

May 22-24, Geneva, Switzerland

UNECE Expert meeting on Statistical Data Collection and Sources

# New modes of data collection for gaining cooperation from young people

The case of the Survey «Children and young people: behaviors, attitudes, and future plans»

# Children and young people: behaviors, attitudes and future plans





# The topics of the survey

# Children and young people's daily life

- 1. Who are you (demographic information)
- 2. The study (school life, performances, intentions for the future, etc.)
- 3. Citizenship and identity
- Social relationships (friends, bullying, cyber bullying, etc.)
- **5. Leisure** (sport, reading books, cinema, etc.)
- 6. Your future (expectations about marriage, children, emigrations, etc.)
- 7. Opinions about men and women (gender stereotypes)
- 8. Other information (considerations and suggestions on the questionnaire)





# Innovations in questionnaire design

## **Strategies** Goals **QR** Code access Increasing response rate Questions adapted for mobile devices Minimizing sources of response error Questions wording simplified Avoiding questionnaire break offs Translation into 9 languages B **Objectives** Facilitating questionnaire's access Designing a responsive questionnaire Adapting the questionnaire to the target



## Questionnaire's submissions and break offs

**78,3%** by smartphone or tablet (73,8% of Italians and 83,1% of foreigners)

	Submissions		Break offs		Total
Respondents who passed the homepage	N	%	N	%	
Italians	20,421	96,6	715	3,4	21,136
Foreigners	18,452	90,8	1,873	9,2	20,325
Total	38,873	93,8	2,588	<mark>6,2</mark>	41,461

Around 70% QR Code





## Reminders via IO APP

#### **Phase 1: preliminary steps**

- Create service
- Test service
- Public service

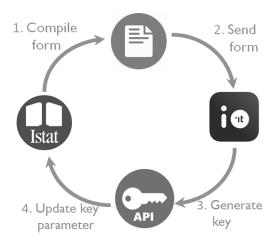
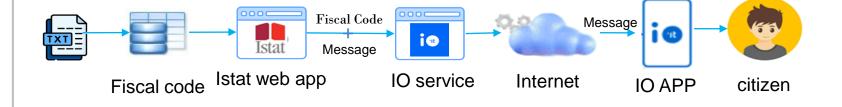


Fig1. Create a new service

#### **Phase 2: production steps**

- Load user's data
- Launch the procedure
- Collect responses



	N sent	N delivered	% delivered
Under 18	59,970	19.936	<mark>33,2</mark>
Over 18	13,683	1,583	11,6
Total	73,653	21,519	29,2



## Advantages of using IO APP



## **Advantages for Istat**

- All services, communications and related documents are collected in a single place
- It's a simple, rapid and secure way to communicate with citizens
- This integration facilitates the digital use of public services, making the Statecitizen relationship more efficient
- There is a reduction of development and communication costs

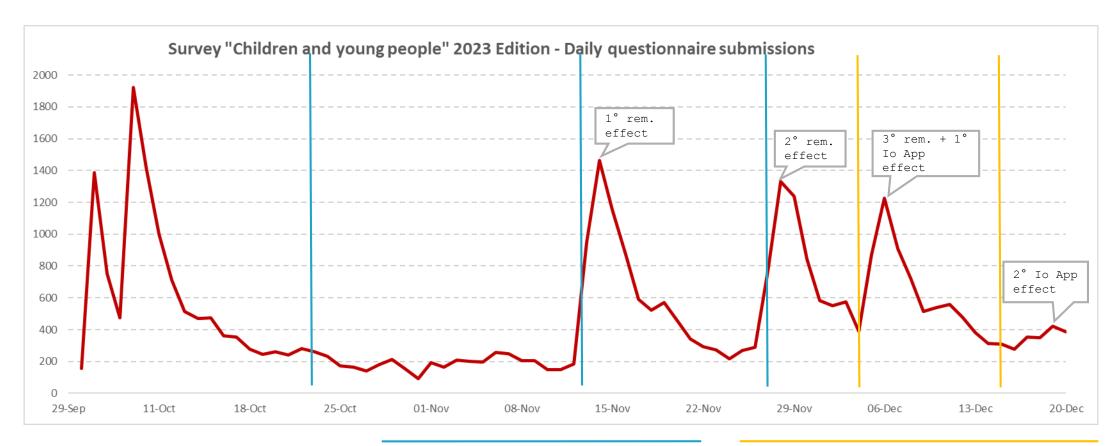


## Advantages for citizens

- Citizens can receive legal messages and notifications from Istat
- Citizens always stay up to date and can add a reminder directly to their personal calendar



## Advance letters and reminders



29 Sep – Advance letters by post 02 Oct – Survey starting date

23 Oct – 1st reminder by post 13 Nov – 2nd reminder by post 27 Nov – 3rd reminder by post 05 Dec – 1st notification on IO APP 14 Dec – 2nd notification on IO APP



# Insights from the lessons learned



