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

KAREN LONGVA AND KRISTIN GOA
The world’s most valuable resource

Data and the new rules of competition
## 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 i Kroner</th>
<th>Øre</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eks. 1 1/1</td>
<td>Lammeget, fersk</td>
<td></td>
<td>2,3 kg</td>
<td>269</td>
<td>90</td>
</tr>
<tr>
<td>Eks. 2 1/1</td>
<td>Grønblade</td>
<td></td>
<td>800 g</td>
<td>26</td>
<td>50</td>
</tr>
<tr>
<td>Eks. 3 5/1</td>
<td>Jordbær selvpulveret</td>
<td></td>
<td>4 kg</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eks. 4 6/1</td>
<td>Laks, reel</td>
<td></td>
<td>250 g</td>
<td>39</td>
<td>90</td>
</tr>
<tr>
<td>Eks. 5 9/1</td>
<td>Skummel melk</td>
<td></td>
<td>1 liter</td>
<td>10</td>
<td>90</td>
</tr>
<tr>
<td>Eks. 6 13/1</td>
<td>Rødvin, kartong kjøpt i Sverige, svenske kroner</td>
<td>X</td>
<td>3 liter</td>
<td>149</td>
<td>00</td>
</tr>
</tbody>
</table>

17
18
19
20
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
Datenschutzbehörde stoppt Speicherung von Supermarkt-Bons in Norwegen

Um soziale Daten zu erheben, wollte die norwegische Statistikbehörde die Lebensmitteleinkäufe aller Einwohner:innen speichern. Diese Datenverarbeitung haben die Datenschutzkontrolleure des Landes nun verboten.

02.06.2023 um 16:23 Uhr - Markus Reuter - in Datenschutz - 9 Ergänzungen

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Norway DPA investigates statistics agency

Bethan John
06 June 2022

Rema 1000

Statistisk sentralbyrå

Vil fjerne dine kontanter

Totalovervågning på vej i Norge, men også herhjemme spiller banker, myndigheder og erhvervsorganisationer hasard med vores frihed og sikkerhed ved at indføre det kontantløse samfund, lyder advarlsen.

Credit: SSB

Norway's statistics provide in...
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**
  - Develop a consistent, clear, and simple message
  - Invest in media training and interview preparation

- **Avoid unnecessary escalation**
  - 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.
Norway's Trust in Governmental Institutions

70% has a good overall impression of Statistics Norway
307 statistics
812 publications
52 000 mediamentions
<table>
<thead>
<tr>
<th><strong>Who:</strong></th>
<th><strong>What:</strong></th>
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<tbody>
<tr>
<td>Statistics Norway - A credible provider of facts</td>
<td>Delivery of socially beneficial content</td>
</tr>
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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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</table>
Work in Progress: Strengthening Awareness about Statistics Norway’s Mission

- 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!