DIGICOM study on the branding of Eurostat

Tim Allen
Eurostat
Unit B4 Dissemination and user support
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 (2) quality

Improve quality & capitalize on strengths
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
Main findings

GUESS WHAT

I DON’T CARE
Trust Gaps

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

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

- Reliable: 13% Completely agree, 27% Somewhat agree, 48% Don't know, 9% Somewhat disagree, 2% Completely disagree
- Independent: 12% Completely agree, 25% Somewhat agree, 49% Don't know, 11% Somewhat disagree, 3% Completely disagree
- Useful: 15% Completely agree, 28% Somewhat agree, 47% Don't know, 8% Somewhat disagree, 2% Completely disagree
- Efficient: 14% Completely agree, 26% Somewhat agree, 49% Don't know, 9% Somewhat disagree, 2% Completely disagree
- Innovative: 10% Completely agree, 26% Somewhat agree, 50% Don't know, 10% Somewhat disagree, 2% Completely disagree
- Service oriented: 12% Completely agree, 27% Somewhat agree, 50% Don't know, 9% Somewhat disagree, 2% Completely disagree

Source: online survey, n=7950
Main findings

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

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

n=2622
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>
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<tbody>
<tr>
<td>Accessibility (86%)</td>
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<td>Punctuality (75%)</td>
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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>
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<tbody>
<tr>
<td><strong>N°1 Experts</strong></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>
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<td><strong>N°2 Multipliers</strong></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>
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<td><strong>N°3 Citizens</strong></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>
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Scenarios

SUPPORT

ALL THE SCENARIOS!
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