Real needs – relevant actions as a key to useful knowledge

Mazovian Centre for Regional Surveys
Klaudia Peszat, Tomasz Zegar
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

- data
- information
- usability
- knowledge
- decisions
- wisdom
- recipients
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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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.
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
Survey of information needs of local government units

The percentage of local government units participating in the survey

- Total
- County offices
- Community offices
- Warsaw’s district offices

[Bar chart showing the percentage of local government units participating in the survey from 2010 to 2016 for different categories: Total, County offices, Community offices, Warsaw’s district offices.]
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

stars

stars
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

<table>
<thead>
<tr>
<th>Title</th>
<th>Number of Reviews</th>
<th>Average Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rynek pracy w województwie mazowieckim (P)</td>
<td>71</td>
<td>4,15</td>
</tr>
<tr>
<td>Bezrobocie rejestrowane (I)</td>
<td>71</td>
<td>4,14</td>
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<tr>
<td>Rynek pracy (I)</td>
<td>62</td>
<td>4,37</td>
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<tr>
<td>Bezrobotni zarejestrowani w dzielnicach Warszawy (I)</td>
<td>61</td>
<td>4,31</td>
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<td>470 Lat Miasta Siedlce (I)</td>
<td>59</td>
<td>4,24</td>
</tr>
<tr>
<td>28 kwietnia. Międzynarodowy Dzień Pamięci Ofiar...</td>
<td>49</td>
<td>4,31</td>
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<tr>
<td>Portret województwa mazowieckiego (P)</td>
<td>41</td>
<td>3,32</td>
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<tr>
<td>Statystyka Warszawy (K)</td>
<td>41</td>
<td>3,02</td>
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<tr>
<td>Turystyka (I)</td>
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<td>3,44</td>
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<td>3,38</td>
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<tr>
<td>Obszar Metropolitalny Warszawy (P)</td>
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<td>3,32</td>
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<tr>
<td>780 Rocznica Lokacji Płocka (I)</td>
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<td>3,68</td>
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<tr>
<td>Komunikat o sytuacji społeczno-gospodarczej województwa...</td>
<td>32</td>
<td>3,09</td>
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<tr>
<td>22 lutego. Europejski Dzień Ofiar Przestępstw (I)</td>
<td>32</td>
<td>3,09</td>
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<tr>
<td>Statystyka gmin i powiatów województwa mazowieckiego (P)</td>
<td>32</td>
<td>3,09</td>
</tr>
<tr>
<td>Województwo Mazowieckie - Podregiony, Powiaty, Gminy (P)</td>
<td>31</td>
<td>3,13</td>
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<tr>
<td>Budownictwo mieszkaniowe w województwie mazowieckim (I)</td>
<td>29</td>
<td>3,52</td>
</tr>
<tr>
<td>Ranking dzielnic Warszawy pod względem atrakcyjności ... (P)</td>
<td>29</td>
<td>3,31</td>
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<tr>
<td>Kobiety w województwie mazowieckim (P)</td>
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<td>3,46</td>
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<tr>
<td>Portret migranta. Migracje wewnętrzne w miastach (P)</td>
<td>28</td>
<td>3,29</td>
</tr>
<tr>
<td>19 listopada. Światowy dzień pamięci o ofiarach wypadków (I)</td>
<td>27</td>
<td>3,15</td>
</tr>
<tr>
<td>Analiza poziomu życia w miastach województwa...</td>
<td>25</td>
<td>3,24</td>
</tr>
</tbody>
</table>
Monitoring of the publishing offer and website
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.

# Division of the creative industries

<table>
<thead>
<tr>
<th>Creative activities of cultural nature</th>
<th>Creative usable activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>• literature and visual arts</td>
<td>• advertising</td>
</tr>
<tr>
<td>• craftwork</td>
<td>• architecture</td>
</tr>
<tr>
<td>• film and video</td>
<td>• fashion design and design</td>
</tr>
<tr>
<td>• musical activity</td>
<td>• publishing activity</td>
</tr>
<tr>
<td>• performing arts</td>
<td>• radio and television</td>
</tr>
<tr>
<td>• photography</td>
<td>• computer software</td>
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</tbody>
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<tr>
<th>Other creative activities with a large use of knowledge</th>
<th>Surroundings of the creative industries</th>
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<tr>
<td>• ICT</td>
<td>• cultural institutions</td>
</tr>
<tr>
<td>• R&amp;D</td>
<td>• trade in art and antiques</td>
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<tr>
<td></td>
<td>• media</td>
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<td></td>
<td>• higher education</td>
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<tr>
<td></td>
<td>• activities related to the exploitation of copyright</td>
</tr>
</tbody>
</table>
Persons insured in the creative industries and economic entities of the creative industries by voivodships (Poland = 100%)

- Mazowieckie
- Małopolskie
- Śląskie
- Dolnośląskie
- Wielkopolskie
- Pomorskie
- Łódzkie
- Lubelskie
- Podkarpackie
- Zachodniopomorskie
- Kujawsko-pomorskie
- Warmińsko-mazurskie
- Podlaskie
- Świętokrzyskie
- Opolskie
- Lubuskie

0 5 10 15 20 25 30 35%

Persons insured
Economic entities
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

- Computer software
- ICT
- Advertising
- Architecture
- Media
- Activities related to the exploitation of copyright
- Film and video
- Fashion design and design
- Trade in art and antiques
- Photography
- Publishing activity
- Cultural institutions
- Performing arts
- Literature and visual arts
- R&D
- Craftwork
- Musical activity
- Radio and television
- Higher education

Persons insured vs Economic entities
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

- Literature and visual arts
- Photography
- Fashion design and design
- Film and video
- Architecture
- Musical activity
- Craftwork
- Computer software
- Trade in art and antiques
- Performing arts
- Advertising
- Media
- ICT
- Publishing activity
- Cultural institutions
- R&D
- Radio and television
- Activities related to the exploitation of copyright
- Higher education

Legend:
- Own-account workers
- Contract for specific work
- Contract of employment
- Others
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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