Branding of official statistics in the European Statistical System: what do the users tell us?

Christine KORMANN
Baiba GRANDOVSKA
EUROSTAT

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Outline

• Context and objectives of the branding study
• First results
• Towards an action plan in the Press Office
CONTEXT AND OBJECTIVES OF THE STUDY
Context

Relates to HLG Strategic Communication project

Users' perception of brand(s) related to official statistics and quality of statistics

ESS Vision 2020

DIGICOM + QUALITY project

The Dimensions of the Value of Official Statistics

Outcomes/Impacts

Brand Recognition

Quality

Customer Focus

study
A branding study

• "Analysis of user perception and communication of official statistics in the EU"
• Scope: Eurostat and NSIs
• December 2017-September 2018
What is a branding study?

Photo from Graphic Brand
Objectives of the study

Understand user perception of official statistics

Understand user perception of brands Eurostat, European statistics, ESS

- Awareness
- Trust
- Brand attributes

How to differentiate official statistics from other providers? Data vs statistics

Improve communication and promotion to target groups
Should quality be the central point of the branding and communication strategy?
Brand dynamics

LEADER
Performance, results, innovation

REFERENT
Authority, expertise

CHALLENGER
Alternative, original
Methodology
FIRST RESULTS
FROM USER SATISFACTION SURVEYS, POPULATION BASED SURVEY
Awareness

**NSIs**
- 20% Yes, I heard the name and used the service
- 32% Yes, I heard the name but not used the service
- 48% No, don’t know the service

**Eurostat**
- 12% Yes, I heard the name and used the service
- 55% Yes, I heard the name but not used the service
- 33% No, don’t know the service
Why?

Recall of communications coming from Eurostat is limited to 17% - exactly half the recall to the NSIs’ communication efforts.
Trust Gaps

1. Statistical institutions vs Statistics

2. Users vs Non-Users
Trust gap statistics / institutions

- **Luxembourg**
  - Trust in statistics: 68
  - Trust in the statistical organisation: 88

- **Denmark**
  - Trust in statistics: 78
  - Trust in the statistical organisation: 85

- **France**
  - Trust in statistics: 43
  - Trust in the statistical organisation: 71
Brand attributes - NSIs

Usefulness and reliability are the strongest attributes for the NSIs, especially among users of the NSI.

- **Useful**: 48% (Users), 42% (Non-users), -26 difference
- **Reliable**: 38% (Users), 48% (Non-users), -20 difference
- **Efficient**: 31% (Users), 51% (Non-users), -15 difference
- **Service oriented**: 28% (Users), 48% (Non-users), -14 difference
- **Independent**: 25% (Users), 44% (Non-users), -12 difference
- **Innovative**: 21% (Users), 44% (Non-users), -11 difference

Q12. Based on your personal/professional experience and/or on your perception, would you say that [NSI] is:

6 questions, single mention | Base: 2583, Q6/Q6a=Yes, used the service
Brand attributes - Eurostat

Among users of Eurostat the levels of agreement are inferior to those observed for NSI users.

Q13. Based on your personal/professional experience or your perception, would you say that Eurostat is:

Users

- Useful
  - Completely agree: 24%
  - Somewhat agree: 31%
  - Don't know: 37%
  - Somewhat disagree: 7%
  - Completely disagree: 1%

- Efficient
  - Completely agree: 21%
  - Somewhat agree: 31%
  - Don't know: 39%
  - Somewhat disagree: 7%
  - Completely disagree: 1%

- Reliable
  - Completely agree: 20%
  - Somewhat agree: 32%
  - Don't know: 38%
  - Somewhat disagree: 8%
  - Completely disagree: 1%

- Service oriented
  - Completely agree: 18%
  - Somewhat agree: 32%
  - Don't know: 40%
  - Somewhat disagree: 9%
  - Completely disagree: 1%

- Independent
  - Completely agree: 17%
  - Somewhat agree: 30%
  - Don't know: 39%
  - Somewhat disagree: 11%
  - Completely disagree: 2%

- Innovative
  - Completely agree: 16%
  - Somewhat agree: 32%
  - Don't know: 40%
  - Somewhat disagree: 10%
  - Completely disagree: 2%

Non users

- Difference in % points:
  - Useful: -11%
  - Efficient: -10%
  - Reliable: -9%
  - Service oriented: -8%
  - Independent: -7%
  - Innovative: -8%
Key learnings

• Awareness deficit
• Trust gap statistical organisations/ statistics
• Trust gap users/non users
• Main brand attributes: useful, reliable, efficient
• Image not clear for non-users
PRESS OFFICE
AND SOCIAL MEDIA
Raising awareness of Eurostat

- Active presence in social media
- Coming to the public debate
- "Branded" products (recognizable identity)
Reaching non-users

• More visual products, with a single message
• Shareability
• Cross-linking of products
• Statistical literacy section
• Facebook
Reasons for non-participation in job-related training in the EU

- 44% Time constraints
- 3% Financial reasons
- 19% Other
- 5% No suitable courses available
- 14% Not provided by employer
- 14% No interest

(% of employed aged 16 or over)
Closer to users' needs

- A wider range of products
- Personas
- Scoreboards
- Using feedback opportunities (support services, visits, social media)