Evaluation of Society’s Interest in the Official Statistics and Calculation of the Society’s Interest Index

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Methods to find out user needs

1. Objective (number of requests, number of visits on the site, quotation, etc.)

2. Subjective (opinion surveys, focus groups, etc.)

3. Combination
Where is the Truth?

Society's opinion:

91% of respondents said that prices increased over 6 months considerably

Fact:
According to official statistics (CPI) price level went down by 0.3% over 6 months
Main problems

1. compare with other countries/regions

2. compare with previous years/time periods
susituokė 58 poros

gimė 84 kūdikiai

išsiskyrę 24 poros

mirė 112 žmonių

emigravo 138 asmenys

imigravo 55 asmenys

2017
Efficiency of the institution

3 criteria:

1. User satisfaction level (based on opinion polls);

2. Society’s interest in official statistics and SL’s (Statistics Lithuania’s) Services Index;

User analysis

• Number of unique visits to the website;
• Number of requests;
• Number of quotations in the main newspapers;
• Number of publications downloaded;
• Number of registered users in the database;
• Number of users subscribed to the alert-me service;
• Downloads of mob app;
• Followers in social media
• Etc.
Public interest in official statistics and services provided by Statistics Lithuania

- Number of visits on:
  - Official Statistics Portal
  - E.statistics
  - Statistics Lithuania website
  - Social media (facebook, twitter, infogram, etc.)

- Number of newly registered users of Official Statistics Portal

- Number of individual inquiries

- Number of quotations in media
The Society’s Interest Index (SII) is an annual indicator which is calculated from quarterly subindexes: The base period is 2013 and it equals 100.
Index of public interest in official Statistics and subindices

- Visits on sites
- Registered users of Official Statistics Portal
- Inquiries
- Quotations in media
- Index of interest
How to keep hand on pulse?

- Role of social media
- Changes of traditional media
- Fake news
- New platforms (mobile apps)
- Re-using
- Open data
- Big data
- Society’s sentiments (correlation)
The modern media
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