

# Having fun with statistics

Changing the way we communicate

Martine Zaïda  
Communications Manager  
OECD Statistics and Data Directorate  
[martine.zaïda@oecd.org](mailto:martine.zaïda@oecd.org)





**Key principles**

**What's working for us**

**Why analytics**



## *Content should be...*

**Easy to find**

**Accessible**

**Easy to share**

# OECD Data Portal

The screenshot shows the OECD Data Portal homepage. At the top left is the OECD logo and the word "Data". Below it is a navigation bar with the text "Find, compare and share the latest OECD data: charts, maps, tables and related publications ...". To the right of this bar are filters for "Browse by" with dropdown menus for "topic" and "country". Below the navigation bar is a search bar with the label "Search" and a magnifying glass icon. The main content area is divided into several sections: "Featured Charts" with a sub-header "International investment, led in particular by high-tech investment, has an important role to play in helping to address the global development goals" and a line chart titled "FDI flows" showing data from 2000 to 2014 for various countries; "Latest news" with a sub-header "Statistical news releases" and a link to "See recent statistical news releases"; "Compare your income" with a sub-header "By OECD's Compare your Income, check your perception of income inequality against reality"; "Statistical resources" with a sub-header "Data tables access" and a link to "Query database"; and "Statistical tools".

<http://data.oecd.org>

# OECD Better Life Index

The screenshot displays the OECD Better Life Index website interface. At the top, the title 'OECD Better Life Index' is visible. Below the navigation bar, the main heading reads 'Create Your Better Life Index'. A sub-heading asks, 'What is your vision for a better life? - a good education, clean air, and more income?'. Below this, there is a section titled 'Your selected indicators' which features a grid of palm tree icons. To the right, a sidebar titled 'Create Your Better Life Index' lists various indicators with checkboxes, including: Income, Health, Education, Work-Life Balance, Environment, Housing, Community, and Safety. The website has a clean, modern design with a white background and blue accents.

<http://www.oecdbetterlifeindex.org>

# OECD Household Dashboard



<http://www.oecd.org/sdd/na/household-dashboard.htm>

# Statistical Insights

**Statistical Insights: Merchandise trade statistics without exemptions**

Key highlights from the report:

- Merchandise trade in goods increased by 1.2% in 2019, following a 1.1% increase in 2018.
- Exports of goods increased by 1.3% in 2019, while imports increased by 0.9%.
- The trade surplus widened to 0.4% of GDP in 2019, up from 0.3% in 2018.

Year	Exports of goods	Imports of goods	Trade balance
2017	1.1%	0.8%	0.3%
2018	1.1%	0.8%	0.3%
2019	1.3%	0.9%	0.4%

Source: OECD, Statistical Insights, 2020.

**Statistical Insights: New evidence shows that almost 90% of people are environmentally conscious in the OECD**

Key highlights from the report:

- Almost 90% of people in the OECD are environmentally conscious.
- Environmental consciousness is highest in countries with high income per capita.
- Environmental consciousness is highest among younger people.



Figure 1: Environmental consciousness by country and age group. The chart shows that environmental consciousness is highest in countries with high income per capita and among younger people.

**Statistical Insights: New OECD-WTO data provides evidence and insight into the rise of Global Trade in Services**

Key highlights from the report:

- Global trade in services has risen sharply since 2000.
- The rise in global trade in services is driven by a combination of factors, including the growth of the services sector in developed countries and the emergence of new service providers in emerging markets.
- The rise in global trade in services is also driven by the increasing importance of services in the global economy.



Figure 2: Global trade in services, 2000-2019. The chart shows a steady increase in global trade in services over the period, with a significant acceleration in the late 2000s and early 2010s.

<http://www.oecd.org/sdd/statistical-insights.htm>



## OECD Statistics Newsletter

**The Statistics Newsletter**

For the essential OECD statistical evidence

**Assessing a Disinflation Survey: Strong Impact of Response Rate on the Measure of Involuntary Activity in Norway**  
by Statistics Norway

OECD International Inequality Database: A New Tool for Policy Analysis

**OECD**  
www.oecd.org/statistics

**The Statistics Newsletter**

For the essential OECD statistical evidence

**Trade in the ABS and ABS Statistics**  
by the Australian Bureau of Statistics

Monthly commodity price statistics without assumptions

Measuring commodity price quality: the OECD data

**OECD**  
www.oecd.org/statistics

**The Statistics Newsletter**

FOR THE ESSENTIAL OECD STATISTICAL EVIDENCE

**FEATURING**

- Trade in the ABS and ABS statistics
- JOB Quality: Importance of quality as much as quantity
- Merchandise trade statistics without assumptions

**THE LATEST**

GET A SWITCH ON  
WWW.OECD.ORG/STATISTICS  
OR FOR MORE DETAILS  
CONTACT US AT  
STATISTICS@OECD.ORG

[www.oecd.org/sdd/theoecdstatisticsnewsletter-allissues.htm](http://www.oecd.org/sdd/theoecdstatisticsnewsletter-allissues.htm)



# Stats Flash



**OECD** STATS Flash

24 April 2018

## Understanding Financial Accounts

**The new set of revised financial accounts and balance sheets**

Worried what the future holds in store for the world economy? Making through national accounts data can improve your understanding. The 52 new set of financial accounts and balance sheets (part of the system of national accounts) is the mechanism that delivers essential macro-economic information to help assess financial risks and vulnerabilities, and analyse links between the world of finance and the "real" economy, key elements that policymakers need to make informed decisions.

Find out more in our latest insights blog



# Latest on well-being



**OECD** Latest on well-being

24 April 2018

## Invitation



### The Future of Well-being

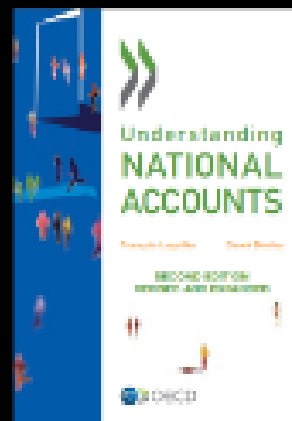
## 6th OECD World Forum on Statistics, Knowledge and Policy

27-29 Nov. 2018, Incheon, Korea

We are delighted to invite you to the 6<sup>th</sup> OECD World Forum on Statistics, Knowledge and Policy: the Future of Well-being, organised with Statistics Korea, on 27-29 November 2018 in Incheon, Korea.

The conference will examine the Future of Well-being and explore the trends that will reshape people's lives in the decades to come. In addition to the overarching theme of exploring and measuring future well-being, sessions will analyse three major trends – the digital transformation, the changing role of governance, and the convergence of the private sector as an important actor for ensuring sustainable and inclusive well-being.

# Take the National Accounts Quiz!



A

B

C

<http://oe.cd/UNA-Quiz>

# Compare your income

## What's your share of the pie?

English Français Español Italiano More

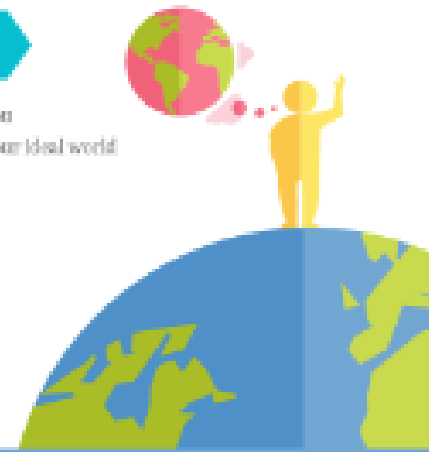
When you think about your household's income, do you feel rich, poor, or just average? Most of us have no idea – or the wrong idea – of how we compare with the rest of the population. But here, in 30 clicks, you can find out how many households are better or worse off than yours, and see how your ideal world compares.

[Click here to learn more about the methodology used to build this tool.](#)

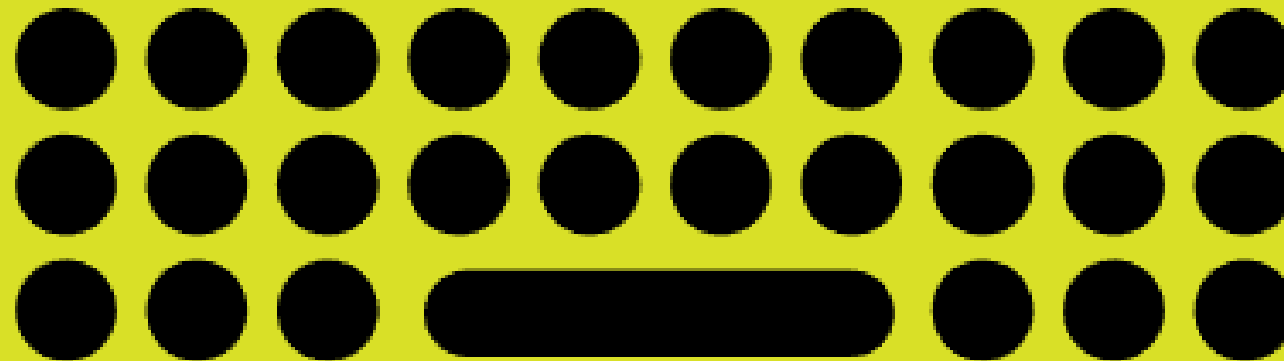


### Get Started

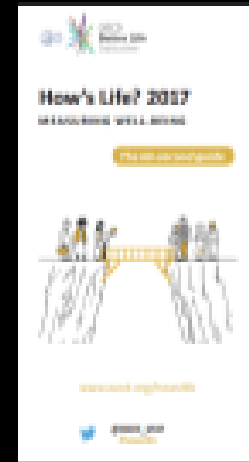
- 1 Tell us about you
- 2 Tell us about your ideal world
- 3 In reality...



<http://www.compareyourincome.org>



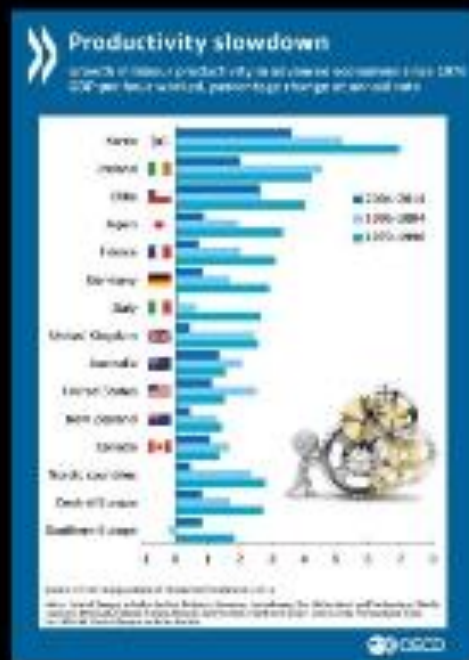
# How's Life



# Social Media



@OECD\_Stat



# Analytics





**Thank you!**

**Contact us:**

Communications Team  
OECD Statistics and Data Directorate  
[SDD.CommTeam@oecd.org](mailto:SDD.CommTeam@oecd.org)

