



EUROPEAN CONFERENCE ON  
QUALITY IN OFFICIAL STATISTICS  
2024 ESTORIL - PORTUGAL

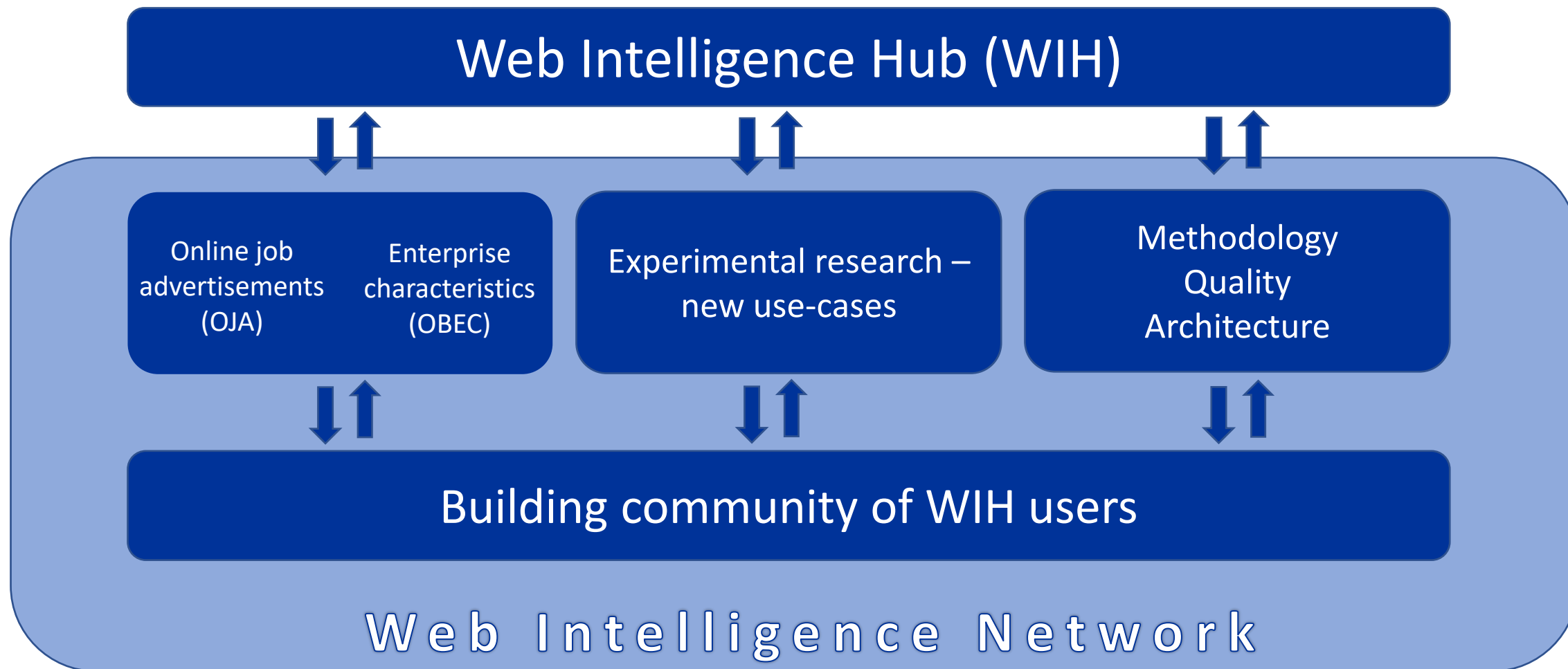
# Web data vs. traditional data sources on real estate – augmenting official statistics

Klaudia Peszat, Emilia Murawska (Statistics Poland)



eurostat 

The conference is partly  
financed by the European Union



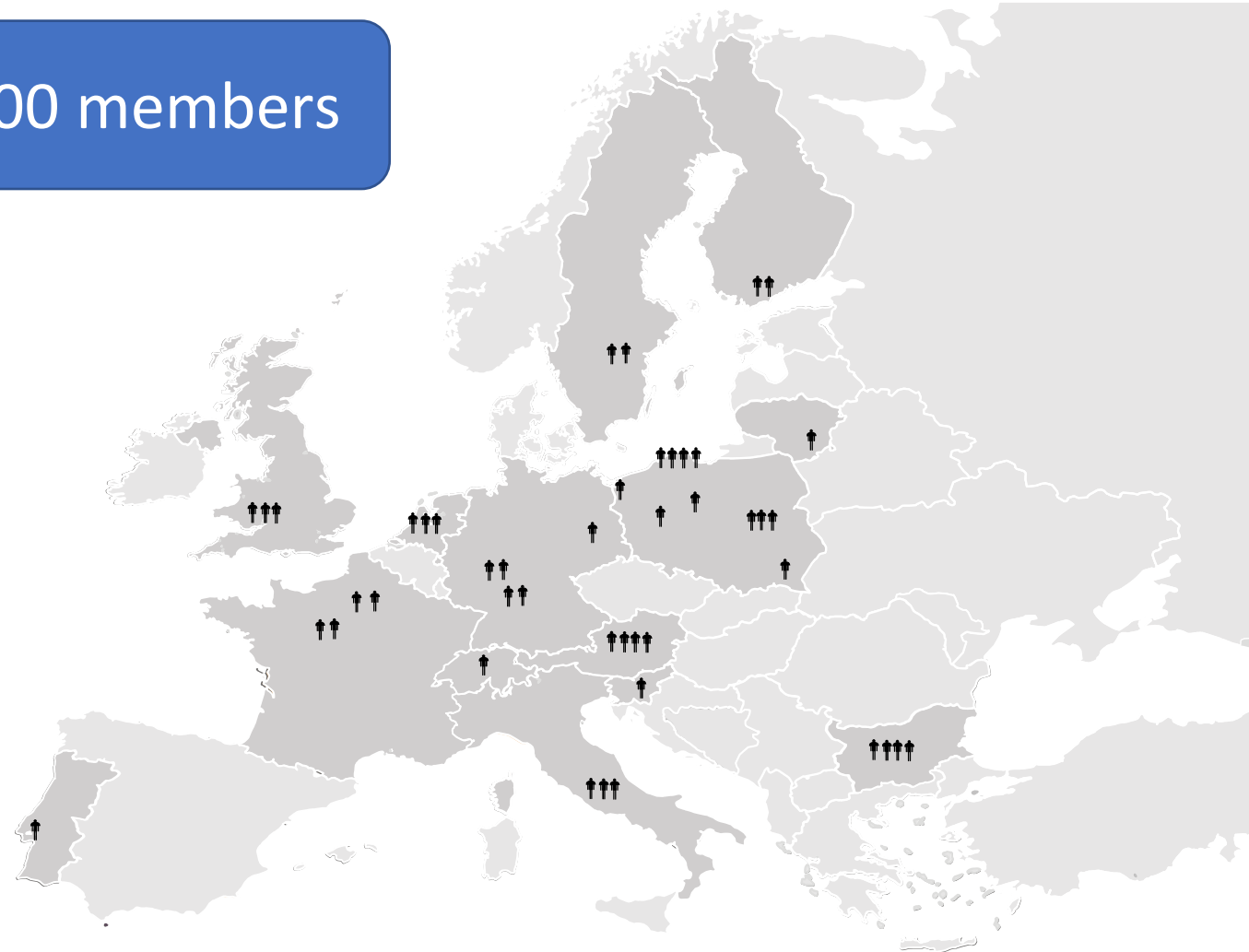


14 countries, 17 organizations, ~100 members

Contribute to the development  
of the Web Intelligence Hub

Reach out to all **ESS** countries

Use web data, use the WIH





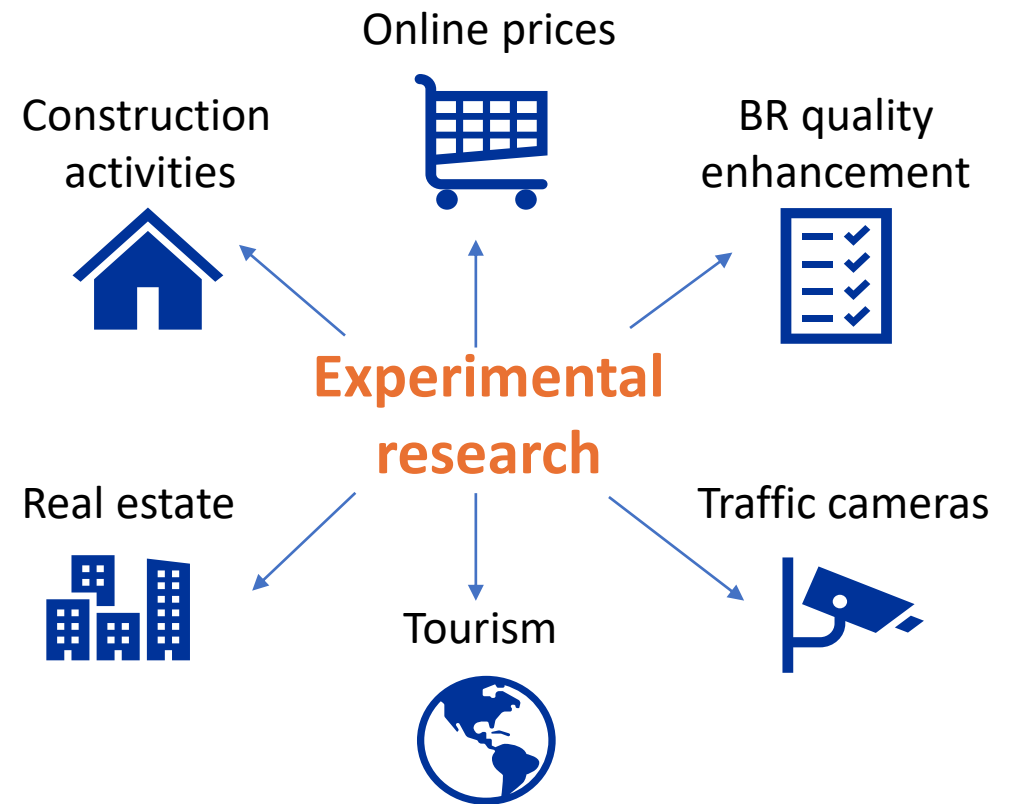
## Most mature use-cases



Online job advertisements (OJA)



Enterprise characteristics (OBEC)





## Current data sources on the real estate market in Poland

Sales market

Rental market

Real Estate Price  
Register

Survey - the Central Bank of  
the Republic of Poland  
(NBP)

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the Republic of Poland  
(NBP)

Private  
companies

transaction prices

transaction  
prices

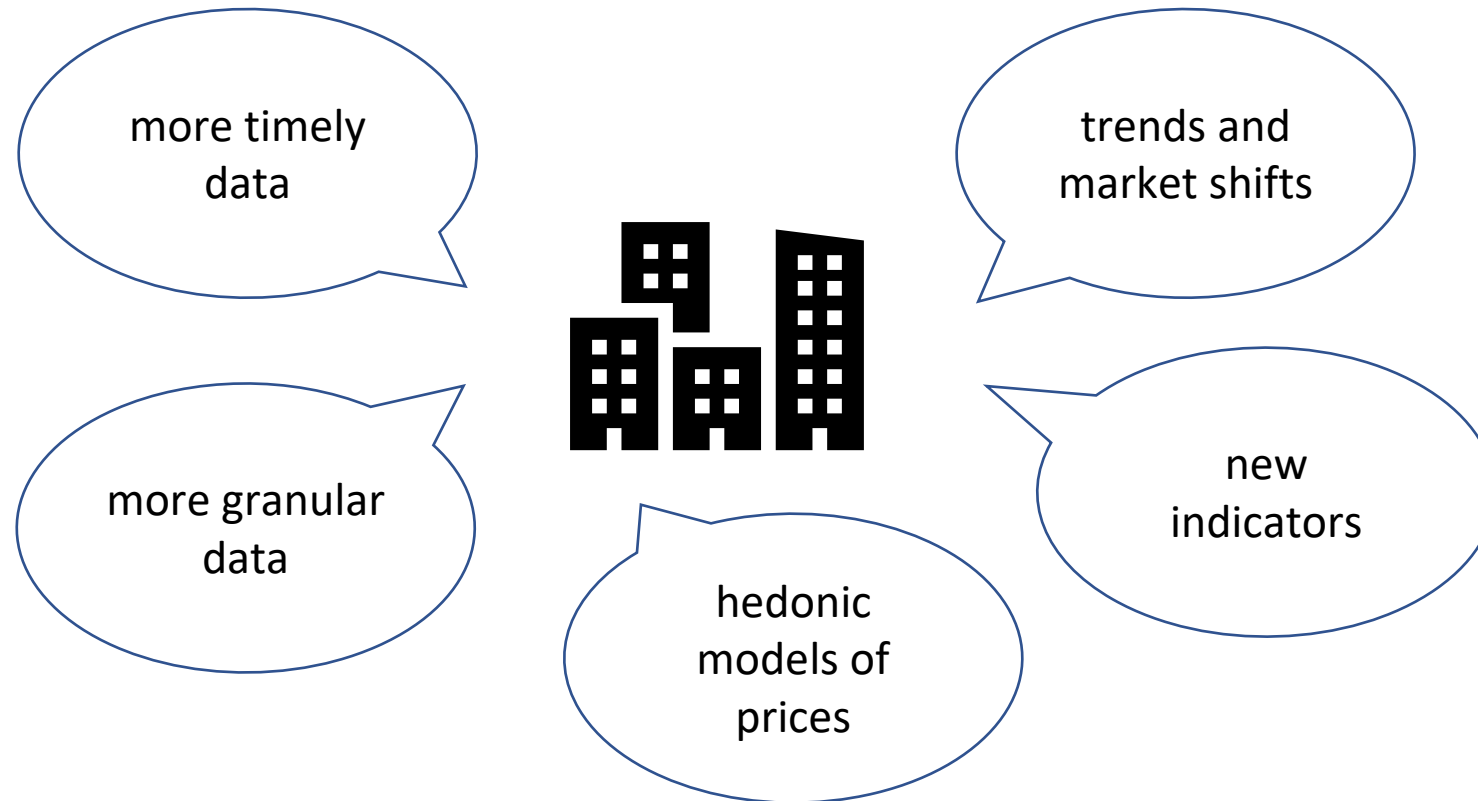
offer prices

offer prices

offer prices



# Experimental research – online real estate offers





## Apartment for rent, Krakow, Poland

We are pleased to present a property with an area of **less than 70m<sup>2</sup>**, located in close proximity to the Main Market Square in **Krakow**. The apartment is located in a historic tenement house, from which the view spreads over the tower of **St. Mary's Basilica**.

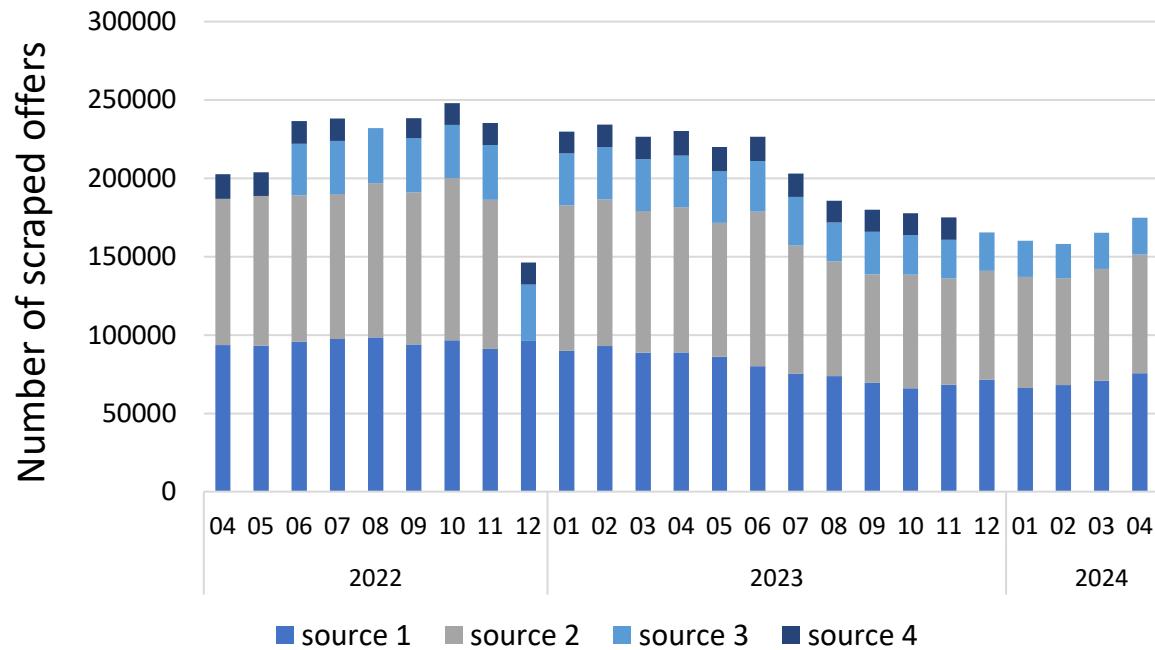
The apartment is located on the **4th floor** of a historic tenement house located **at the Main Market Square in Krakow**. The apartment with a cadastral area of **67.34 m<sup>2</sup>** consists of a large living room, 2 bathrooms with a shower and a bathtub, a **kitchenette**, two separate bedrooms and a spacious mezzanine with a second bedroom. The apartment is fully equipped and **fully furnished**. From the windows of the premises we can see the charming roofs of the Old Town and the tower of St. Mary's Basilica. The premises is suitable for short-term rental activities and is leased until 2028. With the current layout, it will comfortably provide accommodation for 8 people. The apartment is equipped with **air conditioning and video security system**.



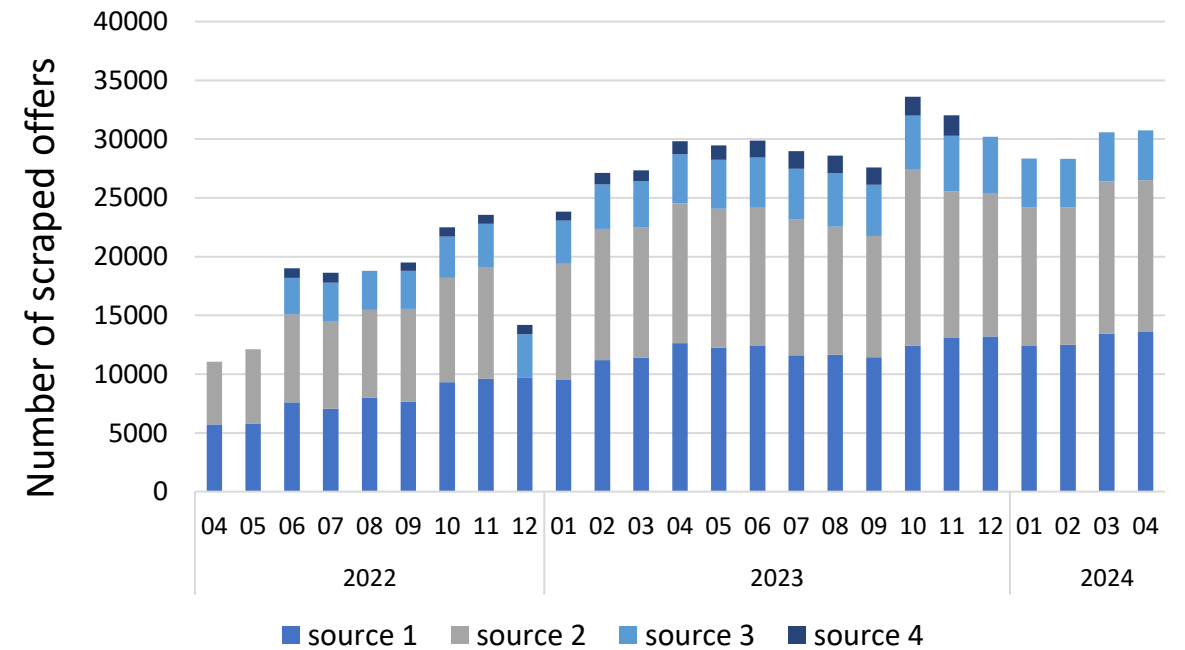


# Real estate sales and rental offers in Poland

## Offers for sale



## Offers for rent

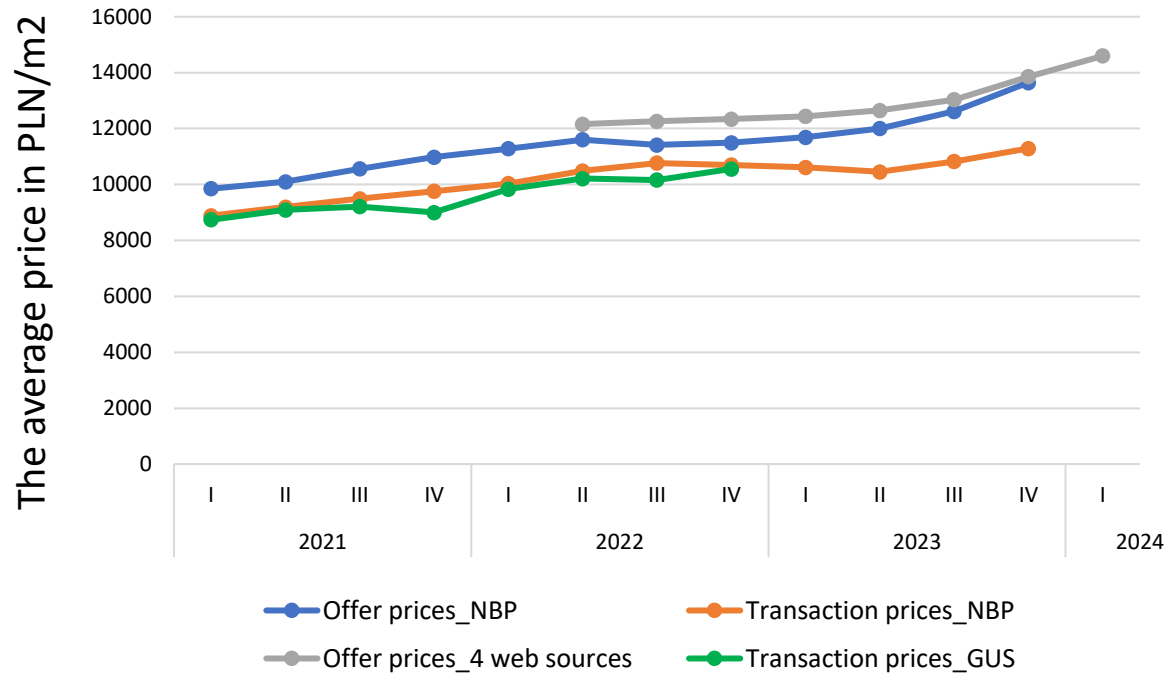




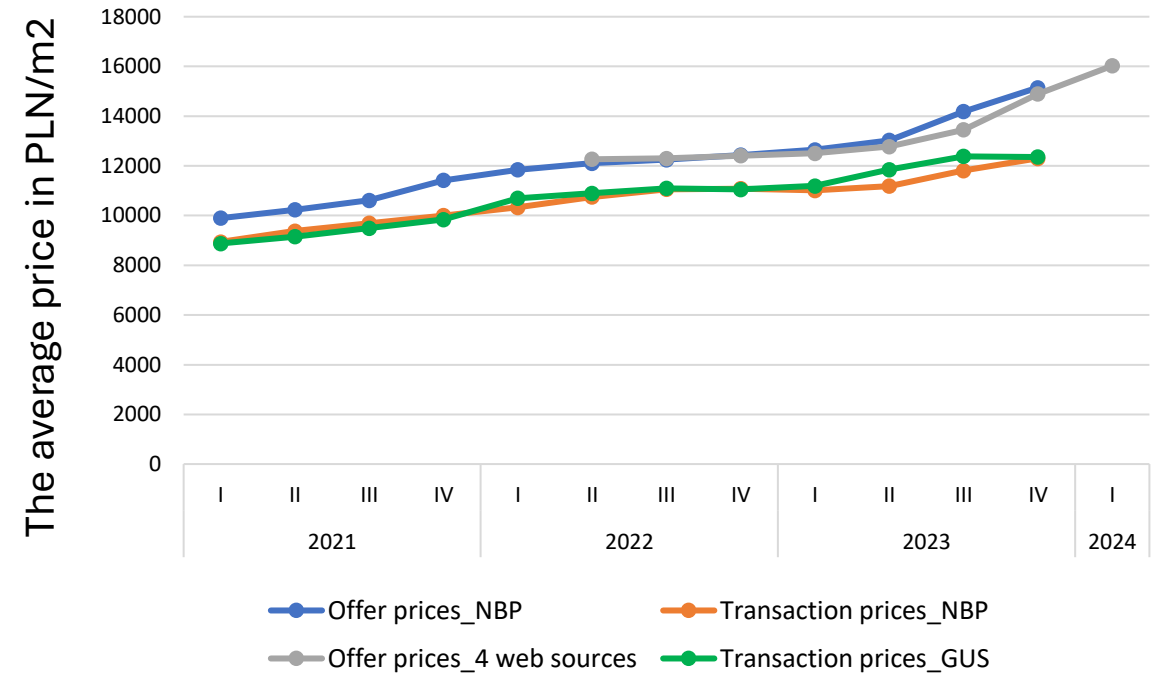


# Real estate – comparison between web data and official statistics

### 7 biggest cities in Poland



### Krakow





## Quality and methodology issues

- Difference between offer and transaction prices
- Undefined population (lack of reference source for rental market)
- Duplication of offers (within a single portal/ across different portals)
- Multi-offers (apartments in new constructions)
- Missing values (e.g. price of apartments in new constructions)



## Lessons learned & preliminary conclusions

New data sources  
vs. official statistics  
quality standards

Filling the  
information gap

Role of domain  
experts

Legal /  
organizational  
constraints

Maintenance of  
stable access to  
web data sources

Staff skills and  
competencies

# Thank you.

k.peszat@stat.gov.pl – Klaudia Peszat

e.murawska@stat.gov.pl – Emilia Murawska



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STATISTICS PORTUGAL

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