

# 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

---

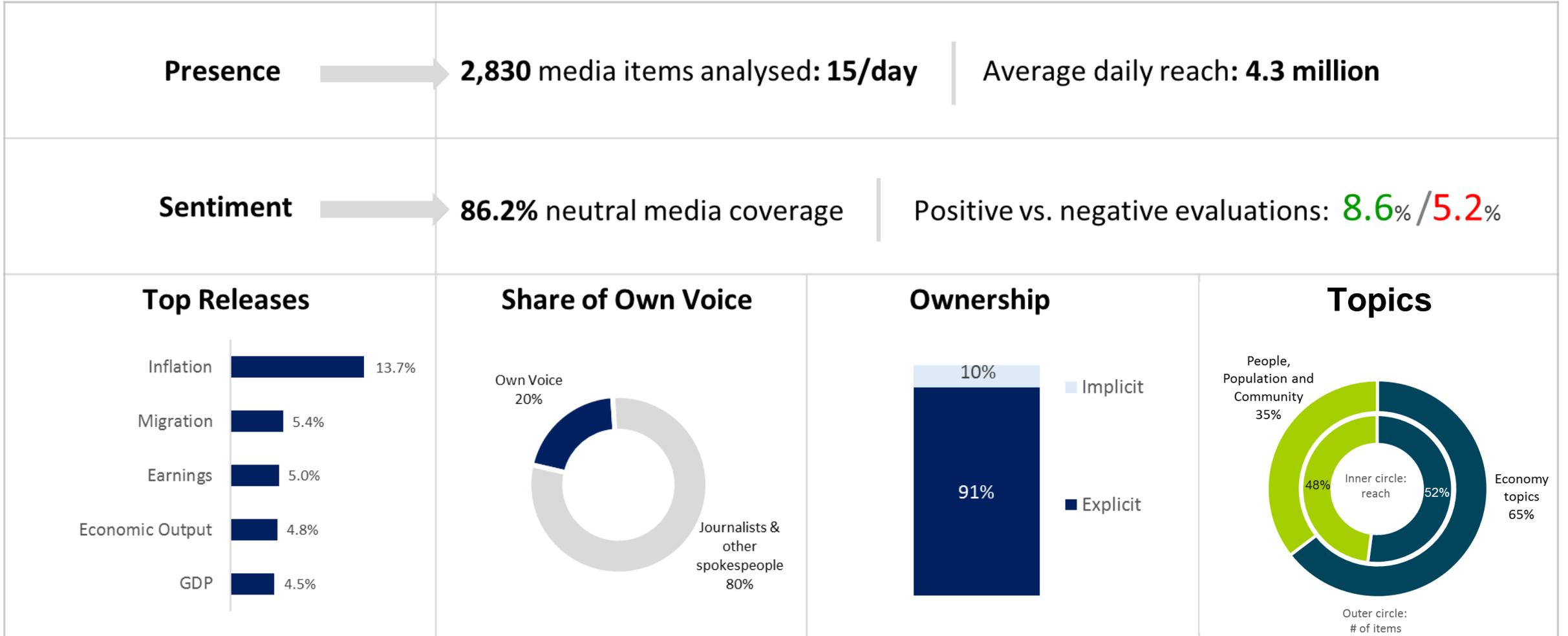
- 78% believe official statistics to be accurate.
- 26% believe the government presents statistics honestly.
- 18% believe newspapers present statistics honestly.
- 71% are aware of ONS.
- 90% of those aware of ONS trust it.
- 92% believe that official statistics are important to understanding Britain.

# 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

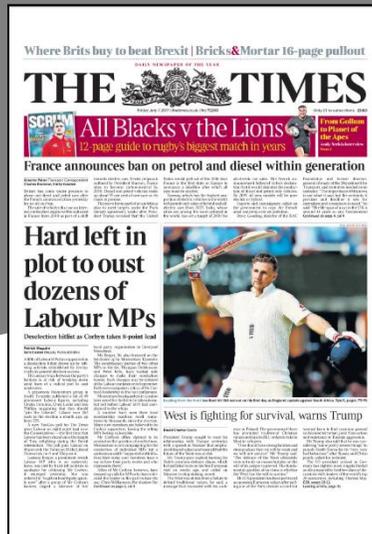


# OTS vs. PTS

## Opportunity to See

Level 1: Publication

### Media Contact



Audience **1,014,000**

### Measurement

- circulation multiplied by number of readers per copy

## Probability to See

Level 2: Articles/Report

### Report Contact



Audience **174,915**

### Factors

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

Level 3: Content Unit

### Message Contact



Headline Audience **174,915**

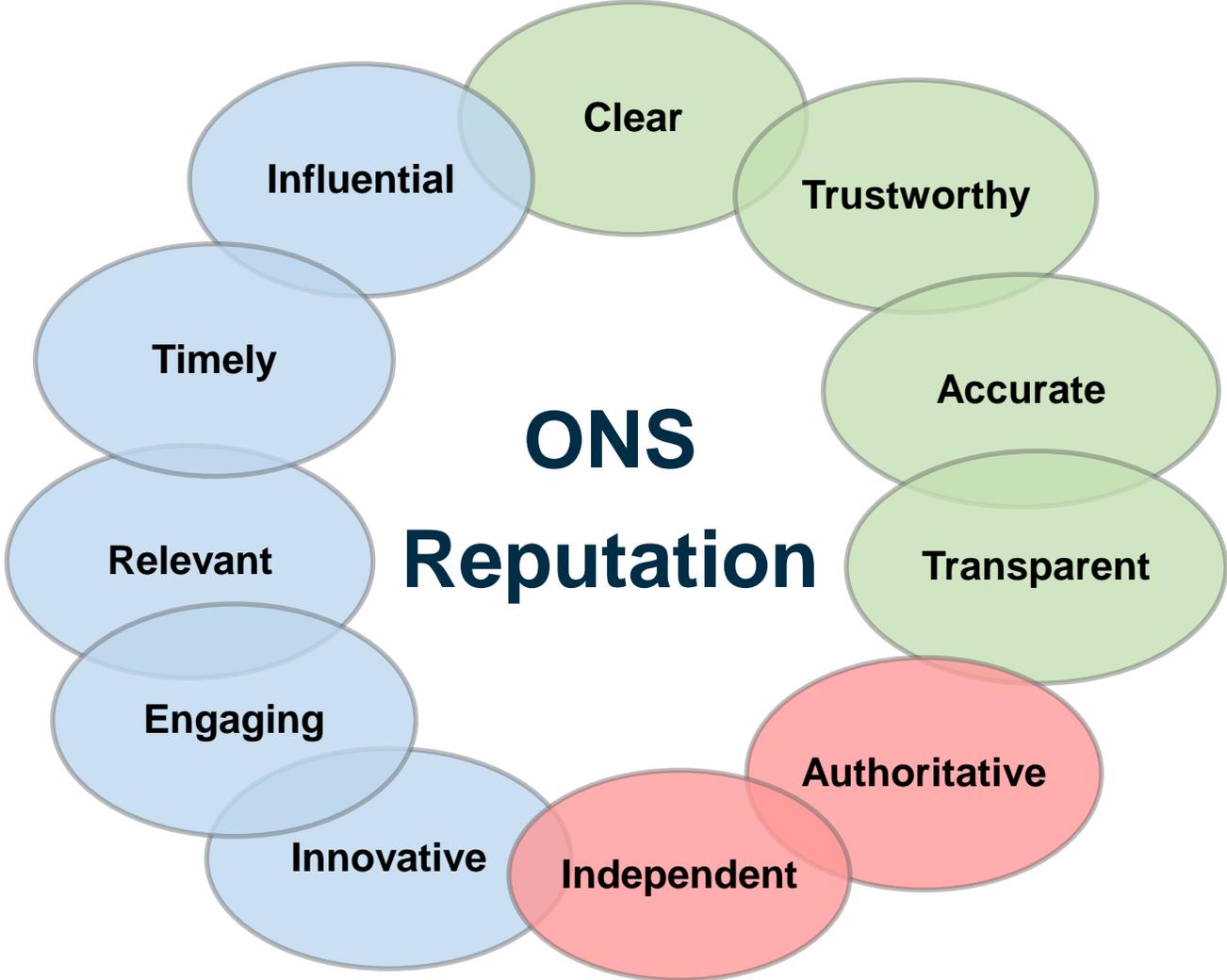
Text Audience **34,983**

### Factors

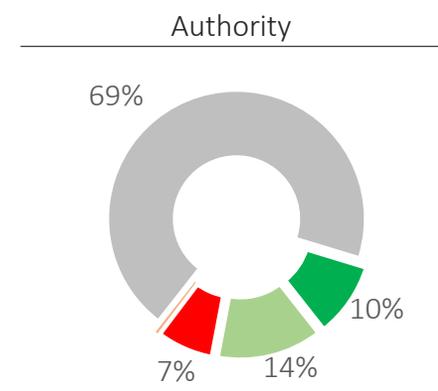
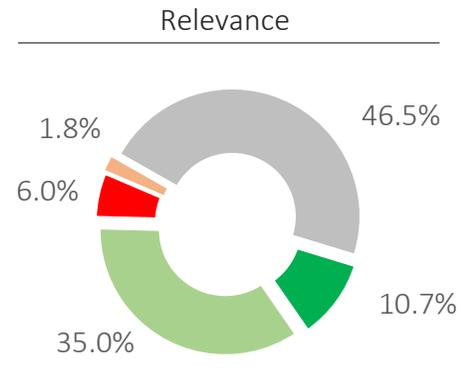
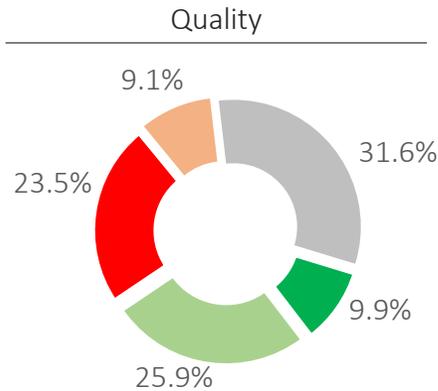
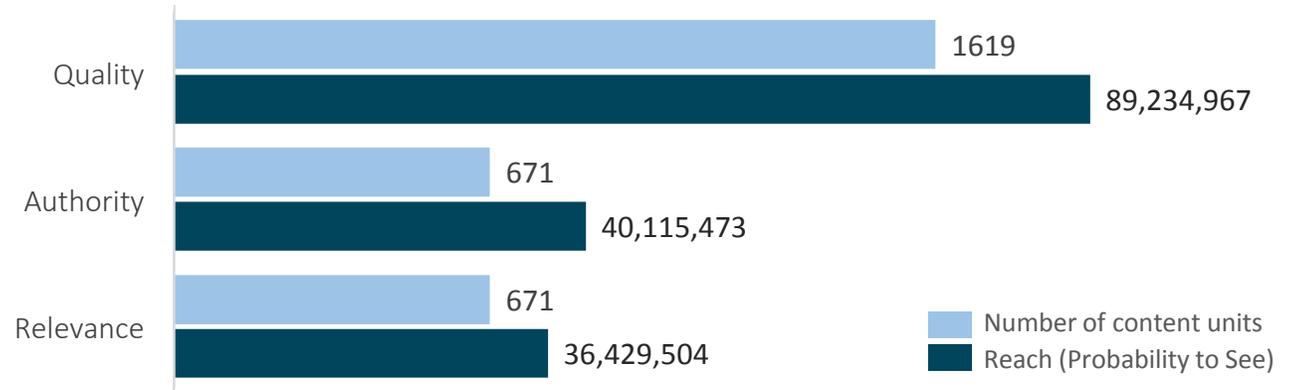
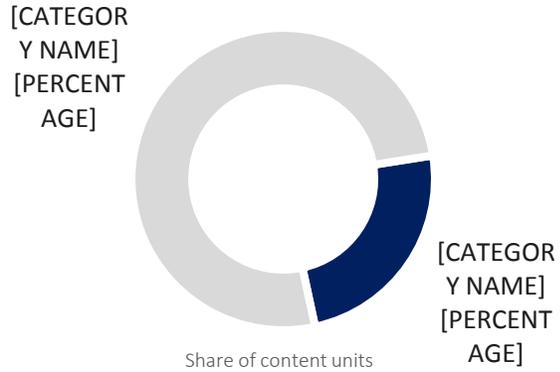
- Prominence of the content [*headline vs. text*]
- Space devoted to the content

# Reputation pillars

---



# Reputation pillars



Share of content units by sentiment

■ Positive

■ Implicit Positive

■ Negative

■ Implicit Negative

■ Neutral

# Crime: triangulating our insights and responding

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

“How many murders in the UK?”



The screenshot shows the BBC News website interface. The main article is titled "Crime calculator: Find your personal risk of being a victim" by Dominic Casciani, a home affairs correspondent. The article is dated 7 September 2017. Below the title is a photograph of a person in a dark hoodie and gloves using a tool to pick a lock on a door. The article text begins with "Today, for the first time, BBC News, working with the Office for National Statistics, is providing you with a way of understanding your risk of being a victim of crime in".

On the right side of the page, there are two sections: "Top Stories" and "Most Read".

**Top Stories:**

- Salisbury is 'safe from spy nerve agent' (1 hour ago)
- Resident dies in blaze at care home (28 minutes ago)
- Wenger to leave Arsenal at end of season (21 minutes ago)

**Most Read:**

- Windrush: Alan Johnson says landing cards decision was made in 2009
- Time 100: Millie Bobby Brown is youngest person ever on list
- Oxford Dodo was shot in head, scans find
- Berlin begins mass evacuation as police defuse WW2 bomb

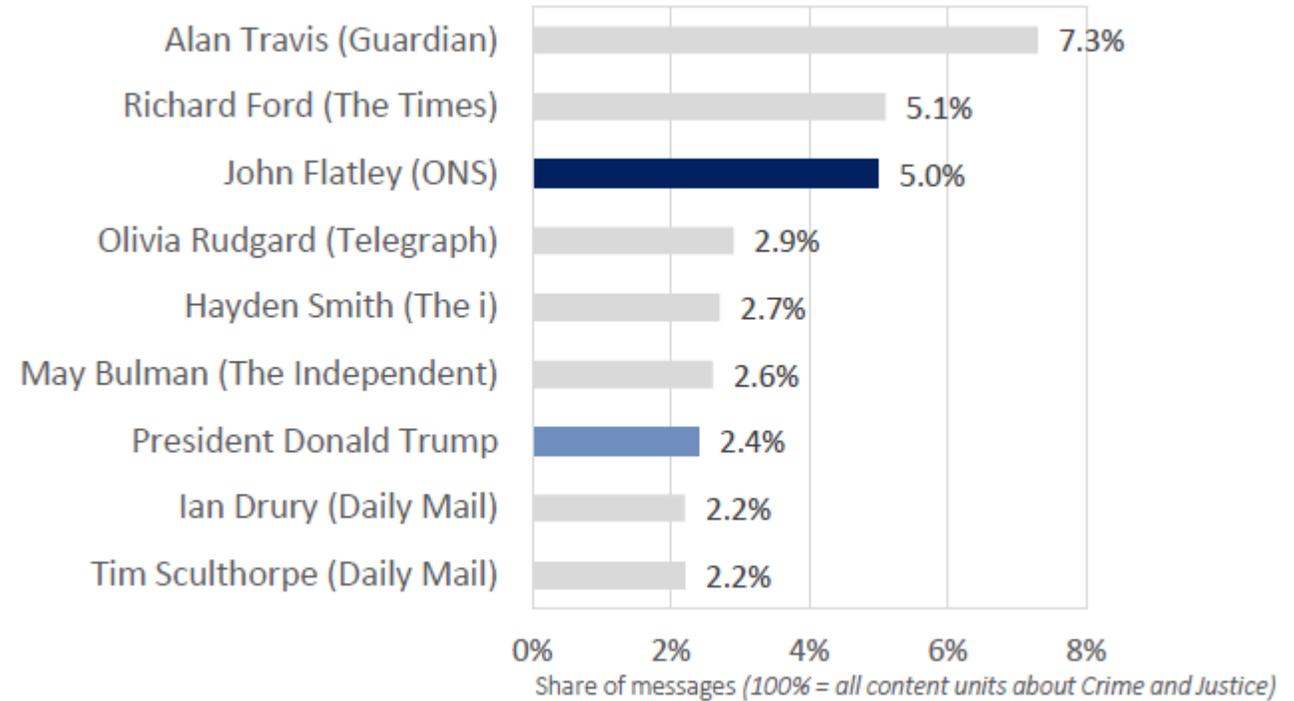


# Crime: share of voice

All coverage

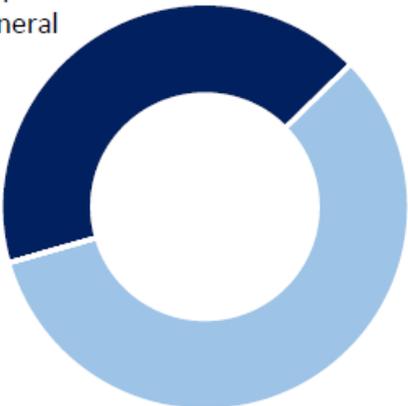


By person

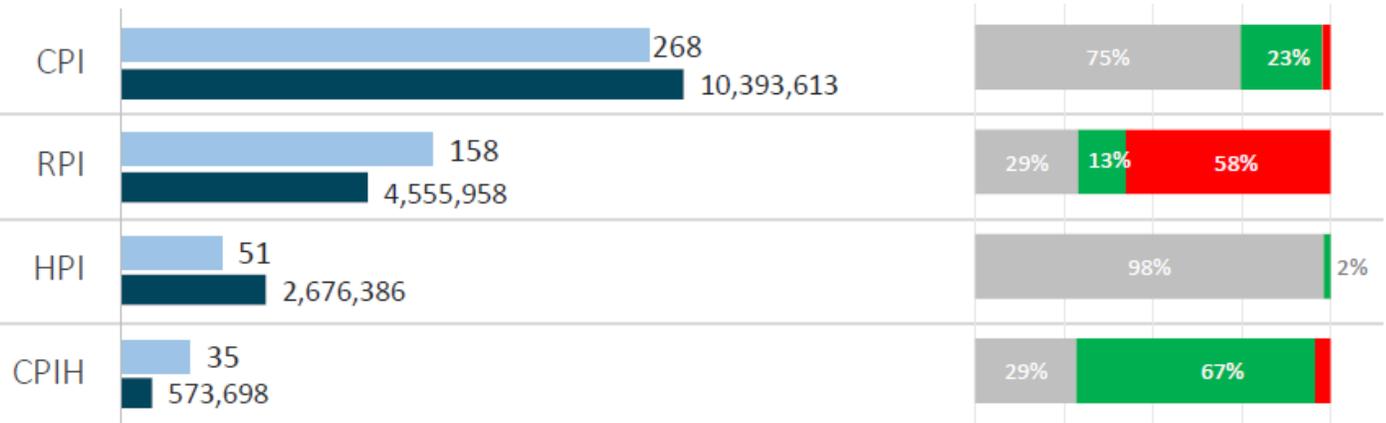


# Inflation: 'friendly fire'

Inflation and price indices in general  
42%



Specific indices  
58%



Number of content units  
Reach (Probability to See)

# 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.