



Improving communication with users – Polish experience

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The form and quality of communication determine the recipients' perception of information and their attitude towards public statistics. Statistical offices acting as producers of official statistics also face the challenge of their dissemination. Information supplied by statisticians should meet users' demand and keep track of the changing reality. Attractive and intuitive form of data dissemination is nowadays of crucial importance, especially when providing information to users who are not statistical experts.

The concept of communication with users needs to be developed permanently. Being aware of this challenge, Central Statistical Office of Poland has taken activities aiming at improving the communication with users. Offering public access to thematic statistical databases as well as creating statistical application for mobile devices are good examples of adjusting the style of data dissemination to users' expectations. Another illustration of best practice is Strateg system which perfectly fits the requirements of an innovative statistical product. It is a database system dedicated particularly to users interested in monitoring the development policy. Apart from standard table presentation of data, Strateg offers a visually-attractive forms like maps, charts and reports, which are easily adjustable for varying users' needs. The system is an excellent combination of knowledge treasury and functional tools for data presentation and analysis.

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