

Business Case for **Non-probabilistic Surveys**

This business case was prepared by Paul Crowley (CSO, Ireland), and is submitted to the HLG-MOS for their approval.

Type of Activity	
<input checked="" type="checkbox"/> New activity	<input type="checkbox"/> Extension of existing activity
Proposed Modernisation Group(s) for Activity	
<input type="checkbox"/> Applying Data Science and Modern Methods	<input checked="" type="checkbox"/> Blue Skies Thinking
<input type="checkbox"/> Capabilities and Communication	<input type="checkbox"/> Supporting Standards
<input type="checkbox"/> Other:	<i>Name of proposed group or unknown if not clear</i>
Purpose	
<p>The purpose of the group is to investigate the feasibility of using a non-probability survey to generate sufficiently reliable population estimates. If successful, this approach might be a way to augment existing probability-based sample surveys and expand the range of statistics a National Statistical Organisation (NSO) is able to provide.</p>	
Description of the activity and deliverable(s)	
<p>The Central Statistics Office (CSO) has collected a panel of contact details (names, email addresses etc.) and some limited socio-economic from respondents to previous non-probability opinion surveys. In quarters one and two 2023, we intend to run a parallel non-probability ICT household survey with our ongoing, statutory ICT survey, both of which are essentially web-based. After suitable processing, weighting, and calibration of the data, we will compare the results of the two and, in particular, see how the results of the non-probability survey compares to the benchmark output. It is intended to produce a report on this analysis, as well as a description of the processes used etc.</p>	
Alternatives considered	
<p>If we do nothing, then the demand for more data will grow but NSOs will find it increasingly difficult to meet this, given the general decline in response rates and the rising cost of traditional probability-based data collection. The approach being studied here might allow an NSO to conduct non-probably web-based surveys in a relatively quick and timely fashion, while at the same time maintaining sufficient quality in the output.</p>	
How does it relate to the HLG-MOS vision and other activities under the Group or HLG-MOS?	
<p>The mission of the HLG-MOS is, among other things, to identify threats and opportunities in modernising statistical organisations. The threat is the lack of ability of NSOs to deliver data users want and need while the opportunity is the possibility that NSOs may be able to expand their ability to collect such data relatively quickly and easily.</p>	
Proposed start and end dates	
Start: <i>September, 2023</i>	End: <i>December, 2024</i>