

Building awareness and trust in official statistics – a view from NSIs and Eurostat

Instructions: Click on the link to access each author's presentation.

Organiser and chair: Lukasz Augustyniak

Participants:

Mariana Kotzeva: Building trust and raising awareness of official statistics: Eurostat's experience

Graciela Marquez: Building awareness and trust in official statistics: a view from INEGI

Dominik Rozkrut: Building Awareness and Trust in Official Statistics: a View from Poland

Tobias Thomas: How to foster the reputation of Official Statistics through strategic communication –the Austrian case

Building trust and raising awareness of official statistics: Eurostat's experience

Mariana Kotzeva,
Director-General, Eurostat

15-17 May 2024, Mexico City



Changing information landscape



Abundance of data, statistics and information



Struggle to get users' attention



Changing patterns in user behaviour –



Users tend to consume information in bubbles

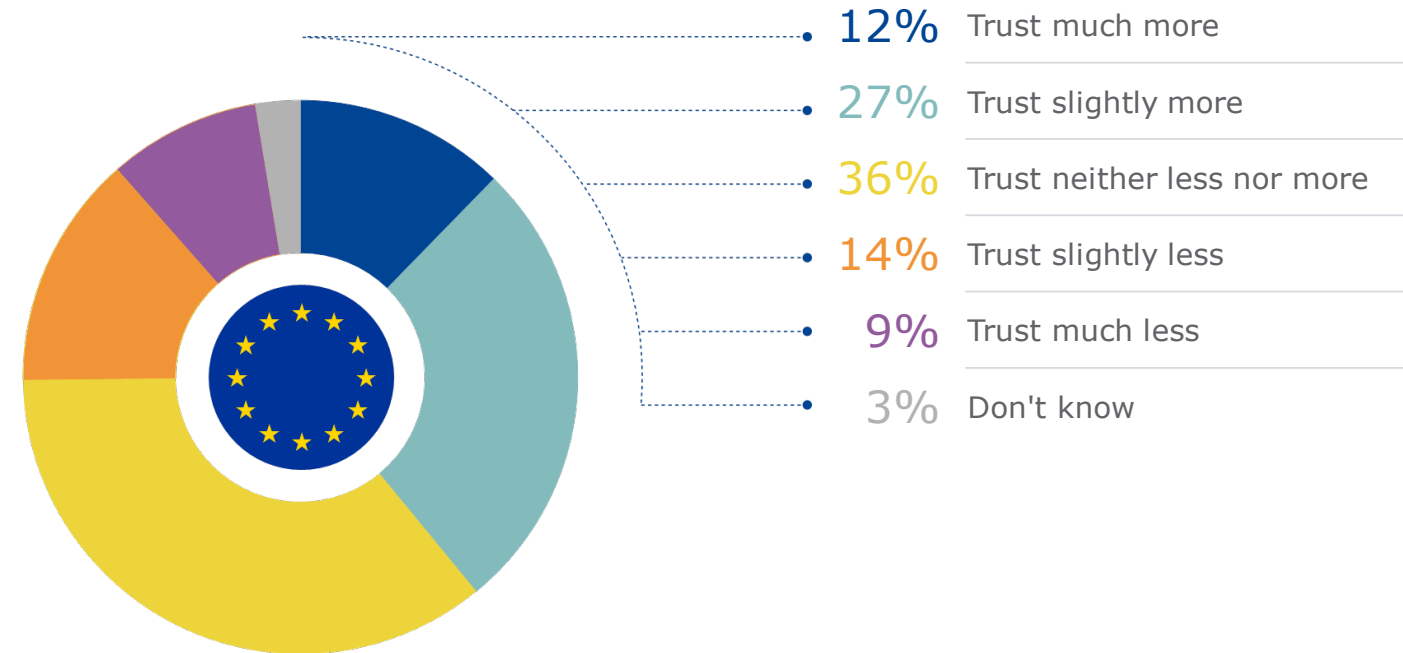


Users don't always pay attention to sources

Users don't always value the role of data and statistics

(Eurobarometer survey, October 2023)

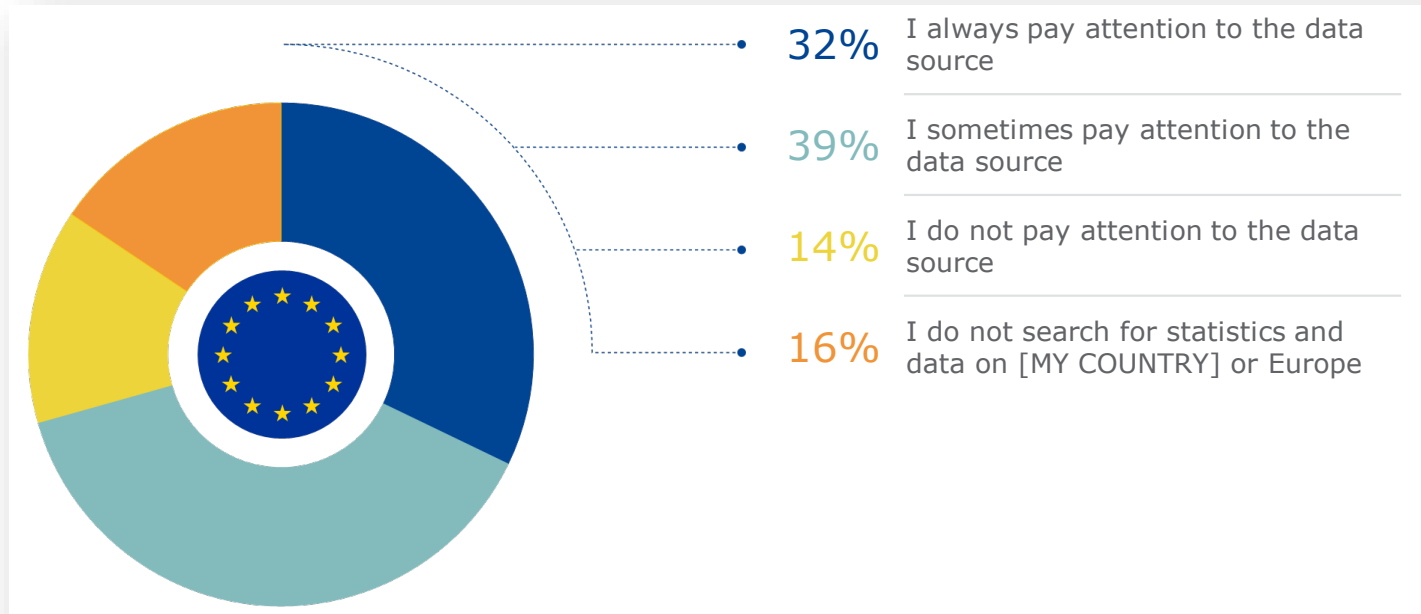
Do you trust information more or less if it is backed up by statistics and data? (% EU27)



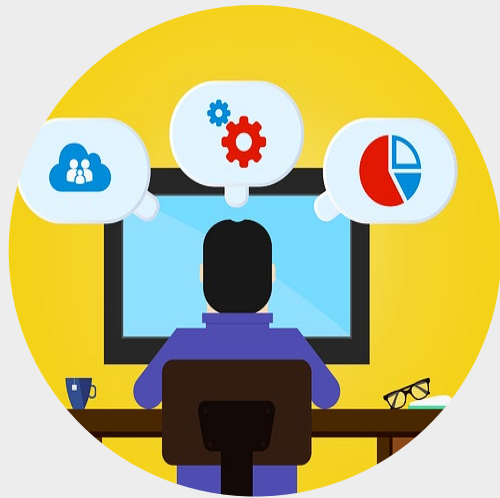
Users do not always pay attention to the source of statistics and data

(Eurobarometer survey, October 2023)

Searching for statistics and data on your country or Europe, how much attention do you pay to the source? (% EU27)



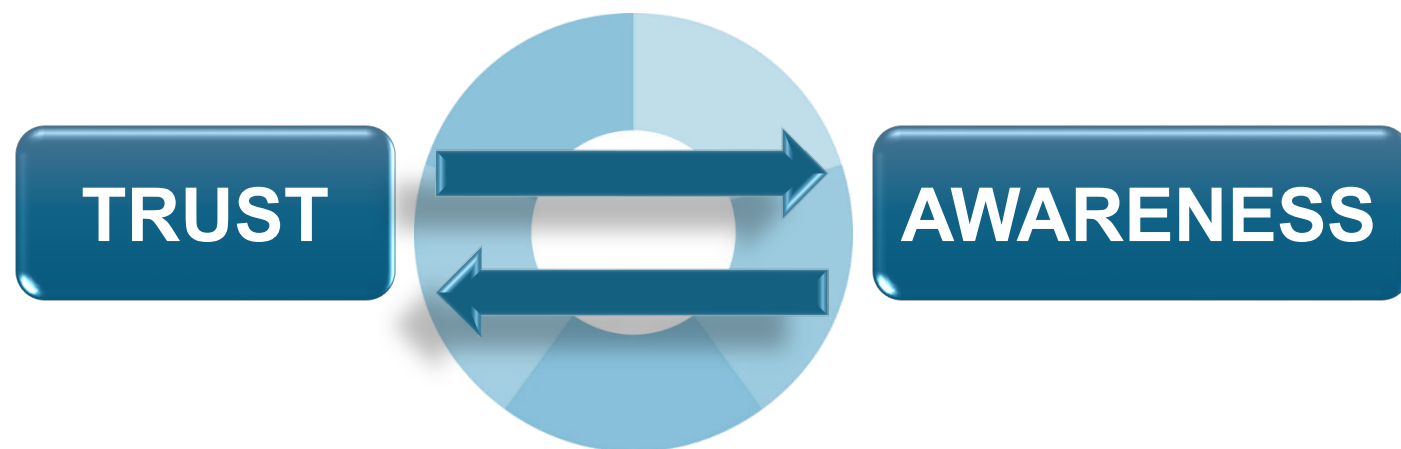
Changing user behaviour: more trends



- Users seek information from people and sources they know
- They rely on personal opinions to form their own opinions
- They develop their own search engines in social media and online communities
- Users use data to socialise and engage

The challenge for official statistics in a changing information landscape

In this situation, **trust and awareness of official statistics** are becoming critical to attract users' attention.



To maintain trust in and increase awareness of official statistics



It is not enough to produce and communicate statistics



It is becoming equally important for NSIs to develop solid corporate communication

What are the key elements of corporate communication?



- Having an appealing visual identity
- Communicating institution's mission and values
- Differentiating statistical institution from others in the information market
- Explaining the way a statistical organisation produces data (objectivity, independence ...)
- Explaining why people should consider a statistical organisation as a trustworthy source of information

Examples of corporate communication: Eurostat Visual identity

A consistent visual brand helps strengthen recognition of Eurostat as the trustworthy reference point for high-quality statistics and data on Europe.



Corporate branding of promotional materials



Audio-visual products to show how statistics are made

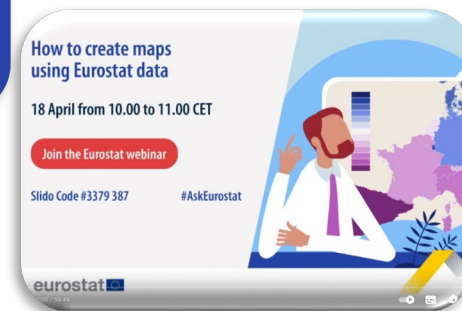
Podcasts:

Available on all main podcasting platforms



Webinars:

Available live with Q&A and as recording



Interactive publications:

Clear and attractive introduction to statistics



Boosting awareness and trust in European statistics in primary schools

Videos on topical issues

Available on all main platforms

First time a specific product for 9-12 years old was produced



Boosting awareness and trust in European statistics in secondary schools



European Statistics Competition: Largest European statistics competition for young people, aged 14-18



National and European phase: <https://www.esc2024.eu/>

ESC 2024 in figures

National phases have reached the end and... the European phase has just begun! Get to know the figures of 2024 edition.



20

Countries



1,675

Educational centres



6,065

Teams



22,479

Students

European Statistical System (ESS) expert group on strategic communication



- Established in 2022; Composed of representatives of 23 NSIs; Chaired by Eurostat
- Strengthen the exchange of best practices in the area of strategic communication
- Identify and support strategic ESS priorities in the area of communication
- Identify strategic topics that require a coordinated communication approach and design actions, guidance and materials to be implemented



**Thank you for your
attention**





Building awareness and trust in official statistics: a view from INEGI

Graciela Márquez
President
INEGI - MÉXICO



Content

- **INEGI: a trusted institution**
 - National survey about INEGI by the National Autonomous University of Mexico in 2021.
 - INEGI's presence in mass media.
- **Bringing data closer to users**
 - Information is power.
 - INEGI's engagement with users.
 - *Cuéntame de México.*
 - Cartography of Mexico and the world.
 - Agricultural Census 2022.





INEGI: a trusted institution



INEGI: A TRUSTED INSTITUTION



INEGI is a constitutionally autonomous public institution.



The second institution with the highest confidence among the population, according to a survey conducted by the National University (UNAM, 2021) .



INEGI is one of the most cited sources of official information by the mass media.

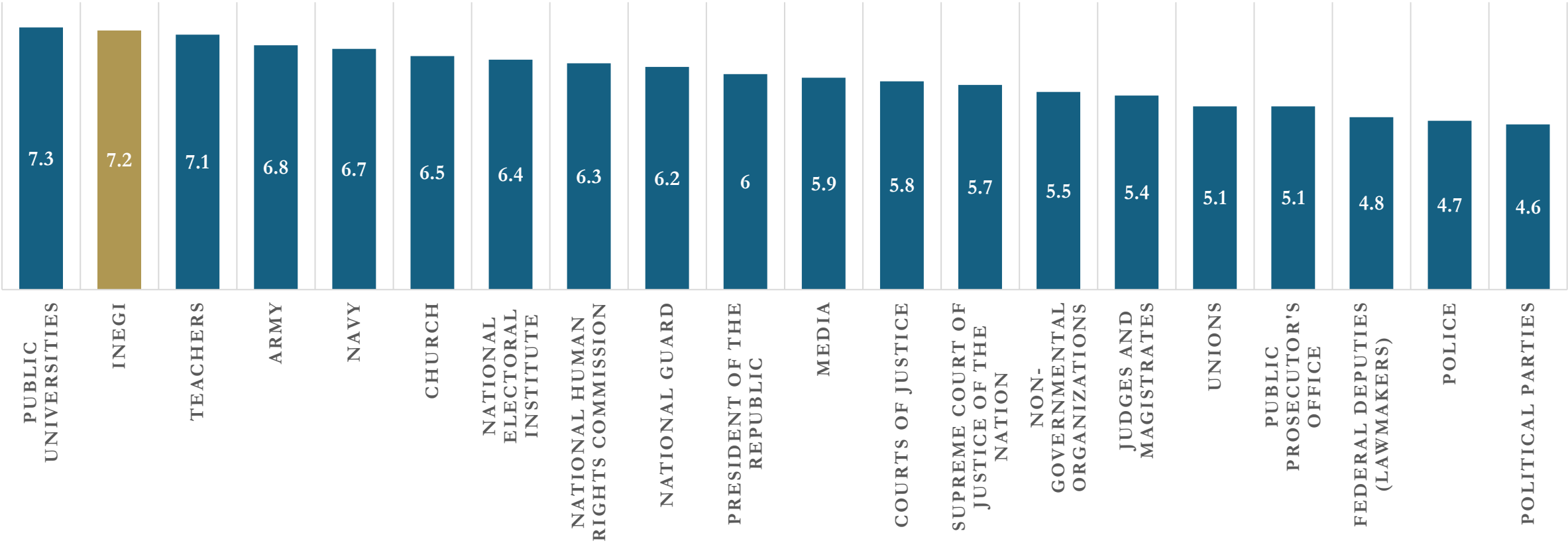


INEGI: a trusted institution

Bringing data closer to users

National Survey about INEGI (UNAM, 2021)

Informants were consulted on the confidence they have on different institutions (on a scale of 0 to 10)



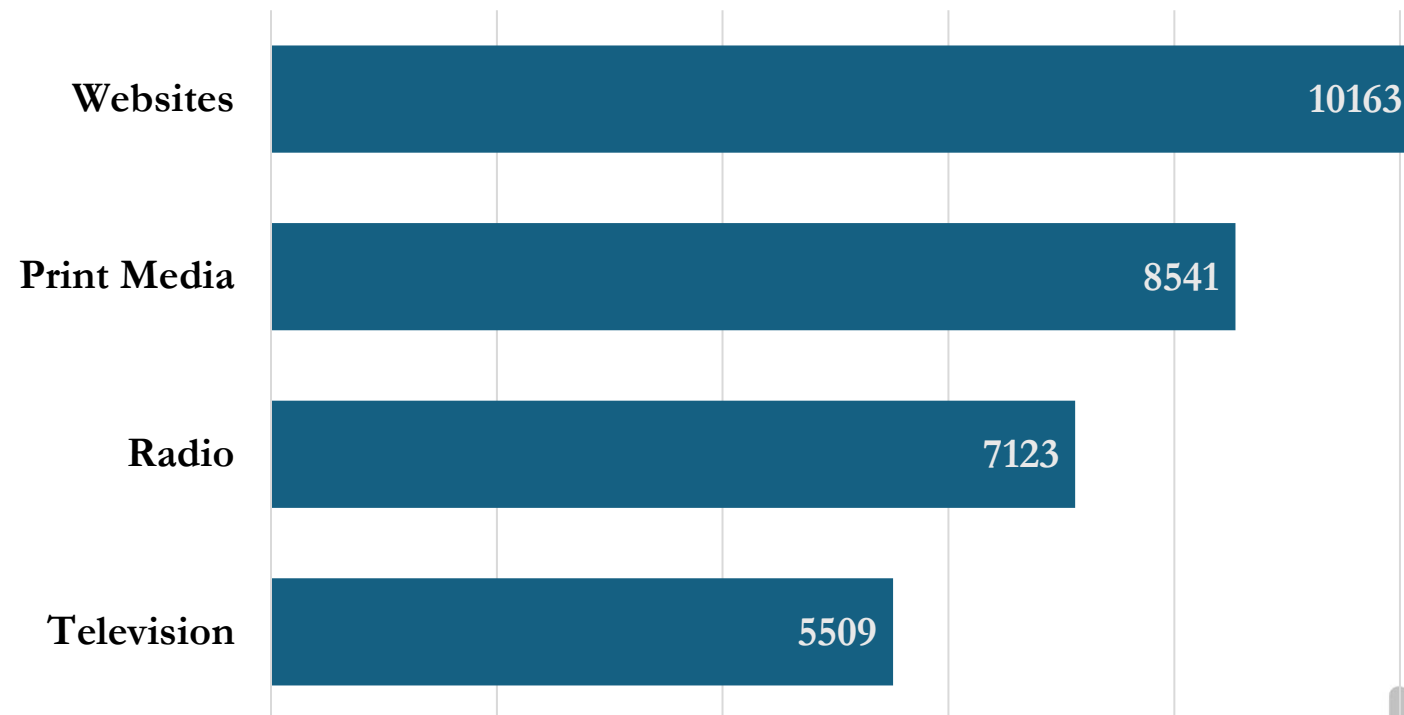
INEGI: a trusted institution

Bringing data closer to users

INEGI's as a trusted source of information

From January to December 2023, 31,336 news items related to INEGI were published in the mass media

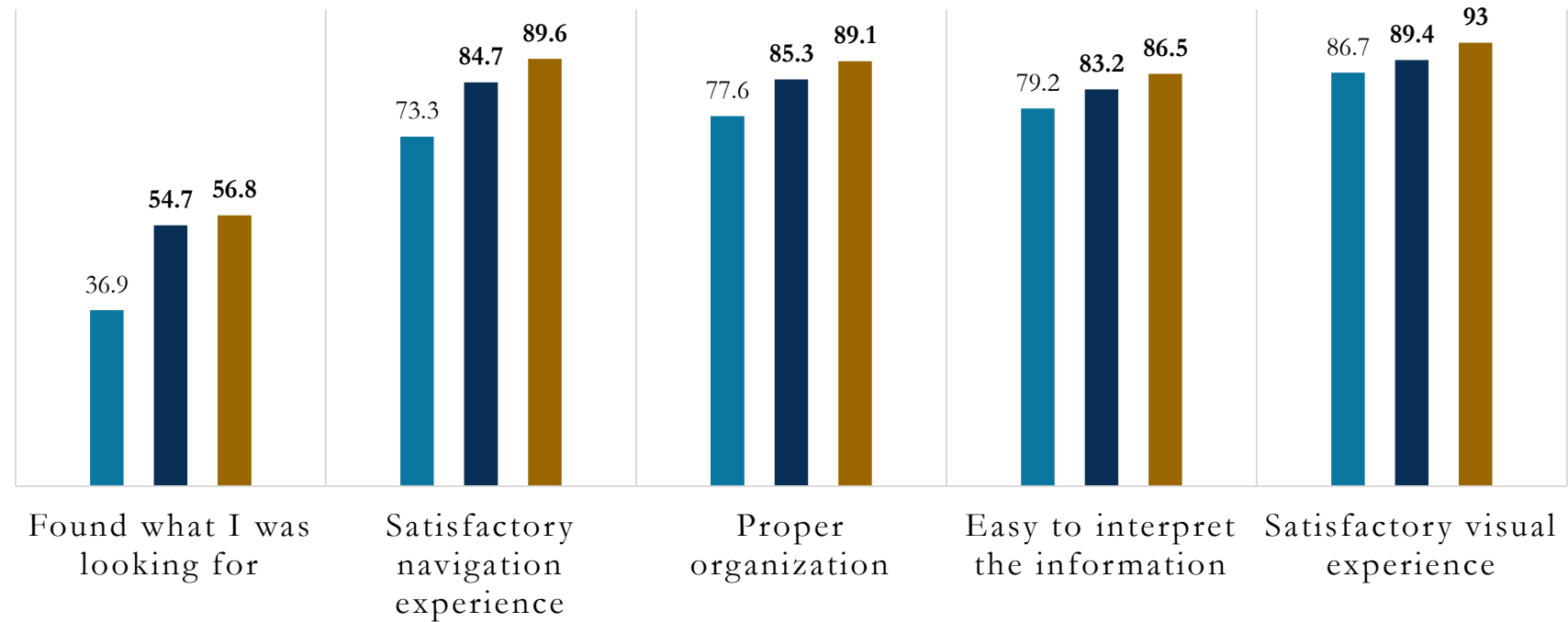
Publications by type of mass media



INEGI's website evaluation

INEGI's website evaluation by users (percentage)

■ 2018 ■ 2021 ■ 2023



Access to INEGI's website in 2023:

- 14.5 million users.
- More than 38 million visits



INEGI: a trusted institution

Bringing data closer to users

Challenges

But, according to the UNAM survey:

88.1% have heard of INEGI.

54.2% know what INEGI does.

24.5% have used the information produced by INEGI.



INEGI: a trusted
institution

Bringing data closer
to users



Bringing data closer to users



Information is power

In 2023 we launched a campaign with the central message that information matters for all because everybody makes decisions.



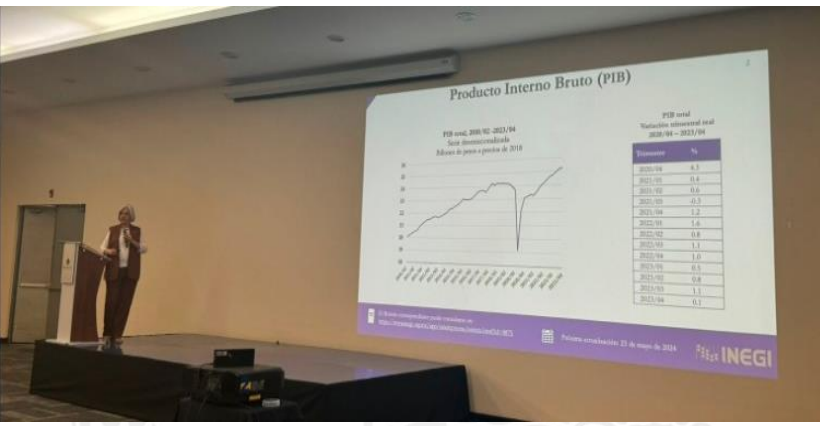
INEGI: a trusted
institution

Bringing data closer
to users

INEGI's engagement with users

Business organizations are strategic users of INEGI's information.

In 2023, INEGI had a stand at Mexico's largest book fair (*FIL – Guadalajara*)



INEGI: a trusted institution

Bringing data closer to users

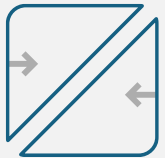
Cuéntame de México



A microsite aimed at showing statistical and geographical information for school children.
(<https://cuentame.inegi.org.mx/>).



Since 2008: more than 70 million visits.



In 2023: 6.7 million users, 13.7 sessions per user, 18.1 million visits to the page.



INEGI: a trusted institution

Bringing data closer to users

Cartography of Mexico and the world

Cartografía de México y el mundo



EDUCACIÓN
SECRETARÍA DE EDUCACIÓN PÚBLICA

MULTIGRADO

Produced as a result of the collaboration between the Ministry of Education and INEGI.

Distributed nationally among 4th, 5th, & 6th grade students and teachers in both public and private primary schools.

This represents approximately 2.5 million copies per school year.



INEGI: a trusted
institution

Bringing data closer
to users

Agricultural Census 2022

Before the Census:
Information campaign



After the Census:
Dissemination of results



INEGI CENSO 2022 AGROPECUARIO

GRACIAS A TODOS LOS PRODUCTORES Y TODAS LAS PRODUCTORAS DEL PAÍS, PODEMOS SABER CÓMO ESTAMOS EN PRODUCCIÓN DE...

Caña de azúcar

En México

1,007,713.16 hectáreas sembradas*
con 59,565,348.79 toneladas producidas

Entidad federativa: Veracruz de Ignacio de la Llave

368,723.32 hectáreas sembradas*
con 21,227,445.07 toneladas producidas

Municipio/Región: Tierra Blanca

44,244.77 hectáreas sembradas*
con 2,403,313.55 toneladas producidas

*Entre octubre de 2021 y septiembre de 2022.

Datos Nacionales de los principales granos

Maíz grano blanco	Sorgo grano	Trigo grano	Frijol
Superficie sembrada en el país: 6 077 029 hectáreas Producción nacional: 21 926 226 toneladas	Superficie sembrada en el país: 1 472 605 hectáreas Producción nacional: 4 393 719 toneladas	Superficie sembrada en el país: 556 233 hectáreas Producción nacional: 3 123 284 toneladas	Superficie sembrada en el país: 1 909 374 hectáreas Producción nacional: 967 403 toneladas

Te invitamos a consultar los resultados del **Censo Agropecuario 2022**
www.inegi.org.mx/programas/ca/2022/

INEGI Informa



INEGI: a trusted institution

Bringing data closer to users



Thank you!






Building Awareness and Trust in Official Statistics: a View from Poland



Title



Mission



Official [public] statistics provide reliable, objective and systematic information to the public, state and public administration bodies and entities of the national economy on the economic, demographic, social and environmental situation.

(Article 3 of the Act of 29 June 1995 on Official Statistics)

FPOS 1

Principle 1.

Official statistics provide an indispensable element in the information system of a democratic society, serving the Government, the economy and the public with **data about the economic, demographic, social and environmental situation.**

To this end, official statistics that meet the test of practical utility are to be compiled and made available on an impartial basis by official statistical agencies **to honour citizens' entitlement to public information.**

(Fundamental Principles of Official Statistics)



Teacher community
Students



Scientific community
(universities, scientific and
research institutions)



Public administration employees -
decision-makers (public sphere)



Individual customers
(natural persons)



Enterprises, banks, financial and
insurance institutions (business
sphere)



International environment
(foreign institutional and
individual recipients)



Media



Employees of official
statistics
(recipients of internal
communication)



**Official
Statistics**

	expectations				
	fast deadline for sharing	clear message	general level of granularity	detailed level of information	long time series
public sphere	v			v	v
business sphere	v	v		v	v
financial sector	v	v		v	
Scientific community				v	v
Teachers/students	v	v	v		
media	v	v	v		
individual customers		v	v		
international environment	v			v	v



	expectations				
	the possibility of influencing statistics	requirements for the quality of statistics	level of statistical knowledge	interest in statistical information	inquisitiveness
public sphere	big	high	medium	big	medium
business sphere	medium	medium	medium	medium	medium
financial sector	medium	high	high	medium	big
scientific community	medium	high	high	big	big
teacher/students	small	low	low	small	small
media	small	low	low	big	medium
individual customers	small	low	low	small	small
international environment	big	high	high	big	big



Building the image

Communication increases the level of knowledge and trust in the products of official statistics

Communication increases the level of knowledge and trust in official statistics institutions

Thanks to communication, satisfaction with the products of official statistics increases

Thanks to communication, satisfaction with cooperation with official statistics institutions increases

TRUST
in official
statistics

Stakeholder's
SATISFACTION

The IMAGE
of official statistics

The role of communication

- Building relationships with users
- Building awareness of the public statistics brand and its importance in the country's information system
- Encouraging informed use of data provided by official statistics
- Encouraging participation in statistical surveys and completion of statistical reports



The role of communication



External communication



Internal communication



Website (stat.gov.pl)



Intranet



Press service



Meetings



Social media



Webinary



Meetings with stakeholders



Newsletters



Public consultation

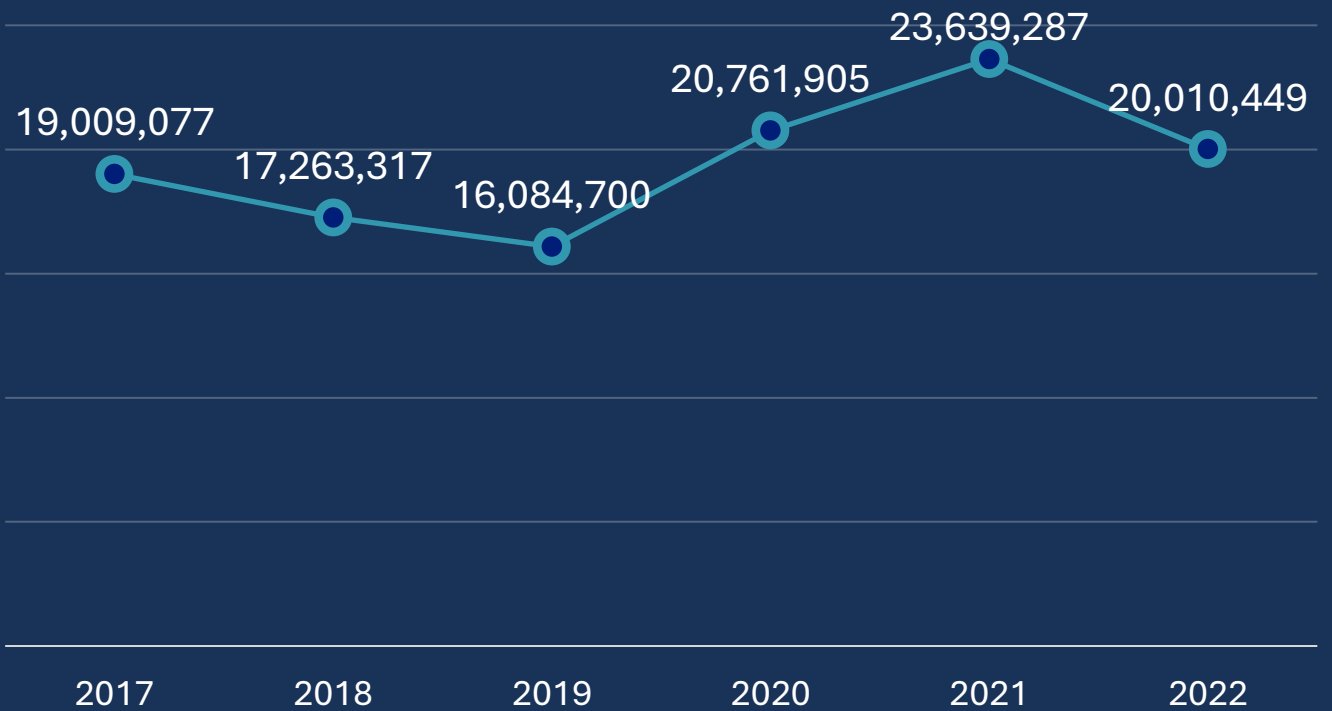


Educational activities

stat.gov.pl

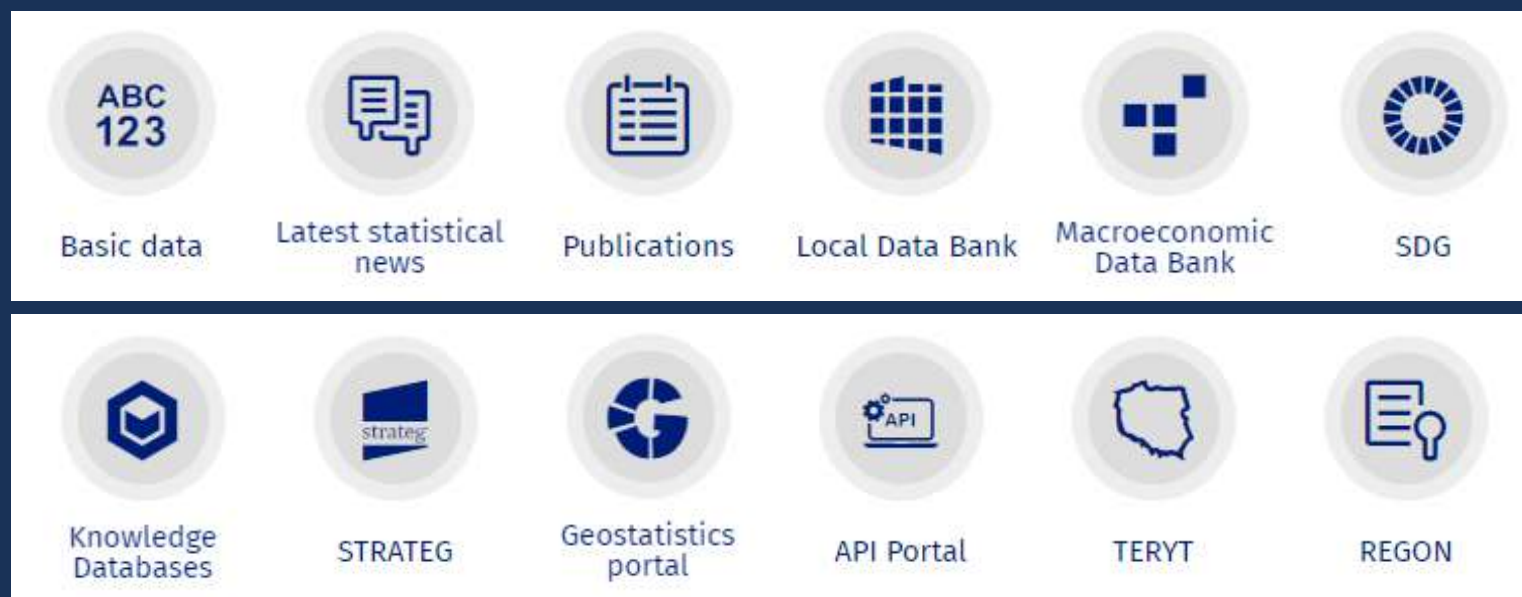


Number of views

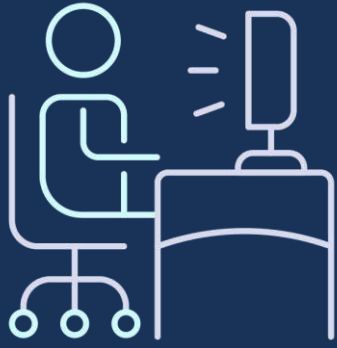


The most important part of website

Title menu redirecting to the most important resources of Polish official statistics, such as Local Data Bank, Macroeconomic Data Bank and SDG



Website traffic analysis 2022



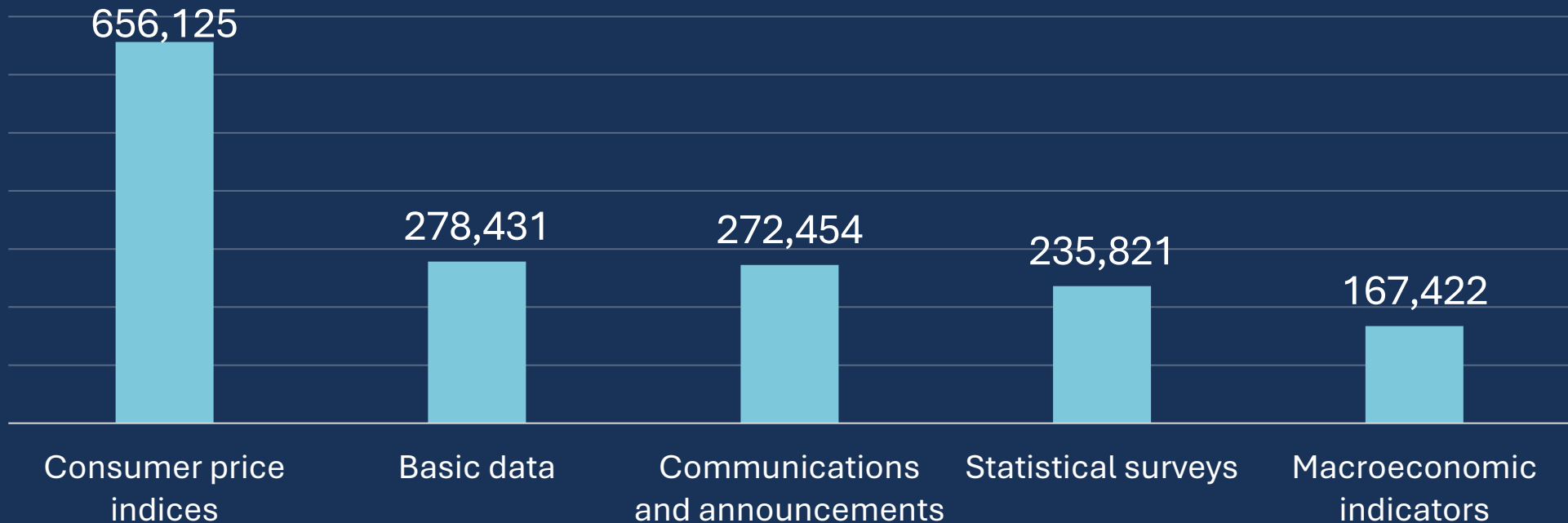
Number of views

Statistics Poland Information Portal

TOTAL → 116 768 745

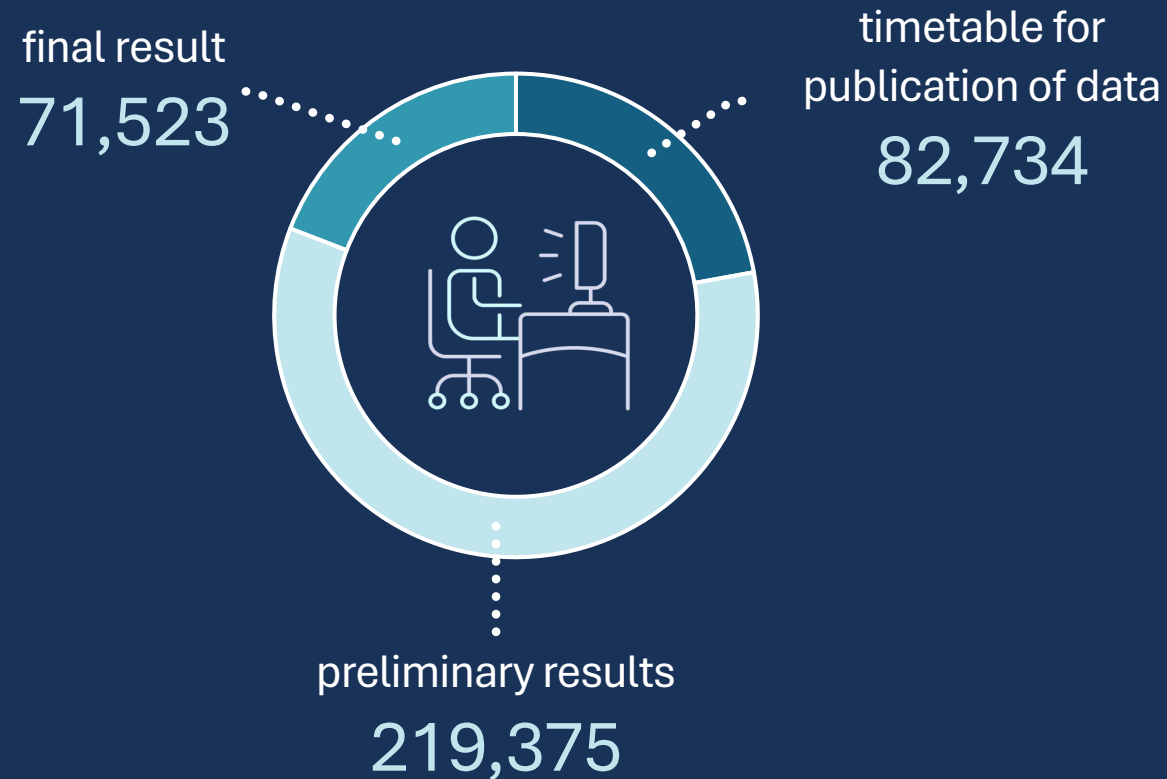


Most popular topics:



Website traffic analysis 2022

Number of views Statistics Poland Information in the **National Census of Population and Housing 2021** area:



Statistical data in the context of the Covid19 pandemic and war in Ukraine

- Statistics Poland tries to react quickly to current situations in the world:
- Since April 2022, news release "Business tendency in manufacturing, construction, trade and services" contains in-depth questions about the current economic issues and the impact of war in Ukraine.

The screenshot displays the official website of the Central Statistical Office of Poland (Główny Urząd Statystyczny). The page is titled "Statystyka związana z COVID-19" (Statistics related to COVID-19). The header includes the GUS logo and navigation links for "Solidarni z Ukrainą" and "Pomagam Ukrainie". A sidebar on the left lists various statistical categories such as "Bazy danych", "Wskaźniki makroekonomiczne", and "Statystyka międzynarodowa". The main content area features a "Nejnowsze opracowanie" (Latest publication) section with three entries: "Produkcja wyrobów przemysłowych związanych z zapobieganiem rozprzestrzenianiu się / zwalczaniem COVID-19 w kwietniu 2022 r." (25.05.2022), "Przeciętne zatrudnienie i wynagrodzenie w sektorze przedsiębiorstw w kwietniu 2022 roku" (20.05.2022), and "Wpływ pandemii COVID-19 na koniunkturę gospodarczą - oceny i oczekiwania (dane szczegółowe oraz szeregi czasowe). Aneks do publikacji (kwiecień 2022)" (29.04.2022). A prominent banner on the right side of the page reads "PKB w czasie COVID-19 II kwartał 2020" (GDP during COVID-19 II quarter 2020) and includes the GUS logo. At the bottom, there is a section for "Pytania dodatkowe związane z COVID-19 w naszych badaniach według obszaru" (Additional questions related to COVID-19 in our research by area) and a link to "Gospodarka społeczna" (Social economy).

Statistical data in the context of the Covid19 pandemic and war in Ukraine

Since April 2022, news release "Business tendency in manufacturing, construction, trade and services" contains in-depth questions about the current economic issues and the impact of war in Ukraine



Statistics Poland

@StatPoland



In January expanded economic survey, questions focused on the negative effects of the war in Ukraine and price processes. Annex to the publication "Business tendency in manufacturing, construction, trade and services 2000-2023 (January 2023)".

tiny.pl/wl8pb only in PL

Health of refugees from Ukraine in Poland 2022. Survey findings

When there was a need for information related to the new wave of refugees, the Statistics Poland organized the conference Health of Refugees from Ukraine in Poland 2022



[@StatPoland](#) [@GłównyUrządStatystyczny](#) [Główny Urząd Statystyczny](#)
[@gus_stat](#) [Główny Urząd Statystyczny GUS](#)

Health of refugees from Ukraine in Poland 2022 Survey findings

13 December 2022 r.

Save a date – broadcast link coming soon

Organizers:  Statistics Poland 



Statistics Poland
[@StatPoland](#)

At the event "Towards a global measurement framework of health of refugees and migrants: lessons learnt from a refugee health survey", President of [#StatisticsPoland](#) presents the results from the Ukrainian refugee health survey report.
[@UNStats](#) [#UN54SC](#)
Przetłumacz Tweeta

[@StatPoland](#) [@GłównyUrządStatystyczny](#) [Główny Urząd Statystyczny](#)
[@gus_stat](#) [Główny Urząd Statystyczny GUS](#)

Health of refugees from Ukraine in Poland 2022

Household survey and behavioural insights research

REPORT, FEBRUARY 2023

 Statistics Poland  World Health Organization

2:15 PM · 28 lut 2023 · 313 Wyświetlenia

Statistical Helpline and Information service

Statistical Helpline + 22 279 99 99

The Helpline is operated by 16 statistical offices and Statistics Poland

Every week there are two regional statistical offices on duty

Traffic on the Helpline is coordinated on an ongoing basis, if necessary, increase service, due to the long waiting time for a consultant.

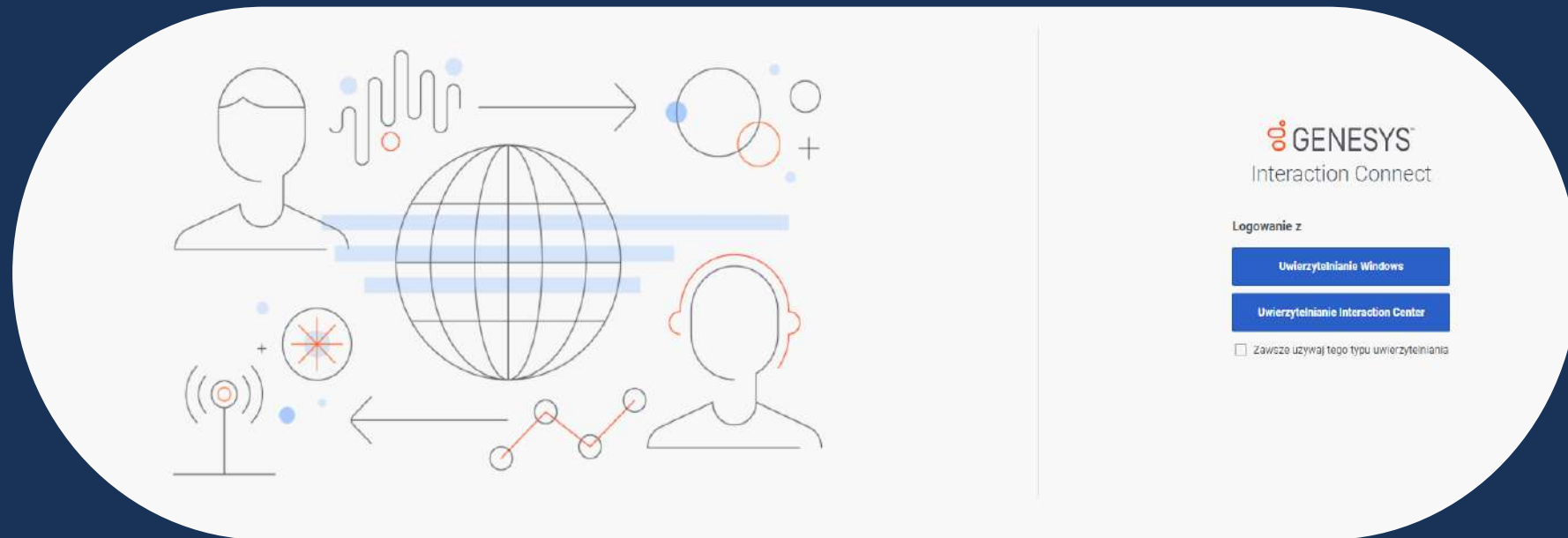
The Statistical Helpline operates within 7 channels:

- 1 Statistics Poland Information Portal
- 2 Reporting Portal
- 3 REGON register
- 4 TERYT register
- 5 Statistical classifications
- 6 Informatory
- 7 Surveys

Interaction Connect

Interaction Connect

- An element of the Call Center system, which includes a hardware and system-application infrastructure consisting of administrative and configuration tools
- Enabling the Helpline to prepare for work as well as telephone campaigns.



Statistical Helpline Coordination

Organization of work on the Statistical Helpline by
Education and Communication Department

Main tasks

- settlement of a duty schedule and ensuring continuity of work
- generation and analysis of service reports from the Helpline
- providing materials to the coordinators of the Helpline in the area of topics assigned to them
- support in solving current substantive problems in cooperation with relevant departments
- cooperation with the Statistical Computing Centre to ensure the proper functioning of the system and solve problems reported by consultants

Sample of detailed queue report

Detailed Queue Report



Szczegółowy raport kolejki

Zakres dat/godzin: 01.02.2023 00:00:00 - 28.02.2023 23:59:59 (Ostatni miesiąc)
 Typ medium: Połączenie
 Kolejność grup: Kolejka
 Obliczenie docelowego poziomu usług: Docelowo odpowiedzianych/Łącznie odpowiedzianych
 Grupa robocza: Informatorium ; REGON ; TERYT ; Klasyfikacje Statystyczne ; Badania Rolne ; Badania Społeczne ; Portal Sprawozdawczy

	PRZYCHODZĄCE													PRZYCHODZĄCE POZIOM USŁUG									
	OFER.	-- ODP. --		-- PORZUC. --		ASA	%Odp. poziom usł.	Śr. czas rozm.	Śr. czas wstrzymania	Śr. czas ACW	Śr. czas obsł.	Wy- prowadzenie	# Wstrzymaj	ODP. 5	ODP. 10	ODP. 20	ODP. 30	ODP. 40	ABN 5	ABN 10	ABN 20	ABN 30	ABN 40
Badania Społeczne	110	80	73%	30	27%	0:25	88%	2:38	0:00	0:00	2:38	0	1	3	17	37	13	7	3	1	5	2	3
Informatorium	1502	1342	89%	158	11%	1:05	72%	2:41	0:00	0:05	2:46	2	4	9	275	598	79	34	29	28	14	9	12
Klasyfikacje Statystyczne	357	321	90%	36	10%	0:20	81%	1:48	0:00	0:05	1:53	0	1	0	60	182	18	23	28	2	3	1	1
Portal Sprawozdawczy	3107	2891	93%	216	7%	1:07	66%	3:17	0:00	0:05	3:22	0	6	42	873	862	131	76	18	5	17	13	7
REGON	617	596	97%	21	3%	0:18	94%	3:12	0:00	0:05	3:17	0	2	0	148	368	45	11	6	5	2	2	0
TERYT	45	39	87%	6	13%	0:17	95%	2:55	0:00	0:05	3:00	0	0	0	10	23	4	0	2	0	1	0	0

Dedicated space in the internal work system



Consultants can use the knowledge base updated on an ongoing basis with substantive materials



Access to duty schedules set for subsequent quarters

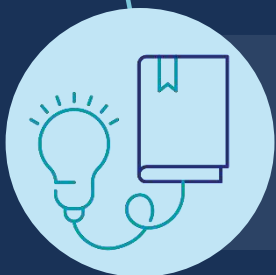


Have access to contacts to consultants from other statistical offices

Statistical Helpline - crisis situations



Information about incidents is forwarded immediately to the appropriate units in order to recognize the threat



Based on the analysis, consultants receive instructions on how to communicate with users

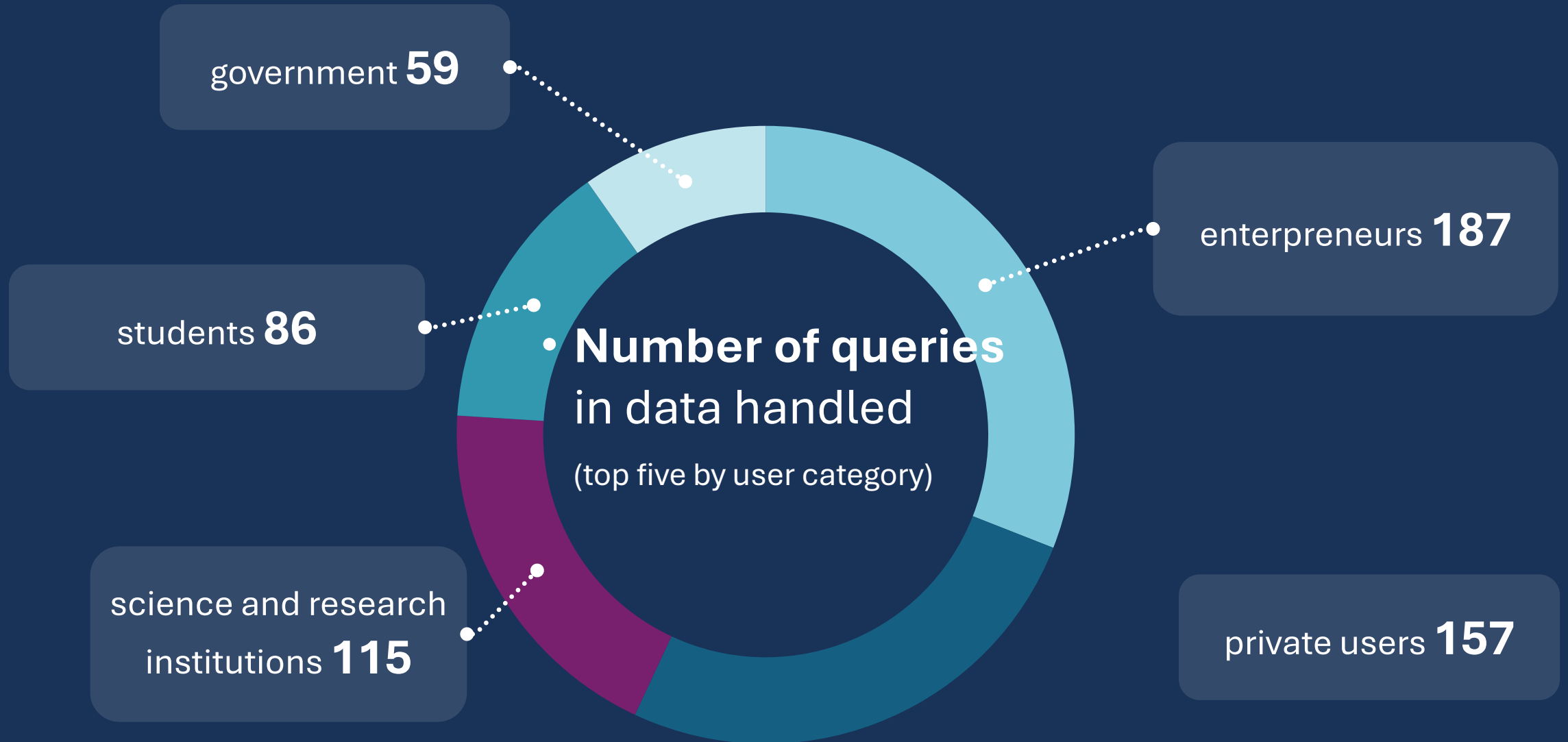


At the same time, an appropriate announcement is posted on Statistics Poland Information Portal and on social media

Information service

- Information service in Statistics Poland is managed by **Education and Communication Department**
- Users are directly served in **Statistical Information Centre** where they can consult data availability, methodological issues or data base service.
- The office is equipped with a handy library designed for users and independent computer stations for work.
- **Electronic communication with users:**
 - Request data form
 - Question to Statistics Poland
- Information how to order data as well as mentioned forms is available on Statistics Poland Information Portal

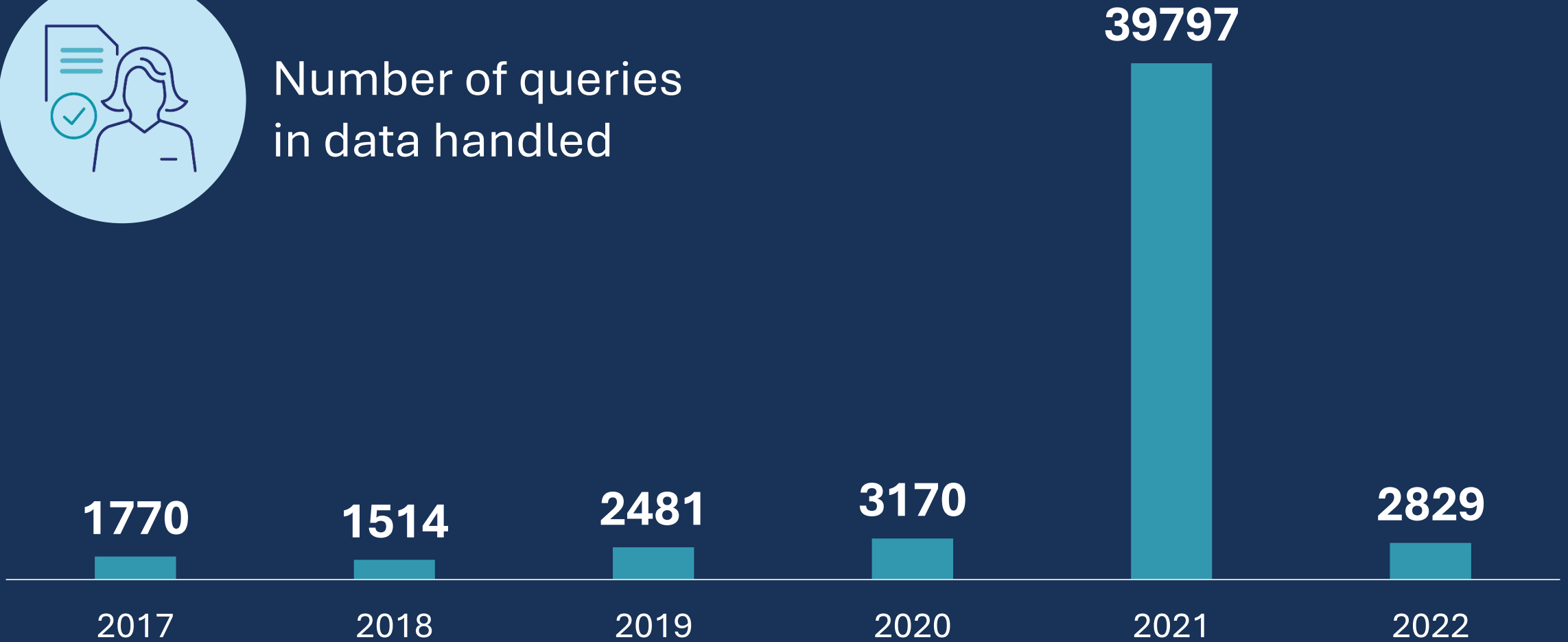
Information service 2022



Information service 2017 - 2022



Number of queries
in data handled



Press service

Website tab *Press Bureau*

The screenshot shows the website of the Główny Urząd Statystyczny (Central Statistical Office of Poland). The page is titled 'Dla mediów' (For media) and features a news release about press briefings. The main content includes:

- Information in the matter of press briefings:** A notice stating that due to the COVID-19 situation, all press briefings in GUS are temporarily suspended. It provides contact information for the press office and mentions that information will be published on the website and sent via email.
- Information of the Main Statistical Office in the matter of RODO:** A section for data protection information.
- Contact and Services:** A sidebar on the left lists various services such as 'Kontakt', 'Komunikaty prasowe', 'Harmonogramy publikacji danych', 'Konferencje i briefingi prasowe w GUS', and 'Konferencje i seminaria naukowe'.

- ➔ Communication of events
- ➔ Information published: news releases, announcements, news etc.
- ➔ Information about: conferences, schedules of data publication and contact to Press Office Statistics Poland
- ➔ Compendium of knowledge for journalists
- ➔ Information are available at <https://stat.gov.pl/en/press-bureau/>

The Spokesperson for the President of Statistics Poland



- ➔ Represents Statistics Poland in contacts with media and stakeholders
- ➔ Contact forms: **special form** available on the website or **write to the e-mail address obslugaprasowa@stat.gov.pl**

Communication between the press office and media representatives

- Mailing to journalists and analysts
- Telephone contact with media representatives
- Maintaining existing relations and creating new relations with the media
- Service of orders for statistical data



Forms of communication to media

- News releases
- Publications
- Press releases on:
 - Conferences and other national events and foreign events
 - New projects popularization of national census
 - Innovative activities carried out by Statistics Poland
 - Interviews of representatives of Statistics Poland
 - Events held under the auspices of President of the Statistics Poland
 - Survey information
 - Awards granted to Statistics Poland

Meetings with stakeholders

- Interviews - about 5 times per month in interviews and statements
- Press briefings
- Press conferences of the President of Statistics Poland
- National events and foreign events



Press service in 2022

- ~300 - data request
- ~ 500 - news releases and communications/announcements of the President of Statistics Poland
- ~ 50 - press releases
- ~ 235 - interviews by representatives of Statistics Poland
- ~ 15 - honorary patronages by the President of the Statistics Poland
- ~ 14000 – media reports

Media monitoring:
reacting to fake news,
denying reports,
negative articles

Daily media monitoring

Monitoring negative
information/false image

Preventing
disinformation

Correction to editorial office

Corrections and comments to negative
reports on the Statistics Poland are
posted on website in the press releases
tab

Negative information in the media

- Media monitoring
- Quick reaction
- Coordination of activities
- Statements and comments
- Prevention



Communication within the organization

- Statistics in the media
- Daily press reviews and internet review
- Interviews



Social media

Where are we?

- **Since 2016**, we maintain accounts on:



Twitter - @GUS_STAT i @StatPoland



Facebook - @GlownyUrządStatystyczny



Instagram - @gus_stat



LinkedIn – Glowny Urząd Statystyczny



YouTube – @GlownyUrządStatystycznyGUS



The Statistics Poland accounts on Facebook, Instagram, LinkedIn, Twitter and YouTube publish an average of

150 posts per month



We have approximately

52,500 observers

(followers)

What are we publishing?

- ➔ current statistical information
- ➔ coverage of national and international events

Statistics Poland
@StatPoland

In February 2023 **#prices** of consumer goods and services increased by 18.4% (price index 118.4) compared to February 2022, and increased by 1.2% (price index 101.2) compared to January 2023.

cutt.ly/h4eoyPn

#StatisticsPoland #CPI #PriceIndex #inflation
Przetłumacz Tweeta

Month	Price Index
Jan 2023	100.0
Feb 2023	118.4

#PriceIndices FEBRUARY 2023

11:53 AM · 15 mar 2023 · 128 Wyświetlenia

Statistics Poland
@StatPoland

The average monthly **#wage** (gross) in the enterprise sector in February 2023 was PLN 7,065.56 (+13.6% YoY). Data on entities in the aforementioned sector with 10 or more employees in selected kinds of activities of NACE Rev.2.

cutt.ly/O4kMvKh
#StatisticsPoland

Przetłumacz Tweeta

+13.6%

Increase (YoY) average gross wages and salaries in the enterprise sector in February 2023.

10:03 AM · 20 mar 2023 · 95 Wyświetlenia

Statistics Poland
@StatPoland

"Almost the entire debate on data governance regulations is primarily outside of the statistical community. Privacy issues are no different. It should change". Thank you to our guests for an exciting discussion at our @PLinUN Representation. [#UN54SC](#). @TheGovLab @privacyforum

Przetłumacz Tweeta

4:29 PM · 1 mar 2023 · 1153 Wyświetlenia

Statistics Poland
@StatPoland

In a week in **#Warsaw**, the conference „Statistics for policy-making: new tools, methods and research” will begin. Register by Friday 17.03 at dsp2023.stat.gov.pl/rejestracja.

More information: dsp2023.stat.gov.pl

Przetłumacz Tweeta

SCIENCE CONFERENCE
**Statistics for policy-making:
new tools, methods
and research**
Warsaw, 23-24 March 2023

ORGANIZER
Statistical Office
Statistics Poland

HONORARY PATRONAGE
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7:27 AM · 16 mar 2023 · 98 Wyświetlenia

Statistics Poland
@StatPoland

Polish Statistics is constantly developing, the knowledge of our Korean partners in the field of technology innovation is particularly valuable to us", said the President of [@StatisticsPoland](#) during the visit of the Korean delegation [#KE-NM](#) to Warsaw. tiny.pl/wrmmn2

Przetłumacz Tweeta

1:40 PM · 14 kwi 2023 · 148 Wyświetlenia

What are we publishing?

- ➔ occasional infographics
- ➔ educational campaigns



Dialogue with observers

We actively respond to questions and comments from individual data users, policy makers, journalists and analysts



Ministerstwo Rozwoju i Technologii
@MRITGOVPL

Komentarz ministra @waldemar_buda do danych @GUS_STAT

1 Obroty towarowe handlu zagranicznego w styczniu 2023 r. wyniosły w cenach bieżących 131,1 mld zł w eksporcie (+12,0% r/r) oraz 124,3 mld zł w imporcie (+5,6% r/r).

Więcej wgospodarce.pl/informacje/124...



W styczniu br. bilans naszego handlu towarami, po raz pierwszy od czerwca 2021 r., był dodatni i wyniósł 1,5 mld euro.

Eksport zwiększył się w 2. cyfrowym tempie (11,1 proc. r/r) i osiągnął poziom 28,1 mld euro. To odważna ekspansja zagraniczna naszych przedsiębiorstw.

Waldemar Buda
minister rozwoju i technologii

9:17 AM · 16 mar 2023 · 556 Wyświetlenia

GUS @GUS_STAT · 16 sty

W odpowiedzi do @tomziel i @MZ_GOV_PL

(1/3) Określenie „Zespół Opieki Zdrowotnej”, widniejące w opisie sprawozdania na Portalu Sprawozdawczym, zostanie zaktualizowane zgodnie z nomenklaturą obowiązującego jednolitego tekstu ustawy o działalności leczniczej (Dz.U. 2022 poz. 633).

2 1 108

Tomasz Zieliński
@tomziel1

W odpowiedzi do @GUS_STAT i @MZ_GOV_PL

Super.
Błędy mogą się zdarzyć ale ważne, żeby szybko reagować i je poprawiać.
No i wyciągać wnioski na przyszłość, żeby nie popełniać kolejnych. 😊

3:08 PM · 16 sty 2023 · 31 Wyświetlenia

Wojciech Niemczyk @WojciechNiemczy · 14 gru 2022

W odpowiedzi do @GUS_STAT @sheemawn i @PacynaAdrian

Czy to oznacza że @GUS_STAT zbiera informacje o zużyciu energii elektrycznej w granulacji #PPE? Z jaką częstotliwością?

2 1 164

GUS @GUS_STAT · 19 gru 2022

W odpowiedzi do @WojciechNiemczy @sheemawn i @PacynaAdrian

(2/2) dane te zbierane są dwa razy w roku: do 29 lipca 2022 za okres 1.01.2022 do 30.06.2022 i do 31 stycznia 2023 za okres od 1.07.2022 do 31.12.2022.

1 1 2 164

Wojciech Niemczyk
@WojciechNiemczy

W odpowiedzi do @GUS_STAT @sheemawn i @PacynaAdrian

Dziękuję.

10:03 PM · 19 gru 2022 · 12 Wyświetlenia

Dialogue with observers

- ➔ our priority is to provide comprehensive answers on social media in the shortest possible time
- ➔ after reading the entry, its content is transferred to the author's unit, and then, after receiving a response and approval by the head of the department and the press spokesperson, it is published



Dialogue with observers

After publication of the data, we also receive posts positively evaluating our work

Jan Kunert @Jan_Kunert · 23 lut 2022
Malo która instytucja publiczna odpowiada tak błyskawicznie jak @GUS_STAT



1 1 18

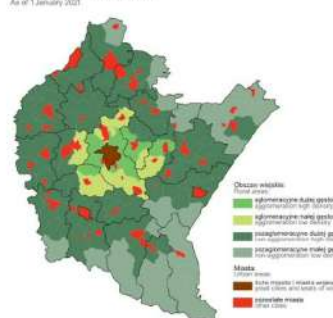
Krzysztof Izdebski @K_Izdebski
W odpowiedzi do @Jan_Kunert i @GUS_STAT
Fakt! I są też bardzo otwarci na sugestie co do prezentacji różnych danych na portalu

12:11 PM · 23 lut 2022

6 Polubień

Adrian Pacyna @PacynaAdrian
Podział na wsie prowincjonalne i aglomeracyjne pojawią się w nowych rocznikach statystycznych.
Brawa dla @GUS_STAT i @Rzeszow_STAT

@BartoszMarczuk
@mic_kot @Cyfrowy_Ja @KMaminski @KrystinTed @CzerwonkaBart
@Wad_emecum @ShacoDerp @DrabinskiAriel



Obszary wiejskie
Miejsca

Obszary wiejskie
Miejsca

Obszary wiejskie
Miejsca

Województwo	Liczba obszarów wiejskich	Obszary wiejskie - obszar w %	Obszary wiejskie - ludność w %	Obszary wiejskie - powierzchnia w km²	Wskaźnik	Współczynnik
Ogółem	144	100,0	229720	100,0	10000	100,0
Aglomeracje niskiej gęstości	10	6,9	13400	11,8	104	5,7
Aglomeracje średniej gęstości	11	7,6	14804	14	134	6,4

MIESZKANIA ODDANE DO UŻYTKOWANIA NA 1000 LUDNOŚCI W 2021 R.
DWELLINGS COMPLETED PER 1000 POPULATION IN 2021

2:13 PM · 9 mar 2023 · 5 858 Wyświetlenia

Information about events

We regularly inform about national and international events in which Official Statistics is involved

Statistics Poland
@StatPoland

On 28 February – 3 March 2023 President of [#StatisticsPoland](#) is taking part in the 54th session of the UN Statistical Commission. It is the most important annual meeting of the global statistical community, reviewing all statistical areas.
[#UN54SC](#) [@UNStats](#) [#SDGs](#) [#datastewardship](#)
Przetłumacz Tweeta



The logo for the United Nations Statistical Commission 54th Session features a blue circle with the UN emblem and the text 'United Nations Statistical Commission 54th Session'. Below the circle is a colorful graphic of dots in various colors (red, orange, yellow, green, blue, purple) arranged in a semi-circle, with the words 'ECONOMY · ENVIRONMENT · POPULATION · SOCIETY · TRADE' written around it. To the right of the graphic, the text reads 'BETTER DATA BETTER LIVES', '28 February - 3 March 2023 | New York', and 'unstats.un.org | @UNStats | #UN54SC'.

12:17 PM · 28 lut 2023 · 217 Wyświetlenia

Statistics Poland
@StatPoland

In 2022, we celebrate the 30th anniversary of the Fundamental Principles of Official Statistics adopted by UNECE. The Principles are globally universal. In the next few months we will familiarise you with each of them.
bit.ly/3syOSNV
[#FPOS30](#) [#cesUNECE](#) [@UNECE](#) [@unecestat](#)
Przetłumacz Tweeta



The logo for the 30th anniversary of the Fundamental Principles of Official Statistics features a large blue '30' with the text 'Fundamental Principles of Official Statistics' and 'YEARS | 1992-2022' to its right. Below the logo is the Statistics Poland logo and name.

12:48 PM · 11 lut 2022

Information about events

Users of statistical data are systematically informed about the involvement of Official Statistics

Statistics Poland
@StatPoland

Heads of European national statistical institutes, organisations and experts implementing Earth observation methods in statistics will meet in Warsaw. Mariana Kotzeva-Director General of @EU_Eurostat will take part in the #DGINS2021 meeting.
bit.ly/3llpMdl
#EOforSTAT



The 106th Conference of the Directors General of the National Statistical Institutes (DGINS)
● 27-28 October 2021, Warsaw

dgins2021.stat.gov.pl 



11:29 AM · 20 paź 2021

Statistics Poland
@StatPoland

On Mar. 28, @EUauditors is holding "ECA's online conference about the future of official statistics". President of #StatisticsPoland D. Rozkrut will participate in a panel on independence and accountability of #OfficialStatistics with @MarianaKotzeva Director-General of #Eurostat
[Przetłumacz Tweeta](#)



„ECA's online conference about the future of official statistics”
Remote conference,
28 March 2023

 **EUROPEAN COURT OF AUDITORS**
Guardians of the EU finances

10:54 AM · 17 mar 2023 · 81 Wyświetlenia

Statistics Poland
@StatPoland

Today, President of #StatisticsPoland will participate in side event of 54. Statistical Commission "Beyond Open Data: Harnessing Openness for Use and Impact", which is organised by @OpenDataWatch and Statistics Poland.
#UN54SC #OpenData
[Przetłumacz Tweeta](#)



A UNITED NATIONS STATISTICAL COMMISSION SIDE EVENT   

#UN54SC
**BEYOND OPEN DATA:
Harnessing Openness
for Use and Impact**

2 March 2023 | 1-15-2-30 PM ET
New York



12:08 PM · 2 mar 2023 · 2 631 Wyświetlenia

Education and information campaigns

We also use social media to conduct educational campaigns, including those concerning inflation

GUS
@GUS_STAT

Lista reprezentantów, którą posługują się ankieterzy statystyczni, oprócz nazwy towaru lub usługi zawiera również opis cech jakościowych, [m.in.](#) gramaturę, skład surowcowy, model czy producenta.
[tiny.pl/wrgwp](#)

#CoWartoWiedziecOInflacji #inflacja

@GUS_STAT @GłównyUrządStatystyczny Główny Urząd Statystyczny GUS

Lista reprezentantów zawiera produkty:

- opisane bardzo dokładnie, z podaniem konkretnych parametrów ściśle określających ich cechy;
- stanowiące wąskie grupy asortymentowe, reprezentujące np. ubiory, bieliznę, obuwie.

#CoWartoWiedziecOInflacji

11:04 AM · 14 paź 2022

GUS
@GUS_STAT

Ważne! Zapoznaj się z informacją [#GUS](#) dotyczącą zmian „koszyka inflacyjnego” w 2023 r. To niezbędna wiedza dla wszystkich zainteresowanych badaniem cen towarów i usług konsumpcyjnych.
[tiny.pl/w8m11](#)

#GUS #CPI #WskaźnikCen #ceny #statystyki
#CoWartoWiedziecOInflacji

@GUS_STAT @GłównyUrządStatystyczny Główny Urząd Statystyczny GUS

Zmiany w zakresie
„koszyka inflacyjnego”
w 2023 r.

#CoWartoWiedziecOInflacji

10:22 AM · 15 mar 2023 · 1987 Wyświetlenia

Social media - best practice

- ➔ building joint reach on twitter together with 16 regional statistical offices that publish regional & local data

Together we reach around 102,500 users!

- ➔ organising hybrid events (possibility to watch broadcasts on the Statistics Poland YouTube account)



The image displays three YouTube video thumbnails. The first thumbnail, on the left, is for a video titled 'Gala Finałowa VII edycji Olimpiady Statystycznej' (Final Gala of the 7th Edition of the Statistical Olympiad), dated 15 March 2023, with a duration of 50:17. The second thumbnail, in the middle, is for a video titled 'Konferencja prasowa Prezesa GUS: Sytuacja społeczno-gospodarcza kraju w 2022 r.' (Press Conference of the President of GUS: Socio-economic situation in the country in 2022), dated 30 January 2023, with a duration of 47:31. The third thumbnail, on the right, is for a video titled 'Health of refugees from Ukraine in Poland 2022 Survey findings', dated 13 December 2022, with a duration of 3:57:49. Each thumbnail includes social media handles and logos of the organizing institutions.

Video Title	Date	Duration	Views	Time Posted
Gala finałowa VII edycji Olimpiady Statystycznej	15 marca 2023	50:17	431 wyświetleń	Transmisja odbyła się 6 dni temu
Konferencja prasowa Prezesa GUS: Sytuacja społeczno-gospodarcza kraj...	30 stycznia 2023 r., godz. 10:00	47:31	1,5 tys. wyświetleń	Transmisja odbyła się 1 miesiąc temu
„Health of refugees from Ukraine in Poland. Survey findings”	13 grudnia 2022 r.	3:57:49	443 wyświetlenia	Transmisja odbyła się 3 miesiące temu

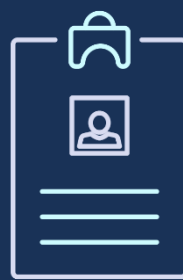
Social media

Statistical Olympiad

- Since 2016, Statistics Poland and the Polish Statistical Association have been organizing the Statistical Olympiad.
- The aim of the event is to disseminate knowledge and develop skills in the field of statistics in the field of socio-economic analyses.



schools
~ 500



students
~ 4000

The finals of the Olympiad on March 15, 2023



European Statistical Competition

- The competition is organized by Eurostat in cooperation with **19 European countries**.
- The organizer of the national part is Statistics Poland.
- The aim of the Competition is to raise the awareness of young European citizens about the value and importance of official statistics for society and to promote cooperation between students.



- The competition is addressed to

- ➔ primary school students
(7th and 8th grade in Poland)

- ➔ secondary school students

- The final will take place in May



schools

236



teams

483

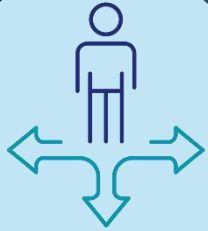


Competition of the President of the Statistics Poland for the best Master's and Doctoral Thesis in statistics

The aim of the Competition is to select the best master's thesis and the best doctoral thesis in the field of statistics and to popularize knowledge about statistics and its information resources.



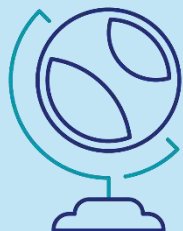
Educational activities summary



Statistical education in Poland is carried out by the Statistics Poland and 16 regional Statistic Offices



We cooperate with academic centers all over Poland, with schools, kindergartens, universities of the third age, non-profit organizations and with all persons willing to use the services of official statistics



Our cooperation also crosses the borders of Poland, we run joint educational projects with neighboring countries, as well as with Eurostat

Educational activities summary (2017-2023)



47 538

participants



909

activities

Educational activities for the public administration

Examples of training

- **Strateg database** – databes of startegic monitoring indicators
- **Knowledge Databases** – domain specific databases
- **The Geostatistics Portal**, developed within the project “Spatial Statistical Data in the Information System of the State (PDS)”
- **Public Service Monitoring System (SMUP)** – local community level indicators on public services delivery



Educational activities for students



- ➔ Scientific conferences
- ➔ Classes and workshops for students
- ➔ Competition of the President of the Statistics Poland for the best master's and doctoral thesis in the field of statistics
- ➔ EMOS
- ➔ Household Surveys Portal
- ➔ Collaboration with scientists

Key educational events 2023

3-4/7 – Scientific
conference MET

Statistics Olympiad

9/03 – Polish Statistics
Day

European Statistics
Competition

27/05 – Local
Government Day

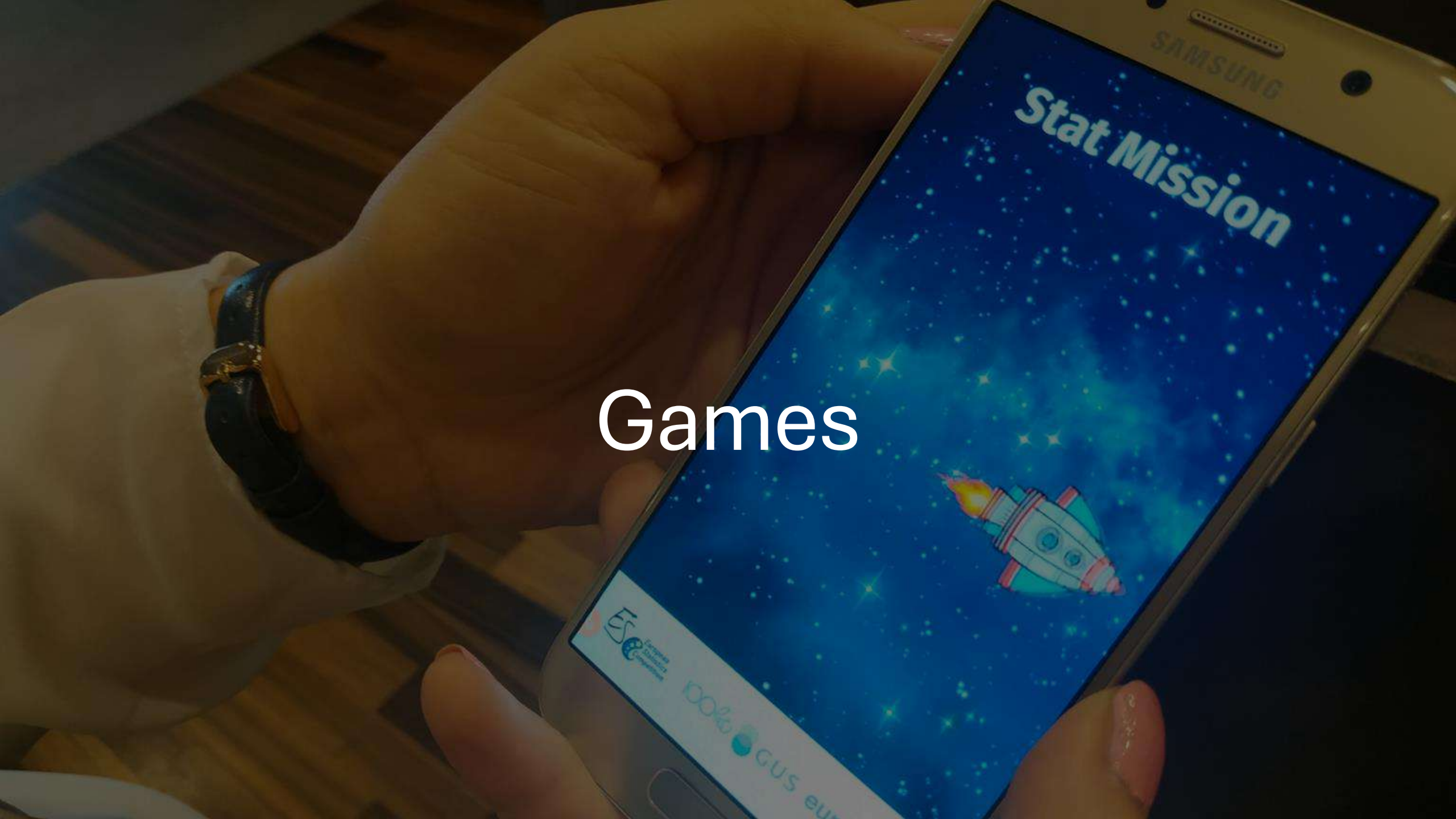
Competition for MSc
and PhD thesis

20/10 – European
Statistics Day

Competition of the
Central Statistical
Library

November – Enterprise
Week

Regional competitions



Games



Hackathons

Meetings with stakeholders

Scientific conference

MET2023

Metodology of Statistical Research

July 3-5, 2023, Warsaw



A nighttime photograph of a historic city, likely Bratislava, Slovakia. The scene is dominated by a large, illuminated church with a tall, ornate spire, situated on a hillside. The church's lights are reflected in a calm body of water in the foreground. The sky is dark, and the overall atmosphere is serene and historic. The text "3rd Demographic Congress" is overlaid in the center of the image.

3rd Demographic Congress



The 4th Congress of Polish Statistics

July 2-4, 2024, Warsaw, Poland

[ABSTRACT SUBMISSION](#)

[REGISTRATION](#)

DGINS



- **It was organized by the Statistics Poland in cooperation with Eurostat and took place on October 27 and 28, 2021 in Warsaw.**
- **The main objective of the Conference was to determine the opportunities and challenges related to the inclusion of satellite remote sensing in official surveys of official statistics.** The hybrid formula of the event made it possible to raise many issues and present various positions, which helped in planning future activities in the context of the European Statistics Code of Practice.



International Association
for Official Statistics
Conference 2022

KRAKÓW • POLAND
APRIL 26-28 • 2022



26-28 April 2022 Kraków, Poland
INTERNATIONAL ASSOCIATION
FOR OFFICIAL STATISTICS CONFERENCE

Worthy Information For Challenging Times

www.iaos2022.pl



- The IAOS Conferences are special events, bringing together the vibrancy and diversity of the international statistical community, both statistics' producers and users from different countries around the world.
- The motto of this year's conference is „Worthy Information for Challenging Times”.
- iaos2022.pl

Open days in Statistics Poland



We invite children, youth and adults to participate in the open days.

For each age group we prepare appropriate attractions: games, competitions, lectures, presentations.

New is comming:

Statistics Gate

A multiportal Gate
to public data

User needs repository

- Information collected in Repository will be used to make decisions regarding the scope:
 - ...→ Launching new researches
 - ...→ Changes in current researches
 - ...→ Modernization of statistical products
 - ...→ Responding to the needs of different groups of data users
- Repository is a stock of information that will allow statistical production adequate to the expectation of data users. It is a modern tool for real-time response to user needs and satisfaction monitoring.

User needs repository

- The product is developed as part of project Wrota Statystyki which is co-financed by the European Regional Development Fund (Action 2.3 Digital accessibility and usability of public sector information).
- **Main goals of the projects:**
 - ➔ Improving data availability by creating new data channels
 - ➔ Improving the quality of data enabling control of production proces and the publication of metadata.
 - ➔ Increasing the openness of data by adapting to machine-readable formats to facilitate their reuse.
- The project will also allow for a faster response to the needs of data users by building systems for requesting and ordering products as well as customer satisfaction surve and assessments.

Digital Shelf

- The Digital Shelf tool allows the possibility of creating a personalized profile for an authenticated customer.
- **User will have access to:**
 - information about data orders
 - the possibility of receiving information about the readiness of the collection with the order and the collection channel
 - the function of saving the retrieved data within various subsystems
 - the "Recommend a friend" function that allows to send a link to the information resources of official statistics to a specific email address
 - contact form with the Office in various matters
 - information about the appearance of a response to a request for access to public information

Accessibility for people with disabilities

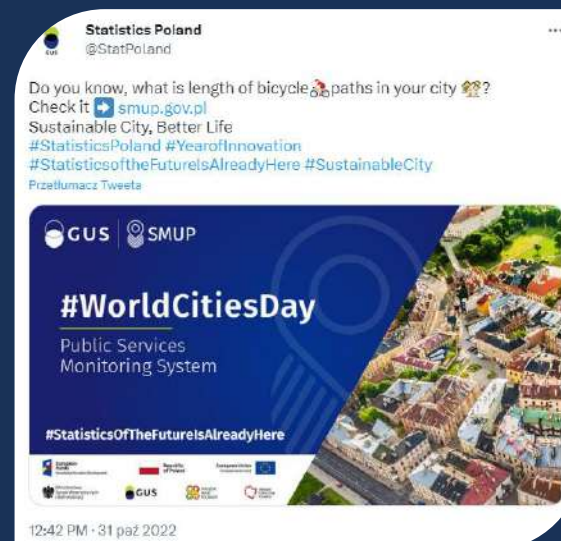
- As part of the „Wrota Statystyki” project, modernization of the stat.gov.pl website is underway, which, once completed, will be more adapted to the needs of people with various disabilities.



Communication of innovative projects of official statistics

Statistics Of The Future Is Already Here

- Bearing in mind the growing needs of recipients for data, the Central Statistical Office conducts activities aimed at increasing the information potential of its resources.
- We systematically inform data recipients about new innovative products and the benefits of their use.



A photograph of a diverse family of four—two adults and two children—smiling and giving thumbs up. The image is overlaid with a semi-transparent blue filter. The text 'Communication of Census 2021' is centered over the image in a white, bold, sans-serif font.

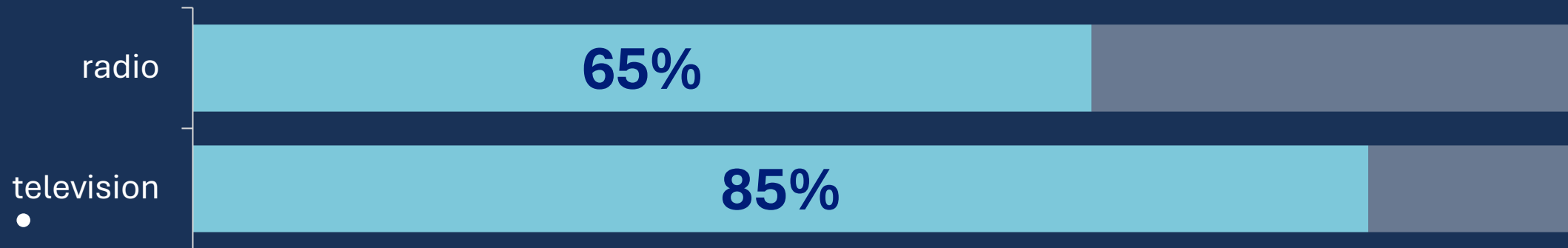
Communication of Census 2021

- ➔ **Budget PLN 41 million:** pre-census promotional activities - the campaign started in the first months of the year. -January, February and March. At that time, it was informative in nature and was carried out in the public media. The main emphasis of the campaign was to start the census from the first days of April and the first months of the census.
- ➔ **Activities during the census** - another large intensification of the campaign took place in the final months of the census - i.e. in August and in September
- ➔ **Promotion of the census results in the first year after its completion**
- ➔ **Campaign in public and commercial media** - radio, television, the Internet, in the press.
- ➔ **Extensive activities aimed at broadly informing about the census and encouraging participation in it**

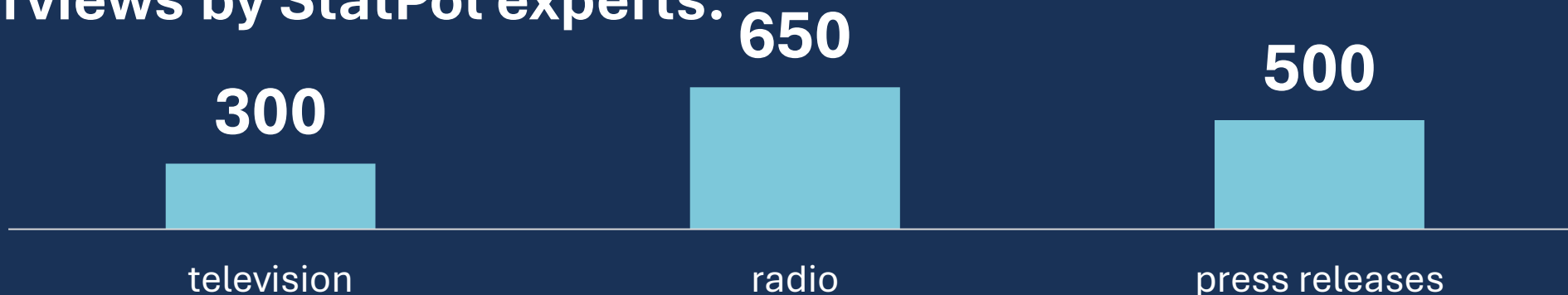
- ➔ **Before the census begins:** the inventory is compulsory, participation in an event important for the entire country, censuses take place in all EU countries.
- ➔ **Throughout the census:** census obligation, numerous profits resulting from participation in the census, especially from self-registration via the Internet (census lottery)
- ➔ **In the final stage of the census:** responsibility for not participating in the census, the amount of penalties for refusing to participate in the census.

- About **10,000** press releases on censuses were published

- Advertising reach among people aged 18+:



- Interviews by StatPol experts:



• Commercial and public media

• Commercials:

---> census obligation

---> data safety

---> writing methods

---> internet self-enumeration

---> census lottery



- **Press**
- **Sponsored and advertising articles:**
 - press with an opinion-forming, economic and legal profile
 - press with a tabloid profile
 - press with a life stylish profile
 - press with a specialist (industry) profile
 - press with TV-guide profile

The 2021 Census
The topic No 1 in Poland
in 2021
according to Google

Internal communication

- Unit of the Internal Communication and CSR

Internal communication the power of institution

SP

**Education and
Communication Dep.**

**Internal
Communication and CSR
Unit**



- **Coverage** → **more than 4500 employees**

We build a network of the CSR Coordinators and Ambassadors of official statistic

We communicate and transmit for employees:

- conferences
- trainings
- information about new products in official statistics

Internal communication during National Census 2021

- **Voluntary campaign among employees**

more than
18 000

leaflets, posters and materials promoting Census 2021 distributed

around
100

ambassadors' applications in competitions and events dedicated to the national census

nearly
5 300

posts promoting Census 2021 in Social Media shared

93
ambassadors



Internal communication during Census

- **Contest for the most digital commune of the Agriculture Census 2020**
- more than 1100 communes submitted
- total 80 communes awarded

- **Contest for the most digital commune of the National Census 2021**
- more than 700 communes submitted
- more than 100 awards
- the winner was commune where 90% of the inhabitants have made census by on line



Spisz się sam
i pomóż swojej gminie wygrać
w konkursie Prezesa GUS

Główny Urząd Statystyczny ogłasza konkurs na gminę o najwyższym odsetku spisanych gospodarstw rolnych w kanale samospisu

Uczestnikami konkursu mogą być gminy, na których terenie znajdują się gospodarstwa rolne objęte Powszechnym Spisem Rolnym 2020, a ich użytkownicy dokonają samospisu internetowego w okresie od 1 września do 30 listopada 2020 r.

Na zwycięskie gminy czekają **wartościowe nagrody** m. in.:

- zestawy komputerowe
- komputery all-in-one
- tablety

Szczegóły na stronie spisrolny.gov.pl

GUS Powszechny Spis Rolny 2020

Enterprise portal as a tool for effective internal communication among employees

The screenshot shows the homepage of the National Census 2021 website. At the top, there is a search bar with the text "Wyszukaj w tej witrynie". Below the search bar is the main heading "Narodowy Spis Powszechny Ludności i Mieszkań 2021". The page features a grid of navigation buttons: "Spisowe przydasie", "Pisz o spisie!", "Masz pytanie lub sugestię? NaSPIS do nas!", "SPIS.GOV.PL", "Cyfrowa gmina NSP 2021", "Ambasador NSP 2021", "Konkurs PoSpisowe Inspiracje", "Infolinia", and "Konkurs Wypisz Wymaluj NSP 2021". A large central banner reads "Dziękujemy" (Thank you) to public statistics employees and mentions the census completion date of September 30, 2021. Below the banner are two sections: "Aktualności" (News) with three articles about census events in Białystok, Katowice, and Swierdź, and "Kalendarz" (Calendar) showing a calendar for October 2021 with specific dates highlighted for census-related events.

→ the most important information gathered within one website

→ quick access for all employees

→ a calendar with all the events

→ slider included hyperlinks (clickable links) that lead to additional information

Webinars – area to share the knowledge gained during trainings

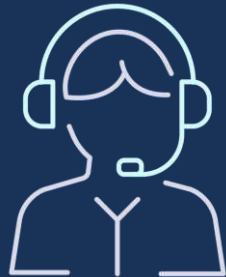
- Since 2020 we have organized:



15

webinars

for employees covering the areas:
health, environment, accessibility



400

avg. webinars coverage

in which employees participate

Reporting of social responsibility

- Since 2018 we have been reporting CSR activities in public statistics



4

total number of reports issued
for years: 2018, 2019, 2020, 2021



Reporting of social responsibility

- We integrate employees into join activities

The effects of our activities from 2018

44

CSR's actions



1500

people
received support

20

hybrid meetings



2900

employees
attended

28

pro-health
campaigns



3600

participants

30

competitions/quis for
employees and their family



6000

range of competitions

Reporting of social responsibility

- We support those in needs and help refugees

Results of our activities from 2018



36

support actions
for local community

10

collections for
those in needs

300

parcels
for Ukraine

Declaration of plain language

- **Statistic Poland proceeded to sign the Declaration of plain language on 15th November 2022**
- Goals of the initiative :
 - ➔ simplifying messages to citizens,
 - ➔ sensitising public administration to needs of citizens,
 - ➔ creating clear message for everyone regardless of age, disability or educational background.

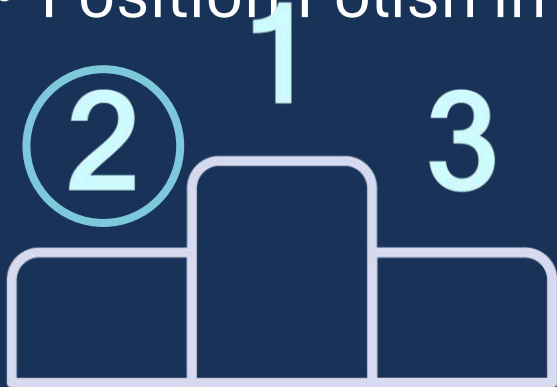
Accessibility partnership

- **Statistic Poland became a signatory of the Accessibility Partnership on 25th November 2022**
- **Goals of the partnership:**
 - ...→ eliminate barriers from communication, information, digital and architectural areas
 - ...→ building effective communication among people with special needs,
 - ...→ monitoring the increase of accessibility in offices

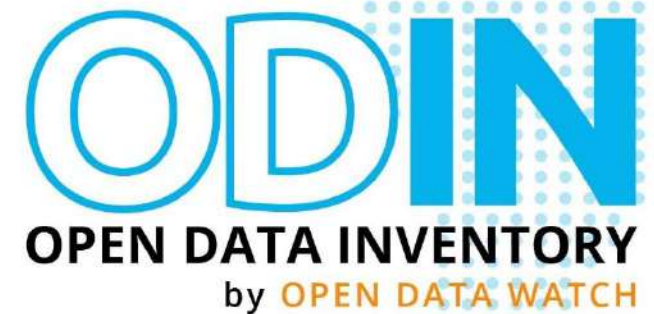


Poland at the top of the Open Data Inventory ranking

- The cyclical Open Data Inventory (ODIN) ranking assesses the degree of coverage and openness of data presented by national statistical offices.
- Position Polish in the ranking in 2022:



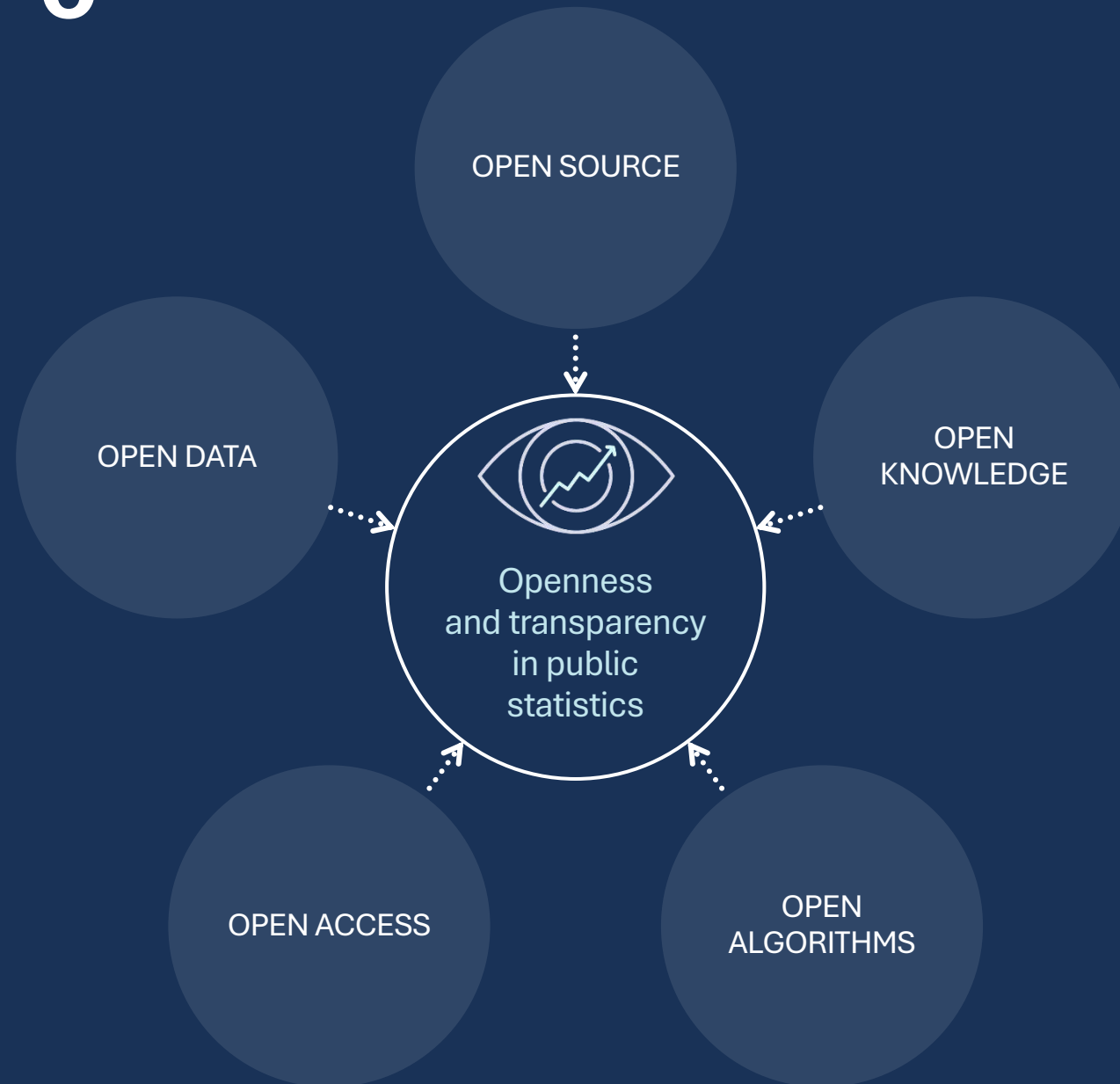
among 192
countries in the world!



ODIN
OPEN DATA INVENTORY
by OPEN DATA WATCH



Manifesto 5"0"



What is the most important thing in good communication?

...→ Recipients' trust in official statistics and the data presented by them

...→ **Openness (opening data and more)**

...→ Expanding reach among diverse audiences (new channels, simple language, accessibility)

...→ Dialogue with data users (responding to user needs)

...→ React quickly to changes



Thank you





How to foster the reputation of Official Statistics through strategic communication – the Austrian case

Prof. Dr. Tobias Thomas
Director General, Statistics Austria



Overview

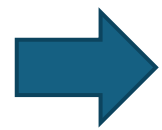
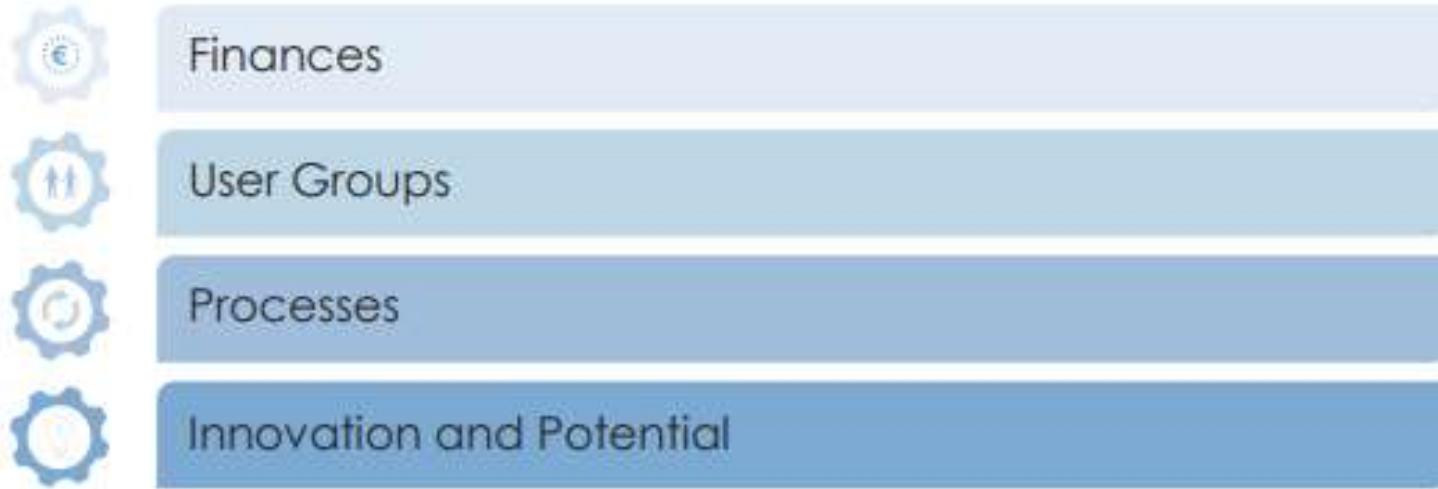
- **Strategy 2025**
- **Fields of Action**
- **Media-related KPIs**



Strategy 2025



Strategy 2025



Communication and media-related KPIs play a central role within Statistic Austria's strategy 2025



Statistics Austria – image and targets

Status:

- High values for reputation and socio-political relevance
- Statistics Austria mentioned in Austrian media ~50 times a day

Vision:

- To be a leading European provider of high-quality and independent statistics for fact-based debates and decisions

Mission:

- Not to "hide" behind statistical results
- To be perceived by the public and decision-makers as an institution with the high-quality seal of "Official Statistics"



Communication matters

- In times of uncertainty, polarization and fake news, National Statistical Institutes (NSI) as independent institutions have important tasks in democracy: they provide the **basis for fact-based debates and decisions**.
- NSIs must be perceived as *the* institution for independent figures, data and facts.
- This **unique selling proposition (USP)** needs to be worked out and communicated more intensively.



Fields of Action



Invest in different communication channels...



...and more!



Moving towards a “Newsroom” model

- **Consistency and cohesion** across all channels
- **User-friendly** data presentation
- **Multichannel** approach
- **Separating topics** from channels and platforms
- **Removing boundaries**
- **Integrated** communication strategy



Initiating interest in official statistics

Media work

- 262 press releases in 2023
- 70% personalized with quote of the DG
- 13 press conferences in 2023
 - 9 on specific results
 - 4 cross-thematic - “Austrian Economic Barometer”

Media relations

- Up to 2000 individual media inquiries per year
- Preparation of interviews, articles and statements

Corporate topics

- Reputation-enhancing articles - e.g. Data Governance Act
- Cross statistical and cross-directorate topics

„Es wäre falsch, zur Wohlfahrtsmessung ausschließlich auf das BIP zu schauen“

Tobias Thoma
Der Statistik-Austria-Chef über die ISTAT und seine Corona

bede selbstständig auf die Verbraucherpreise der nächsten Monate andersschlagen – gesunken sind. „Das spricht eher für weiter steigende Inflationsraten“, sagt Thoma, schränkt aber ein: „Die Tendenz in der letzten Woche war zunächst getrieben durch die durch die Corona-Pandemie immer noch unüberrückten Lieferketten, dann Karren der Energie der Ukraine und die damit verbundenen Kupferpreise auf den Energiemärkten. Das heißt, auch wenn es jetzt positive Signale gibt, können die Preise sofort wieder durch die Decke gehen, wenn geopolitisch etwas passiert.“ So war etwa der höchste Inflationswert der letzten 10 Jahre – mehr als ein Prozent Anfang der 2000er Jahre – auf den Konjunkturverlauf zurückzuführen. „Das ist ein Überwachungskennzeichen, das wir nicht an den Consumer“, erklärt Thoma.

Was die Wahrnehmung beeinflusst
Mit den aktuellen Zahlen zu Inflation und Wirtschaftswachstum hat die Statistik Austria Anfang des Monats auch Ausschläge aus der laufenden „Ist gibt's ein halbes“ Befragung veröffentlicht. Für diese werden in Österreich rund 100.000 Personen zwischen 16 und 64 Jahren in regelmäßigen Abständen online befragt. Für überauswunders Ergebnisse. Trotz steigender Inflationsraten gehen zuletzt rund 40 Prozent der Befragten an, innerhalb der letzten zwölf Monate Einkommensverluste erlitten zu haben. Davon wiederum erlitten 10 Prozent diese Verluste auf die Inflation zurück. Zudem angegeben Gründe nahmen von der Verteilung der Arbeitszeit bis zur Schenkung, 40 Prozent meinten hingegen, die Haushaltsbudgets seien gleich geblieben, 21 Prozent gaben an, dass ihr Einkommen im letzten Jahr gestiegen sei. „Ja der Rest hat die Inflation natürlich jeden getroffen und die Kaufkraft reduziert“, sagt dazu Regina Fuchs, die bei Statistik Austria für Bevölkerungszahlen und diese Befragung zuständig ist. „Aber“

Wächst im dritten Quartal 2022 weiter
Im Jahr vor dem dritten Quartal in Prozent

Einkaufsgutschein für Haushaltsumfrage

Viele Wiener Haushalte erhalten in diesen Tagen Post von der Statistik Austria. Es geht dabei um eine großangelegte Erhebung über die Lebensbedingungen in Österreich. Die Erkenntnisse der Erhebung sollen der Politik als Entscheidungsgrundlage dienen.

30. März 2023, 6:00 Uhr

Nach dem Zufallsprinzip werden jene Haushalte, die an der Erhebung teilnehmen sollen, aus dem Zentralen Melderegister gezogen. Jährlich sind das rund 9.000 in ganz Österreich, rund ein Viertel davon in Wien. Erfahrungen aus den vergangenen Jahren haben gezeigt, dass rund 6.000 Haushalte de facto mitsmachen, davon etwa 1.400 in Wien.

Erhoben wird die Lebenssituation der Menschen. Dazu gehören Fragen zum Einkommen, zur Wohnsituation, der Bildung, der Gesundheit und der Zufriedenheit allgemein. Die Befragung dauert maximal 45 Minuten und wird persönlich, telefonisch oder online durchgeführt. Die Haushalte nehmen vier Jahre in Folge einmal jährlich freiwillig daran teil. Als Dankeschön gibt es nach jeder Befragung einen Einkaufsgutschein in der Höhe von 20 Euro.

Entscheidungsgrundlage für Politik & Co.

Source: News, 16.12.2022

Source: ORF.at 30.03.2023

Reaching the wider public through social media

Tweets
Press releases,
events,
statistical
products, and
more...

Twitter /
X in use
since
May 2014

2729
Retweet
s and
Likes in
2023

Launch of
Instagram
and
LinkedIn in
Q2/2024

#schon
gewusst?

13K
followers
as of
February
2024

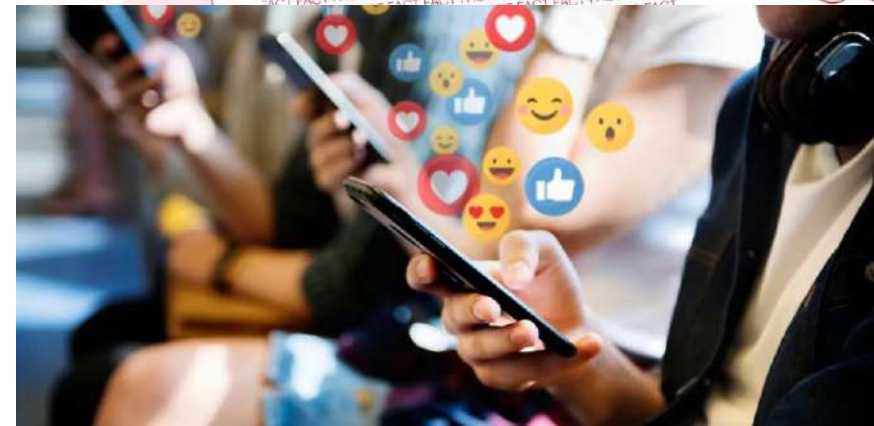
Frequent
infographics
on current
topics



A screenshot of the Statistik Austria Twitter profile page. The profile name is 'Statistik Austria' with the handle '@STATISTIK_AT'. The bio states: 'Statistik Austria twittert aktuelle Ergebnisse zu Themen von A wie Außenhandel bis Z wie Zeitverwendung. Daten-Anfragen bitte an info@statistik.gv.at'. It shows 51 people they follow and 13,104 followers. A recent tweet from 5 hours ago is visible, titled 'Baukosten im Jänner 2024 gestiegen', which includes a bar chart and text about construction costs increasing by 2.8% in January 2024 compared to January 2023. The tweet also includes a link to a fileadmin page and the hashtag #Baukosten.

Challenges include...

- Presentation of numbers, facts, data sets... on platforms that are driven by and fuel emotion
- Fake news and disinformation / misinterpretation
- Neutral and objective language without predictions or assessments
- Translation of complex statistical topics into multiple communication channels with diverse user needs
- ...

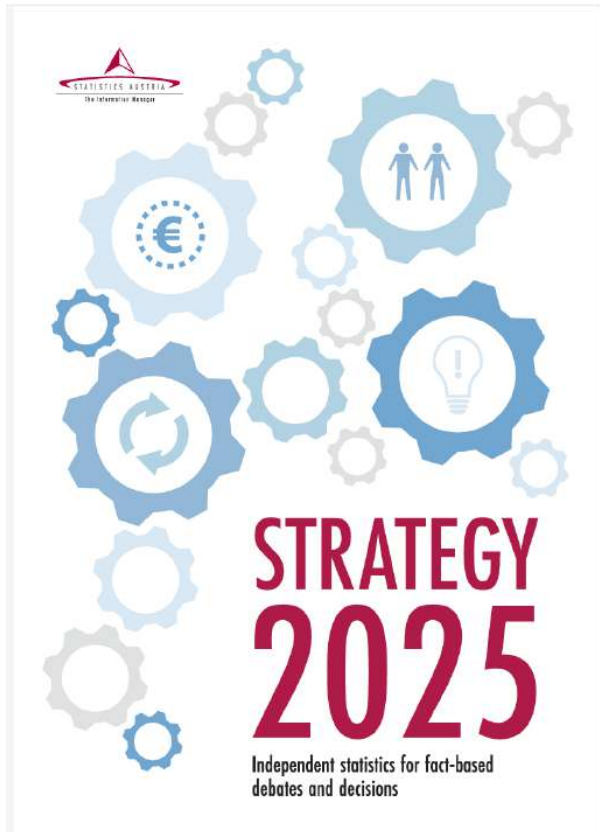


Media-related KPIs



Strategy 2025: Media-related KPIs

Strategic controlling comprises a total of 24 key performance indicators (KPIs), 7 of which are media-related:



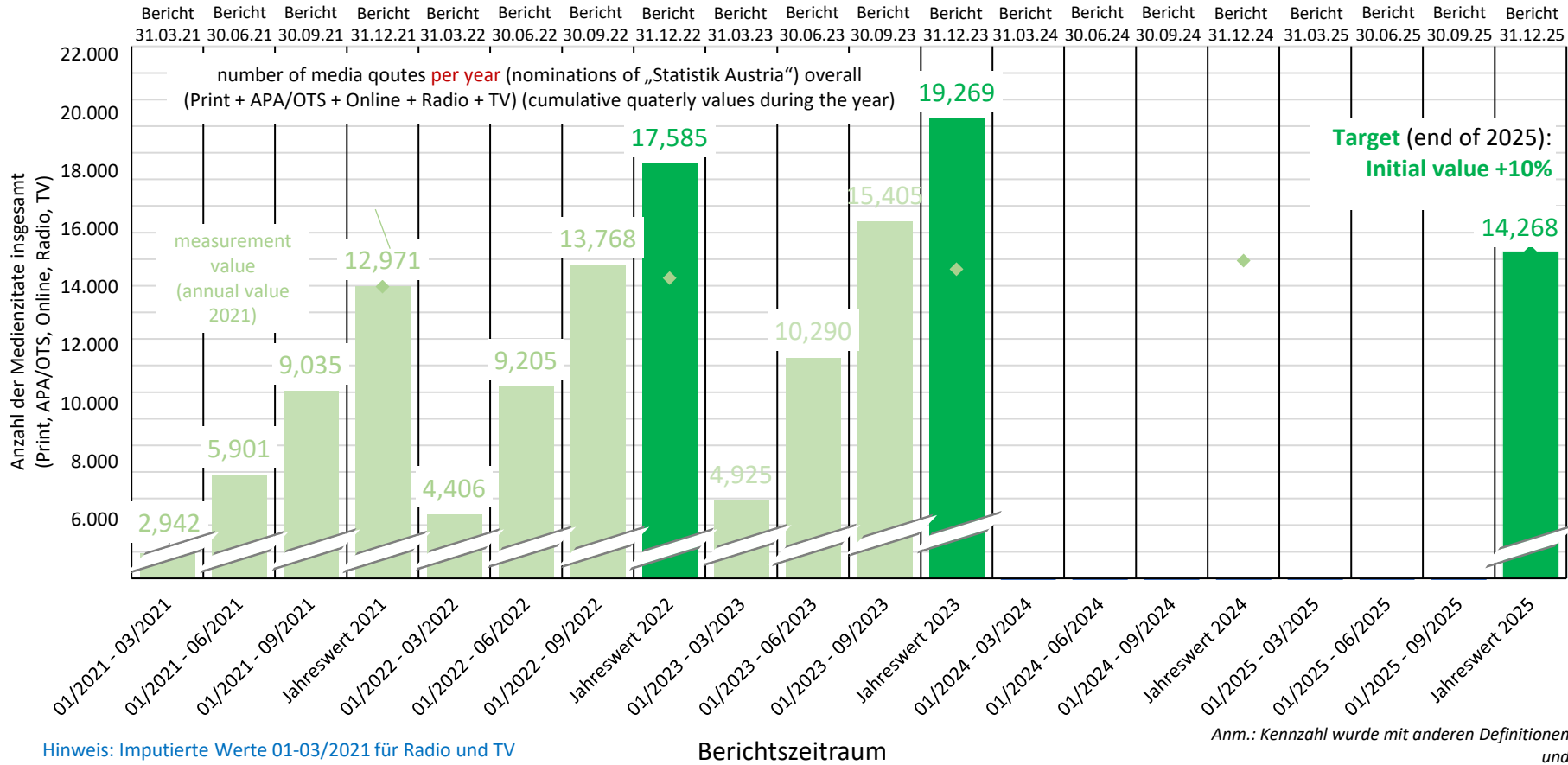
1. Number of media quotes overall
2. Reports on reputation-enhancing topics beyond statistics
3. Tonality
4. Share of reports triggered by press releases / conferences (agenda setting)
5. Share of reports NOT triggered by press releases / conferences (agenda surfing)
6. Social media resonance on X (Twitter) – followers
7. Social media resonance on X (Twitter) – re-tweets and likes

Media quotes rose by 50% since 2021

Strategie 2025 - USER GROUPS

N1- targeted addressing of user groups (society, business, science, politics and administration), strengthening service and user orientation

KPI: number of media quotes overall (media content analysis results)



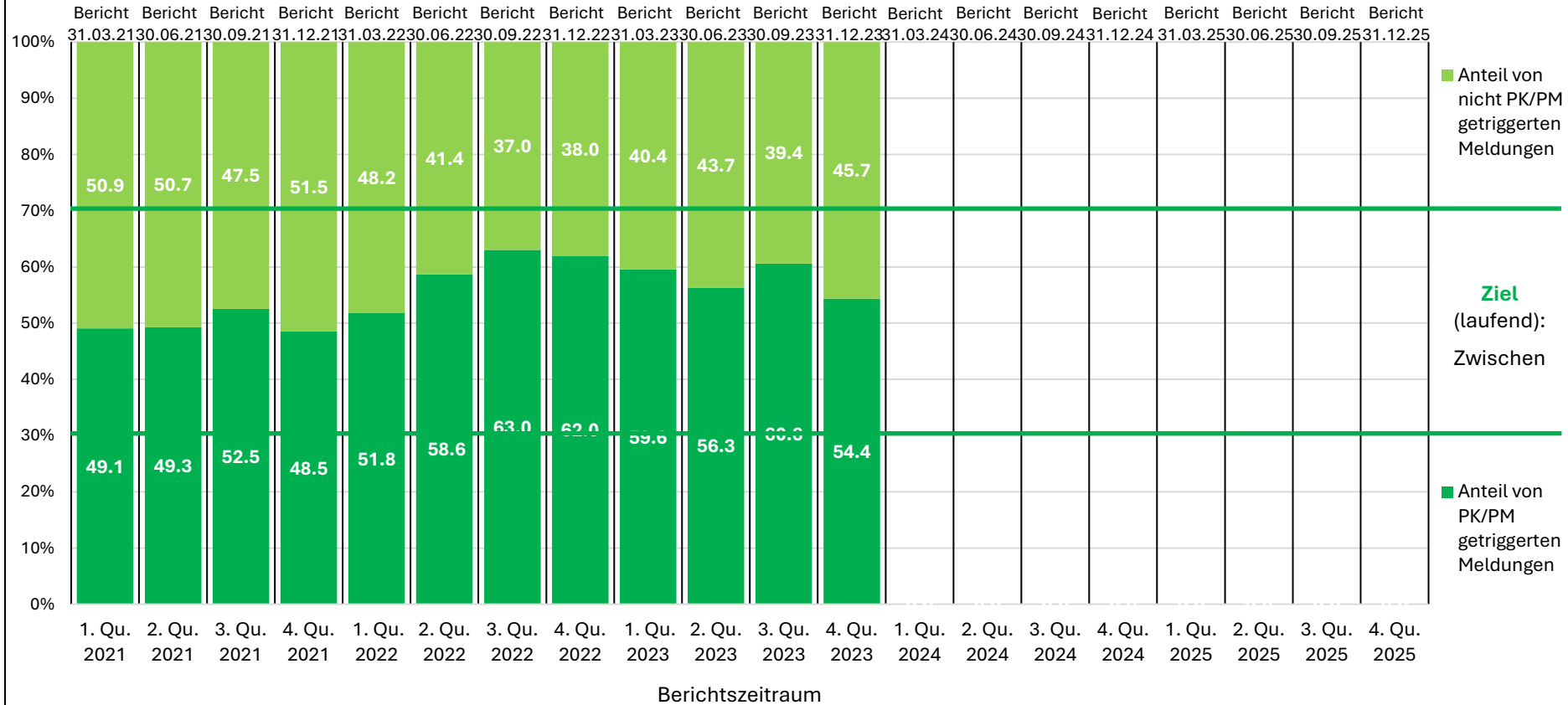
- 19 269 media quotes overall in 2023
- Highest value since the beginning of the survey

Press releases and other channels create impact

Strategie 2025 - USER GROUPS

N1 – targeted addressing of user groups (society, business, science, politics and administration), strengthening service and user orientation

KPI: share of PC/PR triggered respectively not from PC/PR triggered messages
(media content analysis results)



Anm.: Kennzahl wird erstmalig im Rahmen der Strategie 2025

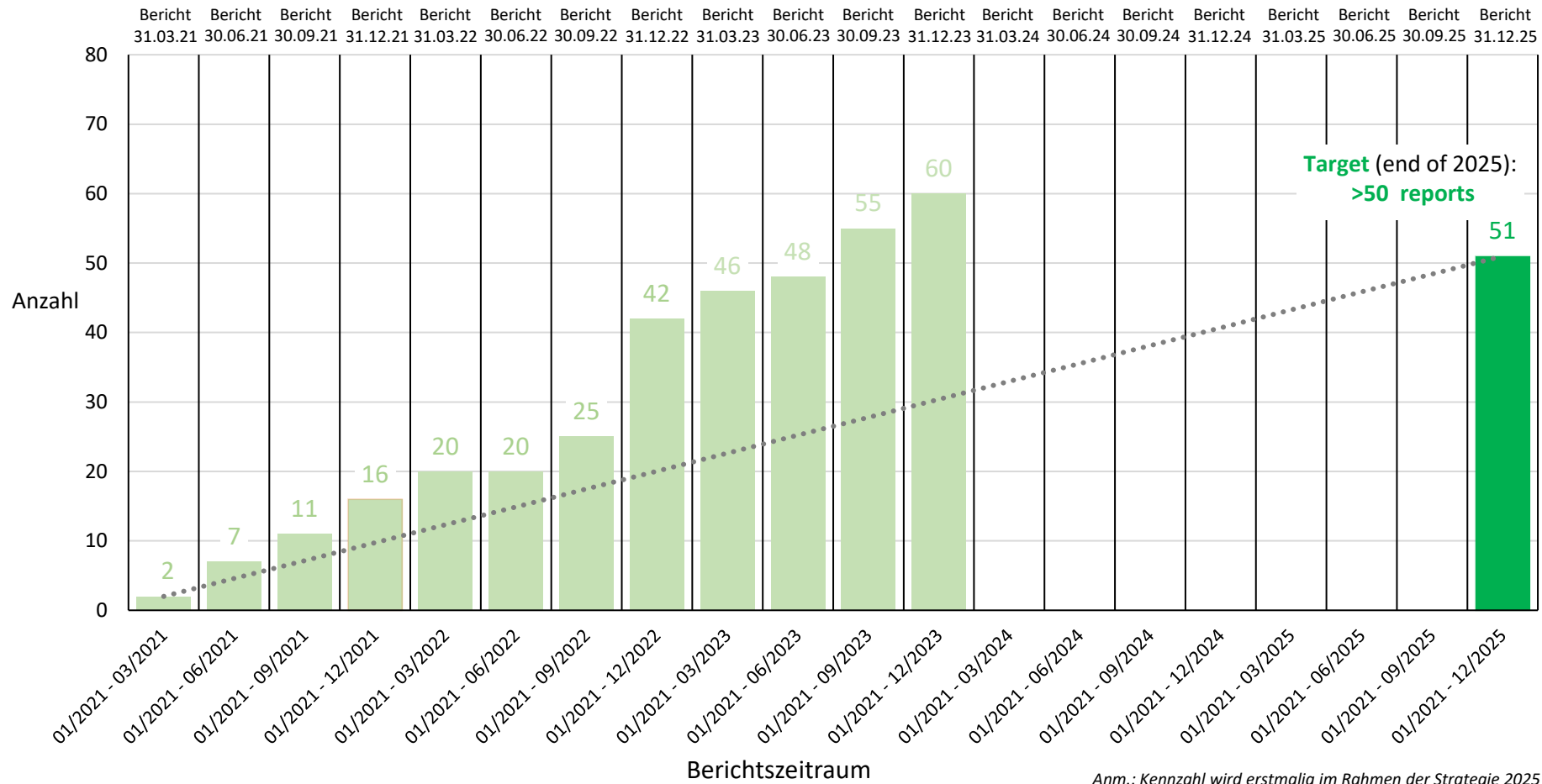
- Share of reports triggered and not triggered by press releases / conferences
- Agenda surfing vs. Agenda setting

Corporate coverage complements reputation profile

Strategie 2025 - USERGROUPS

N2 – Optimise public image, communicate societal benefit and strengthen reputation

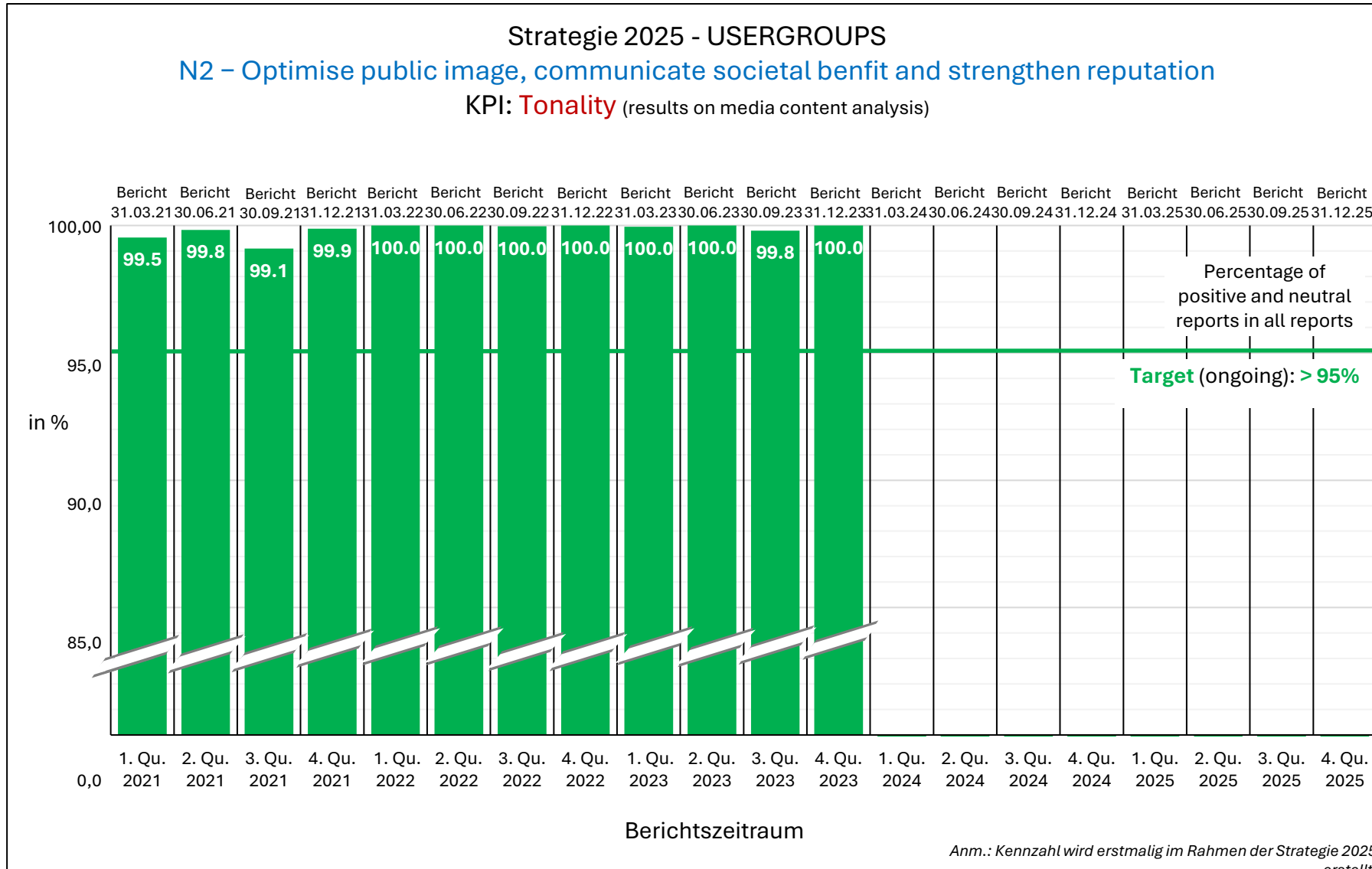
KPI: Reports on reputation-enhancing topics outside of statistics (results on media content analysis)



➤ Articles on reputation-enhancing topics outside of statistics

Anm.: Kennzahl wird erstmalig im Rahmen der Strategie 2025

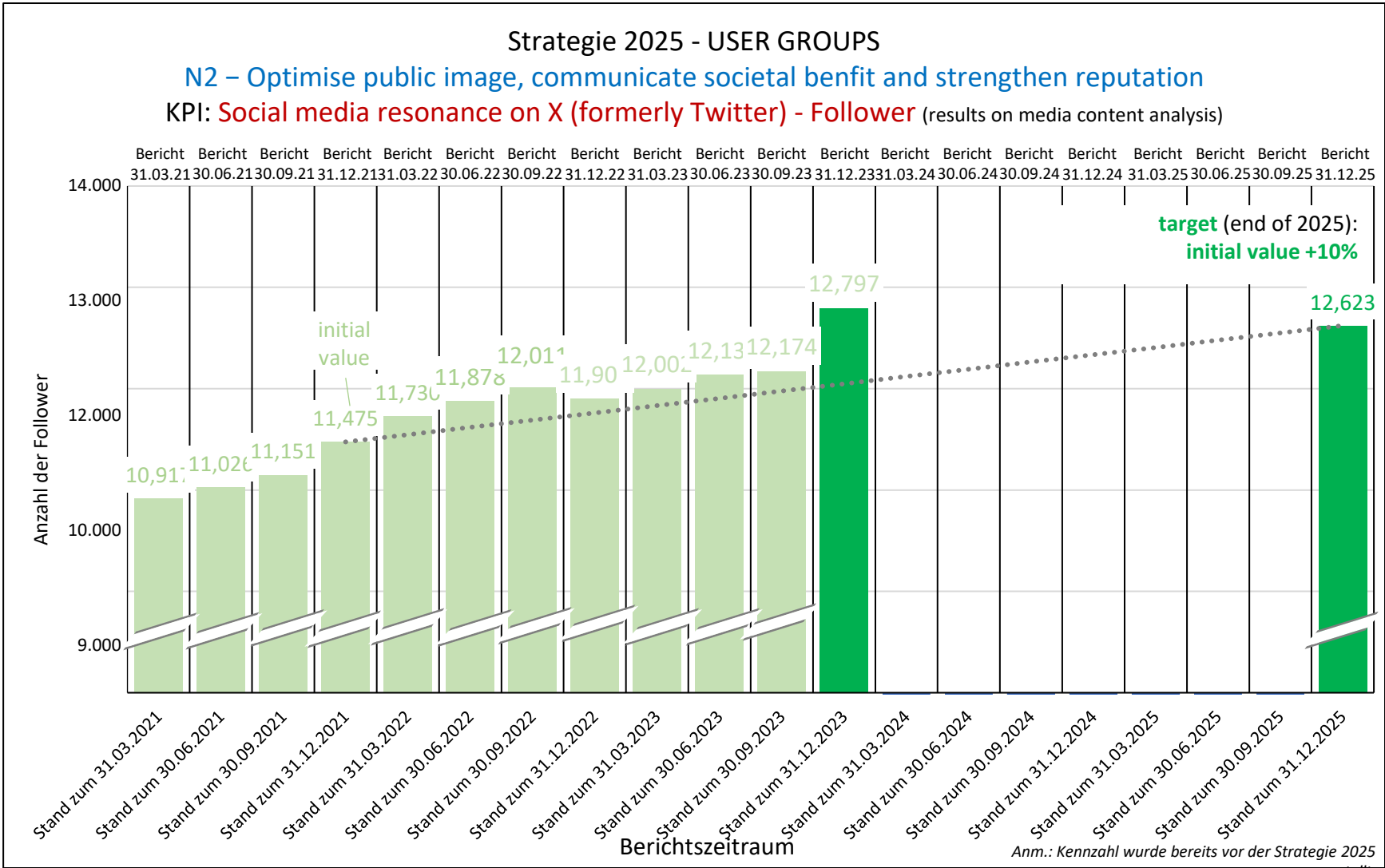
Almost all Media quotes positive or neutral



Strategic principles:

- Optimise public image
- Communicate societal benefit
- Strengthen reputation

Number of Followers on X/Twitter steadily growing



← Statistik Austria
4,364 Posts

Unabhängige Statistiken für faktenbasierte Entscheidungen

Statistik Austria
@STATISTIK_AT

Statistik Austria twittert aktuelle Ergebnisse zu Themen von A wie Außenhandel bis Z wie Zeitverwendung. Daten-Anfragen bitte an info@statistik.gv.at

📍 Wien 🌐 statistik.at 📅 Seit Mai 2014 bei Twitter

51 Folge ich 12.988 Follower

Posts Antworten Highlights Medien Gefällt mir

Statistik Austria @STATISTIK_AT · 5 Std.

Das Jahr 2023 brachte die Trendwende bei den Erzeugerpreisen: Nach hohen Anstiegen im Jahr 2022 stiegen die Erzeugerpreise im Jahr 2023 insgesamt nur noch um 1,8 %. In der zweiten Jahreshälfte sanken sie sogar.

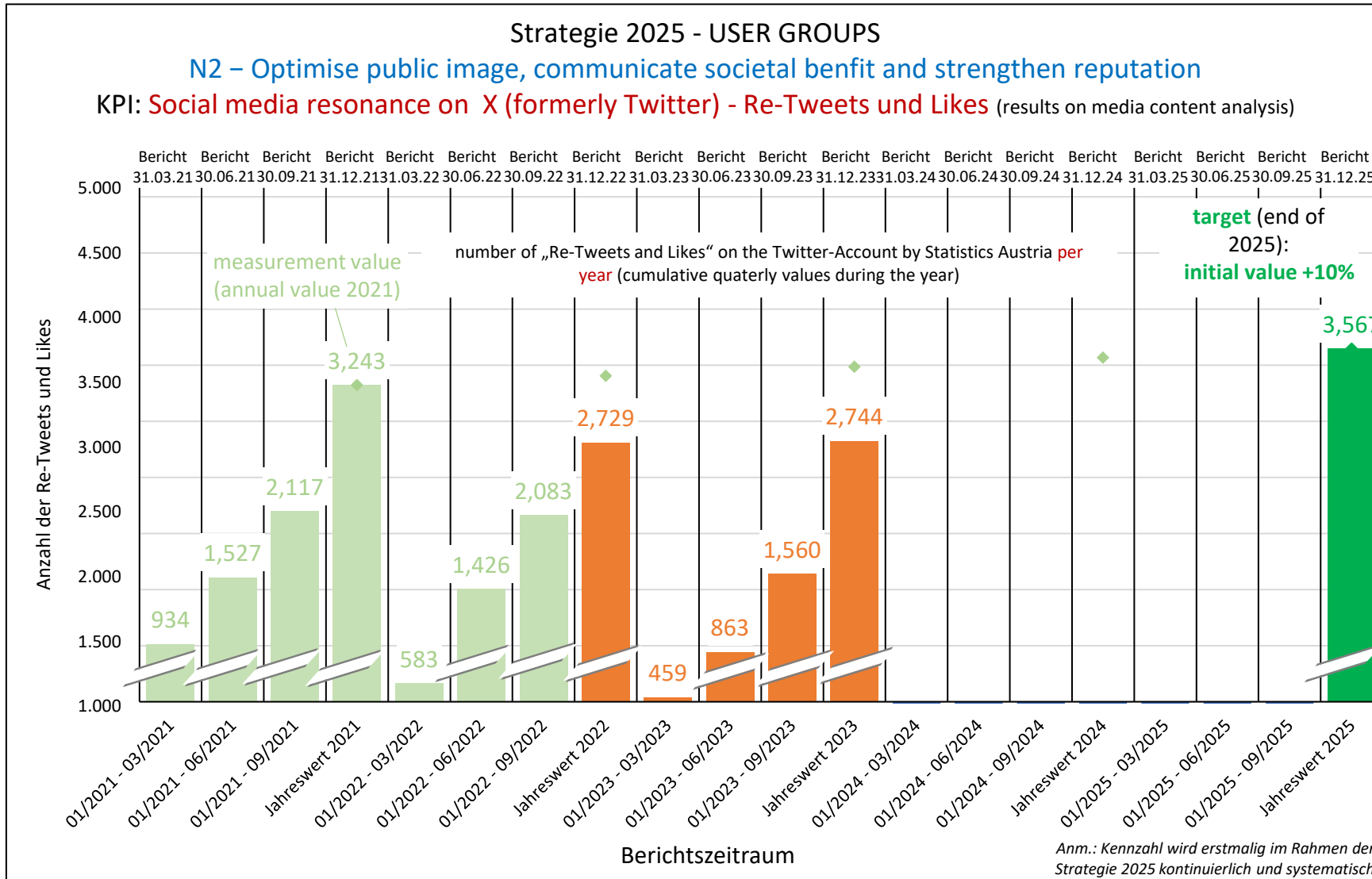
📄 statistik.at/fileadmin/anno... #EPI

Pressemitteilung

Erzeugerpreise 2023 um 1,8 % über Vorjahr



Re-Tweets and Likes echo social media activity



4th Quarter 2023:

- More content in general
- More visual content
- User dwell time increased
- Community-management



Thank you!

