Understanding our media impact

Martin Nicholls
Head of Strategic Communication
Our goals

• Increase public trust in government data and fight misinformation.

• Recognised as the expert advisor on some of society’s most salient issues.

• Develop and embed a deeper understanding of our true impact, moving away from just reporting on volatile vanity metrics – we (all) have to be better than that.

• Provide insight that is strategically actionable and KPIs that drive change and inform decision making at the most senior levels.
Public Confidence in Official Statistics 2016

- 78% believe official statistics to be accurate.

- 26% believe the government presents statistics honestly.
- 18% believe newspapers present statistics honestly.

- 71% are aware of ONS.
- 90% of those aware of ONS trust it.

- 92% believe that official statistics are important to understanding Britain.

Source: NatCen 2017
Our work to date

• Partnered with Prime Research.
• Identified 161 outlets and a sample of 2830 print and online articles for analysis between 1 Jul and 31 Dec 2017.
• Analysed an additional 532 articles about comparators.
• Each article assessed for: volume, reach, topics, own voice, spokespeople, sentiment and reputation profile.
• Used the results to launch an awareness-raising campaign across the business, before tackling behaviour change with Directors.
• Defined next steps based on lessons learnt and profiled ongoing research.
### Overview

<table>
<thead>
<tr>
<th>Presence</th>
<th>2,830 media items analysed: <strong>15/day</strong></th>
<th>Average daily reach: <strong>4.3 million</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Sentiment</td>
<td>86.2% neutral media coverage</td>
<td>Positive vs. negative evaluations: <strong>8.6%/5.2%</strong></td>
</tr>
</tbody>
</table>

#### Top Releases

<table>
<thead>
<tr>
<th>Topic</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inflation</td>
<td>13.7%</td>
</tr>
<tr>
<td>Migration</td>
<td>5.4%</td>
</tr>
<tr>
<td>Earnings</td>
<td>5.0%</td>
</tr>
<tr>
<td>Economic Output</td>
<td>4.8%</td>
</tr>
<tr>
<td>GDP</td>
<td>4.5%</td>
</tr>
</tbody>
</table>

#### Share of Own Voice

- Own Voice: 20%
- Journalists & other spokespersons: 80%

#### Ownership

- Explicit: 91%
- Implicit: 10%

#### Topics

- People, Population and Community: 35%
- Economy: 65%
- Inner circle: reach 52%
- Outer circle: # of items 48%
OTS vs. PTS

Opportunity to See

Level 1: Publication

Media Contact

Probability to See

Level 2: Articles/Report

Factors
- position of the article [page 39]
- size of the article [<400 words]
- obtrusiveness of the article [no visuals]

Level 3: Content Unit

Measurement
- circulation multiplied by number of readers per copy

Audience 1,014,000

Report Contact

Factors
- Prominence of the content [headline vs. text]
- Space devoted to the content

Audience 174,915

Message Contact

Headline Audience 174,915

Text Audience 34,983
Reputation pillars

ONS Reputation

- Clear
- Trustworthy
- Accurate
- Transparent
- Authoritative
- Independent
- Innovative
- Engaging
- Relevant
- Timely
- Influential

Quality
Authority
Relevance
Reputation pillars

- **Quality**: 89,234,967
  - Reach: 1619
  - Share of content units: 23.5%
  - Share of content units by sentiment:
    - Positive: 9.1%
    - Implicit Positive: 31.6%
    - Negative: 9.9%
    - Implicit Negative: 25.9%

- **Authority**: 40,115,473
  - Reach: 671
  - Share of content units: 10%
  - Share of content units by sentiment:
    - Positive: 6.0%
    - Implicit Positive: 46.5%
    - Negative: 1.8%
    - Implicit Negative: 35.0%

- **Relevance**: 36,429,504
  - Reach: 671
  - Share of content units: 7%
  - Share of content units by sentiment:
    - Positive: 1.8%
    - Implicit Positive: 10.7%
    - Negative: 7%
    - Implicit Negative: 14%
    - Neutral: 69%
Crime: triangulating our insights and responding

The most common Google search term that drives traffic to us:

“How many murders in the UK?”
Inflation: ‘friendly fire’

- Inflation and price indices in general: 42%
- Specific indices: 58%

<table>
<thead>
<tr>
<th>Index</th>
<th>Number of Content Units</th>
<th>Reach (Probability to See)</th>
</tr>
</thead>
<tbody>
<tr>
<td>CPI</td>
<td>268</td>
<td>75%</td>
</tr>
<tr>
<td>RPI</td>
<td>158</td>
<td>29%</td>
</tr>
<tr>
<td>HPI</td>
<td>51</td>
<td>98%</td>
</tr>
<tr>
<td>CPIH</td>
<td>35</td>
<td>29%</td>
</tr>
</tbody>
</table>

Colors represent different categories.
Our next steps

- Incorporating broadcast and social media to address a significant gap.
- Undertaking a separate study to understand local and regional disparities, challenge assumptions, reduce blind spots, and provide a benchmark ahead of the 2021 Census.
- Enhancing our reporting to the leadership, and including demographic factors.
- Looking at the big picture and making it bigger.
- Trying to find the golden metric that demonstrates impact.

- Scope a government-wide pilot study.
- Increase the communication profession’s confidence in using statistics: ‘Stats for Comms’.
- Supporting the Cabinet Office’s Rapid Response Unit.