DIGICOM study on the branding of Eurostat

Tim Allen
Eurostat
Unit B4 Dissemination and user support
Overview

1. Background
2. Main findings
3. Conclusions
4. Next steps
Overview

1. Background
2. Main findings
3. Conclusions
4. Next steps
Background

DIGICOM + QUALITY project

Users' perception of brand(s) related to official statistics and quality of statistics

study
Background

- **Study** "Analysis of user perception and communication of official statistics in the EU"

- Scope: Eurostat and NSIs

- Dec 2017-Sept 2018

1. Quality **effectively perceived**?

2. Adequacy between products/services and users’ needs?

3. Quality: the central point of **the branding and communication strategy**?
Background

Objectives of the study (1) brand

Improve communication to different user groups
Background

Objectives of the study (1) brand

Improve communication to different user groups

• Eurostat, European statistics, ESS perception
• Official statistics perception
• Data vs statistics & different data providers
Background

Objectives of the study (2) quality

Improve quality & capitalize on strengths
Background

Objectives of the study (2) quality

Improve quality & capitalize on strengths

- Trust
- Seven quality criteria
- Quality reporting & experimental statistics
Background
Fieldwork - Survey

Online survey in 27 MSs

36 questions

7,950 respondents
Background

Fieldwork - Interviews

33 semi-structured interviews

7 countries

Inform quantitative findings
Background
Fieldwork – Focus groups

15 focus groups
8 countries
107 participants
(1) Questions asked to users in 3 posts

(2) Analysis of the comments
Overview

1. Background
2. Main findings
3. Conclusions
4. Next steps
Overview

1. Background

2. Main findings

3. Conclusions

4. Next steps
Main findings

GUESS WHAT
I DON'T CARE
Main findings

Figure 1: Awareness: Eurostat vs the NSIs

Source: online survey, base: 7950
Trust Gaps

1. Statistical institutions vs Statistics
2. Users vs Non-Users
Main findings

“it’s an old-style communication, from one specialist to another” (FR — Redissemnator)

Figure 9: Reasons for not using Eurostat

Why do you not use the products and services (like e.g. database, publications) provided by Eurostat?
I have no need for these / The products and services provided do not meet my needs / I find access to information difficult / I use other statistics providers / Other reasons

- I have no need for these: 62%
- The products and services provided do not meet my needs: 19%
- I find access to information difficult: 14%
- Other reasons: 10%
- I use other statistics providers: 2%

n=2622
Main findings

Figure 2: Distribution of profiles per gender

n=7950
NSI users= 2583; NSI non-users = 3785; NSI unawares = 1582
Eurostat users=959; Eurostat non-users =2623; Eurostat unawares = 4368
Main findings

Figure 3: Distribution of profiles per age

<table>
<thead>
<tr>
<th>How old are you?</th>
<th>18-30 / 31-40 / 41-50 / 51-65</th>
</tr>
</thead>
</table>

- Total: 24.1% 18-30 years old, 27.4% 31-40 years old, 17.8% 41-50 years old, 25.3% 51-65 years old
- NSI Users: 21.1% 18-30 years old, 22.2% 31-40 years old, 19.2% 41-50 years old, 22.9% 51-65 years old
- NSI Non-Users: 33.9% 18-30 years old, 24.0% 31-40 years old, 28.7% 41-50 years old, 38.0% 51-65 years old
- NSI Unaware: 38.0% 18-30 years old, 25.0% 31-40 years old, 18.6% 41-50 years old, 23.5% 51-65 years old
- Eurostat Users: 23.4% 18-30 years old, 21.1% 31-40 years old, 26.9% 41-50 years old, 36.3% 51-65 years old
- Eurostat Non-Users: 19.4% 18-30 years old, 23.7% 31-40 years old, 20.6% 41-50 years old, 22.9% 51-65 years old
- Eurostat Unaware: 20.9% 18-30 years old, 19.4% 31-40 years old, 25.3% 41-50 years old, 23.4% 51-65 years old

n=7950
NSI users = 2583; NSI non-users = 3785; NSI unaware = 1582
Eurostat users = 959; Eurostat non-users = 2623; Eurostat unaware = 4368
Main findings

Figure 4: Distribution of users per level of education

What is your highest education qualification?
End of secondary school / Bachelor degree / Master’s degree-MSc / PhD-Post Doctoral

<table>
<thead>
<tr>
<th></th>
<th>End of secondary school</th>
<th>Bachelor degree</th>
<th>Master’s degree</th>
<th>PhD / Post-doctoral</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>51.1%</td>
<td>34.3%</td>
<td>28.1%</td>
<td>18.1%</td>
</tr>
<tr>
<td>NSI Users</td>
<td>33.2%</td>
<td>27.1%</td>
<td>27.4%</td>
<td>14.7%</td>
</tr>
<tr>
<td>NSI Non-Users</td>
<td>56.1%</td>
<td>21.4%</td>
<td>66.3%</td>
<td>14.7%</td>
</tr>
<tr>
<td>NSI Unaware</td>
<td>66.3%</td>
<td>31.1%</td>
<td>28.6%</td>
<td>21.4%</td>
</tr>
<tr>
<td>Eurostat Users</td>
<td>57.5%</td>
<td>47.8%</td>
<td>28.6%</td>
<td>31.1%</td>
</tr>
<tr>
<td>Eurostat Non-Users</td>
<td>30.3%</td>
<td>22.0%</td>
<td>28.6%</td>
<td>14.7%</td>
</tr>
<tr>
<td>Eurostat Unaware</td>
<td>27.4%</td>
<td>12.8%</td>
<td>22.0%</td>
<td>9.1%</td>
</tr>
</tbody>
</table>

n=7950
NSI users = 2583; NSI non-users = 3785; NSI unawares = 1582
Eurostat users = 959; Eurostat non-users = 2623; Eurostat unawares = 4368
Main findings

Breakdown of Eurostat mentions in 7 languages per online channel of communications

Source: retrieved via Brandwatch for a one-year period (from March 2017 to February 2018)
Main findings

Figure 10: Based on your experience or perception, Eurostat is:

- **Reliable**: 13% Completely agree, 27% Somewhat agree, 48% Neutral, 9% Somewhat disagree, 2% Completely disagree
- **Independent**: 12% Completely agree, 25% Somewhat agree, 49% Neutral, 11% Somewhat disagree, 3% Completely disagree
- **Useful**: 15% Completely agree, 28% Somewhat agree, 47% Neutral, 8% Somewhat disagree, 2% Completely disagree
- **Efficient**: 14% Completely agree, 26% Somewhat agree, 49% Neutral, 9% Somewhat disagree, 2% Completely disagree
- **Innovative**: 10% Completely agree, 26% Somewhat agree, 50% Neutral, 10% Somewhat disagree, 2% Completely disagree
- **Service oriented**: 12% Completely agree, 27% Somewhat agree, 50% Neutral, 9% Somewhat disagree, 2% Completely disagree

Source: online survey, n=7950
Overview

1. Background

2. Main findings

3. Conclusions

4. Next steps
Overview

1. Background
2. Main findings
3. Conclusions
4. Next steps
Conclusions

More focused and efficient communication towards specific target audiences needed
Conclusions

Perception: European statistics

Eurostat should capitalise on its monopoly on key topics and communicate on them more effectively. It should meet needs that are not yet covered and use its position to be in the vanguard of changing data production.
Conclusions

Perception: output quality

<table>
<thead>
<tr>
<th>Users’ total agreement</th>
<th>Eurostat</th>
<th>NSI</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Accessibility (86%)</td>
<td>Relevance (86%)</td>
</tr>
<tr>
<td></td>
<td>Accuracy (86%)</td>
<td>Comparability (85%)</td>
</tr>
<tr>
<td></td>
<td>Relevance (86%)</td>
<td>Accuracy (84%)</td>
</tr>
<tr>
<td></td>
<td>Coherence (85%)</td>
<td>Accessibility (82%)</td>
</tr>
<tr>
<td></td>
<td>Comparability (85%)</td>
<td>Coherence (80%)</td>
</tr>
<tr>
<td></td>
<td>Timeliness (85%)</td>
<td>Timeliness (79%)</td>
</tr>
<tr>
<td></td>
<td>Punctuality (82%)</td>
<td>Punctuality (75%)</td>
</tr>
</tbody>
</table>

Quality taken for granted – It should not be promoted as a stand-alone feature
Conclusions

• Room for more efficient communication towards targeted audiences

• Better explain European statistics

• Use of direct communication channels and multiple tools

• Quality not stand-alone feature and more emphasis on institutional environment

• Increase new products and development of experimental statistics
## Scenarios

<table>
<thead>
<tr>
<th>Scenario</th>
<th>Main objectives</th>
<th>Brand platform</th>
<th>Signature</th>
<th>Big idea</th>
</tr>
</thead>
<tbody>
<tr>
<td>N°1 Experts</td>
<td>Refocus the Eurostat brand on its expert users</td>
<td>Position Eurostat as the experts’ best asset</td>
<td>Expertise is our way Partner of statistics experts</td>
<td>Promote technical qualities and trustworthy products</td>
</tr>
<tr>
<td>N°2 Multipliers</td>
<td>Encourage multipliers in a broad sense (experts, media, teachers, etc.), ambassadors and disseminators of the Eurostat brand and its products</td>
<td>Expand the use of sound statistics through multipliers’ support and adherence</td>
<td>Empowering knowledge-sharers Sharing knowledge Knowledge is meant for sharing</td>
<td>Educate the multipliers (journalists, academia), forge a community with strong ties</td>
</tr>
<tr>
<td>N°3 Citizens</td>
<td>Focus Eurostat's branding strategy on the general public so that it can serve as a beacon of democracy</td>
<td>Become the champions of data for good</td>
<td>European data for European democracy Safe data for European democracy European Democracy</td>
<td>Educational and interactive actions to foster public engagement</td>
</tr>
</tbody>
</table>
Scenarios

SUPPORT

ALL THE SCENARIOS!
Scenarios

Consistency

Clarity

Purpose

Feasibility

I WAS CONSISTENT

BEFORE IT WAS COOL
Overview

1. Background
2. Main findings
3. Conclusions
4. Next steps
Overview

1. Background
2. Main findings
3. Conclusions
4. Next steps
Next steps

1. Identify main groups of multipliers:
   i. Researchers
   ii. Data Journalists
   iii. NGOs
   iv. Teachers

2. Get to know each other

3. Develop targeted communication toolkits

4. Assess impact
Questions
Thank you for your attention