How COVID-19 kickstarted experimental statistics in Statistics Denmark

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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
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 #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... #dkpol #dkøko #dkbiz #eudk
Facebook

Antallet af døde pr. dag
2015-2019 vs. 2020
Gørde genanmeldelse over 10 dage

Udvikling under COVID-19

49,290
yet lodige
11.marts - 11. maj

Daglige afgange
med passagerer
fra Københavns
lufthavns er faldet

Omsætningen i
branchen er faldet
med 13%
frø marts til
april 2020
(frø marts til
april 2019 faldt
19%)

96%
frø februar
til april 2020

Eksporten af
varer er faldet

5,1%
frø februar
til marts 2020

Sommerhusseledet er steget

63%

Ehververnes elforbrug under COVID-19

Indeksnet: forbrug for branchen (uge 2, 2020 = 100)

Daginstitutioner og dagcentre mv.

Friisere, vaskere og andre serviceprofeser

Husstand

Hoteller og restauranter

Kultur og fritid

Undervinding
• 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 of 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
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 of 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