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The end of the Statistical Yearbook and the introduction of new products

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1. Abstract

The Statistical Yearbook was the central and the most comprehensive annual serial publication of the Statistical Office of Slovenia. It has been published regularly since 1964. In 2014 it was not published for the first time in 50 years. The renovation of the Statistical Yearbook also included the booklet Slovenia in Figures, which had a more promotional purpose, but was essentially a small Statistical Yearbook.

Stat'o'book is the new publication of the Statistical Office of the Republic of Slovenia, which replaces two of our former publications Statistical Yearbook of Slovenia and Slovenia in Figures. The title is a fusion of two words, statistics and yearbook. Stat'o'book wishes to present in a concise, clear and interesting manner some of the data that in our opinion touch the lives of everyone.

One of the essential things for the success of Stat'o'book was the promotion. In addition to other methods of promotion (press conferences, news on our website, distribution of printed copies, notification by e-mail), we would like to highlight the importance of Twitter. The contents of Stat'o'book, especially infographics, were posted on our Twitter profile (Slovenian and English). The reactions were very positive. We also gained new followers and especially a large number of retweets, comments and favourites. Responses were also indirectly followed through the media because the media summarized and published a lot of content from our Stat'o'book.

Additionally the new website also enables access to all the contents that we have so far only published in the Statistical Yearbook. In addition, these contents are regularly updated whenever new data become available, which enables timely access to data. For this purpose we have developed three products:

- **Current Data:** this is a set of the most recently published data on a specific theme, available on the first page of the sections and subsections sites.
- **Basic Tables:** by clicking on the heading of the table the pre-prepared table opens, which contains the main data from a particular theme. Previously, such tables were only available in the Statistical Yearbook. Basic tables enable the users a quick overview of the main data and they also include time series.
- **Detailed Tables:** tables on the SI-STAT Data Portal, where the users can make custom tables and determine the categories on their own, are particularly useful for advanced users who need the information to produce analyses. Data are grouped by themes.



2. Situation before the renovation

The Statistical Yearbook of the Republic of Slovenia started to be issued in 1953; it became a regular annual publication in 1964 and a bilingual (Slovene-English) publication in 1994. In addition to the printed publication, SURS published on the web individual chapters in pdf format and tables in xls and html formats. As in other countries, the Yearbook was the most complete and extensive annual publication.

In addition to the Yearbook, the renewal included the publication *Slovenia in Figures*, which started to be issued in 1994. The publication was available in printed form (pocketbook) and on the web in pdf format; it contained all essential data on Slovenia and its purpose was primarily promotional. The common feature of both publications was annual overview of the latest available data for Slovenia from all statistical themes monitored by national statistics.

In the past the Yearbook was very important because these data, to such extent and in one place, could not be obtained anywhere else. At that time there were no electronic databases. The Yearbook was primarily intended for public administration (ministries, government offices, municipalities, etc.), which needed these data for performing its activities. With data digitisation and setting up of a single database the printed Yearbook started to lose its importance since other products of the Statistical Office (SI-STAT Data Portal, interactive tools, geostatistics, recalculations) are more appropriate for data presentation and further processing.

The purpose of the Statistical Yearbook was to present the broadest set of data referring to the previous year or to the latest available situation. Briefly, the presentation of all collected data at the highest level, sometimes also at a more detailed level. It was intended for the widest circle of users in Slovenia and abroad and contained over 500 tables and methodological explanations for all statistical themes; the content was divided into 33 chapters and at the end of each chapter there was a graphical presentation of selected data.

The preparation of the Yearbook took a lot of time and considerable financial resources were spent on printing. The number of copies printed was relatively low and with such a low print run it was rather difficult to assure that the Yearbook reaches the users actually using it.

Slovenia in Figures had a similar purpose and target population, except that the set of data was much smaller; it was actually a selection of interesting data on Slovenia, a small Yearbook.

3. Purpose and objective of the renovation

The purpose of the renovation was to adapt the content and format to the changed and new requirements of existing and potential users. This was achieved by taking into account the progress of web technology, by incorporating more modern design (visualization) and by renovation of the content elements.

The aim was to produce one printed publication (instead of the existing two), which will primarily have a promotional purpose and will include the most interesting and important data shown in a visually appealing manner. In addition, we wanted to enable our users to have access to all eliminated content through our website. The final stage of the renovation includes the promotion of new products through the use of social media and monitoring the reactions of our users.



4. New products

Stat'o'book

Target group: general public

Format: printed version (21x21 cm), pdf, e-pub

Print run: 2,100 (Slovenian), 230 (English)

Publication: annual

Length: 90 pages

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We selected data that are interesting, topical and important. They are presented in a modern way with infographics and other graphical presentations and with short commentaries. The content is divided into 21 chapters of equal length. The chapters match statistical domains on our new website, which was launched in the beginning of 2015.

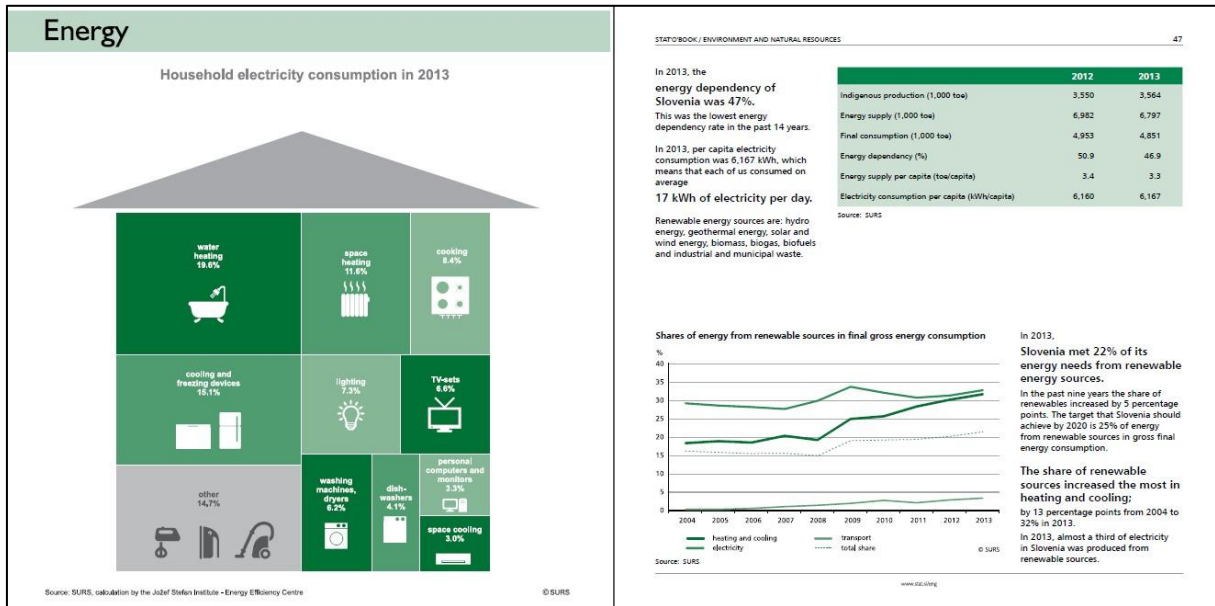
We tried to explain and present the data in an easy-to-understand way and avoid breaks in time series and notes. Because we strived for maximum clarity of the publication, we had to eliminate much of the data. The cover is in line with SURS's visual identity.

STAT'O'BOOK

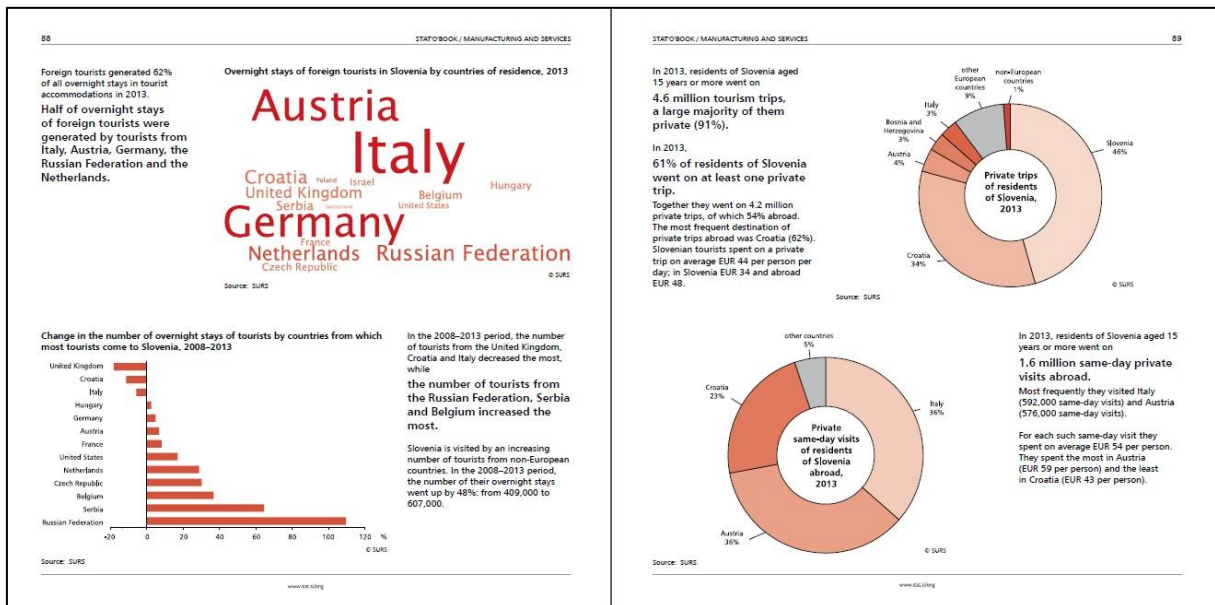
statistical overview of Slovenia 2014



Each chapter has 4 pages. Page 1 is the title infographic, page 2 presents a table with the most important data from a specific theme and the temporal overview of a selected phenomenon.



Pages 3 and 4 present – in various graphical ways – the most interesting data from a specific theme.



The cost of printing the Yearbook was EUR 6,000 (excluding VAT). The cost of printing Slovenia in Figures was EUR 1,580 (excluding VAT). The cost of Stat'o'book was EUR 3,580.

Current data

[Current data](#) are one of the new products on the redesigned SURS's website. Each statistical theme and subtheme has a specific set of the most important data that are updated at each new release. Current data are equipped with metadata on the reference period, status of the data, brief description and measurement unit. There are also links to the news from the same theme and to the SI-STAT Data Portal.



Population of Slovenia 1 October 2014		2,062,731 (number)			
Natural increase per 1,000 population year 2013		0.9 (number)			
Net migration per 1,000 population year 2013		0.2 (number)			
Population density 1 July 2014		101.7 (number/km2)			

Basic and detailed tables

With [basic and detailed tables](#) we offer to our users all contents that used to be available in Statistical Yearbooks. In addition, they are regularly updated and enable further data processing.

In many ways, basic tables resemble tables from the former Yearbook. They are prepared in advance and cover the most important data from a particular theme. They are filled at regular updates on the SI-STAT Data Portal and enable drawing of charts, export in different formats and printing. They are equipped with methodological explanations.

Gross domestic product by MEASURE and YEAR												
	1995	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Output at basic prices (mio EUR)	20065	52315	55954	61839	70426	75928	68358	70236	71589	69400	68765	...
Intermediate consumption at purchasing prices (mio EUR)	11034	28032	30272	34105	39617	42698	36720	38665	39481	38142	37539	...
Total gross value added at basic prices (mio EUR)	9030	24284	25682	27735	30809	33230	31638	31571	32108	31259	31227	32172
Net taxes on products (mio EUR)	1491	3389	3545	3821	4344	4721	4528	4648	4761	4747	4917	5074
Gross domestic product, current prices (mio EUR)	10522	27673	29227	31555	35153	37951	36166	36220	36868	36006	36144	37246
Gross domestic product, real growth rate (%)	...	4.4	4.0	5.7	6.9	3.3	-7.8	1.2	0.6	-2.6	-1.0	2.6
Gross domestic product per capita, current exchange rate (EUR)	8280	13900	14608	15719	17412	18769	17714	17678	17960	17506	17550	18065
Gross domestic product per capita, current exchange rate (USD)	10698	17259	18165	19715	23863	27606	24708	23436	25000	22492	23308	24000

Footnote:
Source: Statistical Office of the Republic of Slovenia.

Detailed tables are tables on the SI-STAT Data Portal. Users can make their own tables by selecting different table dimensions. They are primarily intended for more advanced users. They, too, enable drawing of charts, export in different formats and printing, and are equipped with methodological explanations.



GDP income structure, Slovenia, annually

[Information details](#) [Footnotes](#)

Mark your selections and choose between table on screen and file format. [Marking tips](#)

TRANSACTIONS ★	MEASURES ★	YEAR ★
Search <input type="text"/> Filter <input type="checkbox"/> Text start <input type="checkbox"/> Compensation of employees ..Wages and salaries ..Employers' social contributions Taxes on production and imports ..Taxes on products ..Other taxes on production Less: subsidies on production ..Subsidies on products ..Other subsidies on production Gross operating surplus and mixed income Total: 13. Selected: 0 Select all Deselect all	Search <input type="text"/> Filter <input type="checkbox"/> Text start <input type="checkbox"/> Current prices (mio EUR) Current prices (% of GDP) Total: 2. Selected: 0 Select all Deselect all	Search <input type="text"/> Filter <input type="checkbox"/> Text start <input type="checkbox"/> 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 Total: 20. Selected: 0 Select all Deselect all Sort ascending (^) Sort descending (v)
Table on screen, layout 1 <input type="button" value="Continue"/>		

5. Promotion

One of the essential things for the success of Stat'obook was the promotion, where the importance of Twitter has to be pointed out. The contents of Stat'obook, especially infographics, were posted on our twitter profile (Slovenian and English). The reactions were very positive. We also gained new followers and especially a large number of retweets, comments and favourites.

Stat'obook	Tweets	Retweets	Favourites	Replies
@statslovenija	24	52	26	10
@statslovenia	24	67	21	12

At the release of the publication we prepared electronic news on our website in which we informed our users about the end of the Statistical Yearbook and the release of the new publication. A news conference was organised at which we presented some most important data and infographics from the Stat'obook. The media summarized and published a lot of content from our Stat'obook.

Electronic (pdf) and printed versions of the Stat'obook were also sent to our partners and loyal users. Their responses were very positive.