

*Presenting
Statistics Denmark*

STATISTICS
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Preface

Statistics Denmark is the central statistical office in Denmark. As such it plays a vital role in providing the prerequisites for a healthy democracy and economy. The role of providing essential information to politicians, other decision-makers, the general public, scholars etc. requires both the will and the ability, as an institution, to adapt and change. Such flexibility is imperative if we are to keep abreast of the constant changes in the society we strive to describe.

The rapid development in information technology will in the coming years challenge how we produce and how we disseminate statistical information to our users.

Our answers to meet this future challenge is laid down in our Strategy 2005 where we describe how we want to structure our production and our dissemination of statistics to ensure that our information products are not lost in the stream of all the information that is now so easily accessible e.g. via the internet. Not only do we have to produce quality products, but we also have to serve them in a manner where users have a possibility to choose the right information when they are shopping or surfing for the particular information they need.



(Photo: Henrik Frydkær)

Our goal is to be among the best statistical producers. Benchmarking is thus carried out both internally and externally in order to measure whether we are making progress. Internally we measure e.g. production time. Externally we measure customer satisfaction with our products and services, but we also carry out user surveys where “ordinary” people can express their views and knowledge of Statistics Denmark and our products and services. International benchmarking is made by comparing results and products with other national statistical producers in the other EU and OECD countries.

We hope you will enjoy the following presentation of Statistics Denmark.

Jan Plovsing
National Statistician



