Transition to Digital Data Collection

Statistics New Zealand

Sarah Minson

October 2016
New Zealand vs The Netherlands

<table>
<thead>
<tr>
<th></th>
<th>New Zealand</th>
<th>The Netherlands</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size</td>
<td>268,000 sq km</td>
<td>42,000 sq km</td>
</tr>
<tr>
<td>Population</td>
<td>4.6m</td>
<td>17m</td>
</tr>
<tr>
<td>GDP</td>
<td>NZD$183b</td>
<td>USD$753b</td>
</tr>
</tbody>
</table>

www.stats.govt.nz Unleashing the power of data to change lives
Digital transition so far…

How we put surveys online quickly?

- Moving at pace
- Minimum Viable Product (MVP)
- Respondent experience
Online census

- 2006 Census: 7%
- 2013 Census: 34%
- 2018 Census: 70%

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Moving at pace

Using agile to deliver fast

Enabling census testing

Unleashing the power of data to change lives
Moving at pace

The 2015 Agriculture Production Survey

✓ Online surveys
✓ Testing census
✓ Using agile to deliver fast
What is Minimum Viable Product? (MVP)

- Least development
- Good enough respondent experience
MVP & Agricultural Survey

- Save & resume survey form
- Prefilled information

Completed in 5 months
Online uptake 50%

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Tell People

Giving your time ensures the agriculture sector counts.

Your business has been selected for the Agricultural Production Survey.

At Statistics New Zealand we gather information on a lot of topics – including the agricultural sector, a vital part of New Zealand’s economy.

Did you know? There were 29.8 million sheep in the national flock in 2014 (APS 2014)

We need your help

By completing the survey you’re making sure your sector has the right information to identify and plan for needs like irrigation, processing, and transportation.

Complete the survey online

We know your time is valuable, so we’re now offering the survey online. Completing your form online is secure, quick, and easy.

Or request a paper form

If you prefer a paper form, call 0800 333 104 or email ag@stats.govt.nz as soon as possible, and we will post them to you. Please tell us your reference number when you contact us.

If you are no longer the person responsible for this survey

We thank you for your time. Please forward this or call/email us so we can contact the right person.

Thank you for doing your part.

Yours sincerely

Liz MacPherson
Government Statistician

For more information: See the FAQs on the back of this information pack or call 0800 333 104 or email ag@stats.govt.nz

To complete the form online:

See ‘before you begin’ checklist
Use the checklist in this pack to make sure you have everything you need.

Go to http://stats.nz/KrNIN4P
This code is case sensitive and unique to:

Complete the form in ONE session
The online form is easier and faster to complete, but partial data cannot be saved.

When you’re finished, click
Submit

Your responses will be protected and kept confidential by Statistics NZ.

Please complete your form online by

www.stats.govt.nz

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New Zealand Government
<table>
<thead>
<tr>
<th>If your farm includes:</th>
<th>You will need the following information before you begin:</th>
</tr>
</thead>
</table>
| Sharemilking           | - Contact details of person/business who owns/leases the land sharemilked on  
|                        | - Dairy company supply numbers                         |
| Location, land details, and use | - Location details of farm being surveyed, and farm owned/leased by sharemilker, or new address  
|                        | - Total land area of farm and land purchased or leased during 2014/15 year  
|                        | - Activities and land use of farm                     |
| Forestry               | - Area totals of exotic forest planted, replanted, and harvested |
| Livestock including poultry | - Number of livestock (cows, sheep, deer, pigs, poultry, other) born alive during year ended 30 June 2015  
|                        | - Number of livestock on farm on 30 June 2015 by type (all) and breed (eg beef) |
| Supplementary feed crops | - Total area grown on the farm or leased of pasture, lucerne, maize, cereal, and other crops harvested for hay, silage, and balage  
|                        | - Total area grown on the farm or leased of lucerne, maize green feed, forage brassicas, and other for forage, fodder, or green feed crops |
| Grain/seed crops       | - Harvest on the farm or leased land in tonnes of grains, pulses, and seeds  
|                        | - Harvest on the farm or leased land in hectares of grains, pulses, and seeds |
| Farm practices         | - Tonnes of fertiliser by type applied to the farm  
|                        | - Area spread with effluent  
|                        | - Area of vegetation burned |
| Cultivation/direct drilling and pasture renewal | - Area of land cultivated or direct drilled for any purpose  
|                        | - Area of land cultivated or direct drilled for pasture renewal |

- Contact details of person/business who owns/leases the land sharemilked on
- Dairy company supply numbers
Your business information:

Business Address details

Farm Details
- Legal name
- Trading or station name
- RAPID or road number and road name
- Locality
- Nearest town or city

TOTAL land area = 4.6h
MVP & Agricultural Survey

- Minimal questionnaire changes
- Contact centre + online form
- Not offered to all
For the year ended 30 June 2016, please indicate the types of livestock farmed here on this farm, whether they were owned by the farming business or not.

<table>
<thead>
<tr>
<th>Type of Livestock</th>
<th>Farmed here</th>
<th>Not farmed here</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dairy calves or beef calves</td>
<td>☐</td>
<td>☒</td>
</tr>
<tr>
<td>Dairy cattle</td>
<td>☐</td>
<td>☒</td>
</tr>
<tr>
<td>Beef cattle</td>
<td>☐</td>
<td>☒</td>
</tr>
<tr>
<td>Lambs and/or sheep</td>
<td>☐</td>
<td>☒</td>
</tr>
<tr>
<td>Fawns and/or farmed deer</td>
<td>☐</td>
<td>☒</td>
</tr>
<tr>
<td>Piglets and/or pigs</td>
<td>☐</td>
<td>☒</td>
</tr>
<tr>
<td>More than 25 poultry birds</td>
<td>☐</td>
<td>☒</td>
</tr>
<tr>
<td>Any other farmed livestock (e.g., horses, goats, llamas)</td>
<td>☐</td>
<td>☒</td>
</tr>
</tbody>
</table>
MVP & Agricultural Survey

- Minimal questionnaire changes
- Contact centre + online form
- Not offered to all
Another MVP approach

Completed in 2.5 months

Online uptake 95%

Quarterly Business Survey
Quarterly Economic Survey of Manufacturing
Quarterly Wholesale Trade Survey
New information

Time of the day forms were completed

Census

Agriculture and Quarterly Business Surveys
What respondents said

“Well done! Quick and easy, most impressed with the way the information which didn't apply to our business just dropped off.”

“To make comments on large variances to last period’s survey and a better way to print it out would be nice.”

“Every year we are asked to complete this survey at one of our busiest times of the farming calendar. It is a struggle to find a spare half hour to answer these questions. The online survey was, however, quite straightforward.”

“The survey is easy to do so online is an efficient way to complete them.”
What we learnt?

- Online is popular
- Data quality is good
- MVP
- Real time information
- Quicker decisions

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However the journey is not over yet

Digital mode for all surveys

2018

Paper switch off moment

2026
Questions....