Attracting new Audiences to Statistical Dissemination

UNECE - Workshop on the Communication of Statistics
Washington, D.C.  27-29 April 2015

Chris LAEVAERT, Eurostat
Dissemination is.....

being present where the users are !!
But are we?
All the same challenge!

How to build a dissemination and communication strategy in a world where:

- There is a deluge of data
- IT technology is evolving very quickly
- Users behaviour changes continuously
Two issues!

- To know what the users want

- To develop a range of products and services replying to the needs identified
Our objectives

-To make our statistics more understandable

-To attract new users of European statistics
Finding the way in the labyrinth of user needs
- Detecting user's behaviour
- Getting feedback in real time
- Measuring satisfaction through annual survey
- User support network
- Focus groups
- Benchmarking exercise
- European Statistical Advisory Committee
Strategy for attracting new audiences
Strategy for attracting new audiences

- Easing the access to statistical information

- Focus on less experienced users

- Strengthen contextual dissemination
Easing the access to statistical information
Developing simple infographics for less experienced users

Interactive infographic on economic trends
Interactive infographic on youth

Young Europeans

Please choose your gender

Eurostat
Young Europeans

Please choose your country
Young Europeans

How old are you?

Validate
Young Europeans

You are part of the 3.1% of young women aged 20 to 24 in Belgium.

Using this infographic, you can compare yourself to young Belgians and other Europeans your age.

START

Eurostat
Me and

my family  my work  my free time and my studies  the Internet

Please choose a theme
Do you live with your parents?

- YES
- NO
You are part of the 71% of young women your age who live with their parents.

89% for men
Young Europeans – feedback

- mentioned 150+ on the web in first hour after launch

- high press coverage

- „Very nice tool – it was a great entertainment at our brunch!“ (Austria)
Infographic on quality of life
LA VIE EN EUROPE

Conditions de vie matérielles

Sélectionnez un thème
SANTÉ

Auto-évaluation de sa santé

Mauvaise ou très mauvaise 8,6%
Moyenne 24,2%
Bonne ou très bonne 67,2%

Espérance de vie à la naissance

82,1 ans
Espérance de vie à la naissance

- Lettonie/Lituanie: 74,1 ans
- Moyenne UE: 80,3 ans
- France: 82,1 ans
- Espagne: 82,5 ans
My country in a bubble

Total general government expenditure (% of GDP) 2013

Eurostat
My country in a bubble

Electricity prices for medium sized household consumers (between 2500 and 5000 kWh) (EUR per kWh, including taxes and levies) 2014

Country: Denmark
Value: 0.3042

No data for CH
Contextual dissemination
Contextual dissemination

- can user needs be predetermined?

- being present in „familiar environments“ of users

- context allows consumption of data with less effort

- reach broader audiences at little or no cost
Contextual dissemination – challenges

- licence policies

- easy automated data access including links to metadata and source datasets

- timeliness and usefulness of data
# Monthly minimum wages - bi-annual data

**Last update:** 16-02-2015

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Available flags:
- b break in time series
- c confidential
- d definition differs see metadata
- e estimated
- f forecast
- i see metadata (phased out)
- m not significant
- p provisional
- r revised
- s Eurostat estimate (phased out)
- w low reliability
- * not applicable
1,501.82 EUR per month (Jan 2015)
Belgium, Minimum wage

Belgium, officially the Kingdom of Belgium, is a federal monarchy in Western Europe. It is a founding member of the European Union and hosts the EU's headquarters as well as those of several other major international organisations such as NATO. Wikipedia

Related statistics
Unemployment rate 8.5% (Jan 2015)
Population 11.2 million (2013)
GDP per capita 46,877.99 USD (2013)

Minimum wage elsewhere
France 1,457.52 EUR per month (Jan 2015)
Spain 756.70 EUR per month (Jan 2015)
Bulgaria 184.97 EUR per month (Jan 2015)

Source includes: Eurostat, World Bank

Belgian minimum wage Europe's second highest | The Bulletin
www.spals.com/belgian-minimum-wage-europes-second-highest/

Aug 5, 2013 - The local minimum wage in Belgium which stands at €1,502 across per
In graphics: Eurozone crisis

Government annual surplus or deficit

A government’s deficit is the amount by which its total spending exceeds its tax revenues. The government typically borrows the difference, adding to its debt. Some governments manage to spend less than they earn, so that they run a positive surplus. This chart shows that surplus (a number above zero) or deficit (less than zero) as a proportion of GDP (the total value of goods and services produced by the economy each year).
Europe by numbers: the complete interactive guide

Who lives the longest? Who has the best healthcare? Who are the biggest social networkers? The worst at foreign languages? Browse the categories below or click auto-play for all the statistics you need to know about life in the European Union.

Marriages
(per 1000 population) 2009

Marriages are declining in the UK, increasing in Germany and the highest rate is recorded in Poland with nearly 7 marriages per 1000 inhabitants.
Thank you

Any questions?

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