

# RESULTS FROM THE 2018 SDG COMMUNICATIONS QUESTIONNAIRE

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## What we asked you:

- NSI role
- Message/audience
- Types of communication
- User profiles and personas
- Measuring progress
- VNRs as a communication tool



HIGH-LEVEL POLITICAL FORUM  
ON SUSTAINABLE DEVELOPMENT

**VOLUNTARY NATIONAL REVIEWS**

## The role of NSIs and statistics

- Majority – NSI role is to communicate about SDG data and metadata
- 50% – NSI is a coordinator: forwarding data requests or validation, collating and quality assuring data
- 15% - NSI role is to monitor progress
- Raising awareness
- Strong statistical framework necessary to monitor success of SDGs
- Benchmarks to measure progress
- To identify where efforts are needed

## Messages and audiences

- 28% have a communication strategy
- Split on whether or not the message changes depending on your audience
- Style of communication changes



UNECE Task Force on the Value of Official Statistics: [Recommendations on promoting, measuring and communicating the value of official statistics](#)

## User personas

- User profiles are generally split by type (journalist, student, policy maker, academia)
- 3 respondents use 'personas'
- Task Force on Value of Official Statistics categorizes users into 5 groups:
  1. Users with a general interest (e.g. economic growth)
  2. Users with a pre-defined /structured interest (e.g. a certain indicator set)
  3. Users with a specific subject/domain interest (e.g. health)
  4. Users with a reuse/reproduction interest (e.g. other statistics or products)
  5. Users with a research interest (e.g. innovation in enterprises)
- Non-users

Eurostat	Switzerland	United Kingdom
Technical Advanced User - collects data of high quality for his clients, only interested in raw data	Miners – dig deep into the data	Technical User – needs easy access to specific types of data that he can reformat, cross-reference, and manipulate. Would like a simple API tool with access to all ONS data
Analytical Advanced User - needs to find datasets and download them to do her own calculations and create her own graphs		
		Expert Analyst – written reports give helpful context, but she would prefer to see the data. It has to be easy to find what she wants. Needs the impact of methodological changes to be clear.
Data Oriented Intermediate User – looks for statistics on the topics he is writing about	Harvesters – reap the tables and graphics	Information Forager – wants to enhance his understanding of the UK using data. Summary reports are too vague. Needs quick access to data in standardised data formats
Visually Oriented Intermediate User – prefers to look at graphs and maps because they are easier to interpret		
Personally Interested Light User - occasionally uses an article or data visualisation from Eurostat	Tourists – see the sights	Inquiring Citizen – wants unbiased information so that she can verify the key points of what she sees on the news and on social media. Wants engaging, timely and relevant content with a local and interactive focus where appropriate
		Policy Maker – people make important decisions based on his work, so he wants data he can trust to build a profile of his region. Needs to understand methodological changes. Data must be easy to find, browse and share



## Who do you communicate with?

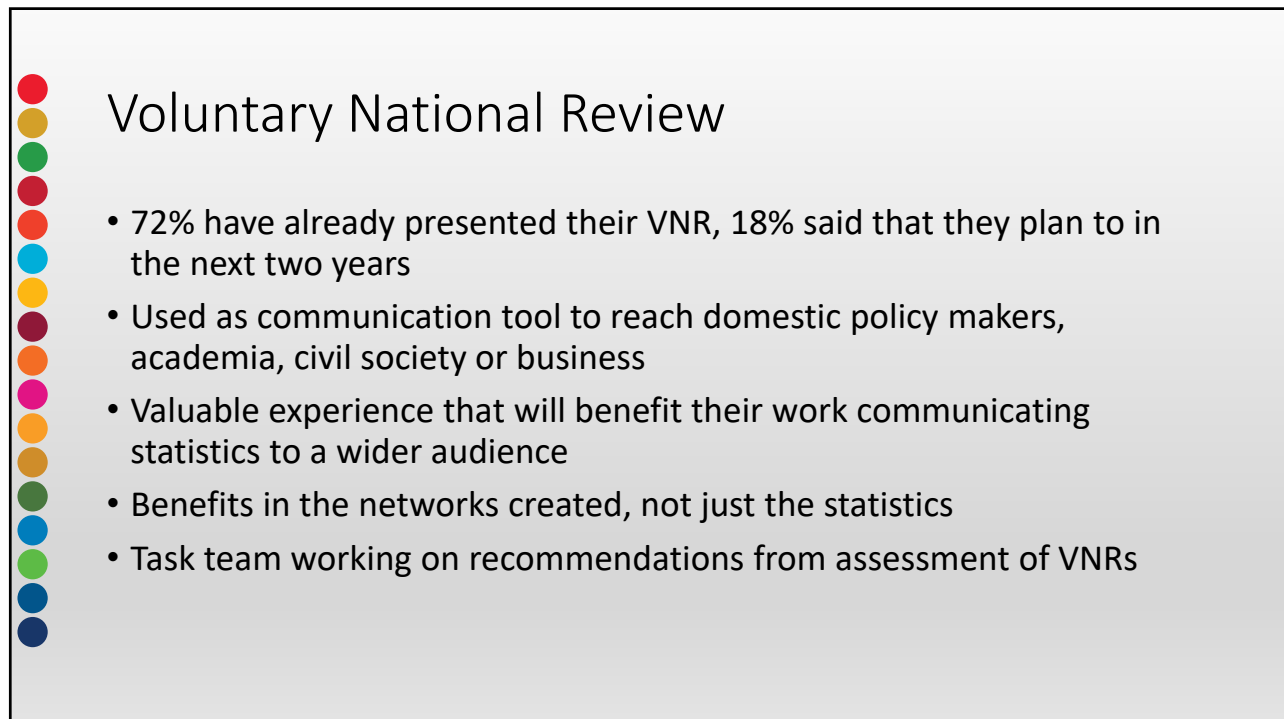
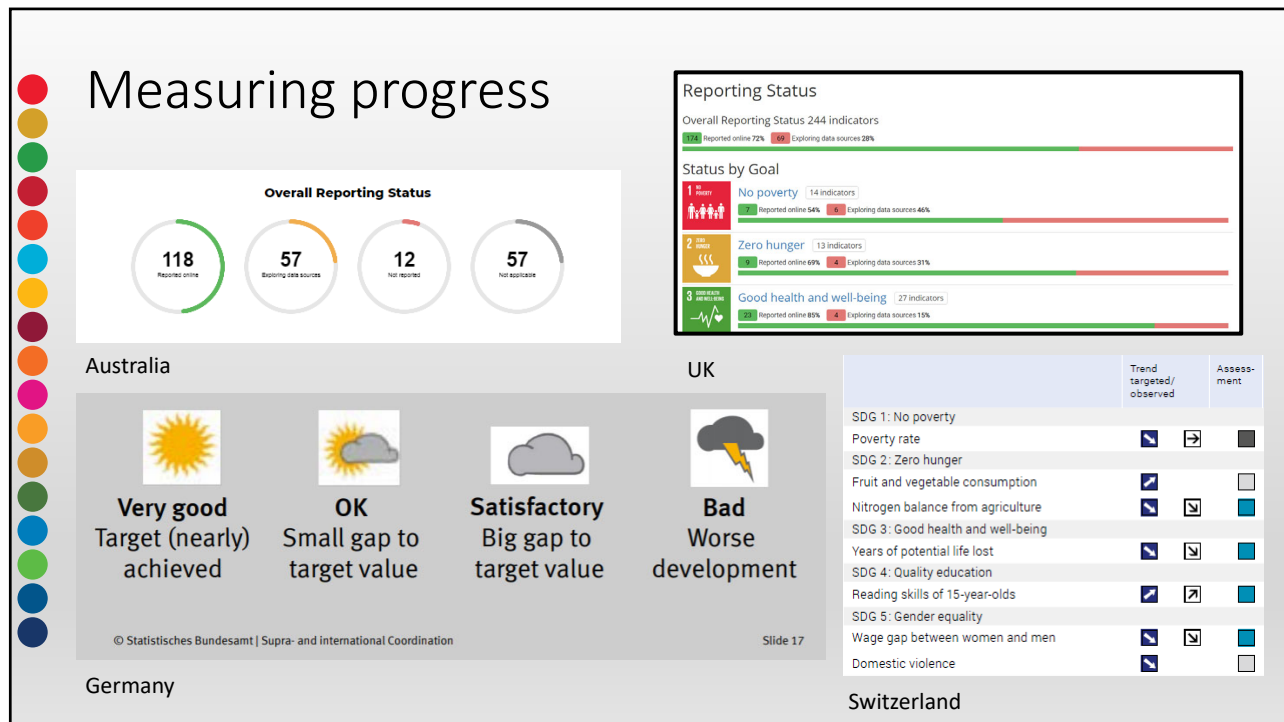
Policy Makers
International Agencies
Local Government
Academia
Business
Charities/NGOs
Individual Citizens

- 1 does not communicate with any user types (funding)
- 44% communicate with all types
- Nearly all communicate with Policy Makers and International Agencies
- Almost 72% would not change who they communicate with
- 26% would like to communicate with new groups
  - Academia and Individual Citizens (5 countries)
  - Local Government and Business (4 countries)
  - Charities/NGOs (1 country)



## Communication methods

- Preferred way to communicate with policy makers and international agencies – conferences, publications and NSI website
- NRP seen as a good way to communicate to a broad range of users
- The existing NSI website - communicate overall
- Media - powerful way to communicate widely





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[Value of official statistics best practice examples](#)

