Towards smart surveys

How to implement smart data collection in official statistics?

Jelmer de Groot
Rome – October 26, 2022
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
Case study 1: Household Budget Survey app

- Screenshots
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
- 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