



User Relations and the New Zealand Consumers Price Index

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Contents

1. Introduction	1
2. Institutional arrangements	1
2.1 Official Statistics System	1
2.2 The consumers price index.....	2
3. Key user relationships	2
4. Domain plan framework and reviews of economic statistics	3
4.1 Framework for mapping statistical ‘domains’	3
4.2 Review of the Economic Statistics Domain	4
5. The role of advisory committees.....	4
5.1 The CPI Revision Advisory Committee	4
5.2 The Advisory Committee on Economic Statistics (ACES).....	6
5.3 Targeted consultation	6
6. Audience models and user engagement	7
6.1 The Statistics New Zealand Audience Model.....	7
6.2 Determining mindsets	9
6.3 Developing personas for the active data seekers.....	9
7. Review of Statistics New Zealand media products	10
8. <i>Price Index News</i>	11
9. Conclusion	13
Appendix 1: Dissemination products and services for each audience.....	14
Public audience products	14
Professional audience products and services.....	14
Technical audience products and services	15

1. Introduction

The users of a consumer price index (CPI) are many and varied. Some of these users have specialist knowledge of the workings of the index, others have a general understanding of the concept of inflation, while others are interested to know what has happened to food prices when they receive the most recent information release via the news media.

A national statistical office needs to have appropriate processes in place to identify each of these user groups, understand the needs of each group, and design ways of meeting these needs. Underpinning these processes must be mechanisms that prioritise user needs according to those that the national statistical office and/or its partners can meet, those that might need to be met in the future, and the priority of these outstanding needs. These processes must also be undertaken in an open and transparent manner that engenders trust and confidence in official statistics.

This paper outlines the current state of user identification and engagement between Statistics New Zealand and users of the New Zealand CPI. Section 2 outlines the institutional arrangements for the production of official statistics in New Zealand and section 3 gives an overview of key user relationships. The frameworks that guide identification and prioritisation of needs for official statistics are detailed and the role of the Advisory Committee on Economic Statistics is outlined. Further, recent organisational initiatives to better identify and meet user needs are discussed in section 4. The paper finishes with the *Price Index News*, a quarterly newsletter for professional price index users covering upcoming influences on price indexes, articles analysing index results, and methodological papers.

2. Institutional arrangements

The production of official statistics takes place within stated institutional arrangements. Before drawing conclusions from the lessons of one country's engagement with its users, it is important to understand the context that the official statistics are produced within.

2.1 Official Statistics System

New Zealand's national statistics system is called the Official Statistics System (OSS). The OSS is made up of the policies, practices, processes, underlying data sources, and people involved in producing and disseminating official statistics. It comprises all statistics produced by government departments. Statistics New Zealand leads this system and produces many of the statistics, particularly those on the economy and population. Other statistics, such as those on education, health, crime, justice, and welfare, are produced by other government departments through their administrative processes and surveys.

The Minister of Statistics and the central statistics agency, Statistics New Zealand (Tatauranga Aotearoa is its Māori name), are the key elements of the OSS. They provide coherency and are responsible for achieving the outcomes required from the system.

Statistics NZ is the country's major source of official statistics and administers the Statistics Act 1975. Its chief executive has the title of Government Statistician, and is responsible to the Minister of Statistics for the production of an agreed portfolio of statistics. While the Minister of Statistics and the government sets the annual appropriation for Statistics NZ's production of statistics, Section 15 of the Statistics Act 1975 gives the Government Statistician the sole responsibility for statistical processes. It states:

"(1) The Statistician shall have the sole responsibility for deciding the procedures and methods employed in the provision of any statistics produced or to be produced by the Statistician, and shall also have the sole responsibility for deciding the extent, form, and timing of publication of those statistics."

2.2 The consumers price index

The New Zealand CPI is a measure of the price change of goods and services purchased by private New Zealand households. The CPI measures the changing cost of purchasing a fixed basket of goods and services that represents the average expenditure pattern of New Zealand households at the index base period.

The CPI is used as a measure of inflation; an indicator for monitoring economic and monetary policy; an indicator of the effect of price change on the purchasing power of households' incomes; as a means to adjust benefits, allowances, and incomes; and as a price deflator.

The New Zealand CPI is based on an 'net acquisition' concept. The net acquisition approach measures price change over time for the net acquisition of goods and services by the household sector overall. Such an approach is in line with the primary purpose of the CPI to be a price index that measures inflation in the goods and services purchased by resident private households.

3. Key user relationships

Several key relationships exist for the CPI in New Zealand. Given the primary purpose of the CPI as a measure of inflation, the central bank – the Reserve Bank of New Zealand (RBNZ) – and the New Zealand Treasury are the two foremost users. Indeed in many countries, the role of economic statistics is central to understanding and monitoring the nation's economic performance and a country's central bank and treasury are key players in this regard.

Given the prominence of the Treasury and the RBNZ, in their roles of providing advice to Government on key economic indicators, these users are afforded status as key users of economic statistics. Indeed, quarterly debrief meetings are held with these key users, following the release of key economic statistics, to provide: an opportunity for deepening their understanding of the compilation and production of these statistics and highlighting economic trends; a forum for raising emerging issues, and policy questions and topics; and an opportunity to enhance the relationship between Statistics NZ and these key users.

The media are also key users of the CPI and economic statistics given their role in relaying the latest information release to the wider public, including informed comment from

economic monitoring organisations such as bank economists. Such a channel is key for a national statistical office to ensure use of statistics not only underpins key central and local government decisions, but decisions by businesses, international investors, potential migrants, community groups, and the general public.

Each of these user groups have needs and expectations of statistics. The frameworks for identifying and prioritising these needs and expectations are detailed in the following sections.

4. Domain plan framework and reviews of economic statistics

4.1 Framework for mapping statistical 'domains'

No statistic is produced in isolation. The compilation of any statistics is done in an environment where users have needs and expectations of the methodology, data quality, coherence, comparability, results, and dissemination channels. National statistical offices have many mechanisms for ensuring that user needs are identified, monitored, balanced, and arranged into a coherent framework that guides their workplans.

Within Statistics NZ, this mechanism is the work undertaken to map (review) what is referred to as the 'domain' of an official subject area, such as 'Economic standard of living', or 'Housing' into a domain plan.

The genesis of domain plans is outlined under section 7 of the Statistics Act 1975. Under section 7 of the Statistics Act 1975, the New Zealand Government Statistician has the mandate to undertake periodic reviews of official statistics to ensure that they are still relevant, timely, contain no major gaps, and are generally meeting user needs. The purpose of these reviews is to establish key priorities for the OSS to address in the field of a particular subject area.

Statistical reviews are an important aspect of Statistics NZ's role in leading, strengthening, and coordinating the development and ongoing integrity of the OSS. This role is achieved by promoting shared responsibility with, and through the cooperation of, other agencies.

Domain plans provide a structured approach in areas that span the statistical activities of several agencies or sectors. Specifically, they seek to:

- develop a long-term picture of enduring information needs, rather than react to short-term issues
- develop a coordinated plan to address these needs, rather than tackle them on a piecemeal basis
- work with other agencies to agree on priorities, rather than take a single agency view.

Domain plans represent a strategic shift in the consultation process used for identifying the need for new or modified content in official statistics. Instead of focusing on collections, domain plans focus on the topics.

Domain plans are tailored to the uniqueness of the subject matter and the needs of the stakeholders concerned. However, there are some common threads, which include:

- Identifying the key research and policy questions – the starting point for all domain plans is to identify the enduring research, policy, planning, and monitoring questions that stakeholders are seeking to answer.
- Identifying key data sources relevant to these questions – undertaking a stocktake of data sources that are currently available to answer the research and policy questions.
- Identifying the barriers to answering the key questions – assessing the available data sources. Barriers may include, for example, information gaps, poor data quality, privacy constraints, timeliness issues, and lack of coherence between available data sources.
- Having a strategic focus over at least the next five years – to avoid focusing on operational or short-term policy demands, all plans aim to have a minimum time horizon of at least five years.
- Identifying key priorities and how to address them – evaluating competing needs and develop key priorities and the steps needed to achieve these.

4.2 Review of the Economic Statistics Domain

Work is underway to review the current domain of economic statistics. Economic statistics are central to understanding and monitoring a nation's economic performance. For the current state of New Zealand's economic statistics, there are two concerns: firstly, the sustainability of the quality and production of the existing suite of economic statistics, and secondly, gaps in some key areas.

Over the years, there have been a number of reviews of the adequacy of economic statistics. The last comprehensive reviews were undertaken in the early 1990s when the Review of Macro-Economic Statistics and the Review of Income and Wealth Statistics were published. These reviews made a number of recommendations relating to both the quality and coverage of New Zealand's economic statistics. Many, although not all, of those recommendations have since been implemented.

The needs of users of economic statistics have also changed over time. Users are now demanding improved timeliness, better coverage, and increased analysis of microdata to support their decision making. The recent financial crisis has also highlighted the implications of the gaps in our economic statistics (particularly information on balance sheets, the lack of which limits understanding of the level of risk to an economy). The crisis has also brought to the fore the need for robust and timely data to help monitor the economy and build greater understanding of its underlying drivers.

5. The role of advisory committees

5.1 The CPI Revision Advisory Committee

In addition to understanding the needs and gaps for the production of the suite of economic statistics, a specialist advisory committee is convened periodically to inform on

the purpose, scope, and compilation of the CPI. There are several organisational arrangements concerning the depth or breadth of the committee's terms of reference, how often they convene, and their reporting arrangements. Before addressing these aspects of the committee, the history and current approach Statistics NZ takes is outlined.

The International Labour Organization (ILO) recommends the use of CPI advisory committees. The ILO's *Resolution Concerning Consumer Price Indices* states:

"The ... agency ... should consult representatives of users ... particularly during preparations for any changes to the methodology used in compiling the CPI. One way ... is through the establishment of advisory committees."

The first New Zealand CPI Revision Advisory Committee was appointed in 1948 and committees have convened periodically since, with the most recent three in 1991, 1997, and 2004. The 1991 and 1997 committees had 16 and 14 members and were chaired by the Government Statistician. Committee members were appointed by, and reported to the Minister of Statistics.

The latest committee, convened in 2004, had seven members, was chaired by John McDermott (then Chief Economist of the National Bank) and was selected, by the Government Statistician, to bring professional expertise and the confidence of stakeholders to the review process. Committee members were drawn from social research, academia, trade unions, business groups, professional economics, money markets, and an internationally recognised price index expert. While previous committees were chaired by the Government Statistician, the 2004 committee was chaired by a member external to Statistics NZ. Such an arrangement assisted in the independence of the committee.

The smaller number of participants in the 2004 committee, while not diminishing the representation and reputation of the committee, allowed for more focussed discussion of agenda items. Previous committees of larger sizes had tended to take longer to reach consensus.

The 2004 CPI Revision Advisory Committee met in June 2004 to undertake an independent review of the practices and methods used to compile the CPI. The committee considered Statistics NZ papers on a range of key issues and public submissions were called for in order to assist the committee in its deliberations. All background and discussion papers prepared for the committee were made available to the public.

The committee's report was tabled in Parliament and published in October 2004. The committee's 20 recommendations played a major part in shaping the development work programme in the lead-up to the implementation of the 2006 CPI Review in the September 2006 quarter. In implementing recommendations from the Revision Advisory Committee Statistics NZ consulted with stakeholders on specific issues.

The CPI Revision Advisory Committee convenes every six or so years. While the frequency might seem low, this allows the committee a wider scope to investigate, review, and form recommendations concerning the general nature and objectives of the CPI, rather than just addressing operational and methodological issues. Alternative avenues

exist for addressing operational and methodological issues, and for identifying emerging user needs raised in-between the convening of the CPI Revision Advisory Committee.

5.2 The Advisory Committee on Economic Statistics (ACES)

Given that the CPI Revision Advisory Committee is convened to address substantive issues concerning the purpose and scope of the CPI and major methodological issues, avenues for addressing more immediate concerns arising in between the convening of a Revision Advisory Committee are needed. The approach Statistics NZ takes is to consult the Advisory Committee on Economic Statistics (ACES). The ACES is made up of representatives from the RBNZ, the Treasury, the Ministry of Economic Development, economic researchers, professional and bank economists, and academia.

The functions of the ACES are to:

1. provide professional economic guidance on the current and future adequacy and use of national and sub-national economic statistics
2. advise the Government Statistician on:
 - improving the scope, coherence, and integration of social and economic statistics to enhance the value of official statistics as a whole
 - shortcomings in the concepts, sources, and methods used in official economic statistics and in the application of accepted international standards, and on possible remedies
 - means of improving the efficiency of collection and managing compliance costs, particularly the enhanced use of administrative and commercial transaction data
 - means of improving dissemination.
3. assist Statistics NZ in the promotion of public confidence by the public policy and commercial sectors, as well as the wider public, in the quality of New Zealand's official economic statistics
4. consider and provide feedback on methodological issues, as appropriate.

The ACES provides a forum where specific issues can be raised in isolation from review processes or the CPI Advisory Committee process. Consultation with the ACES is also undertaken at key points of the CPI Review process to ensure that issues being raised and options for addressing the issues, as part of the current review, are consistent with the views of the ACES as representatives of the wider economic community.

5.3 Targeted consultation

In the course of business, issues arise where the national statistics office can readily identify relevant users and target engagement accordingly. Such consultation is appropriate when issues are clear and specific to identified users. The results of such consultation could also be presented, with subsequent recommendations, to other advisory committees, such as the ACES.

6. Audience models and user engagement

While having robust, open, and transparent frameworks for addressing key policy and research questions, key users and their needs, and the priorities for filling any gaps are important, the wider use (and understanding of this use) of statistics by all users is equally important for building trust and confidence in official statistics. As such, a national statistical office also needs frameworks to identify each of its audiences and ensure that the needs of each segment or group are monitored and an appropriate level of user engagement takes place.

The process for this is referred to as audience modelling. Statistics NZ's current audience model is detailed below, and work to revisit this model and better target engagement with our media products is outlined.

6.1 The Statistics New Zealand Audience Model

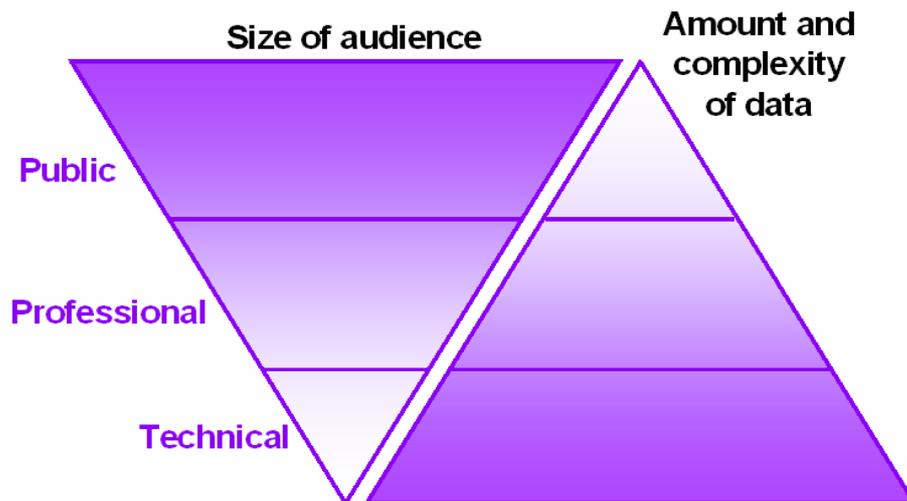
The purpose of an audience model is to categorise the people within an audience in a way that is useful and appropriate to our national statistical office. Primarily, that involves creating audience groups that help us to create, deliver, and market products and services to suit the target consumers' behaviours and needs (both conscious and subconscious).

An audience model should be fit-for-purpose. That is, it should lay the foundations for good product and service innovation, design, and marketing. An audience model should enable the discovery of needs and behaviours.

An audience model should be based on the factors that are of central importance to product creation and delivery: mindsets and motivations. Those factors lie at the core of people's needs and behaviours. Factors other than mindsets and motivations will also be important, but they will not be as fundamental. Those other factors can be taken into account when creating personas and products, rather than an audience model per se.

The current audience model for Statistics NZ, which was developed in 2002, identifies three groups of people (or audiences) according to their job roles (public, professional and technical), and showed the relationship between the audiences and their data needs (in terms of amount and complexity). The audience model is shown in the diagram below in figure 1:

Figure 1



The **public** audience is made up of all members of society wanting information in a personal capacity or on behalf of another organisation.

The **professional** audience is made up of professionals in the public, private, and educational sectors, who use and analyse statistics for the purposes of policy-making and other high-level endeavours.

The **technical** audience is made up of professional and academic statisticians working in the area of statistical methodology, plus expert data users.

The audience model was a significant step in communicating our emerging understanding about Statistics NZ's users. The model was widely adopted within the organisation and has served well to facilitate organisational focus and prioritisation of our users' needs for our business projects. However, over time it has become clear that it is no longer fit for the purpose.

The current work focuses on developing an audience model that is useful when:

- Disseminating data (including where that overlaps with analysing data)
- Collecting data
- Promoting Statistics NZ in ways that are important to supporting collection and dissemination

Future audience model work aims to better understand individual audience groups based on the activities above. These groups could include:

- respondents – those who we want data from and who are inclined to respond to our surveys
- non-respondents – those who we want data from but are not inclined to respond
- respondent influencers – those who influence potential survey respondents, eg advocacy groups, church ministers, and community elders
- current users – those who currently actively find and use our data
- potential users – those who do not currently actively find and use our data

- user influencers – those who influence potential and actual data users, eg business advisors, librarians, and teachers.

6.2 Determining mindsets

Work is underway to enrich the audience groups above, by defining audience mindsets within each audience group. Given that a user could fall into any one of the audiences above at any one time, it is possible to think of users as falling into one of the following four mindsets: peer support seekers, survey participants, active data seekers, and passive data receivers.

Peer support seekers are those looking for peer support and who want to leverage Statistics NZ's knowledge and expertise, eg a statistician from another statistical organisation who wants information on survey design.

Survey participants are those participating in Statistics NZ surveys who might want help or encouragement to provide information.

Active data seekers are those actively seeking statistical information, who want to find out about a topic or answer a question, eg a policy analyst who wants labour force participation rate data.

Passive data receivers are those who do not have a desire to seek out statistical information but come across it anyway, eg a mother of two who hears the latest GDP figure on the radio on her way to work.

Within each mindset, Statistics NZ can create, deliver, and market products and services to suit the behaviours and needs of each of those audiences.

Users may have a range of motivations that affect the behaviour and needs within each mindset. Statistics NZ will develop a set of motivations, each with its own 'high to low' scale to represent essential needs and behaviours associated with each mindset. Understanding this range of behaviours and needs within each mindset provides the essentials for user-centred product development. Mindsets guide the design by providing a set of assumptions to help predict what people will do based on identified goals of the users.

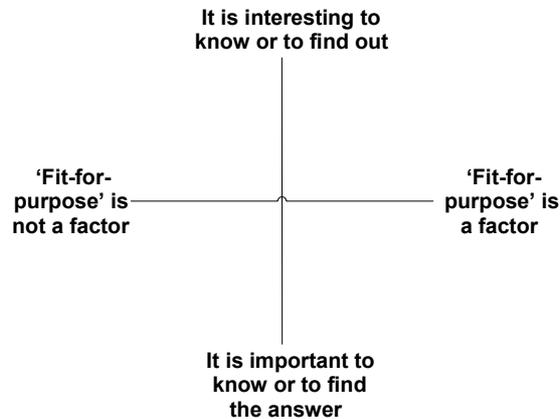
The initial work of describing the detailed behaviours and needs for users within its primary mindset has taken place for the 'active data seekers' audience group.

6.3 Developing personas for the active data seekers

Statistics NZ determined the factors that are involved in shaping the needs and behaviours of active data seekers. Such factors included:

- the person's statistical ability
- the timeframes available to find the information
- the reason for wanting the information (purpose)
- the person's confidence to use statistics (often correlated to a person's statistical ability)
- the person's ability to use information technology.

Two factors were found to be at the heart of a person's needs and behaviours: the strength of the person's desire to find the information, and whether or not the person considers the information fit for their purpose. The way those two factors come together seems to determine the mindset of the active data seeker. From examining the combinations, four mindsets were developed and are outlined in the following diagram:



By grouping the mindsets, four personas can be defined:

- **Curious enquirer** – those who are interested, but fit-for-purpose is not a factor
- **Savvy explorers** – those who are interested and fit-for-purpose is a factor
- **Focused fact finder** – those for whom it is important to find the answer and are interested, but fit-for-purpose is not a factor
- **Truth hunter** – those for whom it is important to find the answer and are interested, and fit-for-purpose is a factor.

7. Review of Statistics New Zealand media products

Building on the audience model work, Statistics NZ has already implemented a new approach for its headline media product – the media release. The media provide a gateway for official statistics to the public via newspapers, internet media, magazines, and television.

The aim of retargeting the media release was to ensure that statistical analysts, when drafting such a key media product, first considered the needs of the media and write appropriately. Such considerations cover aspects of structure, language, tone, and, most importantly, indentifying and telling the story – something statisticians can often struggle with.

Modern journalism is not that far removed from its roots as an information relay system that used a teletype to transmit data over often large distances. In those days, it was crucial to get the most important information to the top of the story in case the bulky communication devices at hand failed. As such, the structure of a media release story needs to meet the basic pyramid structure for news stories.

The pyramid structure contains the following:

- A lead paragraph at the top: the condensed version of the most important point the release is trying to convey. The lead paragraph attempts to tell the story in one line. Analysts are required to ask themselves: “What is the most important thing I’m trying to tell?” and, equally important, “Why are we writing this story today (as opposed to any other day)”.
- The ‘nut graph’ gets to the heart of your story. It answers the question: “Why are we writing this story today?” It provides any context that can be included. This provides the best opportunity to set up a quote.
- The quote: not required in every media release, but useful in most, provides an opportunity to insert the voice of a person into releases. The concept of voice is quite important in news stories as it moves the story along, adds some humanity to what could be an otherwise dry story, and helps personalise it for readers.

Other changes include a change in language and content. This change is not simply a removal of jargon in media releases, but a conscious effort to ensure that we are writing in a voice that will be understood by journalists and the public. Each release now states what the release statistic measures, rather than assuming prior knowledge of the statistics: What are we surveying? How did we conduct the survey? Over what period of time? How many people, places, and things did we survey? Including this information helps the media, and hopefully the wider public, to understand the scope of our work. It further explains and highlights the value and relevance to New Zealand society from our work and the statistics in question.

This retargeting of media products was implemented late in 2009, and work is only now underway to assess the impact that better targeted media releases have made to media penetration and direct usage of material and quotes from the revamped products. Anecdotally, changes to the monthly food price index (FPI) and quarterly CPI have increased the direct usage of material from the media release – the material has been quoted directly in television reports, and quotes have been widely reproduced.

8. *Price Index News*

The first issue of the quarterly newsletter *Price Index News* (PIN) was first published in April 2007 in response to an identified (mostly unmet) need in the professional audience of price index users, and as an internal vehicle to build capability in writing for professional audiences and analytical work. Our professional audience needed more analytical explanation of released price index information. The technical audience already had engagement that enabled discussion about the issues detailed in the PIN, but stood to benefit from the published material nonetheless. As such, the target audience of the PIN was, and still is, the professional and technical users of price indexes.

The driving factors behind the development and release of the PIN were to:

- enhance the understanding of our existing prices information among our data user community
- increase transparency about what we do and our methodology
- provide the opportunity for Prices staff to carry out more analysis work.

The vision for the PIN was to help users of price indexes to better understand how price index data was collected and compiled; the scope, purpose, and appropriate use of price index data; and to gain a wider analytical understanding relating to price index information.

Contained within each release of the PIN are a number of categories, most of which are published each quarter. Explanations of these categories and the audience need that each targets are as follows:

1. Release dates – details of release dates for the following quarter.
2. Short stories – short analytical items/articles that go beyond what would normally appear in the Hot Off The Press (the regular information-release publications of prices data) in terms of depth and breadth of analysis. These articles focus more on analysing longer time series, with an emphasis on delving deeper into, and explaining and improving understanding of, what's driving change. Scope for drawing different outputs together and exploring linkages also exist. For instance, an article on dairy prices drew on information published in the overseas trade price index (OTI), the producers price index (PPI) and the FPI.
3. Working with others – details engagements with other statistical organisations and key users of price index information, and conferences/meetings Statistics NZ staff attended and associated agendas and papers prepared for these conferences/meetings.
4. Virtual papers – details of any upcoming prices-related seminars/presentations. Also provides links to research papers, seminar papers, and other papers or presentations.
5. Nuts and bolts – descriptions of the sources and methods of specific parts of specific indexes. Different areas of the CPI, PPI, and OTI are detailed in the issues of the newsletter.
6. On the horizon – a summary of real world events that will affect the following period (eg legislative changes and proposed treatments, excise changes, and seasonal collections/changes). Details of any planned survey or methodological changes to be implemented in the following period.
7. Development updates – outline of timelines and progress of development projects.
8. Making contact – details of key members of the Prices unit, such as the unit manager and project manager of each index compilation or development team. Details of plans to consult users of price index statistics, the availability of

consultation papers, how users of price index statistics can participate in the consultation process, and decisions made after users have been consulted.

The PIN is disseminated via the Expert Data Users newsletter, with a subscriber base of about 800. Now up to the 13th edition, the PIN is achieving its desired outcomes. The first positive outcome is for professional and technical users of price index information, who have gained a greater understanding of the methodology and wider analysis. Secondly, Prices staff have greater opportunity to:

- develop analytical skills by carrying out more challenging and in-depth analysis of price index data
- develop broader knowledge of price indexes and linkages between indexes and other macro-economic statistics
- develop communication skills – in particular writing for a professional and technical audience.

Reaction from PIN users has been very positive. Users have benefited from the PIN as a store of key information about price index products, analysis, and technical information about compilation. Most users are indeed from the professional and technical audience, but readership also extends to less technical users who appreciate more analysis, or a different focus than the current month/quarter, than is contained within the standard release products.

9. Conclusion

The users of the CPI are many and various. For a national statistics office, it is crucial not only to have robust, open, and transparent frameworks for addressing key policy and research questions, but also frameworks to identify each of its audiences and ensure that the needs of each segment or group are monitored and an appropriate level of user engagement takes place. Such processes and frameworks are essential ingredients for building trust and confidence in official statistics.

The value of the domain planning framework, advisory committees on economic statistics, and the advisory committees on the CPI are clearly demonstrated in New Zealand. The clear direction for economic statistics, an understanding of the value of economic statistics, and open and robust mechanisms for the review of the CPI ensures that technical and professional users continue to trust the CPI.

Ongoing efforts to identify media needs and hone media products, including the release of the *Price Index News*, have ensured that the media and, via the media, the public audience are aware of the CPI, can find the products that meet their needs, and so can place their trust in its results.

Appendix 1: Dissemination products and services for each audience

A number of generic products and services are available for disseminating data to Statistics NZ audiences. Not all products will necessarily be relevant for all subject matter area data that is published. The products that Statistics NZ could use to disseminate data to each audience are outlined below.

Public audience products

Media release (web/print)

The media release is a one page summary of a survey's results, published as part of the first release package. It is written with the public audience in mind.

Snapshots (web/print)

The snapshot is a brief, bullet point summary of a particular aspect of a particular release. Snapshots are usually part of a set, which are released at short intervals following a dataset's initial release.

Community Profiles – Quick Facts (web)

This product provides summary information for every area at regional council, territorial authority, urban area, and area unit level. Community Profiles cover any datasets with data available at that area level. They combine text, graphs, and simple tables.

Schools' Corner (web)

This section of the website provides resources for schools, and has sections for each of the primary and secondary curriculums.

Yearbook (print)

The two-yearly volume provides comprehensive information across a range of subjects, in a large, hard-cover print book. It combines text, graphs, pictures, and tables.

Professional audience products and services

Hot Off the Press (web/print)

The Hot Off the Press is the main first release product for the professional audience. It provides information in four sections, the highlights, commentary, technical notes, and Excel tables. The highlights summarise the most important findings in a few bullet points, and include a graph showing the primary trend or similar information. The commentary provides a brief analysis of each of the main elements the release comprises. The technical notes provide brief methodological information that users need in order to use the data. The Excel tables provide summary, aggregate tables, usually showing either trend information (time series) or cross tabulation of two or three variables – these are printed in the hard copy version.

Infoshare (electronic)

Infoshare provides users with free online access to a wide range of time series data. A web-based tool that can be used to access, view, and download the most up-to-date information from the largest directly accessible database of New Zealand official statistics.

Table Builder (web)

A tool that allows the user to access a datacube and customise the view of that data to meet their own needs. Table Builder is particularly useful for cross-tabulating many

variables, providing data across a range of geographical areas, and for providing a large number of time series together. A default view can have a similar effect to Excel tables.

Contract Indexation: A guide for Business

This guide provides information on the price indexes produced by Statistics NZ and issues relating to their use in contract indexation clauses (also known as contract escalation clauses). The guide also outlines some points to consider when preparing an indexation clause and includes an example of the mechanics of a simple indexation formula.

Community Profiles – detailed statistics (web)

This product provides links directly into Table Builder tables, but only for the selected area (region, territorial authority, area unit etc).

Analytical Reports (web/print)

Irregular or annual reports providing summaries of trends and in-depth analysis of particular topics (eg demographic trends, labour market, and census topic-based reports).

‘Additional’ Excel tables (web)

Summary, aggregate tables, usually showing either trend information (time series) or cross-tabulation of two or three variables. These tables are ‘additional’ to the Excel tables in the Hot Off the Press.

Customised data (service)

Cost-recovered service to extract and package customised data according to the individual needs of a customer.

Technical audience products and services

Survey information (SIM) (web)

Detailed information about survey methodology on a dataset-by-dataset basis. Extracted from the SIM database.

Classifications and standards (web)

Provides information about and text files of individual classifications and standards.

Questionnaires and forms (web)

Provides PDF files of survey forms and questionnaires used in Statistics NZ surveys.

CURFs (electronic)

Confidentialised Unit Record Files for use in research situations.

RADL (web)

In development – remote access to Customised Unit Record Files for use in approved research situations.

Customised data (service)

Cost-recovered service to extract and package customised data according to the individual needs of a customer.

Data Lab (service)

Onsite, controlled access to anonymised unit record files, for use in approved research situations.