

ANNUAL REPORT 2011



Statistisches Bundesamt

In interview
Ilse Aigner
Page 20

In interview
Prof. Peter Wippermann
Page 36

Imprint

Published by
Federal Statistical Office, Wiesbaden

Editors and interviews
Heidrun Stirner and Ilka Willand
jahresbericht@destatis.de

Layout
KonzeptQuartier® GmbH, Fürth
Barbara Both, Federal Statistical Office

Published in June 2012

© Statistisches Bundesamt, Wiesbaden 2012
Reproduction and distribution, also of parts, are permitted
provided that the source is mentioned.

Photo credits

cover
© KonzeptQuartier® GmbH / © Statistisches Bundesamt

pages 3, 8, 9, 13, 14, 15, 16, 17, 18, 19, 40, 41, 42, 44, 46
© Statistisches Bundesamt

pages 4, 5, 6, 7, 28, 29, 30, 31
© KonzeptQuartier® GmbH / © Statistisches Bundesamt

pages 24, 25, 26, 27
© KonzeptQuartier® GmbH

page 5 © thongsee – Fotolia.com

pages 5, 20
© Steffen Kugler / Bundesregierung

page 22 © Barbara Neumann / Messe Erfurt GmbH

pages 32, 33
© David Ausserhofer / Stifterverband

pages 34, 35
© Getty Images / dv1313037

pages 4, 36, 38
© Trendbüro

pages 37, 38
© Stephanie Brinkkötter

Dear reader,

“... this place is a beehive” was how a staff member of the service centre aptly put it. The unit was set up in this Office in 2011 to answer the questions interested citizens had on the census. The analogy was immediately adopted by the staff of the Federal Statistical Office. I like the comparison because – beyond the noise level – it tells much about our co-operation last year. Efficient team work was indispensable to achieve our common goal. Like in a beehive, new information was permanently passed on in all directions, though not necessarily in a dance language. We were in constant dialogue with our respondents, with representatives of the media and with anyone looking for information. All those involved in the census showed trust in our work. We are happy about the appreciation – our efforts have been worthwhile.

Even though in 2011 the focus was on the census, you will find many other themes of official statistics on the following pages: How are official data used by the general public, what do they contribute to political decision-making processes, and how well is the political mandate fulfilled? These questions can best be answered by the customers of the Federal Statistical Office. For example, you will find in this publication the results of the customer survey conducted in 2011. Ilse Aigner, Federal Minister of Food, Agriculture and Forestry gives information on the census of agriculture, which is based on a specific law. She clearly explains the interconnection between agricultural data and concrete issues of agricultural policy. The second interview partner, Prof. Peter Wippermann, provides insight into the work of a trend researcher, suggests new forms of communication and explains the eroticism of figures.

By the way, a beehive’s main task is not restricted to producing honey and wax. Bees are beneficial by pollinating flowers, fruit and vegetables, plums, apples and cherries, thus preserving the whole nature and mankind. The figures and facts we offer are meant to be just as beneficial to you, following our motto “wissen.nutzen” (use.knowledge).



A handwritten signature in black ink that reads "Roderich Egeler".

Roderich Egeler
President of the Federal Statistical Office

Contents

- 02 Imprint
- 03 Editorial

- 06 **Vision**
Leitmotif and key figures in brief
- 07 **European household and social statistics**
Wiesbaden Memorandum adopted
- 08 **More than bread and butter**
Press work in 2011
- 10 **And the customer spoke**
Results of the customer survey
- 12 **Microdata for science and research**
Services for the scientific community



28



06



36



16



20



24



08



42

- 14 **Facts easy to understand**
Our publications
- 16 **In the field and in the stable**
Census of agriculture 2010
- 20 **In interview: Ilse Aigner**
Federal Minister of Food, Agriculture and Consumer Protection
- 24 **Policy advice**
Statistics for political work
- 28 **2011 Census in the critical phase**
Management of requests and survey
- 32 **Customer profile: *Stifterverband für die deutsche Wissenschaft***
Data on research & development
- 36 **In Interview: Prof. Peter Wippermann**
Trend researcher and communication designer
- 40 **Funny Figures**
Statistics meet communication design
- 42 **Budget**
Budget and expenditure
- 44 **Staff**
Staff and age structure
- 46 **Senior management**
Heads of Office and Department

- 48 **Contact and addresses**

Vision

The Federal Statistical Office is the leading provider of high-quality statistical information in Germany.

We provide the statistical information required for the development of an informed opinion and the decision making processes in a democratic society while ensuring neutrality, objectivity and scientific independence of our work as well as data confidentiality regarding the microdata placed at our disposal.

Our efficiency is based on the innovative power, competence and customer focus of our staff.



The Federal Statistical Office 2011 in figures

- Total number of staff: **2,665**
- Staff members in Wiesbaden: **1,986**
Bonn: **656**
Berlin: **23**
- Staff working part-time: **576**
- Percentage of staff employed under collective agreements: **70**
- Percentage of public officials: **26**
- Percentage of apprentices: **4**
- Percentage of women among the staff: **56**
- Percentage of women among the executives: **33**
- Percentage of staff below the age of 40: **28**
- Percentage of staff above the age of 50: **38**
- Percentage of staff holding a university degree: **20**
- Average number of training days per staff member: **2.7**
- Estimated budget funds, in millions of Euros: **158.2**
- Percentage share of the budget funds in the overall budget of the Federal Ministry of the Interior: **3.0**

European household and social statistics

Wiesbaden Memorandum adopted

Strategic issues in the European area is what DGINS conferences are about. DGINS (Directors General of the National Statistical Institutes) refers to the annual conference of the heads of the statistical offices of the European Union. The 97th DGINS conference was organised by the Federal Statistical Office in Wiesbaden in September 2011. The conference topic was a new architecture of European household and social statistics.

The reason for reshaping the system is the growing demand of political decision-makers for household and social statistics, also caused by initiatives at the European and international levels. For example, the EU Commission's EUROPE 2020 strategy for growth and jobs includes clearly defined targets for the social areas of employment, education and fight against poverty. To assess the effectiveness of political actions in those areas, relevant politicians and researchers demand robust statistical indicators. For issues like "household sector and distribution of income, consumption, wealth" and "multidimensional measurement of the quality of life", the Stiglitz-Sen-Fitoussi Commission sets new requirements for household and social statistics. Demands are made there for concepts of measuring the quality of life and for a stronger link between social statistics and national accounts. Items to be covered are, for example, household activities, voluntary work or unpaid long-term care services that are not offered through the market.

DGINS 
Wiesbaden 2011



In the new system of household and social statistics, various European statistics such as EU-SILC, the labour force survey, the time use survey and the continuous household budget surveys should be combined into a common architecture for European social statistics. The systemic approach of the new architecture is to increase efficiency, avoid duplication, and improve comparability. As a basis, administrative data should be used more often, existing data be linked and new data sources be developed. At the DGINS conference, the National Statistical Institutes and Eurostat committed themselves to make further efforts in order to improve statistical mea-

surement of the quality of life and of living conditions.

The new strategy for household and social statistics has been defined in the Wiesbaden Memorandum and has unanimously been adopted, and the Group of Directors of Social Statistics was requested to further implement it. In November 2011, the Federal Statistical Office already started a project on the further development of the system of household statistics. Experts from the entire Office support the project team, which is headed by Thomas Riede. The steering committee responsible for the project is chaired by President Egeler.

More than bread and butter: The press year 2011

The Destatis press work in 2011 focused on one major issue: the start of the 2011 Census. Parallel to that, the ‘bread-and-butter business’ of press work of course continued. At the end of the year, stock was taken after ten years of the euro.

January

This year we had a nice surroundings for good news. In the Gerhard Fürst Hall, President Egeler was happy to announce the end of the most serious recession of the post-war period. The German economy recovered rapidly. In 2010, the gross domestic product rose 3.6% on 2009 and now the figure has even been corrected to +3.7%.

Not only the population of Germany was counted, there was a count of German agriculture, too. The results of the census of agriculture 2010 were presented by Director Hannelore Pöschl at the “International Green Week” in Berlin. Farmers have long since ceased to live on agriculture alone. In 2010, a third of all agricultural holdings achieved some turnover from other activities. The most frequent alternative sources of income were the production of renewable energies (42%), contract work (28%) for example for municipalities or other holdings, as well as forestry (24%).

February

The good news about the economy continues. In the fourth quarter of 2010, Destatis reported in a press release the highest employment level in any quarter since German unification (41.04 million persons in employment). The 41 million mark was exceeded for the first time. In every subsequent quarter, a new record level would be reported.

March

Prices are rising. For the first time since October 2008, the inflation rate in February 2011 was above the two-percent threshold (2.1%), which is important for monetary policy. Good news about the economy continues. New orders are increasing, as is the number of persons in employment.

April

In its judgment on the population census, the Federal Constitutional Court had demanded in 1983 that the population had to be informed comprehensively about the goals and background of a population census. After the new website of the 2011 Census had been launched in August 2010, the critical phase of census communication started – cinema and TV spots, posters and online media campaigns. At a press conference, President Egeler and Annette Pfeiffer, head of the census communication unit, opened the census campaign.

Düsseldorf–Hamburg–Dresden, that is where background briefings were held on the 2011 Census. Experts from the federal and Land offices gave detailed information to a total of some 60 journalists about the use and necessity of the census, about the methodology and time schedule, about how citizens would get into contact with the census, about data protection and data security, and about the census costs. Journalists and critics of the census took the opportunity to ask detailed questions.

May

Requests for interviews on the census are peaking. On busy days the project leader, Dr. Sabine Bechtold, had to give four interviews. Requests from journalists and citizens piled up. On 9 May 2011, the day had finally come: At a press conference in Berlin, President Egeler, together with the heads of the statistical offices of Nordrhein-Westfalen and Berlin-Brandenburg, gave the starting signal for the 2011 Census – 24 years after the last population census in Germany.

June

The discussions about the census continue. People permanently complain about having to pay postage, they get dozens of questionnaires – either too many or for the wrong dwellings –, questionnaires are sent to deceased people, interviewers are denied access – those are the main topics of the press and the citizens. All in all, however, media coverage is balanced. There are both comments on weak points and objective reports about census goals and methods. In May and June alone, 440 reports were published by the media we observe.

July

The long and cold winter of 2010 had a positive effect on the 2010 statistics of accidents, as reported by President Egeler at a press conference in Berlin. Although the number of accidents was

- Press releases: 489
- “Figures of the Week”: 52
- Press conferences: 9
- Journalist background briefings: 3

up, the number of people killed in road traffic was the lowest in 60 years. It may sound like a paradox but on snow people are more cautious and especially they drive slower. Or they stay at home.

August

Germany is the country with the lowest birth rate in Europe. The number of children in Germany has decreased by 2.1 million since 2000, as reported by President Roderich Egeler at a press conference on how children live in Germany. Apart from microcensus results, the presentation also covered aspects from many other statistical areas. The media showed great interest in the event. After the press conference, President Egeler had to give interviews to a total seven TV and radio stations on the situation of children in Germany.

September

The Greek crisis demonstrated that reliable data are indispensable for stability-oriented economic policy. New proposals of the European Commission involve new demands to be met by European statistics. In a background briefing held before the 97th Conference of the Directors General of National Statistical Institutes (DGINS), which this time was held in Wiesbaden, Walter Radermacher, Director General of Eurostat, outlined the further development of European statistics. Subsequently, media representatives

discussed with him and with President Egeler the consequences for German statistics.

October

The Statistical Yearbook celebrates an anniversary. President Roderich Egeler presented the 60th edition at a press conference in Berlin and took the opportunity to compare life in Germany today with life at the time. The issue was widely covered by radio and TV.

Shortly afterwards the Data Report 2011 was presented at a joint press conference of the Federal Statistical Office, the Federal Agency for Civic Education and the Social Science Research Center Berlin. The Data Report is considered as a social report on Germany providing facts also for the debate about the Stiglitz-Sen-Fitoussi Report. Suitable strategies for measuring well-being, quality of life and sustainable development are being discussed more often at the political level. Statisticians and social researchers presented relevant objective data on the society and the environment as well as empirical results on subjective expectations and attitudes of the people.

November

“German agricultural structures: united in diversity” – following that motto, the Federal Statistical Office and the Land statistical offices of Baden-Württemberg and of the North of Germany present the regional results of the census

of agriculture 2010 at a press conference held during the Agritechnica trade fair in Hanover. Organic farming and the production of renewable energies are the future-oriented topics of German farmers. The offices jointly presented who produces most, and where, and who is fit for the future also in terms of farm succession. At the same time, Destatis – supported by the Land offices – had a stand at the largest technological trade fair for agriculture worldwide.

December

Great media coverage again at the end of the year. The occasion this time: almost ten years of the euro. While the D-Mark was considered to guarantee price stability, the euro is often suspected of having an upward effect on prices. In a background paper, the Prices Division examined the question of whether the euro is rightly considered to have that effect. The conclusion was that the average annual inflation rate was 1.6% in the ten years of the euro. So the euro is just as solid as was the D-Mark. In six TV and radio interviews and many more interviews requested by print journalists, the colleagues summarised what our currency’s price stability is like – in real and perceived terms.



And the customer spoke

Results of the 2011 customer satisfaction survey

Only those who know the needs and satisfaction of their customers, who systematically cover, analyse and monitor them, can focus their action on them. This applies more than ever to an information provider like the Federal Statistical Office. An institution offering a wide range of data, services and products necessarily has to address different and heterogeneous customer needs. The purpose of the 2011 customer satisfaction survey was to find out how customers use and rate publications, interactive solutions and databases. The survey was conducted by LINK Institute for Market and Social Research. Potential respondents had to have contacted the Federal Statistical Office at least once in the previous twelve months and be registered in the Destatis customer management system. Customers of the GENESIS-Online database were questioned, too. A total of 1,003 interviews were held.

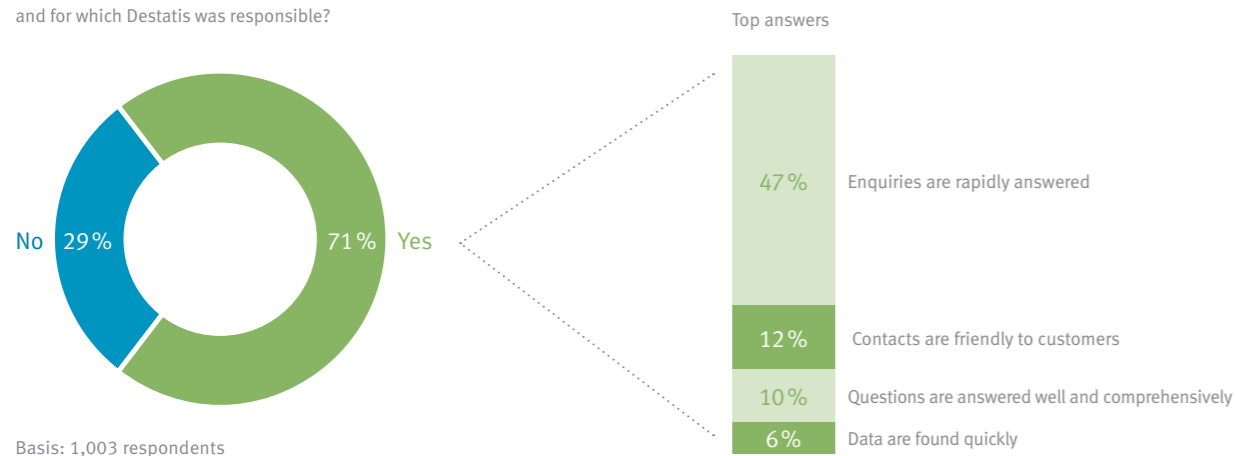
The individual aspects covered are overall customer satisfaction with the services of the Federal Statistical Office, user behaviour

regarding communication channels, the frequency of using specific products or services offered as well as the satisfaction with, and rating of them. The use and research of the website and database were also assessed, as was personal advice provided through the customer management system. The results were compared with those of the 2007 customer satisfaction survey.

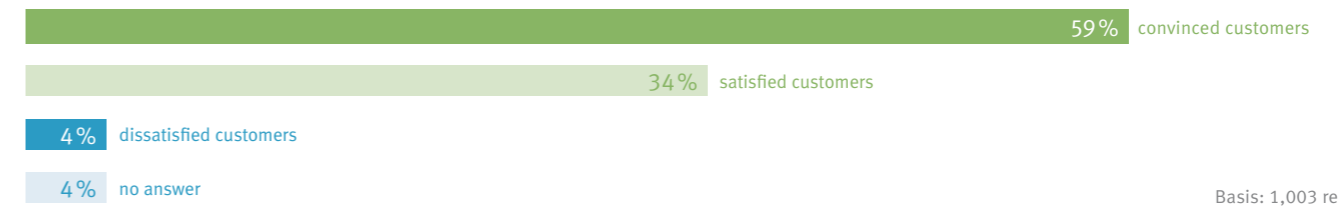
The majority of the respondents were extremely satisfied with the products and services offered by the Federal Statistical Office. The proportion of "convinced customers" (that is, extremely or very satisfied respondents) rose from 55% in 2007 to 59% in 2011. 34% of the customers were satisfied and only 4% were less satisfied or dissatisfied. Consequently, the customers are quite willing to recommend the services and products to others. The most positive comments were made by customers from political parties, associations and churches, while the most critical group was the media.

Positive experience with the Federal Statistical Office

Have you ever had an experience you were particularly happy about and for which Destatis was responsible?



Overall satisfaction with the Federal Statistical Office



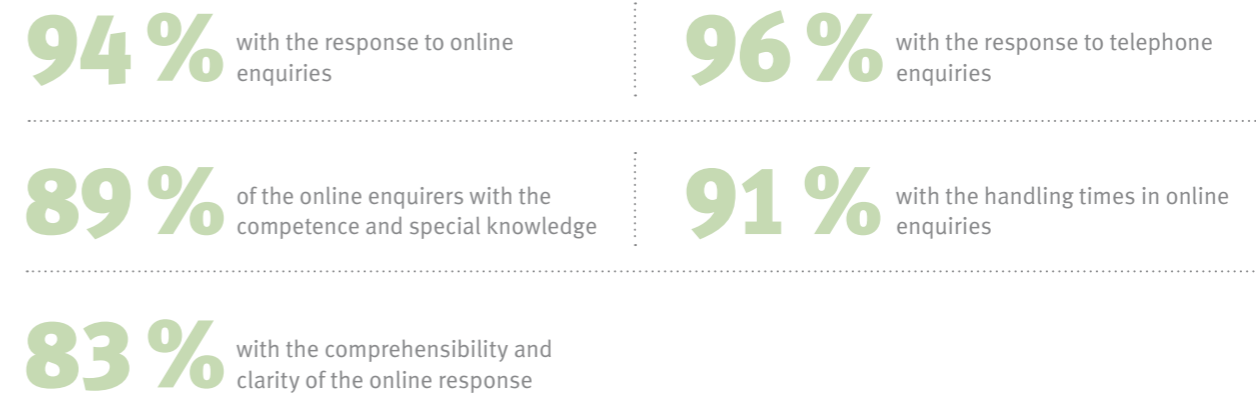
Customers gave the highest satisfaction scores for rapid answers and good service in dealing with enquiries – be it by telephone, online, the contact form or e-mail. 77% were extremely or very satisfied with the telephone service and 72% were more than satisfied with the handling of online enquiries. The staff were rated friendly, competent and helpful.

In general, the satisfaction scores rose for all communication channels to the Federal Statistical Office. Nevertheless, there is potential for improvement. 38% of the respondents indicated to have been annoyed because they did not find data on our website or because the data presentation was unclear. Fortunately, the information service was able to help 86% of that group. As many as 37% were convinced of the website, 52% were satisfied and just 10% were disappointed. In the meantime, efforts have been made here – the website was relaunched in spring 2012. The contents of GENESIS-Online, the database of the Federal Statistical Office,

have significantly improved. In the last four years, the satisfaction scores for the database have increased by 16 percentage points to 53%.

A comparison between the results of 2011 and those of 2007 shows that satisfaction improved most for areas whose contents or services have markedly been enhanced in the last few years (that is the case for the customer management system and the GENESIS-Online database). However, the outstanding result is certainly the great trust shown again by the customers. 89% of them have very high to high trust in the Federal Statistical Office and its staff, which is three percent more than four years ago.

Customers are convinced* and satisfied:



* Convinced = extremely or very satisfied

Microdata for science and research

The Federal Statistical Office continuously makes data available for the scientific community. As the process of preparing microdata is almost finished, the focus is now on European projects of microdata access.

For the 20th time, the Federal Statistical Office and the German Statistical Society jointly held the Scientific Colloquium in November 2011. The topic of last year's event was access to official microdata, its title was "Micro Data Access – International and National Perspectives". The colloquium focuses on the dialogue between official statistics and user groups from the scientific community, businesses, politics, administration and associations.

Microdata access for scientists, researchers and the general public is very important for the activities of the research data centres of the statistical offices of the Federation and the *Länder*, of the German Federal Pension Insurance and of the Institute for Employment Research of the Federal Employment Agency. A variety of papers enriched the colloquium, which was moderated by Prof. Susanne Rässler of Otto-Friedrich University of Bamberg.

The research data centres of the statistical offices of the Federation and the *Länder* (RDCs) have developed almost completely the information potential of official statistical microdata for the scientific community. Hence a powerful infrastructure has been set up in the national environment, which is in strong demand by empirical scientists. The needs of researchers and scientists are changing and getting more and more varied. Consequently, the RDC improves access to sensitive microdata and continuously extends the range of data offered. Currently, the prerequisites are being created to meet complex data requests, so that the analytical potential can be utilised to its full extent.

At the international level, the RDC is involved in two projects in Europe, while on a global scale the RDC has provided public use files on population statistics for some years already. One of the European projects deals with standardised access of empirical scientists to European microdata (ESSnet on Decentralised and Remote Access to Confidential Data in the ESS). Ways of providing

safe and, at the same time, modern and decentralised access to microdata are developed, tested and introduced there together with Eurostat. Information on the progress made is available at www.safe-centre.eu.

In a wider context, in the seventh Research Framework Programme of the European Commission – Data without Boundaries –, efforts are made together with data archives, the statistical institutes and offices and other public data producers at the European level to create a modern data access. More detailed information is provided at www.dwbproject.org. In the IPUMS project (Integrated Public Use Microdata Series), the research data centre has fully anonymised census and microcensus data and has made them available at www.ipums.org.

Other activities focus on enhancing the legal bases at the national and European levels and developing the analytical potential of the current census data. Also, microdata on health are being prepared, so that a needs-oriented infrastructure can be provided for scientists and researchers.

Research issues in 2011:

- Parental allowance
- Donations
- Hartz-IV reform
- Costs and performances of health
- Tax reforms
- Riester pension (state-sponsored private pension plan)
- Social protection

Basis: Microdata of the research data centre
www.forschungsdatenzentrum.de



2011 Gerhard Fürst Award

For the 13th time, the Gerhard Fürst Award was granted for outstanding scientific projects closely related to official statistics. A prize was awarded to Dr. Annika Herr for her doctoral thesis "On Hospital Competition: Quality, Efficiency, and Ownership". Left: Vice-President Dieter Sarreither.



Two young researchers were honoured with a promotion prize: Philipp Breidenbach for his diploma dissertation on "European Structural Funds and Regional Income Convergence. An Empirical Analysis using Panel Data" and Wolf Heinrich Reuter for his Bachelor's dissertation on "Establishing an Infrastructure for Remote Access to Microdata at Eurostat".

Facts easy to understand

Major results from the wide range of data of the Federal Statistical Office in a compact form: Brochures with texts, charts and brief tables provide the necessary information on topics of societal relevance.

In the Spotlight: Older People in Germany and the EU

Ever fewer young people, more and more old ones. That shift in the age structure is referred to as demographic change and is a result of continuously low birth rates and a rising life expectancy. The brochure shows how older people live, what they do, and how they are. It illustrates that old age does not always equal retirement and the evening of life – instead, it can actively be shaped in many ways. ¹

Agriculture at a Glance

In the last ten years, the framework conditions of agricultural production in Germany have radically changed. More market orientation, environmental awareness and alignment with consumer needs have characterised that period. The brochure *Landwirtschaft auf einen Blick* gives an overview of structures, production methods and products of German agriculture. ²

Institutions of Higher Education at a Glance

The brochure describes the main national indicators regarding access to higher education, graduates, staff structure and student-teacher ratios, attractiveness across regions and financial equipment of the institutions of higher education. The focus is on changes and trends that have emerged since the last edition. This

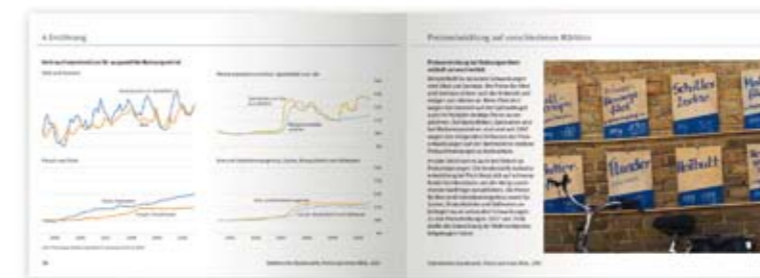
refers in particular to the bachelor's and master's degree courses becoming more and more established, which has an effect on the length of studies and the age of graduates.

Prices at a Glance

Money and prices affect nearly all areas of life. Prices are used as decision criteria, they give orientation, provide incentives and set limits. The brochure *Preise auf einen Blick* gives a comprehensive picture of the price developments in various markets and at various stages in the economic process. It also provides background information to better understand and interpret official price statistics. ³

Data Report 2011: New Social Report for Germany

The new *Datenreport 2011* reports about topics which, as indicators of quality of life and societal well-being, have come into the focus of political debate. They include not only the distribution of material wealth, employment, individual and economic (in)security but also aspect like health, education, environment, personal activities, political participation and social relations. The *Datenreport* is a joint project of the Federal Statistical Office (Destatis), the Social Science Research Center Berlin (WZB) and the German Institute for Economic Research (DIW). ⁴





In the field and in the stable: census of agriculture 2010

The agricultural census is conducted every ten years all over the world. In Germany, farms and animals were counted in 2010, so that European and national agricultural policies can be based on well-founded data. It is a long way from a European regulation to a questionnaire.

Probably there are not many who are happy to find a questionnaire of official statistics in their letterbox, such as the long questionnaires of the census of agriculture 2010. There are better things than filling in questionnaires – even though not all questions have to be answered. But the agricultural census, which is conducted every ten years all over the world, answers important questions on agricultural structures, the development of agricultural holdings or food production. The results of the census of agriculture also cover national issues of agricultural policy, even down to regional and small-area topics. This is possible as the census of agriculture has for the first time been conducted with

the help of geo-referenced data. Currently there is great demand for data on organic farming, on farm rents and on additional sources of income in agriculture, specifically in the context of renewable energy sources.

In 2010, about 300,000 farmers whose holdings had a specific minimum size received the questionnaire of the census of agriculture. It included questions on the used agricultural area and livestock, on ownership and tenancy, on the structure of persons employed in the holdings, on farm succession and on non-agricultural sources of income.

80,000 representative holdings were also asked for information on their agricultural production methods. The focus was on issues of environmental protection and animal protection, such as how land and water resources are dealt with, climate protection and livestock keeping. A follow-up survey on irrigation was conducted among another 14,000 holdings. Farmers who provided information on both subject areas had to deal with 36 questionnaire pages, explanations and legal notes.

Before the questionnaire arrived in the letterbox, it had gone a long way starting in Brussels with the first draft regulation. Those who know the complexity of European legislation will not be surprised to learn that a good four years passed between the first drafts and the final regulation on the agricultural census. During the Trio Presidency in 2007, together with Portugal and Slovenia, Germany had the occasion to contribute much to shap-



ing the regulation. In many meetings in Brussels, Luxembourg and Wiesbaden and in close co-operation with the Commission and the Council Secretariat, compromise texts were prepared and finally adopted in 2008.

The agricultural census team had to start much earlier – as early as in 2006 – to prepare the questionnaire development and programming. The European legislation process, and also the national activities regarding the Agricultural Statistics Act were far from finished at the time. A final decision about the variables to be covered was not reached until the 2009 version of the Agricultural Statistics Act was adopted. It had been absolutely necessary to start the preparatory work that early. Behind the scenes, not only the questionnaire but also data capture and check programmes were prepared and tested, as is the case in every survey. Finally, 500 variables with 450 plausibility checks, ensuring high data quality, were installed.

Despite the long questionnaire, efforts were made to keep the time burden on farmers to a minimum. The questionnaire has been designed for easy use to allow correct interpretation and rapid answering of the questions. In a pretest, the questions were tested in two pretests in co-operation with the statistical offices of the Länder. Incomprehensible questions and explanations, inappropriate sequences of questions or incorrect questionnaire routing were corrected.

A total of seven *Länder* with over 30 holdings of different sizes and different main production activities participated in the test phase. Some participants used the visit to seriously complain about official statistics. All in all, however, positive experience was acquired in the pretests and many suggestions regarding the final questionnaire design were implemented. The standardised questionnaire was made available to the statistical offices of the Länder in late 2009 and the Land Statistical Office of Baden-Württemberg developed an online version.

Before the survey started, the farmers had to be informed about the main contents and goals of the census of agriculture. Articles on the planned large-scale survey were published in various specialised journals and an information portal was set up at www.landwirtschaftszaehlung.de. Information events were held for federal and Land farmers' associations.

Accompanying material was sent to the farmers to prepare them for the survey and answer their main question: "In fact, what do they do with my data?". Intensive public relations work was re-

quired to create a basis of trust for farmers who were afraid that the collected data would be used by other authorities for control purposes.

In March 2010, the completed questionnaires or online reports were received by the statistical offices of the *Länder*. The data were captured and edited, which – due to the large number of questions – involved many telephone queries with the holdings.

To reduce the burden on farmers, some variables and data were taken from administrative data. For example, data sets were used that contain information on land use or livestock. Also, administrative data were used which contain information on *Land*-specific support measures. The goal was to reduce the burden on respondents where detailed information was already available. Finally, for each of the holdings covered by the census of agriculture, a



data set was available that consisted of survey data and administrative data. At that point in time, the agricultural holdings became "numbers" – names and addresses were removed from the data set. In practical work, it is not always easy to reach the goal of a low-burden survey and of optimal use of administrative data. The first reason is that the administrative data available differ sometimes considerably between the *Länder* and the second is that they come from different data sources.

After time-consuming programming, the statistical offices of the *Länder* and the Federal Statistical Office were able to compile the publication tables. In a final step, the data are checked for whether they allow identifying individual holdings. In that case, the relevant data are suppressed. This ensures that one of the most important principles of official statistics – confidentiality – is observed.

In January 2011, first sample results were published at a press conference held on the occasion of the Green Week. The wide media coverage demonstrated the considerable demand for agricultural data and information. The results showed that, in 2010, Germany still was among the four largest agricultural producers in the EU, together with France, Italy and Spain. The data on land use, livestock keeping, labour or landscape conservation are continuously updated on the website, integrating the latest results.

The census of agriculture will officially be finished when the survey data have been transmitted to the European statistical office (Eurostat) in 2012. The next agricultural census will theoretically be conducted only in ten years. A debate has just started on whether a new agricultural census will be held at the European level after 2016. In the meantime, structural surveys of agricultural holdings will be conducted in 2013 and 2016. In Germany, those surveys will be held with a sample of just 80,000 holdings and with a reduced questionnaire version.



In Interview: Ilse Aigner

*Federal Minister of Food, Agriculture and
Consumer Protection*

Minister, what are the future-oriented issues in your ministry and what topics are especially important to you personally?

In consumer protection, what is especially important to me is not only that the products offered in the shops are safe but also that they keep what is promised on the label. Transparency and information are the aspects that matter to me here. The labelling – especially of food – must be clear and comprehensible. Consumers must be able to identify what they buy. The trust of the consumers is one of the keys to economic success.

As regards agriculture, the focus in 2012 is on the current EU negotiations about the future of the common agricultural policy after 2013. It is important to me that German farmers have reliable prospects for the future and that they can continue to do business successfully.

As part of the EU-wide agricultural census, 299,000 agricultural holdings were covered in Germany. What are the data that your ministry needed most urgently from the census? What information gaps have been bridged through the census?

“What I consider most valuable in the census of agriculture is the high quality of its results.”

The census of agriculture is a large-scale stocktaking of the situation in European agriculture. The list of questions is varied and comprises – just to mention a few areas – data on land use and livestock as well as on persons employed by the holdings, for example, regarding their working hours or qualification. What I consider most valuable in the census of agriculture is the high quality of the results. All agricultural holdings exceeding the threshold of coverage were really questioned. This has provided us with a wealth of regional data for administrative districts and municipalities which just cannot be collected by the statistical offices by means of sample surveys.

Those data are really valuable. We had been eager to see the results on the development of rents for agricultural land – and especially new rents because they clearly illustrate the dynamics of inflation. Let me give some more examples: The data on indoor keeping of the main livestock species,

on cattle and sheep grazing and on the storage of farm manure are very important because they can be taken as a basis to calculate the emissions of gases affecting the climate. Especially the results on agricultural production methods are a rich source of indicators concerning environmental protection, for example, on how widespread specific erosion protection measures are, on crop rotation, and on the utilisation of farm manure.

But traditional topics are important, too, because they show the structural change in agriculture. There is interesting information on the relevance of other gainful activities performed by the holdings such as the processing and direct marketing of agricultural products or the generation of renewable energies.

However, we also have to keep in mind that such a large-scale survey places considerable burdens both on the farmers questioned and on the offices involved.

“We follow with great interest the further development work regarding geo-referencing at the Federal Statistical Office.”



This is why we have reduced the number of variables to just a few items to cover the national data needs. Also, by raising the lower thresholds of coverage of agricultural holdings, more than 50,000 small holdings have completely been exempted from the obligation to respond.

In what areas must agricultural policy be shaped without support by data? Are there areas which are not sufficiently covered by statistics?

Just as any other policy area, agricultural policy cannot do without a wide and well-founded knowledge basis. However, official statistics alone cannot provide everything here. Instead, we also have to use findings from research projects and from scientific policy advice, for example, in the context of risk assessment regarding food and cosmetics or as a basis for international negotiations about fishing quotas or gases affecting the climate.

The census of agriculture has been the first and only survey using geo-referenced data. What additional value is provided by those data for your ministry and for Europe?

Geo-referencing provides new possibilities of spatial data presentation. In 2009 we created the legal basis by amending the Agricultural Statistics Act. We follow with great interest the further development work regarding geo-referencing at the Federal Statistical Office. The results can be allocated to small area units and allocation is no longer restricted to administrative units such as Länder or administrative districts. In many cases, it is more useful to allocate data of agricultural statistics, for example, to natural areas. I think what makes that kind of presentation especially attractive is that even

users who do not have much time can view results on spatial differences at a glance. This applies particularly to charts referring to the entire European Union. Another advantage is that we have new possibilities of evaluation because geo-referenced data can be combined in a meaningful way with other spatial data such as soil and climate data.

The share of land under organic farming in Germany was 5.9% in 2010. The Indicator Report on Sustainable Development, which has been presented by the Federal Statistical Office for the fourth time in 2012, mentions a target of 20%. In statistical terms, the area would have to be almost quadrupled to achieve that goal.

The Federal Government supports organic farming through many measures, and I am very much committed personally, too. We want to enhance organic farming in Germany because domestic demand for bio products is still larger than supply. Apart from area payments offered for a changeover to organic farming, the Federal Scheme on Organic Farming and other Forms of Sustainable Agriculture is a major element of assistance. In addition, I support a clear and practical legal framework and fair competition conditions. What will be crucial for the further development of organic farming is its competitiveness. And, actually, the future of organic farming also lies in the hand of the consumers.

The issue of food waste in 2011 made the headlines even beyond Germany through the film “Taste the Waste”. According to the Food and Agriculture Organization FAO, 280kg of food are thrown away per inhabitant in Europe every year. You have commissioned a study on the issue. Will we have to show more explicitly – in statistical terms – the food proportion of waste?

Food is something precious, even vital – in the truest sense of the word. So we are obliged to deal with it carefully for economic, ecological and ethical reasons. Personally I find it hard to tolerate the great losses of valuable food, about which there are just estimates in most countries. We waste too much potential instead of using it properly. So we have to recall again and again the value of food. So far, there are just estimates about how much food is thrown away. In a national study, we want to find out exactly how much goods are dumped in Germany and where it is done.

Minister, your ministry is a frequent user of our data in many different areas. Where do you think we could still improve?

I find it difficult to answer this question! The Federal Statistical Office certainly has made good use of the opportunities offered by the internet to establish itself as a modern information provider. What is also impressive is the level of scientific competence shown both in the design of surveys and in the processing of, and commenting on the results.

In my opinion, there is a growing need among users for metadata, that is, the “data about the data” – especially regarding information about the limits of accuracy and the information value of the results. But, as I have been told, much has been achieved here, too. There are the so-called quality reports on the surveys and the very distinctive information on the accuracy of expanded data.

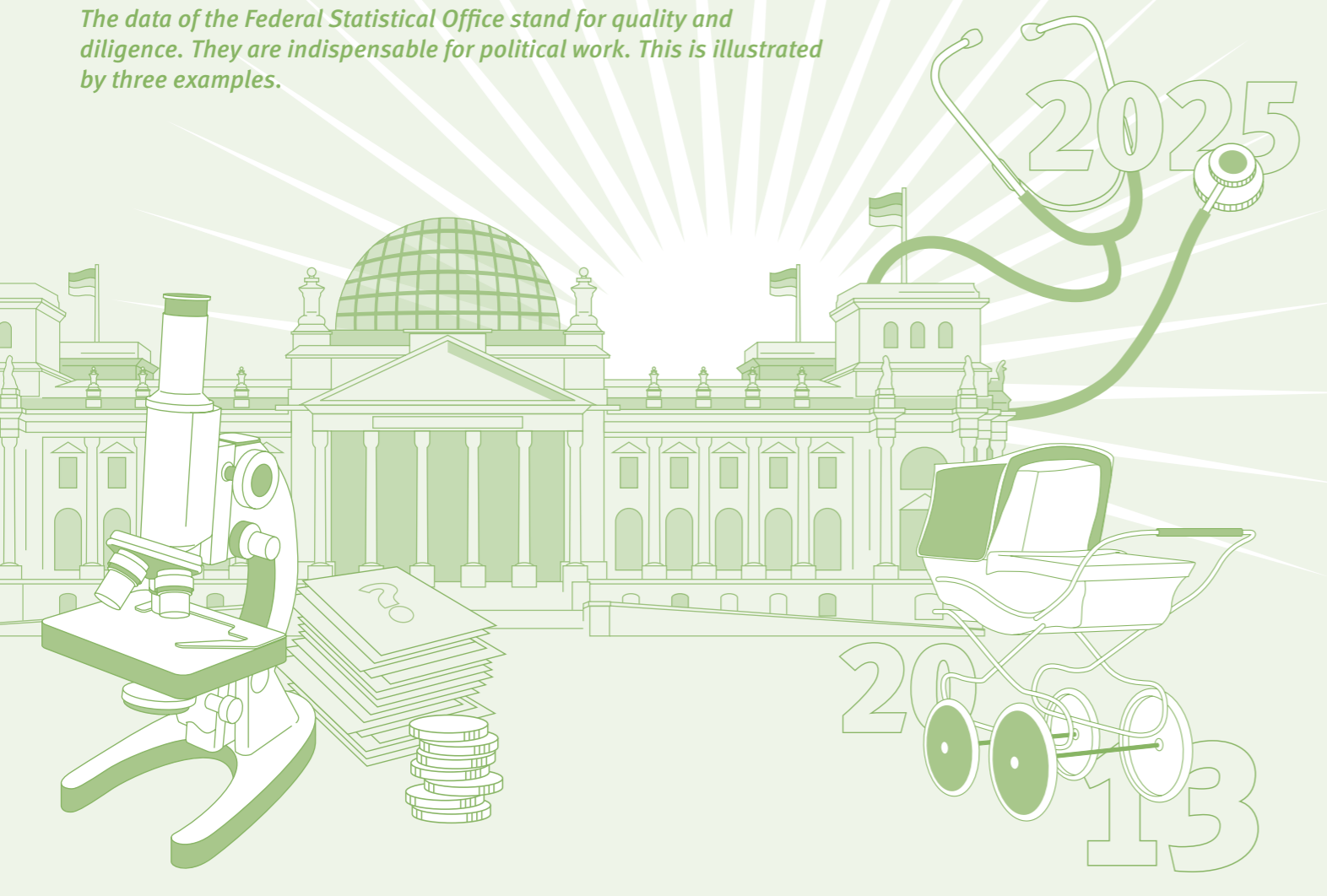
“The Federal Statistical Office certainly has made good use of the opportunities offered by the internet to establish itself as a modern information provider.”



Ilse Aigner has been Federal Minister of Food, Agriculture and Consumer Protection since 2008 and spokeswoman of the CDU/CSU parliamentary group in the Bundestag for education, research and technology assessment. The electrician has represented the Starnberg constituency in the Bundestag since 1998.

Policy advice

The data of the Federal Statistical Office stand for quality and diligence. They are indispensable for political work. This is illustrated by three examples.



1 Demographic development: long-term care staff in 2025

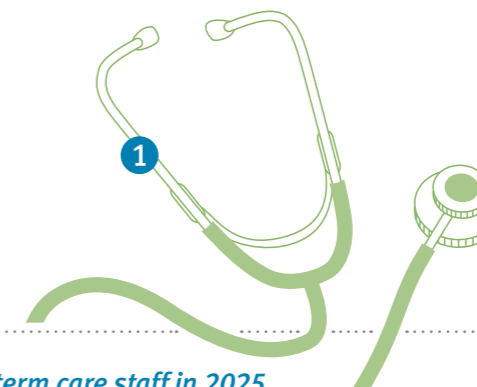
Against the background of the demographic development, the Federal Statistical Office and the Federal Institute for Vocational Education and Training have prepared joint projections of how demand for, and supply of long-term care staff will develop until 2025.

2 Education expenditure: give and take

The Education Finance Report published every year is a major element of German educational reporting and it is essential for planning at the federal and Land levels. Political targets in education are based on the main results of education finance statistics.

3 Day care for children in Germany: targets for 2013

The numbers of young children taken care of in day care centres and of child minders are growing. The statistics on day care for children show where efforts to increase the number of care places must be intensified so that the political targets are reached.



Demographic development: long-term care staff in 2025

Long-term care of sick and older people requires large numbers of staff and should be carried out by qualified people. A declining and ageing society poses particular challenges to hospitals and long-term care facilities. The Federal Statistical Office and the Federal Institute for Vocational Education and Training have prepared joint projections of what the demand for, and supply of long-term care staff will be by 2025.

The future demand for long-term care staff is determined by the Federal Statistical Office as a function of the expected numbers of hospital cases and of persons in need of long-term care. Two scenarios are examined here. In the status-quo scenario, the future numbers of hospital cases to be treated and of persons in need of long-term care depend only on the age structure of the population. Another scenario is based on the assumption that, with an increasing life expectancy, people will fall ill or need long-term care at an older age.

The number of long-term care staff expected to be available in the labour market by 2025 is derived by the Federal Institute for Vocational Education and Training from the development of supply in health occupations without medical registration. The analyses illustrate that, even today, staff of other occupations are retrained or trained on the job so that the demand for long-term care staff can be met. Results of the Federal Statistical Office indicate that the point in time when a lack of long-term care staff occurs also depends on the employment structure (share of full-time, part-time and marginal employees) and on the number of hours worked per week in long-term care occupations.

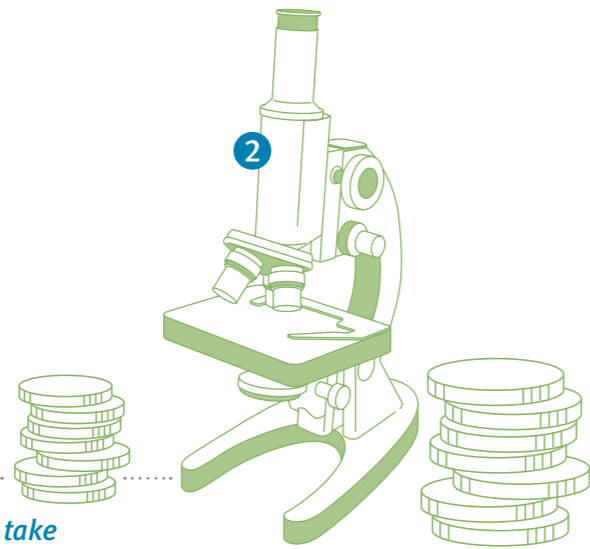
The majority of staff in long-term care occupations are women. In 2005, the base year of the projections, one in two of them worked part time or marginally. Also, there are considerable differences

between eastern and western Germany regarding the employment structure in care occupations. In eastern Germany, women work much more often full time than in western Germany. Even when working part time or marginally, women in eastern Germany on average work more hours per week than their western German colleagues.

The results also show that it will probably not be possible to avoid a lack of long-term care staff even if non-care staff is employed in the care sector. According to the status-quo scenario, there will be a shortage of some 152,000 staff in care occupations. Without long-term care staff trained on the job, the gap between demand and supply would widen to even some 260,000 care staff. According to the scenarios examined, sufficient staff would be available in care occupations only if two conditions were fulfilled. Sickness and the need for long-term care would have to shift to an older age than is the case today. At the same time, an employment structure in long-term care occupations similar to that in the new *Länder* would have to be implemented all over Germany.

The analyses made so far also indicate possible solutions. It turns out that a large proportion of trained long-term care staff remain in the occupation they learned. The large share of people retrained or trained on the job also illustrates that non-care staff can change over to care occupations. This requires some attractiveness of care occupations in the context of a general shortage of skilled staff.

Other parameters are the employment structure and weekly working hours. A higher proportion of full-time jobs and an increase in weekly working hours would delay the shortage of long-term care staff. It should be taken into account, however, that especially western German care staff deliberately choose a part-time or marginal job because of personal or family obligations.



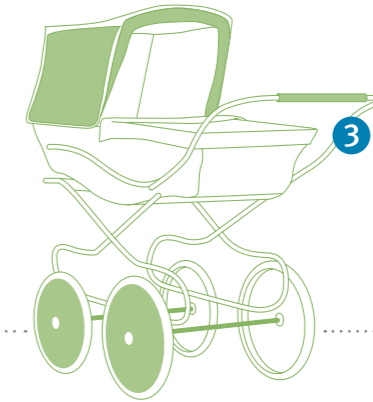
Education expenditure: give and take

2.6% more education expenditure than in the last financial year – that was reported by the Federal Statistical Office at the end of 2011. The Federation, *Länder* and municipalities estimated education expenditure to the amount of Euro 106.2 billion for 2011. There is general consensus that investment in education and research, safeguarding human resources and an efficient educational system are the bases for modern societies to meet the challenges they face. Much attention is paid to the financial resources of the educational system, well-based data and indicators are indispensable for the educational system, political action and scientific work.

Data available on education expenditure are published every year in the Education Finance Report of the Federal Statistical Office. Commissioned by the Federal Ministry of Education and Research and the Standing Conference of the Ministers of Education of the *Länder*, the report has been compiled in that form by the Federal Statistical Office since 2008. It contains information not only on education expenditure but also on the framework conditions. In addition, information is provided on the budget for education, research and science, which is more comprehensive in conceptual terms. This also includes education expenditure funded by enterprises, households, the Federal Employment Agency and other countries as well as research expenditure. It shows that, in 2009, overall government expenditure on education, research and science amounted to Euro 224.0 billion or 9.3% of the gross domestic product. Also, the budget for education, research and science served as an orientation for the central agreements reached at the education summit in 2008: In Germany, it is planned to increase the share of expenditure on education and research, regarding the overall state, to ten percent of the gross domestic product by 2015.

National reporting is complemented by educational monitoring in an international comparison based on OECD definitions. According to the 2011 Education Finance Report, international OECD comparisons show that the proportion of education expenditure in the GDP is markedly lower than in other OECD countries. In 2008, education expenditure was 4.8% of the GDP, which is below the OECD average of 5.9%. However, there were considerable differences between educational areas in Germany. Expenditure for pupils in primary and secondary I education were below, and expenditure for the secondary II level were above the OECD average. Expenditure per student in Germany was also markedly above the OECD average in 2008.

The Education Finance Report is objective and neutral and avoids political assessments or recommendations. It examines education expenditure according to various concepts and contains methodological explanations and background data. It also explains concepts not covered such as the net expenditure concept favoured by *Länder* ministries of finance. Experts from various ministries, Land offices and the scientific and research community give advice and support to the Federal Statistical Office in compiling the report.



Day care for children in Germany: targets for 2013

Family policy measures attract much public attention. Apart from the debate about flexible and family-friendly working hours, the extension of child care facilities is considered a key to work-family life balance. If sufficient day care facilities for children were offered, couples might be encouraged to have children. This would not only help reach the goal of increasing the birth rate in Germany but could also help meet labour market policy requirements because qualified mothers and fathers have better chances in the labour market.

At the crèche summit of the Federation, *Länder* and municipalities, an agreement was reached in 2007 that day care places should be offered in day care centres or by child minders for 750,000 children under three years by 2013. The annual results of the statistics on children and persons employed in child day care centres and in publicly funded day care by child minders are the most important indicator of that political target.

As shown by the most recent results regarding day care for children, the number of children under three years in day care has markedly increased in the last few years, reaching about 517,000 on reference day 1 March 2011. That is an attendance rate of over 25% when put in relation to all children of that age group. There are considerable regional differences between eastern and western Germany regarding child care places offered. In Sachsen-Anhalt, more than one in two children under three years is taken care of in a day care centre or by a child minder, which is just over 56%. In Nordrhein-Westfalen it is only one in six children, that is, just 16% of that age group. Consequently, to achieve the target of 750,000 day care places for the under three year olds all over Germany, more than 230,000 places for young children will still have to be created. As the attendance rates in all eastern German

Länder have traditionally been markedly over the Federal average, the need for extension has practically been limited to the western German administrative districts and towns not attached to a district. The speed of extension would have to double. Between March 2009 and 2010, the increase was 55,000 children under three years in day care and between March 2010 and 2011 it was about 45,000.

Apart from the child care targets for the under three year olds, the child promotion act includes a legal right to child day care as from August 2013 for children who have completed their first year. Currently the attendance rate is about 26% for one year olds and 47% for two year olds. The importance of day care for children aged under one year is rather small, the relevant attendance rate was markedly below 3% in March 2011.

It remains to be seen whether the target will be achieved by 2013 and what influence the possible introduction of parental child care allowance would have on the extent to which publicly funded day care places are used. In section 16, subsection 4 of the Eighth Book of the German Social Code (SGB VIII), the introduction of parental child care allowance is planned for parents who do not have their children (aged one to three years) taken care of in a day care centre.

2011 Census in the critical phase

The population in Germany reacted calmly to the 2011 Census. There were no wide protests. However, the numerous questions citizens posed to the Federal Statistical Office at all times had to be answered in the shortest possible time. Evaluation is in full swing until the first results can be presented.



> 1 000 000



2281 h
of talking time in
the service centre

“Communicating in an open, conversational and transparent way” – that was one of the main communication mottos for the largest official survey in the last 20 years, the 2011 Census. The population, interviewers, municipalities, the media and census critics – the idea was that all actors should be able to get information and ask questions. Even before the census, the interactive website www.zensus2011.de offered a guided tour to those looking for information. TV spots – for example in the commercial break of the German version of “Who wants to be a millionaire?” or direct before the “heute-journal” newscast –, radio and the cinema addressed the general public, making them curious.

“If just one in a hundred has a question on the census, we have a potential 820,000 questions from citizens.” That sentence from the planning scenarios illustrates the challenge faced by the statistical

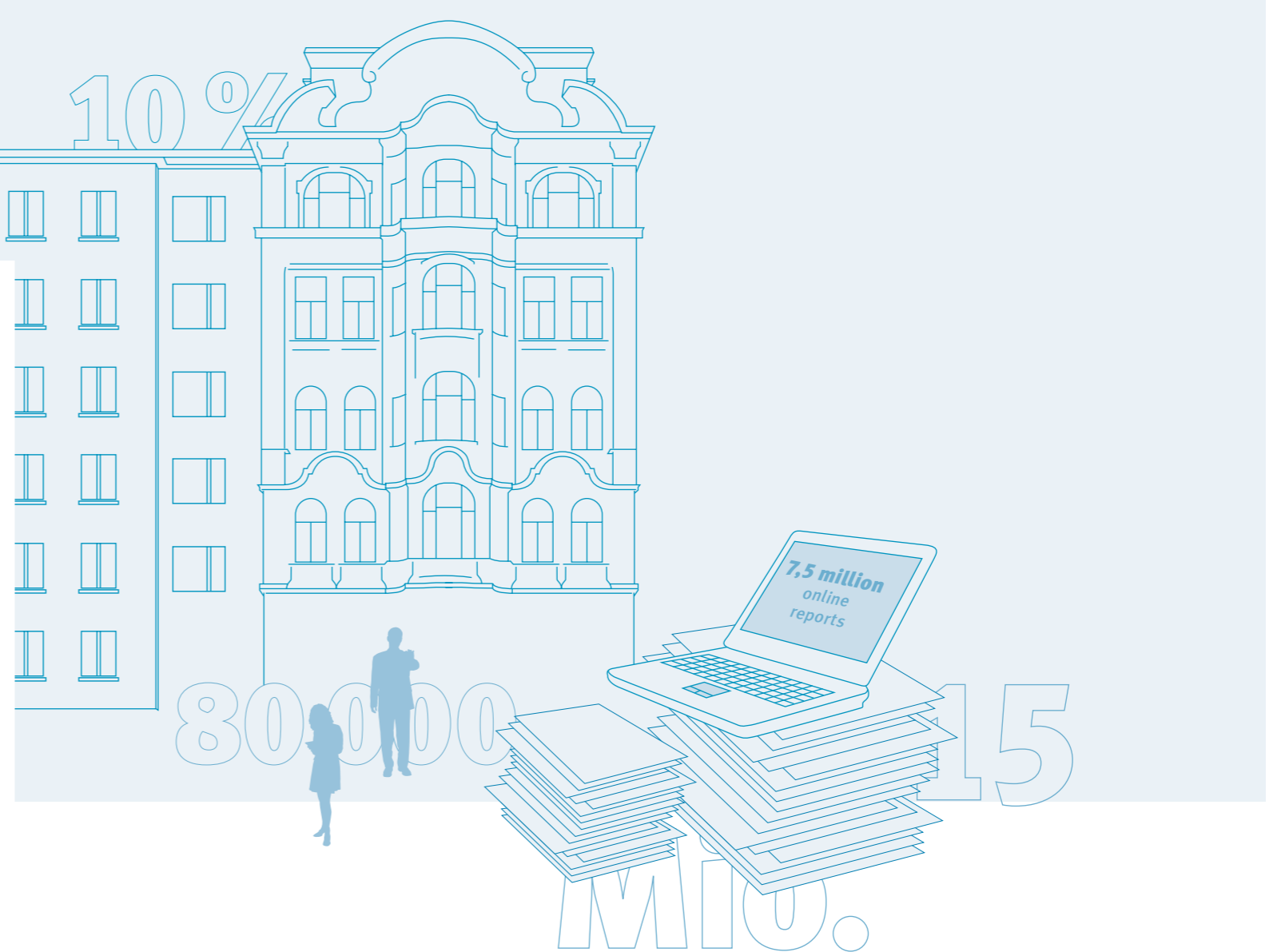
offices when the 2011 Census started. When compared with reality, however, that statement turned out to be highly optimistic. The number of telephone and written enquiries from the population all over Germany exceeded one million. However, protests against, or even resistance to the 2011 Census were rare. Most of the complaints by citizens did not concern the census as such. Anger was caused by procedural obstacles such as postage confusion, problems regarding online reporting and reminders received by people who allegedly had sent their completed questionnaires.

The telephone enquiries were handled by the census hotline team at the Federal Statistical Office. “We are available for everything around the census. We explain the various questionnaires of the household survey and of the census of buildings and housing, the legal context, sometimes we are comforters and of course we

also act as buffers” – this is how Doris Gabb of the census hotline describes her work. She is one of the 59 staff members who took calls in the service centre which, because of the background noise was referred to as the “beehive”. “In any case it was interesting and it was fun, too” – this is how she summarises the experience. Michael Hacker tells about a telephone conversation he had with an elderly gentleman who wanted to complete the questionnaire online and asked for help in answering the questions. “Unfortunately, his PC and wired telephone were in different rooms. We read a question, discussed it and the gentleman put aside his receiver to enter the answer in the neighbouring room. We continued question by question and after a good 45 minutes both of us were happy. Thankfully, he had just a one-family house, so he had to complete only one questionnaire.”

90 staff members, who were connected to the customer management system of the Federal Statistical Office, helped in rapidly answering all written enquiries from the population – in addition to their normal daily work. In May and June 2011, they received 52,000 written enquiries. On 9 May, the reference date of the survey, every three seconds a written enquiry came in. For the customer management system of the Federal Statistical Office, which had been designed for individual answers rather than mass business, that was just as great a challenge as for the people behind the system. Ralf Müller and Daniela Hartmann, who together co-ordinated the enquiry management, are proud of their team.

The census of buildings and housing, too, illustrated that citizens easily use not only the telephone but also the computer to comply



with their census reporting duties. In that part of the census, all 17.5 million owners of residential space in Germany were questioned in writing. By February 2012, some 15 million paper questionnaires had been returned and 7.5 online reports had been made. This surprised even the six people in the team dealing with that census at the Federal Statistical Office, "... because Germans, who are highly aware of data protection, are considered as very reluctant to use online tools in administrative matters", explained team leader Michael Neutze. Now he knows what questions non-statisticians ponder when completing a questionnaire: Is a hobby room, which was a swimming pool before, residential space now? How do I count a third dwelling which is used as a private gym by two parties?

The staff are working hard so that the results of their work can be published in time. Before that, however, extensive processing activ-

ities as well as data and quality checks have to be carried out at the statistical offices of the *Länder* and the Federal Statistical Office. Last spring, the focus was on starting the actual data collection on 9 May. The questionnaires for the household surveys had to be finished, survey office staff and interviewers had to be trained. For the survey process, a standard procedure for the whole of Germany had been agreed on with the statistical offices of the *Länder* to avoid data biases and quality losses at an early point in time. For the household survey, a total of some 80,000 interviewers spread out in Germany to interview 10% of the population direct at their residence. Their main task was to check whether the people living there really existed and to complete the questionnaires together with the inhabitants.

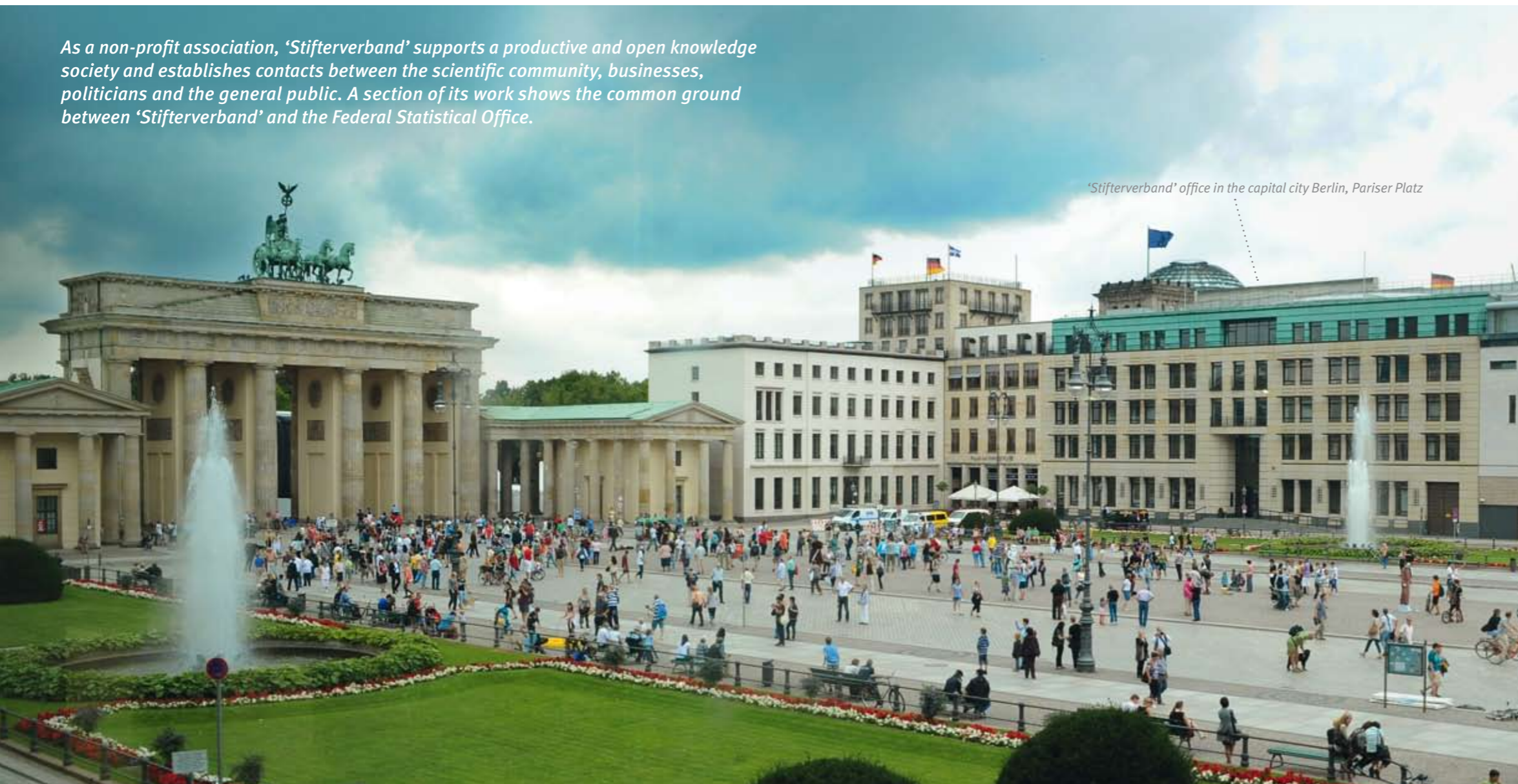
Now the census staff check, among other things, the plausibility of the results obtained. Discrepancies between population register

data and data from the household survey or the census of buildings and housing have to be settled. Two registers are of major importance here. The first is the register of addresses and buildings containing all addresses in Germany which are relevant for the census and comprise residential space (about 20 million addresses). The second is the register of population registration data, for which the population registers were evaluated several times for census purposes. A consistent set of population register data was set up on the basis of three deliveries from all residents' registration offices for various reference dates (each comprising some 85 million data records). Both registers were developed and maintained centrally by the census team of the Federal Statistical Office. New ground was broken not only with the method of the register-based census but also with the IT applications required for data capture and processing, for example, for the two registers.

The last clarification phase of the census will start with several follow-up surveys to be conducted in the first half of 2012. That complex procedure is the only way to reach the goal of ascertaining reliable official numbers of inhabitants for *Länder* and municipalities by conducting the register-based census. First results of the 2011 Census are expected for late 2012 and will be published at www.zensus2011.de.

Customer profile: Stifterverband für die Deutsche Wissenschaft

As a non-profit association, 'Stifterverband' supports a productive and open knowledge society and establishes contacts between the scientific community, businesses, politicians and the general public. A section of its work shows the common ground between 'Stifterverband' and the Federal Statistical Office.



'Stifterverband' office in the capital city Berlin, Pariser Platz

Stifterverband für die Deutsche Wissenschaft is a joint initiative of German businesses with 3,000 members consisting of DAX groups, large and small companies, associations, foundations, and individuals. *Stifterverband* promotes universities and young scientists and supports research institutions and knowledge transfer between the scientific community, politicians and the general public. In 2011, *Stifterverband* spent just under Euro 36 million on the promotion of education and science. It is thus both a reliable partner supporting universities and scientific institutions and an important partner communicating with political institutions. In 2011, the foundations managed by *Stifterverband* had total foundation assets of over Euro 2.5 billion. Considering the donations raised by its members and the foundations' support activities, *Stifterverband* is the largest private institution promoting science in Germany. Numerous programmes, sponsored chairs and student support programmes are intended to safeguard Germany's attractiveness for science.

The companies hope that they can act more successfully and credibly as part of the *Stifterverband* organisation when it comes to changing structural framework conditions of the scientific system. A particular problem of companies is the shortage of skilled staff. According to recent estimates, there is a lack of up to 15,000 engineers per year in Germany. *Stifterverband* calls on the universities to reduce drop-out rates and to improve teaching. However, such appeals from companies can be convincing only if they are made jointly and are accompanied by relevant commitment of the companies themselves, explains Andreas Schlüter, the *Stifterverband* Secretary General. Demand and support was the motto, says Schlüter.

Economic importance of non-profit businesses

In 2011, *Stifterverband* – in co-operation with the Federal Statistical Office – presented first results of the project *Zivilgesellschaft in Zahlen* (Civil Society in Figures). The purpose of the project was to collect information on the economic importance of the non-profit sector so that an information system on the civil society can be set up in the long term. The project had been initiated by *Stifterverband*, Bertelsmann Foundation and Fritz Thyssen Foundation in 2008.

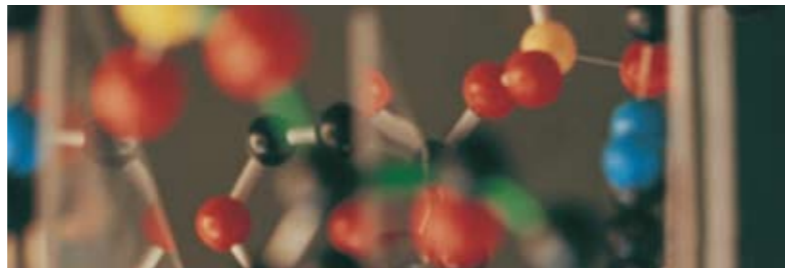
By providing data and know-how, the Federal Statistical Office contributed twice to the project. First, the economic importance of non-profit organisations was to be ascertained on the basis of national accounting concepts. What does the so-called third sector contribute to the overall gross value added in Germany? Second, through the business register, the Federal Statistical Office supplied a complete data basis of all economically active units in that sector.

First of all it was checked which enterprises in the business register are to be considered as non-profit organisations and, consequently, as part of the third sector. Extensive individual checks had to be made in addition to automated allocation algorithms. What was ascertained is the number of enterprises belonging to the third sector, the number of people employed there, and the components full-time, part-time and marginal employment. By applying suitable wage rates and existing data of fixed asset calculations, the gross value added of the third sector was calculated. In 2007, the base year taken for the calculations, the third sector accounted for a good 4% of the overall value added. In June 2011, *Stifterverband* presented the above and other results to the general public in Berlin.

Thanks to the project, well-founded results on the non-profit sector were presented for the first time in 15 years. The goal of *Stifterverband-Wissenschaftsstatistik* is to further develop the information system over the next few years, so that major development factors, such as funding sources of the third sector, can better be described.

Data on innovation in Germany

Since the 1950s, *Stifterverband-Wissenschaftsstatistik* has collected data on the expenditure made by enterprises and institutions on research and development (R&D) in Germany. *Wissenschaftsstatistik* is the only institution in Germany to report about the R&D activities of enterprises according to international OECD definitions and provides important data on innovation in Germany. R&D expenditure of enterprises is a major economic indicator of a country's innovation speed, development dynamics and productivity. The institution is funded jointly by *Stifterverband* and the Federal Ministry of Education and Research.



The interdisciplinary *Wissenschaftsstatistik* team works at *Stifterverband* headquarters in Essen, its 14 staff members coming from the disciplines of economics, geography, mathematics and sociology. Every two years, they publish official data on how much money German enterprises invest in research and development. The current figures for 2010 show that Germany has come out of the crisis well. German businesses invested a total Euro 46.9 billion in internal research and development – 3.7% more than in 2009. The rate of R&D expenditure of businesses as a percentage of the gross domestic product (1.9%) practically reached the level of the previous year. Together with government expenditure, which is covered by the Federal Statistical Office, the rate is an estimated 2.8%. The data are the basis for R&D statistics of the OECD and the European statistics of Eurostat. In addition, *Wissenschaftsstatistik* is part of a national and international research and statistics network. It provides scientific services commissioned by federal and Land ministries, research institutes as well as central, regional and local authorities and associations.

The *Wissenschaftsstatistik* activities are accompanied by a scientific advisory committee. For many years, the Vice-President of the Federal Statistical Office has been among its 14 members from the scientific community, businesses and politics, and there has been a long-term co-operation with the Federal Statistical Office in research statistics. The data of *Wissenschaftsstatistik* and the data of the Federal Statistical Office on non-university and university research institutions are integrated into national and international reporting on research and development.

Since September 2011, the office of the Commission of Experts for Research and Innovation (EFI) has been located at *Stifterverband-Wissenschaftsstatistik*. That advisory body was set up in 2006 on the basis of a *Bundestag* decision and every year submits a report on research, innovation and technological performance in Germany.

The EFI analyses structures, trends, performance and prospects of the Germany research and innovation system, drawing comparisons over time and between countries. It examines current issues and political strategies and develops relevant recommendations for political action. “The EFI is the most important advisory committee of the Federal Government in matters of research and innovation policy”, says Gero Stenke, head of *Wissenschaftsstatistik*.

In Interview: Prof. Peter Wippermann

Trend researcher and Professor in communication design at
Folkwang University in Essen



Mr. Wippermann, you are one of the best known trend researchers in Germany. You give advice to businesses, authorities and decision-makers on societal change. What are the topics your customers are most interested in?

The first is demographic change, which has now reached businesses, too. Businesses more and more often deal with the question of how they can get qualified staff. The second is what we mean when discussing about the network society. In what way does a data-based infrastructure change all areas of life – production, trade and politics? There are other topics, but those are the two central fields of observation we are currently dealing with.

What is daily work like in your *Trendbüro*?

The *Trendbüro* has been there for 23 years now. We apply a rather American approach in our methods. They are pragmatic and put a focus on scenarios and the business world. From the very start, it was important to us that we gain credibility by carrying out independent studies, too, rather than working only on commission. Primarily, however, we carry out studies for businesses, institutions and political bodies, which are then used for internal purposes. Essentially, we simplify data. We try to reduce the complexity for our customers and to develop scenarios that can be applied in practical work.

Over 20 years ago, there was no internet – the world wide web has radically changed our work. This year, for example, together with *TNS Infratest*, we have done a social media analysis for the second time – the Value Index 2012. The Value Index 2012 shows how often, and in what context, German internet users discuss fundamental values of our society. Today, the

“To us, the Federal Statistical Office is most credible and has the widest range of data that are comparable over long periods.”

adequate trend research method is to analyse 500,000 web pages, carry out context analyses and compile rankings. The facts obtained can be interpreted by applying some mathematics.

In your studies, you also use data of the Federal Statistical Office. How are our data utilised for trend research?

As you know, we need basic data to carry out comparative studies and we use many different surveys for the purpose. To us, the Federal Statistical Office is most credible and has the widest range of data that are comparable over long periods.

A frequent problem in studies commissioned by companies is that the management defines the issue to be examined. Those are no real long-term studies and some phenomena just disappear. They are no longer covered, and that irritates us. You might even say it is unprofessional. We must rely on working with neutral and robust data.

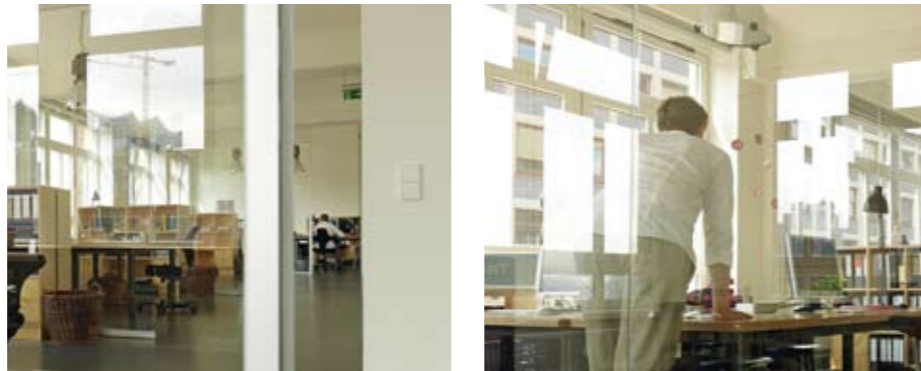
How do you access our data?

We access them systematically and, of course, we use your database. In addition, we watch which of your press releases get the attention of the media, what issues are interesting to the media. Let's say that we apply a quite traditional method here by taking from the press releases what is interesting and by following and analysing those issues.

According to data of the Federal Statistical Office, currently one in five people are aged over 65 years. In 2060, more than a third of the population will be aged over 65. Are businesses and the society really aware of demographic change?

It is a phenomenon which develops quite slowly and is rather foreseeable. We consider demographic change as a basic factor of general change which consists of four areas: social change, technological change, eco-

'Trendbüro', Hamburg



conomic change, and cultural change. Those are our areas of observation.

As regards demographic change, things are like this: Nobody and no company wants to deal with it. I have written a book about the "Generation Silver Sex". About the generation of the elderly, who have invented the cult of youth, who have subscribed to permanent youth. There is a big growth market for everything around anti-ageing, nutrition, and also housing. But it still is a very difficult issue for businesses. It is incredibly difficult in product develop-

ment because children and grandchildren should develop products for elderly people. But it is the young ones who want to detach themselves from the older ones, and this is quite difficult from a psychological viewpoint. On the other hand, the older people keep chasing them with their cult of youth.

I have recently been invited by a ministry to an expert meeting and wanted to contribute something on demographic change. But they told me that this was no longer an issue and that they wanted to focus

completely on climate change. So I said I didn't know that demographic change had stopped (laughing).

The second major issue of your advisory activities is the network society, you make intensive use of social networks on the internet yourself. On your website, we can see where you are and when you check in at cafes, airport terminals or the Trendbüro. Even part of your appointments are online. Who are you addressing by that?

It is a self-experience of what is possible today. I cannot talk about changes in the society if I don't know what it feels like, what the benefits and risks are and how to deal with it. I have to find out where the limits

are. What do I consider as privacy? Where does it start, where does it end? My own website is structured in a way so that I do not have to do any editing. It just feeds itself from what is available about me on the web. When you take a closer look you will see that there is not any private information about me, there is just a public figure.

The internet and social networks have one thing in common with demographic change. Many foreseeable consequences are still ignored. Today's decision-makers grew up in a society which was characterised by the mass media, which ensured control and power. The new media are based on mutuality and interactivity. This involves a loss of power for yesterday's guardians of information. It means that forms of organisation are restructured because it is no longer possible to clearly distinguish between traditional areas of the media, such as communication, marketing and PR. For established companies and authorities this is difficult to achieve, for start-ups it is normal. If you want to make a daily newspaper, you need considerable investments, but if you want to put your information on the web, you just need your Personal Media, your Tablet or Smartphone and you have to pay your internet access charges.

You had worked at Rowohlt Verlag and ZEITmagazin before you founded the Trendbüro. How can figures best be conveyed in the future?

There is an eroticism of figures. In magazines and periodicals, for example, this leads to a column like "figure of the day" or "figure of the month" or to a complete page full of figures such as in brand eins (monthly economic magazine, editor's note). Things get interesting when emotions come in, as is the case in demographic change. When young people leave the cities and old people stay. Suddenly it is no longer about Germany or a Land but people feel they might be concerned, too. I use a figure and always add an emotional impulse – this is how you can open up the world.

On your website there is your presentation "Paper is not the solution", which you held at the Akademie des Deutschen Buchhandels. The Federal Statistical Office has considerably reduced its print publications, the web has become its most important dissemination channel. Do you think that there is a future for print?

There will always be print publications, although they will leave the context of work. With mobile internet, people use databases much more often. Research at work is more purposeful, it starts with the question you want to get an answer to. Printed matter is becoming an image-related product, it has to fascinate people. A mere compendium of figures is as charming as a telephone directory.

How do you perceive the Federal Statistical Office from trend researcher's perspective? Do you think we are well prepared for the future?

One thing is the core business, that is, collecting data, processing and sorting them, and making them available. But you should clearly say why that is beneficial to the society. You should give impetus more openly, play a more active part in society, define issues and do on a larger scale what you are doing by your press releases. I think it is important to present results in a way that makes people think about the changes taking place. Then they may choose to get more detailed knowledge and maybe arrive at different conclusions.

"With mobile internet, people use databases much more often. Research at work is more purposeful, it starts with the question you want to get an answer to."



Peter Wippermann, together with Matthias Horx, founded the Trendbüro – Beratungsunternehmen für gesellschaftlichen Wandel (Trend Office – Consulting Firm for Societal Change) in Hamburg in 1992. He had worked as Art Director at Rowohlt-Verlag and ZEITmagazin and, since 1993, has been a Professor in communication design at Folkwang University in Essen.

As a trend researcher, he gives advice to businesses and authorities on societal change, on trend-supported brand management and communication strategy.

Statistics meet communication design

In a co-operation project between the Federal Statistical Office and the communication design faculty of the RheinMain University of Applied Sciences, 30 pictures were created which approach the world of figures from the perspective of art.



Bernd Herold

funny figures
Die Welt in Zahlen
Fotoausstellung von Studierenden
Kommunikationsdesign
Hochschule RheinMain
Fotoklasse Bertrams

Fotografien von Alexandra Eidt, Bernd Herold, Anita Hohensee, Sandra Pawlik

Zeiten Mo-Do 9-15 Uhr, Fr 9-14 Uhr
1.12. - 23.12.2011

Eröffnung Donnerstag, 1.12.2011 17-19 Uhr
Es sprechen Roderich Egeler, Präsident Statistisches Bundesamt; Prof. Dr. Detlev Reymann, Präsident Hochschule RheinMain; Prof. Lothar Bertrams, Statistisches Bundesamt, Gustav-Stresemann-Ring 11, 65189 Wiesbaden



Anita Hohensee



Sandra Pawlik

On 1 December 2011, the “Funny Figures” exhibition of the photography course of Professor Lothar Bertrams was opened in the foyer of the Federal Statistical Office by Roderich Egeler (President of the Federal Statistical Office) and Prof. Detlev Reymann (President of RheinMain University of Applied Sciences). What visitors of the exhibition in the foyer of the Federal Statistical Office saw was not the usual bar, pie and line charts. Statistics from various sources were shown in a

subtle, catchy and sometimes provocative manner using the means of photography. Although the fact that this included some subjective interpretations of the creatives Alexandra Eidt, Anita Hohensee, Bernd Herold and Sandra Pawlik was somewhat strange to some statisticians, it brought life into the bare figures – an opinion shared by all visitors of the exhibition. “This is how dealing with statistics is fun”, commented the local press.

The communication designers from Wiesbaden had contacted the Federal Statistical Office to get information about the range of data available and about the issue of visualisation. The contact was maintained during the project so that, when the project was finished, the “Funny Figures” exhibition could be implemented in the foyer of the main building of the Federal Statistical Office in Wiesbaden. It is planned to intensify co-operation with the communication designers at the Wiesbaden location.



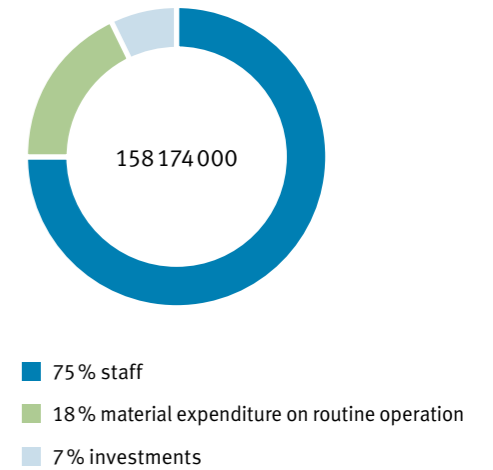
Budget

The Federal Statistical Office is a higher federal authority within the area of responsibility of the Federal Ministry of the Interior. The funds for 2011, amounting to about Euro 158.2 million, accounted for 3.0 % of the overall budget of the Federal Ministry of the Interior.

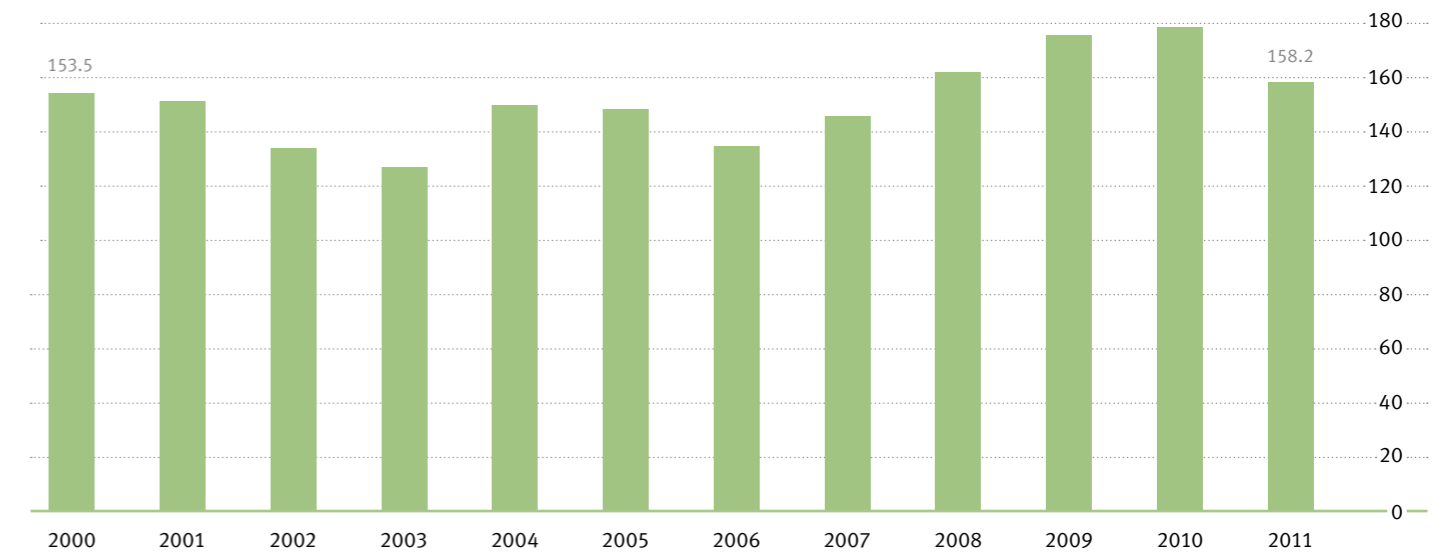
Despite the growing use of information technologies, collecting and processing statistics and disseminating results are very labour-intensive activities and the staff have to meet increasing requirements. Consequently, the largest cost pool is staff expenditure. In 2011, staff costs accounted for about 75% (three quarters) of the estimated expenditure of the Federal Statistical Office. The material expenditure on maintaining the routine operation had a share of about 18%. In 2011, another 7% was required for investments in information technology and the current restoration of the office building in Wiesbaden.

In the 2011 financial plan, funds to the amount of about Euro 158.2 million were included for the Federal Statistical Office. In the course of the year, additional cost savings of Euro 8 million had to be implemented as a contribution to the global decrease in expenditure of the Federal Ministry of the Interior. A particular challenge in this context was the funding of the extensive communication activities for the 2011 Census.

Estimated expenditure of the Federal Statistical Office, 2011, in euros



Estimated budget of the Federal Statistical Office, in million euros



Staff

In December 2011, the Federal Statistical Office had a total of 2556 staff members at its three locations in Wiesbaden, Bonn and Berlin.



What changes have taken place in the Office's staff structure in the past 20 years? The structure of our staff reflects a development that has occurred in many areas of the world of work. The number of staff has decreased, while the employees have on average become older and more highly qualified.

At the end of 2011, the staff employed under collective agreements accounted for the largest proportion of our workforce at about 70%. The proportion of public officials was about 26%. Another 4% of the staff were apprentices.

The Federal Statistical Office offers apprenticeship places for various occupations: office communications specialist, market and social research specialist and information technology specialist. In December 2011, 109 young people had an apprenticeship contract.

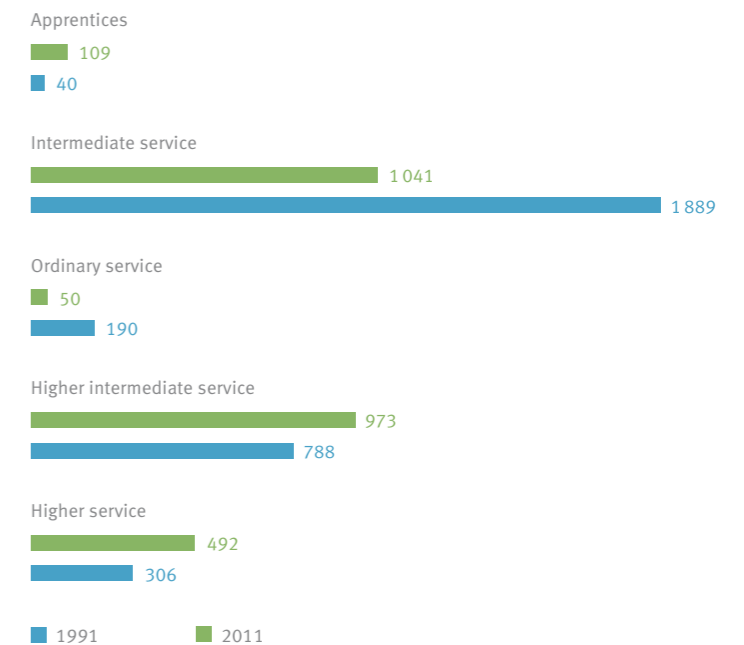
The number of staff (excluding apprentices) has decreased by just under 20% in the last 20 years. That decrease did not affect all service classes to the same extent. For a few years, the Federal Statistical Office has had to fulfill a growing number of tasks requiring scientific qualification. The Office therefore attempts to gradually adjust its personnel structure to the changing tasks and to enhance the qualification level of its staff. So the proportion of higher service personnel in total staff (excluding apprentices) has almost doubled from about 10% to 19% in the last 20 years.

Demographic change becoming noticeable

Already today, the average age of all permanently employed staff members is about 48 years. The human resources development unit has reacted. The motto of the internal Advanced Training Programme in 2011 was "Demographic change as a challenge". Also, the new

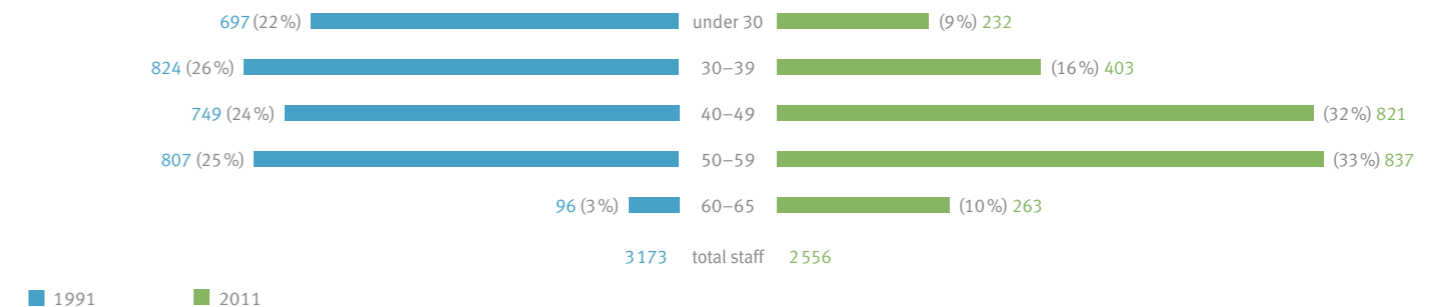
Human Resources Development Concept of 2011 has been extended to include the module "Cushioning demographic change". This comprises, among other things, measures to support junior staff, to recruit people with a migrant background and for age-appropriate working and learning. Aspects also taken into account here are the special needs of older staff members and knowledge transfer.

Staff members by service class in a 20-year comparison



Staff members by age group in a 20-year comparison

(excluding apprentices)




Senior management





 **Roderich Egeler**
President and Federal Returning Officer


 **Dieter Sarreither**
Vice-President and Deputy Federal Returning Officer


 **Jürgen Chlumsky**
Administration, Administrative Cost Measurement


 **Dr. Roland Gnos**
Business Register, Earnings, Industry, Services


 **Sibylle von Oppeln-Bronikowski**
Strategy and Planning, International Relations,
Research and Communication

 **Dr. Sabine Bechtold**
Population, Census, Finance and Taxes

 **Beate Glitza**
Information Technology, Mathematical-Statistical Methods

 **Hannelore Pöschl**
Agriculture, Environment, Foreign Trade

 **Irmtraud Beuerlein**
National Accounts, Labour Market, Prices

 **Karl Müller**
Health, Social Statistics, Education, Households,
Head of Bonn Branch Office

As at February 2012.

Contact

Statistisches Bundesamt
Gustav-Stresemann-Ring 11
65189 Wiesbaden
www.destatis.de

Bonn Branch Office
Graurheindorfer Strasse 198
53177 Bonn

i-Punkt Berlin
Friedrichstrasse 50-55 (Checkpoint Charlie)
10117 Berlin

Information Services

www.destatis.de/kontakt
Phone: +49 (0) 611 / 75 24 05
Fax: +49 (0) 611 / 75 33 30
Monday to Thursday from 8 am to 5 pm and Friday from 8 am to 3 pm

Press Office and Journalist Service

presse@destatis.de
Phone: +49 (0) 611 / 75 34 44
Fax: +49 (0) 611 / 75 39 76
Monday to Thursday from 8 am to 5 pm and Friday from 8 am to 3 pm

