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Why is user engagement important?



Without knowing who our users are and what data/ analysis they want, we don't know if what we're doing is helpful



UN Fundamental Principles of Official Statistics

- Principle 1 – Relevance, Impartiality and Equal Access
- “Relevance is the degree to which statistics meet current and potential users’ needs”



UN National Quality Assurance Framework

- Principle 2 – Managing relationships with data users, data providers and other stakeholders



UK Code of Practice for Statistics

- Value pillar: V1 Relevance to users – Users of statistics and data should be at the centre of statistical production; their needs should be understood, their views sought and acted on, and their use of statistics supported.



Who are our audiences / users?



Enquiring citizens



Statisticians & academics



General public



Stakeholders



Colleagues

**So, where does
the media come
into this?**



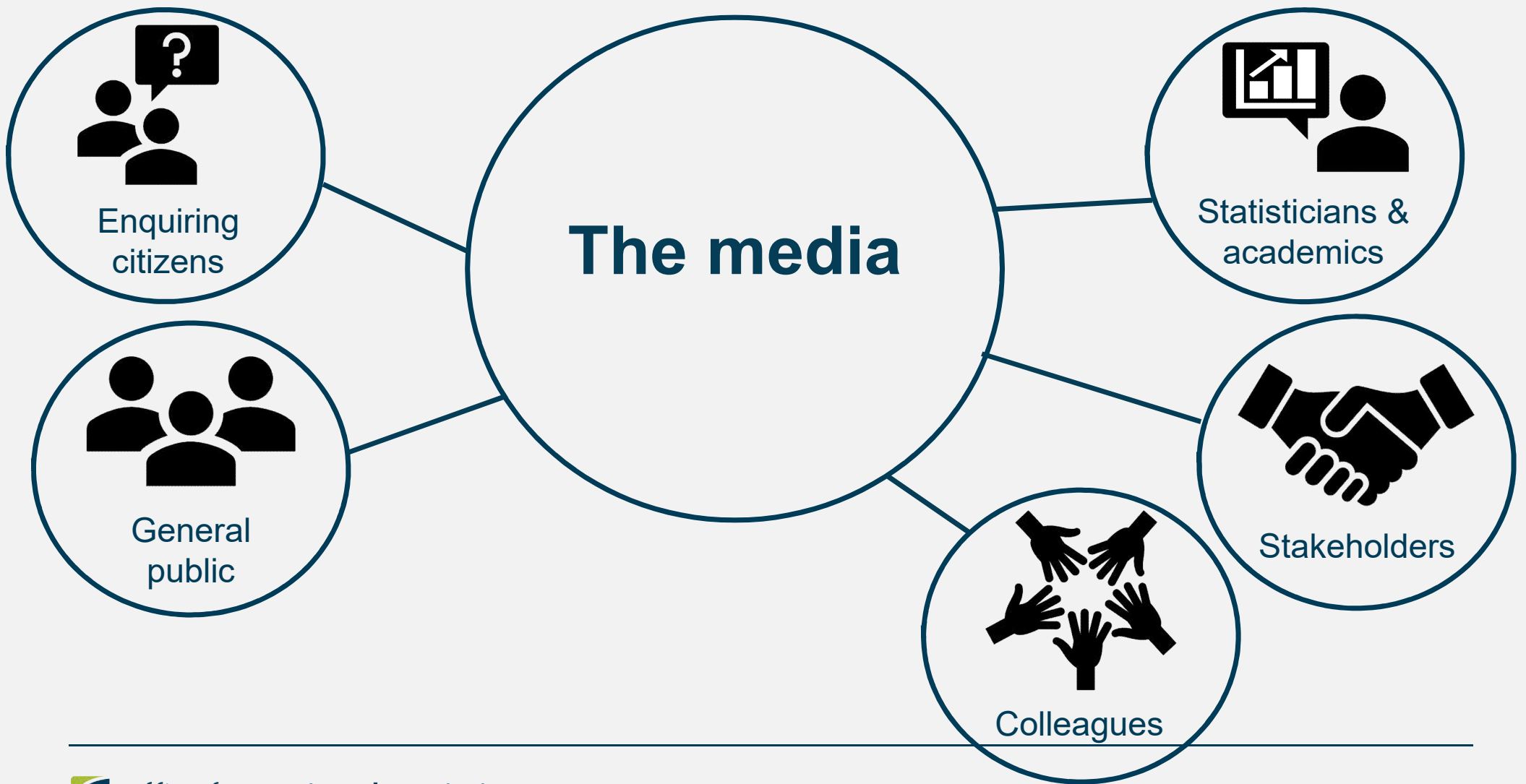
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How do we engage with the media?



Press releases & blogs



Phone calls



ONS broadcast support




ONS website & social media



Meetings & events

Coverage

 Office for National Statistics

Statistical bulletin

21 January 2021

The effects of taxes and benefits on household income, disposable income estimate: Financial Year ending 2020

Today, the ONS has published two articles looking at estimates of household disposable income and at the changing levels of income inequality over time.

Average household income, UK: financial year ending 2020 shows:

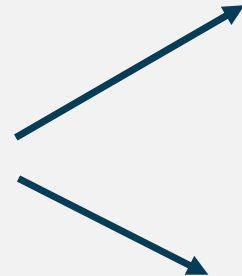
- In financial year ending (FYE) 2020, the period leading up to the coronavirus (COVID-19), median household income in the UK was £29,900, based on estimates from the Office for National Statistics (ONS) Household Finances Survey (HFS).
- Between FYE 2011 and FYE 2020, median household income increased by 7%, an average of 0.8% per year, after accounting for inflation.

You can read the full Average household income, UK: financial year ending 2019 article [here](#)

Household income inequality, UK: financial year ending 2020 shows:

- In the period leading up financial year ending (FYE) 2020 (April 2019 to March 2020), just before the coronavirus (COVID-19), income inequality has steadily increased to 36.3%, according to estimates from the Household Finances Survey.

This was the highest reported measure of income inequality over the 10-year period leading up to FYE 2020; however, income inequality across



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🕒 21 January

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Money Property Pensions Savings Borrowing Careers

Family finances This article is more than 3 months old

More than half of UK households fear losing savings in Covid crisis

Many low-income families are struggling to pay bills in pandemic, survey reveals



Issues we face when engaging with the media

Issues	How we deal with them
Lack of enthusiasm ...sometimes	<ul style="list-style-type: none">• Get better at telling clear stories showing why the information is important to their audiences' lives.
Misinterpretation of stories / "fake news"	<ul style="list-style-type: none">• Ensure we present our stories as clearly and simply as possible.• Build better relationships with media organisations so they are happier to approach us to ask for clarification when it's still not clear.• Ask for corrections if something has been published inaccurately.
Other organisations' data attributed to us	<ul style="list-style-type: none">• Clarify that the data was not ours and ask for a correction.
Contradictory stories from other organisations	<ul style="list-style-type: none">• Check if we <u>need</u> to react – other organisations are entitled to an opinion on our data. Only when absolutely necessary, we might put out a statement clarifying our position and encourage the media to publish that – we would also publish it ourselves on our website and social media. We might also speak with the other organisation <u>privately</u> and provide further explanation for our methods.

Impact of this work

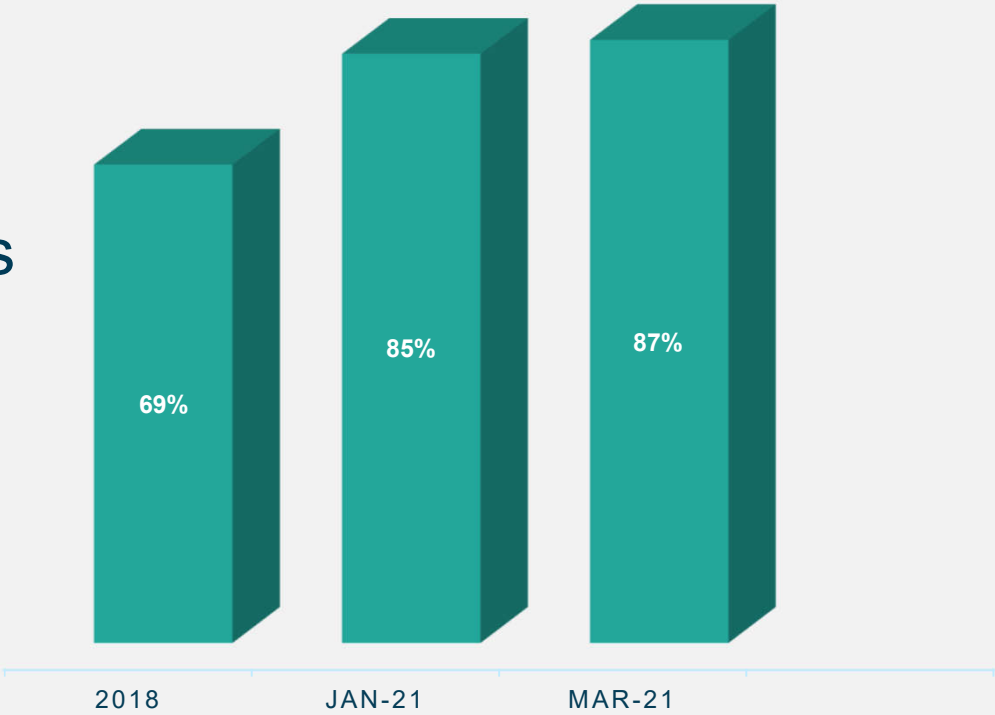
“Our publicity and media engagement work has been transformed out of all recognition since the ONS was formed 20 years ago.”

“Gradually the message has spread about our independence from government and its willingness to intervene to correct ‘fake news’ and spread truth.”

Impact of this work – continued...

Our brand awareness survey shows an increased awareness of the ONS between 2018 and 2021. This was thanks to publicity around the census and work in response to Covid-19.

We asked:
“Before taking this survey, had you heard of the ONS?”



Resources

- ONS website – [release calendar](#)
(easily linking to our recent statistical releases and analyses)
- [ONS Silver Jubilee blog](#) (detailing our history)
- Social media channels:
 - [Main Facebook channel](#)
 - [Census Facebook channel](#)
 - Main Twitter channels – [@ONS](#) and [@ONSFocus](#)
 - Census Twitter channel – [@Census2021](#)
- For information about how the ONS could support your organisation, email international.development@ons.gov.uk