

Real needs – relevant actions as a key to useful knowledge

Mazovian Centre for Regional Surveys
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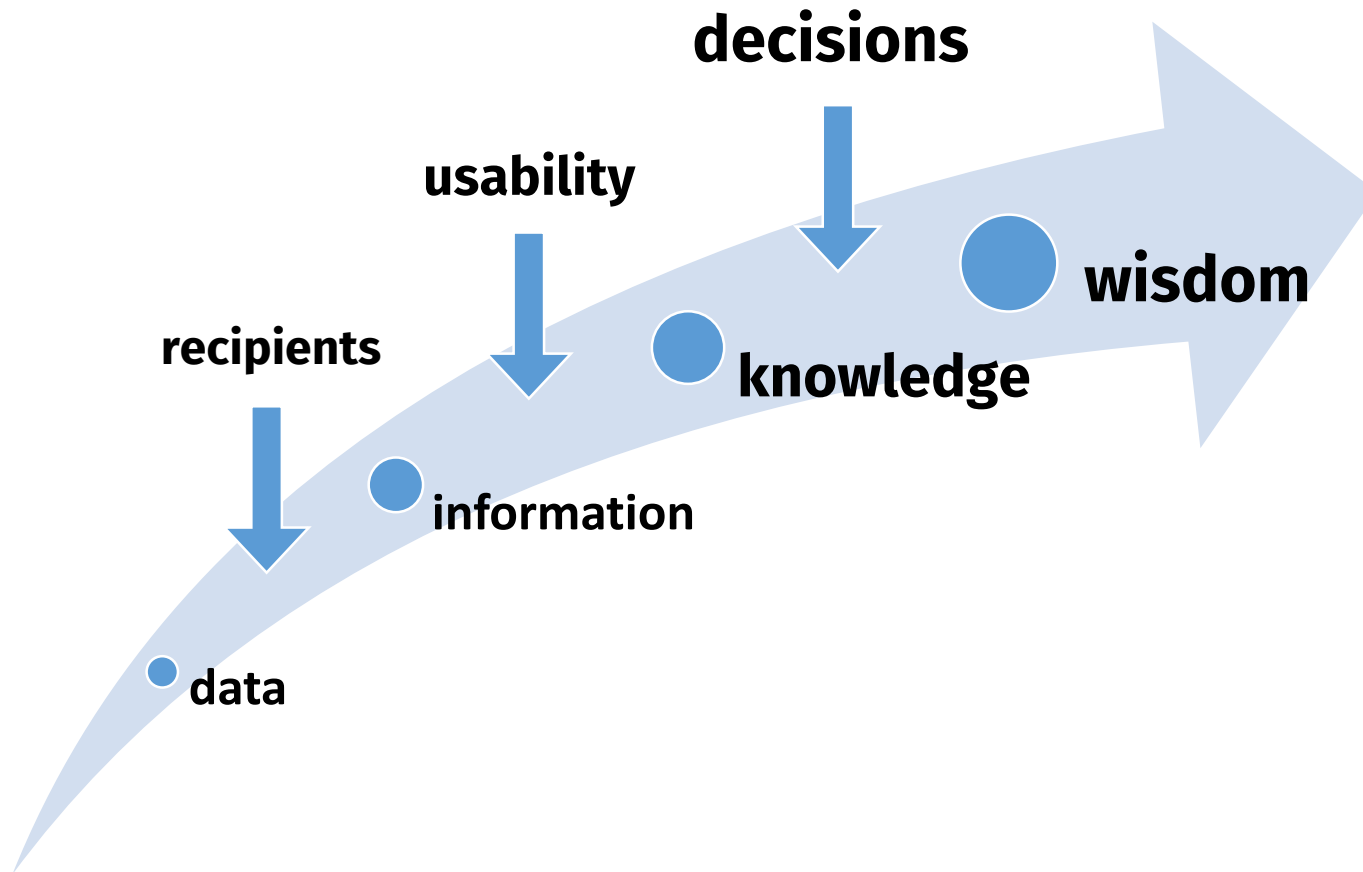
The current mission of Statistics Poland

Providing reliable, independent and high-quality statistical information on the state and changes taking place in society, economy and environment, responding to the needs of domestic and international users.

Working on new mission

Providing knowledge based on data necessary to make decisions on the future of Poland.

A paradigm



How to be useful?

The key to being useful is knowing recipients' needs

How to become useful?

1. Identifying needs of recipients:
 - Exploration of the scope of activity of recipients
 - Understanding of current challenges
 - Preparation of an attractive offer
 - Kick-off meetings
2. Research of information needs:
 - Local government units
 - Scientific environments
3. Monitoring of the publishing offer and website
4. Delivering a tailor-made product

How to become useful?



December 2017

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February 2018

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Survey of information needs of local government units

From the study, we obtain information about:

- topics of studies that are lacking in our publishing offer;
- shortages of information resources of public statistics;
- training topics that should be included in our offer;
- the suitability of the forms of data sharing we offer.



Survey of information needs of local government units

Among the topics of studies most often indicated as missing were issues from the thematic areas:

- labor market;
- demography;
- household;
- agriculture;
- disability;
- environmental protection;
- tourism.

Survey of information needs of local government units

voivodship



county

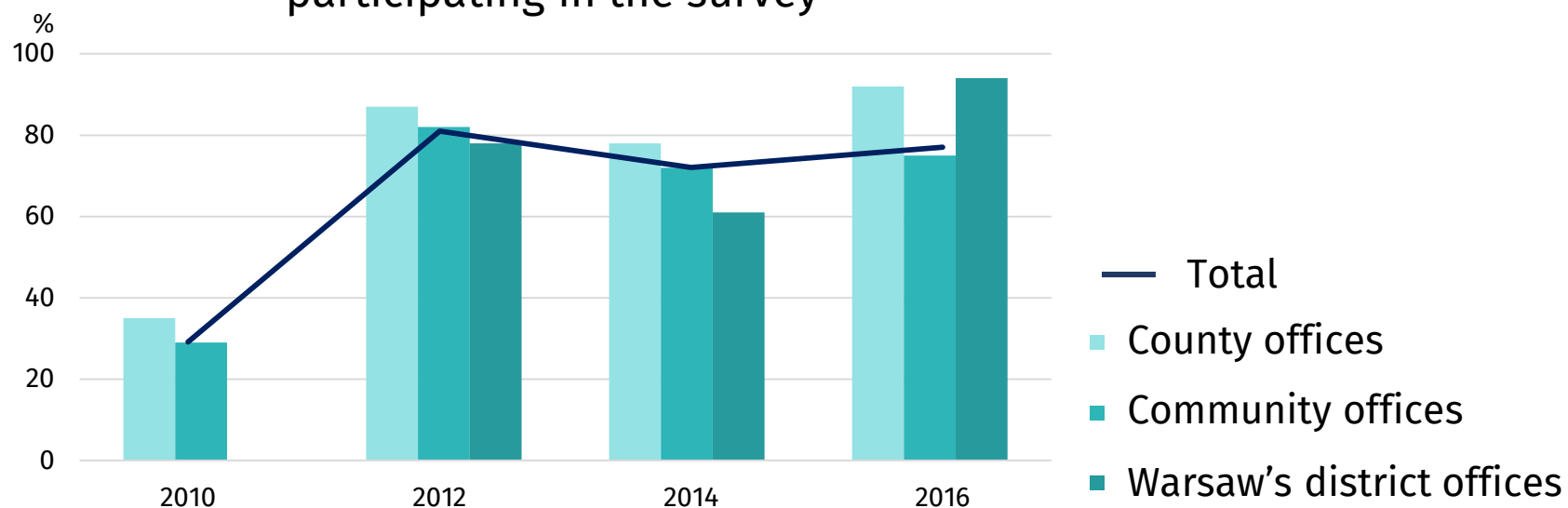


community



Survey of information needs of local government units

The percentage of local government units participating in the survey



Research and works on new sources

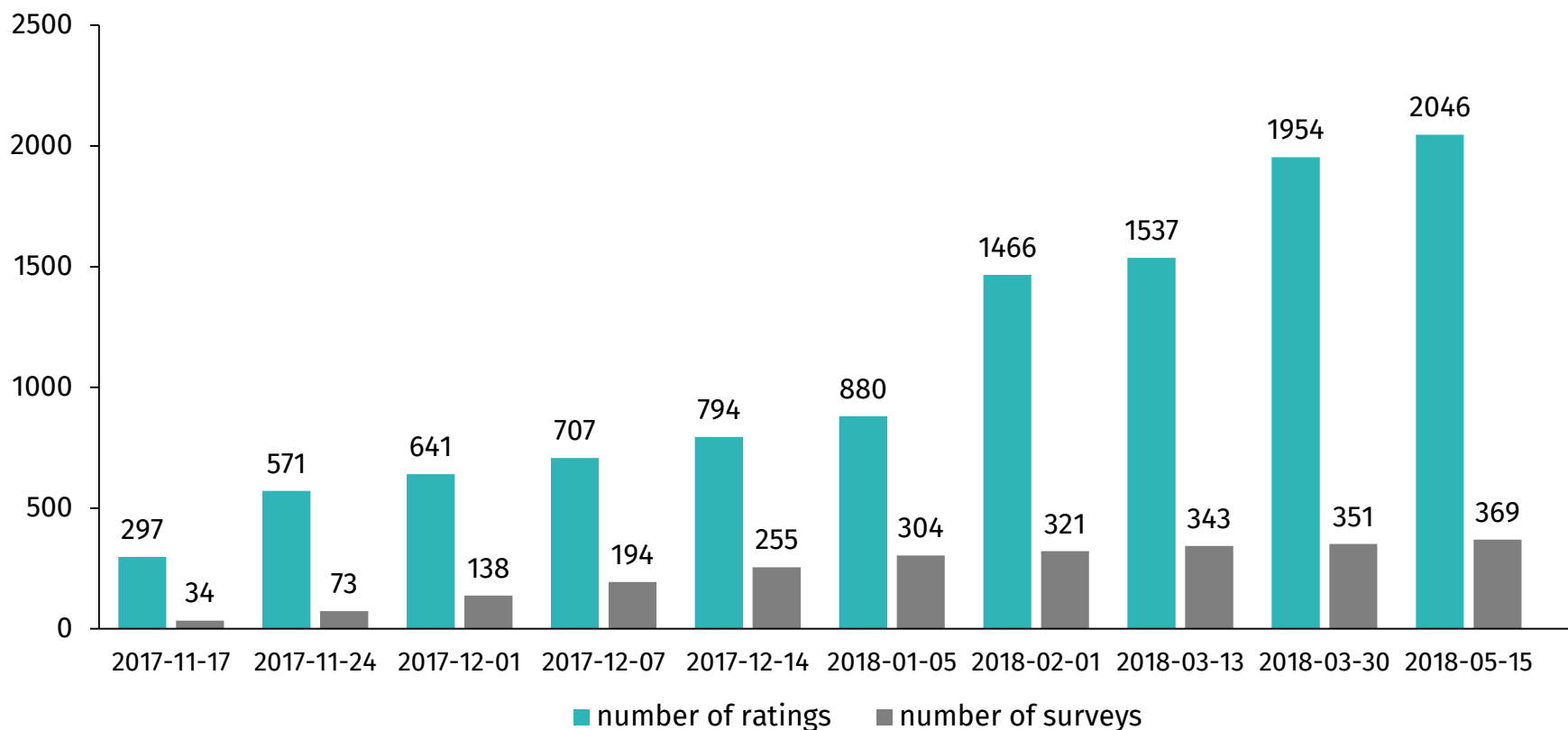
1. An examination of the creative industries in the Mazowieckie voivodship, carried out in cooperation with the Faculty of Geography and Regional Studies of the University of Warsaw. Data from the Social Insurance Institution was used.
2. Survey of unused labor resources in the Mazowieckie Voivodship, using administrative sources. Implemented jointly with the Voivodeship Labor Office in Warsaw.
3. Examination of the migration of enterprises based on the National Official Business Register.

Monitoring of the publishing offer and website

Oceń
opracowanie



Monitoring of the publishing offer and website



Monitoring of the publishing offer and website

Who reads us and rates us:

- 175** Representatives of public administration
- 90** Pupils / students
- 48** Businesses
- 31** Employees of scientific and research institutions
- 16** Representatives of the media
- 9** Another group of respondents

Monitoring of the publishing offer and website



Monitoring of the publishing offer and website



Google Analytics

Delivering a tailor-made product

- We know who needs what
- We know the resources of official statistics and its possibilities
- We get to know our own possibilities
- We satisfy real needs, not anticipated ones

The study of the creative industries in Mazowieckie voivodship



- The purpose of the research: to define the size and structure of entities of the creative industries as well as its potential measured by the number of persons insured.
- Definition of the creative industry: all activities based on creativity, skill and talent.
- Sources of information: The Social Insurance Institution (ZUS), National Official Business Register (REGON).

Division of the creative industries

Creative activities of cultural nature

- literature and visual arts
- craftwork
- film and video
- musical activity
- performing arts
- photography

Other creative activities with a large use of knowledge

- ICT
- R&D

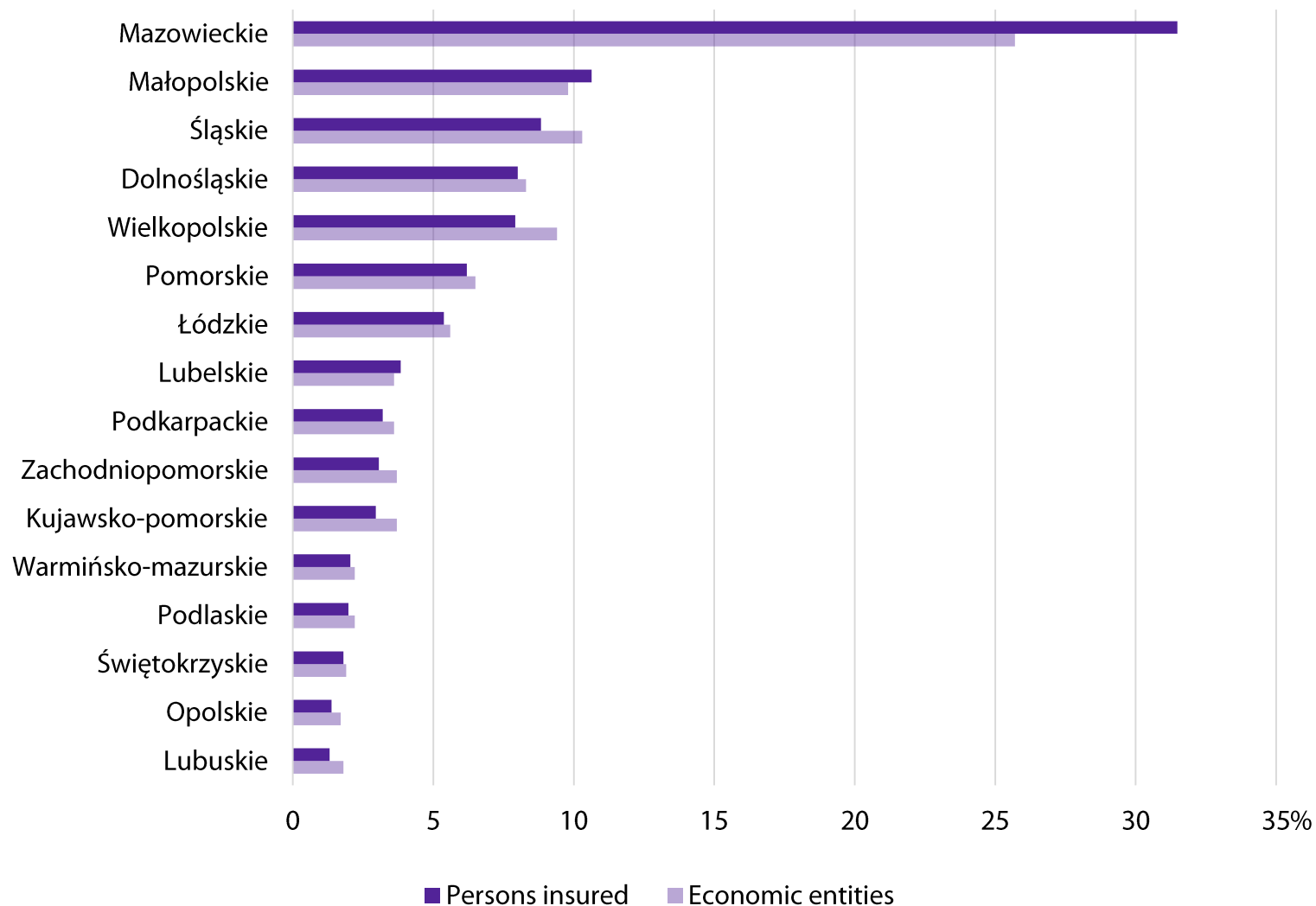
Creative usable activities

- advertising
- architecture
- fashion design and design
- publishing activity
- radio and television
- computer software

Surroundings of the creative industries

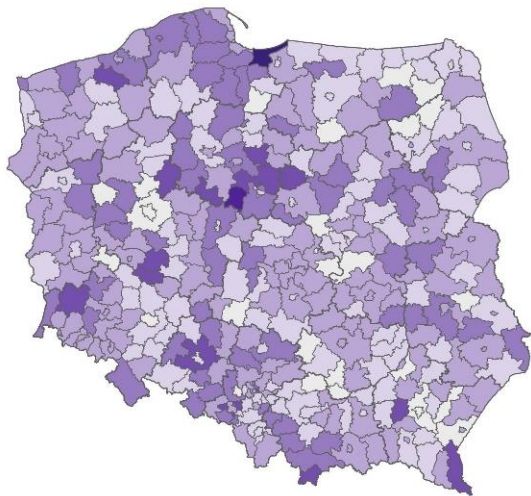
- cultural institutions
- trade in art and antiques
- media
- higher education
- activities related to the exploitation of copyright

Persons insured in the creative industries and economic entities of the creative industries by voivodships (Poland = 100%)

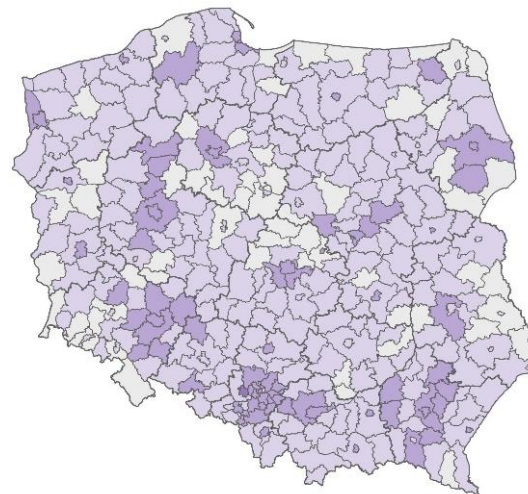


Location quotient of economic entities in the creative industries

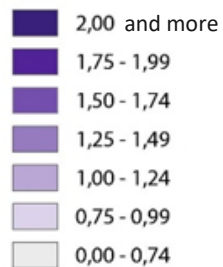
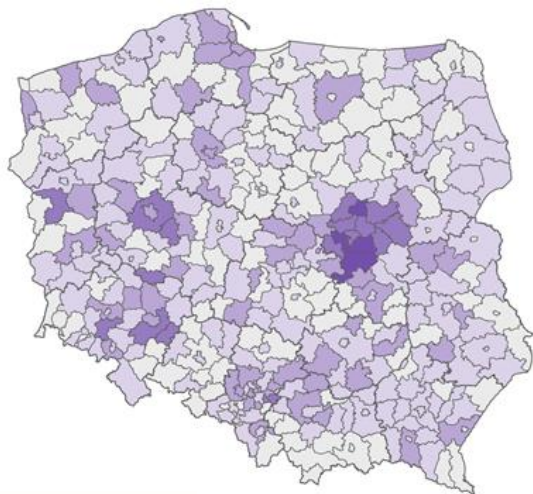
Creative activities of cultural nature



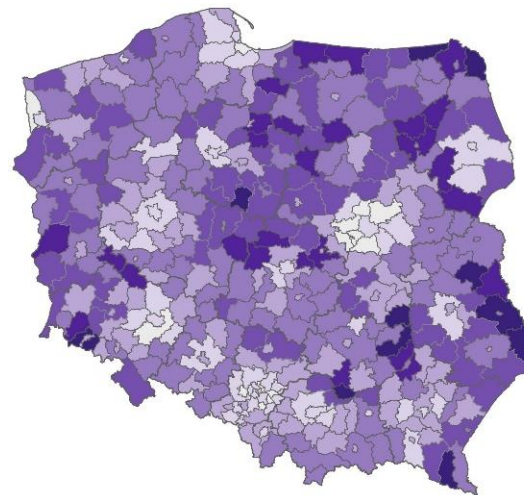
Creative usable activities



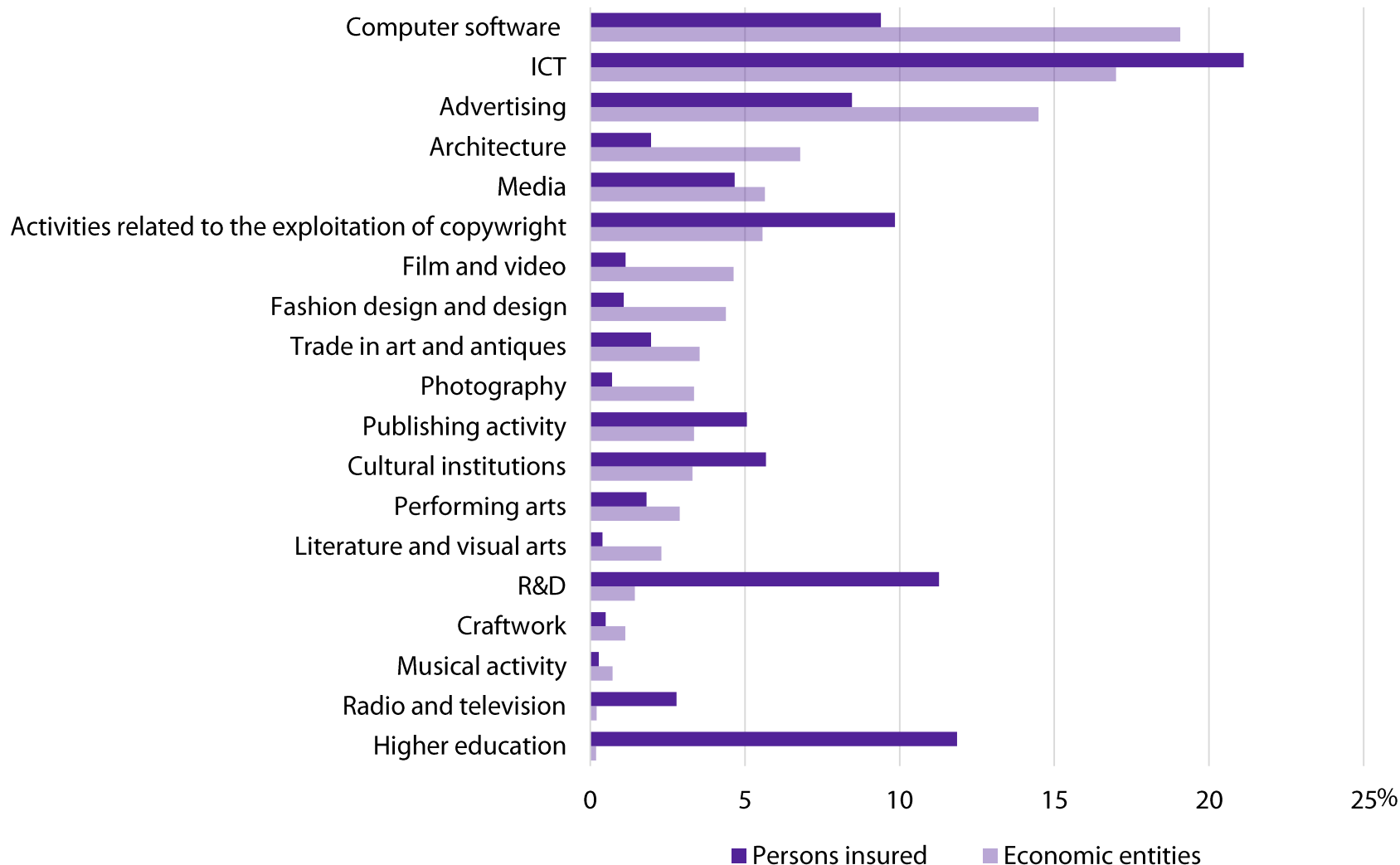
Other creative activities
with a large use of knowledge



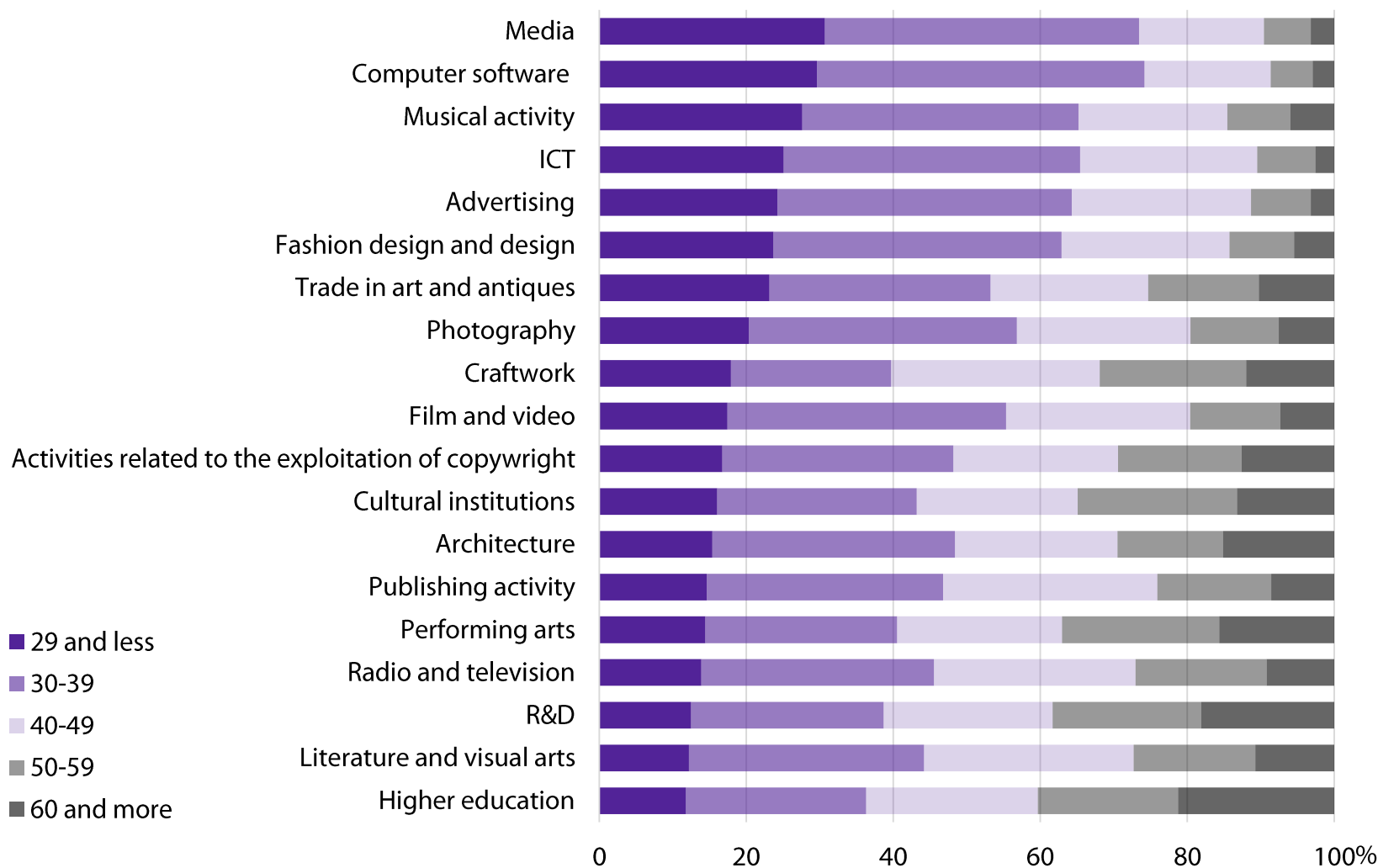
Surroundings of the creative industries



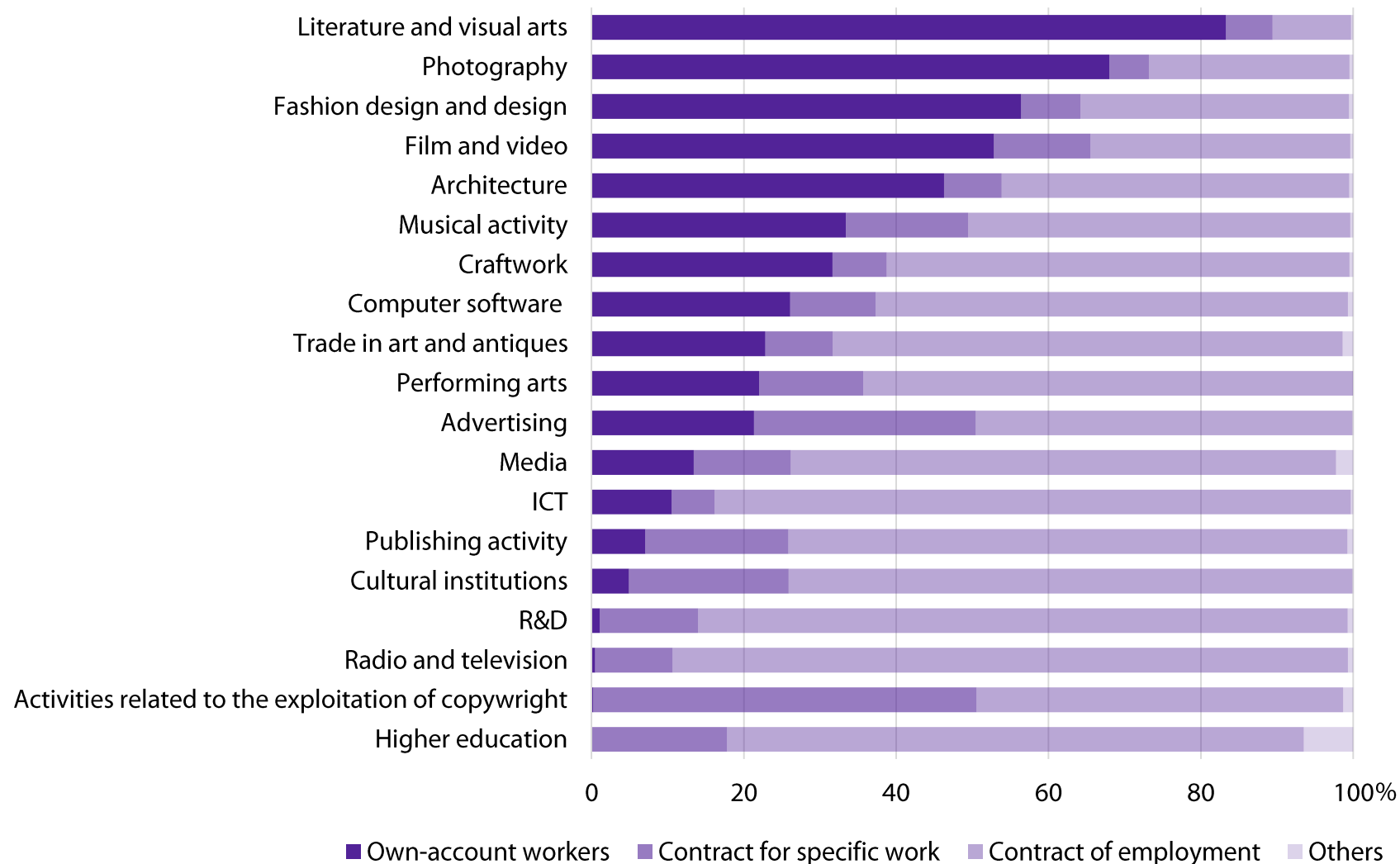
Economic entities of the creative industries and persons insured in these industries in Mazowieckie voivodship by sectors



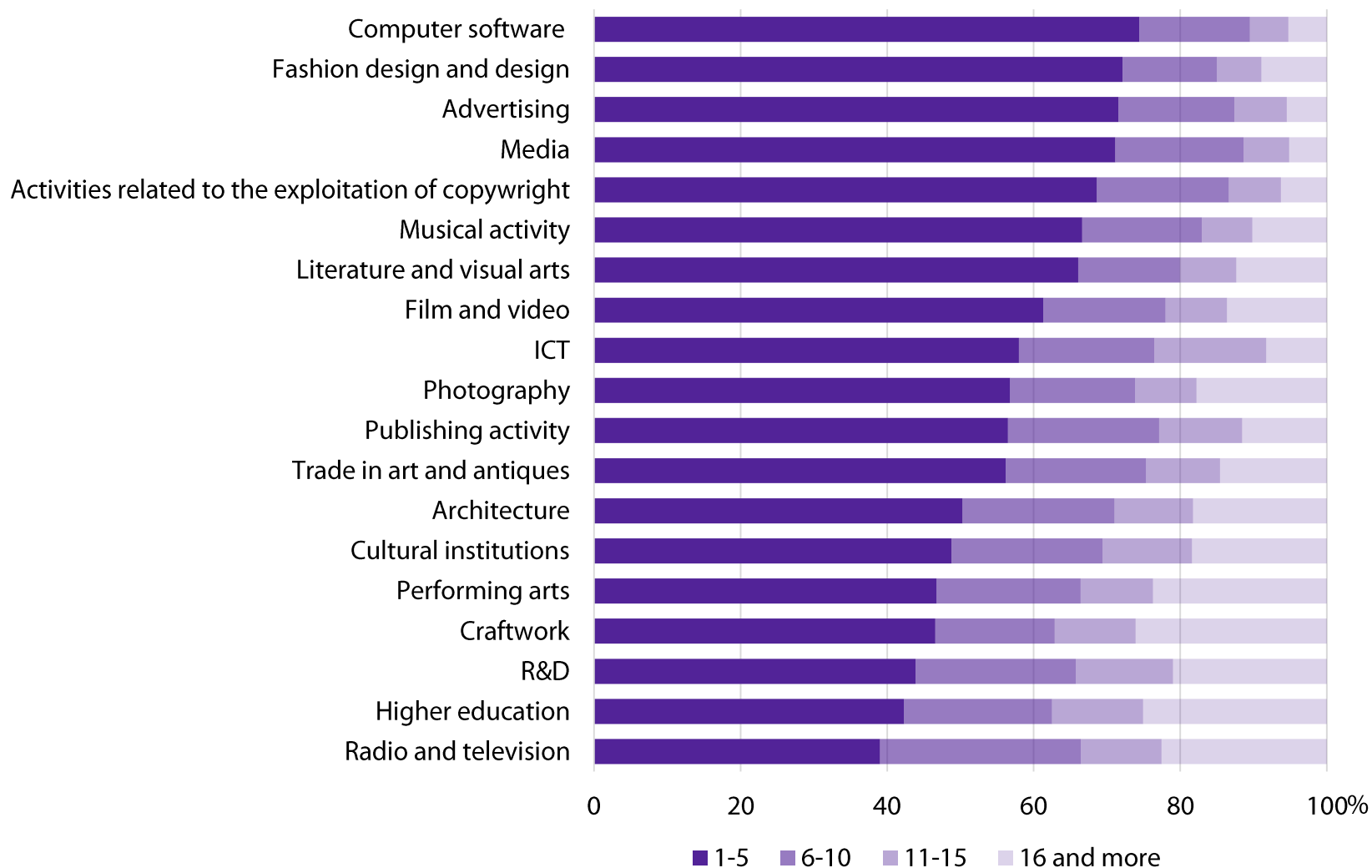
Structure of persons insured in the creative industries in Mazowieckie voivodship by age groups and sectors



Structure of persons insured in the creative industries in Mazowieckie voivodship by groups of insurance titles and sectors



Structure of persons insured in the creative industries in Mazowieckie voivodship by work seniority and sectors



Challenges

- to know the real information needs of the stakeholders;
- to know the utilization rate of the provided knowledge;
- to assess its usefulness by different groups of recipients.

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