

# Boosting the accessibility to central banks' statistics



BANCO DE PORTUGAL  
EUROSYSTEM

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1. A call for enhancing the statistical communication function of the ESCB\*
2. Paving the way for ESCB statistics to be easily accessed, increasingly used and well understood [by the specialized users and citizens in general]
3. Presenting “*Our statistics*”
4. Concluding remarks

\* The European System of Central Banks (ESCB) is composed of the European Central Bank (ECB) and the 28 National Central Banks of the European Union Member States



## Distinguishing “good” from “bad” statistics

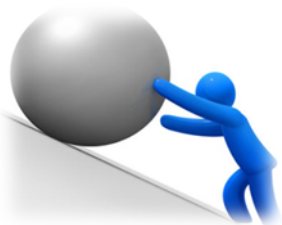
The information overflow on the internet increases the **difficulty of users** to pinpoint the relevant statistics



Profusion of irrelevant, unclear and inaccurate data



People increasingly do not know **which statistics to trust and use**



Finding good quality statistics is becoming a more **complex task for users** and a **challenge for official statistics’ producers**

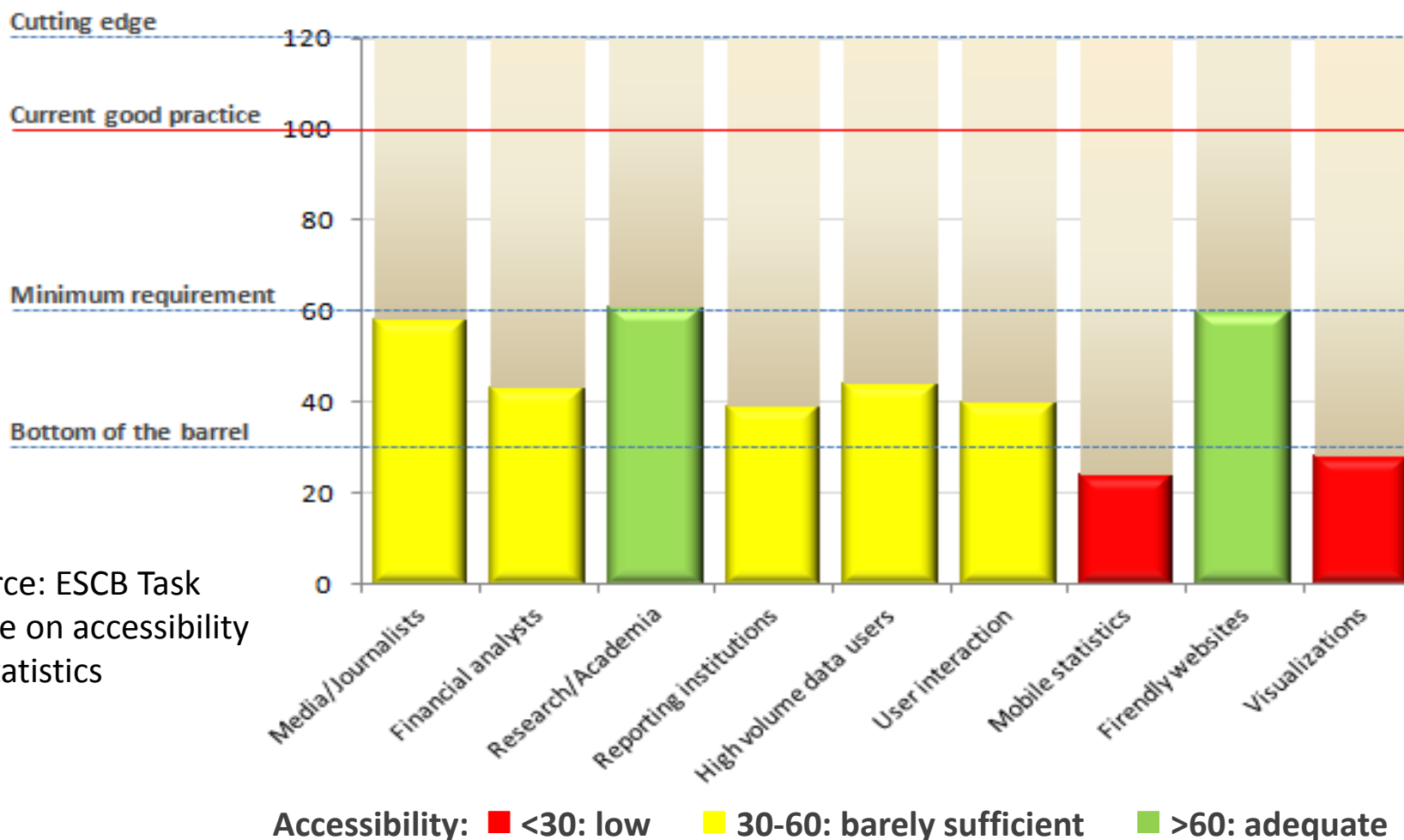


- Since the creation of the euro, in 1999, the ESCB have been producing and releasing **high quality statistics**, supported by harmonized statistical concepts and compilation procedures
- Suited for supporting Monetary Policy decisions, ECSB statistics have had a limited use outside the NCB's "club" due to a very traditional approach on its promotion
- Statistics needs to be encapsulated in an **user-driven communication strategy** and not passively released in the NCB's websites



## Indicative assessment of the average level of current ESCB statistics accessibility

In percentage of current practice by similar institutions = 100% | December 2012



Source: ESCB Task Force on accessibility to statistics



Besides developing new statistics or enhancing the current ones, the ESCB has assessed the urgency of putting a clear focus on **making statistics more accessible by means of improving its statistical communication function**



- The Statistics Accessibility and Presentation Group (**STAP**) has been taking care of this process since 2013
- All the initiatives so far have relied on a collaborative working model involving NCBs, OECD and Eurostat



## Some challenges

Majority of visual learners



Increasing appetite for “fast-food” statistics

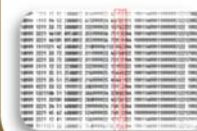


Journalists want the latest data to be put in perspective



National data have gain much more relevance due to the financial crisis. Less desire for euro area statistics

Researchers ask for access to microdata



Comparisons between countries are highly pursued



The use of national languages matters



- Tailoring statistics to specific **market segments**
- Presenting statistics in an **appealing way**: story telling, interactive graphics, infographics, country comparisons, statistical videos, animations and games, ...
- Facilitating the **re-distribution** by data vendors
- Serving the **research community** by facilitating the access to granular data, subject to confidentiality rules
- Exploring **dissemination channels** (e.g. social media, mobile,...) for better reaching specific market segments





An interesting example of how international cooperation (in this case between the ESCB and the OECD) can bear fruits with significant synergies in the sharing of tools, functionalities and experiences



[www.euro-area-statistics.org](http://www.euro-area-statistics.org)



**To allow easy comparisons of public available statistics between euro area countries**



euro area statistics





October 15<sup>th</sup> 2014, during  
the ECB Statistics  
Conference



More than 5,000  
national series



≈100,000 unique  
visitors have accessed  
the website so far



Numerous references in online  
newspapers, blogs, social media and  
hyperlinks in websites of 17 euro area NCBs



Hosted in  
the cloud



Re-uses the same technological  
infrastructure of OECD  
“*Compareyourcountry.org*”  
→ reduced time-to-market



**NEW**

Allows different  
views: trends,  
rankings and **maps**



## A short demo

Available in the 23 EU languages

OUR STATISTICS Euro area statistics

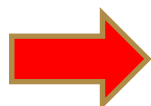
English

This website is about euro area and national central bank statistics, and presents a sub-set of available statistics.  
Select your indicator and compare the euro area countries.

Bank interest rates	Banks balance sheet	Competitiveness indicators
External sector	Inflation rates	Investment funds
Macroeconomic indicators	Securities	

Current groups of indicators. More to come...

Български  
Čeština  
Dansk  
Deutsch  
Eesti keel  
English  
Español  
Ελληνικά  
Français  
Hrvatski  
Italiano  
Latviešu  
Lietuvių  
Magyar  
Malti  
Nederlands  
Polski  
Português  
Română  
Slovenčina  
Slovenščina  
Suomi  
Svenska



With a simple copy & paste all the functionalities of “**Our statistics**” are integrated into your website or blog



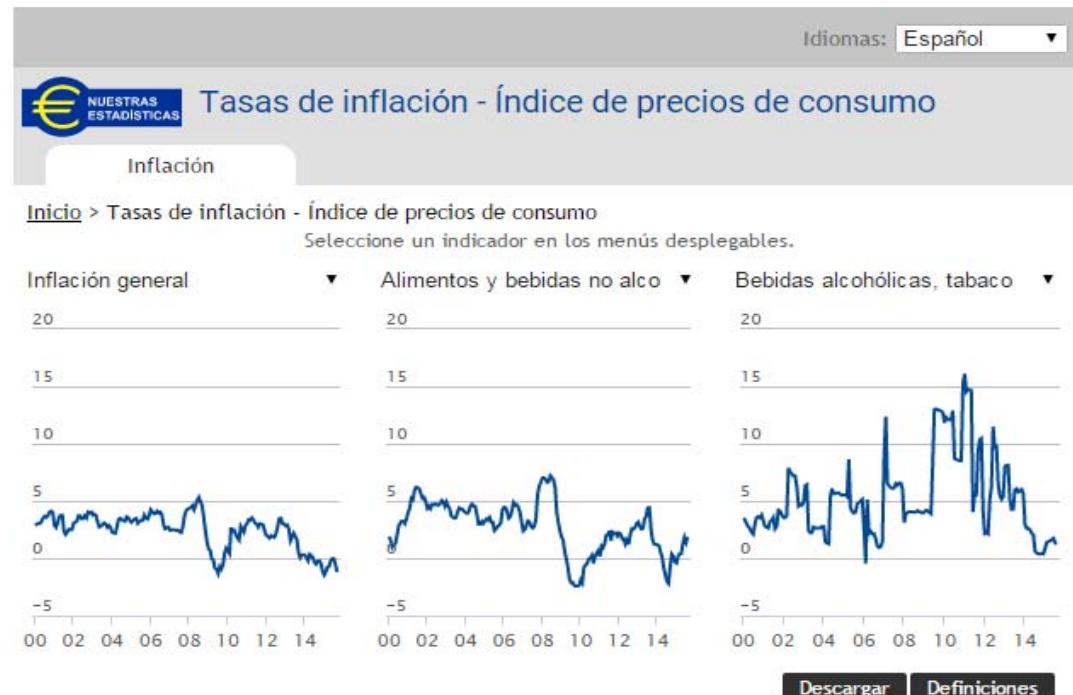
## ¿Por qué España y Grecia se recuperan? El problema es la deuda, no la deflación


La eurozona no debe ocultar el problema real, el elevado endeudamiento, mirando hacia la deflación como si fuera el principal riesgo al que se enfrenta Europa.



Example:  
[elEconomista.es](http://elEconomista.es)

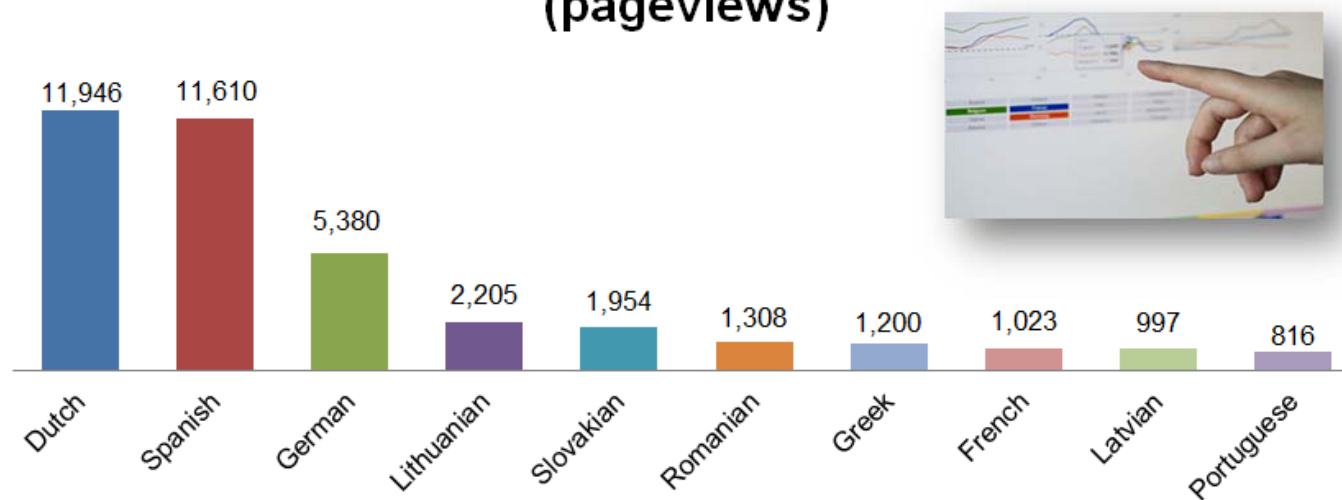
Embeds “*Our statistics*”  
and writes the story



- Since day 1, the usage of  is monitored by means of a web-analytics software: **PIWIK**
- Monitoring is indispensable for profiling the audience
- An example for the first quarter of 2016:

### TOP 10 most used national languages in 2016 (pageviews)

**English** was used in 40,882 page views during 2016





1. It is crucial to understand the **barriers** for accessing statistics:

Too much information available	Do not know where to find the information
Cannot understand the information	Cannot access the information
Do not know if the information exists	Do not know if the information is accurate and from a trusted source

2. “One-size-fits-all” approaches are not effective: different users have different **needs**, different **ways of accessing data** and different **levels of statistical proficiency**
3. By implementing a **pro-active user driven communication concept**, statistics will be easily understood, accessed and used, redistributed throughout the society and referred to in the academic and political debate as part of supporting the evidence based decision-making process



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# THANK YOU FOR YOUR ATTENTION

