

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?



Societys 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



išsiskyrė 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;
3. Statistical burden for respondents.

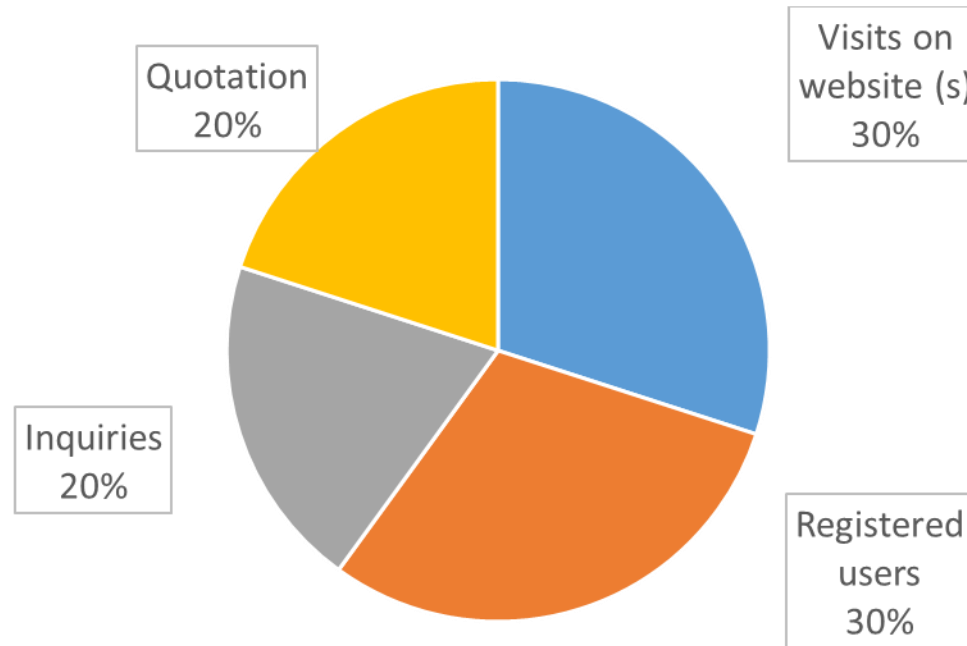
User analysis

- 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.

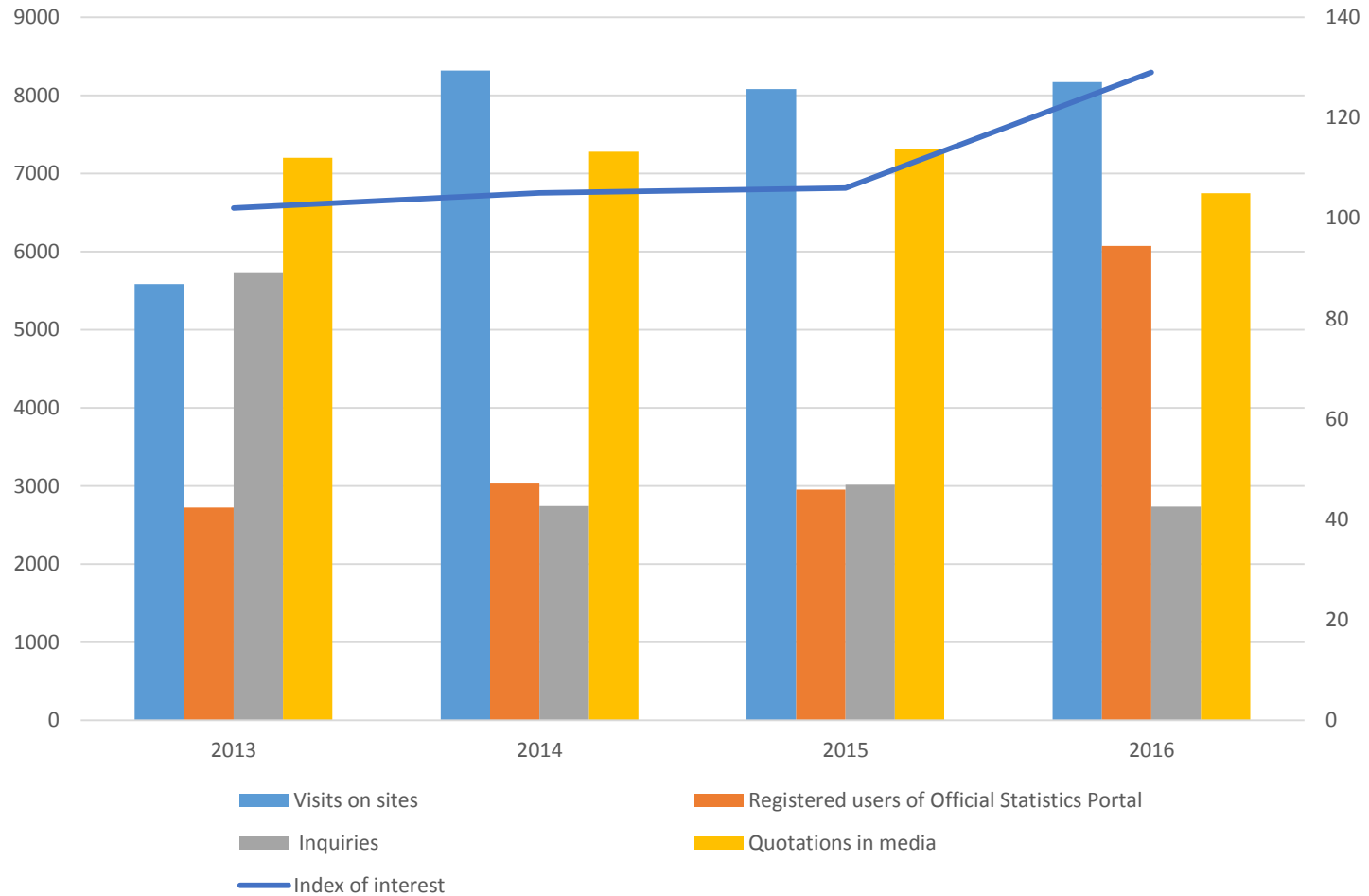
Public interest in official statistics and services provided by Statistics Lithuania

- 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.



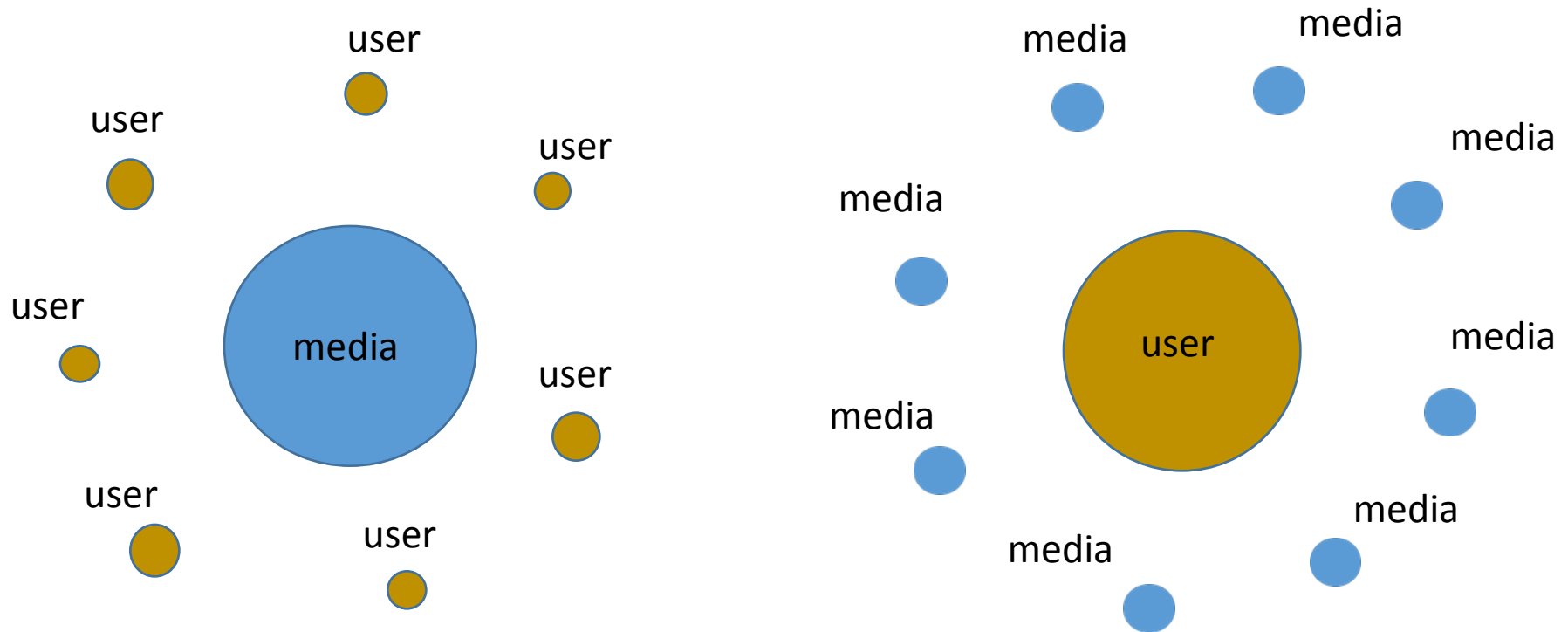
Index of public interest in official Statistics and subindices



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



Further information:

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