

**How do we reach the general public
without losing our credibility?**



Listen to what people and the media are talking about



@StatSlovenija



This year we exported 41 tons of bananas to Spain...those given to Spain during yesterday's game by #myteam not yet counted :)
#EuroBasket2017

In Slovene banana is also a blocked shot

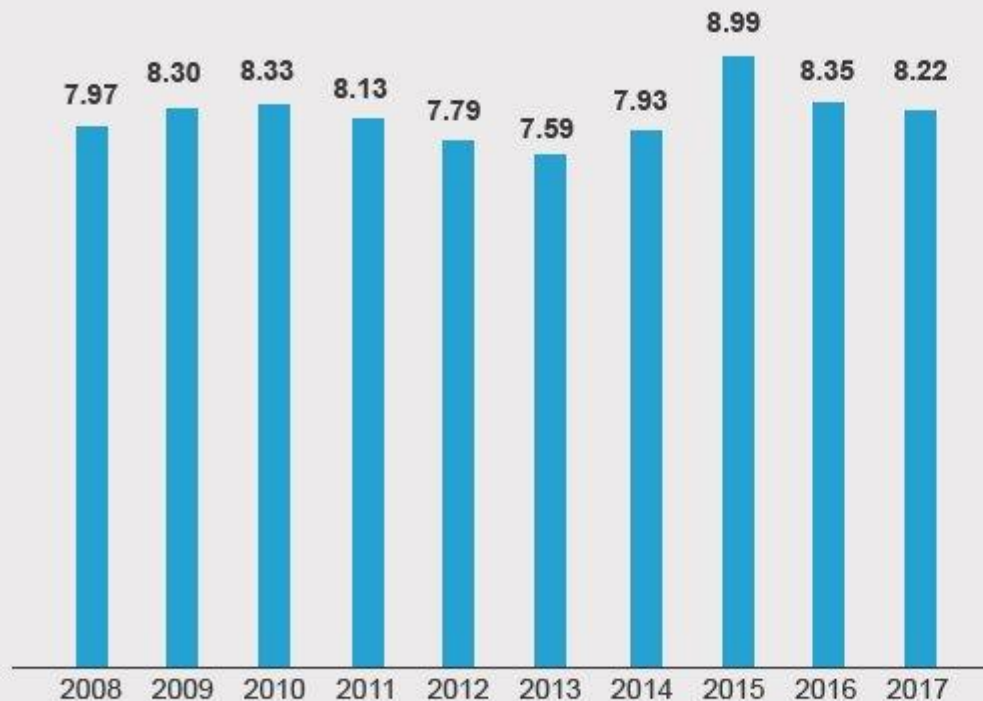
Izvoz in uvoz po 2-, 4- in 6-mestni šifri Kombinirane nomenklature in po državah, Slovenija, kumulativni podatki			
			2017M06
			Izvoz
ES Španija	Neto masa v 1000 kg	0803 Banane, vključno pižang, sveže ali suhe	41



Go outside “the box”

How much is your #towel – according to #DouglasAdams about the most massively useful thing an interstellar hitchhiker can have – worth? #TowelDay

Average annual price of a towel¹⁾ (EUR), Slovenia



1) Size about 50/70 x 100/150 cm.
Source: SURS



Look for data on a specific (narrow) topic

Eggs in Slovenia



1.7 million
laying hens



EUR 1.7
average price of 10 hen`s eggs



lay 1 million
eggs a day



178 eggs
consumption per person per year



Export:
Croatia, Austria, Hungary



77 persons
with surname Pirh (Easter egg)



Import:
Lithuania, Italy, Latvia



95%
self-sufficiency rate

Source: SURS

Connect data from different statistical domains

World Bee Day (300 words article)

=

Agriculture

+

External trade

+

Consumer prices

+

Household Budget Survey

+

Name and place names statistics

+

Other reliable sources



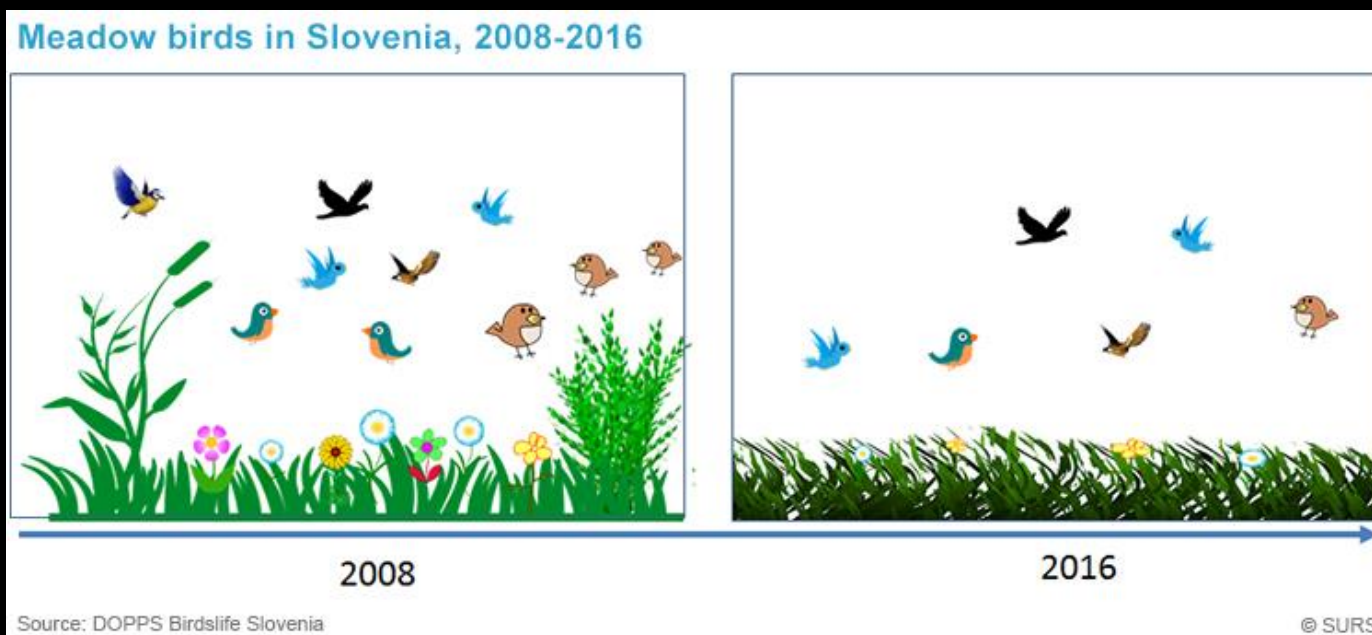
Use only official (quality) data

Euro Bird Watch

No official statistical data on the topic except name statistics

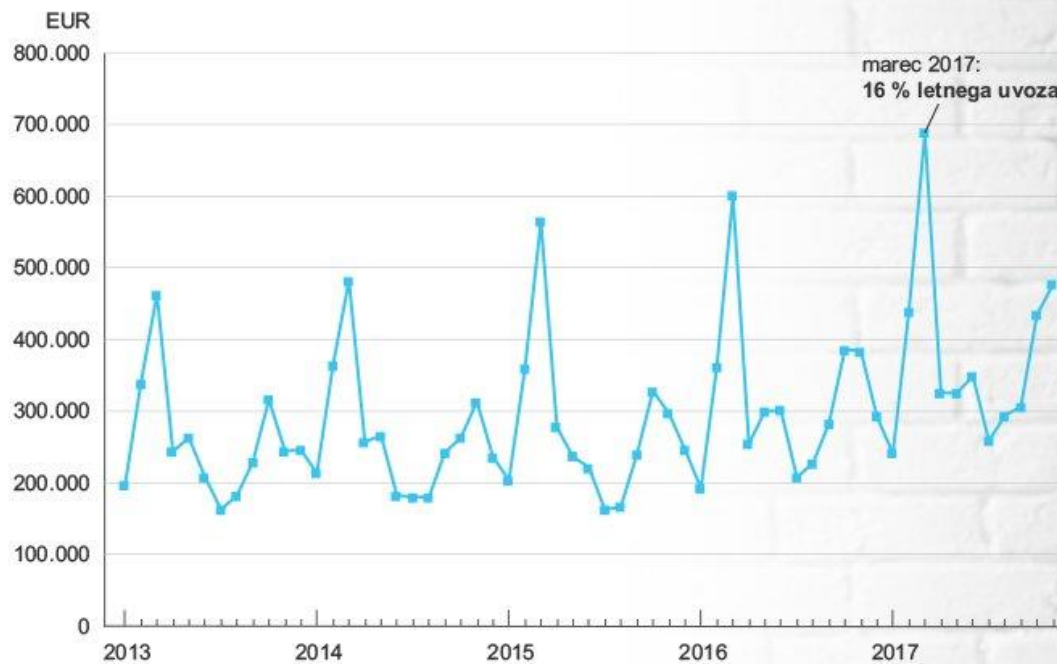
No knowledge of the quality of data

No additional knowledge at SURS needed to answer media questions



Does the event/topic have an impact on data?

Uvoz svežih vrtnic, Slovenija



Vir: SURS

The influence of Melanija on Slovene tourism

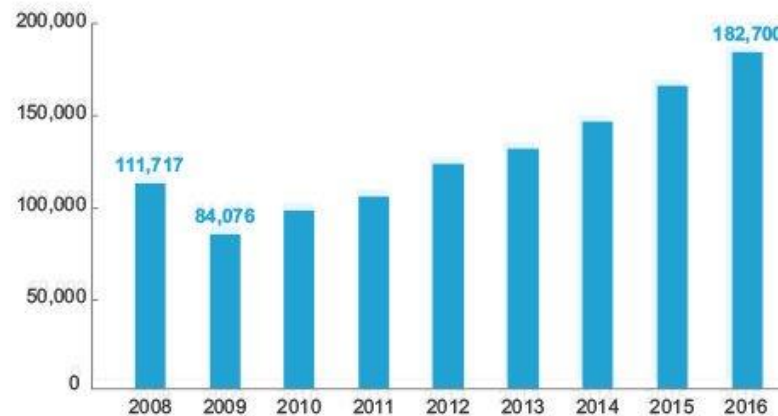
4th of July



There are **353 US citizens living in Slovenia**; their number increased by 117 since 2011.



In 2016 **tourists from the USA generated almost 183,000 overnight stays in Slovenia**, 5 in municipality Sevnica.



In 2016 there were **198 women named Melanija** and **17 men named Donald** living in Slovenia.



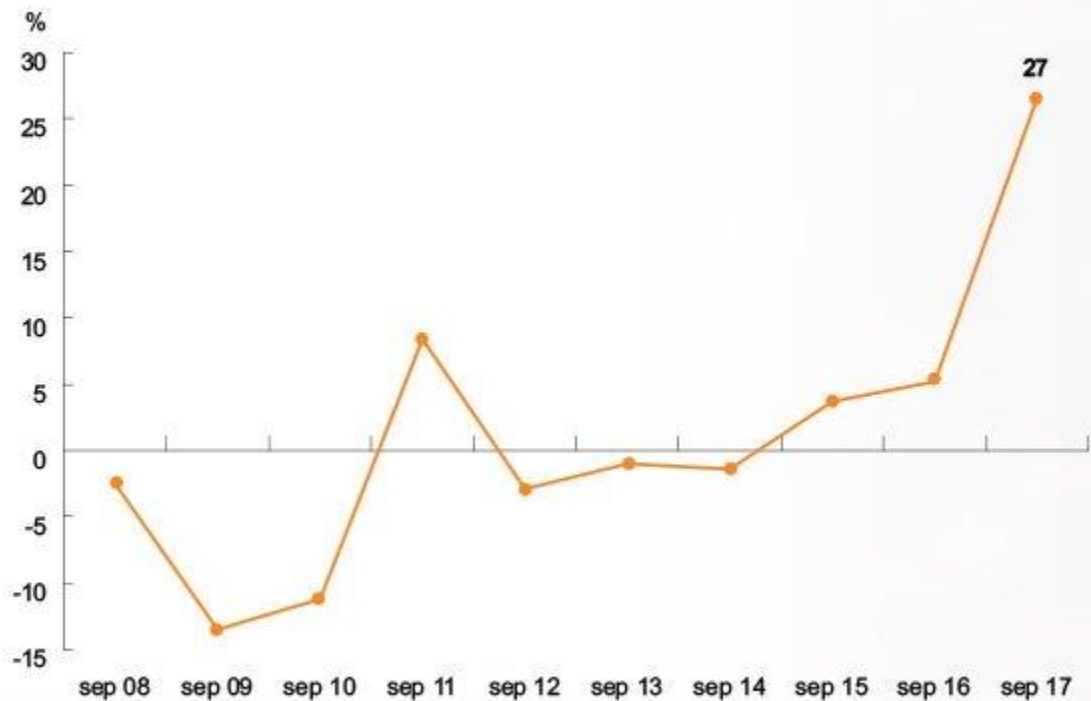
198 Melanijas



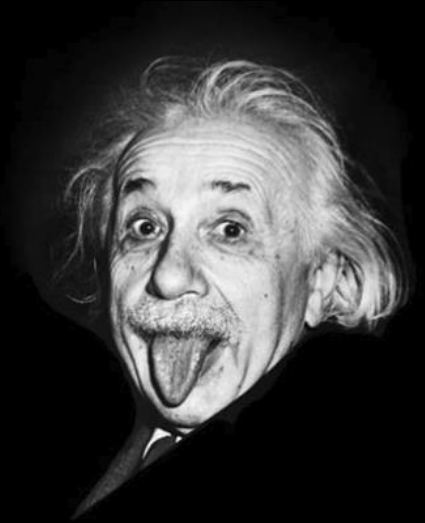
17 Donalds

The influence of Eurobasket on the turnover of travel agencies

Annual growth rates of turnover in travel agencies



Keep it simple, explain in everyday language



„If you can't explain it simply,
you don't understand it well enough.“

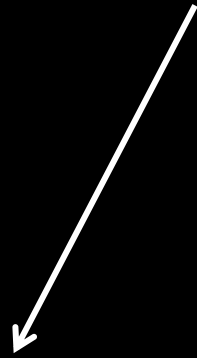
„Everything should be made as simple as possible,
but not simpler.“



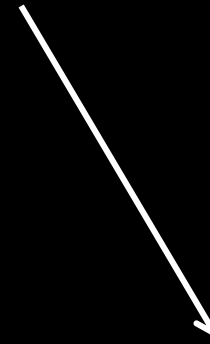
Be flexible with your publication date



Special topics



Special days
of the year



Daily/current
“hot” topics



Outcome

60 special articles in one year

2x more media statements/appearances

3x more impressions and 2.5x higher engagement rate

Reaching audience that is usually not interested in statistics

Appreciation of our regular users

Many positive responses, almost none negative!

