The development of Citizen Focussed Products in the Central Statistics Office, Ireland.

Workshop on Statistical Dissemination and Communication
Cork – June 25th to 27th 2018
Why produce Citizen Focussed Products

• Heighten awareness and usage of Official Statistics
• Provide content to a general audience
• Show that Official Statistics can be engaging and “light-hearted” while also being important and relevant
• Increase traffic to CSO Website, Social Media Platforms
Humble Beginnings

- October 2014
- Statistical Yearbook of Ireland Publication
- Moderate success
- Food for thought!
3 “new” distinct product types

- Social Media Campaigns
- Online Tools (APPS)
- Featured Articles
Social Media Campaigns
History

• Commenced 2017
• Contains official data
• Presented in a “light-hearted” manner
• Creates a positive awareness of the CSO in everyday life
• Reinforces the CSO Brand as being positive and engaging
#Halloween Scary stats from the CSO

2,892,000 Sheep slaughtered in 2016

Silence of the Lambs

<table>
<thead>
<tr>
<th>Impressions</th>
<th>9,977</th>
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May the 4\textsuperscript{th} be with you!

Population of Jedi Knights usually resident and present in the state by sex, Census 2016

- Male: 1,722
- Female: 328

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Impact

• Both campaigns exclusively Facebook & Twitter
• Both campaigns comprised 3-4 images
• Both campaigns extremely well received
• Particularly successful on Twitter – retweeted to @Hammillhimself Twitter account (Luke Skywalker)
History

- Decision to develop online tools (What if we........?)
- Early tools primarily led by IT division
- Utilise data from databank – always references most recent data
- Interactive rather than “static” content
History (continued)

- 4 “Apps” to date
  - How popular is your Birthday
  - Irelands top motors
  - House prices by Eircode
  - Baby names of Ireland
Baby names of Ireland

- Launched 11/12/2017
- 88K hits on first day
- Almost 200k to date
- Very positive feedback
- Strong media coverage
- Multiple twitter “chats”
Positive feedback

Brendan Howlin
@BrendanHowlin

Only 20 Brendans born in 2016! Excellent tool by @CSOireland to see how popular your name has been since 1964. Check out your own name on cso.ie/en/interactive...

3:05pm - 11 Dec 2017 - Twitter Web Client

Brian Foley
@tvBrian

Loving this #name thingy on the @CSOireland website! Fascinating! But what happened to poor #brian? #OffACliff #BringBackBrian
Baby names of Ireland – Source of Traffic

- Almost 200k unique page views to date
  - Direct to CSO.ie
  - Google searches
  - Facebook Mobile
  - Journal.ie (Online news portal)
  - Facebook
  - TV3.ie (Nationwide Broadcaster)
Online Tools v Online Publications – a comparison

- **Baby names of Ireland App**
  - Launched 11 Dec 2017
  - Unique Page Views to Date: 197,500
  - Page Views to Date: 262,235
  - Peak: 88k unique page views on launch date
  - Renewed interest in March (page views): Sun 4 (6k), Mon 5 (3.7k), Tue 6 (1.6k), Weds 7 (1.8k)
  - Average time on Page: 3m 58s (site average: 45s)

- **Irish Babies Names Publication**

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Featured Articles
History

• Recent development – 2018 onwards
• Non-technical data presented in a light-hearted manner
• 3 examples to date:
  • Babies names 2017
  • Mothers Day 2018
  • Who marries whom? – an occupational hazard
Who marries whom? – an occupational hazard

Who Marries Whom? - An Occupational Hazard

We have all heard anecdotally how people often marry within their own occupation, and with the wedding season upon us, we looked through the Census 2016 data to spot the trends of who marries whom. Here are the highlights of what we found in the data when we cross-referenced spouses and occupations. It turns out the chances of marrying someone from your own occupation are quite high.

35% of male doctors married a female doctor.
36% of female doctors married a male doctor.

Source: Census 2016, Central Statistics Office

Females Who Married Within Their Occupation

- 80% Farmers
- 62% Publicans & managers of licensed premises
- 58% Taxi & cab drivers, & chauffeurs
- 49% Gardai
- 36% Doctors & medical practitioners
- 35% Shopkeepers

Other Notable Examples

- 34% Bus & coach drivers
- 25% Dentists
- 24% Veterinarians

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Who marries whom? – an occupational hazard

For men, the top occupations with the highest percentage who married within their own field are outlined below.

We can clearly see that men who list their occupation as Nurses, midwives and midwives (57%) were very likely to be married to females of the same occupation. Male Nurses and Doctors (38%) were also very likely to be married to female Nurses and Doctors.

It should be noted that the top figures can be skewed due to low numbers employed in certain occupations. For example, while 35% of male Florists married female Florists, there were only 26 married male Florists in the 2016 Census.

### Males Who Married Within Their Occupation

- **Nursery nurses & assistants**: 57%
- **Nurses & midwives**: 55%
- **Florists**: 36%
- **Primary & nursery teachers**: 38%
- **Doctors & medical practitioners**: 30%
- **Publicans & managers of licensed premises**: 26%

### Familiarity brings romance

**Generally, people are most likely to get married within their own occupation.**

**Generally, people are most likely to get married within their own occupation.** However, the analysis indicated that people are also likely to marry people in other occupations that they work closely with, or where they may share similar working hours.

**Note:**

All data is anonymised and unidentifiable.

We omitted the data on civil same-sex partnerships and same-sex marriages recorded in Census 2016, as we could not provide this level of analysis on them due to the relatively smaller numbers.
Feedback

• Very positive feedback
• Coverage across Radio, Print and Social Media
• Requests for Radio Interviews (Local & National)
• Validation from unexpected source, underlining the purpose of the article
Validation

- Lecturer in the Department of Economics in University College Cork.
- Chair of the Irish Fiscal Advisory Council
- Member of the external advisory board to the Irish Governmental Economic Evaluation Service and of the council of the Irish Economic Association.
- Sometime contributor to print, broadcast and online media relating to the Irish economy.
Side effect – Unintentionally proving a Cliché?

'Coppers effect' more than a myth as gardaí and nurses tie the knot

- Article took on an unexpected angle.
- AKA “Coppers Effect”
- Huge traction in Print Media/Social Media
- Increased “relatability”
The “Engagement” factor

- **Who Marries Whom Featured Article**
- Published Thurs 31 May
- Unique page views since launch: 2,002
- Page views since launch: 2,184
- Peak: 562 (publication day)
- Av time on page: **3m 27s** (site average: 45s)

### Census 2016 Profile 4

<table>
<thead>
<tr>
<th></th>
<th>Average time on Page</th>
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<td>Marital Status page</td>
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In conclusion

• Citizen Focussed products very well received
  • Increased Social Media interactions
  • Increased “traditional” Media coverage
  • Enquiries regarding future products

• Thank you!