United Nations Seminar on Data Dissemination:
Emerging Trends and Issues
1 - 3 August 2007, Kuala Lumpur, Malaysia

Enhancing Data Dissemination Through the Website
of the Census and Statistics Department (C&SD)
Hong Kong SAR Government

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Agenda

- Overview of the C&SD Website
- Design Principles for Revamping the Website
- Features Enhancing Data Communication
- Challenges Faced and Key Success Factors
- Q&A

Overview of the C&SD Website

- Key online channel for disseminating official statistics
- Popular - Over 2.4 million pageviews a month
- Revamped in 2005 – transformations to enhance data dissemination and enable users to locate and obtain statistics more conveniently and effectively

Revamp Design Principles

- User centric
- Customer relationship management
- Create value propositions
- User friendly, fewer clicks, easier to navigate
- Cost effective, scalable, sustainable platform

Transformations in Service Delivery

- "Content type" → "Thematic" presentation
- "Pull" → "Push" information retrieval
- "General" → "Customized" dissemination
- "Static" → "Dynamic and Interactive" content
- "Chargeable" → "Free" downloadable statistical publications

"Content type" → "Thematic" Presentation

- All statistical contents on each subject accessible through a single webpage.

All information on each subject is only "One Click" from Home Page

- **Population and Vital Events**
- **Labour**
- **External Trade**
- **..........**

Subject Page

Statistics by Subject

Official statistics comprise statistics compiled by the Census and Statistics Department (C&SD) and those compiled by various policy bureaux and other government departments. Broadly speaking, statistics which are of a general purpose and useful to various functional areas are mainly compiled by the C&SD while those relating to more specific functional areas are compiled by the bureaux/departments concerned. In which case hyperlinks are provided to relevant websites for facilitating retrieval of these official statistics.

Population and Vital Events

Official statistics on "Population and Vital Events" presented in this section are primarily compiled by the Census and Statistics Department. This section provides statistics in this area together with related publications, press releases and other reference materials released by the Census and Statistics Department as well as hyperlinks to related official statistics on relevant websites for facilitating retrieval.

Latest Statistics

Population	Mid - 2006	End - 2006 #
Population ('000)	6 857.1	6 900.7

Population by Sex	Mid - 2006	End - 2006 #
Male ('000)	3 270.1	3 284.1
Female ('000)	3 587.0	3 616.6

Population Growth by Component *	Mid - 2006	End - 2006
Population growth rate (%)	0.6	0.9 #

Vital Events	2005	2006	Year-on-year % change
Number of births ('000)	57.1	65.6 ^	+14.9 ^
Number of deaths ('000)	38.8	36.9 #	-5.0 #
Number of marriages ('000)	43.0	50.3 ^	+17.0 ^

Provisional figures.
  The Population By-census conducted in July to August 2006 provides a benchmark for revising the population figures compiled since the 2001 Population Census. In the above table, population figures as at mid-2006 have been revised accordingly.
* Revised figures.
^ Figures refer to growth between same reference time-point of preceding year and designated year.

Statistics on Domestic Households	1/2007 - 3/2007	2/2007 - 4/2007
No. of Domestic Households ('000)	2 237.4	2 237.4
Average Domestic Household Size	3.0	3.0
Owner-occupiers as a proportion of total number of domestic households (%)	53.1	53.2

Statistical Tables and Charts

Tables in HTML format
[Please select]

Tables in Excel format (longer series)
[Please select]

Charts
[Please select]

Concepts and Methods
Glossary

2001 Population Census - Statistical Tables
2006 Population By-census - Statistical Tables
Projected Population and Hong Kong Life Tables - Statistical Tables

Latest Press Releases	**Release Schedule**
Year-end Population for 2006	2007-02-22
Mid-year Population for 2006	2006-08-14
Year-end Population for 2005	2006-02-16
Mid-year Population for 2005	2005-08-16
End-2004 Population	2005-02-15
	More

Latest Publications and Feature Articles — How to Obtain

FREE Download Version — Print Version

Hong Kong Life Tables 2001-2036 — Download Now — Buy

The life table is a statistical device used by statisticians, actuaries, demographers, public health workers and many others to present the mortality experience of a population. It is a valuable tool for studying longevity and for comparing the mortality experience of different countries/territories ... More

Ad hoc publication   Release Date: 16 July 2007

"Pull" → "Push" Information Retrieval

- Proactive notification
- Messaging service options for different user needs
  - News feeds on latest press releases using RSS
    No registration, standard contents

RSS Notification

censtatd.gov.hk : Highlights - Microsoft Internet Explorer 是由 Census and Statistics Department 提供

http://www.censtatd.gov.hk/feed.jsp?channelID=1

censtatd.gov.hk : Highlights

censtatd.gov.hk : Highlights

Hong Kong Population Projections 2007-2036
Monday, 16 July, 2007, 8:00:00 →
The Hong Kong population is expected to reach 8.57 million in 30 years' time under an updated set of population projections, released today (16 July).

First quarter 2007 issue of Quarterly Supplement to Statistical Digest of the Services Sector published
Thursday, 12 July, 2007, 8:00:00 →
The first quarter 2007 issue of the Quarterly Supplement to Statistical Digest of the Services Sector providing some up-to-date statistics on the 14 major service industries/domains of Hong Kong is published today.

Provisional Statistics of Retail Sales for May 2007
Tuesday, 3 July, 2007, 8:00:00 →

"Pull" → "Push" Information Retrieval

- Proactive notification
- Messaging service options for different user needs
  - News feeds on latest press releases using RSS
    No registration, standard contents
  - E-mail Notification
    - Simple registration, customized contents
- Permission based messaging – "no spam"

E-mail Notification

From:	news@censtatd.gov.hk	• Add Contacts
Date:	19/07/2007 11:52	• Create Group
To:	<fhtwong@censtatd.gov.hk>	• Show All Headers
Cc:		• Print View
Subject:	Population Figures	• Add to White/Black List
		• Report Mis-Classified Email

Census and Statistics Department
The Government of the Hong Kong Special Administrative Region

優質統計 發展所依
Quality Statistics Key to the Future
40th Anniversary Census and Statistics Department

Dear Census and Statistics Department Website Registered User,

The following press release(s)/statistics/publication(s) were released today (28-6-2007) in your selected statistical subjects and series:-

➤ Statistics updated:
  • Population and Vital Events
    - Vital Events

Webmaster
Census and Statistics Department
Hong Kong SAR Government

If you wish to change your selection of statistical series or unsubscribe from this email notification, please click here.

"Static" → "Dynamic and Interactive"

- Self-help commodity code searching
  - facilitate importers/exporters in completing import/export declaration
  - 7 000 commodity codes with commodity description and common product names

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Commodity Code Searching

Keyword(s):
(Please input English characters only)
HKHS Code:
(8-digit)

Submit Search   Clear Search

Search by a keyword will give commodity descriptions that contain the typed keyword as a part of or a complete word.

Search from the Result [   ] Submit Search   (Please input English characters only)

Your search apple matched 10 records. Results 1 - 10 shown below. Shown by Common Product Name

HKHS Code	Commodity Description	Unit of Quantity
08043000	PINEAPPLES, FRESH OR DRIED	KGM
08081000	APPLES, FRESH	KGM
08133000	APPLES, DRIED	KGM
08134000	FRUIT, DRIED, OTHER THAN THAT OF HEADINGS 0801 TO 0806	KGM
20082000	PINEAPPLES, PREPARED OR PRESERVED, WHETHER OR NOT CONTAINING ADDED SWEETENING MATTER OR SPIRIT, NESOI	KGM
20094100	PINEAPPLE JUICE, OF A BRIX VALUE NOT EXCEEDING 20, UNFERMENTED, NOT CONTAINING ADDED SPIRIT, WHETHER OR NOT SWEETENED	KGM
20094900	OTHER PINEAPPLE JUICE, UNFERMENTED, NOT CONTAINING ADDED SPIRIT, WHETHER OR NOT SWEETENED SWEETENED	KGM
20097100	APPLE JUICE, OF A BRIX VALUE NOT EXCEEDING 20, UNFERMENTED, NOT CONTAINING ADDED SPIRIT, WHETHER OR NOT SWEETENED	KGM
20097900	OTHER APPLE JUICE, UNFERMENTED, NOT CONTAINING ADDED SPIRIT, WHETHER OR NOT SWEETENED	KGM

"Static" → "Dynamic and Interactive"

- Self-help commodity code searching
  - facilitate importers/exporters in completing import/export declaration
  - 7 000 commodity codes with commodity description and common product names
- Simple table customization

Simple Table Customization

Select parameters to customize tables

Customized table can be downloaded in Excel or CSV format

"General" → "Customized" Dissemination

- Dedicated corners for target user groups
  - Survey respondents
  - Media workers
  - Students
  - Traders

"General" → "Customized" Dissemination

- Dedicated corners for target user groups
  - Survey respondents
  - Media workers
  - Students
  - Traders
- Registered Website Users with value-added services
  - E-mail notification
  - Saving customized statistical tables
  - Setting bookmarks to frequently accessed pages
  - Personalising subjects displayed on first content page

Personal Webpage for Registered Website Users

- E-mail Notification
- Saved Customized Statistical Tables
- Bookmarks
- Subjects to be shown on the Home Page

"Chargeable" → "Free" Downloadable Statistical Publications

- Implemented on 7 June 2006
- Downloads increased from 200 a month prior to June 2006, to 200 a day in June 2006 and to 850 a day in July 2007
- Won the Hong Kong ICT Awards 2006: eGovt "Most Environmental Conscious" Bronze Medal
- Won the "Innovation Team Award of the 2007 Civil Service Outstanding Service Award Scheme" Merit Award

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Some Usage Statistics
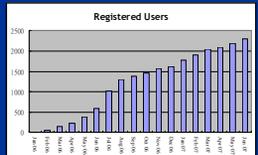

Monthly Page Views

Registered Users

Monthly HS Commodity Codes Searches
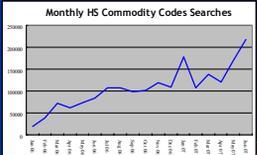
Some Usage Statistics

- Publications downloaded: over 1 000 a day during weekdays; 400 during weekends & public holidays
- Trees saved (free download policy): 5 a day
- Tables customized: 16 000 monthly
- E-mails notifications sent : 30 000 monthly
- Page views from outside HK: 22%

Challenges Faced

- Getting contractor to understand the business
- Implementing new technologies
- Understanding and monitoring changing user needs and preferences

Key Success Factors

- Commitment from Top Management and Task Force
- Consultation with subject matter professionals
- Targeted focus group interviews
- Close communication and working relationship with contractor
- Extensive system testing

Thank you.
Q&A

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