

**UNITED NATIONS STATISTICAL COMMISSION and  
ECONOMIC COMMISSION FOR EUROPE  
CONFERENCE OF EUROPEAN STATISTICIANS**

**UNECE Work Session on the Communication of Statistics**

(29 June – 1 July 2011, Geneva, Switzerland)

- (iv) External communication: audience segmentation

**ABSTRACT FROM THE PRESENTATION FOR *THE EXTERNAL  
COMMUNICATION: AUDIENCE SEGMENTATION***

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1. The following abstract from the Mexican presentation on this item of the Agenda, comprise a general overview of this important topic to be discussed at the session.
2. We acknowledge that Statistical organizations have a highly diverse user base ranging from expert users to the lay public, in this order of ideas how do we address such a diverse audience successfully? This kind of questions, which may look simple at first, are not. Do we need to prioritize some segments of our audience?
3. In this order of ideas, we submit the following abstract for the purpose to have some guidelines to follow in our future discussion on this item.
4. How to interact with strategic users of Statistical and Geographical Information? First we have to identify the users.
  1. Public Sector (Executive, Legislative and Judiciary)
5. The *strategic information users* in the public sector are those that have a direct impact in the public policy making process, such as: politicians, lawmakers, judicial and public officers of all levels of government (national, regional, and local). These users are, in some cases, statistical information producers.
  2. Private Sector (Business organizations and corporations)

6. The *strategic information users* in the private sector are those large enterprises and business organizations that have a significant impact on the economy of their countries.

### 3. Media

7. The media constitutes a high impact distribution channel of the statistical information generated by the National Statistical Office (NSO). Opinion leaders in this segment use communication channels to share their ideas and opinions with their audience: TV, radio, printed media, and web services (i.e. websites, blogs, social networks).

### 4. Academics

8. Obviously, there are also strategic information users in the research institutions, universities and *think tanks*.

### 9. Some discussion topics:

- The Media as a privileged channel of distribution and marketing of Information
- Valuable tool for Public Policy decision makers (Governments and Lawmakers)
- Academic, Research & Development sector.
- Decision makers in private sector. The importance of having official statistical and geographical information for a better decision making process.
- Civil Society. From NGO's, to the lay audience.
- The added value of identifying the needs and requirements of strategic users.
- To facilitate access of Information by offering capacity building to strategic users.
- Feedback mechanisms in order to improve the offer of Information.
- Ongoing dialogue and permanent communication with strategic users.

### **The Mexican experience. The case of *INEGI at your hand* project.**

- *INEGI at your hand* responds to the needs of identified strategic users of statistical and geographical Information in the public, private, academic and social sectors
- On line Access to INEGI Information.
- Capacity Building to strategic users for optimizing the use of Information.
- Feedback mechanisms from strategic users.

10. Why is important to have an audience segmentation approach to foster and promote the use of statistical and geographical information?

- To have a direct contact and close interaction with them, therefore having a better and dynamic process of crafting statistical information.
- To develop communication channels of the information generated by the NSO, as drivers of the public opinion.
- To improve their decision making process by having quality, on time and sufficient information inputs.
- To get feedback in order to provide better products and services according to their needs.
- To improve the positioning of the NSO as provider of the official statistical information.

11. How can we achieve this?

12. By developing a ***Strategic Information Users Training Program***, which will fulfill their information requirements and needs and also allow them to familiarize themselves with the products and services that the NSO offers.