

Towards smart surveys

How to implement smart data collection in official statistics?

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Content

- Background
- Smart surveys: three case studies
- Discussion



Background + ESSNet

- Implementation of smart features of devices
- Respondent burden
- Improve survey experience
- Automation of measurements



Three case studies

- Household budget survey
- Health
- Travel app

Case study 1: household budget survey

- Household budget survey
- Current approach; P&P diary
- Future approach; smart survey

The image shows a sample of a household budget survey form. The form is titled 'Voorbeelden' and contains several sections. The first section is 'Aankoop datum' (Purchase date) with a grid for day, month, and year. The second section is 'Gekocht bij' (Bought at) with a grid for day, month, and year. The third section is 'Product / Dienst' (Product / Service) with a grid for product name, quantity, and price. The fourth section is 'Prijs' (Price) with a grid for price. The form includes handwritten entries and colorful bar charts. The bar charts are labeled 'voorbeelden van hoe u de uitgaven kunt noteren' (examples of how you can record your expenses). The bar charts show the following data:

Product / Dienst	Quantity	Price
Boodschappen, zie bonnetje	1	14,33
Goudvis en kattenvoer	1	7,90
Wasbeurt	1	9,95
6 Bier, 3 wijn en 2 fris	1	30,00
10 appels	1	2,00

Case study 1: Household Budget Survey app

- Screenshots



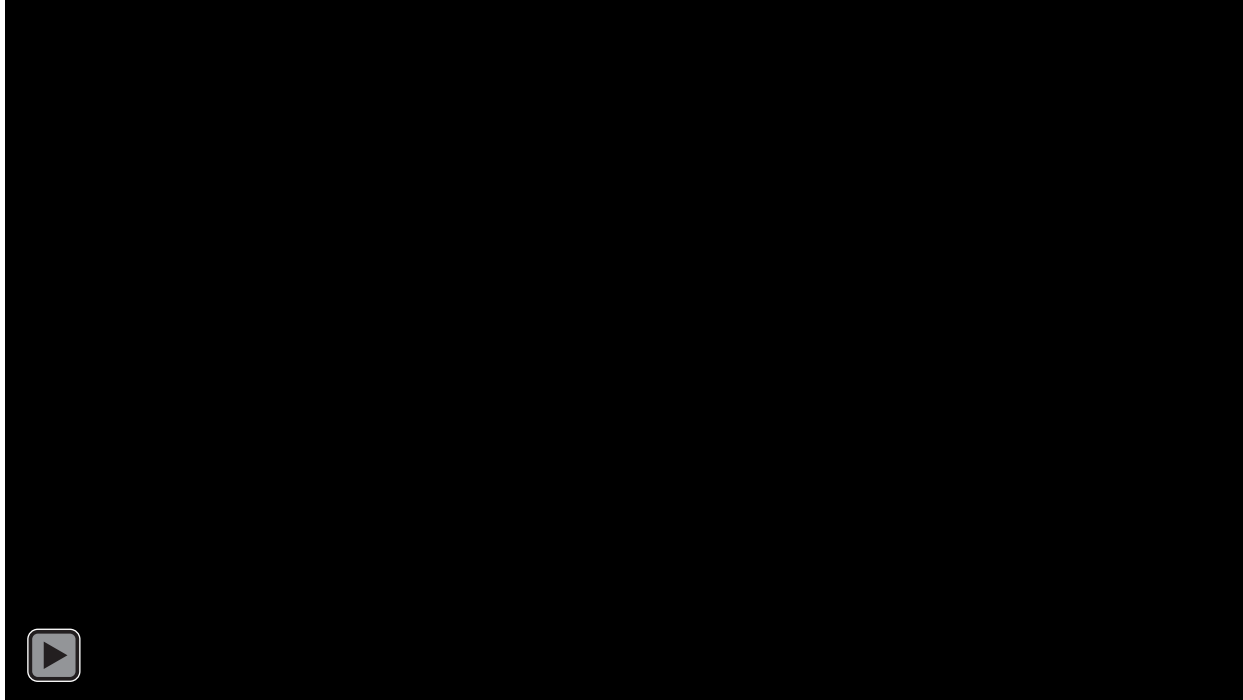
This screen is for adding a new expense. It has a purple header with the title 'Uitgaven toevoegen' and a 'Gereed' button. The form includes fields for 'Winkel*' (Albert Heijn), 'Datum*' (Vandaag), and 'Overige' (Buitenland and Online checkboxes). Below these is a list of 'Items' with quantities and prices: '1x Eieren 2.42' and '1x Half volkoren brood 2.30'. At the bottom, there's a 'Korting op totaal' field showing '-0.60' and a 'Totaal bedrag' of '4.12'.

This screen is for adding a receipt. It has a purple header with the title 'Bon toevoegen' and a 'Gereed' button. The form includes fields for 'Winkel' (Albert Heijn), 'Datum' (Vandaag), 'Totaal prijs' (6.60), and 'Producten categorie' (Voeding en drank). Below the form is a photo of a receipt from Albert Heijn, showing a list of items and their prices, with a total of 6.60.



Case study 1: Household Budget Survey app

- Smart feature: OCR scanning



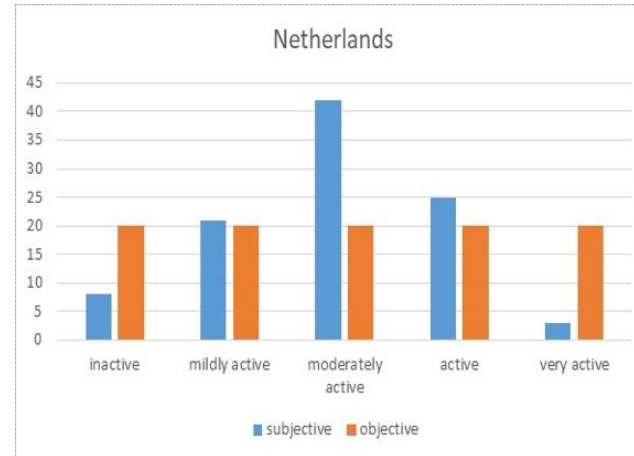
Results per condition

- Registered – active – complete
- Interviewer (N = 1.118): 26,6% - 24,2% - 20,7%
- Letter (N = 1.233) : 14,3% - 11,4% - 9,2%
- Insights instant (N = 1.181) 17,9%, 15,7%, 13,9% - 72,4%
- Insights delayed (N = 1.170) 21,2%, 18,3%, 15.3% - 72,4%

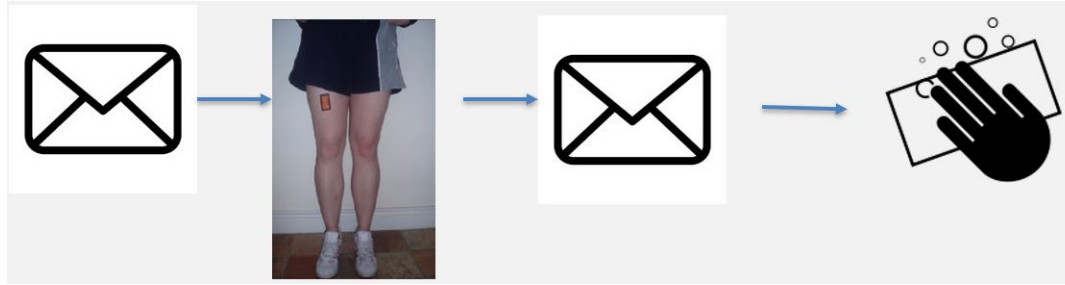


Case study 2: Health

- Objective vs. subjective measurements
- Pilot tests for willingness to participate
- ActivPal



Case study 2: Health



- Type & intensity of activity
- Device sent to participant or handed over
- Data storage on device and read when returned

Case Study 2: Health - results

	sample	response to questionnaire	consent to wearing activPAL (of response)	consent to wearing activPAL (of sample)	provided >= 4 days of valid data (of sample)
	n	%	%	%	%
pilot 1	4997	45.5	48.7	22.2	11.9
pilot2a	6801	30.1	47.4	21.4	11.5
pilot2b	5711	32.9	55.8	17.7	10.5
pilot3	3874	87.0	50.5	43.2	37.7 ¹
1: situation per April 1st, after five (independent) batches of fieldwork, about halfway through fieldwork					

- Interviewer seems necessary
- People willing to participate report more physical activity
- Field tests in 2023+2024 with interviewer



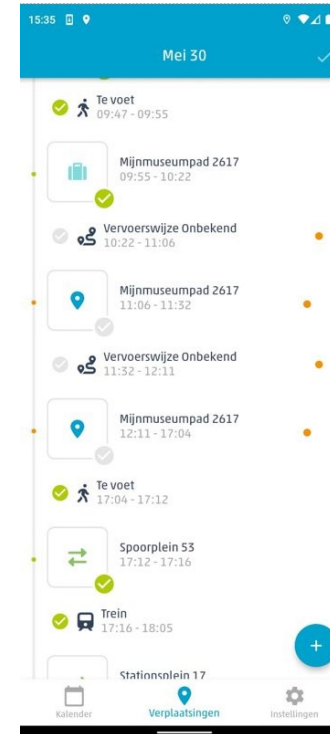
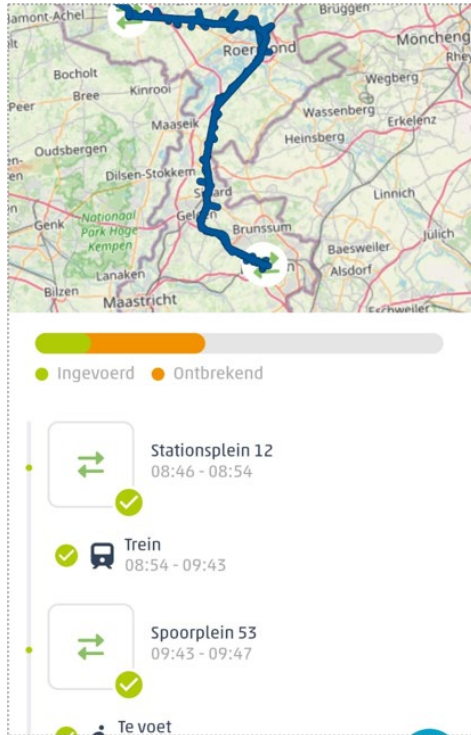
Case study 3: travel app

- Current approach: questionnaire
- Future approach; app
- GPS tracking



Case study 3: travel app

- Respondents' involvement



Case study 3: travel app

- Purpose of travel
- Correction of transportation mode
- Adding/deleting stops
- Fieldtest in November 2022



Discussion

- Promising tools for the future?
- Recruitment is key!
- Active-passive data collection trade-off

