



Useful Links and Data Sources

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Whatever the budget for your communication activity, you will be looking for cost-effective solutions to the challenges you face. This document brings together in one place a variety of sources of information and tools that you might use to help you evaluate your communication activity. The links take you directly to websites to view or download information and tools.

The tools listed are not specifically recommended but are listed as worth investigating. Find a tool that suits your purpose and then continue to use it to ensure consistency.

Media Consumption

NRS – National Readership Survey ▶

Provides estimates of top line readership for national and regional newspapers, general magazines and women's magazines, and trends in readership and circulation.

BARB – Broadcasting Audience Research Board ▶

Provides viewing data on a weekly, monthly and quarterly basis. Includes data on channels, programmes and viewing.

JICREG – Joint Industry Committee for Regional Media Research ▶

Provides newspaper and website reports for regional press by region. Reports cover average issue readership, and demographics including age, gender and socio-economic grade. Click on Guest Users – geographical data on the link above.

RAJAR – Radio Joint Audience Research ▶

Provides quarterly listening figures for national and local radio stations including reach and average hours per listener. Includes infographics on radio listening and digital platforms.

IAB – Internet Advertising Bureau ▶

This has limited information, but includes a jargon buster under Resources, and some infographics (eg report on UK Audio Consumption).





Newspaper Society ▶

This has limited information about readership and coverage (see Facts and Figures – Readership and Coverage).

OFCOM – the communications regulator ▶

This has limited information but includes ownership and usage figures for television, digital radio and landline/mobile phones.

Information about Target Audiences

ONS – Office for National Statistics ▶

A wealth of data (including 2011 Census data) that can be browsed by theme or alphabetically, rather than knowing what survey to look out for.

Nomis is a service provided by the Office for National Statistics, ONS, to give you free access to the most detailed and up-to-date UK labour market statistics from official sources.

GOV.UK ▶

Government data and reports. Refine your search by using the menu on the left of the page – ‘Publication Type’ offers research and analysis and statistics options.

data.gov.uk ▶

Brings together data from central government departments and a number of public sector bodies and local authorities in one searchable website.

Neighbourhood Statistics ▶

If you are working on a project which is more locally or regionally based, then this site offers a wealth of information.

Further Information

The following sites have useful information which may help to provide context for the communication activities that you are engaged in

- www.natcen.ac.uk (this site includes the British Social Attitudes Report).
- www.uk.kantar.com use the menu at the top of the page
- www.ipsos-mori.com/researchpublications.aspx use the menu at the top of the page



Further Useful Information

AMEC – International Association for the Measurement and Evaluation of Communication ▶

This AMEC site includes a glossary of terms under Media Evaluation. The AMEC social media framework launched in 2014 may be found here.

CIPR – Chartered Institute of Public Relations ▶

The CIPR site under Policy and Resources, includes some Skills Guides available to members only, and under Social Media there is Social Media Measurement Guidance and a Guide to Social Media Monitoring.

IPA – Institute of Practitioners in Advertising ▶

The IPA site includes a Best Practice Guide to Evaluation of advertising campaigns (scroll down to Evaluation) and scroll down [this page](#) for Measuring Marketing Payback.

Monitoring and Analytics Tools

There are a number of paid for tools, but the ones listed here are free, or free up to a point. They may require registration before access is granted, and/or may be free with limited capability and/or for a limited time span.

1. Monitoring

- Google Alerts
- Google Trends
- Google News Search
- Netvibes
- Tweetdeck
- Backtweets
- Socialmention
- Tweriod

2. Analytics and Channel Management

- Google Analytics
- Twitter Analytics
- Facebook Insights
- LinkedIn Analytics
- Hootsuite



Other Tools

MailChimp

This is a tool to create, send and track email traffic. “If you have fewer than 2,000 subscribers, you can send up to 12,000 emails per month absolutely free. No expiring trial, contract, or credit card required.”

Eventbrite

This is a tool that enables promotion, management of invitations and registration for events with the ability to monitor response and entry on the day.

Bitly

This is a tool that provides a shortened URL and can deliver associated analytics such as the history of clicks, and sharing through Facebook and Twitter.

Survey Tools

There are a number of DIY market research tools available including Survey Monkey, Smart Survey, and Polldaddy.

If you are considering conducting your own research, then you may find 10 Top Tips for DIY Surveys from the Market Research Society [useful](#).

