

Surveys Count

The stories behind the statistics

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Impact – our why

We want to know that our data
makes a difference in the
world.



Image from Pexels [[pexels-photo-7060277.jpeg](#) (4000×6000)]



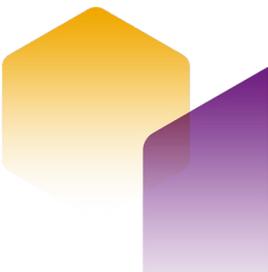
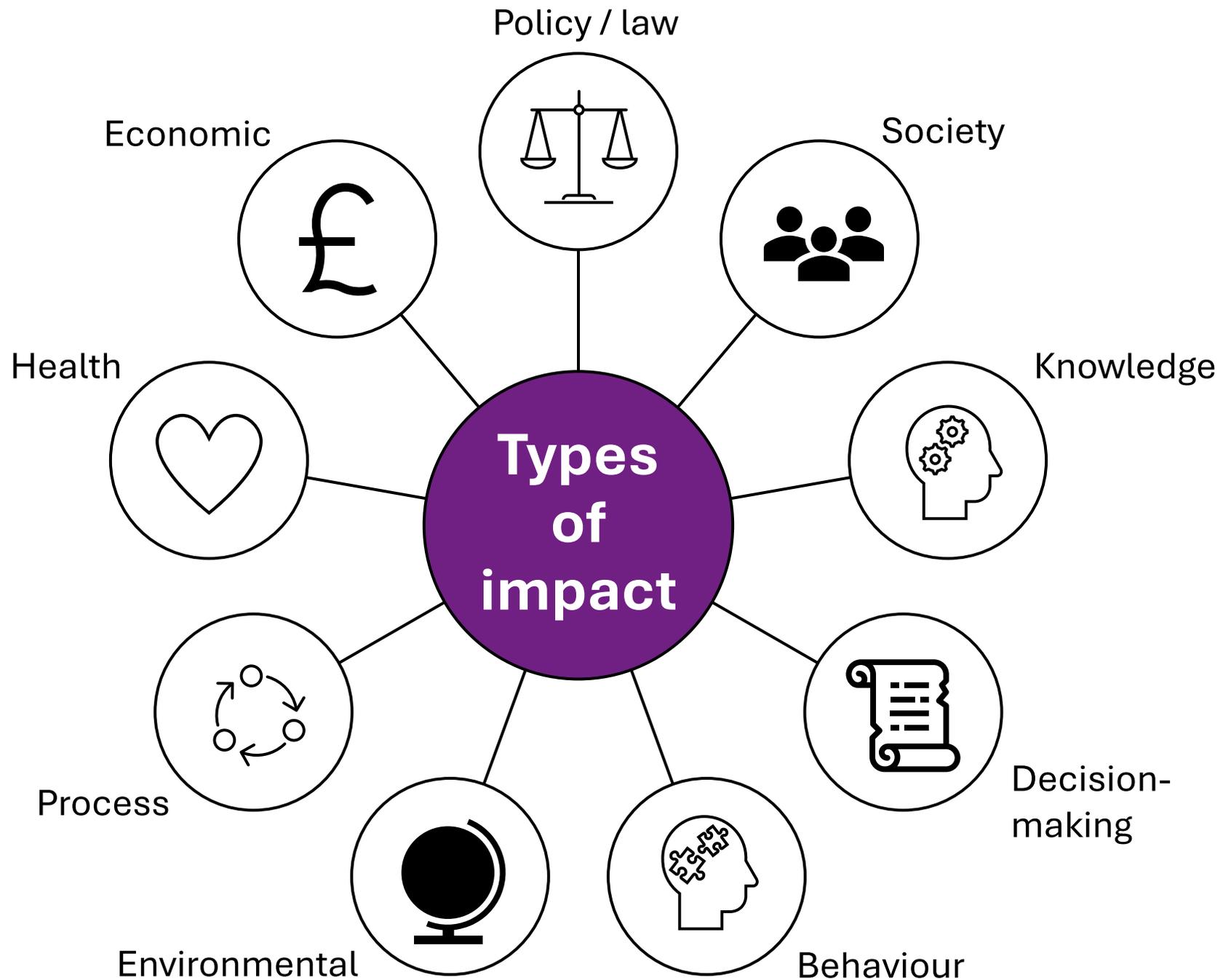
Impact – our how

We develop and curate
narratives that tell the **story of**
the impact of the UK Data
Service and its data.



Developing narratives of impact





Surveys count

Which of these types of **impact** have you generated from your research?



Example impact: process

(Mis)Representing Ethnicity in government statistics

(Hannah Manzur)

The problem

- “We are not white, black, Asian, and certainly not ‘other’”
(UK Parliament Petition, 2021).
- The *CSEW* was vital in exploring the challenges around measuring ethnicity and understanding ethnic disparities in violence.

The solution

- Proposed an alternative measure and categorisation of ethnicity.
- Creative Diversity Network:
 - Launching an improved version of their data collection and monitoring system.
 - Implementing all recommendations from the paper.

Example impact: policy

House of Commons Select Committee inquiry:

Tackling violence against Women and Girls

National Audit Office

- Key document in select committee inquiry.
- *CSEW* used to analyse types and prevalence of crime.



Written submission: Academics

- “While the *CSEW* victimisation module and the self-complete domestic abuse and sexual assault modules is an important source, some forms are not yet well measured” (Sylvia Walby).
- “The concept ‘violence against women and girls’ includes violence from all perpetrators, acquaintances, and strangers, as well as from domestic relations” (Brian Francis).



Tackling Violence against Woman and Girls

The Home Office should demonstrate how they will use alternative indicators alongside the *CSEW* to measure progress against the *VAWG* strategy.



“To improve safety for women and girls, we must listen to victims and those who support them. Too many victims do not engage with the justice system—and too often, we fail to understand why.”

**Baroness Newlove,
Victim’s Commissioner responding to the report**



Image from Pexels [pexels-photo-6345847.jpeg (4160×6240)]

Proposals in government response

- Headline metric on the prevalence of VAWG using the *CSEW*:
 - Measured using a new combined measure of domestic abuse and/or sexual assault and/or stalking.
- Supporting headline metrics measured using repeated abuse, sexual harassment and female homicide reporting.

Actual policy change

Policy paper

Freedom from violence and abuse: a cross-government strategy to build a safer society for women and girls (accessible)

Updated 3 February 2026

- Included in [updated 2025 strategy](#).
- Acknowledges that more work needs to be done to cover more crime types.



How would this impact have
been possible without the
availability of the *Crime Survey
of England and Wales*?



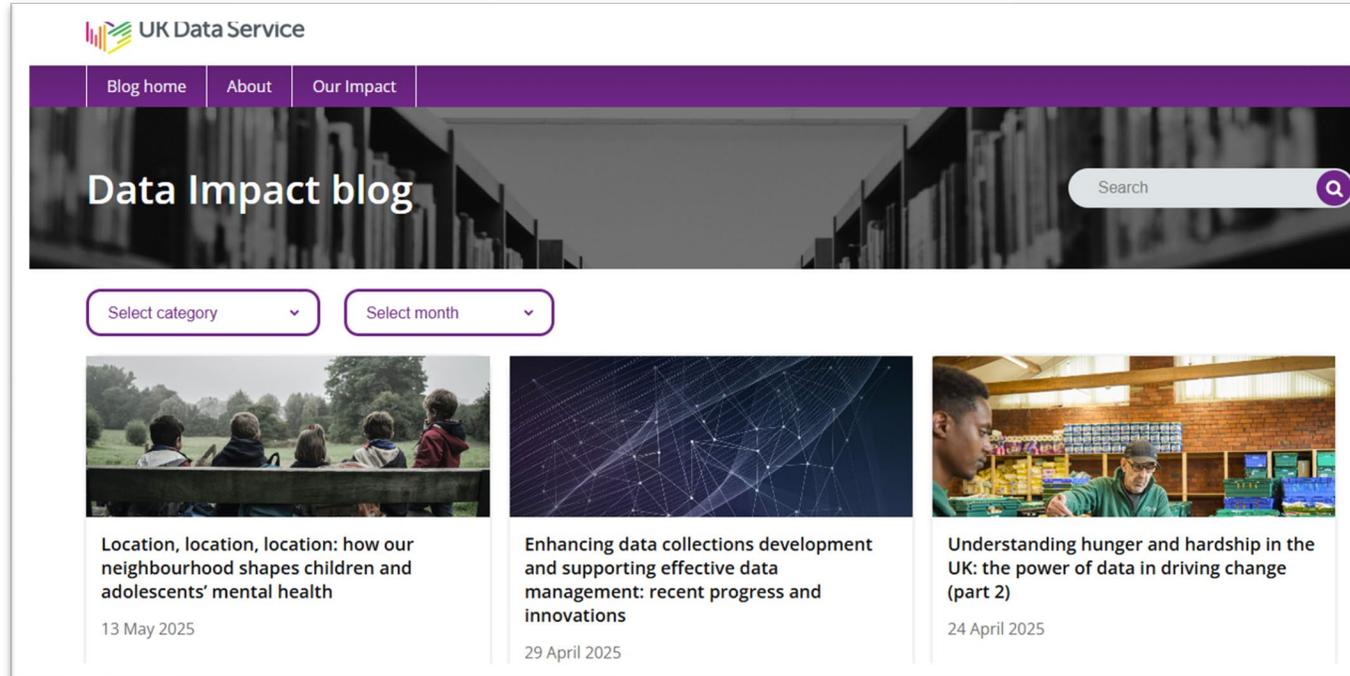
Image from Pexels [drip-drop-of-water-wave-wet.jpg (3846×2552)]

Impact – our what

How can we **evidence** your
impact?



Data Impact blog - blog.ukdataservice.ac.uk



- Encourages discussion and debate
- Shares best practice
- Updates on data-driven impactful research and policy making

Case studies

- Developed in partnership with researchers
- Research to find clear evidence of impact on policy, society etc.

The screenshot shows the UK Data Service website's 'Case studies' page. The header includes the UK Data Service logo, a search bar, and a 'Login' button. A navigation menu contains links for 'Find data', 'Deposit data', 'Learning Hub', 'Training and events', 'About', 'News', 'Impact', 'Help', and 'Contact'. The main content area features a breadcrumb trail 'Home > Impact > Case studies' and a 'Case studies' title with a 'Browse all case studies' button. Below this, three featured case studies are displayed with images and titles: 'Business and economy', 'Environment and sustainability', and 'Health and wellbeing'. Each case study includes a brief description and a right-pointing arrow.

The screenshot shows a specific case study page on the UK Data Service website. The header is identical to the previous screenshot. The breadcrumb trail is 'Home > Case studies > The impacts of poverty on children's social, emotional and behavioural outcomes.' The main title is 'The impacts of poverty on children's social, emotional and behavioural outcomes.' Below the title, the date 'September 2024' and the authors 'Author: Morag Treanor and Patricio Troncoso' are listed. The institution is 'University of Glasgow, University of Edinburgh'. The type of case study is 'Children and young people in data, Mental health and wellbeing in data, Poverty in data'. The page content is partially visible, showing the heading 'About the research'.



Thank you.

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