

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

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Abstract

Better communicating on the value of official statistics has been identified as a strategic need for statistical organisations. It is one of the key goals of the ESS Vision 2020 and it is implemented through the DIGICOM project (Digital Communication, User Analytics and Innovative products).

In this context, Eurostat has commissioned a study to get a better understanding of users' perception of official statistics, as well as strategic and operational recommendations on communication. The study looks at general branding aspects, such as brand awareness (do users know the various brands) and brand positioning (how do users perceive the brand as regards its competitors?). It also covers users' views on the quality of European statistics.

This study is carried out from December 2017 to June 2018 in 8 EU Member States. It mainly relies on qualitative methods (focus groups and in-depth interviews of representatives of the main user groups), but also includes e-reputation analysis and a quantitative survey. This paper will present the methodology and early results of this study for Eurostat and the ESS as a whole, as well as outline the practical application of the results in the communication actions of Eurostat.

Keywords: Communication, branding, user perception, value of official statistics, innovation