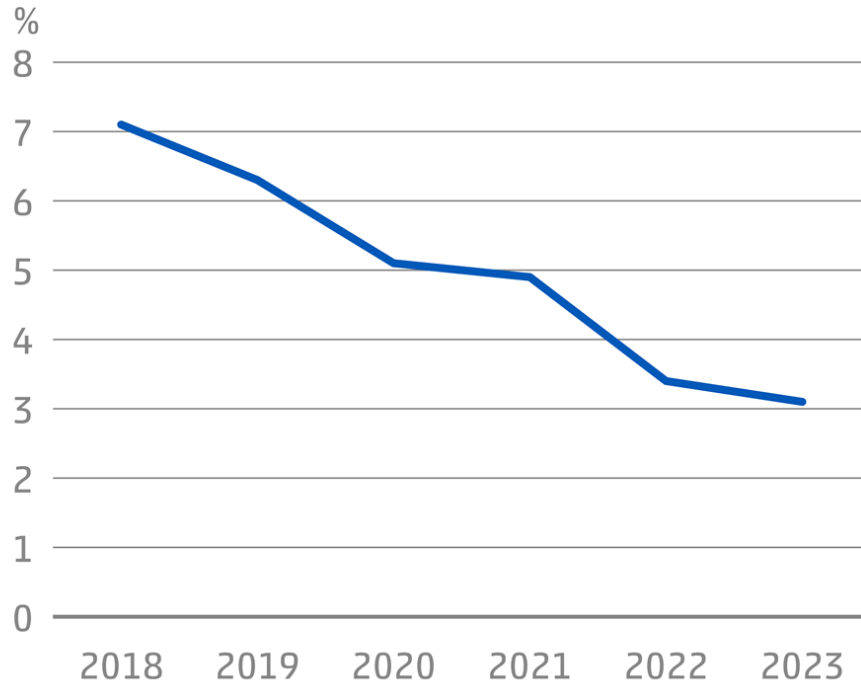


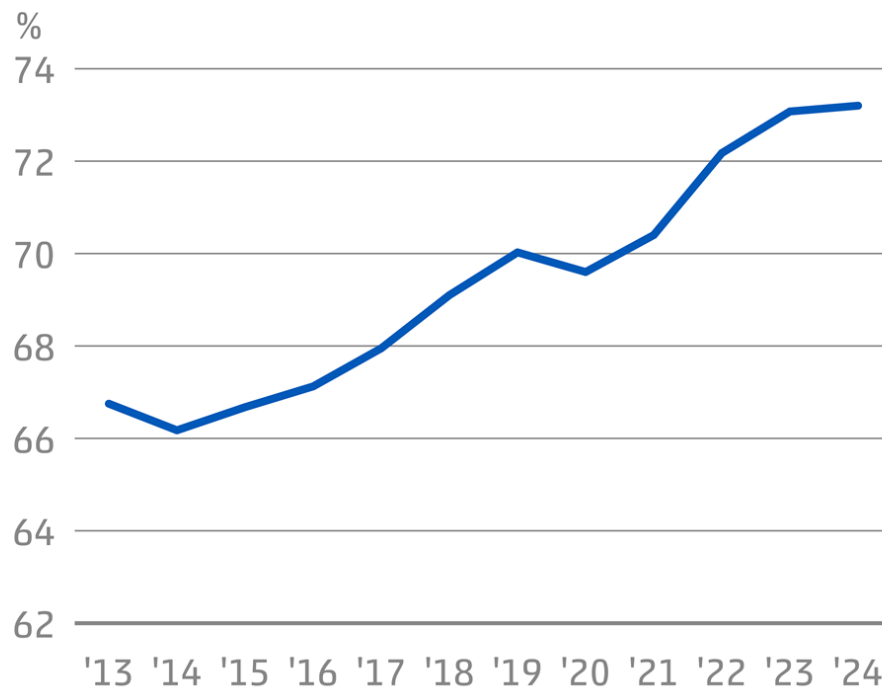
Dive into the world of statistics



Poverty rate



Labour participation



Consumer confidence







Fake statistics



The image is a composite of two photographs of a modern building. The left side shows a close-up of a building facade with vertical red metal slats and a glass walkway. The right side shows a wider view of a glass-walled building with horizontal red slats. The text 'NSIs as national fact checkers?' is centered across both images in a white, bold, sans-serif font.

NSIs as national fact checkers?

Modernization of Communication



Our website, then and now



Nieuw

- 01-04-2015 CBS: Gemeenten geven vooral advies na discriminatiemelding
- 01-04-2015 CBS: 75 duizend jongeren ver verwijfd van de arbeidsmarkt
- 31-03-2015 CBS: Conjurtoerbeeld opnieuw een fractie beter
- 31-03-2015 CBS: Nieuw Suurt.nl: cijfers over 75 kenmerken van buurten en hun inwoners op de kaart
- 31-03-2015 CBS: Recordaantal passagiers via Nederlandse luchthavens
- 30-03-2015 CBS: Oudejaar lagere afzetrijzen industrie dan een jaar eerder
- 27-03-2015 CBS: Weekoverzicht en publicatieplanning
- 27-03-2015 CBS en TNO verbieden samenwerking
- 27-03-2015 CBS: Ziekteverzuim op laagste punt sinds 1995
- 26-03-2015 CBS presenteert Nederland in 2014

[Meer](#)

Onderwerpen

Allochtonen **Arbeid en sociale zekerheid** Bedrijven
Bevolking **Bouwen en wonen** **Conjunctuur** Duurzaamheid
Energie Europa Unia Financiële en zakelijke diensten
Gezondheid en welzijn Gezondheidszorg Handel en horeca Historische
rekenen **Industrie en energie** **Inkomen en bestedingen**
Internationale handel Jongeren Kenniseconomie en productiviteit

Kerncijfers

[Prijzen](#) | [Arbeid](#) | [Oroel](#) | [Vertrouwen](#)

Error in Loading Data

Ken je cijfers

In 2014 overnachtten er 969 duizend gasten uit Azië in Nederlandse hotels. Hoeveel van hen kwamen uit China?

startdatum: 30-3-2015, 317 deelnemers

- 210 duizend
- 310 duizend
- 410 duizend
- 510 duizend

[Antwoord](#)

- STATLINE ALLE CBS-CIJFERS
- DE WIJ BUURT
- CBS VOOR UW BEDRIJF
- CBS IN DE KLAS ICH
- WERKEN BIJ HET CBS
- CBS INTERACTIEF

Centraal Bureau voor de Statistiek

Waar ben je naar op zoek?

English

Cijfers | Arbeid en inkomen | Economie | Maatschappij | Regio | Over ons

- 18,0 mln Inwoners
- 0,4 % Bbp
- 3,8 % Inflatie
- 392 dzd Werklozen
- Brede welvaart & SDG's
- Armoede en schulden



Prijzen nieuwbouwkavels stegen verder door in 2024

Verwacht

- Omzet detailhandel
1-4-2025 06:30
- Snelle raming inflatie
1-4-2025 06:30
- Autismespectrumstoornis
2-4-2025 06:30
- Cao-Ionen
3-4-2025 06:30

Uitgeli
De Nederland
Publicatie



Onderzoek beleving woonomgeving

Communication Strategy

Goals

- Maximize Impact and Usage
- Prevent “Lying with Statistics”



Communication Strategy

How?

- Learn from major News Organizations
- Hire professionals from the Media
- Use (cognitive) science
- Use Internet and other modern tools/channels



Human / Cognitive Factors

- People have biases
 - Confirmation Bias: ignoring facts that do not fit into narrative
 - Cognitive Dissonance: trying to fit narrative to the facts ex-post
- People want stories, not facts

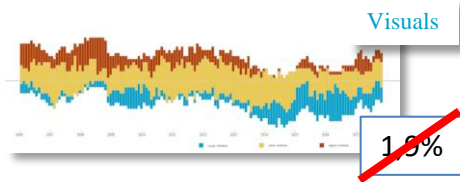


Human / Cognitive Factors

- Humans are visually oriented (seeing is believing)
- Humans have difficulty remembering things that do not have an emotional impact
- Humans need repetition to remember things
- Information overload – competition with other sources



Practical Implementation



Multi Channel



- News articles
- Visualisation
- Reaching audiences and the media
- Spokespersons



News articles



Reasons to publish an article

- Explain what happens
- Attract attention
- Proud employees



Writing a news article

- What, who, where, when and why
- Averages and differences
- Links to other statistics?



Visualisation

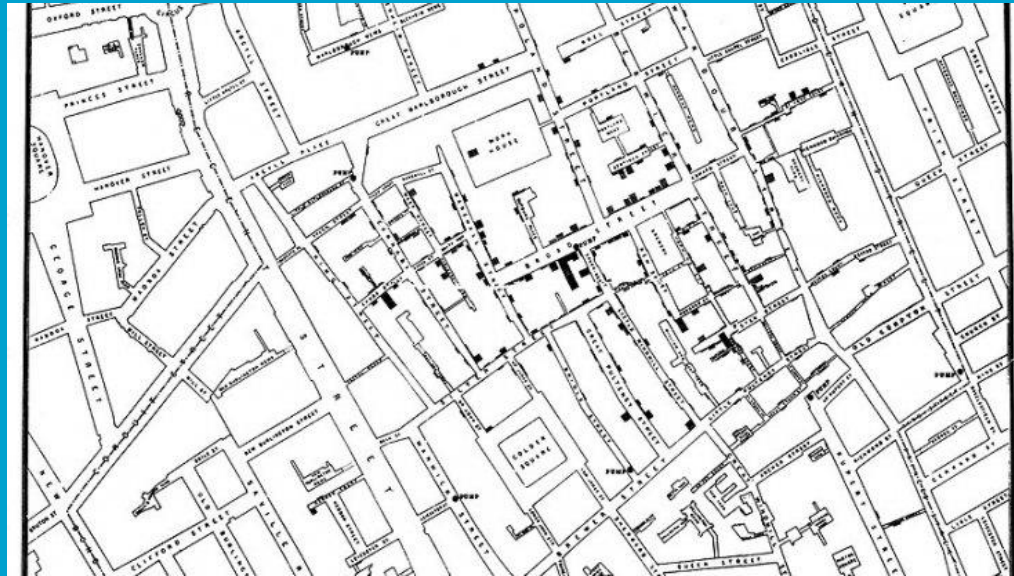


Early data visualization

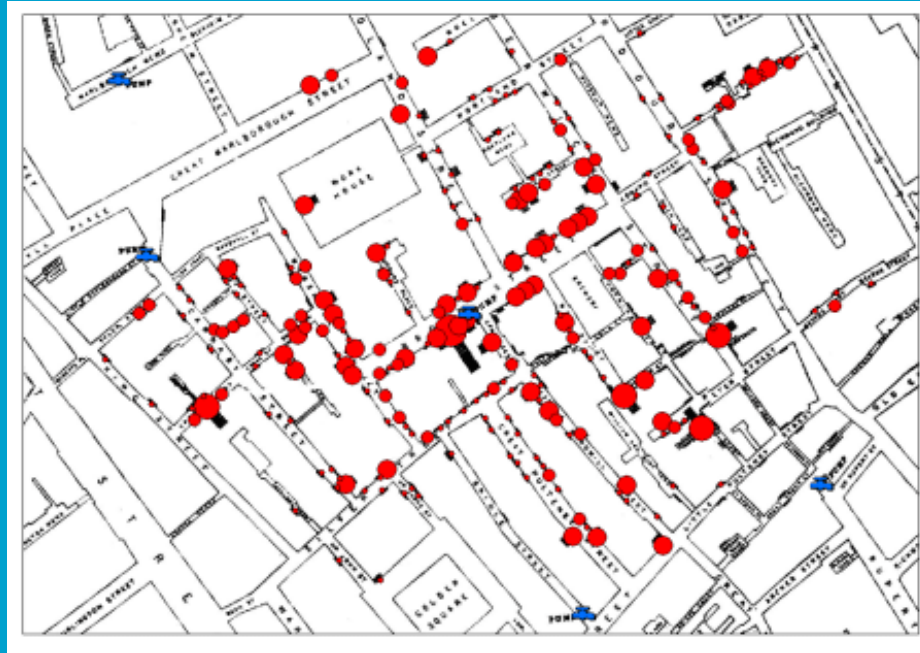
John Snow, 1854, medical doctor,
cholera epidemic was spread through/by ?



Early London



Cholera in London 1854



File Asylum, migration and integration

This file contains all recent figures and in-depth articles on migration, asylum seekers and the integration of people with a migration background.



How many immigrants come to the Netherlands?

8-10-2019 12:09



How many people with a migration background live in the Netherlands?

8-10-2019 12:08



How many asylum seekers come to the Netherlands?

8-10-2019 12:07



How do labor and income differ by migration background?

8-10-2019 12:07



How do education and school choice differ according to migration background?

8-10-2019 12:07



How do security and crime differ by migration background?

8-10-2019 12:00

Population dashboard

Population counter

1 7 5 3 0 0 2 7

Real-time forecast Thursday September 2, 2021
17:07:28 Source: CBS

[More on the population counter](#)

Population dynamics

2020

+ 67 830



+168 681
deaths

Regional

Zuid-Holland has

1 380

people per sq km



Migration background

24.6%

have a migration background



Gender

8.6 million

men

8.8 million

women

Households

3.1 million

people live alone



Age

16%

12 to 25 yrs



Life events

30.0

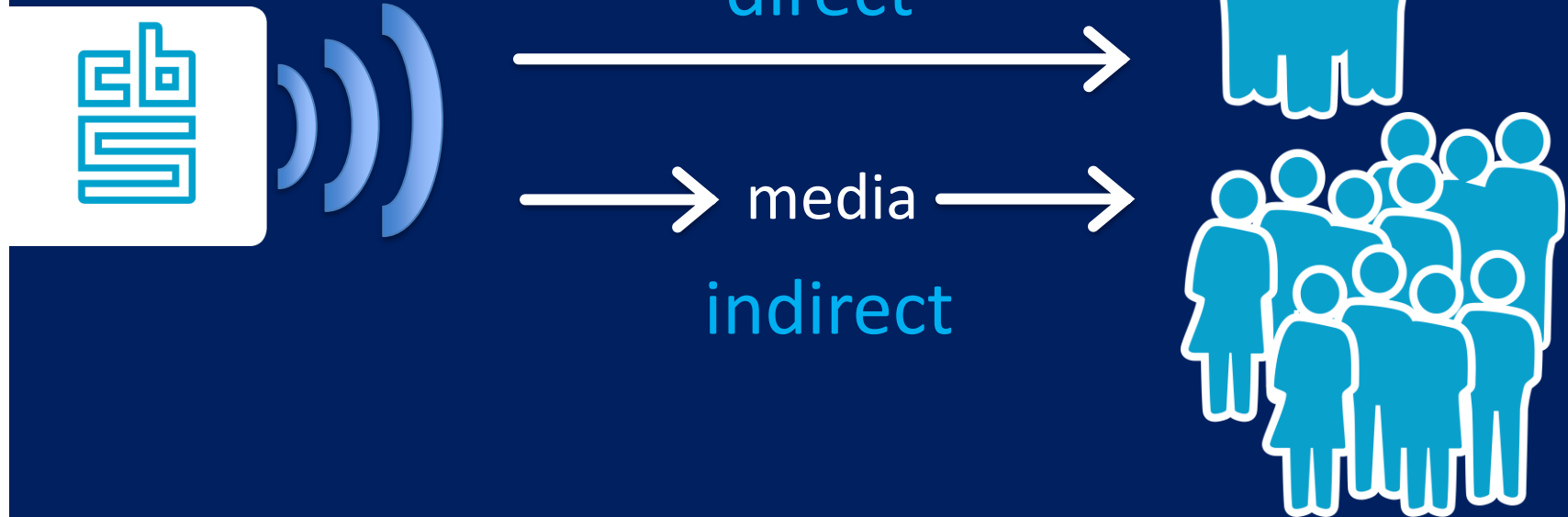
ys: first child



Reaching audiences and the media



Reaching audiences



Our four rules for Triggering the Media

1. Speak their **language** (spokespersons!)
2. Adapt your **release times** to theirs
3. Release under **embargo**
4. Service them **daily**



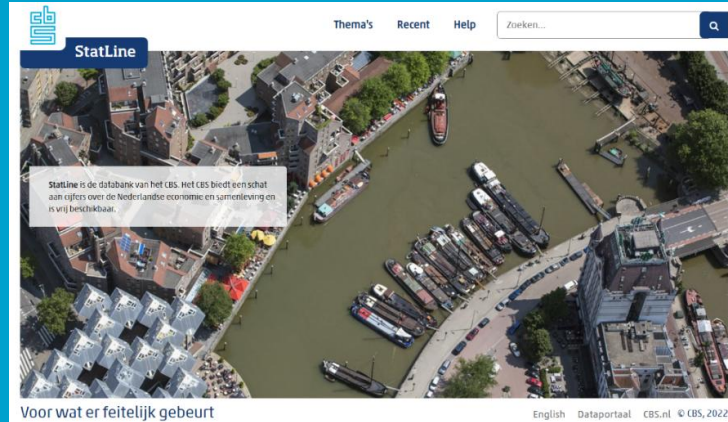
Embargo strategy

- Publication sent to media under embargo ~24 hours in advance by press office
- Majority of questions one day in advance (spokesperson & author)
- Interviews and additional questions day of publication



Own channels to spread figures en news

- Cbs.nl
- StatLine
- Social media
- Video
- Podcast
- Mailing and newsletters
- Spokespersons
- Infoservice



Search

- 17.8 million Population
- 0.2 % GDP
- 9.6 % Inflation
- 352 thousand Unemployed
- The Netherlands in numbers
- Sustainable Development



Inflation down on Bonaire, stable on St Eustatius and Saba

18/01/2023 15:30



Caribbean Netherlands

07/12/2021 09:54



Exports up by almost 5 percent in November

17/01/2023 15:00



New dwelling market transactions down by one third

17/01/2023 15:00

Expected

Labour market

19/01/2023 15:00

Consumer confidence

20/01/2023 15:00

Investments

20/01/2023 15:00

House prices

23/01/2023 15:00

Featured

Caribbean Netherlands

Dossier

Green Deal: CBS working with partners for sustainable development data

CBS video

What will the Dutch population look like in 2035?



7 million unique visitors

18 million pageviews

Instagram

statistiekcbs Chatbericht sturen

862 berichten 4.334 volgers 296 volgend

Het CBS
Product/dienst
Informatie over Nederland
Actuele statistieken
#hetcbs #cbsnl #statistiekcbs
Neem eens een kijkje
www.cbs.nl

Gevuld door jormaturkenburg, studio.vlak, alrikswagerman + nog 4

CBS backs... #CBSQUIZ In het nieu... doorsnee...

BERICHTEN IGTV GETAAGD

Cijfers over onze tegenstanders
FRCA
11 142

+1,2%
€

Nederland exporteert vlees
€ 8,8mld

+5%

+12%

-60 000

-21,1%

12,9%

Cijfers over onze tegenstanders
DOM
7 201

Instagram





Centraal Bureau voor de Statistiek

Voor wat er feitelijk gebeurt

Government Administration · Den Haag, Zuid Holland · 18,233 followers

Bob & 11 other connections work here · 2,324 employees

✓ Following Visit website More

Home About Posts Jobs People Videos



Centraal Bureau voor de Statistiek
18,233 followers

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Sort by: Top

Centraal Bureau voor de Statistiek
18,233 followers
38m

De aan- en afvoer van goederen in Nederlandse #zeehavens is in 2020 gedaald tot bijna 558 miljoen ton. Dat is 8,2% minder dan in 2019. Dit was de grootste daling sinds de economische crisis van 2009. Vooral de aa ...see more

[See translation](#)



Messaging

LinkedIn





Spokespersons



Spokespersons

- Experts
- Trained by media professionals
- Economics/Demographics/Agriculture/Crime/
- Our spokespersons are well known in the media



Our team

Economy, labour market, business, industry and trade



Peter Hein



Frank



Marjolijn

Demography, education, health, well- being



Tanja



Luuk

Nature and Agriculture



Vinodh

Crime, culture



Maarten

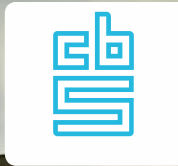


What does it take?

- Keep expertise up-to-date, internal publications as well as stakeholders and other experts
- Read-watch-listen the news
- Awareness of public debate
- Prep is key
- Practice!



Disseminate with impact: the Newsroom



Strengths of the newsroom formula

- Central planning
- Clear focus



The results are in...



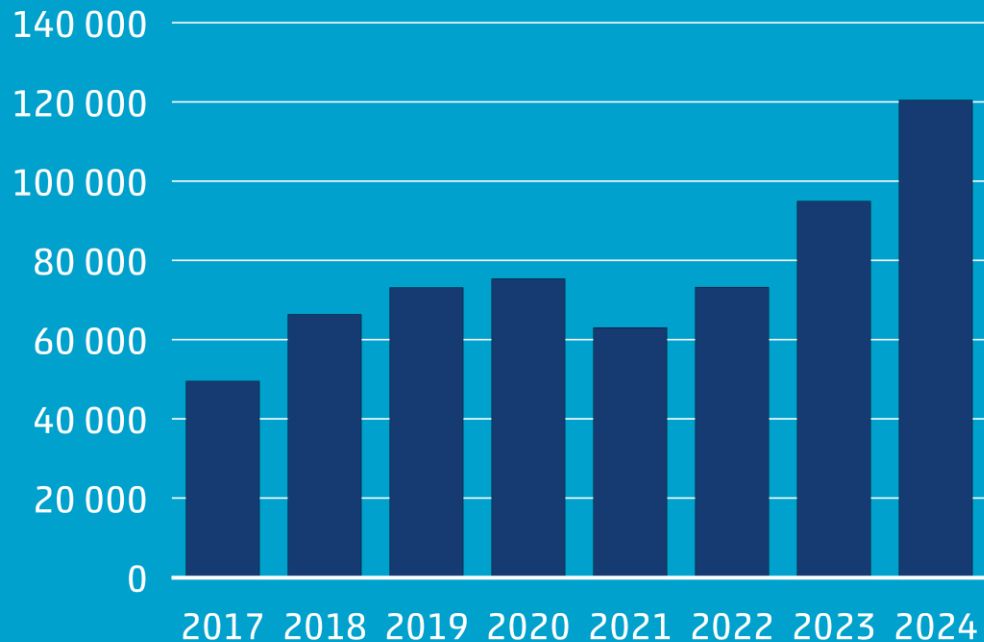
One year at Statistics Netherlands

- Over a 1,000 datasets
- More than 2,000 updates of datasets
- Approximately 600 news articles, 25 books, 75 studies
- Over 150 Instagram posts, 35 videos, 100 Facebook posts, 50 LinkedIn posts



Impact in the news

Yearly mentions in the media





Facts that matter