

The UK Statistics Authority: Voice, brand and behaviour

It's regulation, but not as you know it, says **Ed Humpherson**

Pick up a typical speech by a British politician in 2015. You're likely to find statistics very prominently used: to frame the arguments; to drive home the case; to explain why these policies are both necessary and superior to others. This isn't a phenomenon particular to any one political party. It's common to most political speeches, from the leader of the Opposition and the First Minister of Scotland to the Prime Minister and Deputy Prime Minister.

Nor is this adherence to the use of statistics a phenomenon isolated to the rarified world of political debate. We live in a society that attaches huge importance to numbers, facts and data. As the Data Manifesto of the Royal Statistical Society said in autumn 2014:

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