



EUROPEAN CONFERENCE ON QUALITY IN OFFICIAL STATISTICS 2024 ESTORIL - PORTUGAL



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Bringing users into focus!

How focus groups with users in quality reviews
contributes to improved statistics

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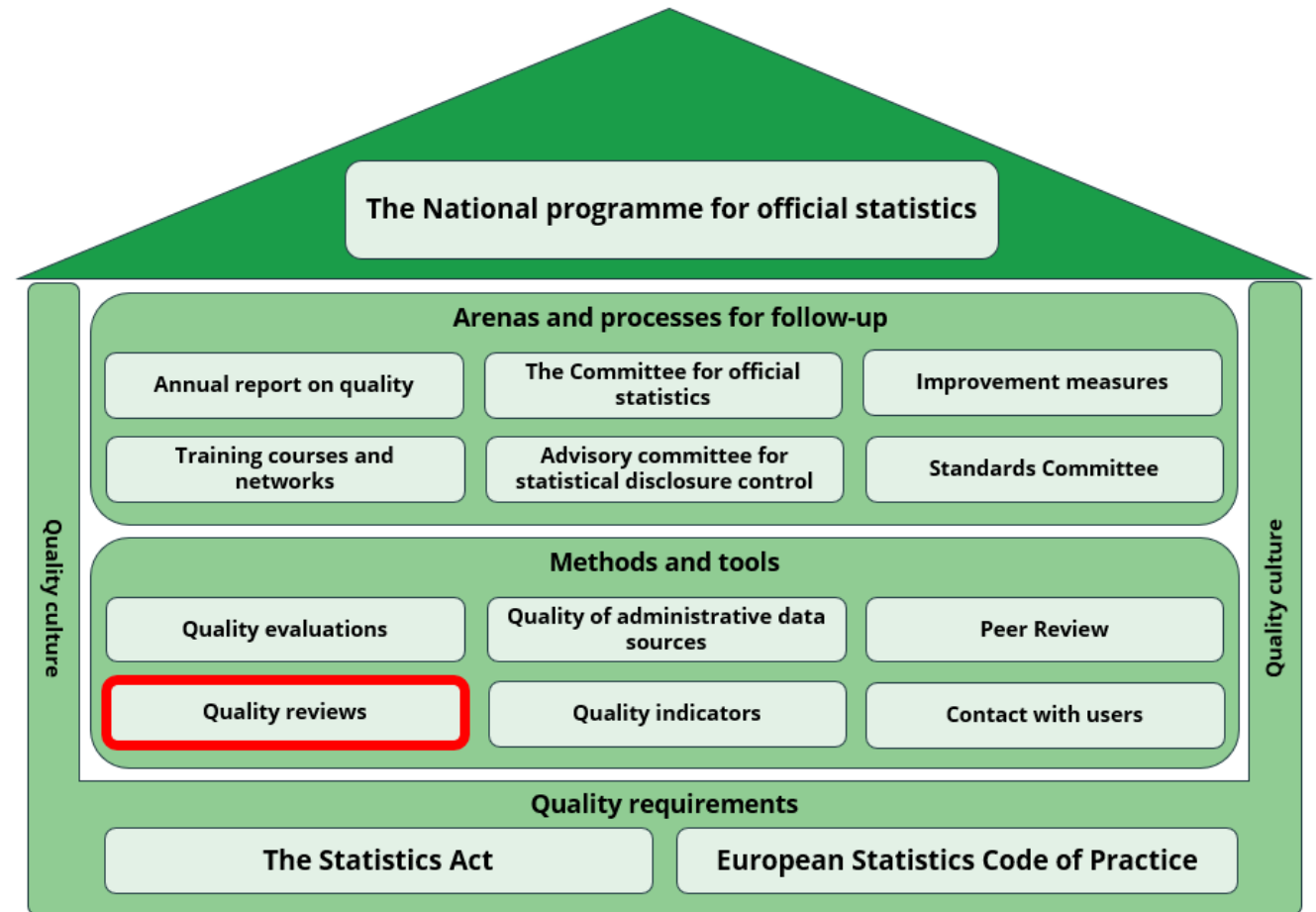


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The conference is partly
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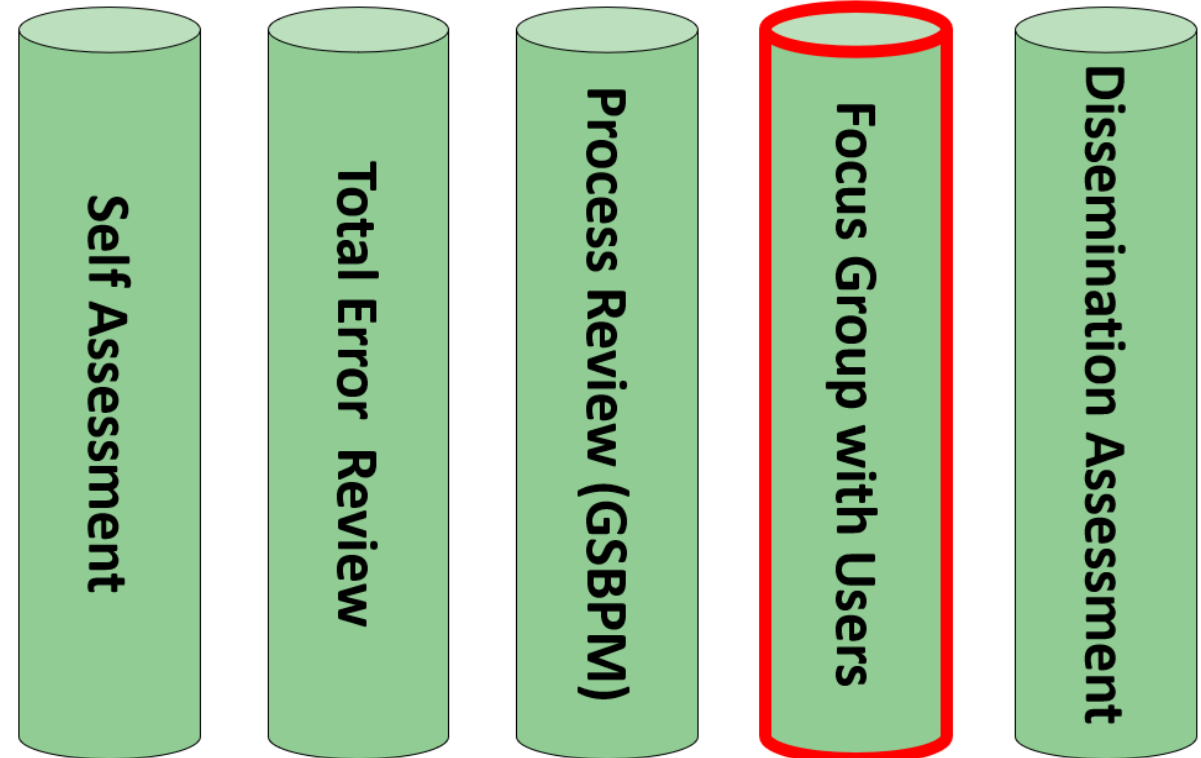


The Norwegian System for Quality in Official Statistics





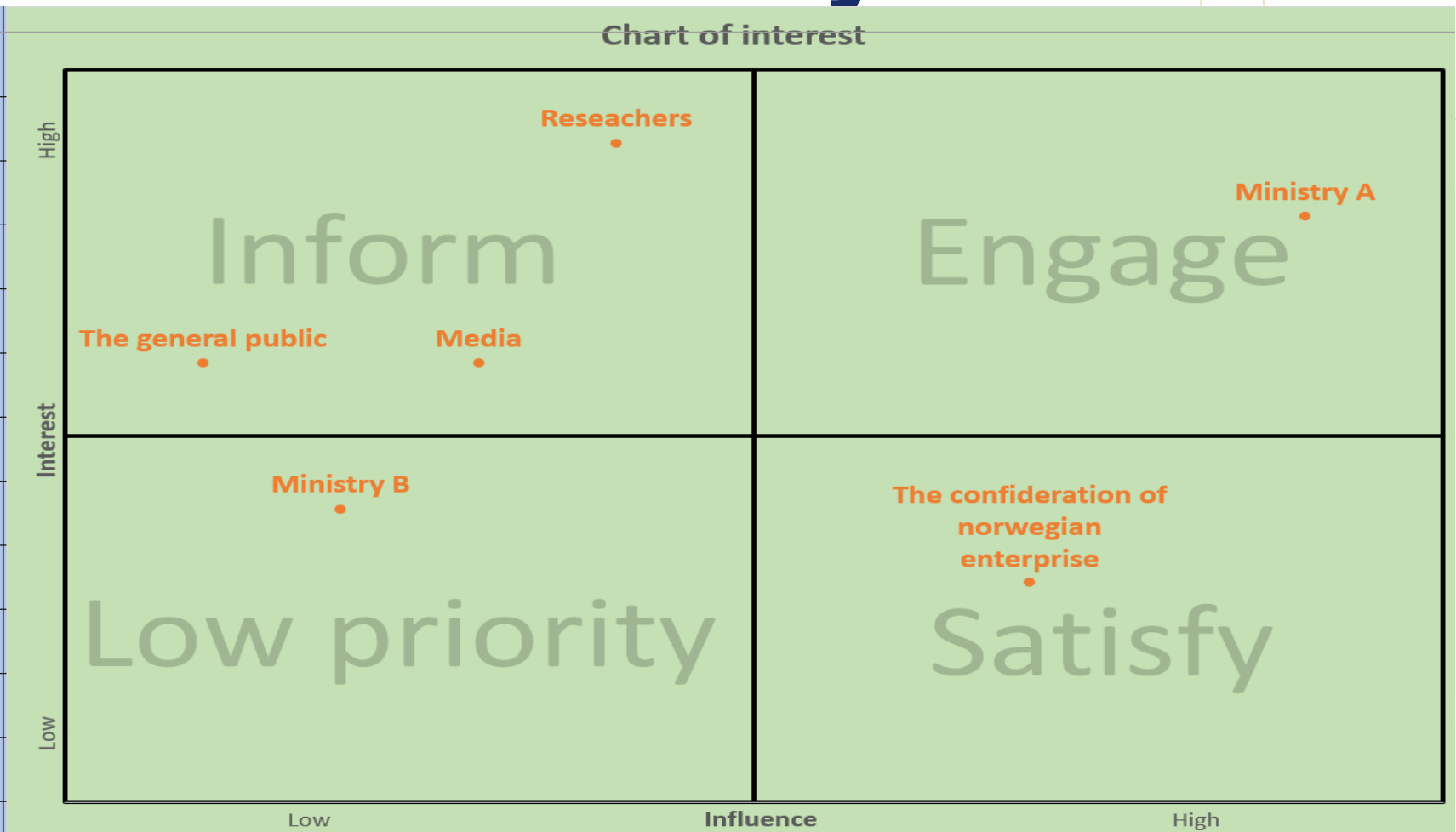
The Main Elements in Quality Reviews





User and Stakeholder Analysis

| Stakeholder or group of users | Influence (1-10) | Interest (1-10) |
|---|------------------|-----------------|
| Ministry A | 9 | 8 |
| Media | 3 | 6 |
| Reseachers | 4 | 9 |
| The confideration of norwegian enterprise | 7 | 3 |
| Ministry B | 2 | 4 |
| The general public | 1 | 6 |
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Focus groups

- Widely known from market research
- Useful tool for talking to the users of a statistics; how do they perceive the quality of the statistics and to what degree does it meet their needs?
- Discussion among equals: Until 6 participants
- Controlled by an **independent** moderator
- Semi-structured Interview guide
- The discussion among participant may shed light on moments that are unexpected,
- Observers presented for participants but they turns off camera and microphone during the discussion





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The discussion on quality is related to five quality principles from Code of Practice

11 Relevance

12 Accuracy and reliability

13 Timeliness and punctuality


14 Coherence and comparability

15 Accessibility and clarity





About the statistics


The index measures the monthly cost development of residential building construction works. The cost indices are not affected by changes in productivity or changes in profit margins. It is primarily used for contract escalation in construction contracts.

Definitions 

Administrative information 

Background 

Production 

Accuracy and reliability 



What to discuss?

- The statistics have their own website – which is the starting point for discussion
- Moderator present the site
- Ask the participant if this is where they use to start, what they think about the site etc

Focus groups compared to other approaches

- Reference groups
- Interviewing users one by one



Impact from focus groups on quality reviews

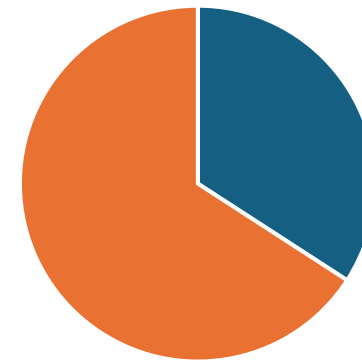
Most feedback from focus groups on the following
quality principles in the CoP:

11 Relevance

13 Comparability and coherence

15 Accessibility and clarity

Sources for improvement recommendations



■ Focus groups ■ Others sources



Improvement measures

Input from focus groups is vital for recommendations and improvement measures in quality reviews

Binding plan for improvements - reporting status annually

Strengthened compliance with the CoP

- For the statistics reviewed
- For other official statistics by transfer effect or measures on common products

Focus groups with users in quality reviews contributes to improved statistics!



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