



# **The future of surveys for statistics on the world of work: Addressing the challenges through innovation**

Session 6: New communication products and approaches  
for work statistics

National experiences and perspectives

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# 1.

## Characteristics and milestones

- The National Employment Survey (Encuesta Nacional de Empleo - ENE)
- The ENE is a household survey whose objective is to characterize and quantify the population aged 15 and over, according to their relationship with the labour market.
- The survey's sample design uses the unemployment rate as a target variable.
- The results are published every month with information on each moving quarter.
- The information covers the nation, its regions, and some provinces.



# Characteristics and milestones

The ENE incorporated the 1st Resolution of the 19th International Conference of Labour Statisticians (ICLS).

In 2017, an analysis of **labour informality** was added.

Measurement of **dependent contractors and labour informality** were added (21st ICLS)

2010

2015

2017

2018 -  
2020

2020

2020  
+

Updating the classification of economic activities (ISIC revision 4) for household surveys

Publication of the ENE Data Bank

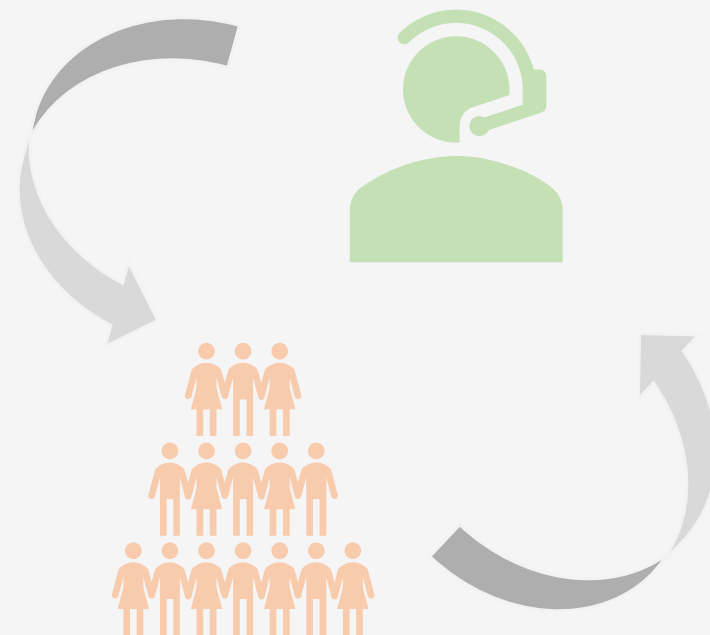
Before 2020, the ENE began a **strengthening process** in several areas, and it incorporated the guidelines of the 20th and the 21st ICLS.

New dimensions of analysis were added:

- Digital platforms
- Underutilization of qualifications by educational level
- Among other

# 2.

## Relationship with users



## Why is the ENE updated and changed?

The ENE is an ongoing survey that introduces updates and new dimensions of analysis to better reflect the current state of the labour market.

## How are users informed of these updates?

- ✓ A communication plan is created for users in a consistently transparent and public manner.
- ✓ The dissemination plan varies according to the different types of users.

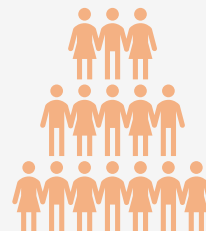
## Who are our users?



- Ministry of Labour
- Ministry of Economy
- Ministry of Finance
- Ministry of Social Development and Family
- And others



- International Labour Organization
- Organization for Economic Co-operation and Development (OECD)
- The Statistical Conference of the Americas of the Economic Commission for Latin America and the Caribbean (SCA-ECLAC)
- And others



- People of every age
- People with various needs
- Social-media users
- Students
- Academics
- Research centers
- Specialized users
- The National Statistical System
- Civil Society Council
- Among other users



## How do we interact with different users?

### ✓ Public outreach channels



### ✓ Public Conferences and Technical Committees



### ✓ Social media



We create a communication plan when an update or a new dimension of analysis need to be announced.

3.

## New dimensions of analysis



ENE



## Measurement of labour informality

In 2017, the measurement of labour informality began in Chile.

The ENE followed the ILO's guidelines of that time.

The first results were published in January 2018, which included a data series of the previous six months.

A bulletin of labour informality is published every three months.

The variables and indicators are included in the databases and statistical tables, respectively.

A methodological document was published.

This methodological approach is remains in force to this day.



## Measurement of work on digital platforms\*

The National Employment Survey (ENE) defines work obtained through digital platforms as follows: “work that uses a mobile application or digital platform to offer goods or services by exclusively or predominantly using media that involve remote contact with customers, either through the internet (digital platform) or by cell phone (mobile application)”.



\* Experimental statistic

## Measurement of work on digital platforms

New questions were incorporated into the questionnaire, and interviewers were trained.

Measurement began in January 2020.

The COVID pandemic had an effect: wage earners that worked remotely with different kinds of software (intranet, stata, and others) believed that they were doing their work on digital platforms. Corrections were made.

For some time, the questions and answers had to be tested prior to their official publication.

A technical committee was formed with specialized users.

## Measurement of work on digital platforms

The information has been published every month for each moving quarter since AMJ 2022, with data available from 2020 onwards.

Technical supplements and infographics were created with a public focus in order to explain what digital platforms are.

Coordination was undertaken with the Ministry of Labour when the Law of digital platforms (transport and delivery) was enacted. The ENE captures a larger population of people working on digital platforms than the law does.

Information on digital platforms is updated each year to accurately account for applications as they enter and leave the market.

## Measurement of the mismatches of qualifications according to educational level

In July 2025, this new dimension was published as an experimental statistic that is based on the ISCED 2011.

The new statistic follows recommendations of the ILO, and it provides an analysis of the relationship between occupation (using ISCO-08) and educational level (using ISCED-2011).

It determines whether someone is characterized by the following:

- **Under-education:** when the level of education is below the requirements for doing the job.
- **Adequate education:** when the level of education meets the requirements for doing the job.
- **Over-education:** when the level of education is above the requirements for doing the job.
- The indicator **rate of underutilization by educational level** determines the percentage of employed persons who are characterized by over-education for the tasks undertaken in the job.



## Measurement of the mismatches of qualifications according to educational level

Prior to dissemination, a technical committee of specialized users was established.

The new series provides information from 2018 to date.

Information for each moving quarter has been published each month since July 2025.

The variable and indicators are available in databases and statistical tables.

We are currently working on an infographic and public conference, whose purpose is to explain this new dimension of analysis.



## Common factors in the dissemination of information to users:

A communication plan is established that is to include the following:

- Creation of technical committees with specialized users
- Dissemination by press release of the new dimension of analysis (or update)
- Creation of documentation available on the ENE web page:
  - Methodological document
  - Infographics
- Availability of databases and statistical tables
- A data series with at least six months of information for quarterly and annual analysis



## Measurement of dependent contractors and labour informality

As of the 20th and 21st ICLS, the ENE team began working on measuring dependent contractors and labour informality.

New questions were added to the questionnaire, and they are currently in the process of being tested.

A working group was set up with distinguished academics and researchers, as well as with representatives from the Ministry of Labour and the ILO.

- The preliminary results were reviewed.
- The methodology for measuring dependent contractors and informal employment was validated by experts.
- A communications plan was established.



## Measurement of dependent contractors and labour informality

Today, the measurement is consistent, and it follows the guidelines of the ILO.

Some adjustments have been made to the questionnaire in order to improve the measurement of dependent contractors and labour informality in accordance with national legislation.

The next challenge is to explain the new definitions and their measurements, as well as the impact they will have on the results to specialized users, the press, and users in general.



# 4.

## Dissemination platforms

ENE Data Bank and the Labour Market Information System (SIMEL or LMIS.Stat)

ENE information is updated each month on both dissemination platforms.

The platforms are open to all users.

They include guides on how to find information.

The results can be exported and in some cases graphs can be created.

Both platforms have been presented to the public.

### Acceso de Información

|                                                                                                                                                            |                                                                                                                                                                 |                                                                                                                  |
|------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|
| <b>1. Seleccione tipo de información</b> ⓘ<br>Seleccione...                                                                                                | <b>2. Seleccione una medida</b> ⓘ<br>Primero seleccione tipo de información                                                                                     | Recuerde que mayor desagregación de la información implica menor grado de precisión estadística.                 |
| <b>3. Variable para la fila</b>                                                                                                                            | <b>4. Variable para la columna</b>                                                                                                                              | <b>5. Filtro</b> ⓘ                                                                                               |
| <input checked="" type="checkbox"/> <b>3. Variable para la fila</b><br>Para seleccionar una dimensión para la fila, seleccione una medida en el punto dos. | <input checked="" type="checkbox"/> <b>4. Variable para la columna</b><br>Para seleccionar una dimensión para la columna, seleccione un valor en el punto tres. | <input checked="" type="checkbox"/> <b>5. Filtro</b><br>El filtro por defecto, es el último trimestre publicado. |
| Fila Seleccionada :                                                                                                                                        | Columna Seleccionada :                                                                                                                                          | Filtro Seleccionado :                                                                                            |
| <input type="button" value="Generar resultados"/>                                                                                                          |                                                                                                                                                                 |                                                                                                                  |



**5.**

## **Communication challenges in the face of unexpected events**

# Communication challenges in the face of unexpected events

The ENE team publishes timely, transparent, and unbiased information on the country's labour situation for all users.

However, given the political, social, and economic circumstances facing the country, it is inevitable that different sectors will use information to their advantage to polarize opinions.

For example, in the **upcoming presidential election**, two of the candidates were labour ministers in different administrations, so other candidates or political sectors use the current ENE results to criticize the work done in terms of labour policies by the previous or current administration.



# Communication challenges in the face of unexpected events

**Today there is a debate over the differences between the results of the ENE and the administrative records of pension contributors.**

- In every occasion, we have explained that the information from the survey is not comparable with that from administrative records.
- The data should be used with caution and in a complementary manner for the purpose of comparing trends.
- The difference has been explained at various technical meetings to avoid confusion.
- However, some analysts insist that the survey has methodological problems because it does not show the same results as administrative records.



## How can we prevent statistical information from becoming polarizing?

Unfortunately, we cannot prevent the statistical information from the ENE from being used in a polarized manner by different users or sectors according to their own preferences.

## What can we do?

- Our duty is to continue publishing information in a timely, transparent, and unbiased manner.
- We explain that the methodology follows the recommendations of the ILO.
- INE has always maintained a policy of responding to all inquiries impartially, regardless of who makes them (members of Congress, journalists, research centers, or other users).
- INE's social media channels are used to disseminate statistical information quickly and clarify any doubt.

6.

## Relationship with respondents



## What are the challenges faced in fieldwork?

Currently, respondents distrust public institutions.

Furthermore, for security reasons and to protect their privacy, they do not want to open the door or answer the phone to interviewers.

This situation means that fewer people want to answer the survey.



## How do we communicate with respondents?



- ✓ We can create a bond of trust by mentioning that all information gathered is strictly confidential and protected by law.
- ✓ A simple way to communicate is through social media.
- ✓ We create graphic material to promote the survey.
- ✓ We are working with some local communities to provide information about the survey collection in specific areas.
- ✓ In the future, and with the necessary budget available, we would like to produce printed material about the ENE, distribute it to households, and advertise on TV, radio or websites.



# 7.

## Next steps

INE, and the ENE survey in particular, have a tradition of dissemination of information that follows a communication plan that includes various strategies.

The next great challenge is the publication of the ISCE-18 and the measurement of dependent contractors and labour informality.

The ENE team will establish communications strategies for specialized users, the press, the public in general and the respondents.

The ENE team will maintain its commitment to improve and increase the labour statistics and its dissemination.





# Thank you

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