



Communicating EIGE's Gender Statistics Database

EIGE's Gender Statistics Database

WHAT is it?

EIGE's Gender Statistics Database provides:

- **One-stop source** for all gender statistics in the EU and beyond,
- **Easy access** and **Guidance** to the available data through the entry points and the keyword search,
- **Up to date** information because of its continuous updating.

WHO is it for?

- Policy - makers from all areas
- Gender- experts
- Researchers
- Activists
- Journalists

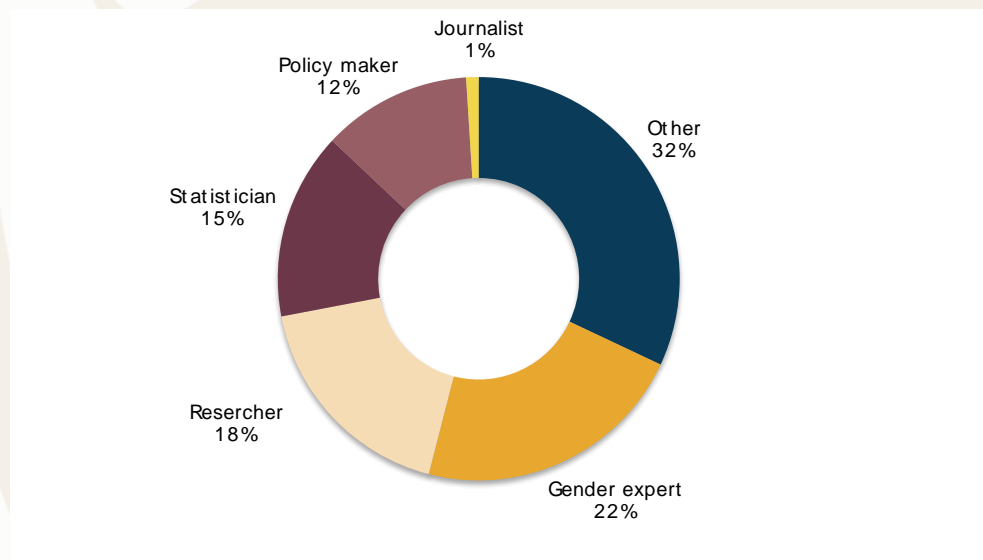
What is the Communication Objective?

- Position EIGE's Gender Statistics Database as the reference point for statistics on gender equality (gender statistics) in Europe.

What do our target audiences say about gender statistics and their usage?

A **user survey** was carried out between **24 November – 5 December 2014** in order to explore the users' views on gender statistics. Announcements with a link to the survey's web questionnaire were posted on EuroGender Network, on EIGE's homepage and messages were disseminated over Twitter. 100 users responded to the survey.

Figure 1. Occupation of the respondents

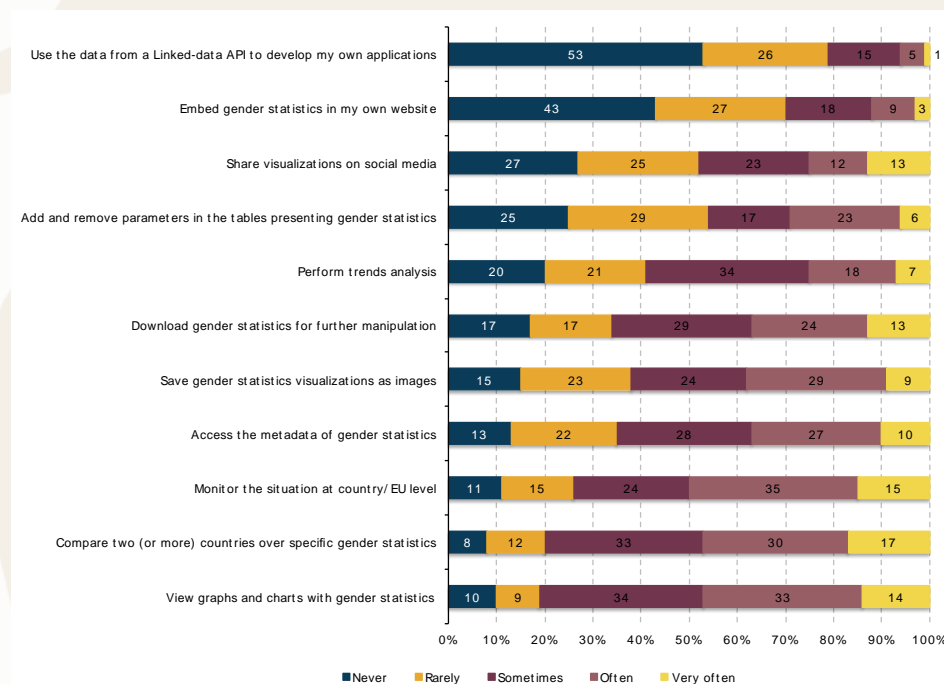


What do our target audiences say about gender statistics and their usage?

Usage of gender statistics: **77.2% of gender experts** and **78 % of researchers** reported that they often view graphs and charts with gender statistics or **monitor the situation at country/EU level**.

- **66.7% of the statisticians** reported that they often download gender statistics for **further manipulation**
- **66.7% of policy - makers** reported that they often **view graphs and charts** with gender statistics.

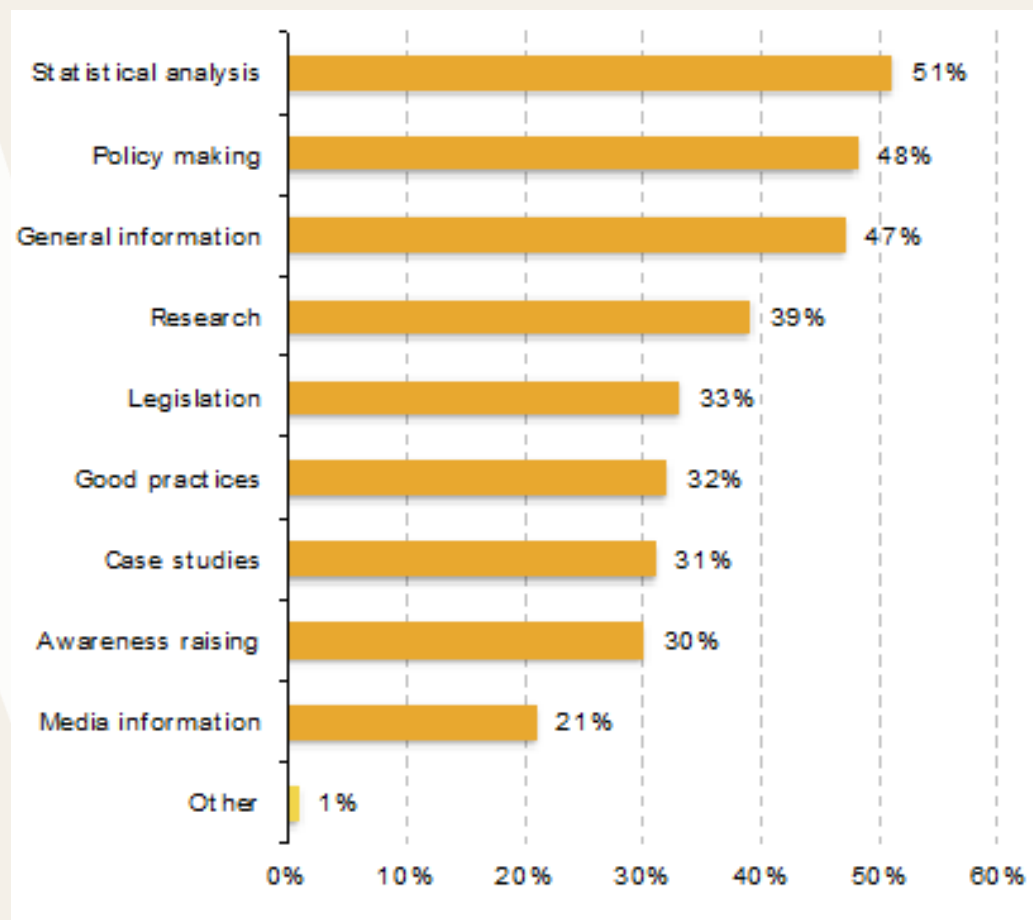
Figure 2. Frequency of different types of usage of EIGE's gender statistics; share of respondents.



What do our target audiences say about gender statistics and their usage?

Respondents' interest in gender statistics: Respondents had the possibility to choose more than one answer. Interest in statistical analysis, policy - making and general information were the most frequent replies.

Figure 3. Reasons for interest in gender statistics; share of respondents

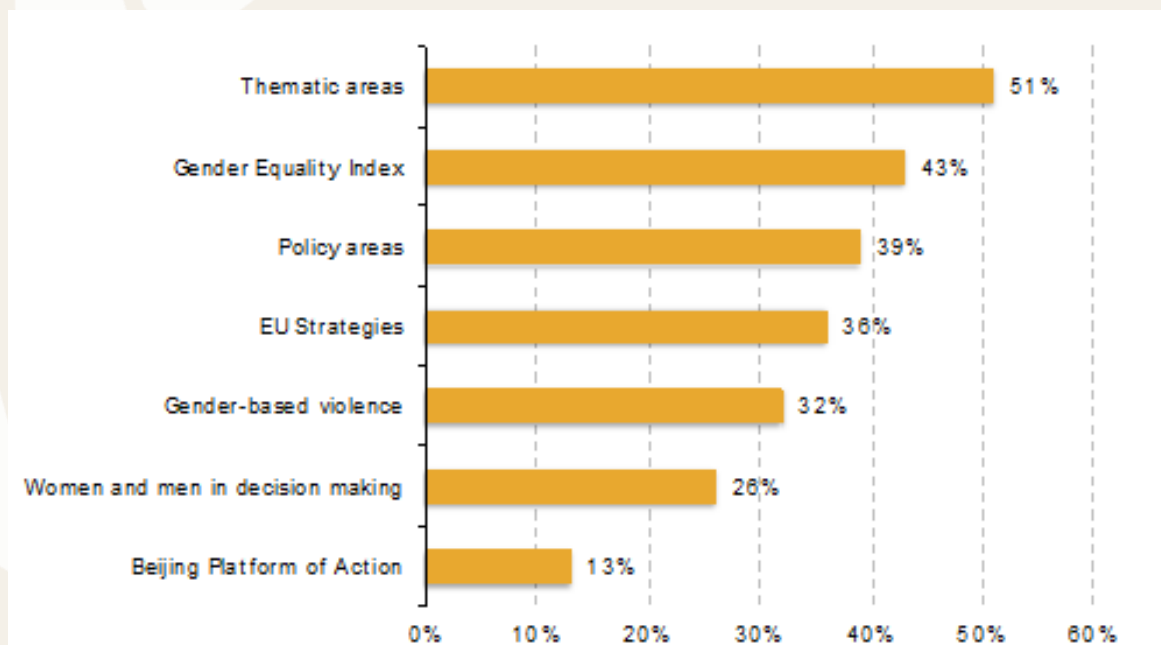


What do our target audiences say about gender statistics?

Most of the **gender experts (59.1%)** and the majority of **statisticians (60%)** report that **thematic areas** is the most important entry point. The majority of the **researchers (77.8%)** stated that the **Gender Equality Index** is the most important entry point.

Policy areas as well as **EU Strategies** are stated as the most important for the **policy-makers (66.7%)**.

Figure 4. Entry points by type of respondent; share of respondents.



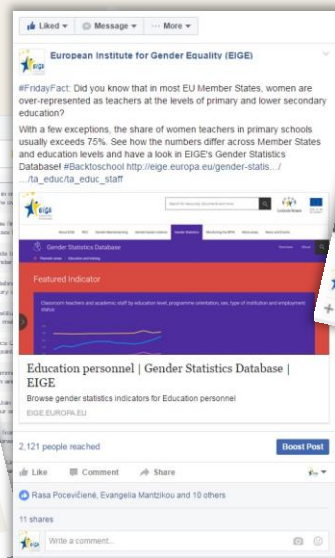
Launching EIGE's Gender Statistics Database (29 February 2016)

EIGE Newsletter Social media

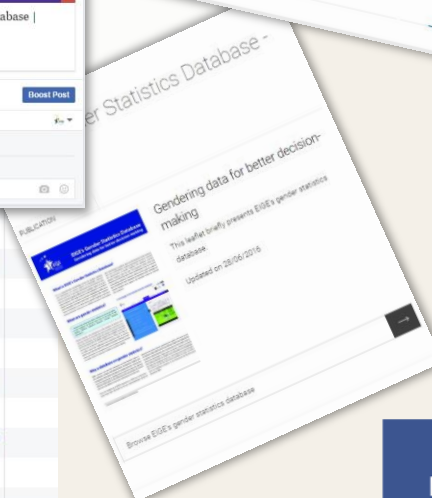
Publication/ videos

Targeted messages

- EU Institutions
- Academia
- CSO
- Social Partners
- EIGE's RDC Partners
- EIGE's Management Board
- EIGE's Experts' Forum

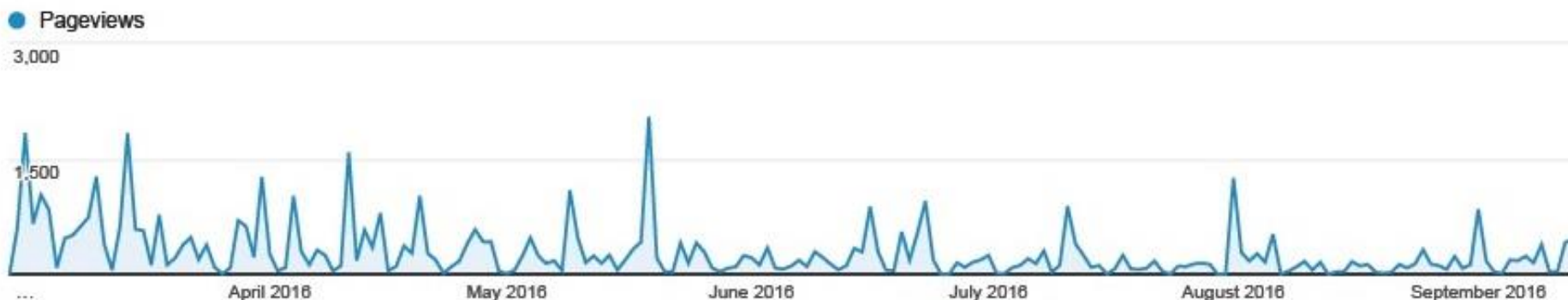


04/11/2016	12:01 pm	The more time reading and translation is spent on gender statistics, the more...	800	44	33
04/11/2016	12:01 pm	Adaptation to the theme of World Press in Organization (WPMO) 2016 World in...	34	174	63
04/11/2016	3:31 pm	Friday Fact: Did you know that EIGE's Gender Statistics Database is a co...	903	21	13
03/10/2016	1:00 pm	You can browse gender statistics code sheet for online version of the EIGE's G...	348	19	9
03/10/2016	12:10 pm	EIGE's Gender Statistics Database is the source for gender statistics from t...	948	19	20
03/10/2016	2:00 pm	There are a few European countries (3) all employ more women than men in a...	1,445	31	24
02/20/2016	3:20 pm	Linking for gender statistics you can count on and connect! EIGE's Gender...	3,144	147	133
02/04/2016	10:30 pm	February 4th marks World Gender Day - an initiative of the UNCCD - United Na...	398	103	23
01/20/2016	4:04 pm	On 20th January, EIGE participated in the Gender Working Group on La...	162	34	20
01/19/2016	11:03 am	EIGE's Gender Statistics Database has ju...	508	10	19
01/14/2016	10:20 pm	Using 2015-2016, EIGE will provide its gender research and data for support...	1,385	57	16



EIGE's Gender Statistics Database - interactive online tool

29 February - 13 September 2016



- **53.238** page views - > **11%** of the total website views
- **26.668** unique page views
- **00:35** average duration

- **50%** bounce rate
- **34 %** exit the tool
- **16%** leaving Gender Statistics Database for RDC or Gender Mainstreaming web-sections

Communicating EIGE's Gender Statistics Database

Communications channels & tools:

- Online interactive tool
- Analytical tools to provide stats & figures
- EIGE Newsletter
- Social media
- Gender Statistics Database Workspace on EuroGender
- Online Discussions
- Publications
- Videos
- Feedback form on the website
- Presentations to internal and external events
- Internal workshops
- Trainings provided to IPA Statistical Offices and not only
- User survey



Questions for the World Café

- **How to make the Gender Statistics Database even more user-friendly to non-statisticians?**
- **What other communication channels & tools should we consider?**
- **What questions should we not miss from the upcoming user survey?**



Let's talk



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<https://twitter.com/eurogender>



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youtube.com/user/eurogender



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EuroGender Network