

## **Understanding our impact**

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### ***Abstract***

Since July 2017, the UK's Office for National Statistics (ONS) has been working closely with Prime Research, one of the world's leading media intelligence agencies, to develop a series of impact measures that assess the daily media performance and to distil the insight that can come from these.

Communication impact is notoriously hard to measure, with vanity metrics often reigning supreme over performance. ONS is committed to eliminating these from its management information and to only rely on insight that is of corporate and strategic importance; for example, if we are helpful and relevant to society by informing news as well as generating it.

This insight is being used across the business to inform communication planning, improve the understanding of statistics in the news and to ensure our key messages have the gravitas to meet audience expectation.

This is your opportunity to learn about what a good performance in the media looks like, to understand some of the communication challenges that we face and the opportunities that we all have to improve the impact of our communications.