Statistical data collection – how to make it attractive for respondents

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Numerous changes in society, various crises, digitalisation, globalisation, data revolution

Strong impact on data, infrastructure, influence on businesses & individuals, their behaviour

Require changes in statistical offices, in data collection, modernization of processes, new approaches and data sources
Data sources

Field data collection
- 68 business surveys ⇒ 70,000 business entities
- 13 household & farm surveys ⇒ 200,000 people

Administrative & other data sources
- Almost 200 administrative & other data sources
- Agreements signed with almost 80 institutions
- Almost 300 different type of data received yearly

Other sources
- Scanner price data
- Web scraping, models
- Data of system operators for electricity & gas, mobile operators
Data collection

Primary data collection
- Business surveys ⇒ mandatory, WEB 96%
- Household surveys ⇒ voluntary, WEB 60%

Secondary data collection
- Various admin. registers
- Administrative sources
- Privately held data
## Modernisation of data collection

<table>
<thead>
<tr>
<th>Business surveys</th>
<th>Major technical renovation of WEB portal eStat</th>
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<td>Other innovations – pre-filled questionnaires, code books</td>
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<td>Packet data import</td>
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<td>Household surveys</td>
<td>Development of new information system OSA for management of whole collection process</td>
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<td>Development &amp; pilot use of mobile apps for data entry</td>
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<td>Administrative &amp; other sources</td>
<td>Development of online service for data exchange between institutions</td>
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<td>System for Exchange of Data Collection – all information about administrative sources in one place</td>
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Promotion of data collection

Renovated entry point for data collection

Central help desk for enterprises & individuals

Advisory Committee on cooperation with data providers

Different promotional activities
Profiling of data providers

Profiling (segmentation) of persons
- Project of analysis of persons, their characteristics
- Determination of typical groups of respondents
- Adaptation of the communication strategy

Study of respondents perceptions
- Investigation of respondents willingness to use smart features

Probability web panels
- Project of potential use of probability web panels
- Carried out in cooperation with university
Concluding remarks

Changes

- Various changes in a society, crises
- New data sources, digitalisation
- Changes in the behaviour of people, business entities
- Quick response & adaptation to all changes is necessary

Collection

- Data collection tailored to the respondents' information sources & preferences
- Implementation of new ways of data collection & digitalisation of processes
- Maximum use of administrative & other new data sources

Communication

- Improve the visibility & importance of statistics among data providers
- Emphasize the important role of data providers in data collection
- Adapt communication to different respondents groups

Cooperation

- Synergy & partnerships with public & private data holders
- Good knowledge & intensive cooperation with data providers
Thank you!

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