

Avaliku arvamuse küsitlused (Public polls) ja Ametlikud arvamusuuringud (Statistical Survey)

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09.07.2020



Fundamental Principles of Official Statistics

5. Sources of official statistics

Data for statistical purposes may be drawn from all types of sources, be they statistical surveys or administrative records. Statistical agencies are to choose the source with regard to quality, timeliness, costs and the burden on respondents.

In 1992, the United Nations Economic Commission for Europe (UNECE) adopted the fundamental principles of official statistics in the UNECE region. The United Nations Statistical Commission adopted these principles in 1994 at the global level. The Economic and Social Council (ECOSOC) endorsed the Fundamental Principles of Official Statistics in 2013; and in January 2014, they were adopted by General Assembly.

Survey methodology /Wiki/

Researchers carry out **statistical surveys** with a view towards making statistical inferences about the population being studied, and such inferences depend strongly on the survey questions used. Polls about public opinion, public-health surveys, market-research surveys, government surveys and censuses are all examples of quantitative research that use **survey methodology** to answer questions about a population. Although censuses do not include a "sample", they do include other aspects of survey methodology, like questionnaires, interviewers, and non-response follow-up techniques. Surveys provide important information for all kinds of public-information and research fields, e.g., marketing research, psychology, health-care provision and sociology.

Public Polls versus Surveys

Gallup or Opinion Poll

- A poll allows you to ask **one multiple choice question**. Participants can choose from among answers that you predefine. You can restrict voters to select just one answer to your question or allow them to choose multiple answers.

Political Polls, Eurobarometer, Eesti Majandusosalduindeks

Survey

- A survey allows you to ask **multiple questions** across a wider range of question types. You can ask for a comment, an email address, a name, an address etc., as well as multiple choice questions.

Millist erakonda te eelistate: vali nimekirjast.

Millest lähtume?

- Küsitlusmeetod
- Tellija
- Eesmärk

Riikliku statistika eesmärk on kajastada ühiskonna olukorda ja muutusi ning varustada ühiskonda rahvastiku, sotsiaalvaldkonna, majanduse ja keskkonna arengu seisukohalt olulise teabega, sealhulgas arengukavade ja prognooside koostamiseks, erinevate poliitikate kujundamiseks, teadus- ja rakendusuringute tegemiseks ning teadmuspõhiste otsuste langetamiseks.

- Me ei tee:
 - Toodete ja teenuste küsitlusi (n. millist külmikut eelistate?)
 - Poliitiliste eelistuste küsitlusi
 - ...

