



HUNGARIAN
CENTRAL
STATISTICAL
OFFICE

DISSEMINATION AND COMMUNICATION POLICY

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Contents

| | | |
|------|--|----|
| I. | The role and objective of the Dissemination and Communication Policy | 3 |
| II. | The strategic objectives of dissemination | 3 |
| III. | Principles and legislative background of dissemination | 4 |
| IV. | Product and service portfolio | 7 |
| V. | Dissemination channels..... | 10 |
| VI. | Release and access | 11 |
| VII. | User relations and surveys | 13 |
| | Annexes..... | 15 |

I. The role and objective of the Dissemination and Communication Policy

The dissemination activity is the final phase of the statistical process, thanks to which the data produced by the Office are utilised, and this is also the phase, including the communication, when users get connected with our data, contents and services. The aim of the statistical dissemination activity is to provide data and information in the greatest quantity and highest quality possible to the broadest possible spectrum of users, with a content mostly conforming to their needs, on a channel and in a format that is the most suitable for them, under conditions and at costs known in advance, ensuring data confidentiality for data providers, and it also aims to ensure that this statistical information gets utilised according to the users' intent.

The Dissemination and Communication Policy – in accordance with the current general [Strategy](#) of the HCSO and also its dissemination strategy and especially the [Confidentiality Policy](#), [Quality Policy](#) and [Data Revision Policy](#) – provides a framework for the principles we keep in view when performing our dissemination activity. The content of each principle is broken down to tasks and activities by further instructions, procedures and orders of business. The essence of the Dissemination and Communication Policy is that it constantly orients, raises awareness, navigates and determines the main frames and principles of our dissemination activity – for both HCSO staff and the users.

II. The strategic objectives of dissemination

The data revolution and the rapidly changing circumstances have valorised and enforce statistical dissemination to continuous revival, where demand exists for more and more timely and detailed information. Our headline target is that users use the data assets of HCSO as a primary source to satisfy their data demands and make well-established decisions, so we must monitor user demands continuously. Besides, it is our aim that HCSO becomes an outstanding participant of the expanding data market and the main source of official statistics.

It is not always obvious to users what the advantage of official statistics is – reproducibility, a reliable international methodological background, a framework provided by the European Statistical System, familiar and high quality – compared to statistics originating from other sources; one of our roles is to highlight this. Therefore, it is especially important that the data be published in the form of products and services and on channels that help statistics become real knowledge and part of the social dialogue and users can regard official statistics as an authentic source.

In order to maintain and improve the usefulness of statistical information, we are committed to the active and conscious recognition of user demands and their changes as well as to the rapid reaction to them. We constantly monitor the changes in user demands and systematically integrate the resulting information into our planning and decision-preparatory activity.

The principal rules of our dissemination activity:

- user orientation
- co-operation
- efficiency
- innovation
- open access (open data)

III. Principles and legislative background of of dissemination

From the point of view of the Statistical Office, the final objective of disseminating data is to contribute to satisfying the users' needs, as well as to improve statistical literacy through an extensive use of data, and also to find the balance between data confidentiality and ensuring the access to data for users (under equal conditions).

In order to achieve these objectives, we perform our statistical activity complying with laws, quality recommendations and guidelines.

Legislative background:

- Act CLV of 2016 on Official Statistics
- Government Decree 184/2017 (VII. 5.) on implementing Act CLV of 2016 on Official Statistics
- Regulation on European Statistics
- Act CXII of 2011 on Informational Self-Determination and Freedom of Information

Through its dissemination activity, the Hungarian Central Statistical Office aims to comply at the highest possible level with the [European Statistics Code of Practice](#), compulsory for the HCSO, as well as with the [Fundamental Principles of Official Statistics](#), a document endorsed by the General Assembly of the United Nations. Taking into consideration these as well as the national practice and needs, we apply the following principles during our dissemination activity, making their application transparent by publishing descriptive metainformation referring to quality.

- **Relevance**

HCSO is committed to learning about the needs of its actual and potential users, measure their satisfaction with its data and services, and support the users with acquiring data and services of appropriate content and quality, complying with these needs.

- **Impartiality and objectivity**

Compilation and publication of statistics, composition of products other than data (for example analyses) takes place on objective grounds, based on statistical consideration and the examples of international best practices. These aspects are respected throughout the whole process of data production.

Selection of sources, concepts, methods and processes as well as the choice and implementation of dissemination channels are based on statistical considerations, professional aspects and taking into account international best practices wherever it is possible.

The content and quality of data published by the Statistical Office is free from political and other influences, the Office does not take part in political discussions, does not take sides in political issues, the content and timing of its data releases, press releases, publications, opinions, statements of its employees are objective and impartial, free from the influence of political parties and other groups of interest.

All users have access to statistical information at the same time; pre-release access is an exceptional practice, its rules are publicly accessible as an annex of the present policy. Statistical data are published at the times pre-announced in our [Release calendar](#).

- **Timeliness and punctuality**

We strive to make data available to users within a timeframe following the reference time of the data as short as possible. When determining the release frequency of data or datasets, we take user needs in consideration as well.

When determining the time of publication, we only take statistical considerations and user needs into account. Release dates are influenced on the one hand by the earliest availability of data in comparison to the time of the data survey, the time needed for processing data in order to make good-quality datasets, and on the other hand we also comply with the legal background of the European Statistical System (and other international organisations in certain cases) referring to data transmission. Thus, we publish key business indicators, also produced at a European level, respecting the deadlines set in the respective regulations or framework directives of the European Union. We monitor the timeliness and frequency of our data considering the respective laws and the European-level practice.

Where this can be implemented by ensuring the appropriate level of data quality, we also publish preliminary data.

We publish the information on release referring to the majority of our products and we respect the release times set in our [Release calendar](#).

- **Accuracy and reliability**

HCSO's objective is that the published data provide as accurate information on the described phenomena as possible. To achieve that, HCSO presents and interprets the accuracy of data published and draws the users' attention to the factors influencing or limiting accuracy and their effect on the interpretation of the respective data. Accuracy and other quality components of the data are significantly influenced by changes in the value of already published data, thus the revisions and also errors that might occur.

Revisions are accepted and organic elements of the statistical data production process; the principles referring to them are made available in the [Data Revision Policy](#), while major practical information is published in the methodological descriptions of the subject matter statistics. Date of planned revisions is made available in the [calendar of revisions](#).

Errors revealed in published statistics are corrected as fast as possible, according to procedures defined by internal regulations, corrections are published, and users are informed in appropriate channels.

- **Coherence and comparability**

We endeavour to make our data comparable over time. We place great emphasis upon making as many data available as possible at subnational territorial levels relevant for users, including georeferenced data, to an extent that is allowed by the quality of data and our confidentiality measures.

We strive to make our data at lower than national level available to users at the same time as national data are published.

Considering that the majority of statistical data produced by HCSO are European statistics at the same time, the most of the data are comparable with those of the EU Member States, due to applying international methodologies, principally statistical methods of the European Union. One of the guarantees of international comparability is that we reconcile the data deriving from different sources throughout the validation and preparing the analyses.

When publishing data we co-operate with international organisations in order that our data be published in international databases as well and in order to make sure that data transmitted to international organisations are published on our channels, too.

- **Accessibility and clarity**

HCSO's objective is that conditions under which users can access statistical data and releases are given to a circle as wide as possible. In order to achieve that HCSO ensures publication formats (web-based publication, in certain cases traditional printed publications, infographs etc.) to make our data accessible and usable for the widest possible group of users. We ensure specific data access channels for some special users (such as those belonging to the academia) through which they can access our data. HCSO publishes up-to-date and detailed information for everyone about data access channels on its website.

Data published by HCSO become comprehensible with the metadata belonging to them. We provide metainformation allowing interpretation of data (conceptual and other explanations) at a number of levels, thus descriptions of respective published datasets as well as those of subject matter statistics also support comprehension of information. Our visualisations and analyses also serve this aim. When determining the publication formats of our data, metadata, textual and visual information, we take into consideration users' needs, probable user purposes and supporting further use of the data in as many cases as possible. Improving the machine-assisted data query methods, we can expand our users' number, since as a result of further facilitating data access, more people would choose data from the official sources.

HCSO applies metadata standards complying with the respective international recommendations, co-operating with the accepted standards throughout its data production process, including the publication phase.

- **Public service free of charge**

Official statistical data assets are a public good, part of the national data assets, and are accessible free of charge. Fees are only charged in case of services where individual needs are fulfilled, the implementation of which is typically resource-intensive.

- **Providing customised contents**

We produce and provide various products and services of differing formats and contents, complying with the interests and purposes of diverse user groups, characterised by different levels of statistical literacy and use purposes.

- **Close co-operation with the representatives of the academia**

HCSO supports researches with a scientific objective with its instruments available, expanding the data usable for scientific purposes and the data access opportunities.

HCSO co-operates with the representatives of the scientific sphere on all of the fields where the knowledge and ideas of researchers, lecturers can directly contribute to the spreading of statistical knowledge, and the production of better statistics.

- **Bilingual information**

We make the majority of our products and services available for our users both in Hungarian and in English. The products and surfaces containing our most important data, and our metadata are bilingual in every case; our information service addresses requests in both languages. Our first releases, containing and interpreting our major business indicators, are published in both languages at the same time. We decide on making other products, analyses and services available in English based on the size and interest of the target group.

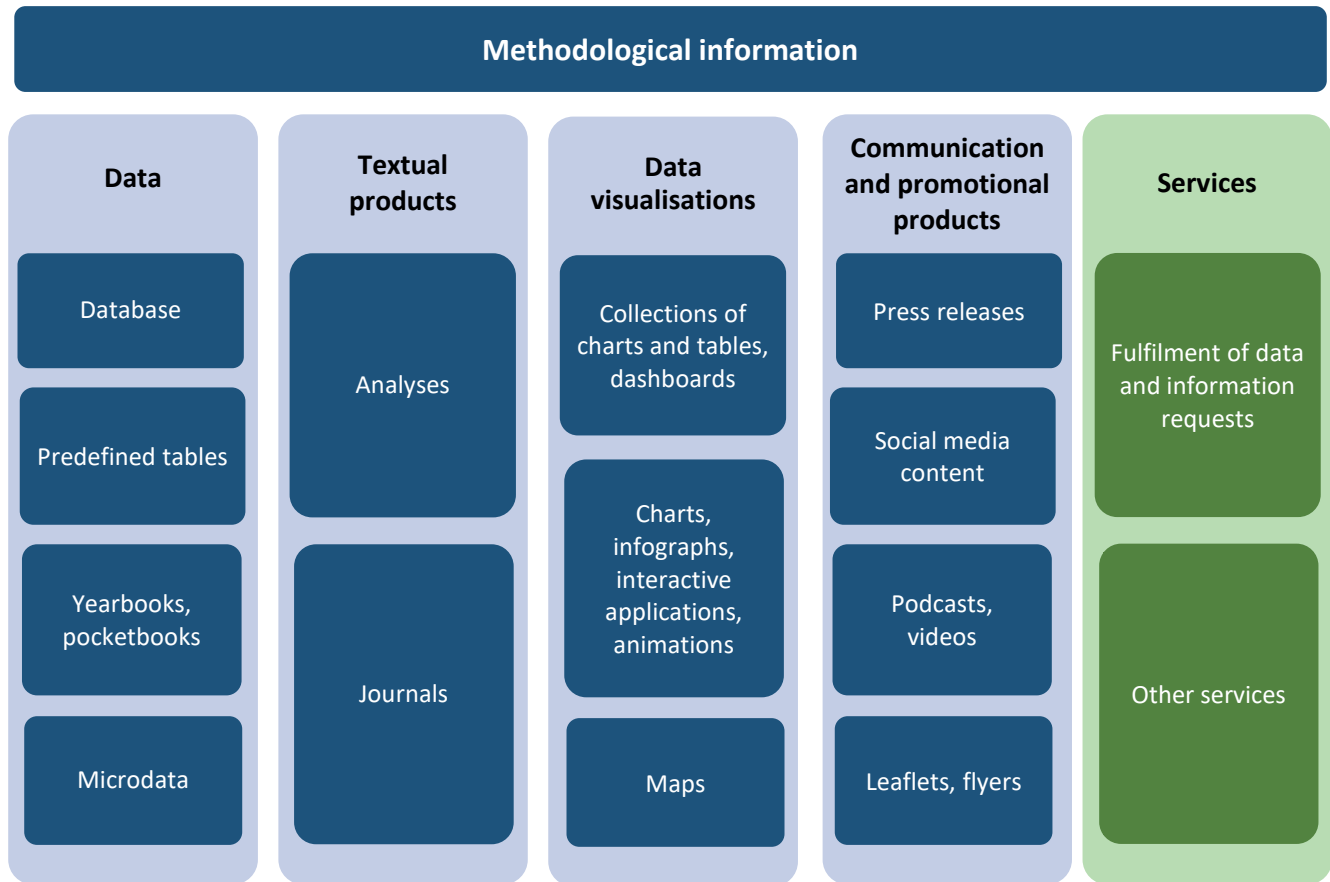
IV. Product and service portfolio

Considering our products and services, we aim to provide data and information in the greatest quantity and highest quality possible to the broadest possible spectrum of users, so that these are utilised to an extent as far as possible according to users' needs. A primary aspect for the portfolio is that user demands are taken into consideration and reacted to flexibly.

Our products are produced and our services are provided through controlled processes; each subprocess is controlled by legal provisions, methodological regulations, international and national quality guidelines, internal requirements as well as manuals (such as the Handbook on Publications or the Corporate Identity Manual), and their compliance is monitored and checked. These regulate, among others, the selection of data sources, the choice between methods to be applied, the mechanism of choice between dissemination channels, and the procedures concerning the correction of errors.

HCSO products are produced in a standardised way, in a format and to an audience defined in advance. The borders of the types of products published here are not always strict; we have products beyond the boundaries of genres.

The main types of our products and services



Data

Our most widely used products are aggregate data. These data are available on the website in thematic classification, arranged in a **database** and **static (predefined) tables**. Aggregate data include the traditional yearbooks and pocketbooks of HCSO, too. Public microdata files are also published on our website.

Our data are made available at various territorial levels (national, regional, county, micro-regional, district, settlement, districts of Budapest, and settlement groups); in the case of certain data surveys georeferenced data can also be generated. International data allowing comparisons between countries are also published.

The publishing frequency of the data – depending on the characteristics of the data survey and the user demands – can be weekly, monthly, quarterly, biannual, annual or less frequent. Time series allowing comparisons over time are also provided to our users.

Subject to protection against the disclosure of statistical data and in strict compliance with the legal provisions concerning data protection, we also grant access **to files unsuitable for direct identification**, for scientific purposes, in our safe environment, and we also provide **anonymised microdata** in the form of microdata release. HCSO [Confidentiality Policy](#) specifies the principles adopted during data protection, current possibilities and rules of data access and the details of the mode of access are available on the website of HCSO.

Textual products

Through data analysis, HCSO produces publications that represent various genres and support the understanding of data and processes, supplemented by background information and graphs. These products are prepared for various target groups with various languages and purposes, and their substantive and formal characteristics serve the realisation of the purposes of various target audiences.

HCSO product portfolio also includes two Hungarian and two English journals. The content of these journals is determined by independent editorial boards that operate autonomously.

Data visualisations

Our users are equipped with various levels of statistical literacy, so it is important that the information facilitating the understanding of data be published. Beyond the above-mentioned methods (connecting metadata to the data, preparing analyses supplemented by background information), we also prepare data visualisations to illustrate the processes. Infographs, graphs, maps and various interactive applications promote the understanding of statistics, if possible, they can be embedded on other sites, too, and the graphs and data can be downloaded. The different kinds of data visualisations, including special-purpose collections of graphs and tables and complex dashboards are tools for rapid and easily understandable publishing and the dissemination of statistical culture.

Communication and promotional products

With our products belonging to this product type, we draw the attention of the society to HCSO, the value of statistics and certain key statistical products. For instance, press releases are published and press events take place in connection with high-priority events. In this way, we continuously widen the scope of those potentially requesting data from us. Besides, we continuously deepen the statistical literacy of our present data requesters with means such as educational animations, videos and podcasts. These products also strengthen the data supplier's commitment and willingness and thus they help us keep data quality at an appropriate level.

Social media plays a great role in raising awareness, by exploiting the opportunities offered by various platforms we can even reach user groups who were little or not interested in our services earlier. In the content service, the role of the social media composed of all kinds of user groups is beyond that of the traditional websites. On the social media accounts operated by HCSO, adapting to the features of the given platform, we continuously form the publishing of textual and/or visual contents, in addition to constant trend-following.

Beyond the above-mentioned facts, the use of social media is also particularly important to HCSO because in the increasingly larger information noise users can be reached with rapidly and easily digestible impulses, and the more informal style provided by social media platforms reduces any potential negative attitudes.

Services

Statistical data managed by HCSO may be applied for by any person. **The handling of data and information applications** can vary depending on whether the object of the demand is statistical data already published on the internet or in a printed form earlier or statistical data that



are available only from the internal databases of HCSO. Applications can be submitted to the Hungarian Central Statistical Office personally, on the phone or in writing; the current detailed information about this is available on the website. A separate dissemination channel is maintained for the press; representatives of the media can contact our colleagues at the following e-mail address: kommunikacio@ksh.hu.

Our **other services** include custom-designed publications that are prepared at exactly specified customer demands, depending on our capacities.

Methodological information

The so-called descriptive metadata make the released data understandable for the users and contain information about the content, production and quality of the data. They are essential for the proper interpretation of the data and the drawing of proper conclusions. In relation to each data release, HCSO makes the metadata visible, thus ensuring the comprehensibility and interpretability of the data and information. The classifications and nomenclatures applied in our statistical data releases are also available on our website, specifying the logic and rules of organising, structuring and classifying the statistical population according to certain criteria. The large-scale application of the economic, social, geographic and other standards in the nomenclatures ensures the comparability of statistics, and they are also necessary for the collection, preparation and processing of data, and the calculation and publishing of statistical indicators. Therefore, the information available in the form of metadata also ensures, among others, the transparency of our statistical data production process, which is at the same time one of the key objectives of our dissemination activity.

V. Dissemination channels

One of the key factors of the efficiency of dissemination is the selection of the appropriate dissemination channel.

Electronic dissemination is the primary form for HCSO. Within this, the **website and social media** are the interface which reaches a wide range of users due to the volume of the content communicated and the diversity of the target groups served. Besides online forms of dissemination, HCSO still applies other channels through which its products are available to a broad audience.

In **social media** we publish in the Hungarian and English languages: we publish contents on Facebook, Twitter, LinkedIn, Instagram and YouTube, as well as on Anchor. The 6 different social media channels allow us to introduce our data and services on a global level to various social and user groups, in the content type preferred by the individual.

The largest proportion of data and information requests is realised through the [Contact us](#) system.

Printed publications represent a segment of our dissemination that used to be the largest but has become smaller by today. These products reach not only individual customers but – through institutional customers and libraries – a broader audience, too.

The main characteristics of our dissemination based on **phone requests** are instant information exchange and fast information supply.

Information supply in a **postal letter** – owing to the longer deadline compared to electronic correspondence – has reduced in significance; however, in certain case types it is still common practice. We still issue and post official certificates and standpoints of classification to our clients.

The main frames of information in the case of **personal contact** are ensured by our information service. Besides, information can also be provided at various events, including events organised for a broader audience or a special user group. An example for the former is open days, and another for the latter is various press events.

Offline and online publication forms cannot always be separated; there are publications where these **channels complement each other**. An example for this is printed publications released with internet annexes. We make decisions on the selection of the preferred dissemination channels based on a complex criterion system, and for this purpose we use the results of opinion surveys, the download and sales data, and we monitor the dissemination practice and improvements of other statistical offices and international institutions, too.

VI. Release and access

*For the purpose of **predictability**, users are preliminarily informed about the publishing dates in the Release Calendar. If we have to change a publishing date indicated preliminarily, we immediately specify the new release date on our website.*

Our products and services are framed by the [Release calendar](#) prepared according to the annual Dissemination Programme of the Office and published for the following calendar year. The exact time of the publishing of the leading indicators within the day is determined by the fact that they can be used in the economic and social life as soon as possible but no one has the opportunity to misuse the data. The first releases including the leading indicators and the related data categories are published strictly at 8:30 a.m. on the day specified in the [Release calendar](#). The planned release of other regular publications is specified with weekly accuracy. The update dates of the Summary Table System (STADAT) and the Dissemination Database are indicated with daily accuracy in the calendar. The update dates of safe centre data files are also published with daily accuracy on the website. We are compelled to change the dates of the leading indicators specified in the Release calendar only in the rarest cases. Such a delay can only occur in case considerable technical errors or significant data quality concerns arise. Users are preliminarily notified of the reason for the delay and the expected new date of publishing in a communication or in the news on the website. We also inform our users on the website if we can publish earlier than the scheduled date.

*For the purpose of **transparency**, we provide clear information about the quality of data.*

Considering complaints on data quality, depending on the reasonableness, professional and social significance, and the size of population affected by the information, HCSO either directly answers the users on its own interfaces (website, social media sites), or in the case of broad social involvement, it reacts in the form of a press release, an opinion editorial, or even a press event, using the media. The purpose of the response is to establish a forward-thinking professional dialogue by

promoting the understandability of statistical calculations. Considering any media reports, news or other forum news generated with the misuse or misunderstanding of data, HCSO does its best to correct any erroneous data or misinterpreted information in all cases. The issues of revision and rectification of errors are closely related to data quality. We do our best to inform our users about any scheduled revision in the [Revision calendar](#) and unscheduled revisions as well as correction of publication errors related to the given product or in certain cases in other interfaces, too. The manner of notifications of errors is detailed in an error correction regulation, the essence of which is accessible as an annex of the present policy.

*For the purpose of **wide-ranging dissemination**, HCSO informs the audience through as many channels as possible, taking into account the demands of the user group.*

Regarding the release of the main publications, the publishing of the key data surveys, and the introduction of methodological changes, and about the main information and events related to the professional work of HCSO, we inform the national media and the broad audience through the media at press events and in press materials.

In the case of media enquiries, HCSO replies to the journalist's questions in a form quotable by the press organ, fulfilling its information obligation.

*In order to **ensure concurrent access**, we keep pre-release access to data – the aim of which is to preliminarily inform the highest-level decision-makers and the press – to a minimum.*

Concurrent access to our data and publications is a fundamental principle that arises from the equality of users. Nevertheless, due to the role of certain highlighted user groups fulfilled in the economic and political life, there is an interest for them to obtain the information earlier. In the case of the media, such a reason is that the background information belonging to the published data is also integrated into their reports and articles, and in the case of the highest-level politicians – government members – that upon the release of data they can react to them, know the reasons and take into consideration the potential consequences. Pre-release access only covers a very narrow circle, is under control and subject to an objective; the possibility of abuse of the information made available under the embargo is minimised. This is ensured by internal technical and other rules.

First releases – based on preliminary agreement – are forwarded to accredited media agencies and editorial offices at 8:00 a.m. on the publishing date electronically, under embargo.

Certain first releases are sent to the members of the Government and the President of the Central Bank of Hungary at 5:00 p.m. on the day preceding the release. All who are concerned receive first releases in topics the knowledge of which is essential in their work. Within the given ministry and the Central Bank of Hungary, the responsible use of our data is ensured by strict regulations.

*Our data files **get utilised** if they are published or made available at users' request.*

We publish our data with a structure and detail defined on the basis of a pre-planned publishing procedure, or – upon processing, on the basis of user demands – we make them accessible. Both the published data and the data made accessible are public; in the latter case, except for

anonymised microdata files produced for special purposes such as user demands. However, a small part of the data files available to us serves the purpose of comparing and validating the data to be published with their help, and these files are not published directly.

*We provide our data to certain highlighted **international** organisations according to a defined order, who also publish and analyse these data.*

The data transmitted to international organisations are published by organisations with a statistical profile, especially Eurostat, UNO and its specialised agencies, IMF and OECD in various databases and publications according to their own release calendars and practice, together with the methodologically comparable data of other countries. During the co-operation, we note that the publishing of our data on our website precedes their publishing on the websites of international organisations.

HCSO is the primary source of data concerning Hungary. As the leading institution of the Official Statistical Service, HCSO serves as an example and supports the members of the Service in dissemination issues, too.

Although the data provided to international organisations are also available in the publications of the given organisation, we do our best so that HCSO can be the primary source of data concerning Hungary, and for this purpose we also provide information about the data assets of other members of the Official Statistical Service.

The Hungarian Central Statistical Office, as the leading institution of the Official Statistical Service, has been using its experience of more than one and a half centuries and the results of international co-operation to set an example and provide professional support to members of the Official Statistical Service that helps them forward their own statistical data to users more efficiently and publish their own products and services. Co-operation in the dissemination tasks creates direct benefits to users, too: besides more uniform substantive and formal aspects, the interpretation and use of contents on various topics becomes easier and faster, and together with the expansion of the scope of available information, more and more data are utilised, and thus trust in official statistical data and the judgement of organisations producing and publishing official statistical data improve.

VII. User relations and surveys

HCSO is committed to recognising user demands and their changes actively and consciously and reacting to them rapidly, which – based on Principle 3 set forth in the [National Statistics Code of Practice](#) – is one of the objectives specified in HCSO's Strategy until 2030 ([Strategy 2030](#)), too.

It is very important to us that our data and publications reach the widest range of users possible in a form that is comprehensible, can easily be processed and suits our users' expectations the most.

To ensure that our users are satisfied,

- we are committed to regularly assess their demands and get acquainted with their opinion about our products and services;

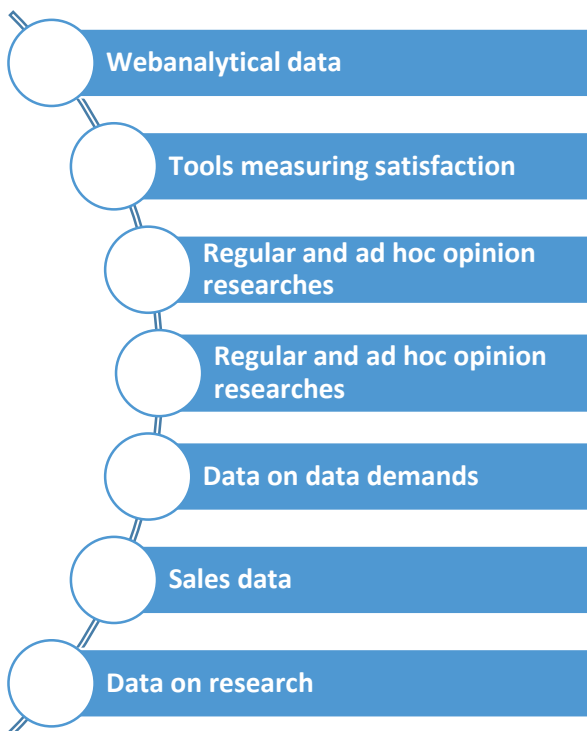
- we constantly improve our toolbox of user demand and satisfaction measurement and systematically integrate the resulting information into our data surveys and dissemination activity.

HCSO intends to adapt flexibly to the changes in the world and user demands. For all this, it is essential that we know the actual groups of users and continuously study the user demands and opinions. We integrate these findings into the planning and decision-making activity so that our data surveys and improvements are based on real and current demands.

HCSO co-operates with third parties in all the fields where partners' knowledge and observations can directly contribute to the dissemination of statistical knowledge, the utilisation of its data assets, the development of its methodology, in particular to the challenges of the data revolution and the production of higher-quality statistics of higher quality.

The means of monitoring user demands, opinions and feedbacks

Monitoring and analysing our users' activity is important to us because it helps us specify the directions for the improvement of our Office and activity. It is our aim to do our best to meet the arising demands with our services and products and react to them as soon as possible. It is our policy that our users can make their feedbacks with the lowest investment of energy and time possible, so we burden our users only to the extent necessary.



Currently, we are using several means to monitor our users' behaviour and opinion; these means have various sources and can be utilised for different purposes. The opinions that are available as a result of various surveys and the spontaneously sent remarks are collected, organised and used during the improvement of our products and services.

We study our users' opinion and feedback in various ways, from the download data through the data requests to tools measuring actual satisfaction, such as pop-up opinion boxes or online questionnaires and interviews.

During the monitoring of web analytics, we continuously study the number of online searches of our products and services. We regularly analyse the data collected on the usage of our products so that we can publish information, study data categories and publications in a structure that adapts to our users' logic the most, based on the number of searches.

We also apply several tools to measure satisfaction, including pop-up opinion boxes suitable for direct feedback and a scale on the '[Contact us](#)' interface, where our users can assess the quality of request treatment in one step. The data related to the satisfaction measurement are continuously monitored, and their toolbox is constantly developed.

Opinion surveys can be conducted with questionnaires, but we also apply other tools such as focus group studies and in-depth interviews. The main findings of our opinion surveys are published on our [website](#), and we also report the improvements performed on the basis of the results.

Annexes

[The rules of pre-release access to the leading indicators of the Hungarian Central Statistical Office](#)

[HCSO error correction practices](#)