

Diverse Communication Approaches for Korean Labour Force Survey

: Focusing on Respondents, Data users and Policymakers

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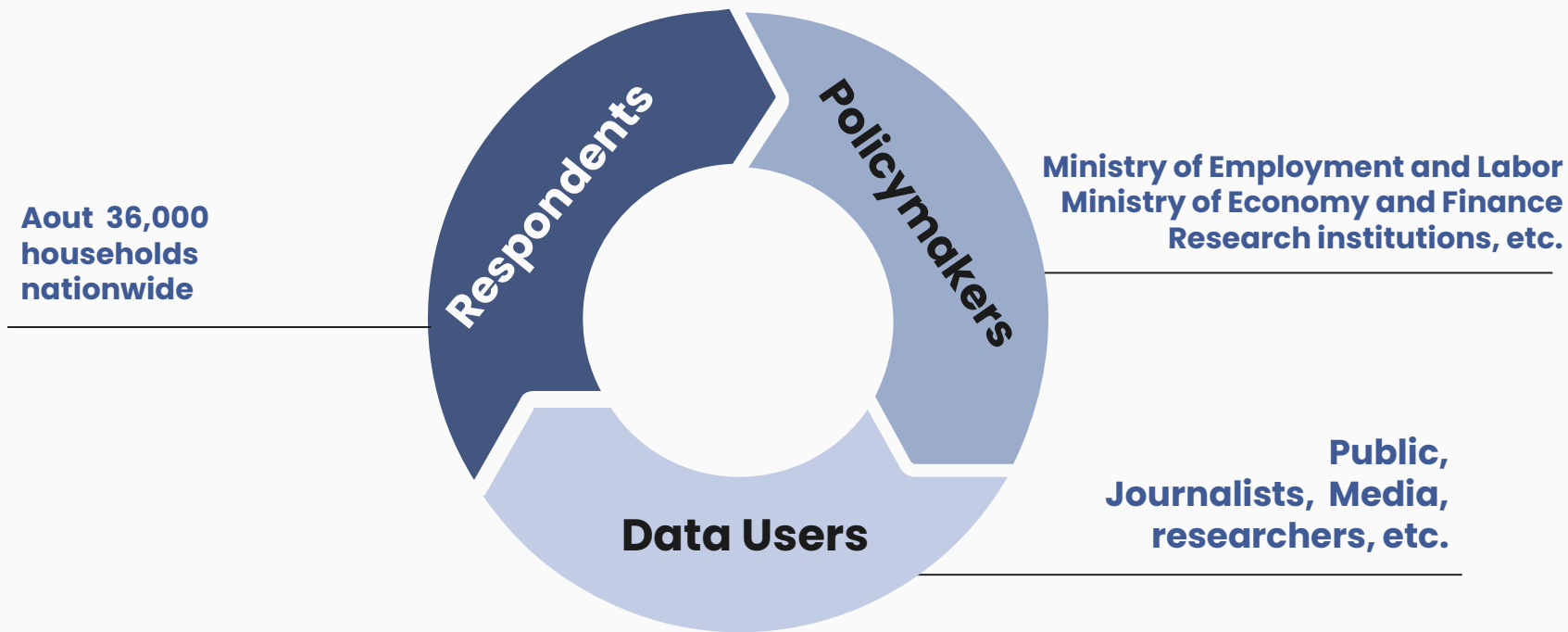
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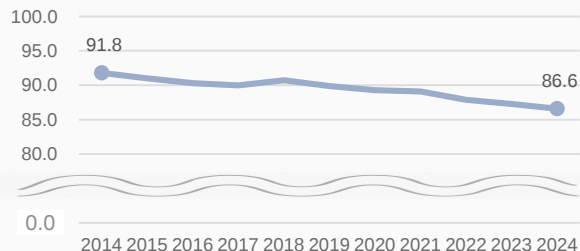
01. Who do we communicate with?



02. Communication with Respondents

Challenges

- Growing privacy concerns and rise of single-person households makes it harder to persuade respondents to participate.
- ❖ Declining response rate to Monthly Labour Force Survey



Communication

- 1 **Household members/ Individuals**
Provide clear explanation on privacy protection
Promote non-face-to-face survey methods (online, mobile)
- 2 **Apartment management offices**
Request cooperation for access to apartments and resident outreach
(cooperation with the Association of Housing Managers)
- 3 **Public transport, retail, and media**
Use public transport ads (e.g., train cabins), large retail displays, and social media / YouTube
=> raise public awareness of statistical surveys

02. Communication with Respondents

1 Information Materials for Respondents

<http://kostat.go.kr>

Your household represents 600 households.

Economically Active Population Survey

<http://kostat.go.kr>

The Economically Active Population Survey aims to figure out what is necessary for employment statistics that are monthly announced to various media, such as broadcast.

Benefits of participation



Your household represents 600 households.
Economically Active Population Survey

The results of the survey are used as basic data for the government to establish various employment policies, such as stable job creation, by surveying characteristics of the economically active status (e.g. employed, unemployed) of the people.

Employment statistics are crucial, so every country compiles them according to the International Labor Organization standards. Statistics Korea has been in charge of the compilation since 1962 as the nationally approved statistics (Articles 17 and 18 of the Statistics Act, Designated Statistics No. 101004).

As the survey results from your responses are used to establish acceptable employment policies, they return to all of us as benefits.

* Respondents to the survey will receive a small gift.

Your participation in the economically active population survey is required.

About 36,000 households in the country are involved in this statistics, and your household represents 600 households. Active interest and participation of the representative households become the basis for compiling accurate employment statistics and establishing job policies.

Participating households will receive a small gift.

What is Statistics Korea?

Statistics Korea is the national statistical agency that conducts surveys like population and household surveys, economically active population surveys, and consumer price surveys to produce crucial statistics imperatively necessary for policy making.

<http://kostat.go.kr>



<http://kostat.go.kr>



What is included in the survey?

We survey whether you currently work (in the week including the 15th of each month), whether you have tried to get a job, whether you are unemployed, and so on.

When does the survey take place?

We conduct the survey for a week following the week including the 15th of each month.

Who are the survey targets?

We survey all members aged 15 or older living in the households chosen as samples.

Are my responses protected?

Your responses are used only for compiling statistics, and confidentiality is strictly protected pursuant to Article 33 of the Statistics Act.

Statistics Korea is the national statistical agency!

Statistics Korea compiles various socioeconomic statistics necessary for running the country, such as population, employment, and consumer prices. We ask for your active cooperation.

Regional Offices of Statistics

Gyeongju Regional Office of Statistics	+82-2-2110-7600
(Seoul, Gyeonggi, Incheon)	
Dongbuk Regional Office of Statistics	+82-53-609-6500
(Daegu, Gyeongangbuk-do)	
Hosam Regional Office of Statistics	+82-62-370-6000
(Gwangju, Jeollanam-do, Jeollabuk-do, Jeju)	
Dongnam Regional Office of Statistics	+82-51-850-3300
(Busan, Ulsan, Gyeongangnam-do)	
Chungcheong Regional Office of Statistics	+82-42-366-8114
(Daejeon, Sejong, Chungcheongnam-do, Chungcheongbuk-do)	
Gangwon Regional Office of Statistics	+82-33-258-3650
(Gangwon-do)	

MEMO

Officer:
Contact:

Personal Information Protection



189 Cheongu-ro, Seo-gu, Daejeon, 35208, Republic of Korea
[Statistics Korea Call Center] +82-2-2012-9114 or
110 without area code
[Employment Statistics Division] +82-42-481-2265, 2268 or 2270

02. Communication with Respondents

2 Materials Posted in Apartment Common Areas

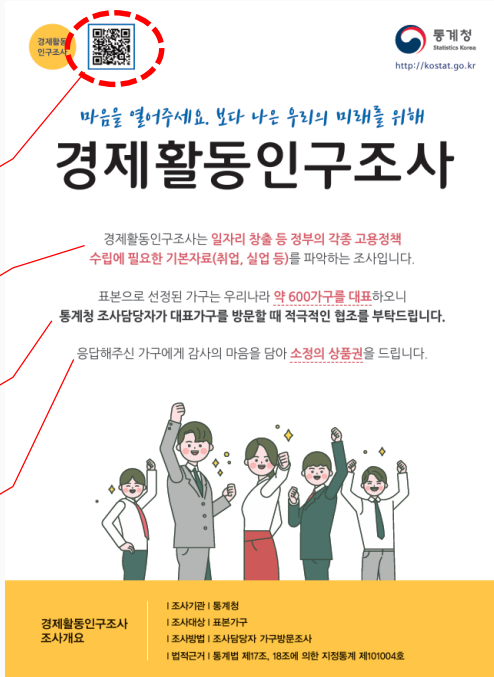
➤ Posters for bulletin boards

Links to promotional videos

Purpose

Request for cooperation

Notice of small participation gifts



The poster is titled "경제활동인구조사" (Survey on Immigrants' Living Conditions and Labor Force) and features a QR code in the top left corner. The text on the poster includes: "마음을 열어주세요. 보다 나은 우리의 미래를 위해" (Please open your heart. For a better future of our country), "경제활동인구조사는 일자리 창출 등 정부의 각종 고용정책 수립에 필요한 기본자료(취업, 실업 등)를 파악하는 조사입니다." (The Survey on Immigrants' Living Conditions and Labor Force is a survey to identify basic data (employment, unemployment, etc.) needed for the government's various employment policies such as job creation), "표본으로 선정된 가구는 우리나라 약 600가구를 대표하오니 통계청 조사담당자가 대표가구를 방문할 때 적극적인 협조를 부탁드립니다." (The selected sample households represent about 600 households in our country, so please cooperate actively when the Statistics Korea survey staff visit the representative households), and "응답해주신 가구에 감사의 마음을 담아 소정의 상품권을 드립니다." (We will give you a small gift certificate as a thank you for your response). At the bottom, there is an illustration of four people (two men and two women) celebrating. The footer of the poster lists: "경제활동인구조사 조사개요", "I 조사기관 I 통계청", "I 조사대상 I 표본가구", "I 조사방법 I 조사담당자 가구방문조사", and "I 법적근거 I 통계법 제17조, 18조에 의한 지정통계 제101004호".

➤ Elevator screen videos



02. Communication with Respondents

3 Media Publication Materials

- Example of video campaigns on public transport



- Example of video campaigns on YouTube



<https://youtu.be/0m1DRZYfqJ8?si=d9schg0AL3xivozV>

03. Communication with Policymakers

Challenges

- Growing demand for labor statistics due to diversification of employment types and demographic changes
- Need to minimize response burden as survey environment worsens
- Need to set priorities for statistical demands and focus on core items



Communication

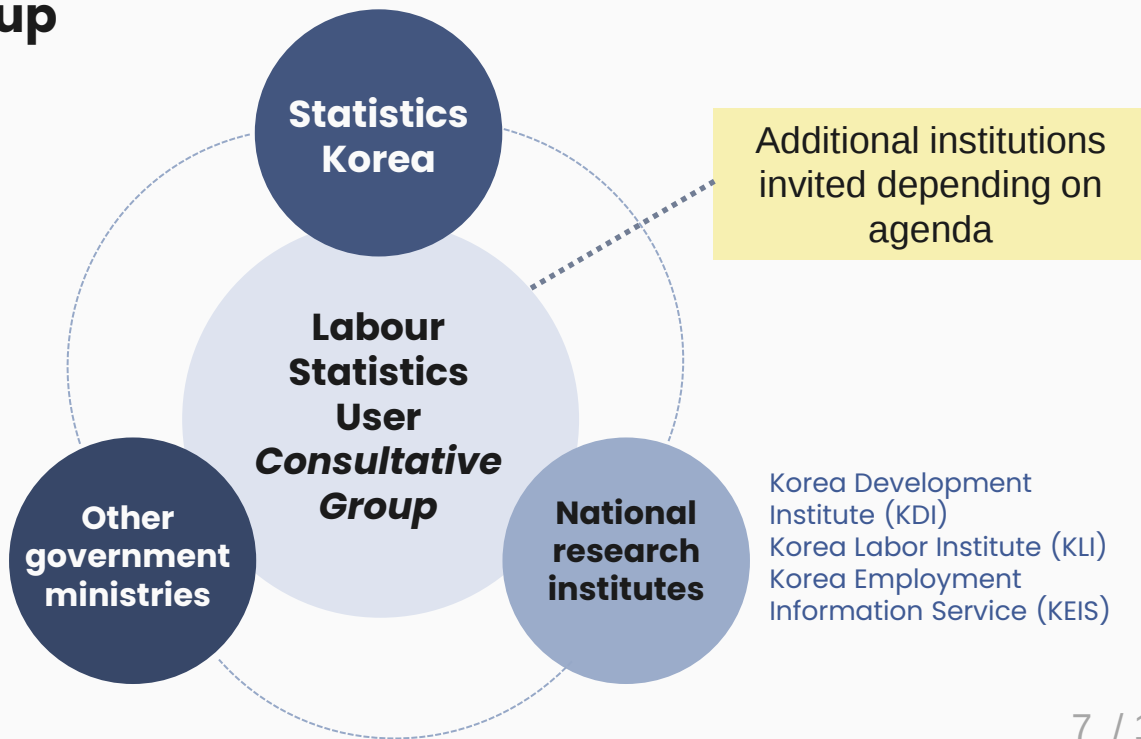
- 1 **User Consultative Group**
Government officials in labor policy
Researchers from national think tanks
- 2 **Online platform for public opinion collection**
Platform for gathering policy ideas
Public forums for discussion, voting, and surveys

03. Communication with Policymakers

1 User Consultative Group

- ✓ Discussion of statistical needs and priorities
- ✓ Exchange of opinions on key improvements

Ministry of Economy and Finance
Ministry of Employment and Labor



03. Communication with Policymakers

2 Online Platform for Public Ideas – "epeople.go.kr"



Public opinion gathering for the improvement of the Supplementary Survey to the Labour Force Survey

- Questionnaire contents
 - Ranking of interest or utilization of existing survey items
 - Suggestions for improvement
- Response Period: 2025.2.3.~2.16.
- Among the participants, 100 is randomly selected to receive a small gift.

The result was shared and discussed at the User Consultative Group.

04. Communication with Data Users

Challenges

- The types and volume of materials using labor statistics have expand
 - based on Online Microdata Analysis System, etc.
- Need to convey what the key information is amid vast amounts of data
- With the growing use of statistics, the possibility of errors also increases



Communication

- 1 **Communication with journalists before and after release**
Deliver key results and answer questions through press briefings, individual calls, and media roundtables
- 2 **Delivering Key Messages via Social Media**
Convey key highlights of published statistics via infographics, videos, etc.
- 3 **Communication for Accurate Use of Statistics**
Provide education programs on proper use of publications and microdata, share major Q&As

04. Communication with Data Users

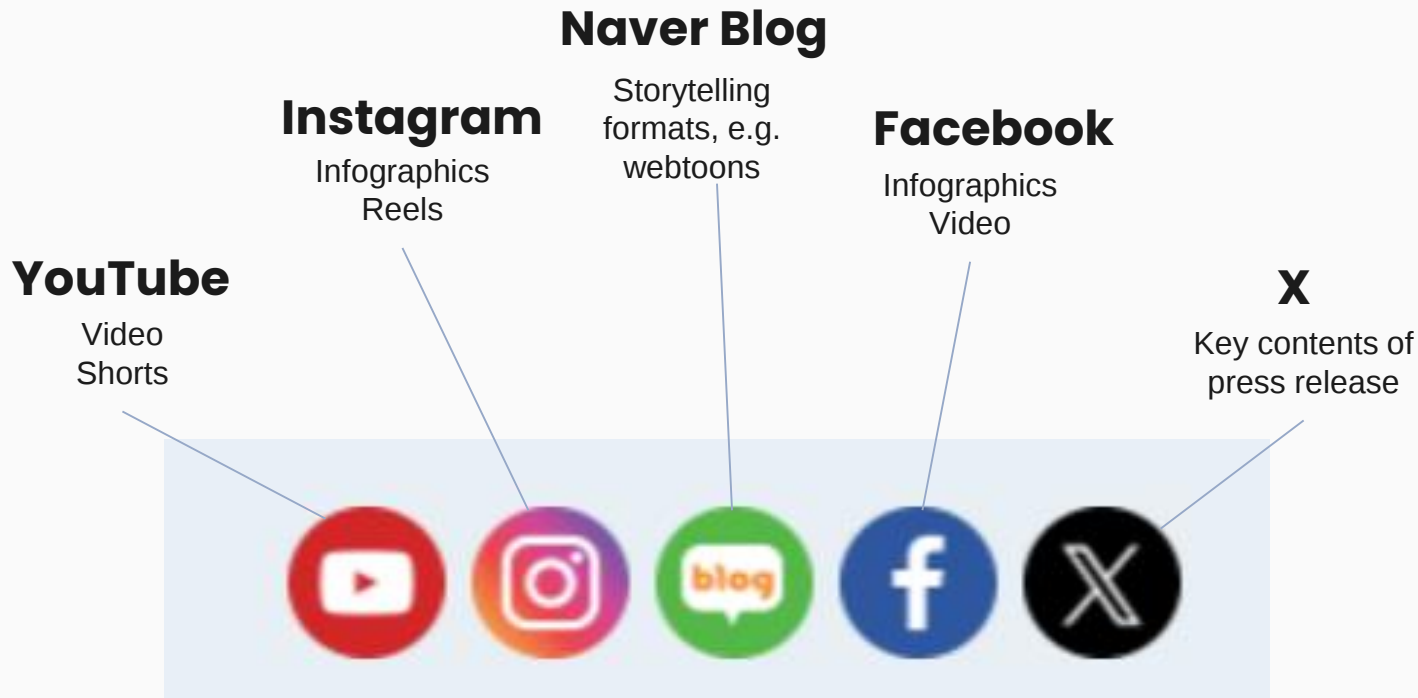
① Press Communication on Release Day

- ✓ Explain key results to journalists and hold Q&A sessions
- ✓ Recorded videos are archived on the government briefing website and accessible at any time



04. Communication with Data Users

② Promotion via Social Media (conducted by Office of the Spokesperson)



04. Communication with Data Users

② Promotion via social media (examples)

➤ Infographics

Introduce key points of 2024 elderly employment statistics in comparison with 10 years ago



<https://www.facebook.com/share/p/14HW1NmQqKR/>

➤ Shorts, Reels

July 2025 Monthly Employment Trends – key highlights



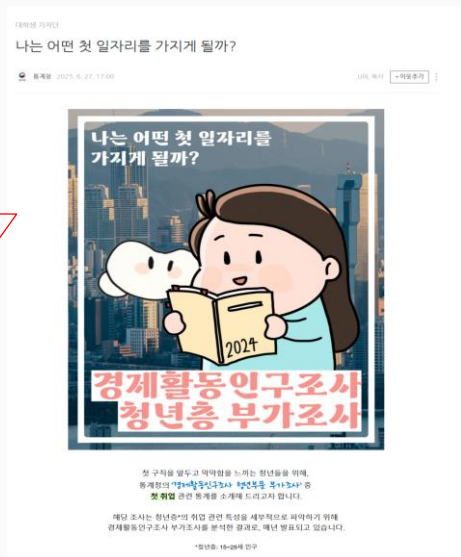
<https://youtube.com/shorts/Mrb7YoltCHs?si=HJMu4SGanIAlk7F>

04. Communication with Data Users

② Promotion via social media (examples)

➤ Blog posts

Youth reporter
introducing
youth
employment
statistics for job
seekers



<https://blog.naver.com/PostView.naver?blogId=hinso&logNo=223912008467&categoryNo=92&parentCategoryNo=&from=thumbnailList>

➤ Webtoons

Comics
showing various
ways to access
statistical data



<https://blog.naver.com/PostView.naver?blogId=hinso&logNo=22314732677&categoryNo=103&parentCategoryNo=&from=thumbnailList>

04. Communication with Data Users

③ Communication for Accurate Use of Statistics

- ✓ Education programs at Statistics Human Resources and Development Institute
- ✓ Information session for journalists coordinated by the office of the Spokesperson
- ✓ Q&A board on the Korean Statistical Information Service (KOSIS) website with detailed answers



Summarize & share FAQs and guidance via release appendices

Thank you!

Do you have any questions?

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