



Statistics Sweden

Statistiska centralbyrån

Past, present and future of scanner data with focus on Statistics Sweden

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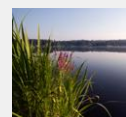
Statistics Sweden

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Scanner Data Workshop

26-27 September 2013

Statistical Portugal, Lisbon



The Price Unit's Current Position

- Scanner data in the CPI (approx. 14%)
 - Scanner data are mainly used in COICOP groups 01 (Food except for perishable fruits, vegetables and meat) and 02.2 (Beer and tobacco)
 - Some coverage in COICOP 02.1.3, 05.5, 05.6, 06.1, 09.3 and 12.1
 - Three major retail chains (Approx 80%) - Daily necessities
 - Pharmacies (Total data)
 - The government owned chain of alcohol stores (Index)





Price collection period

September 2013

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					



New contacts made during 2013

- A major furniture retailer
- A major Swedish railway operator
- The Swedish Post and Telecom Authority
- GS1
- GFK - Gesellschaft für Konsumforschung (Association for Consumer Research)
- The government owned chain of alcohol stores (Total data)



Challenges ahead for the NSIs?



Empirical studies

- Non response rate

- Labour Force Survey
 - In year 2000: 15 %
 - In July 2013: 32,5 %
- Household Budget Survey
 - In year 2000: 48 %
 - In July 2013: 60 %



Labour Force Survey (LFS)

- External factors

- Difficulties finding relevant telephone numbers
- Increasing reluctance towards answering among sampled units
- Increased competition between different survey organisations and telemarketing companies





Labour Force Survey (LFS)

- Internal factors

- Increasing workload at the Interview Unit
- Poor interviewer training
- Poor contact strategies
- Inefficient work procedures



Empirical studies

- A report by Swedish Consumer Agency (2010)

- For 9% of the items in the survey, the prices were hard to find or could not be found at all.
- For 6% of the examined products, the prices on the shelves and packages were different from the purchased prices.



Concluding remarks

- Studies indicate that there is a high risk that both telephone surveys and manual price collection might become outdated
- Both methods are costly
- Subject to measurement errors (shelf price vs. transaction price)



What is the solution for the future

- Scanner data?
- Might be the most suitable method today (for some surveys) to collect prices but this does not mean that it will be the optimal solution for all time!



The tasks ahead for NSIs

- The NSIs should create an open dialogue with retailers and their organisations
- Make considerable efforts to create good relationships with people at various positions within the retail organisation
- Ensure that companies that provide data receive outstanding treatment. For example, the NSIs could offer the data providers guidance and support on how they can build their own indices and indicators for their own analyses.
- Organise two different workshops



The concept of the workshops

- Influence and inspire
- Share experiences
- Get insight of developments made by the companies (if a change was made by a company then the NSIs would thus be prepared for that change.)



Topics for discussion

- for the workshops with the data providers

- How to ensure better quality data
- Which variables might be useful for further analyses
- How prices are set on different products



Topics for discussion

- for the workshops with the “experts”

- Methodological issues (such as sample design, choice of index formula)
- Other practical problems.



The tasks ahead for Eurostat

- Eurostat should provide solutions
- Give financial and technical support
- Help the MS to move remove barriers
- Eurostat should take a greater economic responsibility for the NSIs

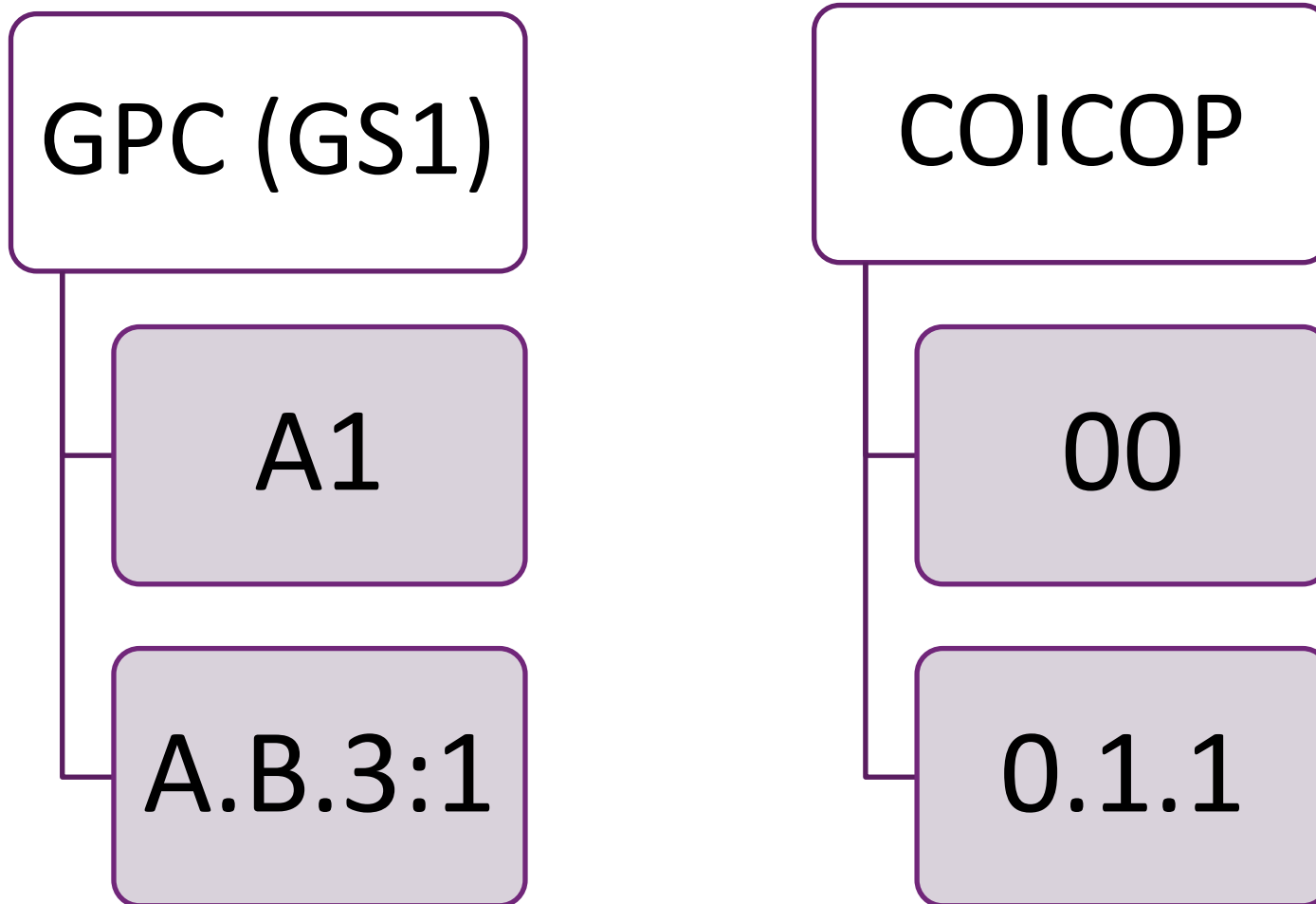


The tasks ahead for Eurostat

- Develop a manual
- A creation of a standard system for the use of scanner data
- Other technical aspects
- Customised quality assurance schemes for expanded use of scanner data
- How to manage data from multiple or a large number of companies
- A legal text for data capturing (obligation to provide data to the NSI)



Mapping COICOP - EAN



Let us inspire each other, let us be
inspired by each other and let us move
forward!

Inspiremo-nos, deixemo-nos inspirar
pelos outros e avancemos!

