A wake-up call: Why we have to strengthen awareness about our mission

KAREN LONGVA AND KRISTIN GOA
Our case: The household budget survey (HBS)

<table>
<thead>
<tr>
<th>Dato</th>
<th>Hva slags vare ble kjøpt? Beskriv varen.</th>
<th>Kryss av hvis varen er kjøpt i utlandet</th>
<th>Mengde</th>
<th>Hva kostet varen (Kroner)</th>
</tr>
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<tbody>
<tr>
<td>Eks.1</td>
<td>Lammeestek, fersk</td>
<td></td>
<td>2,3 kg</td>
<td>269 90</td>
</tr>
<tr>
<td>Eks.2</td>
<td>Groudød</td>
<td></td>
<td>800 g</td>
<td>26  50</td>
</tr>
<tr>
<td>Eks.3</td>
<td>Jordbær selvedukket</td>
<td></td>
<td>4 kg</td>
<td></td>
</tr>
<tr>
<td>Eks.4</td>
<td>Laks, røkt</td>
<td></td>
<td>250 g</td>
<td>39  90</td>
</tr>
<tr>
<td>Eks.5</td>
<td>Skummet melk</td>
<td></td>
<td>1 liter</td>
<td>10  90</td>
</tr>
<tr>
<td>Eks.6</td>
<td>Rødvin, kartong (kjøpt i Sverige, svenske kroner)</td>
<td></td>
<td>3 liter</td>
<td>149 00</td>
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New data sources for the HBS

Four grocery chains in Norway have 98 per cent market share
- We asked them for receipt data

4.4 million transactions per year with debitcard
- We also asked for payment transactions from NETS Branch Norway

These sources would provide us with detailed household statistics, collecting data efficiently for us without needing individuals to fill out a survey.
In Norway, the Statistics Act is allowing access to public and private data for official statistics.

We established dialogue with the grocery chains and Nets and got permission to collect test data.

The final formal step was the cost-benefit assessment, that led to legal obligations on grocery chains and NETS Norway to provide data.

Streaming of data to Statistics Norway from grocery chain and NETS Norway.
Norway’s data regulator has launched an inspection of the government’s statistics bureau, after it ordered the county’s largest supermarket groups to provide information about customer transactions.
The Case from a Media Perspective: From a trusted source to a privacy-invading entity

How detailed maps of our lives does the government really need to make informed decisions?

Ph.D. Candidate
The Case from a Media Perspective: From a trusted source to a privacy-invading entity

The state, represented by Statistics Norway, simply should not demand a complete overview of citizens' purchasing and eating habits. The Progress Party does not want a total surveillance society. From a practical standpoint, we do not see the point in this.

MP
Main Takeaways for the Communication Department

- Need for stakeholder mapping: SSB didn't fully anticipate the privacy-related challenges
- Develop a consistent, clear, and simple message
- Invest in media training and interview preparation
- Avoid unnecessary escalation in media conflicts
- Focus on long-term reputation and trust-building
Building Trust: A Vital Element for Enhancing Data Collection and Utilization

• To deliver daily statistics and information to the public we are dependent on trust within society to streamline, develop and carry out our data collection, and in the end improve data and data usage.
• Norwegians generally trust governmental institutions
• However, this case shows that public trust can be fragile
<table>
<thead>
<tr>
<th><strong>Who:</strong></th>
<th><strong>What:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Statistics Norway - A credible provider of facts</td>
<td>Delivery of socially beneficial content</td>
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<tr>
<th><strong>Why:</strong></th>
<th><strong>How:</strong></th>
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<tr>
<td>To establish a common factual foundation by enabling the population to form their own opinions</td>
<td>By collecting and processing data responsibly</td>
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Work in Progress: Strengthening Awareness about Statistics Norway’s Mission

- Limited public awareness of SSB's social mission and mandate impacts trust
- Effective communication about the societal benefits of statistics is crucial.
- Enhancing communication practices to connect SSB's work with its positive impact is a priority.
- The goal is to establish a stronger connection between SSB's work and its positive impact on society
- A communication plan is on its way
Thank you!