

# Toward Better Communication with Data Suppliers

- Experience of Japan -

**KOMAGATA Ken-ichi**

**Director General of  
Statistics Department,  
Statistics Bureau  
JAPAN**

# 0 Introduction

## Necessity for Better Communication

- Establishing better communication with data suppliers is an essential element for achieving high quality statistics.
- “Data Suppliers” here refers to
  - a) Survey Respondents, i.e. households, businesses, and
  - b) Government organizations having administrative data

# Outline of Presentation

- 1 Need for Better Communication**
- 2 Key Points of Communication with Suppliers**
- 3 Examples**
  - (1) 2010 Population Census**
  - (2) 2009/2012 Economic Census**
  - (3) Internal Migration Statistics**
- 4 Challenges Ahead**
  - (1) Gaining Access to More Administrative Data**
  - (2) Continuously Informing Data Suppliers of the Value of Official Statistics**
  - (3) Communication through Social Networks**

# 1 Need for Better Communication

## (1) Increasing Needs for Higher Quality Official Statistics

- **Movement toward “Evidence-Based Policy Making”, requiring more transparency and accountability**
- **Restriction of statistical resources, i.e. budget and human resources**
- **New legal framework giving more solid basis for statistical operation**

## (2) Changing Socio-Economic Environment

- **Diversified Life styles as well as Economic activities**
- **Increase of difficult-to-approach households  
(Secure apartment buildings, single households, working couple households, etc.)**
- **Weakening community ties in urban areas**
- **Development of Information & Communication Technology**
- **Increase of foreigners not being able to communicate in Japanese**
- **Increase of SOHOs (Small Offices Home Offices) difficult to find**

### (3) Changing Attitude of the General Public

- **Decreasing trust in the public sector at large**
- **Weakening sense of social norms and responsibilities**
- **Antipathies to response burdens from surveys**
- **Increasing awareness for privacy protection**
- **Fear for possible crimes by strangers visiting home**

## 2 Key Points of Communication with Data Suppliers

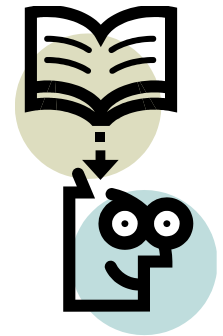


- (1) Promote understanding of the essential roles of statistics in society**
- (2) Data suppliers are themselves beneficiaries from the data.**
- (3) Feedback the voices of statistical users to data suppliers**

## 2 Key Points of Communication with Data Suppliers

**(4) Remove obstacles and concerns of data suppliers regarding responding to surveys**

**(5) Reduce response burdens and let it be known to data suppliers**



**(6) Build trust in the statistical office from the public at large**



## 3 Examples

### (1) 2010 Population Census

#### (a) Design Considerations

*What message should we communicate to data suppliers?*

- Ensure overall accuracy of statistics compiled from the data
- Remove concerns of respondents in providing data
- Provide options for the convenience of respondents
- Make the field work easy to execute.
- Achieve cost-efficiency

## (1) 2010 Population Census

### **(b) Multiple method for returning questionnaires**

*(significant change in the Census history since 1920)*

- Field enumeration is the most important means of communication.

-Enclosed submission of questionnaires

(1) to the enumerator

(2) by mail



*(Non-response Follow-up)*

-Online response *(for pilot model area)*



# Picture of Online response

国勢調査オンライン (回答入力画面) - Microsoft Internet Explorer

ファイル(F) 編集(E) 表示(V) お気に入り(A) ツール(T) ヘルプ(H)

戻る 検索 お気に入り

アドレス http://www.e-kokusei.go.jp/SG10/kokusei/GD04200401V.do

移動 リンク 変換 選択

2010 国勢調査オンライン 文字サイズ: 大 中 小 お問い合わせ ヘルプ 中止する

▶ 解説を表示する ボタンを押すと、解説が別ウィンドウで表示されます。  
 ▶ 「\*」付きの項目にマウスカーソルを合わせると、該当項目の解説が画面右上部に表示されます。 ▶ ここまでの入力内容を一覧表示する

## 世帯員について

1 世帯員の数及び調査票情報 ▶ 解説を表示する

- 男性及び女性の人数を入力してください。(総数は自動計算されます。世帯に男性、又は女性がいずれもない場合は、0を入力するか、又は空白にしてください。)

男性の人数	女性の人数	世帯員の総数
<input type="text" value="1"/>	<input type="text" value="1"/>	<input type="text" value="2"/>

- 調査票(紙)の第1面下部の「世帯の種類」欄に記載されている内容を入力してください。

世帯の種類	一般の世帯 (会社等の单身寮 の同居者を含む)	学校の学生寮・ 寄宿舎の 学生・生徒	病院・療養所 の入院者	老人ホーム等 の社会施設の 入所者	その他
	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- 調査票(紙)の第1面下部の「市区町村コード」、「調査区番号」及び「世帯番号」欄に記載されている内容を入力してください。(調査区番号は、回答データを地域ごとに集計するために必要です。)

市区町村コード	調査区番号	世帯番号
<input type="text" value="13122"/>	<input type="text" value="1234"/> - <input type="text" value="1"/> - <input type="text" value="1"/>	<input type="text" value="2"/>

次へ進む →

1項目め(全18項目) 世帯員 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 世帯 1 2 3

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## (1) 2010 Population Census

### **(c) Result of the Pilot Census**

- **Two way communication approach in the Pilot Census,**
  - *Direct feedbacks from Respondents*
  - *Feedbacks through Enumerators*
- **Apply the lessons learnt from Pilot Census (07,08,09) to the Census 2010**

## (1) 2010 Population Census

### **(d) Support from intermediaries**

*Communication becomes more effective through third parties closer to the data suppliers,  
Facilitating better communications with  
Households Respondents*

- **For accessing security guarded apartments, gain cooperation from real estate management companies.**
- **For contacting foreigners, gain support from NPOs assisting foreigners.**
- **For general public, seek cooperation from NPOs and mass media.**

## (1) 2010 Population Census

### **(e) Establishing a call center**

- Reduce doubts/uneasiness of respondents, thus help to conduct the survey without difficulty and to achieve high response-rate.

*<opening period>*

*2010, Sep. ~ Oct.*

*(Census Day ; Oct. 1<sup>st</sup>)*

*for 51 million households*

*At peak day,*

*over 100 thousand telephone inquiries are expected,  
which need near 3 thousand responders.*



## 3 Examples

### (2) 2009/2012 Economic Census

#### (a) Design considerations

- Provide most reliable benchmarks and the master survey frames
- Complete and accurate coverage of business establishments as far as possible
- Continuous updating of the database with new establishments
- Reduce response burdens by integrating existing censuses and surveys
- Achieve cost-efficiency



## (2) 2009/2012 Economic Census

### (b) Use of the data from the Commercial/Corporate Register(CCR)

#### Advantage of CCR

- *Coverage of all legal units*
- *Continuous updating of the database*
- New Legal Framework Promotes utilization of Administrative data and Intensive Negotiation with Data Suppliers (Ministry of Justice) for Statistical Use
- Basic Plan discussed by the Statistics Commission and approved by the Cabinet
- Involvement of the Ministries in charge in the meetings of formulating the Basic Plan

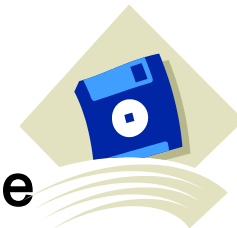
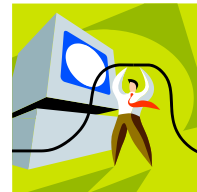




## (2) 2009/2012 Economic Census

### **(c) Special reporting arrangements for very large corporations**

- Response from Large corporations give strong influences on accuracy of statistics.
- Direct Contact by the Government enables to meet the different needs of Business Respondents.
- Choice of response methods depending on Respondents' circumstances
- Online response, offline response such as digital equipment, paper forms available



## (2) 2009/2012 Economic Census

### **(d) Controlling response burdens by maintaining survey histories in the Business Register database (7 million establishment data)**

- **Set the upper-bound of the times of survey participation depending on the size and industry of each establishment**
- **Business Respondents having reached the upper-bound of survey participation are automatically excluded from sample frame.**

## 3 Example III

### (3) Internal Migration Statistics

#### **(a) Background**

- **Statistics are compiled every month from the administrative records of the Resident Register maintained by municipalities**
- **Statistics are available for migration among prefectures and municipalities classified by sex.**
- **For more analytical uses, the statistics have to be broken down by age of migrants**

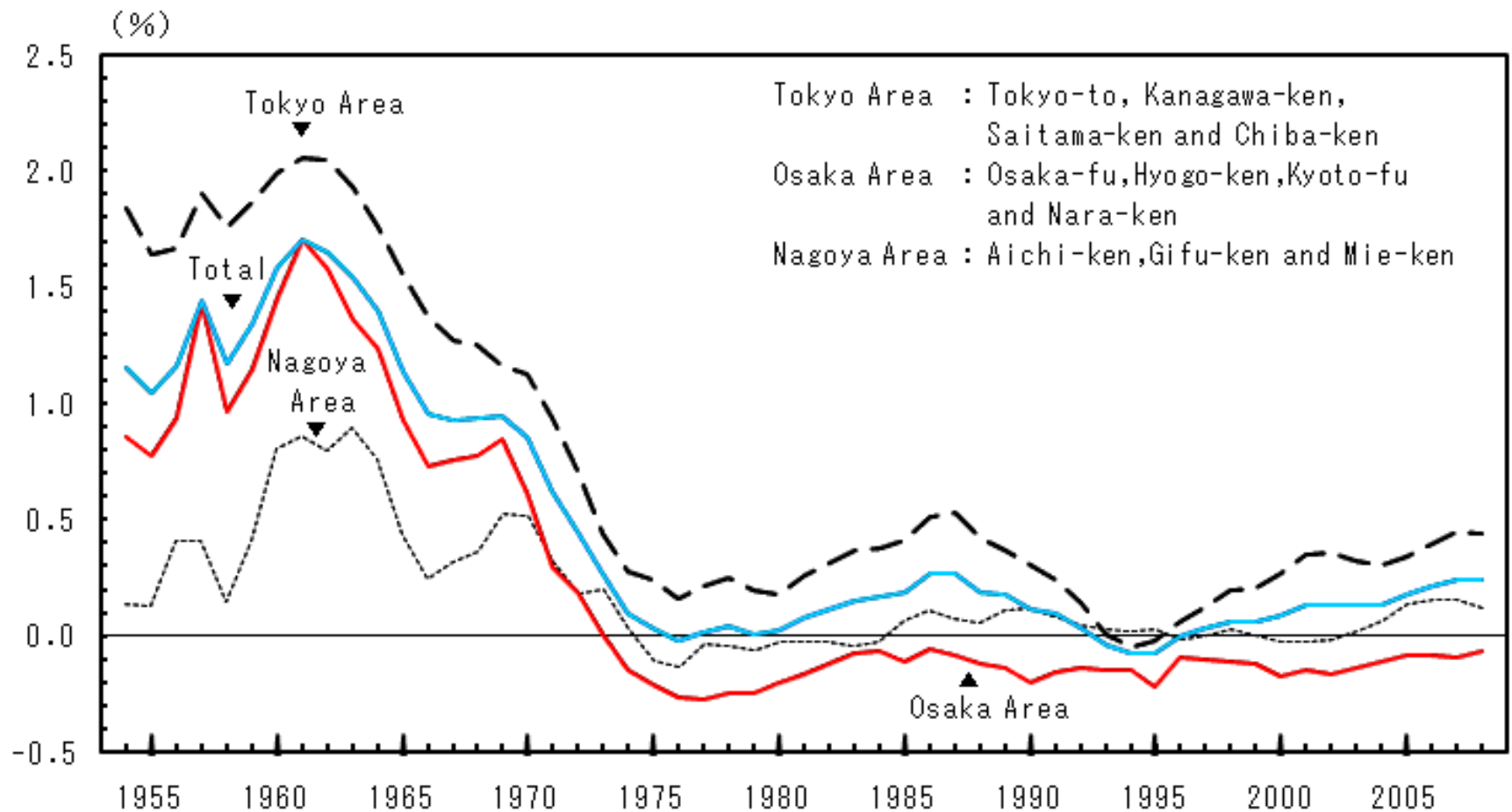
### (3) Internal Migration Statistics

#### **(b) Actions taken**

- **Involvement of the Representatives of Municipalities in the meeting**
- **Conveying the requests from academic societies.**
- **Making arrangements to receive aggregate data from Local Governments from January 2010. Planning to disseminate new data by 2011, thus enrich statistics of Mobility.**

### (3) Internal Migration Statistics

#### **Changing of net-migration rate for 3 Major Metropolitan Areas:1954 to 2008**



## 4 Challenges Ahead

### (1) Gaining Access to More Administrative Data

#### **(a) Labor Insurance Records**

- **The Records cover all establishments with at least one employee.**
- **Statistics Bureau already started negotiating with the Ministry of Health, Labor and Welfare (MHLW), on usage conditions of the labor insurance record data for maintaining the business register.**

## (1) Gaining Access to More Administrative Data

### **(b) Tax Records**

- **Tax record data are strictly protected by law, and the statistical office is not allowed to access.**
- **Understanding of the Tax Authority and gaining support from the general public are essential for authorizing the access for Statistics Bureau**



## (2) Continuously Informing Data Suppliers of the Value of Official Statistics

- Data suppliers are themselves Beneficiaries of the data they provided.
- Direct communication and Public communication regarding the users and analysis are important.
  - *feedback of the results by publishing regular reports/analytical papers*
  - *data-service via website*
  - *provide regional analysis (mesh) statistics*

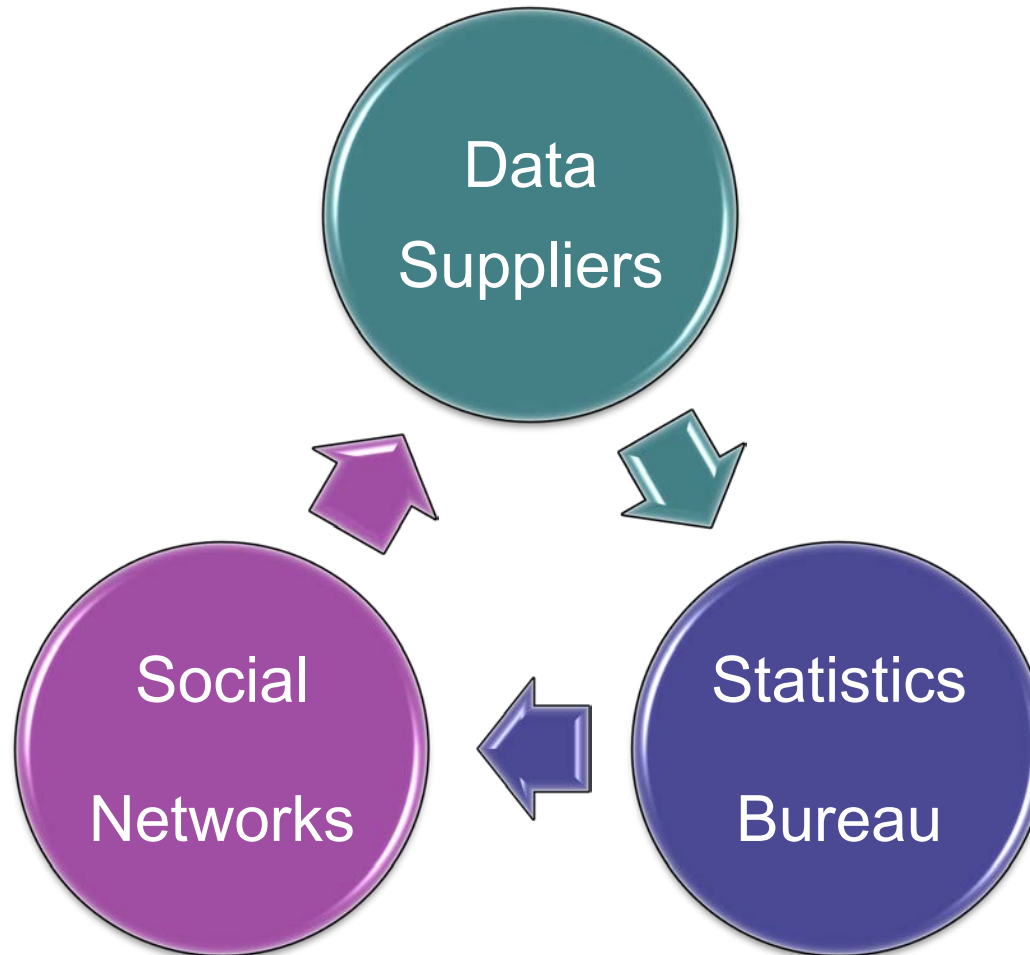


### (3) Communication through Social Networks

- For changing the social conditions more favorable for collecting data for statistics, it is necessary to involve diverse actors.
- Utilize Social Network by soliciting cooperation of
  - *Business sector*
  - *Mass media*
  - *Non-profit Organizations*
  - *Local private groups*
  - *Local governments*



**Involving diverse actors  
facilitates better communications with Data Suppliers.**



***Thank you !***

