

Engaging with hard-to-reach audience: young people and Statistics Finland

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Statistics Finland in figures

648

statistical releases

811 experts, of whom
160 statistical interviewers

 **3.65** personnel
job satisfaction index,
on a scale of 1-5



Funding

EUR 53 million
from the state budget



EUR 13 million
income from charged services



158 
years
of data and statistics



150 
statistics

5 000
tables in the database

Data needed for statistics



95% from registers
5% with inquiries

95.5 % of inquiries
could be answered online

Statistical inquiries

137 000 responses from organisations
181 000 responses from persons
and households

for researchers
317 user licences
285 data deliveries



84%
of Finns know
Statistics Finland

83%
of Finns consider
Statistics Finland reliable



6 900
contacts
answered by
the information
service



17 800
followers
on X

1 055 
service deliveries subject to charge

12 million
page downloads
on the **stat.fi**
website

Read more: stat.fi



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Content

- Long-term work with young people and schools at Statistics Finland
- Educational content on our social media channels
- Statistical competitions and social media influencers
- TikTok communication
- How do we get young men to respond to data collections?





Why to reach young people?

- Young people are future users of information and future decision-makers. They are therefore an extremely important target group for all of us statistical institutes.
- It is vital to increase young people's understanding of statistics and the importance of reliable information.
- Young untrained men are the most difficult groups to reach in data collections, so it is essential that they are motivated to respond.



Young people are a very challenging target group



Young people think differently from us middle-aged people.



Young people use different channels



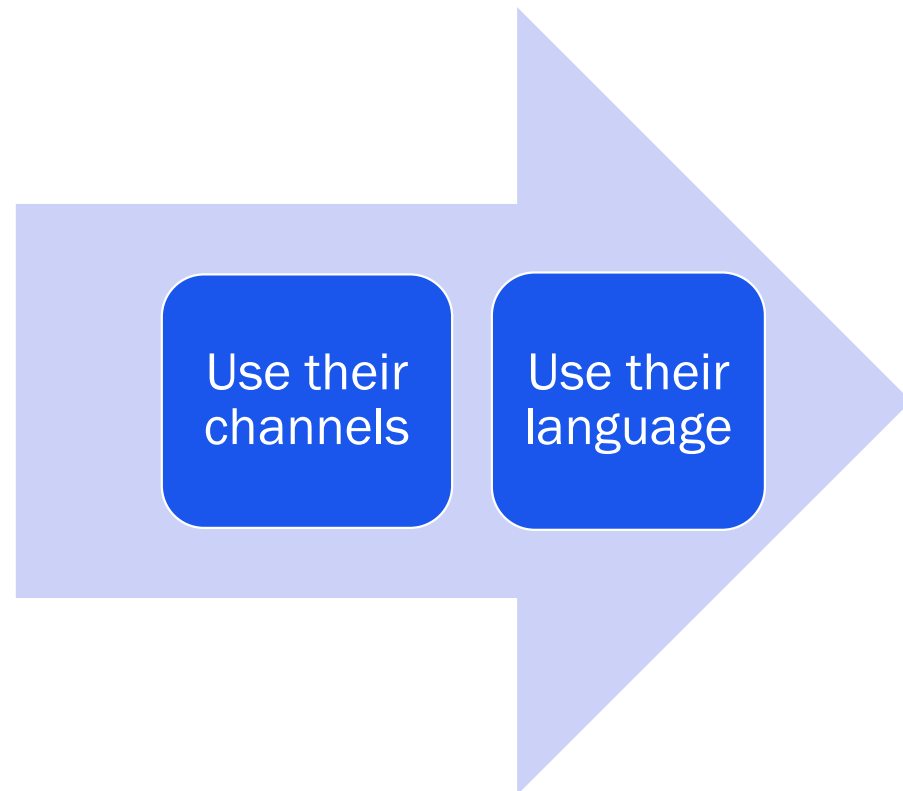
Young people use different language



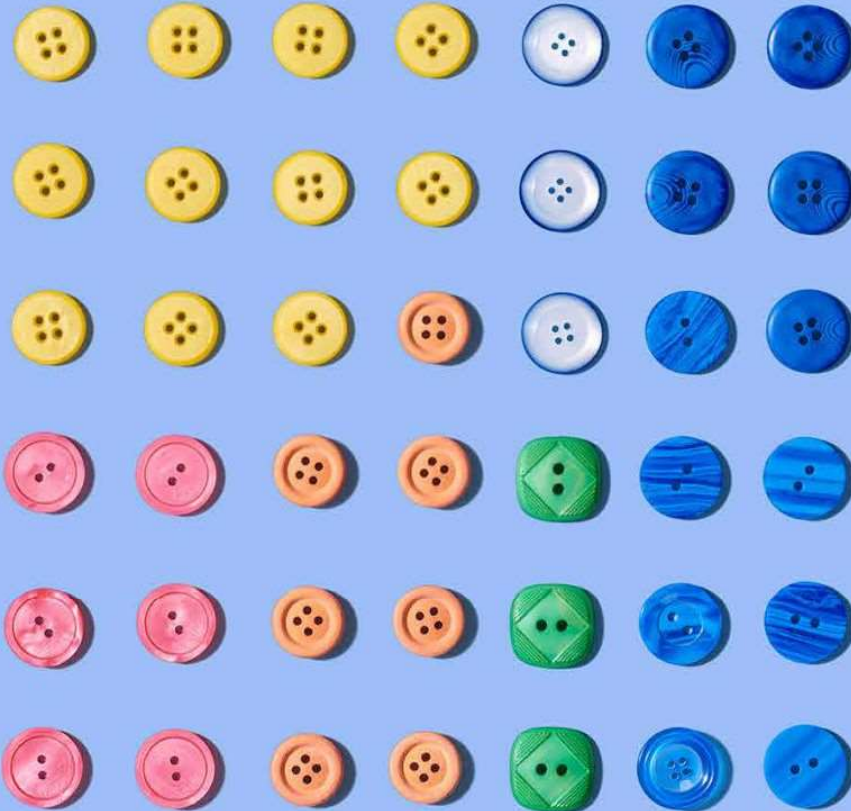
Young people question messages from the older age group.



How to reach young people



Long-term work with young people and schools at Statistics Finland





Long-term work with young people and schools

Statistics Finland has worked long over the years to inspire young people to use statistics and to promote statistical literacy among young people.

- We have formed contacts with schools and teachers.
- We pay visits to educational institutions and schools visit us.
- We send newsletters to teachers, and we have the Learn about Statistics website for teachers
- We involve young people by means of international statistical competitions.

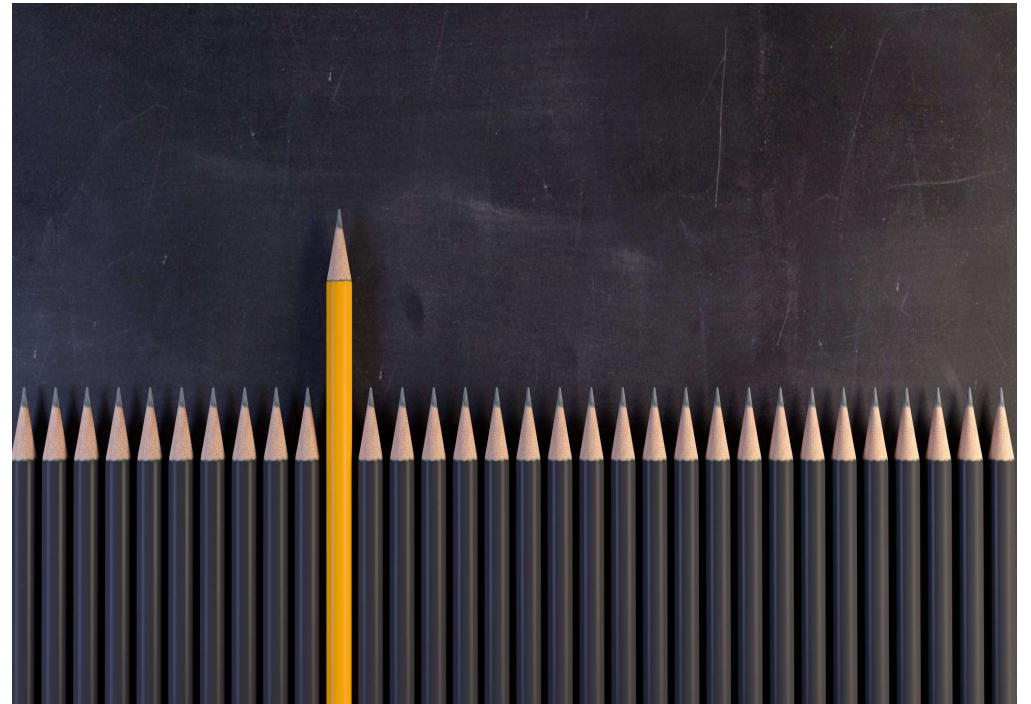
Statistics competitions for young people

National poster competition

- Since 2010

European Statistics Competition

- Since 2016



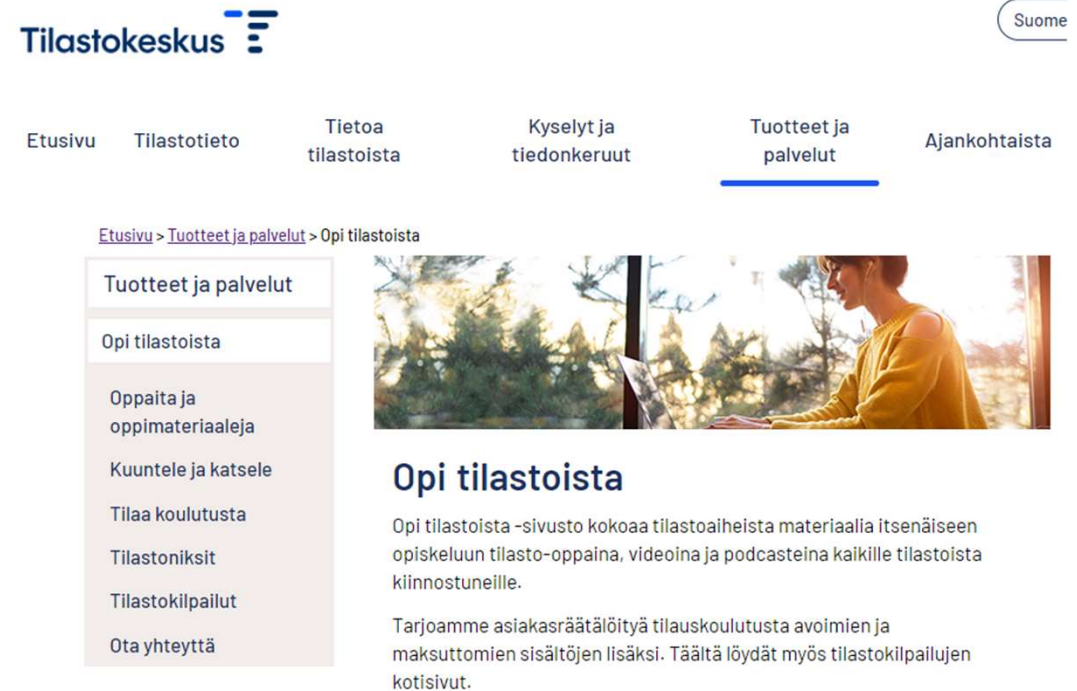
Lively and insightful school visits

- For us, school visits are often once-in-a-lifetime opportunities to meet students and teachers and to teach statistics and statistical literacy.
- It is essential to leave a pleasant memory of statistics on the students, so that in the future, they themselves would be interested in statistics and statistical literacy.
- When preparing our communication policy, we defined the tones of voice for our communication at Statistics Finland.
- The communication used during visits to educational institutions of young people is lively and insightful.



Learn about Statistics website

- The Learn about statistics website is based on the ability to read and use statistics.
- Various guides for the use of statistics can be found on the website.
- The website provides basic competencies to carry out a simple statistical study and school project.
- It helps in creating statistical posters, which is the aim in the national poster competition.
- The website promotes the European Statistics Competition organised by Eurostat.



The screenshot shows the Tilastokeskus website. The header includes the logo and a language selector for 'Suome'. The navigation menu has items for 'Etusivu', 'Tilastotieto', 'Tietoa tilastoista', 'Kyselyt ja tiedonkeruut', 'Tuotteet ja palvelut' (which is underlined), and 'Ajankohtaista'. The breadcrumb trail reads 'Etusivu > Tuotteet ja palvelut > Opi tilastoista'. The left sidebar lists 'Tuotteet ja palvelut', 'Opi tilastoista', 'Oppaita ja oppimateriaaleja', 'Kuuntele ja katsele', 'Tilaa koulutusta', 'Tilastoniksit', 'Tilastokilpailut', and 'Ota yhteyttä'. The main content area features a photo of a person reading a book and a section titled 'Opi tilastoista' with the following text: 'Opi tilastoista -sivusto kokoaa tilastoaiheista materiaalia itsenäiseen opiskeluun tilasto-oppaina, videoina ja podcasteina kaikille tilastoista kiinnostuneille. Tarjoamme asiakasräätälöityä tilauskoulutusta avoimien ja maksuttomien sisältöjen lisäksi. Täältä löydät myös tilastokilpailujen kotisivut.'



Educational content on our social media channels



Social media content pillars: four core themes

1

Statistics, products and services

News and contents about our core activity: statistical releases, reports, etc.

2

Topical themes and phenomena

Our own perspectives that quickly address interesting phenomena and daily news. Contents related to thematic days.

3

Employer image

Contents about us as a workplace: people, life, events and behind the scenes.

4

Instructive

Contents opening the meaning of data and improving statistical literacy, cooperation with educational institutions, statistical competitions, entertaining quizzes, etc.



Educational content on our social media channels

● tilastoniksit

Inflaatio – miten rahan arvo voi laskea?

Inflaatio tarkoittaa kuluttajahintojen laaja-alaista nousua. Hintojen muutosta mitataan kuluttajahintaindeksillä. Indeksi on tuotteiden ja palveluiden hintojen muutoksista laskettu painotettu keskiarvo.

Indeksi kuvaa siis keskimääräisen kuluttajan kokemaa keskimääräistä hinnanmuutosta. Sen laskennan pohjana on laaja hyödykeotos, johon on valittu kotitalouksien yleisesti hankkimia tavaroita ja palveluita.



2021		2022	
Nettopalkka	Ostoskori	Nettopalkka	Ostoskori
2 850 €	70 €	2 850 €	75 €

Kuvitteellisen ostoskorin hinta on noussut vuodessa 7,12 %. Ostosten tekeminen haukkaa siis aiempaa suuremman osan nettopalkasta.


We publish the **Statistics tips series** on our X (formerly Twitter) and Facebook channels. Followers can learn basic things about statistics and their production from the Statistics tips. The series also gives tips on how to interpret statistics. All statistics tips are collected on our Learn about statistics website for the use of teachers.

On our Instagram account we weekly publish a question of the week on a topical issue and an answer to it.

Viikon kysymys

Kuinka suuri osuus kotitalouksista omistaa auton?



Statistical competitions and social media influencers

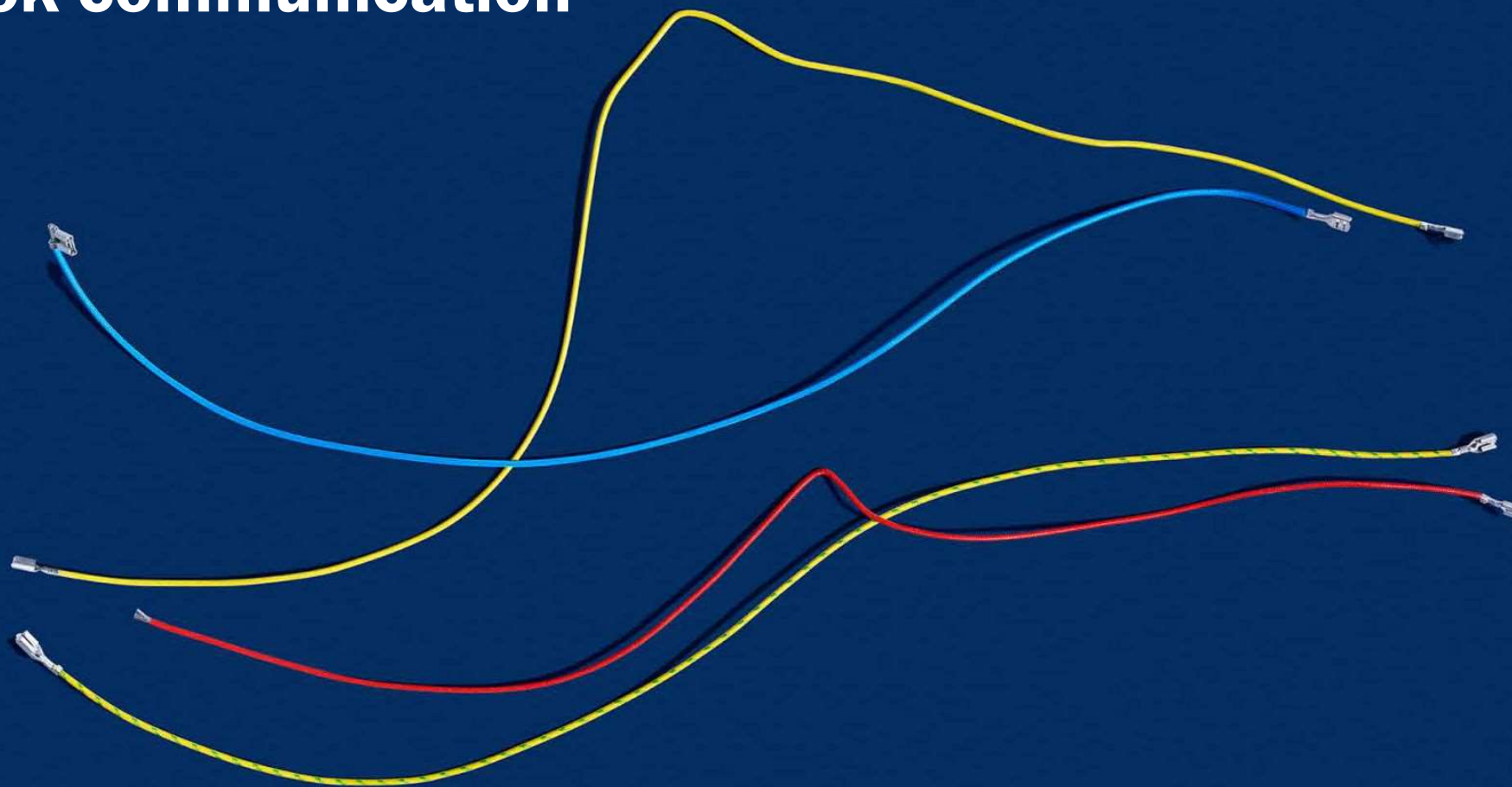


Social media influencers encourage to take part in statistical competitions

- In recent years, we have also made use of social media channels to reach young people. We have worked together with a YouTuber, we meet young adults on Instagram and we have marketed statistical competitions on TikTok together with a TikToker favoured by young people.
- With the help of a social media influencer favoured by young people we have brought forward statistical competitions and visibility for public voting on Statistics Olympics videos. During the coming competition period, we intend to collaborate with teachers active on TikTok.



TikTok communication





Should a statistical office set up its own TikTok account?

- In addition to cooperation with social media influencers, we have been preparing the setting up of our own TikTok account for statistical communication.
- There are still many challenges in communication with TikTok, but we believe that even the statistical office must be where young people are.



Plans to include TikTok in the communication palette in October

- We intend to start TikTok communication on statistics and reliable information on our own TikTok account during October.
- Other producers of statistics could also produce content for the account. We would create ideas for the contents at joint meetings once a week. The contents would be planned in the calendar for several weeks ahead. Each would write scripts for videos on the topics of their own organisation.
- Two to three short videos per week would appear on the account. Videos could be produced in advance.
- The contents could be divided into three categories, for example
 - Information sharing (expert and lively content)
 - Entertaining (humorous and trend-based content)
 - Organisations' activity and employer image
- Statistics Finland has already bought phones that will not be connected to any of our systems to ensure data security. Statistics Finland's regular presenters are Miia Huomo and Jarmo Partanen. The screenwriter is Aki Harju.





Why TikTok?

- Our present social media communication focuses on X (formerly Twitter), where we reach the media and experts, but there are hardly any young people there.
- With TikTok, we could reach even more young people and have a more easily approachable image of Statistics Finland.
- Statistics Finland's TikTok face could make it easier for young people to contact us and become interested in statistics and understand the importance of statistical literacy.

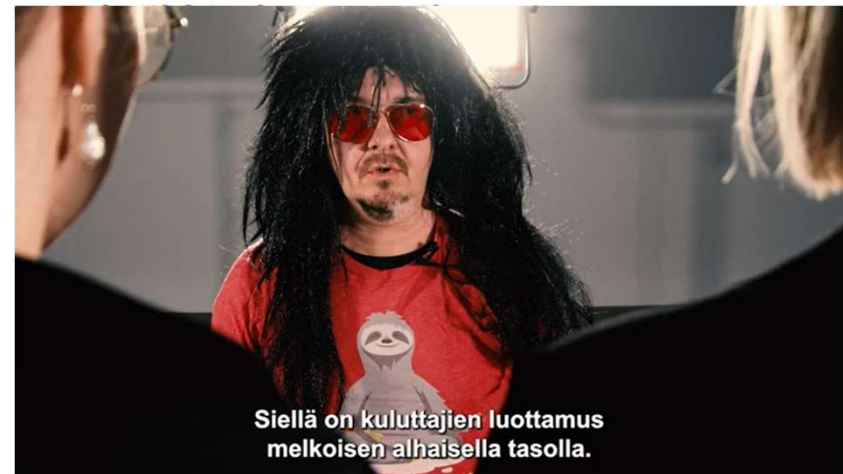


How do we get young men to respond to data collections?



How do we get young men to respond to data collections?

- The falling respondent rates in data collections is a concern in many countries. In Finland, too, it has become more difficult to get hold of respondents during the mobile age.
- Young men are the target group that is particularly difficult to reach in Finland.
- To continue to have a sufficient response rate to statistical inquiries and thus reliable statistics, it is important that young people understand the meaning of statistics and the importance of responding to statistical inquiries.



What kind of new campaigns could we try?

- In the early part of the year, we launched a cooperation project together with our communications agency partner in which it designed in a workshop campaigns for reaching especially the most challenging target groups: young men and persons with immigrant background. We received over 20 ideas, from which we will select the most effective ones for actual application.
- Based on the organisation's discussion we picked a few suggestions, which we will try out within the scope of available resources.



The Blue Letter

IDEA & CONCEPT

A letter that cannot be left unopened.

INSIGHT & TARGET GROUP

Few people know that sometimes a letter can arrive by mail that requires a response which is crucial in creating a functioning society.

EXECUTION & COMMUNICATION

Let us make the letter distinctive and anticipated - when you receive it, you already know from its appearance that you are expected to respond to a Statistics Finland survey for the sake of reliable information.

The Blue Letter will be followed by teaser videos, in which the first blue letters will be sent out into the world along with a communication campaign. Through influencer collaboration, people will be engaged to share the arrival of the letter on social media using the hashtag #blueletter.

The letter will be piloted in connection with the Labour Force Survey, and it is directed to the challenging target group. The results can be used to expand the experiment.





MISSING

**MAKE SURE THAT
YOU ARE VISIBLE**

WITHOUT YOU FINLAND
IS NOT COMPLETE

Tilastokeskus 

Missing

IDEA & CONCEPT

Finland needs a complete picture.

INSIGHT & TARGET GROUP

Without statistics on all population groups, decision-making is not equal. It can be said that in this case, Finland is not whole. We need to find creative ways to reach hard-to-reach population groups.

EXECUTION & COMMUNICATION

A creative poster campaign that uses classical missing person visuality combined with a reflecting mirror surface. The campaign takes place in surprising places where the target groups spend their time.

Any questions?

