

INSTITUTO NACIONAL DE ESTADÍSTICA



Statistical dissemination policy

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Strategic objective

Law 12/1989 on Public Statistical Services (LFEP), in article 26.ñ, charges the INE with the publication and dissemination of the results and the methodological features of the statistics that it compiles, and the promotion of the dissemination of other statistics included in the National Statistical Plan.

In compliance with this legal mandate, the INE makes the statistical information that it produces – which is necessary for correct decision-making – available to citizens, companies, researchers, public and private organisations, the media and public administrations.

Moreover, the INE plans its dissemination actions for the purpose of increasing all types of users' knowledge as well as their use of statistical information.

Reference frameworks

- Law 12/1989 on Public Statistical Services
- Regulation (EC) 223/2009
- European Statistics Code of Practice
- Main principles of the United Nations Statistics
- Quality Assurance Framework

Main principles of the dissemination policy

- **Impartiality and objectivity:** The statistics shall be disseminated in a manner that is impartial and objective, with equal treatment for all statistics users.
- **Accessibility and clarity:** All information users shall have the most suitable technical means available to guarantee an efficient access, and the dissemination shall be carried out in a clear and comprehensible way.
- **Statistical secrecy:** The results of the statistical operations shall be disseminated in such a way that confidential information remains protected.
- **User orientation:** The dissemination of the statistics shall be oriented toward meeting the needs of users. Detecting and meeting these needs shall be a key part of the dissemination strategy. In turn, specific customer care services shall be made available to statistics users in order to achieve the most comprehensive use of the information published.
- **Transparency:** The methodologies which the statistical products are prepared with, the quality parameters of these products, as well as the publication calendars, prices of dissemination products, etc., shall be notified to users clearly and with sufficient advance notice.

- **Punctuality:** The statistics shall be published according to the previously established calendar and notified to users.
- **Free of charge:** The results of the statistical operations considered in the general dissemination plan for each operation shall be disseminated free of charge.
- **Re-use:** Efforts will be made to enable the re-use of the statistical information by other agents, through the use of technical resources that allow performing this task in the most efficient way.

The statistical dissemination policy is defined in accordance with the decisions made regarding the following aspects:

- Storage and publication of statistical results on the website
- Correction and communication of errors
- Publications calendar
- Relations with the media
- Release of statistical results under embargo
- User information channels and services
- Customised requests
- Publishing activity
- Prices of the information
- Licences to use the information
- Detection of users' needs
- Dissemination activities in the social networks
- Promotion of the use of statistical information

Storage and publication of statistical results

The official statistical information that the INE produces is disseminated free of charge via the www.ine.es website and access to the information is guaranteed to all users under equal conditions.

The information provided by the INE website is continuously updated, following the established publications calendar.

The following documents will be published by the INE on its website:

- The repertoire of operations in the National Statistical Plan, through the Inventory of Statistical Operations.

- The data results and methodologies of the statistics that it produces, in the way it considers to be the most convenient to enable access and understanding by all users: press releases, tables, graphs, time series, publications, methodological reports, etc.
- Other national and international statistical information that it considers appropriate in order to provide a suitable service for users' needs.
- Information regarding available products and services.
- Information regarding production processes, projects and standards that contribute to a better knowledge and the use of official statistical information.
- Institutional information that contributes to a better knowledge of its activity.
- Educational applications and materials that helps to increase the statistical knowledge in society, especially regarding the production methods and products of official statistics.

The final results of the statistical operations of the INE shall be stored in its dissemination systems. These systems will enable users to browse the available data and select the values of the variables that they wish to see. Users may select different formats to download the information.

The dissemination systems shall integrate the metadata from the statistical operations in order to help users to understand the characteristics of the information displayed.

The dissemination systems shall enable comparisons, over time and space, of the data published. Based on users' needs, they may include transversal databases that enable a joint consultation of indicators from different statistical domains.

The publication date or latest update of the content shall be assigned.

Consultation and automatic information (data and metadata) download services will be available, making use of open formats that are convenient for disseminating statistics and enabling their re-use (SDMX, JSON, etc.).

The INE website shall maintain an English version of its content.

Error correction and notification

The detection of errors and their rapidly correction and notification constitute a practice that ensures the quality of the information published and the quality of the service that the INE provides to statistics users.

The errors that are detected in statistical publications may be classified as follows:

- **Form errors:** These are typographical errors (errata, punctuation marks, expression errors, etc.) that do not affect the comprehension of the data, the texts or the figures themselves.

- **Content errors:** These are errors in the data, graphs, table headings or texts that may lead to erroneous calculations or interpretations by users.

Error correction and notification:

- **Form errors:** When a form error is detected in a publication, it shall be corrected immediately and the information shall be published again. Given that it does not affect the meaning of the information, notification of the correction is not necessary.
- **Content errors:** when correcting errors that might affect the interpretation of the information, the procedure below shall be followed:
 1. A notice that the information has been corrected shall accompany the affected information and, if it is possible to identify the users who have accessed this information (press release recipients, customised request users, acquisition of files or publications users, etc.), they shall be notified regarding the correction. In the case of errors that affect general users, it will be possible to issue a notification via RSS subscription channels, social networks, etc.
 2. The errors shall be recorded in a special register for subsequent analysis. This will include the description, the dissemination product affected, the date of publication, the date that the error was detected, the correction date, and the notification actions carried out.

Publication calendar of the results of the statistical operations

The INE shall establish the publication date of the statistics independently. To this end, technical criteria will be used, paying special attention to the opportunity criterion –understood this to be the minimum term in which the information may be available to all users– meeting the required quality standards and bearing in mind the commitments acquired with international organisations.

The publication of the results of the statistical operations shall be announced to users ahead of time. The publication dates of the short-term operations for year t shall be announced in the month of November of year t-1. The structural operations shall establish the month of their publication in the month of November of year t-1, and subsequently, the date of publication shall be established with a minimum of 30 days' advance notice.

Each week, the media shall be sent a calendar with those publications that are accompanied by a press release. Moreover, this calendar shall be available to all users.

Upon establishing the publication dates, the intention is for there to be no more than 3 short-term operations publishing information on the same day.

Changes to the publications calendar shall be duly justified, and shall be made public as soon as possible.

The hour of publication for short-term statistics is established at 9 a.m. For structural statistics, the time of publication is generally set for 11 a.m. At this point in time, statistical information shall be public for all users at the same time, notwithstanding the results under embargo that may have been distributed previously.

Relations with the media

The INE considers the media to be fundamental agents when issuing statistical communication to broad sectors of society. For this reason, these media shall have a special channel to tend to their consultations and requests, which is centralised in the Press Office of the INE.

The INE website shall maintain a media-oriented section offering a selection of the information published, paying particular attention to enabling the presentation of press releases, in addition to the main results, methodological summaries and links to the general dissemination system.

Presentation sessions may be organised for statistical projects that are especially dedicated to the media, for the purpose of informing them suitably about the innovations in statistical production, or when there have been significant changes to an operation.

Courses may be organised for the media through the Statistics School for the Public Administrations, which enable a better knowledge of official statistical production and its characteristics.

In case of detecting any improper use of the statistical information by the media, the INE shall respond to avoid damage to the credibility of official statistics, especially in those cases in which the improper use may be due to a deliberate erroneous use, for the purpose of discrediting some aspect of its activity, and bearing in mind the distribution that this may have among users. It shall also react to situations in which, due to a lack of knowledge or an oversight, erroneous conclusions are established (for example, via unsuitable comparisons of the information). In these cases, the INE shall issue notices, which following the principles of impartiality and objectivity, clarify the correct use of the published data.

Release of statistical results under embargo

Pursuant to the European Statistics Code of Practice, access to information may be granted to certain persons, prior to its official publication, although with a limited, controlled and public nature.

The mailings of prior information shall be duly justified and shall be agreed on by the INE Board of Directors. The information transmitted shall be restricted and the recipients may not make any statement or public use of it until its official publication by the INE.

This practice shall be explained on the INE website, in the quality of the statistics section.

User information channels and services

In order to facilitate access to all users to its products and services, the INE shall provide them with different channels where users may present queries and request the offered services.

The following are statistical dissemination services that are available to users:

- Query of statistical information published by the INE
- Personalised advice regarding the availability and meaning of the official statistical information
- Customised requests for information
- Certification of official statistical information
- Subscription to news channels
- Acquisition of publications

The following are communication channels for users:

- The INE website which in addition to offering the best possibilities of consulting statistical data, has an electronic form that users may submit in order to transmit their queries and suggestions.
- The electronic headquarters of the INE.
- The user support service offices established in the Central Services and the Provincial Delegations of the INE.
- The library consultation service that enables users to access the specialised collection in the INE library.
- The telephone service system, which allows automatic queries of some statistical indicators and personalised user services.
- The e-mail address and contact telephone lines that are published for the information services, where users may submit specific queries regarding these services.
- The "Infoeuropa" statistical information service, which specifically tends to queries relating to data published by Eurostat.

The services of the communication channels shall be carried out by specialised staff in order to guarantee the quality of the different services.

Those commitments relating to the quality of each of the services available shall be established in the INE Letter of Services.

Customised requests

In addition to the information published on the INE website, users may request special information uses, generally at a greater territorial or sectorial breakdown level.

Customised requests shall be assessed by the promoting department responsible for that statistical operation, regarding two fundamental aspects:

- The data requested must be able to be provided without compromising the principle of statistical secrecy required by the Law on Public Statistical Services.
- In the case of sampling operations, the results must have a suitable degree of representativeness.

The user must meet the economic conditions as well as the conditions for using the information established in order to issue the data requested.

The customised requests received shall be revised annually, for the purpose of identifying potential common needs that might be included in the general dissemination of the statistical operations.

Publishing activity

The publication of the results of the statistical operations is articulated –essentially through the website– about the distribution of press releases, data tables or time series that might adopt different types of presentation: tables, graphs, maps and files that may be downloaded in different formats.

Moreover, for the purpose of enabling the access and use of statistical data, the INE carries out thematic or synthesis publications that integrate the information from different operations, and which shall be provided together with the data, explanatory texts, graphs, etc.

The synthesis publications shall be carried out and made available to users, always in electronic format, in order to guarantee the maximum accessibility and distribution, as well as preservation. In addition, there will be a printable version that enables downloading and viewing off-line.

The publications may be included in the digital distribution platforms that the INE deems appropriate, and the framework agreements that might exist in the General State Administration with these platforms may be taken advantage of, as long as this fact does not entail an exclusivity agreement in the distribution of the publications.

PRINTING OF PUBLICATIONS

The publishing production of the INE, in printed format, shall be limited to those publications that require this medium due to their special characteristics. The emblematic nature and tradition of the publication (Statistical Yearbook, Spanish Statistical Magazine) shall be assessed, as well as the possible submission as a promotional item and for the dissemination of statistical products (Spain in Figures), on considering printing some publications.

PRICES OF THE PUBLICATIONS AND RE-USE OF CONTENTS

Printed publications shall have an attached price list for retail sale, which will essentially be oriented toward recovering the costs associated with their production. The contents of the electronic publications shall be considered re-usable public information, and shall be subject to the general use licence conditions that the INE sets out for this information.

PUBLICATIONS CATALOGUE

All available publications shall appear in the Publications Catalogue on the website, which shall be updated continuously.

Information prices

The dissemination of results shall be carried out through the INE website free of charge for all users.

Complementary services, such as customised requests, the acquisition of printed publications or access to specific services that entail associated expenses shall be paid by users, according to the prices in force at any moment in time, which shall be established by Resolution of the President's Office and published in the Official State Gazette.

The INE website shall provide notification of these prices and notification of the conditions for accessing the information.

Official certification of INE information is subject to the corresponding payment of public prices (fees).

Reference document: Resolution of Private Prices - BOE.

Licences to use the information

The information published regarding results of the official statistics is considered to be public information susceptible of being used or redistributed by other institutions or companies.

According to the specifications of Law 37/2007 regarding the Re-use of the Information from the Public Sector, and the statements passed by the European Statistical System, the INE has adopted a generic licence for use, which enables the re-use of the information for both commercial and non-commercial purposes. The general conditions proposed are as follows:

- To quote the source suitably
- Not to denaturalise the original information
- Not to suggest that the producing public bodies support the re-use carried out.

Thus, the statistical information may be allowed to be a source used by third parties in applications, work, new representations, etc.

The information generated in customised requests, or exchanged in institutional contracts or agreements, may have particular conditions for use that shall appear in a specific document.

Detection of users' needs and satisfaction

An efficient communication of the information must be in accordance with what users request, not only in terms of the content of the communication, but also in the channels used, in the design of the products, etc. To this end, the orientation toward the user constitutes one of the general principles in dissemination actions.

In order to detect the use, the needs and the degree of satisfaction that users have with the dissemination products and services of the statistics, the INE shall adopt the following measures:

- User petitions of available information services (in person, online forms, telephone, etc.) shall be classified and analysed.
- Browsing records of online users shall be analysed.
- The comments submitted by users in the channels of the social networks regularly used by the INE shall be recorded.
- Surveys regarding satisfaction and/or information needs of users or potential users of statistics may be conducted. Satisfaction surveys must previously define the subject of evaluation and target users, and shall publish a results report.
- Training sessions shall be carried out for users regarding the content and applications of the dissemination products, showing how this content is

intended to meet specific or general needs. During these sessions, opinions and expectations of users regarding the dissemination systems will be recorded.

All these activities must lead to carrying out specific actions intended to meet the needs detected, and therefore, each year a report related to users' needs and satisfaction is drafted.

Dissemination activities in the social networks

TWITTER:

The INE participates in Twitter, for the purpose of achieving a better dissemination of the contents of its website and notifying users of the available products and services.

On its Twitter channel @es_INE, the INE shall publish its communication strategy on this social network in order to keep users informed.

Document: INE Policy on Twitter

YOUTUBE:

The INE considers making educational videos an opportune medium to bring the products and methods of official statistics closer to potential information users, and, in particular, university and high school students.

The most well-known platforms for distributing videos are considered to be a suitable place to store these materials which, moreover, would be integrated on the INE website.

In order to enable the international distribution of the materials, and depending on the resources available, some of the contents of the channel shall be translated into English.

Promotion of the use of statistical information

In addition to the periodical publication of the statistical data that it produces, the INE performs promotional activities, whose objectives are as follows:

- Make potential information users aware of the statistical products. To this end, its goal is to achieve a significant participation in events targeting the general public or in specialised forums in which the statistical information produced is of particular interest.
- Increase the statistical knowledge of society, favouring the proper use of statistical information: These activities are mainly articulated through the development of the Explica educational portal, which shall contain material of an educational nature that is also freely distributed.
- Encourage good participation and cooperation of citizens and companies in the compilation of official statistics.

Students from all educational levels represent a particularly interesting group as potential users of statistical information. Special efforts shall be made to inform these groups, and activities that might be interesting for them (educational visits, contests, etc.) shall be carried out.

Based on its available resources, the INE may order the production of free distribution products to enhance the promotional activities that ensure knowledge of its institutional framework and enable collaboration with the statistics it produces.