



**HUNGARIAN  
CENTRAL  
STATISTICAL  
OFFICE** 

## **Orchard survey, 2017 in Hungary -Transforming respondents to users and increase the intensity of cooperation**

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2018 UNECE Data Collection Workshop 'Resourceful Data Acquisition,  
10-12 October 2018, Geneva, Switzerland

# Orchard Survey, 2017

Regulation (EU) No 1337/2011

14<sup>th</sup> February 2018-16<sup>th</sup> April 2018

Census for nine fruit species (apple, pear, peach, apricot, cherry, sour cherry, plum, walnut and elderberry).

Frame included farms that applied for Single Area Payment (SAPS) for any of the nine fruit species if that area reached 2500 m<sup>2</sup>.

Register information for the data collection came from the Integrated Administration and Control System (IACS).

**The survey period was divided into two phases:**

- (1) CAWI: two-week online data collection phase for self-filling (between 14<sup>th</sup> February 2018-28<sup>th</sup> February 2018),
- (2) CAPI: a longer data collection phase with the involvement of surveyors (between 1<sup>st</sup> March 2018-18<sup>th</sup> April 2018).



# Main goals of the project

Collection of good-quality data by the deadline.

Increase share of CAWI in order to reduce the cost of the data collection.

95% response rate

# Promotion of data collection

- Press communication, Press conferences
- Online help
- Email reminder
- Cooperation with experts
- Feedback for respondents
- Storytelling application

# Story of Hungarian fruit production unfolds

Fruit production in Hungary



The orchard area in Hungary was 92.6 thousand hectares in 2016 ([source](#)).

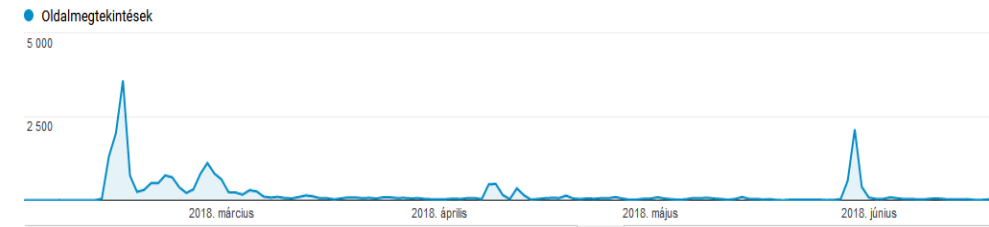
The most important fruit producing region is Szabolcs-Szatmár-Bereg County, mainly because of the quantity of apple grown here. 61% of the total apple production and 25% of the harvested sour cherry was produced here in 2016 ([source](#)).

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Free data available in several different tables on HCSO website

Organized in a structural way

Identifying interlinkages



<http://www.ksh.hu/interaktiv/storytelling/gyumolcs/index.html?lang=en>

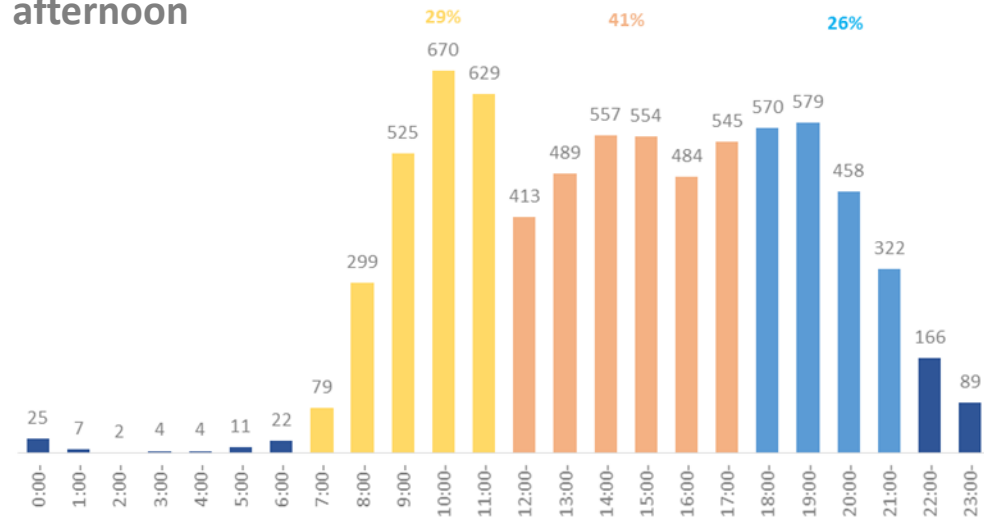


# Results of CAWI

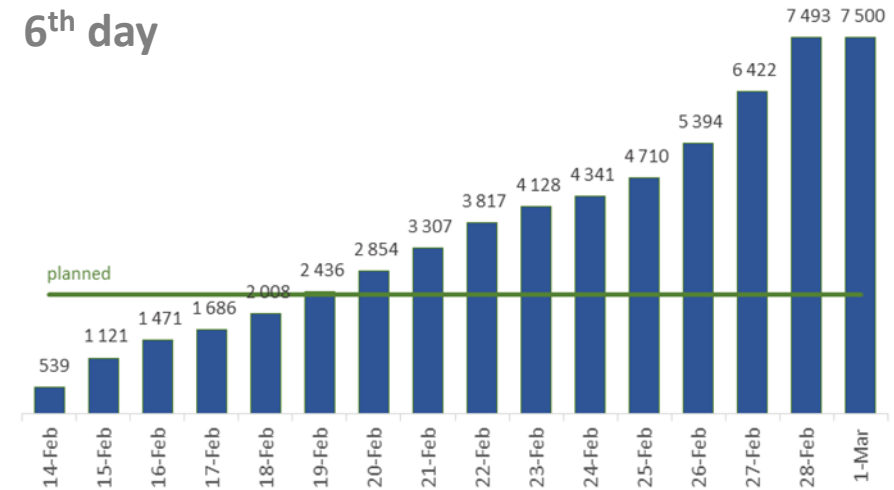
50,5 %

of total questionnaires were filled online

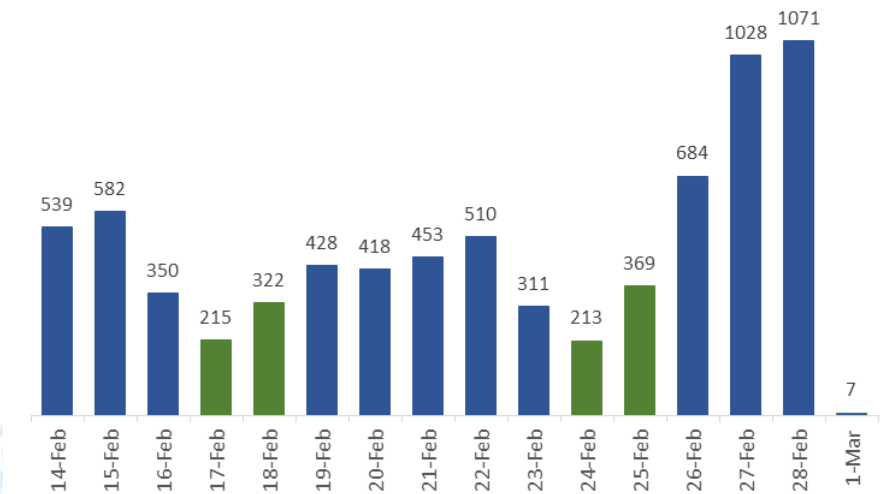
Most questionnaire were completed during the afternoon



Planned rate of CAWI was reached on the 6<sup>th</sup> day



Farmers spend weekend with their family



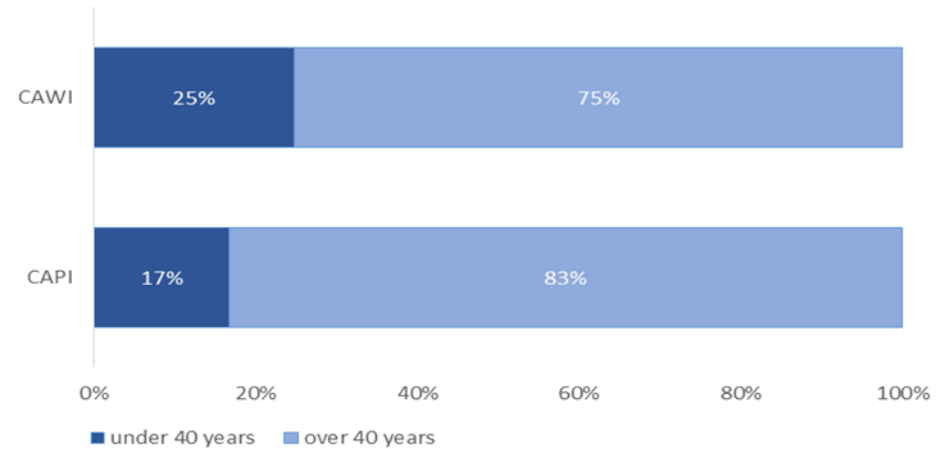
# CAWI vs. CAPI respondents

The overall response rate was extremely high (more than 99%)

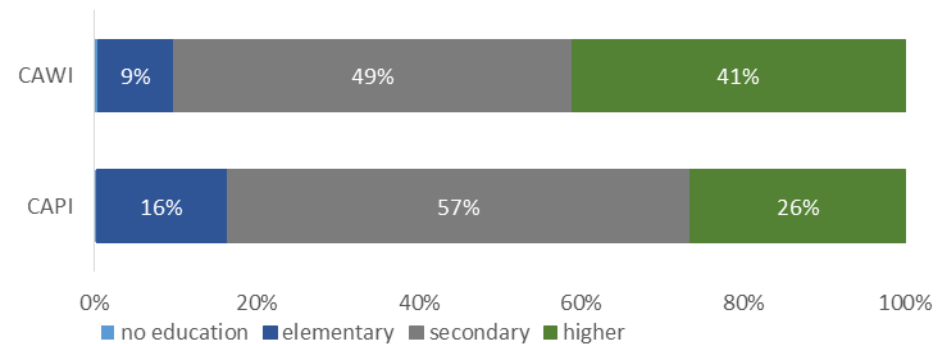
The respondents who filled out online tend to be younger and more educated than the ones who waited for surveyors to come.

Respondents of CAWI period asked feedback on publication in a much higher share than respondents of the CAPI (75% vs. 28%).

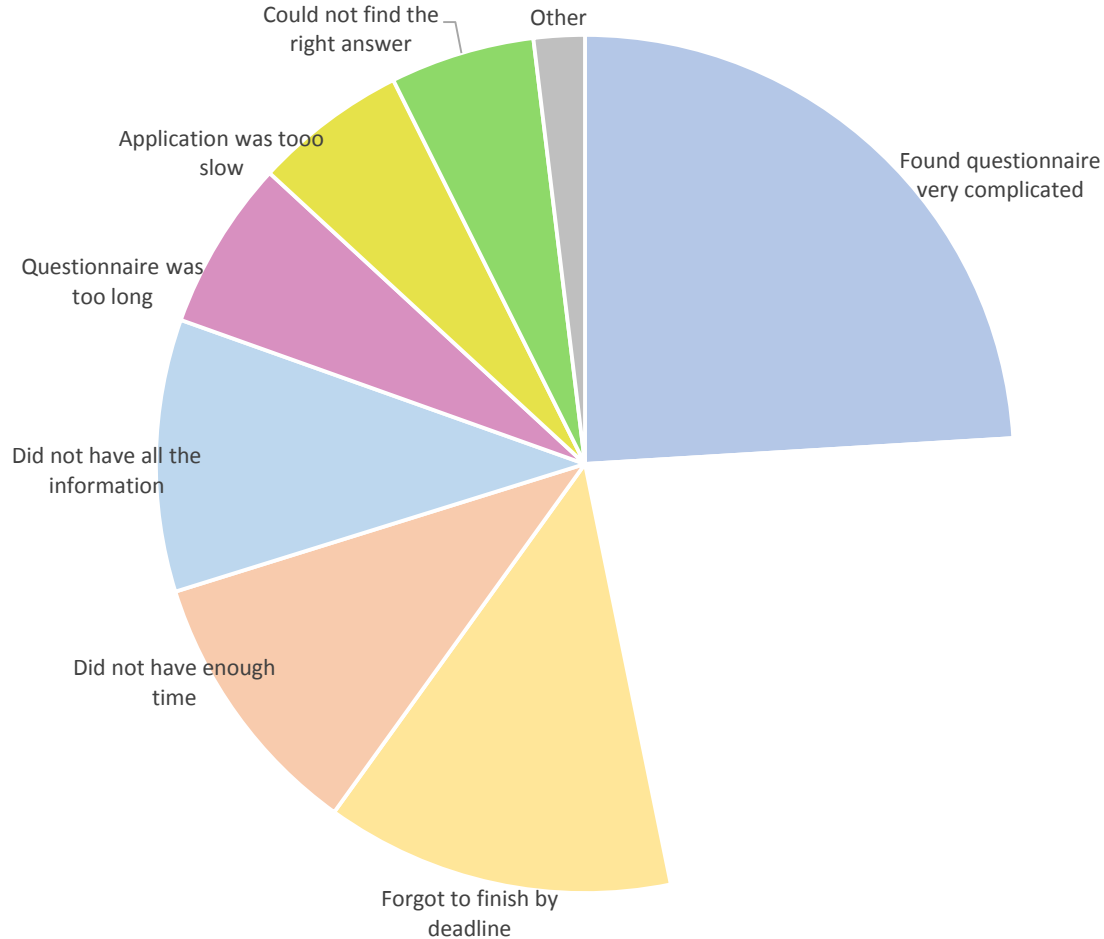
CAWI respondents have higher share of farmers under 40 years



CAWI respondents have higher share of farmers with higher education



# Why respondents did not finish the questionnaire?

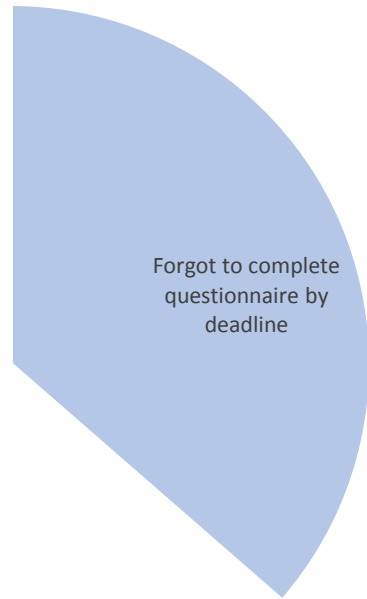


Most respondents did not fill the questionnaire because they found that complicated and difficult.

23% of them only had forgotten the deadline or found the period too short.



# Why respondents did not start questionnaire?



10% of farmers did not know about the census

73% of them had internet connection

82% of them ask for consultant help to apply for subsidies

# Why does it help if data respondents are also data users?

Higher public and media attention.

More users became aware of the available agricultural statistics, and different data collections on this field.

It is important many of them to be engaged and to be involved more into the data collection

# Thank you for your attention!

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