Private sector contribution to public household survey programs

Background
The implementation of surveys can be burdensome from many points of view, especially when there are new specific demands and expertise required is not immediately available in-house. For this reason, it is common to turn to specialized private companies that have survey operations as their core business. These companies have developed specific infrastructure and employ specialized resources to address all aspects of survey implementation and adapt to their clients’ requests both from the private and the public sector. Having surveys as core business, they specialized, among others, in contact information acquisition and maintenance, privacy matters, survey design, sampling methodologies and data analysis.

Among the companies providing services in survey conduction, two have been invited to present their work: Gallup and Ipsos. Each of these companies, with its peculiarities, is cooperating with governments and international agencies carrying out surveys on different topics including health, wealth, political trends. Gallup is a global analytic and advice firm operating in 160 countries identifying data gaps and conducting research in cooperation with national and international institutions. They maintain the ‘Gallup panel’ (over 100,000 randomly selected U.S. adults completing surveys on regular basis) and developed several indicators including the U.N. Sustainable Development Goals (SDGs), e.g., Law and Order (SDG 16), Financial Inclusion (SDG 8.10.2) and Zero hunger (SDG 2). Ipsos is a multinational market research and consulting firm working, among others, on public policy improvement and international social research. Themes addressed include economic and financial affairs, education, environment, gender, health, justice, and politics. They have global and national surveys maintaining various indices, e.g., ‘Global advisor’, ‘Global Consumer Confidence Index’, ‘Political barometer’ (in many countries). They use leading-edge methodologies including artificial intelligence and mixed-mode data collection.

Objectives and outcomes
The webinar would allow the experts working in the survey sector to present their work. Focuses will be:
- The technical and survey infrastructure offered by the companies, including sampling techniques, use of innovative methods, types of survey infrastructure used to collect, analyze, keep, and share data.
- The service of the companies provided in collaborating with the public sector.
- Success stories and lessons learnt in supporting countries to inform public decision making.

Bringing together private and public sector could lead to mutual advancement in the survey field. Exploring various collaboration models could ease the pressure for ever-increasing data demand, foster cooperation within the national data ecosystem and develop expertise from both sides. Particularly with respect to the last point, NSOs could share their expertise on common standards and data quality framework and private firms on their survey infrastructure.

Date and time:
Wednesday, 7th December 2022 9.00am (EDT)

Target audience:
The webinar will bring together experts from two companies specialized in data collection and analytics to draw attention to the potentialities offered by cooperation between private companies and the public sector. Social researchers from the National Statistical Offices (NSOs) and from international agencies could broaden their understanding of the spectrum of possibilities offered by potential cooperation.

Speakers:
- Andrew Rzepa (Gallup)
- Ying Han (Gallup)
- Sara Gysen (Ipsos)

Platform:

Program

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.00-9.15 (15’)</td>
<td>Welcome and moderate - Francesca Perucci</td>
</tr>
<tr>
<td>9.15-9.35 (20’)</td>
<td>Andrew Rzepa and Ying Han (Gallup)</td>
</tr>
<tr>
<td>9.35-9.55 (20’)</td>
<td>Sara Gysen (Ipsos)</td>
</tr>
<tr>
<td>9.55-10.10 (15’)</td>
<td>Discussion</td>
</tr>
<tr>
<td>10.10-10.25 (15’)</td>
<td>Q&amp;A session</td>
</tr>
<tr>
<td>10.25-10.30 (5’)</td>
<td>Closing remarks (Andres Gutierrez Rojas)</td>
</tr>
</tbody>
</table>

Further information
Please contact Ms. Charlotte Taglioni (charlotte.taglioni@un.org), Statistician at the Inter-Secretariat Working Group on Household Surveys.