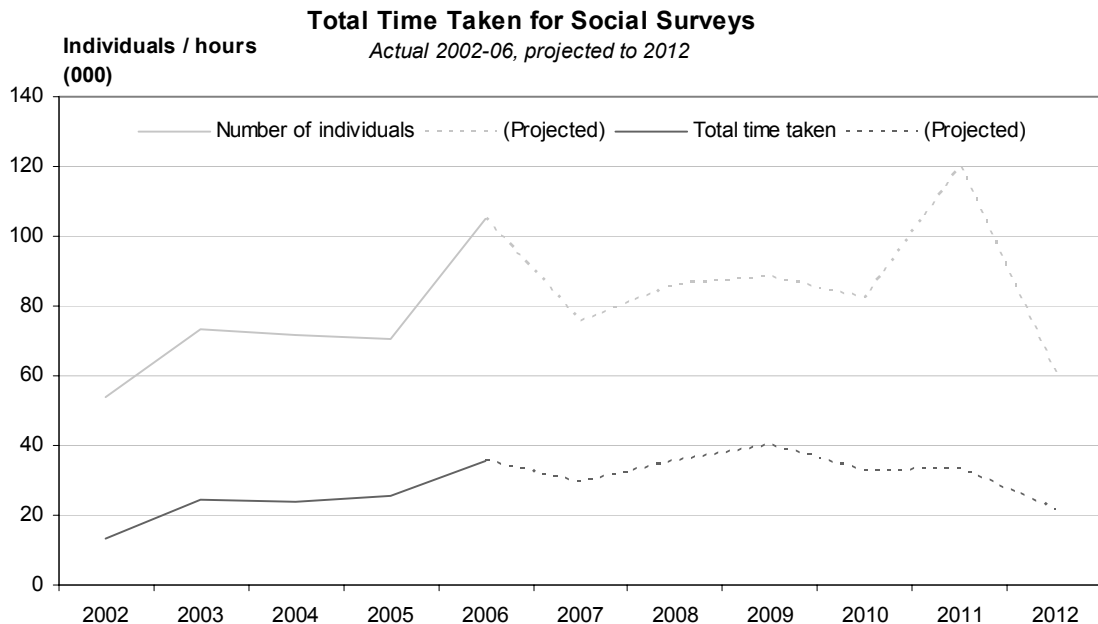
From 2005/06 to 2015/16, the programme will establish a more coherent system of official social statistics and provide opportunities to meet a range of information needs that may have otherwise been met through ad hoc or one-off surveys.

The programme will enable us to lower load even further in the longer term by moving to more integration of social surveys. To achieve this vision, all household surveys will ask a set of core questions and then ask additional topic-specific questions (depending on the survey).

Figure 4 shows that the total load placed on households and individuals has steadily increased since 2002, when it was 13,300 hours, and is set to peak in 2009 at 40,100 hours. The number of eligible responding individuals spiked in 2006 when the Disability Survey was undertaken, with over 30,000 individuals responding to the survey. The same increase is projected for 2011 when this survey is undertaken again in conjunction with new surveys.

Household and individual surveying by Statistics NZ

Figure 4



Source: Statistics NZ provisional time taken dataset

In 2002, we conducted the Survey of Family Income and Employment Dynamics (SoFIE) and the Household Labour Force Survey (HLFS) including its Annual Income Survey supplement.

By 2006, the following additional surveys were undertaken:

- Household Economic Survey (HES) in 2003
- Longitudinal Immigration Survey of New Zealand (LISNZ) in 2005
- Disability Survey in 2006 (held every five years)
- Household ICT Survey (HLFS supplement in December 2006 quarter)
- Dynamics and Motivation for Migration Survey (DAMM) (HLFS supplement in March 2007 quarter).

Projected social load

The General Social Survey (GSS) will be undertaken in April 2008, followed by the Time Use Survey in October 2008 and the Family Survey in April 2009.

The projected reduction in load in 2010 is because of the completion of the Family Survey and the Time Use Survey in September 2009, the LISNZ survey in November 2009 and the SoFIE survey in September 2010. This reduction is partly offset by plans for an additional survey (topic not yet specified, the placeholder is known as the Special Survey) to be run between July and September 2010.

Between 2010 and 2011, the total load is projected to increase only slightly from 32,600 hours to 33,100 hours, whilst the number of eligible responding individuals is projected to increase significantly from 82,400 to 119,800.

In 2011, some short post-censal surveys are being conducted, including the:

- Māori Survey (July to October 2011)
- Post-enumeration Survey (April to June 2011)
- Household Savings Survey (October 2011 to December 2011)
- Disability Survey (July 2011 to September 2011).

This is mostly offset by reductions in load for the following surveys:

- GSS – only three months in 2011 (nine months in 2010)
- HES – reverts back to a non-diary year in 2011
- SoFIE – ends in 2010.

The significant increase in the number of eligible respondents in 2011 is mainly due to the large number of individuals who will be surveyed in the following surveys:

- Disability Survey (32,000 individuals)
- Post-enumeration Survey (10,000 households with 20,000 individuals) – the expected average time taken to complete a household interview is only 10 minutes.

Possible (but as yet unconfirmed) surveys that have been excluded from the projections include:

- a new SoFIE sample (with eight waves) after 2010
- a fourth wave for the LISNZ sample being introduced around 2009/10 (or a new LISNZ sample)
- a Housing Survey.

Table 4

Current Surveys				
Survey	Achieved sample size – households (individuals)	Frequency	Time frame	Mean time taken per household interview (minutes)
Household Labour Force Survey Provides the official measure of employment, unemployment and those not in the labour force.	15,000 (29,000)	Quarterly	Ongoing	10
Household Expenditure Survey Provides information on Household expenditure and income and social indicators.	3,100 (6,000)	Annual	Ongoing	50 (non-diary year) or 115 (diary year) ¹
Longitudinal Immigration Survey of New Zealand (LisNZ) Provides information about the settlement experiences of new migrants. Immigrants are interviewed three times. Each wave is over a two-year period and there is overlap between waves.	7,100 individuals reducing over time to 5,200 individuals	One year between 1 st and 2 nd waves 18 months between 2 nd and 3 rd waves	Mar 2005 to Nov 2009	Wave 1: 75 Wave 2: 45 ²
Survey of Family, Income and Employment (SoFIE) A longitudinal survey that provides information on peoples' circumstances, lifestyles, and factors these aspects of their life.	10,300	Annual	Oct 2002 to Sep 2010	50
Supplementary surveys (to HLFS) for example, <ul style="list-style-type: none"> • annual Income Survey • Household ICT Survey • Dynamics and Motivation for Migration Survey (DAMM) 	14,500 (24,000)	Quarterly	Irregular	10

(1) Time taken does not include completion of the diary itself, as this information has not been collected.

(2) The lower value in wave 2 is due to dependent data collected during wave 1 that only needs to be reconfirmed in subsequent interviews.

Table 5

Additional Surveys Planned for 2007–2012¹

Survey	Achieved sample size – households (individuals)	Frequency	Time frame	Mean time taken per household interview (minutes)
General Social Survey Provides information on the inter-relationship between outcomes in health, education, housing, work, family crime, and income.	8,000 (8,000)	Two-yearly	Apr 2008 to Mar 2013 12-month interview time frame	45
Time Use Survey Measures way in which individuals use their time to show how people's choices are affected by different responsibilities and circumstances.	7,000 (11,700)	Eight-yearly	Oct 2008 to Sep 2009	90
Family Survey Provides information on aspects of family life in New Zealand.	5,000 (5,000)	Eight-yearly	Apr 09 to Sep 09	45
Special Surveys Provides more information on topics where more detailed and complex data is required from time to time.	8,000 (8,000)	One-off	Jul 2010 to Sep 2010	45
Post-enumeration Survey Validates data from the Population Census.	10,000 (19,500)	Five-yearly	Apr 2011 to Jun 2011	10
Disability Survey Provides information relating to activity limitation that helps with policy and funding decisions.	32,000 (32,000)	Five-yearly	Jul 2011 to Sep 2011	15
Māori Survey Provides more detailed economic and social information on the Māori population.	5,000 (5,000)	Five-yearly	Jul 2011 to Sep 2011	60
Household Savings Survey Provides detailed information on New Zealanders net savings.	7,000 (7,000)	Five-yearly	Oct 2011 to Dec 2011	30
HLFS Supplementary Surveys Supplementary surveys to enable a range of labour market topics to be collected (for example, childcare, education and training).	14,500 (24,000)	Quarterly	Irregular	10

(1) The exact timing of some of these surveys may change from that stated once the work programme is finalised.

Appendix 2: Load parameters

The load parameters outlined in table 1 are based on a provisional analysis of the load Statistics NZ currently imposes.

Table 6

Classification of Size of Business

Size of business	Number of employees	Annual GST	Proportion of businesses %
Small	0– 5	Up to \$1 m	85.6
Medium	Over 5 to less than 20	Over \$1m up to \$4.4m	10.9
Large	20 to less than 100	Over \$4.4m up to \$31.5m	3.1
Very large	100+	Greater than \$31.5m	0.5

Table 7

Businesses Eligible to be Surveyed that were not Part of a Group By business size and number of surveys selected for End of 2006

Number of surveys	Number of businesses				
	Small	Medium	Large	Very Large	Total
1	81,119	24,193	4,271	89	109,672
2	6,413	6,445	3,349	163	16,370
3	232	914	1,381	246	2,773
4	9	121	494	187	811
5	1	20	166	125	312
6	1	3	68	72	144
7	-	-	17	49	66
8	-	1	12	27	40
9	-	-	3	7	10
10	-	-	-	4	4
All	87,775	31,697	9,761	969	130,202

Symbol: - nil or zero

Table 8

Businesses Eligible to be Surveyed that were not Part of a Group
By business size and time taken to complete surveys
End of 2006

Time taken (hours)	Number of businesses				
	Small	Medium	Large	Very Large	Total
Over 0 up to 0.5	76,583	20,335	3,391	29	100,338
Over 0.5 up to 1	7,367	4,920	906	33	13,226
Over 1 up to 2	914	4,447	2,858	84	8,303
Over 2 up to 3	789	1,038	1,317	95	3,239
Over 3 up to 4	188	183	568	153	1,092
Over 4 up to 5	952	71	294	109	1,426
Over 5 up to 6	835	40	164	162	1,201
Over 6 up to 7	111	440	81	69	701
Over 7 up to 8	19	95	49	56	219
Over 8 up to 9	10	102	38	43	193
Over 9 up to 10	6	10	24	27	67
Over 10 up to 15	1	9	61	87	158
Over 15 up to 20	-	3	4	12	19
Over 20	-	4	6	10	20
All	87,775	31,697	9,761	969	130,202

Symbol: - nil or zero

Table 9

Businesses Eligible to be Surveyed that were Part of a Group
By business size and number of surveys selected for
End of 2006

Number of surveys	Number of businesses				
	Small	Medium	Large	Very Large	Total
1	4,285	1,759	828	47	6,919
2	1,069	964	1,029	129	3,191
3	222	387	753	212	1,574
4	52	133	450	287	922
5	9	27	274	262	572
6	4	8	122	254	388
7	-	2	68	183	253
8	-	-	20	129	149
9	-	-	9	92	101
10	-	-	2	61	63
11	-	-	-	21	21
12	-	-	-	9	9
13	-	-	-	-	-
14	-	-	-	1	1
All	5,641	3,280	3,555	1,687	14,163

Symbol: - nil or zero

Table 10

Businesses Eligible to be Surveyed that were Part of a Group
By business size and time taken to complete surveys
End of 2006

Time taken (hours)	Number of businesses				
	Small	Medium	Large	Very large	Total
Over 0 up to 0.5	4,049	1,525	677	18	6,269
Over 0.5 up to 1	1,131	694	431	18	2,274
Over 1 up to 2	217	675	816	83	1,791
Over 2 up to 3	42	228	579	55	904
Over 3 up to 4	15	64	344	123	546
Over 4 up to 5	25	28	215	128	396
Over 5 up to 6	45	16	188	172	421
Over 6 up to 7	79	20	103	137	339
Over 7 up to 8	19	7	63	98	187
Over 8 up to 9	7	11	42	113	173
Over 9 up to 10	1	4	33	93	131
Over 10 up to 15	1	2	49	340	392
Over 15 up to 20	2	1	5	158	166
Over 20	8	5	10	151	174
All	5,641	3,280	3,555	1,687	14,163

Appendix 3: Alignment with elements from the Official Statistics System Respondent Management Protocol

Tier 1 statistics producers contribute to the active management of respondent load across the Official Statistics System.	
Action	Implementation date
Report on load	October 2007
Develop other metrics	December 2007
Adopt consistent actual time-taken measures	June 2007–June 2009
Measure how often respondents are selected for surveys	October 2007–June 2009
The need to collect data is assessed in terms of the use of the data to inform decision making, against the costs of production and the load placed on respondents.	
Action	Implementation date
Audit existing surveys	December 2007
Review the survey approval process	December 2007
Develop an independent respondent advocacy position	March 2008
Assess the respondent load impact of new surveys	December 2008
Wherever possible, administrative data or other existing survey data is used rather than imposing further burden upon respondents.	
Action	Implementation date
Increase the use of administrative data	Ongoing
The best supplier principle is applied. Data is always collected from the most appropriate source after due regard to respondent load and cost.	
Action	Implementation date
Improve management of respondents in existing surveys	June 2008
Implement better management of respondent details	June 2009
A continuous effort is made to develop statistical techniques that reduce the burden on providers, while maintaining desired quality levels.	
Action	Implementation date
Set load limits for individuals	September 2007
Develop parameters for the identification of load 'hotspots'	December 2007
Develop sample rotation for business surveys	December 2007
Set time limit for surveys	December 2007

Data collection instruments are respondent-friendly.	
Action	Implementation date
Investigate integration with standardised reporting systems	Ongoing
Increase choices for mode of response	December 2009
Tier 1 statistics producers recognise the impact that effective communication can have on response rates and hence quality, and actively involve respondents throughout the collection process, including demonstrating the value of the information.	
Action	Implementation date
Communicate with businesses on an ongoing basis	Ongoing
Promote the value of official statistics to business and the community	Ongoing
Information to respondents	June 2007
Understand respondent attitudes towards surveying	December 2007
Understand the characteristics of non-respondents	July 2008
Value to individual respondents	July 2008
Tier 1 statistics producers engage with Māori to ensure that they participate actively in all aspects of official statistics.	
Action	Implementation date
Develop Māori language capability for collection	June 2008
Measure impact of Statistics NZ surveying on subpopulations	June 2008
Research over-sampling of Māori, and provide alternatives	March 2009