



**The power of the web to transform
the telling of statistical stories**

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History of statistical storytelling in the UK

- Social Trends launched in 1970
- ‘Story approach’ - information from a range of sources on a single topic
- Most popular web publication - 5,000 visitors a month
- Led to development of ‘UK at a glance’.

‘I believe that having access to official statistics which we can all trust is essential in any healthy society. Statistics encourage debate, inform decision making both inside and outside government and allow people to judge whether the Government is delivering on its promises.’

Tony Blair
Prime Minister

Getting there

- Free information on the web
- Stories not data storage
- Broadcast news approach
- Topic based summaries - 'UK at a glance'
- Top layer of information for casual visitors
- Navigational aid for more expert users

National Statistics Online

?



uk at a glance



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Welcome to National Statistics Online

This is the UK's home of official statistics, reflecting Britain's economy, population and society at national and local level. Summary stories and detailed data releases are published here free of charge.

News



SOCIETY
HIV and AIDS
Numbers up by 20% to 49,500 in 2002

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ASYLUM SEEKERS
Applications Rise
Sept '03 applications half Oct '02

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TRAVEL AND TOURISM
Visits to UK double in 20 years
UK visits abroad triple

▶ more



ECONOMY
GDP Growth
UK economy increased by 0.7% in Q3 2003.

▶ more

- ▶ **Distribution** Output up by 1%
- ▶ **Breast Cancer** Death rate falls
- ▶ **Public Sector** Oct £1.8B surplus
- ▶ **Retail Sales** Substained growth
- ▶ **PPI** Output inflation at 1.4%

- ▶ **Cinema** Most visits for 30 years
- ▶ **Population** Revised Estimates
- ▶ **RPI** Oct: down to 2.6%
- ▶ **Unemployment** Unchanged
- ▶ **Earnings** Growth up to 3.6%

Statbox

Average earnings growth (including bonuses) for the 3 months to Sept 3.6%

Latest releases

- 3 DECEMBER 2003
▶ **Business spending on capital items - 2002**
- 3 DECEMBER 2003
▶ **Hospital Episode Statistics for England, 2002-03**
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▶ **Provisional statistics from the National Drug Treatment Monitoring System in England, 2001-02 and 2002-03**

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Quick links

- ▶ Virtual Bookshelf
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- ▶ Journal articles

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UK at a glance

A statistical snapshot of the UK

Click on one of the icons to see the latest statistics on that subject. These areas are updated as soon as new data is available.



Economy



Environment



Labour Market



A Brief Guide to...



Focus on...



Population



Society



Travel & Tourism



Economy

- ▶ Latest Inflation Rate (RPI)
- ▶ Benefit Payments and Retail Prices Index (RPI)
- ▶ Updating the RPI Basket
- ▶ Budget Impact On RPI
- ▶ Latest on Producer Prices (PPI)
- ▶ Corporate Services Price Index (CSPI)

- ▶ Latest on Gross Domestic Product (GDP)
- ▶ Regional GVA
- ▶ Sub-regional GVA and GCFC
- ▶ GDP: the Jubilee Effect

▶ **National Identity in Britain**

- ▶ **News: Key facts on smoking**
- ▶ **Contraception and Sexual Health**
- ▶ **Breast Cancer**
- ▶ **Sexual Partners**
- ▶ **Sexual Health**
- ▶ **Summer Mortality**
- ▶ **Winter Mortality**
- ▶ **HIV & AIDS**

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Travel & Tourism

- ▶ **Travel Patterns**
- ▶ **Difficulty Accessing Local Services**
- ▶ **Overseas Travel and Tourism - Annual**
- ▶ **Overseas Travel and Tourism - Quarterly**

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A brief guide to...

A concise introduction to statistical concepts and measures

- ▶ **Retail Prices Index (RPI)**
- ▶ **Calculating the Retail Prices Index**
- ▶ **Measuring Inflation**
- ▶ **Harmonised Index of Consumer Prices (HICP)**
- ▶ **Producer Prices (PPI)**

- ▶ **Gross Domestic Product (GDP)**
- ▶ **Chain-linking Gross Domestic Product (GDP)**
- ▶ **Gross Value Added (GVA)**
- ▶ **Retail Sales Index**

- ▶ **National Accounts**
- ▶ **Institutional Sectors**
- ▶ **Input-Output**
- ▶ **Classification of Network Rail**
- ▶ **Classification of NHS Foundation Trusts**
- ▶ **Institutional Investment**



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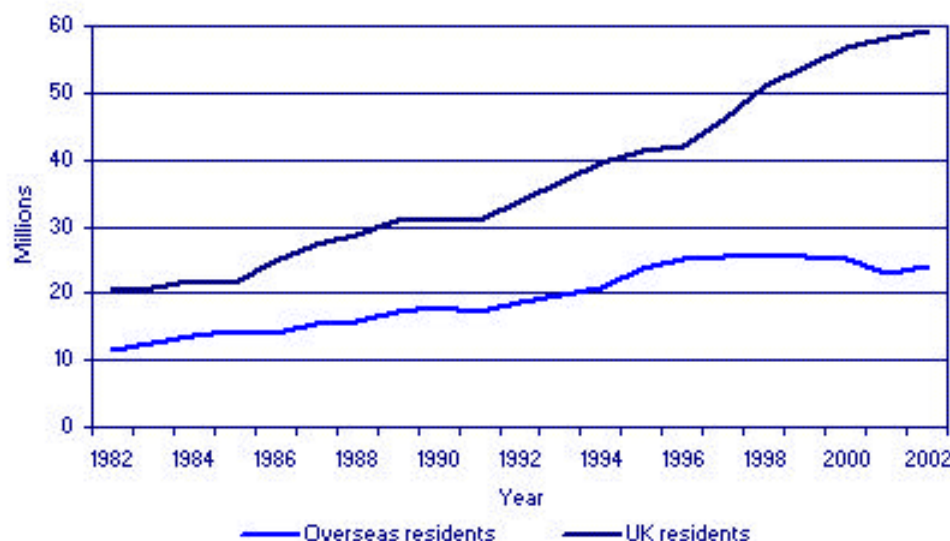
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TRAVEL AND TOURISM

**Visits to UK double in 20 years
UK visits abroad triple**



Visits to and from the UK

The number of visits to the UK made by overseas residents doubled and spending on these visits more than tripled between 1982 and 2002.

The number of visits abroad made by residents of the UK also

Related Links

- ▶ Overseas Travel and Tourism - latest 3 month figures
- ▶ Overseas Travel & Tourism First Release
- ▶ Travel Trends
- ▶ Overseas Travel and Tourism (MQ6)
- ▶ International Passenger Survey

External Links

None.

Suggested Links

- ▶ Visitor expenditure in the UK and overseas
- ▶ Holiday tourism
- ▶ Overseas tourism
- ▶ Visits to UK by overseas residents



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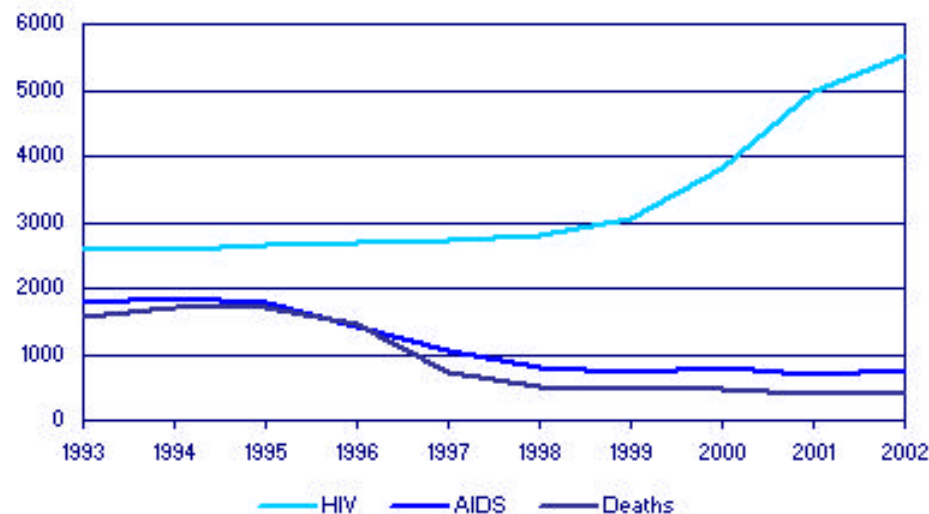
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SOCIETY

HIV and AIDS

Numbers up by 20% to 49,500 in 2002



HIV and AIDS diagnoses and deaths in HIV-infected individuals: by year of occurrence

By the end of 2002 the estimated number of people living with HIV in the United Kingdom was estimated at 49,500, an increase of 20 per cent compared with 2001. This figure includes undiagnosed and diagnosed people, with a third of these cases estimated as unaware of their condition.

Related Links

None.

External Links

- ▶ Health Protection Agency
- ▶ HPA report: HIV and other sexually transmitted diseases in the UK 2002

Suggested Links

- ▶ Immunisation programmes
- ▶ Sexually transmitted diseases
- ▶ Health and care



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- ▶ **UK Government Deficit and Debt**
- ▶ **Private Non-Financial Corporations**

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Environment

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- ▶ **Oil And Gas Reserves**
- ▶ **Value of Oil and Gas**
- ▶ **Land Cover**
- ▶ **Industrial Energy Usage**
- ▶ **Industrial Emissions**
- ▶ **Air Pollution**
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- ▶ **Flow of Material Round the Economy**
- ▶ **Industrial Water Usage**
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- ▶ **North Sea Fish Stocks**
- ▶ **English and Global Average Temperatures**
- ▶ **Environmental Taxation**
- ▶ **Expenditure on Environmental Protection**

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Labour Market

- ▶ **Union Membership**
- ▶ **Latest on Average Earnings**
- ▶ **The Jobs People Do**
- ▶ **Latest on Employment And Earnings**
- ▶ **Distribution of Earnings**
- ▶ **Revision of Labour Force Survey**
- ▶ **Improvements to Unemployment Statistics**
- ▶ **Local Area Labour Market Statistics**
- ▶ **Improved Earnings Statistics**
- ▶ **Gender Pay Gap**
- ▶ **Hours Worked**
- ▶ **Public Sector Jobs**
- ▶ **Work and Worklessness**

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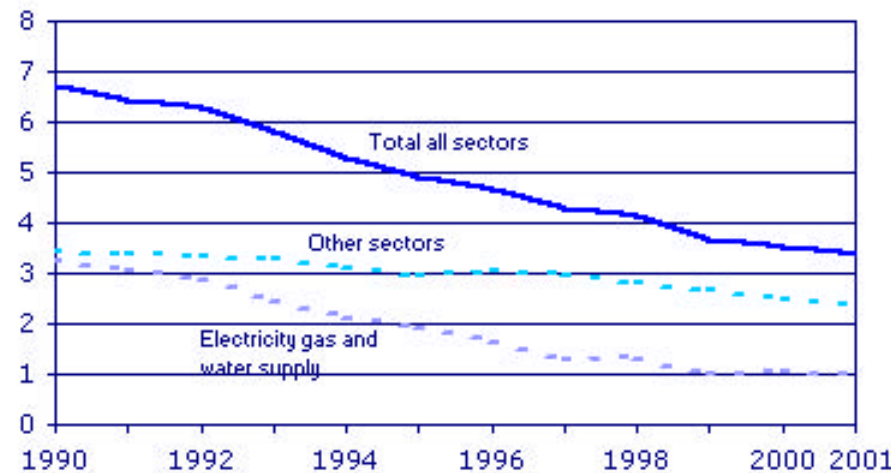
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ENVIRONMENT

**Acid Rain Falls
UK emissions halve in 11 years**



UK 'acid rain' precursor emissions, Million tonnes of sulphur dioxide equivalent

Emissions of chemicals that can cause acid rain fell by nearly 50 per cent in the UK between 1990 and 2001 to 3.4 million tonnes of sulphur dioxide equivalent.

The largest fall was in the electricity, gas and water sector, which decreased by 70 per cent to 1.0 million tonnes in 2001.

Related Links

- ▶ Environmental Accounts 2003
- ▶ What are Environmental Accounts?

External Links

- ▶ Emissions statistics from the Environment Agency

Suggested Links

- ▶ Greenhouse gas emissions
- ▶ Acid rain precursor emissions
- ▶ Emissions

Challenges for the future

- How do we meet the demand for more populist communications of statistics?
- How do we respond to greater interest in statistics and the need for relevance to current issues?
- How do we respond to the need for reliable, understandable statistics to support evidence-based policy making?
- Does an open and accessible approach help build greater trust?

