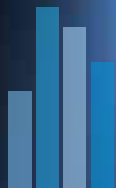


# How COVID-19 kickstarted experimental statistics in Statistics Denmark

Marianne Mackie,  
Communication consultant

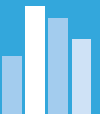


# Before COVID-19

Plans to publish experimental statistics – IN TIME

A slow process with worries about:

- misunderstandings,
- loss of credibility,
- where to place it,
- how and where to declare its status etc



# A quick proces

12. March:  
Lockdown

National Bank  
collected  
content

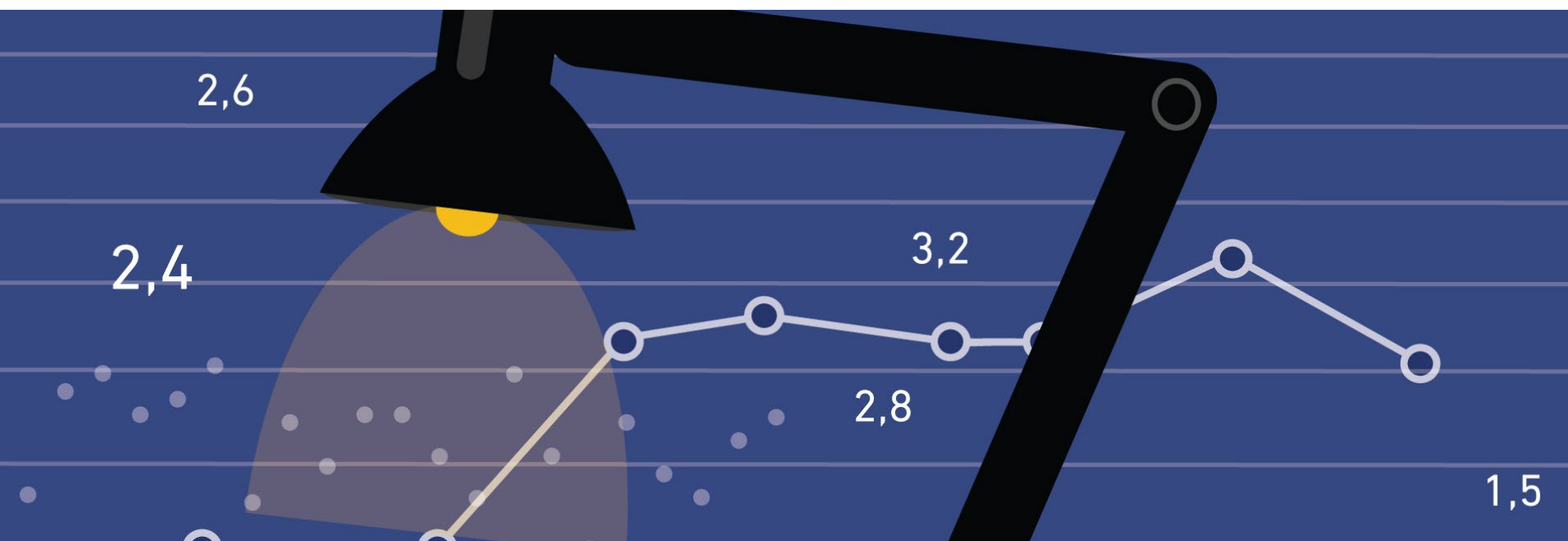
Content  
boomed  
quickly

Demand  
for quick  
figures

In few days:  
a webpage  
with a few  
statistics

# Considerations about terms

- Should we use the term experimental
- How do we avoid users understanding "experimental" as random?



# Decisions regarding content

- Collection of all COVID-19 related statistics?
- Should we insist on normal documentation standards?
- Structure on page – consistent with site?



## Phase 2

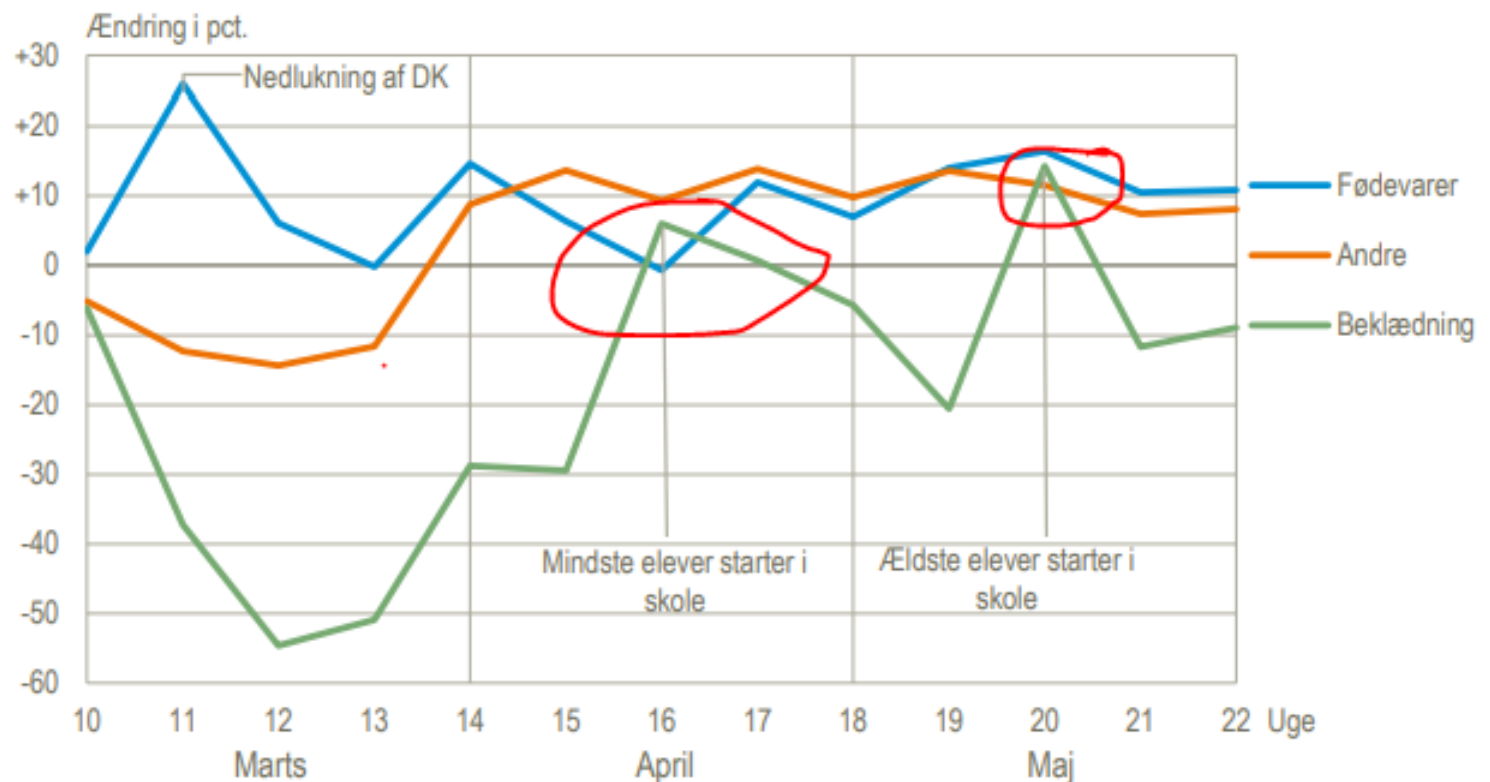
After the first hectic start-up:

- Contact information on each subject
- Light version of documentation
- Fixed publishing hours help minimize workload for web team



- Content: the art of the possible
- New possibilities: contextualizing, e.g. clothes sales and phases of children returning to school

Detailomsætningen i supermarkeds kæder dækket af stregkodedata fordelt på varegrupper. Procentvis ændring i forhold til samme uge året før

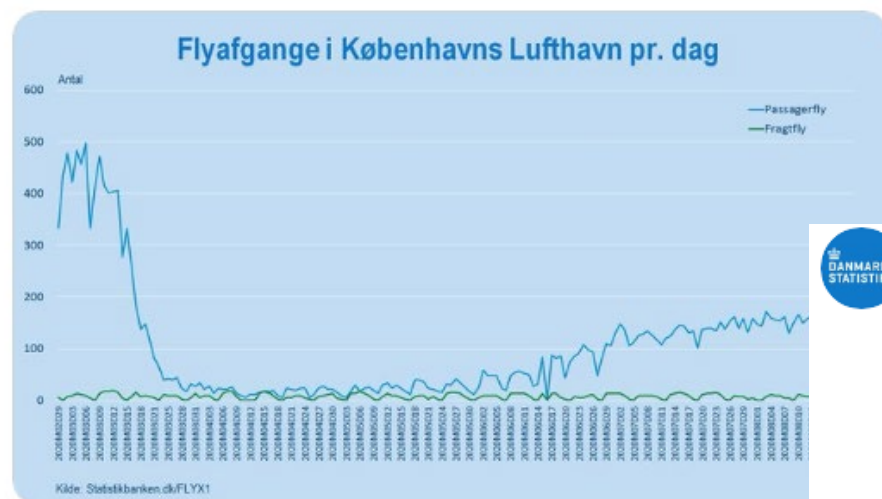


Kilde: Særkørsel på stregkodedata fra udvalgte supermarkeds kæder med henblik på udarbejdelse af eksperimentel statistik.

# SOME – mainly Twitter

Danmarks Statistik @DSTdk · 1h

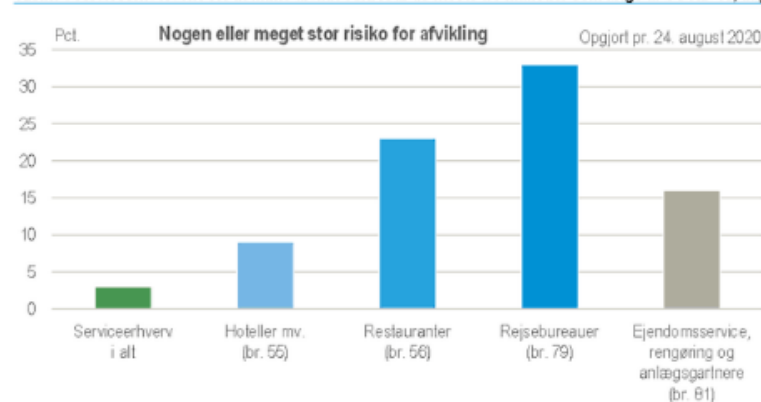
Flere flyselskaber har mistet milliarder under #COVID2019dk, skriver #dkmedier. Antallet af passagerfly, der afgår fra Københavns Lufthavn, er fortsat kun på omkring en tredjedel af niveauet fra før nedlukningen. Se mere: [statistikbanken.dk/FLYX1](https://statistikbanken.dk/FLYX1) #dkpol #dkøko #dktransport



Danmarks Statistik @DSTdk · Aug 27

#COVID2019DK rammer fire servicebrancher særligt hårdt. Mellem 9% og 33% i brancherne hoteller mv., restauranter, rejsebureauer samt ejendomsservice, rengøring mv. ser risiko for afvikling i løbet af de næste tre måneder. [dst.dk/da/Statistik/e...](https://dst.dk/da/Statistik/e...) #dkpol #dkøko #dkbiz #eudk

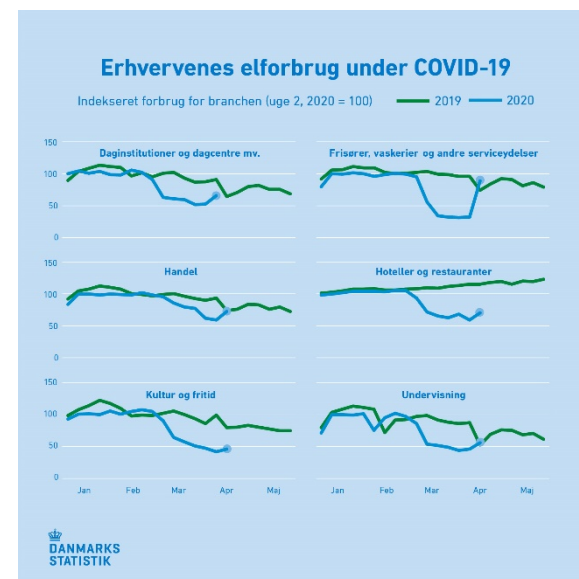
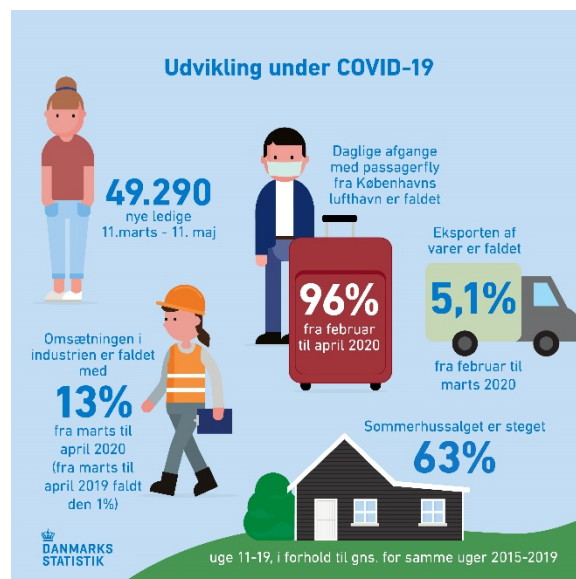
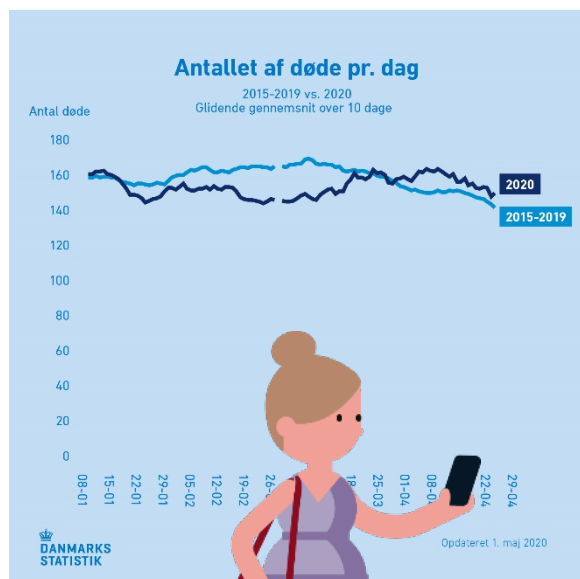
**Risiko i serviceerhvervene for at måtte afvikle i løbet af de næste tre måneder som følge af COVID-19, august 2020.**



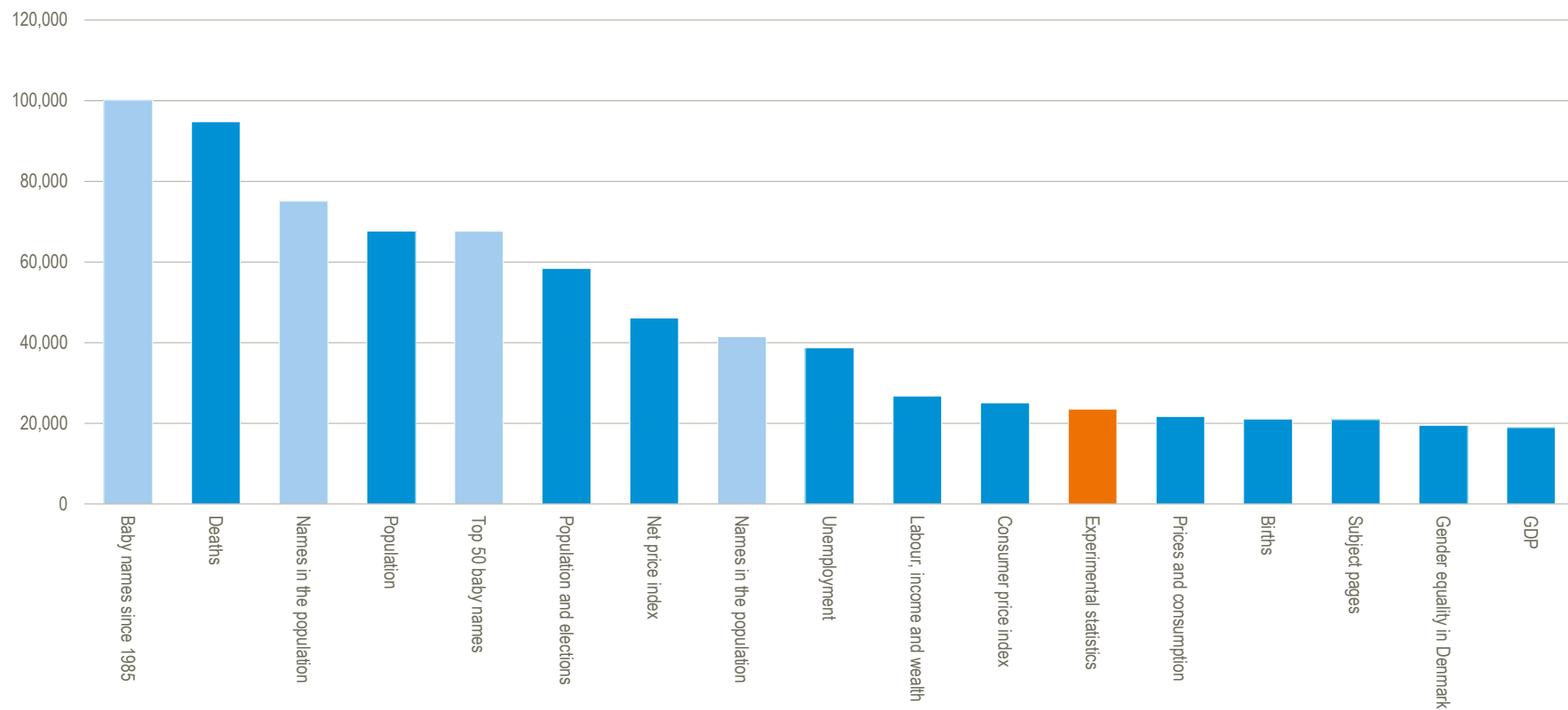
Anm.: Grafens tal er en sammenlægning af antal procent, der har svaret "nogen risiko" eller "meget stor risiko" til spørgsmålet: "Med den nuværende udvikling og indlåsning af økonomien, risikobehandling og skader i løbet af de næste tre måneder, kan du overleve?"



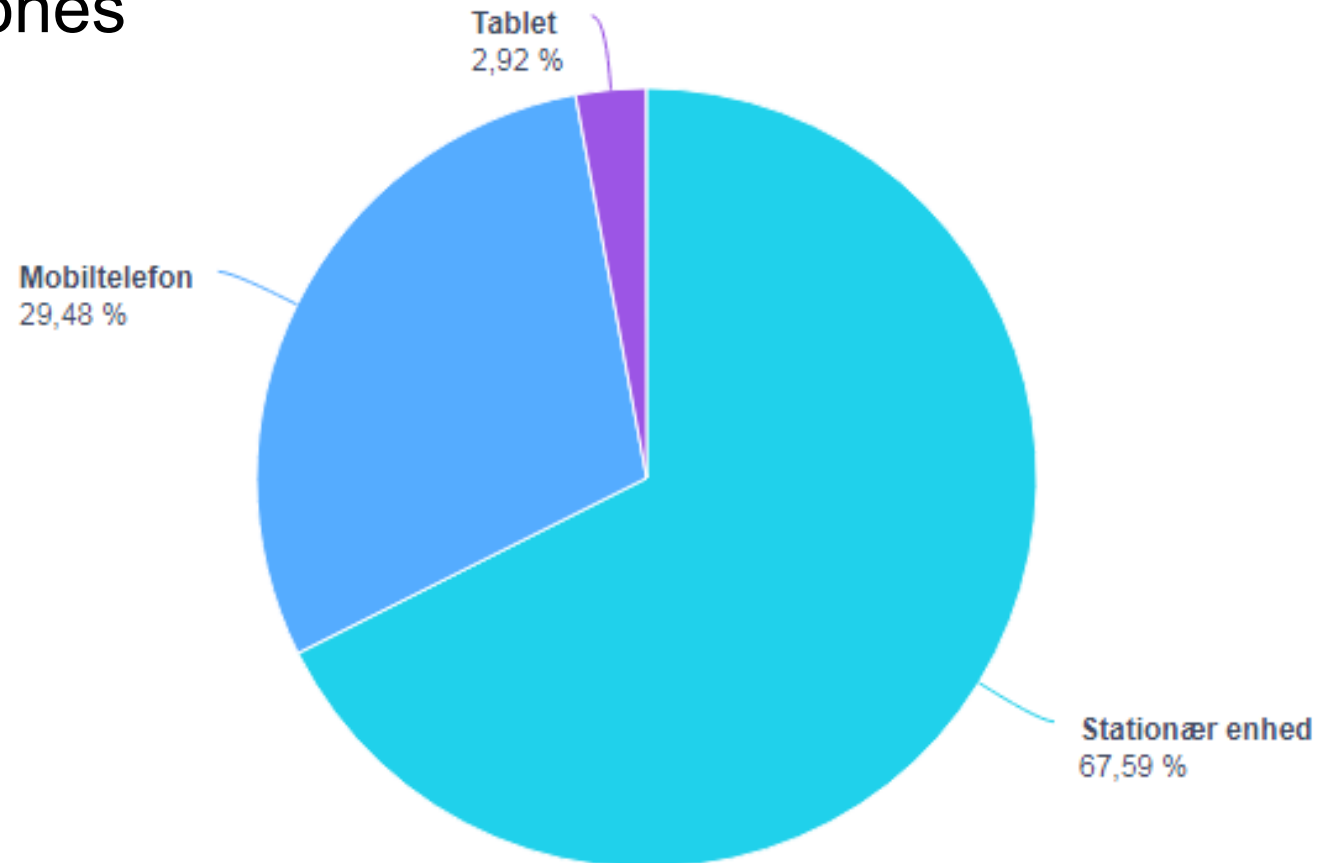
# Facebook



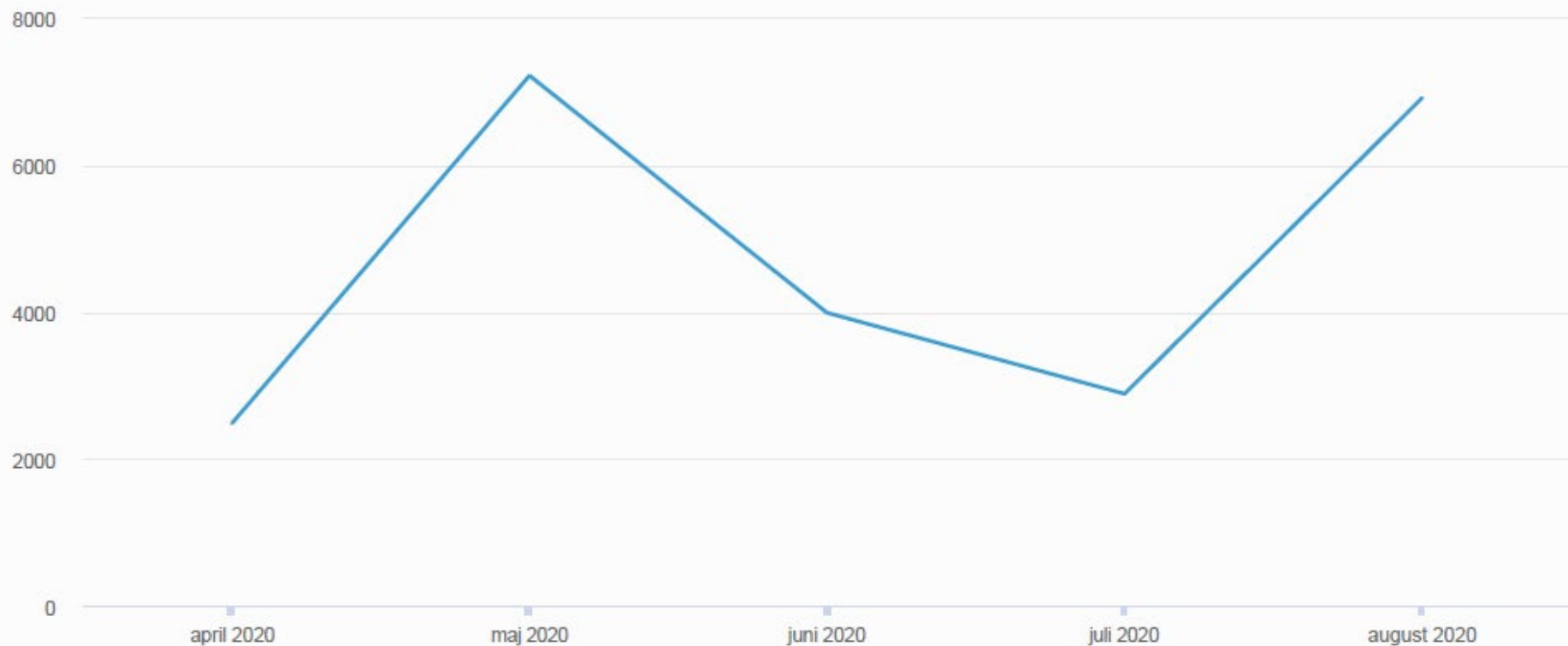
# Page views – compared to top subject pages



- 2.300 have returned to the page
- 16% come from social media
- 1/3 come from our own site – mostly the front page
- 1/3 af users see the page on a mobile device
  - mostly phones



# Follows phases of COVID-19



# Who uses it?



Professional users: analysts, Ministry of Finance etc.

Press

- Can't use normal registration system, but.. mainly own statistics



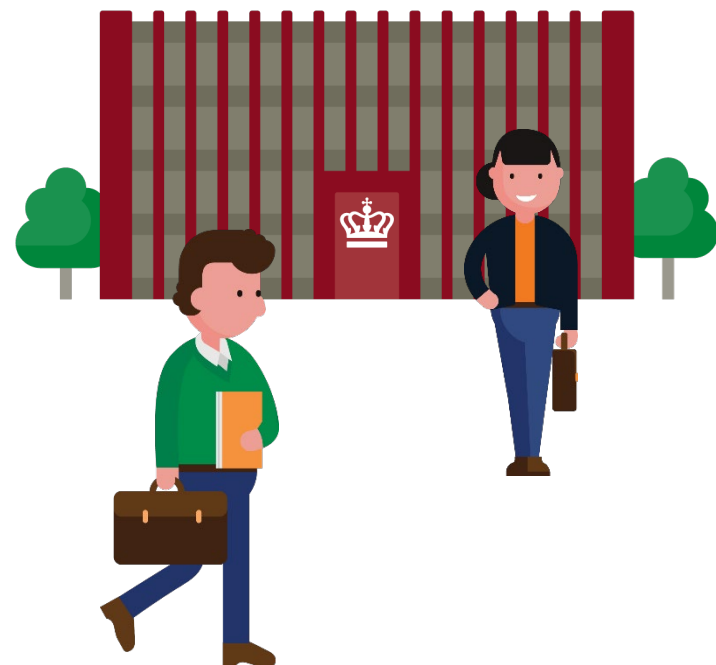
## Lessons learnt

Yes we can...

- be incredibly quick and bypass bureaucracy when needed
- publish experimental statistics without losing confidence – as long as we declare its status
- increase job satisfaction by opening for interpretation af e.g. big data

# The future after COVID-19

- The site will remain
- Some statistics will be moved to the relevant subject pages
- Content from other producers will be closed down or moved "home"
- Some statistics will go back to normal frequency.



# Experimental statistics- the movie



- <https://youtu.be/YEvolArbXz4>



# Thank you