Users and usage of statistics

- **Some general aspects**
- **Some experiences from Scandinavia**
- **Some comments on the situation in Mocambique**

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Right to access information

- **Everyone in a democratic society has the right of information**

- **Statistics is an important source of information**

- **Official statistics should be seen as a public good**

Increasing needs of information

- **More and more data are needed for planning, monitoring and evaluation**

- **Good official statistics is needed to provide the hard facts**

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Good official statistics

- **Collected and compiled with statistically correct methods**

- **High quality**

- **Relevant to user needs**

- **Independent and objective**

- **Timely**

Good official statistics also has to ...

- be known

- be accessible

- be used

- be understood

Use of statistics

- If statistics is not used there is no need to produce it.

- Information that is not used is worth nothing

- The production of statistics is costly, and as producers we have to make sure that statistics is optimally used

Challenges for every statistical office

- **Learn more about users and their needs**

- **Promote the awareness and benefit of statistics**

- **Adapt statistics to users' various needs**

- **Make statistics available to users**

- **Present statistics in a user-friendly way**

Users have different neeeds.....

- Government and ministries
- Provincial and district officials
- Politicians
- Policy makers and planners
- Educational system
- Companies
- Organisations
- International users
- The general public
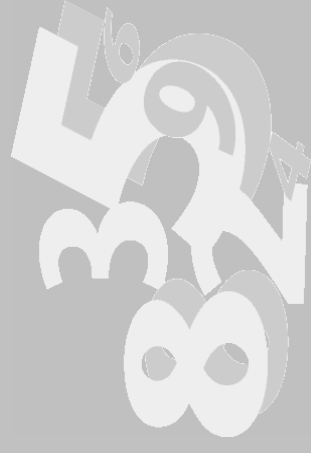
..and they use statistics in different ways

User groups are heterogenous and the usage is changing from time to time

- **Broad overview**
- **Latest up-dated figure**
- **Detailed data for further analysis**
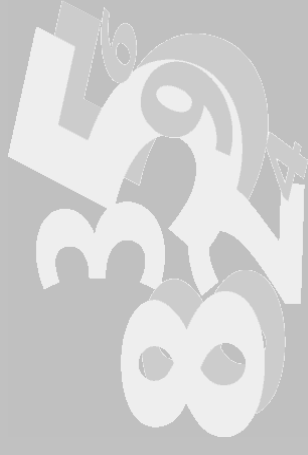
..and through different channels

- printed publications
- Internet
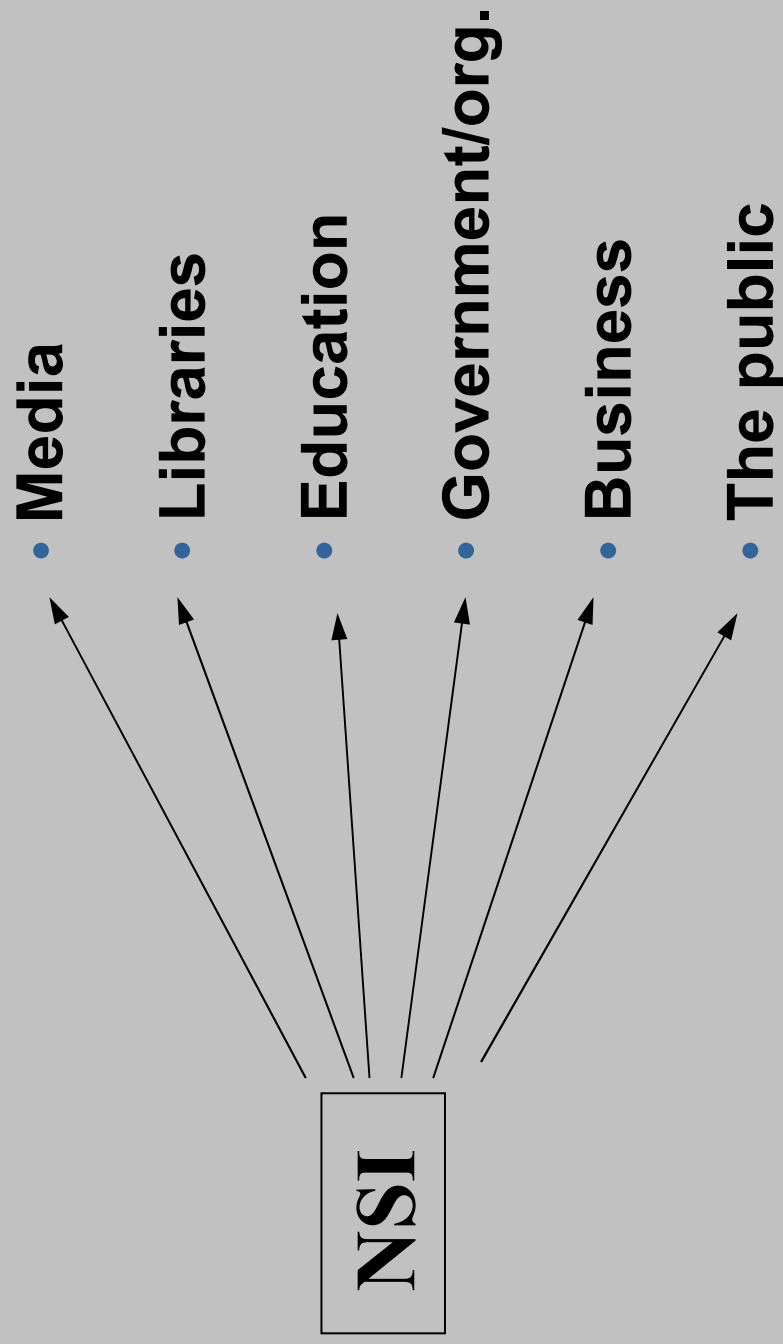- CD, diskettes
- online databases
- media

Dissemination to/through the media

- **The media play a crucial role in the dissemination of statistics to the general public**

- **In addition, media are important in creating confidence and trust in statistics**

Traditional dissemination model:

- Media
- Libraries
- Education
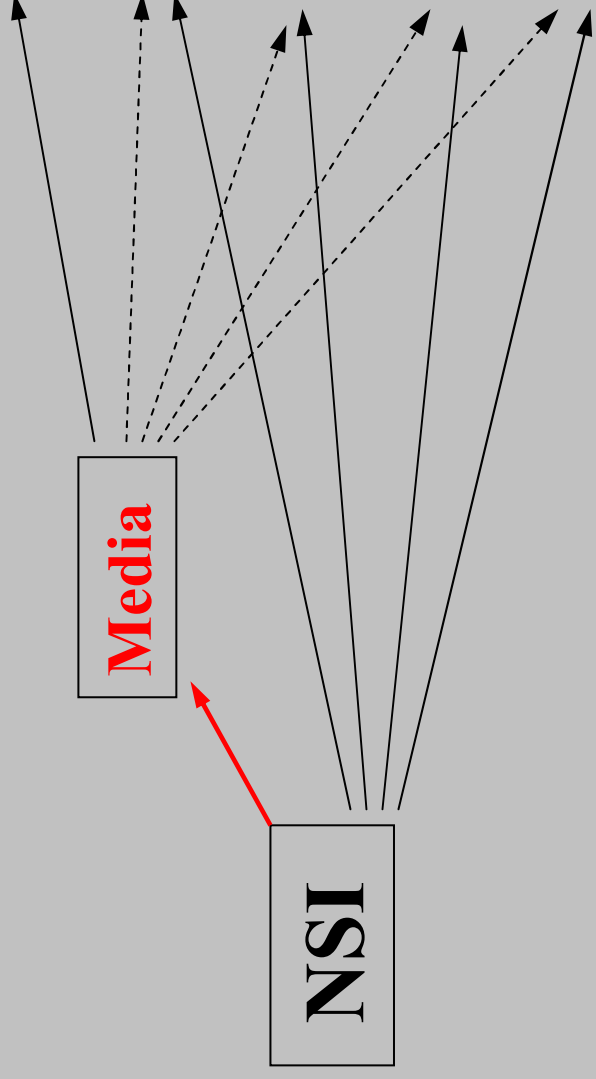- Government/org.
- Business
- The public

NSI

"New" dissemination model:

- The public
- Libraries
- Education
- Government/org.
- Business

Media

NSI

New conditions and opportunities

- **The IT development and especially the internet has changed the entire concept of dissemination**

- **There is a broad spectrum of methods and media for dissemination.**

- **The users are more heterogenous and they have new demands and new needs.**

Publishing policy in Sweden

- All official statistics is freely available on the website since January 2000 (as statistical databases, as pdf-files and as specially designed selections of statistics)

- Press releases are published on the website at 1 PM sharp according to a schedule (reaching all users at the same time)

Publishing policy

- **Same publishing policy for most countries in the EU as well as for the EU statistical office, Eurostat**

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Effects

- Use of statistics has increased substantially

- Numbers of sold books and reports are decreasing

- Some basic regular reports are only available in electronic format.

- Website has become an important tool for promotion, general information and links to other information

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Some years ago

- **Users of statistics were professionals and fairly few**

- **Users were familiar with the statistics and knew how to deal with it.**

- **The producers of statistics knew the needs of main users and they had regular contacts.**

Now

- Internet is the main media for dissemination of statistics to users

- Use of statistics has increased substantially

- Many users are new and have never read a statistical report or used statistics before

- Users are surfing around and are probably using statistics more spontaneously

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Near future

- **More and more statistics will be available**
- **Techniques are developing**
- **Demands for clear structure, co-ordination and good search tools**
- **Demands for order and information systems and tailor-made services**

SEN and INE

- Dissemination policy as well as Strategic and Activity plans provide a good framework for development with users in focus.

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Positive development

- Implementation of dissemination policy is underway
- Website has developed rapidly
- New products
- Media relations are good
- Promotion through Panorama, website etc
- Strengthening of provincial and district level underway
- User surveys undertaken

Challenges

- **Implementation of the dissemination policy**
  - Concrete goals
  - Activities
 - Expected results
  - Time table

Dissemination channels

- **Advantages and disadvantages with various channels for dissemination**
- **Optimal balance between channels to satisfy users**
  - Printed publications
  - Internet
  - Other electronic media
  - Databases........
  - Media
- **Strategy**
- **Organization**

Printed publications

-needs no additional equipment to use

-possible to make notes

-lasts long

-content is kept together

-takes time to print

-costly to print and distribute

Best for long-lasting overviews, limited amount of tables, analytical text
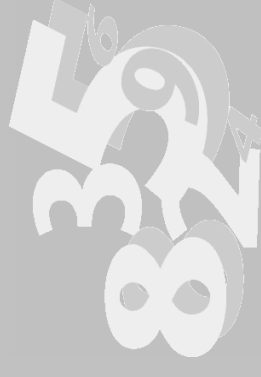
Internet

- fast and easy to distribute

- can be updated easily

- gives access to a lot of information

- needs skilled staff for regular updating and maintenance

- user needs PC, telephone, Internet provider, printer

Best for up-to-date information, overviews, less extensive reports in pdf-format or html

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Online databases

- can be up-dated quickly

- easy to distribute

- possible to make selections and further analysis

- needs resources to maintain

- needs of standards, systematic approach

Best for detailed tables for further use and analysis

Strategy for Website

- Policy
- Priorities
- Reach
- Relation to other dissemination channels
- Resources
- Competence
- Quality
- Maintenance

Decentralization

- **Role of Provinces and districts in production, promotion and dissemination**
  - Priorities
  - Resources
  - Relations
  - Competence development
  - Facilities

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Image, promotion

- Image of statistics and INE
- Quality
- User groups, list of users
- User surveys, focus groups
- Media relations
- Information on release plans
- Publication lists
- Ordering system through the website

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Presentation

- Presentation adapted to the user
- User-friendly and easily understood
- Quality control
- Explanations
- Presentation techniques
- Layout
- Printing quality