Focusing on Data Users

"...official **statistics that meet the test of practical utility** are to be compiled and made available on an impartial basis by official statistical agencies to **honor citizens' entitlement to public information**."

- Principle 1, UN Fundamental Principles of Official Statistics (emphasis added)

The NSO can be considered as the **<u>custodians</u>** of the people's information.

Importance of Focusing on Data Users

Focusing on data users ensures:

1. You fulfill the objective of the dissemination process: your census products and services meet data users' needs.

2. Demand and use of statistical products and services drives census operations, not the other way around.

3. You make products for your data users and not for yourself.

Focusing on data users allows:

1. Decision makers to use data to reduce their risk, provide insight into problems and policy, support or oppose proposals and projects, and to inspire new ideas.

2. Your data products to solve problems and not be problems to solve.

3. You to fulfill your role as your country's indispensable data provider.

Extended Data Ecosystem

Census data must be **transformed into useable formats** in order to respond to the individual needs of your stakeholders.

Characteristics of Data Users

Government or other agencies	Private sector companies	Academics	Libraries and data aggregators	Non-governmental organizations	The Media
• Develop policies • Plan programs and services • Meet legislative needs	• Determine markets • Select locations for plants or enterprises • Plan distribution routes • Prepare advertising campaigns	• Teaching and research • Providing insights • Identifying data gaps • Enhancing the visibility of census data through research	• Serve universities, government agencies, communities, and corporations • Educate the general public • Archive materials for use by future generations	• Assess socio-economic conditions of specific groups • Determine need for special assistance programs • Monitor effectiveness of assistance programs	• Provide background information relevant to current events • Inform the general public of social trends

Identifying Data Users Exercise

(10 minutes)

Who are your data users?

Name at least one census data user *in your country* for each category below:

- Government or other agencies
- Private sector companies
- Academics
- Libraries and data aggregators
- Non-governmental organizations (NGOs)
- The media

Creating Data User Profiles Exercise

(10 minutes)

What are your data users' needs?

Choose **two** data users and answer the following questions for each:

- What is the primary topic of interest for each group?

- What specific information does each group need?

- What data products do they use?

- What is their main challenge in accessing or using your data?
  - Are dissemination products are not tailored to their needs?
  - Are questions inconsistent over time?
  - Do only high levels of geography exist for their data?
  - Are data within files disorganized?