



An  
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# Transitioning to Electronic Surveys and the Agrimap Dissemination Tool

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# Overview



Moving from paper to electronic questionnaire (EQ)



The impact of going digital



Profile of EQ respondents



Agrimap Overview





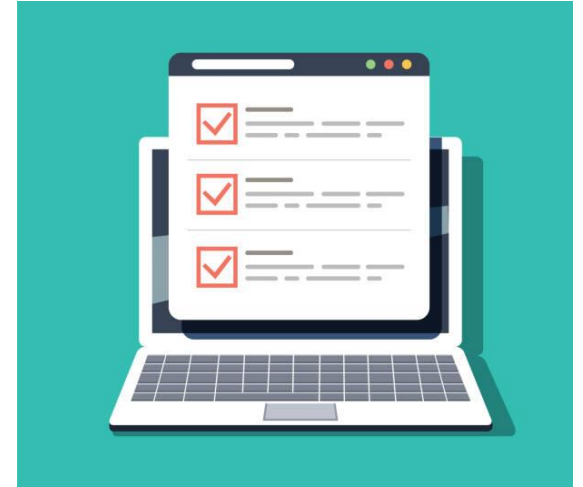
# Setting up EQ



Choose an appropriate tool to collect EQ

Train staff to use this tool effectively

Migrate existing surveys to EQ





# Moving from Paper to Digital Survey



## Advantages

- Cost Reduction – Labour, Paper and postage
- Can ensure higher quality responses
- Lessens data cleaning
- Reduce burden on respondents

## Disadvantages

- Can cause drop in response rates
- Alienate certain demographics of respondents
- Initial setup required

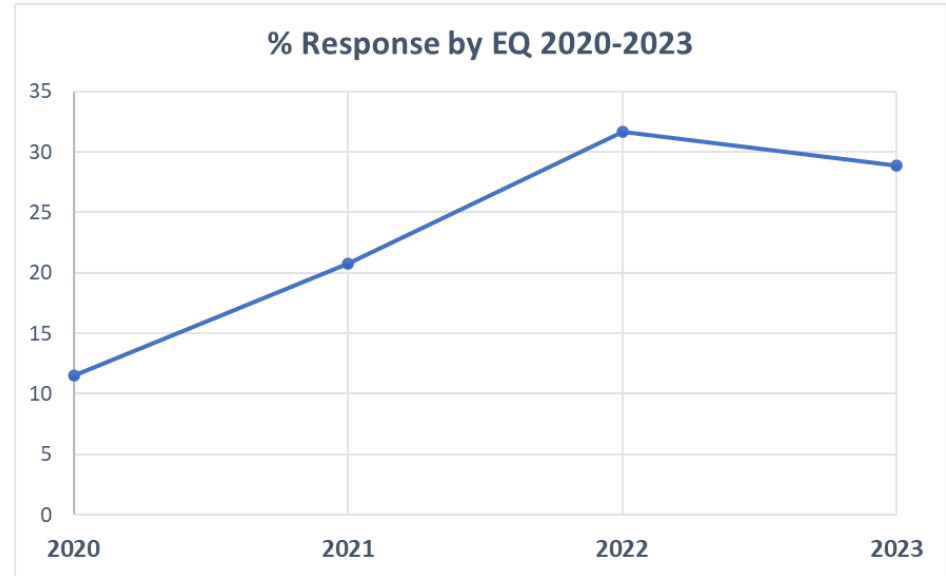




# EQ Response Rates



Census of Agriculture 2020	<b>11.5%</b>
June Survey 2021	<b>20.8%</b>
June Survey 2022	<b>31.6%</b>
Farm Structure Survey (IFS) 2023	<b>28.9%</b>





# Labour/Cost Reduction



- 30 % of returned surveys are EQ.
- Approx 3600 returns via EQ every June survey (Higher in IFS years).
- These forms do not require scanning or review. Roughly translates to 27 hours of labour for agriculture staff.
- Total material savings estimated to be €4212 per survey period.

Cost per Item 2023	Savings per Survey Period
Return Postage €0.95	€3420
Print Survey Form €0.22	€792
Total Materials €1.17	€4212





# Profiling EQ Responders



25,015 of 135,064 farms responded by EQ at least once

Analysis by location, age, gender and farm type

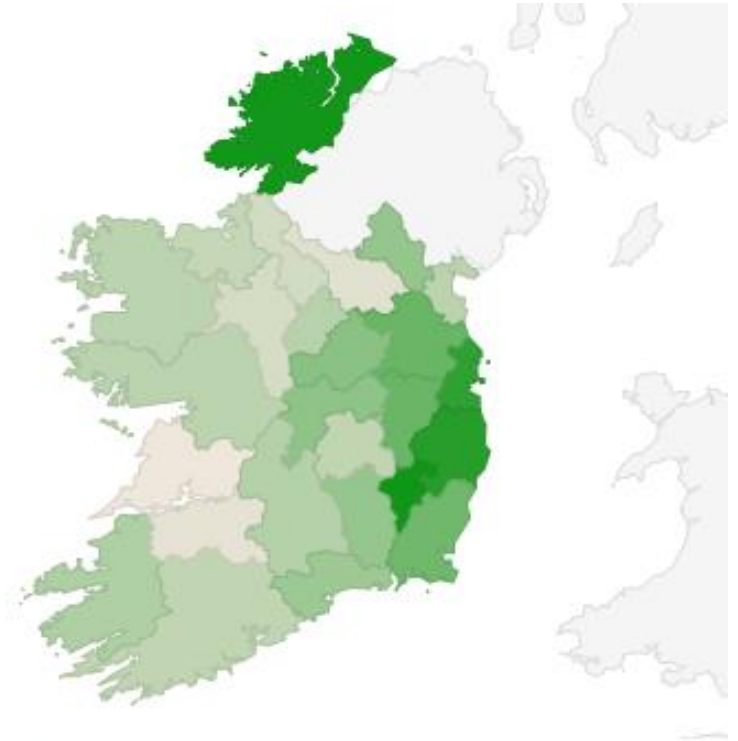
Profiling allows us to target certain groups in future surveys



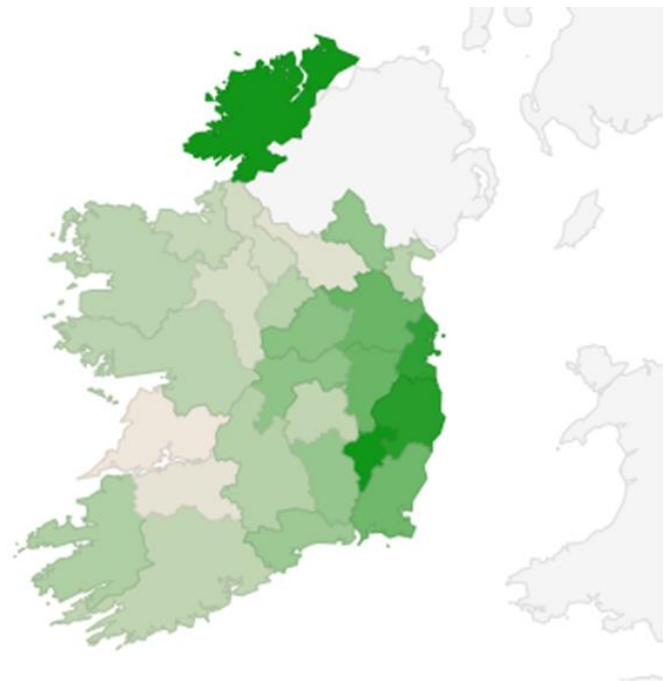
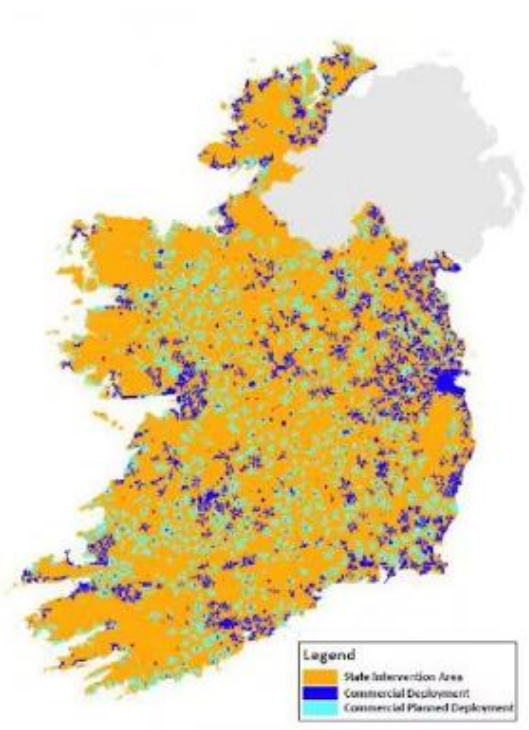
## Location of Respondent

- Higher EQ response seen in North and East of Ireland.
- On average farmers in the East are younger.
- West of Ireland characterized by more rural areas compared to the East.
- Lower population in the West in addition to less infrastructure.

0.154  0.231







## Farm type

- Specialist sheep have high response rate to EQ. This category is heavily surveyed in Ireland due to lack of administrative sources.
- Lowest response rate seen in specialist beef and mixed field crop farms.

Farm Type	% response by EQ
Specialist Tillage	20.4 %
Specialist Dairying	19.6 %
Specialist Beef Production	15.5 %
Specialist Sheep	25.7 %
Mixed Grazing Livestock	22.0 %
Mixed Crops and Livestock	22.7 %
Other	19.6 %
Mixed field Crops	14.1 %



## Age and Gender

- No significant difference found in EQ response rates between male and female farm holders.
- Mean age of EQ respondents was 52.7 while mean age of paper respondents was 58.3.

	% EQ Response
Female Holder	17.7%
Male Holder	18.0%

	Mean Age
All Farms	57.3
EQ Respondents	52.7
Paper Only Respondents	58.3





# Next steps for EQ



- Improve questionnaire design
- Continue to encourage use of EQ through targeting selection of EQ recipients
- Receive feedback from users
- Review EQ surveys continually

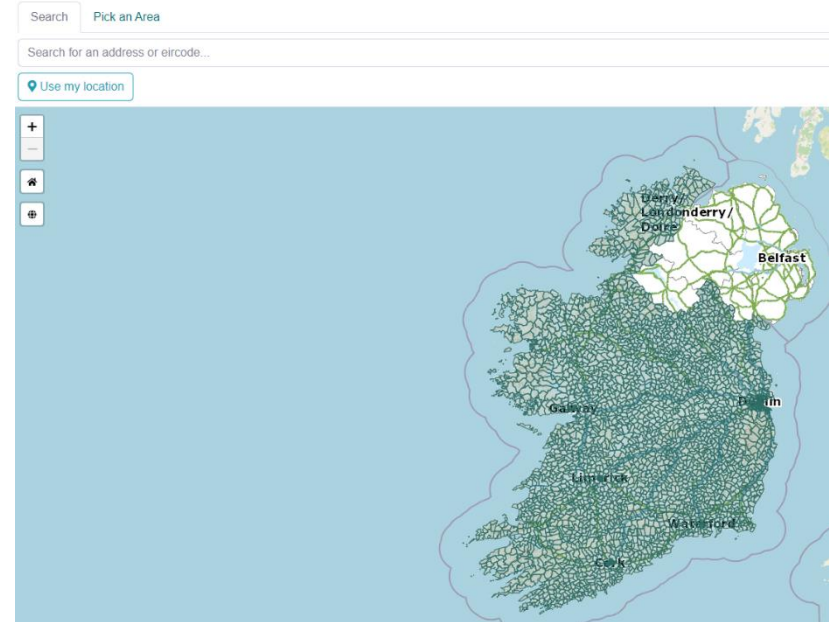




# Agrimap



- Interactive tool
- Agriculture statistics by electoral division
- 3410 electoral divisions in Ireland
- Data currently available for 2000, 2010 and 2020
- Built on open data
- Receives 10 times the amount of traffic as the corresponding data tables



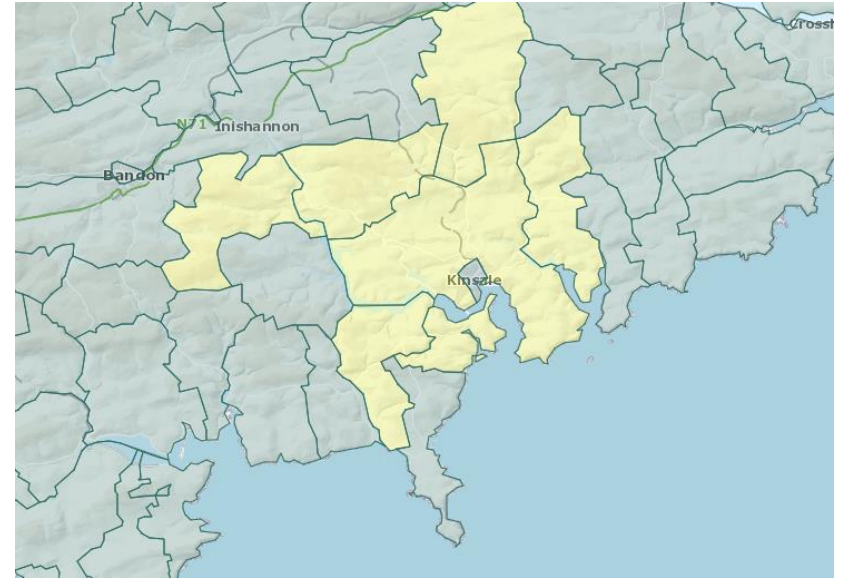


# Creating Agrimap

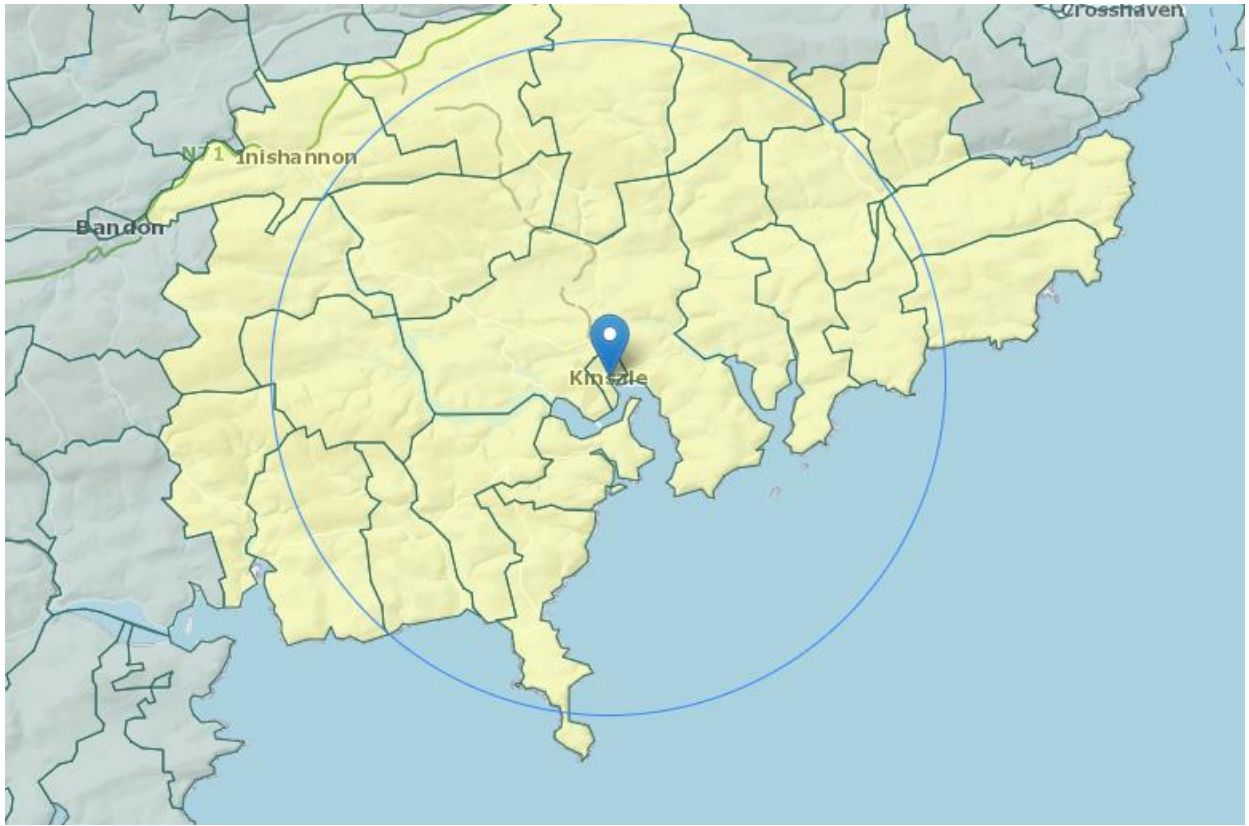


- Tool was built in house
- Uses all open source tools; Pxstat, Leaflet, Chart JS, Datatable, Bootstrap.
- All free except for small cost of using google map API











Year 2020

NUMBER OF HOLDINGS

82



AVERAGE SIZE OF HOLDING (HECTARES)

52.8



MEDIAN AGE OF HOLDER

51



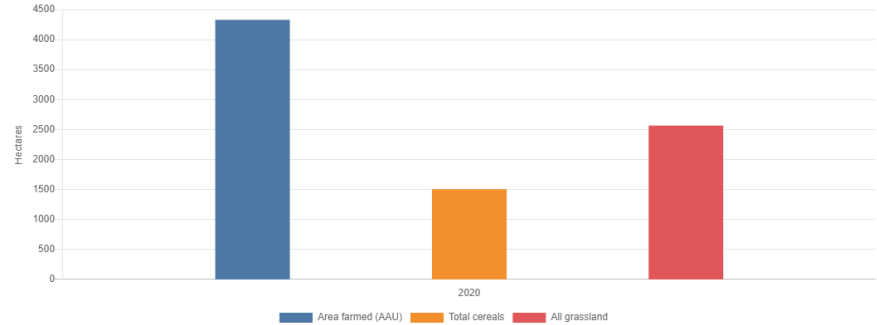
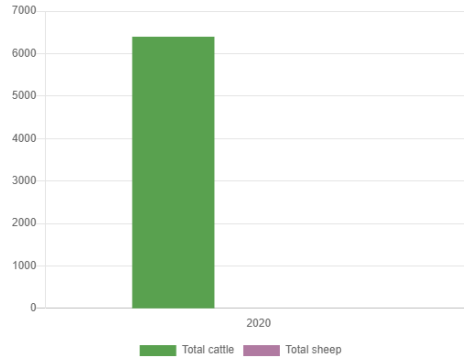
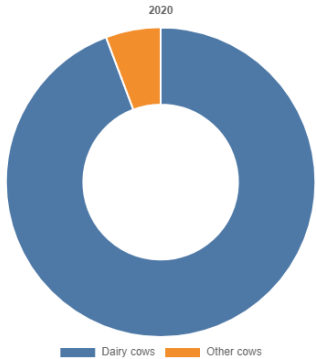
LIVESTOCK UNITS (LSU)

4,944



AREA FARMED (HECTARES)

4,329.4





# Next steps for Agrimap



- Continue to showcase to users of agriculture data
- Improve functionality to allow comparison between ED, county, nuts 3 and nuts 2 data
- Review data available and release more statistics if allowable by confidentiality
- Produce statistics at this level of detail for all IFS years, years ending in 3, 6
- Publish data annually





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**Thank you**  
**Any questions?**

