

# Surveys Count

## The stories behind the statistics

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# Impact – our why

We want to know – and show -  
that our data **makes a**  
**difference** in the world.



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

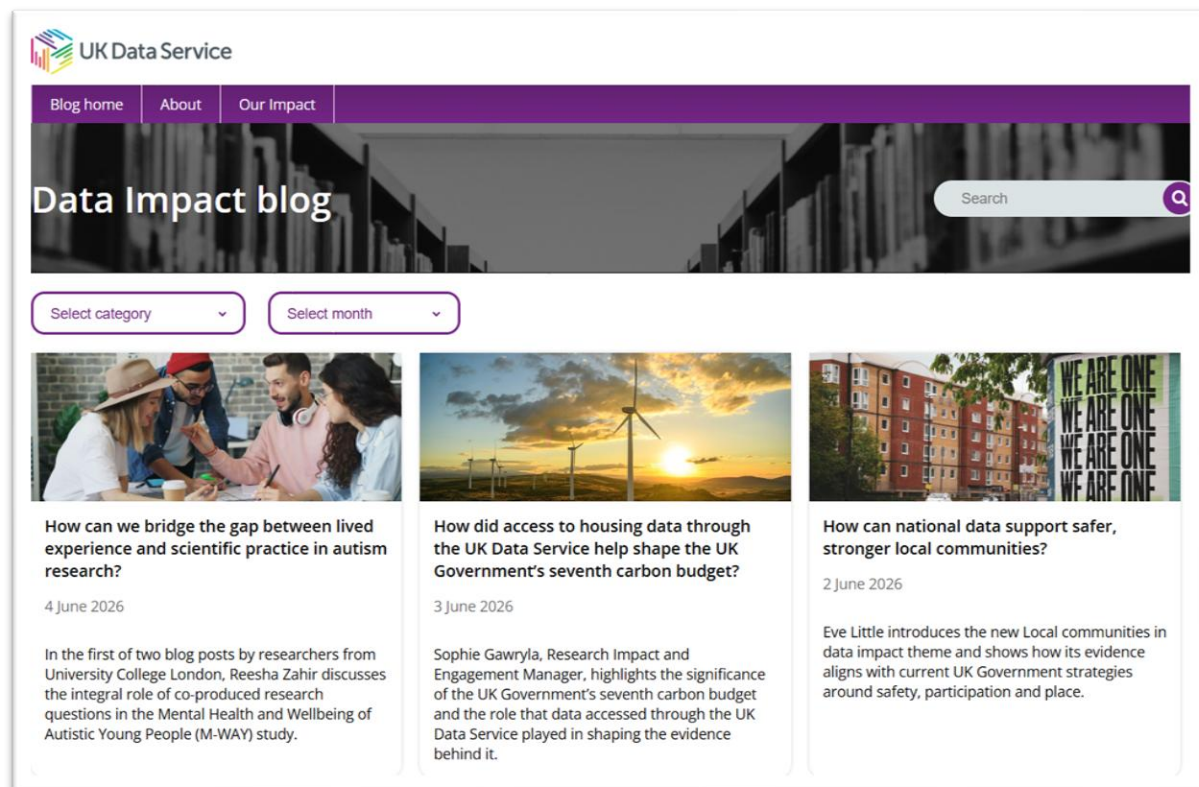
# Impact – our how

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



Image from Pexels [[pexels-photo-6980880.jpeg](#) (4480×6720)]

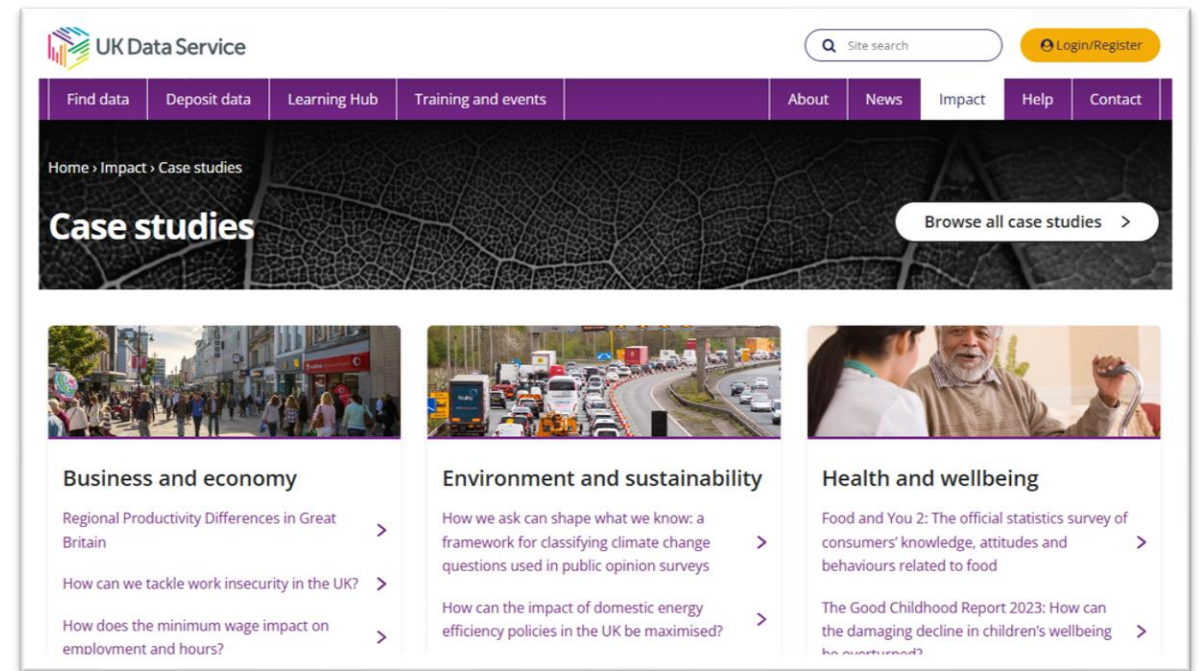
# Data Impact blog - [blog.ukdataservice.ac.uk](https://blog.ukdataservice.ac.uk)



- 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.



# Impact themes



## Poverty in data

Poverty in data brings together a broad evidence base of the use of data in the collection which help researchers understand lived experience and advocate for improvements for those living in poverty and deprivation, especially during the current cost of living crisis.



## Mental health and wellbeing in data

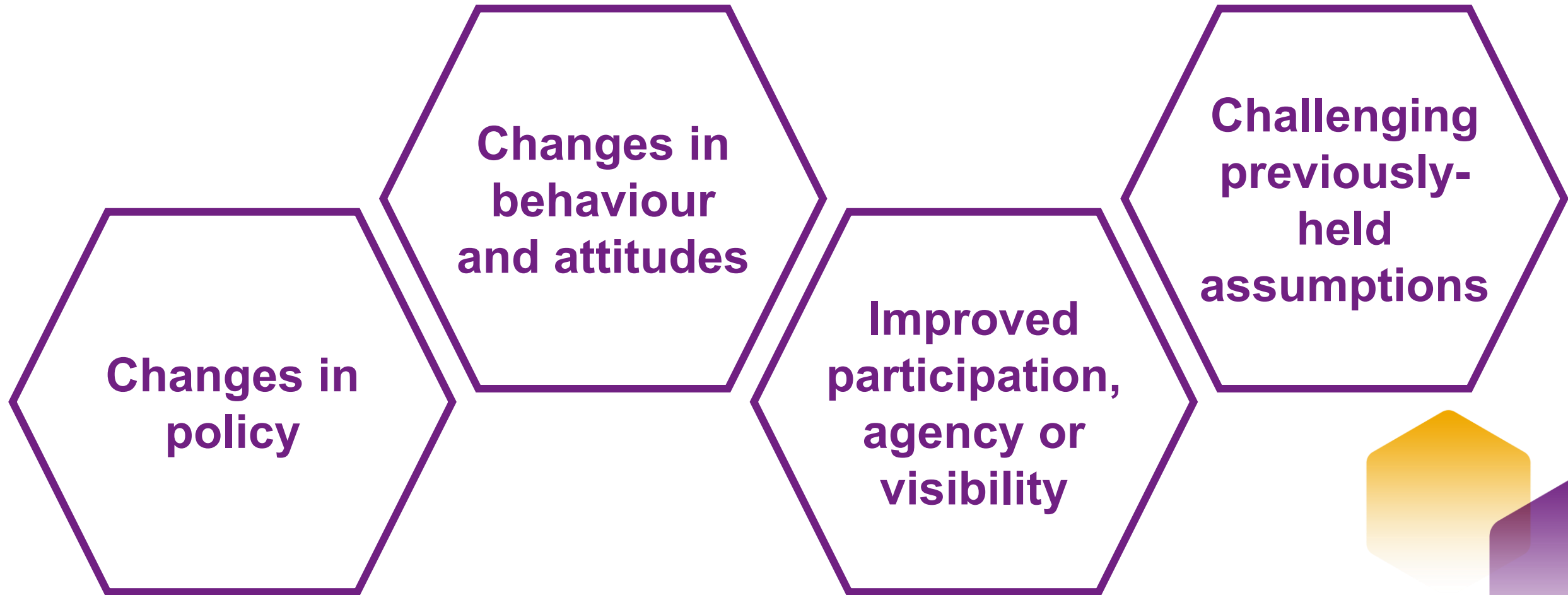
Mental health and wellbeing showcases past and current data-driven research in these vital areas. This includes content from the Data Impact blog and case studies.



## Children and young people in data

Children and young people in data is our latest impact theme page. We will be highlighting the way in which data is being used to support research into the lives of young people and children across a range of topics including education, health and families.

# Examples of data impact



# Two stories of impact

- Rethinking **financial behaviour**
- Measuring **homelessness differently**



Photo by [Javier Allegue Barros](#) on [Unsplash](#)

# Example: Emerging impact and influence

**Ariane Agunsoye,  
Rethinking Financial behaviour**



Photo by [kevin turcios](#) on [Unsplash](#)

# The data

- **Dataset:** [Wealth and Assets Survey \(WAS\)](#)
- **Focus:** Savings, debt, assets, financial decision-making
- **Approach:** Define income thresholds for participants in qualitative research



Photo by [Matthew Woinarowicz](#) on [Unsplash](#)

# The wider research

- Financialisation of everyday life
- Gender and financial decision-making
- Income and wealth inequality
- Political economy of personal finance



Photo by [Thom Milkovic](#) on [Unsplash](#)

# Engaging in policy debates

- Contributed insights to several **parliamentary select committees**
  - The role of gender in financial advice (2026)
  - Pensioner poverty: Challenges and mitigations (2024)
  - The cost-of-living crisis long-term effects for women (2023)

# Engagement to expertise

- Work closely with the Women's Budget Group as a member of their **pensions policy advisory group**
- Acted as external advisor on preliminary findings of a funded pension project exploring **pension engagement across European countries**
- Expert insights to the **Pensions and Later Life Analysis project group** within the DWP

# Example: Policy and measurement impact



UK Data Service

Find data Deposit data Learning Hub Training and events

Home > Impact > all-studies

## All case studies

Category ▼ 2022 (3) ▼ Showing: 12 ▼

**The Homelessness Monitor and Homelessness Projections**

July 2022

**Authors:** Glen Bramley, Suzanne Fitzpatrick

**Institution:** Institute for Social Policy, Housing and Equalities Research, Heriot-Watt University, Edinburgh.

**Glen Bramley &  
Suzanne Fitzpatrick,  
Homelessness  
research**

# The problem

- **Rising levels** of homelessness despite policy focus
- **Hidden homelessness** not captured in official statistics
- Limited evidence for **effective policy**

# The data

- British Household Panel Survey
- Understanding Society
- Survey of English Housing
- English Housing Survey
- Labour Force Survey
- Scottish Household Survey
- CORE
- British Cohort study

# The breakthrough

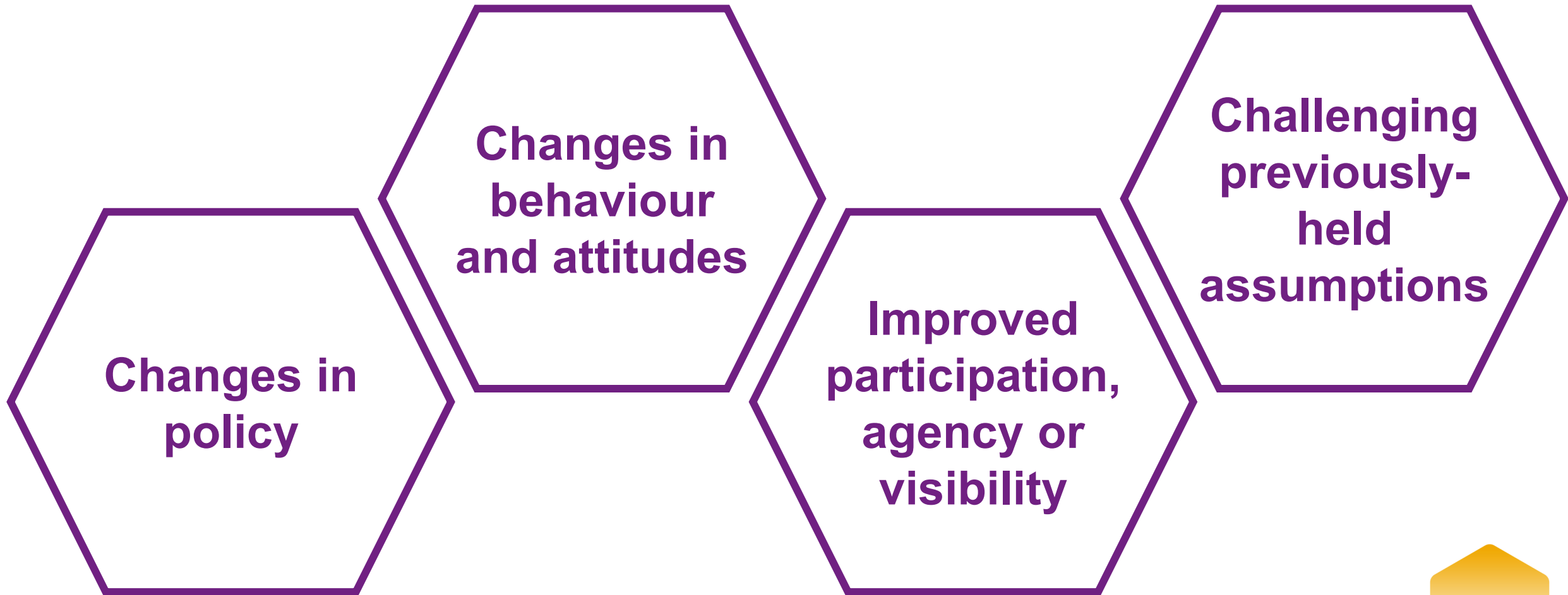
- New “**core homelessness**” measure including hidden homelessness (e.g. sofa surfing, temporary arrangements)
- Enables modelling of **trends and policy scenarios**

# The impact: UK Data Service case study

- Improved official homelessness statistics
- Informed the **Homelessness Reduction Act** (2017)
  - Supported prevention of **58,000+ households** (2018/19)
- Scaling of **Housing First** (Scotland and Manchester)
  - Providing stable housing first, alongside support services

*And much more...*

# Examples of data impact



**But the impact story  
doesn't end here...**



Image from Pexels [[pexels-photo-6077918.jpeg \(3648×5472\)](#)]

# Continued impact & continued use of data

- Ongoing influence on **UK housing policy debates**
- Evidence informing **government thinking post-2024 election**
- **Homelessness modelling (Crisis Monitor)** used by MHCLG
  - Evidence on Local Housing Allowance gap
- Inclusion in **Indices of Deprivation 2025**
  - “Core homelessness” now measured locally

*And much more...*

# Surveys Count

Could this impact have happened without this data?



# Share your impact story

[ukdsimpact@jisc.ac.uk](mailto:ukdsimpact@jisc.ac.uk)

[impact.ukdataservice.ac.uk](http://impact.ukdataservice.ac.uk)