

Impact metrics report 2023

Summary and highlights

Awards and recognition

- CPP Director Imran Rasul elected as the next Vice-President (President-Elect in 2025 and President in 2026) of the European Economic Association
- IFS Director Paul Johnson awarded honorary doctorate from the University of York
- IFS NHS waiting lists calculator wins 2022 Harding Prize for Trustworthy Communication
- IFS Deaton Review contributor Claudia Goldin wins Nobel Prize in economics
- Paper by IFS Associate Director Anne Brockmeyer awarded 2023 ADB–IEA Innovative Policy Research Award
- IFS International Research Fellow Olympia Bover wins Rei Jaume I Prize

Top five journal articles past decade (2014–23): 46
Top field journal articles past decade (2014–23): 131

Front pages in 2023: 144 (259 in 2022, 165 in 2021)
Press interviews 2023: 304 (492 in 2022, 249 in 2021) including 16 on Today, 11 on LBC and 46 on BBC Radio 4

Academic and policy publications

Type	2023	2022	2021	2020
Journal articles [¥]	82	81	48	39
Top five journal articles [*]	6	3	2	3
Top field journal articles [◇]	11	21	13	9
Working papers [§]	72	105	67	73
IFS reports ^{†,‡}	70	55	44	63
Comments [♦]	95	79	42	43

[¥] Includes more papers in 2022 and 2023 than were tracked in the past, now available on Elements. Some by RFs and RAs – see page 10 for details.

^{*} *American Economic Review (AER), Econometrica (ECMA), Journal of Political Economy (JPE), Quarterly Journal of Economics (QJE), Review of Economic Studies (ReStud).*

[◇] *Journal of Health Economics, Journal of Labor Economics, Journal of Human Resources, Review of Economic Dynamics, Journal of Public Economics, Journal of Econometrics, RAND Journal of Economics, Review of Economics and Statistics, Journal of Economic Literature, Economic Journal, Journal of the European Economic Association, European Economic Review, Journal of Monetary Economics, Quantitative Economics.*

[§] Includes more papers in 2022 and 2023 than were tracked in the past, now available on Elements.

[†] Figures for 2020 and 2021 include ‘Briefing Notes’, which have been absorbed into ‘Reports’.

[‡] Includes IFS Deaton Review of Inequalities chapters.

[♦] The 2022 and 2023 figures are for Comments, a new format that replaced the former categories Observations, newspaper articles and blogs. Figures for earlier years are for Observations only.

Press, events and digital

2023 was a strong year for our reach and engagement.

- We have had an excellent year for media engagement with high-quality national coverage, front pages and interviews given to broadcasters. Overall numbers are 26% down on 2022, but this was to be expected after the extreme political and economic turmoil of that year. Compared with 2021, we have grown our coverage by 19%, doing over 20% more broadcast interviews in 2023. This is a good sign of our strength of spokespeople and high-quality relationships with the UK press leading into an election year in 2024.
- Traffic to our websites remains strong with us achieving 1,464,381 users (unique website visitors) viewing 2,709,463 pages in total.
- We now have over 59,200 followers on our main @TheIFS Twitter/X account, up from 56,200 in 2022. Similarly, Paul Johnson’s Twitter account has seen a marked increase in followers (up 9%, at over 62,490). This is despite the disruption to Twitter/X engagement due to its acquisition by Elon Musk. Staff have continued to participate on Twitter/X via their own IFS-affiliated accounts to disseminate their work, with the top ten most engaged IFS researcher accounts (excluding Paul Johnson’s) reaching 10,451,509 impressions.

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- Our podcast growth has continued: we had over 85,000 (including the Expert Factor episodes) listens to our podcast episodes in 2023, doubling our total from 2022.
- Event participation remains strong, with total attendance up 12½% compared with 2022. This is despite holding two fewer events across the year; as a result, average attendance per event rose 18%. This was driven partly by having twice as many media attendees as in 2022.

Type	2023	2022	2021	2020
Press releases	107	100	56	62
Newspaper articles and comment pieces	41	41	35	35
Broadcast mentions	6,694	14,193	6,969	5,952
Print mentions	2,955	3,663	3,189	3,243
Front pages	144	258	165	218
Online mentions	26,058	30,191	19,771	15,875
Interviews given	304	493	249	282
Website visitors	1,464,381	1,537,145	1,243,754	1,221,630
Twitter/X impressions (monthly average, @TheIFS)	1,210,917	1,310,083	1,361,750	837,500
IFS events	43	45	49	46
Event attendance	6,702	5,955	5,821	6,909
Views of event videos (as of January in following year)	28,300	32,300	28,500	53,000
Total video views	1,463,654*	479,227	233,389	316,117
Total podcast listens	78,723**	50,564	49,301	34,686

*Primarily driven by our rapid growth on TikTok.

**Excluding 'The Expert Factor' episodes hosted on our feed.

Policy engagement / reach

Type	2023	2022	2021	2020
Hansard mentions	206	216	149	186
Evidence given	21	17	12	15

Detailed report

1. Indicators of policy influence and stakeholder engagement: policy publications, press, events, policy briefings, meetings

Outputs: events and publications

Publications authored by IFS staff

These publications are written with a range of stakeholders in mind but are always relevant to policymakers, media commentators and those working in specific fields (education, local government, etc.).

Published on the IFS website			
Year	Reports	Comments	Explainers
2023	69 (+ 1 IFS Deaton chapter published as a report)	95	19
2022	43 (+ 12 IFS Deaton chapters published as reports)	79	11
Published on the IFS Deaton Inequality website			
Year	Articles, commentaries	Podcasts	Working papers
2023	16	4	1
2022	37	0	2

Year	IFS reports, briefing notes	Observations	Newspaper articles, blogs
2021	44	42	35
2020	63	43	35
2019	44	35	61

Newspaper comment pieces and articles published

These are an important way of reaching specific audiences with a message that is defined by us, rather than our work featuring in new pieces. They are also an effective way of communicating with local government, civil service and business communities. Publications have a wide or targeted reach.

- **41** comment pieces and articles by IFS staff were published in 2023, the same as in 2022.
- **26** of these were published in The Times through Paul Johnson’s regular fortnightly column.
- Others included six articles in The Daily Telegraph focused on taxation and pensions, and pieces in FE News, the BMJ, FT Adviser (by Alistair Darling and David Gauke), The Conversation, The Daily Express and The MJ.

Events

- **43** IFS events (not including cemmap)
- **6,702** delegates in total, covering policy, media, third sector, business and academia

Overall numbers and delegate breakdown

	2023	2022	2021	2020
Number of events (IFS only)	43	45	49	46
Total attendance	6,702	5,955	5,821	6,909
<i>Of which:</i>				
Media	189 (3%)	89 (1%)	100 (2%)	188 (3%)
Govt / civil service	1,779 (27%)	1,782 (30%)	1,711 (29%)	2,144 (31%)
Academia / research	1,571 (23%)	1,136 (19%)	1,354 (23%)	1,747 (25%)
Business	1,647 (25%)	1,517 (25%)	1,436 (25%)	1,203 (17%)
Other / unknown	1,516 (23%)	1,431 (24%)	1,220 (21%)	1,627 (24%)

Note: We have taken the peak number of concurrent live-stream viewers as the best proxy for ‘attendance’ for online events. We have used registration data to estimate the sectoral breakdown where possible.

Breakdown of IFS event types

	2023	2022	2021	2020
Number of events	43	45	49	46
Of which: Budget / Election briefing	5	4	4	4
Report launch	17	18	18	21
Public talk	11	14	17	16
Academic conference	5	4	3	0
Corporate members	5	5	7	5

Some significant event highlights from 2023

- Our event videos from 2023 have been watched over 28,000 times.
- Our analysis of the Spring Budget 2023 beat the record for most popular live event of all time, previously held by the Autumn Statement 2022, with 594 viewers watching the live-stream and over 3,750 subsequent views on YouTube. Our online event analysing the Autumn Statement in 2023 was also extremely popular, with 565 live viewers.
- Our Annual Lecture (with Nick Bloom) was held in-person only, with a recording made available afterwards, for the second year in a row. 158 people attended in person, and the talk was watched over 2,600 times on YouTube.
- This year's Green Budget launch was spread out over six events: three online early releases, an online press briefing, an in-person invite-only launch event and a public online launch event. In total, almost 700 people watched at least one of these events live, and the videos have had over 5,600 views on YouTube subsequently. The in-person launch event was particularly successful, with the audience including senior civil servants, political party advisers (including special advisers to the Conservative, Labour and Liberal Democrat treasury teams), think tankers and City economists.
- We held the Residential Conference in March on 'Taxing top incomes'. Part-sponsored by CIOT, 105 people attended from government, business and research, and the event made a small financial surplus.
- As part of the ESRC Festival of Social Science, we co-organised a day conference for A-level students. More than 700 students from 38 schools (25 state-funded, 13 private) attended.
- We held three joint debates (one online, two hybrid) with CIOT ('Carbon border adjustment' on 24 May; 'Where next for income tax?' on 26 June; and 'How should non-doms be taxed?' on 29 November), as well as two hybrid events at the party conferences (on tax and public finance challenges). Total attendance at these five events was over 850, with the online event on non-doms setting a record for the most people watching an IFS–CIOT event (460 live viewers).

Evidence of policy engagement and impact

Researchers regularly provide written and oral evidence to select committees and some sit on committees themselves or have taken part in major policy reviews.

Policy evidence given/submitted

IFS staff and centre directors give evidence to a wide range of committees each year and also meet with senior policymakers to discuss policy developments and ideas, as well as briefing them on IFS research.

IFS work was cited 352 times in UK policy documents in 2023 (277 in 2022; 333 in 2021). The numbers show just how influential we are in informing policies, briefings to policymakers and debates. IFS was mentioned in 97 (157 in 2022; 187 in 2021) Select Committee published briefings, 35 (62 in 2022; 64 in 2021) official government documents from departments, commissions and committees (excluding select committees) and 25 (29 in 2022; 38 in 2021) research briefings from the House of Commons library and Scottish Parliament (source: Overton).

Staff gave evidence to parliamentary committees 21 times in 2023 (17 in 2022; 12 in 2021; 15 in 2020; 9 in 2019). In 2023, staff have given evidence to:

- Treasury Select Committee (3)
- Work and Pensions Select Committee (2)
- Education Select Committee (3)
- Scottish Finance Committee (3)
- Welsh Government's Cost of Living Experts Group (2)
- All-Party Parliamentary Group for Students (1)
- House of Lords Education Committee (1)
- Senedd Finance Committee (1)
- London Assembly Economy Committee (1)
- Public Services Committee (1)
- Northern Ireland Affairs Committee (1)
- Levelling Up, Housing and Communities Committee (1)
- All-Party Parliamentary Group on Single Parent Families (1)

Meetings with policymakers

In addition to formal evidence given to committees, researchers also attend numerous meetings with policymakers, politicians and civil servants. Over the year, researchers held 94 of these meetings, the highlights of which are below:

- **13** meetings with local or devolved administrations
- **26** meetings with government officials/departments
- **33** meetings with shadow teams / opposition MPs

Significant committees, commissions and policy reviews in 2023

- **Jonathan Cribb** – member of the Pensions Policy Institute Model Review Board (2023–ongoing), member of the Centre for Longitudinal Studies Scientific Advisory Network (2023–ongoing)
- **Carl Emmerson** – member of Social Security Advisory Committee (2022–ongoing), member of Advisory Board of the Office for Budget Responsibility (2011–23), member of the UK Statistics Authority Methodological Assurance Review Panel (2023–ongoing)
- **Paul Johnson** – member of the Financial Services Culture Board (2015–23), member of the Climate Change Committee (2012–ongoing), member of the Times Health Commission (2023–ongoing)
- **Robert Joyce** – member of the Department for Work and Pensions Expert Advisory Group (2023–ongoing), member of the Economic and Social Research Institute steering group in Dublin (2022–ongoing)
- **Heidi Karjalainen** – member of the ONS Household Financial Statistics Transformation Expenditure Steering Group (2023)
- **Peter Levell** – member of the ONS Technical Advisory Panel on Consumer Prices (2017–ongoing)
- **Helen Miller** – member of the Advisory Group for the Tax Justice Network (2023–ongoing), member of the Advisory Group for the Fairness Foundation (2023–ongoing), member of the Advisory Group for the Green Alliance on Green Taxes (2023)
- **David Phillips** – Expert Advisor to Northern Ireland Fiscal Commission (2022–ongoing), member of the Welsh Government Cost of Living Expert Group (2023–ongoing)
- **George Stoye** – member of Expert Advisory Board for the development of the ONS Health Index for England (2021–ongoing)

Mentions in parliament

- Hansard mentions are an extremely good indicator of our policy influence and visibility in parliament over time.
- Between 1969 and 2023, we find 5,343 references to ‘Institute for Fiscal Studies’ and ‘Institute of Fiscal Studies’ (from 2020 we started collecting for ‘The IFS’ too).

2. Indicators of academic excellence: publications, conferences/seminars

Publications

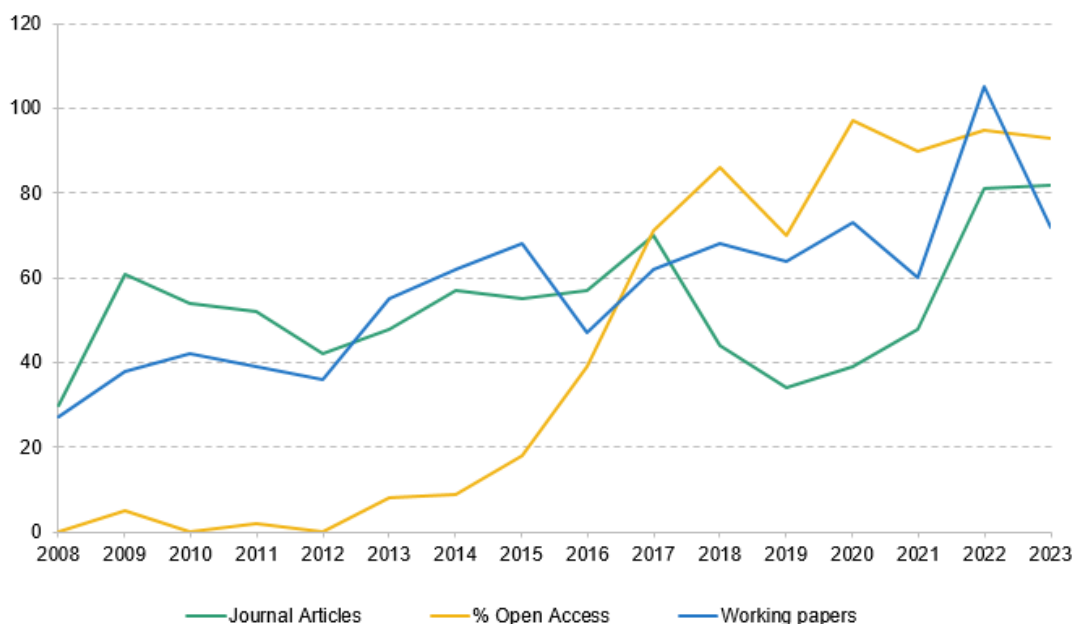
Year	Journal articles					Working papers	IFS working papers (including cemmap working papers)	External working papers
	Staff and Fellows	Staff and Co-Is	Top five*	Top field [◇]	% Open Access [†]			
2023	82	27	6	11	93	72	66	4
2022	81	42	3	21	95	105	65	40
2021	48		3	13	90	60	49	11
2020	39		3	9	97	73	73	0
2019	34		3	7	70	64	62	2
2018	44		3	8	86	68	60	8
2017	70		8	18	71	62	54	8
2016	57		5	10	39	47		
2015	55		5	17	18	68		
2014	57		7	17	9	62		
2013	48		3	15	8	55		
2012	42		6	15	0	36		
2011	52		6	20	2	39		
2010	54		11	20	0	42		
2009	61		8	16	5	38		
2008	30		7	5	0	27		

* *American Economic Review (AER), Econometrica (ECMA), Journal of Political Economy (JPE), Quarterly Journal of Economics (QJE), Review of Economic Studies (ReStud).*

◇ *Journal of Health Economics, Journal of Labor Economics, Journal of Human Resources, Review of Economic Dynamics, Journal of Public Economics, Journal of Econometrics, RAND Journal of Economics, Review of Economics and Statistics, Journal of Economic Literature, Economic Journal, Journal of the European Economic Association, European Economic Review, Journal of Monetary Economics, Quantitative Economics.*

† Goal is to have 100% Open Access, as this is a UKRI requirement (for all articles, not just those from research it funds). Articles can be made OA retrospectively if needed.

Journal articles and working papers published by year with at least one IFS author, including Research Fellows and Research Associates



Citations

Top citations for journal articles published in 2023

- **6:** Britta Augsburg, Laura Abramovsky, Melanie Luhrmann, Francisco Oteiza, Juan Pablo Rud, 'Community matters: heterogeneous impacts of a sanitation intervention', *World Development*, May 2023
- **4:** Monica Costa Dias, Bozena Wielgoszewska, Alex Bryson, Francesca Foliano, Heather Joshi, David Wilkinson, 'Exploring the reasons for labour market gender inequality a year into the COVID-19 pandemic: evidence from the UK cohort studies', *Longitudinal and Life Course Studies*, March 2023
- **3:** Helen Miller, Thomas Pope, Kate Smith, 'Intertemporal income shifting and the taxation of business owner-managers', *The Review of Economics and Statistics*, November 2023

Top citations for journal articles published in 2022

- **8:** Rachel Griffith, Martin O'Connell, Kate Smith, 'Price floors and externality correction', *Economic Journal*, January 2022
- **7:** Rachel Griffith, Wenchao Jin, Valérie Lechene, 'The decline of home-cooked food', *Fiscal Studies*, May 2022
- **3:** Ross Warwick, Tom Harris, David Phillips, Maya Goldman, Jon Jellema, Gabriela Inchauste, Karolina Goraus-Tańska, 'The redistributive power of cash transfers vs VAT exemptions: a multi-country study', *World Development*, March 2022

Top citations for journal articles published in 2021

- **43:** Martin O'Connell, Áureo de Paula, Kate Smith, 'Preparing for a pandemic: spending dynamics and panic buying during the COVID-19 first wave', *Fiscal Studies*, May 2021
- **24:** Pedro Carneiro, Lucy Kraftman, Giacomo Mason, Lucie Moore, Imran Rasul, Molly Scott, 'The impacts of a multifaceted prenatal intervention on human capital accumulation in early life', *American Economic Review*, August 2021
- **23:** Richard Blundell, Jack Britton, Monica Costa Dias, Eric French, 'The impact of health on labor supply near retirement', *Journal of Human Resources*, January 2021
- **13:** Rowena Crawford, George Stoye, Ben Zaranko, 'Long-term care spending and hospital use among the older population in England', *Journal of Health Economics*, July 2021
- **7:** Stuart Adam, Helen Miller, 'The economic arguments for and against a wealth tax', *Fiscal Studies*, October 2021

Top citations for journal articles published in 2020

- **552:** Richard Blundell, Monica Costa Dias, Robert Joyce, Xiaowei Xu, 'Covid-19 and inequalities', *Fiscal Studies*, July 2020
- **229:** Alison Andrew, Sarah Cattan, Monica Costa Dias, Christine Farquharson, Lucy Kraftman, Sonya Krutikova, Angus Phimister, Almudena Sevilla, 'Inequalities in children's experiences of home learning during the COVID-19 lockdown in England', *Fiscal Studies*, November 2020
- **201:** James Banks, Xiaowei Xu, 'The mental health effects of the first two months of lockdown during the COVID-19 pandemic in the UK', *Fiscal Studies*, November 2020
- **77:** Carol Propper, George Stoye, Ben Zaranko, 'The wider impacts of the coronavirus pandemic on the NHS', *Fiscal Studies*, June 2020
- **53:** Monica Costa Dias, Robert Joyce, Fabien Postel-Vinay, Xiaowei Xu, 'The challenges for labour market policy during the COVID-19 pandemic', *Fiscal Studies*, June 2020

Top citations for journal articles published in 2019

- **64:** Oriana Bandiera, Niklas Buehren, Markus Goldstein, Imran Rasul, Andrea Smurra, 'The economic lives of young women in the time of Ebola: lesson from an empowerment program', *World Bank*, March 2019
- **47:** Alison Andrew, Orazio Attanasio, Britta Augsburg, Monimalika Day, Sally Grantham-McGregor, Costas Meghir, Fardina Mehrin, Smriti Pahwa, Marta Rubio-Codina, 'Effects of a scalable home-visiting intervention on child development in slums of urban India: evidence from a randomised controlled trial', *Journal of Child Psychology & Psychiatry*, December 2019
- **43:** Nicholas Barr, Bruce Chapman, Lorraine Dearden, Susan Dynarski, 'The US college loans system: lessons from Australia and England', *Economics of Education Review*, August 2019

- **42:** Bo Hou, James Nazroo, James Banks, Alan Marshall, 'Are cities good for health? A study of the impacts of planned urbanization in China', *International Journal of Epidemiology*, March 2019

Top citations for journal articles published in 2018

- **208:** Philippe Aghion, Ufuk Akcigit, Antonin Bergeaud, Richard Blundell, David Hemous, 'Innovation and top income inequality', *Review of Economic Studies*, June 2018
- **72:** Eric French, Daniel Aaronson, Isaac Sorkin, Ted To, 'Industry dynamics and the minimum wage: a putty-clay approach', *International Economic Review*, January 2018
- **68:** Alison Andrew, Orazio Attanasio, Emla Fitzsimons, Sally Grantham-McGregor, Costas Meghir, Marta Rubio-Codina, 'Impacts 2 years after a scalable early childhood development intervention to increase psychosocial stimulation in the home: a follow-up of a cluster randomised controlled trial in Colombia', *PLoS Medicine*, April 2018
- **61:** Oriana Bandiera, Myra Mohnen, Imran Rasul, Martina Viarengo, 'Nation-building through compulsory schooling during the age of mass migration', *Economic Journal*, December 2018
- **53:** Arie Kapteyn, James Banks, Mark Hamer, James P. Smith, Andrew Steptoe, Arthur van Soest, Annemarie Koster, Saw Htay Wa, 'What they say and what they do: comparing physical activity across the USA, England and the Netherlands', *Journal of Epidemiology and Community Health*, April 2018

Top citations for journal articles published in 2017

- **179:** Oriana Bandiera, Robin Burgess, Narayan Das, Selim Gulesci, Imran Rasul, Munshi Sulaiman, 'Labor markets and poverty in village economies', *Quarterly Journal of Economics*, March 2017
- **134:** Manuel Arellano, Richard Blundell, Stéphane Bonhomme, 'Earnings and consumption dynamics: a nonlinear panel data framework', *Econometrica*, January 2017
- **100:** Eric B. French et al., 'End-of-life medical spending in last twelve months of life is lower than previously reported', *Health Affairs*, July 2017
- **92:** Emla Fitzsimons, Alissa Goodman, Elaine Kelly, James P. Smith, 'Poverty dynamics and parental mental health: determinants of childhood mental health in the UK', *Social Science & Medicine*, February 2017
- **69:** Pierre Dubois, Rachel Griffith, Martin O'Connell, 'The effects of banning advertising in junk food markets', *Review of Economic Studies*, April 2017

Top citations for journal articles published in 2016

- **219:** Richard Blundell, Luigi Pistaferri, Itay Saporta-Eksten, 'Consumption inequality and family labor supply', *American Economic Review*, February 2016
- **214:** Nadja Dwenger, Henrik Kleven, Imran Rasul, Johannes Rinck, 'Extrinsic and intrinsic motivations for tax compliance: evidence from a field experiment in Germany', *American Economic Journal: Economic Policy*, August 2016

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- **186:** Richard Blundell, Monica Costa Dias, Costas Meghir, Jonathan Shaw, 'Female labor supply, human capital, and welfare reform', *Econometrica*, January 2016
- **152:** Orazio Attanasio, Luigi Pistaferri, 'Consumption inequality', *Journal of Economic Perspectives*, May 2016
- **84:** Marta Rubio-Codina, M. Caridad Araujo, Orazio Attanasio, Pablo Muñoz, Sally Grantham-McGregor, 'Concurrent validity and feasibility of short tests currently used to measure early childhood development in large scale studies', *PLoS ONE*, August 2016

Academic presentations

Year	Visits to IFS	Presentations
2023	29	135
2022	48	163
2021	N/A*	96
2020	N/A*	65
2019	43	114
2018	62	195
2017	75	278
2016	83	196

* Minimal visits because of COVID-19 restrictions.

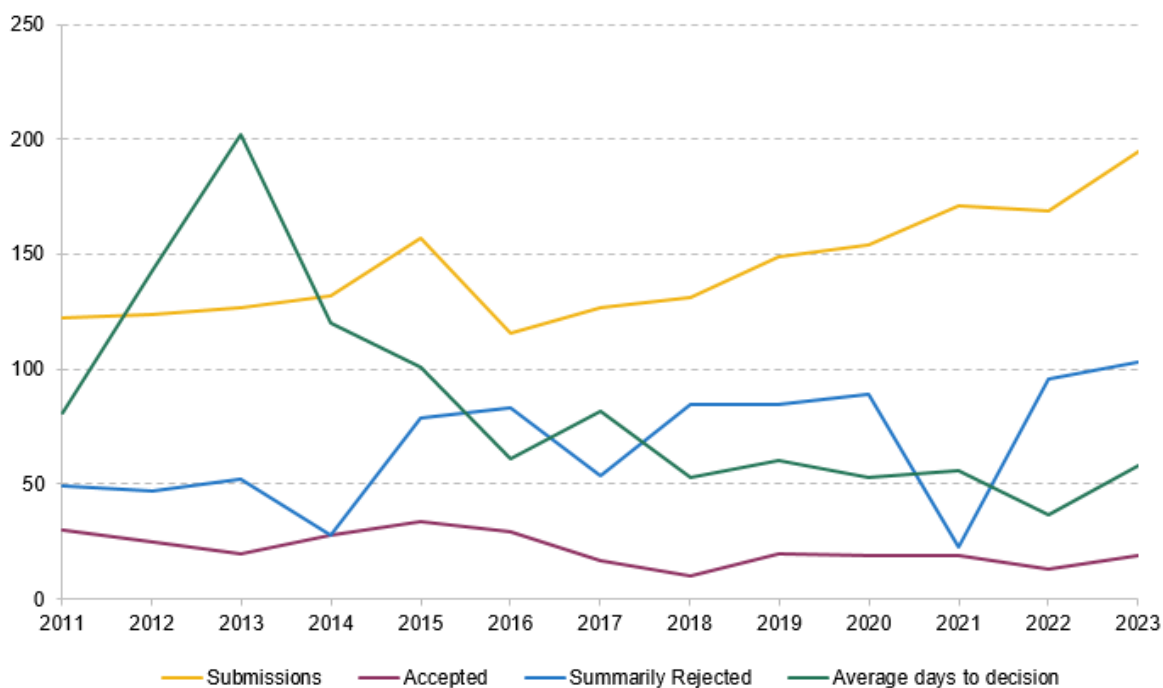
Fiscal Studies

Impact factor and citations

Year	Number of articles published	Articles by IFS staff	Impact factor (IF)	Median IF, economics journals	Citations	Rank in economics journals	Percentile rank in economics journals
2023	30	5	TBC*	TBC*	TBC*	TBC*	TBC*
2022	19	5	7.3	2.1	1,254	21/280	92 nd
2021	29	6	6.190	2.070	1,174	35/281	87 th
2020	36	16	1.261	1.911	611	268/374	28 th
2019	25	2	1.149	1.414	552	223/374	40 th
2018	25	3	1.164	1.211	428	196/371	47 th
2017	28	4	0.759	1.112	423	247/371	33 rd
2016	30	9	1.044	0.931	505	N/A	N/A
2015	23	8	0.705	N/A	360	N/A	N/A
2014	23	5	0.545	N/A	369	N/A	N/A
2013	23	6	0.319	N/A	316	N/A	N/A
2012	22	4	0.295	N/A	292	N/A	N/A
2011	25	7	0.486	N/A	272	N/A	N/A
2010	18	2	0.750	N/A	281	N/A	N/A

* Available later in 2024.

Fiscal Studies submissions since 2011



Year	Submissions	Accepted	Summarily reject / No referees consulted	Average days to decision
2023	195	19	103	58
2022	169	13	96	37
2021	171	19	23	56
2020	154	19	89	53
2019	149	20	85	60
2018	131	10	85	53
2017	127	17	54	82
2016	116	29	83	61
2015	157	34	79	101
2014	132	28	28	120
2013	127	20	52	202
2012	124	25	47	143
2011	122	30	49	81

3. Public engagement: informing the debate – media, social media, newsletters

Press releases and media mentions

We expected 2023 to be a quieter year for press mentions than 2022 which included Conservative leadership elections, three Prime Ministers, and several fiscal events including the mini-Budget. While press mentions are down 26% on 2022, they are 19% higher than in 2021, a more comparable year for our outputs and political environment.

Comparing 2023 with 2021, we have increased our online mentions by 32%, with small 7% and 4% reductions in print and broadcast media mentions, respectively. There has also been a 22% increase in the number of interviews we have given (a good measure of high-quality and targeted press impact).

Headline stats

- 35,707 UK press citations in 2023 (compared with 48,047 in 2022, 29,929 in 2021, 25,071 in 2020, 32,243 in 2019 and 28,678 in 2018)
- 146 front pages in 2023 (vs 259 in 2022, 165 in 2021, 218 in 2020, 129 in 2019 and 82 in 2018)
- 304 interviews given: 16 on Today programme (25 in 2022), 11 on LBC (16 in 2022), 46 on BBC Radio 4 (79 in 2022)

Year	Press releases	Broadcast	Print	Online	Interviews given
2023	107*	6,694	2,955	26,058	304
2022	100	14,193	3,663	30,191	492
2021	56	6,969	3,189	19,771	249
2020	62	5,952	3,268	15,851	282
2019	32	8,492	3,272	20,479	180

*We have changed how we report this number in 2023. Traditionally, number of press releases was calculated as the number of press releases on the website, but this did not account for press statements, responses and comments which are also sent to the press and have wide impact.

Top outlets

Outlet	Reach	2023	2022	2021	2020	2019
The Times	450,064	903	708	618	832	564
The Independent and The i	511,042	748	829	341	361	340
Daily Telegraph and Sunday Telegraph	1,136,292	549	636	496	572	398
Daily Mail	2,009,108	527	731	341	206	366
The Guardian	1,944,228	305	393	225	311	370
Financial Times	226,904	252	414	227	283	273
The Herald	214,673	156	292	272	48	92
Daily Express	597,147	134	232	203	149	154
Daily Mirror	N/A	132	164	101	49	81
BBC	1,916,376	121	149	86	127	149
Northern Echo	62,604	105	140	38	60	98
City AM	248,092	84	115	76	89	120
Sunday Times*	N/A	75	90	140	119	82
The Sun	1,666,715	74	82	131	118	178
Yorkshire Post	90,897	73	59	72	78	91
The Economist	412,329	67	54	12	24	11

Note: The above includes print + digital for each outlet.

* From 2022, figure is for print only. It is hard to single out Times online coverage on a Sunday on Vuelio, which may explain reduced numbers.

Social media audiences

Twitter/X

Our primary social media channel (because it reflects our main stakeholder groups) is Twitter (now known as X), where we have over 59,200 followers on our main @TheIFS account, up from 56,200 at the end of 2022. We have seen growth of 5.3% in 2023.

Paul Johnson's account has also grown and now has over 62,490 followers, up 9.0% from 57,300 followers at the end of 2022. His tweets reached 16,694,000 total impressions in 2023 (compared with 29,252,000 in 2022).

We were expecting a fall in engagement with Twitter/X due to the turbulence over its acquisition by Elon Musk, which has affected user engagement with the platform and our

ability to access key metrics such as follower growth by month. We are actively monitoring the situation. Nevertheless, we managed to maintain a high level of engagement with our work on the platform: total impressions for @TheIFS in 2023 were 14,531,000, down slightly from 2022's 15,721,000.

Staff have continued to participate on Twitter/X via their own IFS-affiliated accounts to disseminate their work, comment on relevant news and share each other's research. The top ten most engaged IFS researcher accounts (excluding Paul Johnson's) reached 10,451,509 impressions. Two researchers achieved over 1 million impressions on their IFS-affiliated accounts, with Senior Research Economist Ben Zaranko reaching 4,778,500 impressions in 2023. Across IFS's main account, Paul's account and the ten most engaged IFS researcher accounts, we achieved 41,676,509 impressions in 2023.

Year	Twitter impressions (total)			
	@TheIFS	@PJTheEconomist	IFS staff accounts (excluding Paul and @TheIFS)*	All IFS-affiliated accounts
2023	14,531,000	16,694,000	10,451,509	41,676,509
2022	15,721,000	29,252,000	13,525,416	58,498,416
2021	16,341,000	16,793,000	N/A	33,134,000
2020	10,050,000	11,000,000	N/A	21,050,000
2019	8,856,000	N/A	N/A	N/A

*IFS staff accounts = top 10 most engaged IFS researcher accounts.

YouTube

- The majority of our video content is hosted on YouTube – we post our explainer videos, event videos, podcasts and other video content there.
- In 2023, we had 177,648 views on YouTube, an increase of 2% year on year.
- Our subscribers continued to grow, to 4,805 (+901).
- In 2023, 49.4% of our YouTube audience was aged between 18 and 34. YouTube remains a key place to reach younger audiences, though we are now reaching an older demographic on YouTube than before. This is likely due to demographic changes on the platform itself.
- Around 75% of our audience came from uploaded videos and 18% came from live-streams. The remainder came from short-form content posted to YouTube shorts.

TikTok

- In November, we launched our TikTok channel, where we primarily share clips from our podcast, short-form explainers and event clips.
- In the first two months of operation, we had over 1,045,000 views and reached over 827,000 people with our content.
- TikTok is a high-engagement platform. Our videos generated nearly 3,000 comments, were shared over 3,000 times and liked nearly 24,000 times. This is our highest-engagement social media channel.
- We added 4,414 followers in the first two months; 63% of them are aged between 25 and 44 and 97% of them are based in the UK. Crucially, our follower base is geographically distributed, with only 5.7% from London.
- Our reach on TikTok is industry-leading. Across 2023, Resolution Foundation had about 16,000 views and 478 likes. UK in a Changing Europe had around 9,500 views and 85 likes.

Facebook

Facebook no longer releases the exact number of ‘likes’ for a page, meaning we cannot calculate the exact percentage growth in likes from 2022. We currently have 4.3k Facebook likes and 4,837 followers (an increase of 53 followers from 2022). We have concentrated less on Facebook growth this year because of prioritising with depleted staff capacity.

We plan to take advantage of new opportunities in automation to update Facebook in 2024 as it has been a valuable platform for promoting research during previous election periods. This will include scheduling our successful short-form videos through the Meta platform on Facebook and Instagram for added reach.

Facebook likes and followers

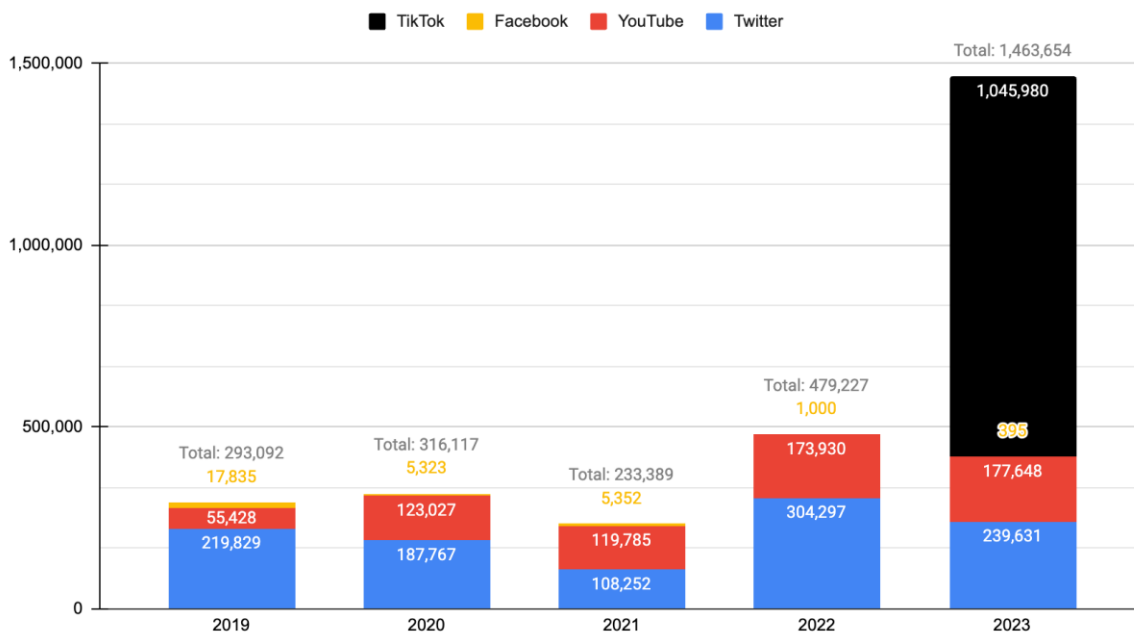
	2023	2022	2021
Likes	4.3k (no further decimal places available)	4,309 (+183 from 2021)	4,126 (+356 from 2020)
Followers	4,837 (+53 from 2022)	4,784 (+258 from 2021)	4,526 (+406 from 2020)

Digital communications: tools and reach

Video

- We had 1,463,654 views of our videos across all platforms in 2023 – a tripling since 2022, primarily due to our rapid growth on TikTok.
- In 2023, we have focused on creating more short-form vertical video. This is quick to produce, allows us to be responsive to events and can be cross-posted on all platforms (TikTok, Twitter, YouTube, Facebook).
- We redesigned the podcast studio for filming, and now create short-form clips of the podcast to share across channels. These have generated tens or hundreds of thousands of views per episode since we began posting them on TikTok, expanding the reach of the podcast.
- We have also experimented with repurposing old podcast clips for short-form - one clip from the 'How to tax the rich' podcast from March 2023 had over 180,000 views on TikTok. We have also explored reusing existing events footage on short-form video platforms.
- In 2023, we continued filming our rapid-response explainer videos for major fiscal announcements. Our videos around the Spring Budget and Autumn Statement had around 36,000 views across platforms.
- We have continued developing our longer explainer videos. In 2023, we produced two explainer videos on pensions, which together gained over 3,000 views.
- Video production also allows us to give young researchers exposure to the production process for digital content and a chance to build skills in this area.
- The videos are hosted in a dedicated explainer section on our website, as well as on YouTube, Twitter and Facebook. These social media platforms allow us to reach new viewers via algorithmic distribution.

Total video views across all platforms



Podcast

- In 2023, we released the fourth series of our podcast, IFS Zooms In: The Economy. We produced 22 episodes covering a range of topics from how to tax the wealthy, to net zero and working from home.
- We have sought to balance topics that are in the news cycle where we can offer our unique analysis and longer-term topics where we hold expertise. We have hosted high-level guests alongside IFS researchers.
- During the year, we also released a four-part mini-series as part of the IFS Deaton Review of Inequalities, with host Soumaya Keynes (Financial Times) speaking to key figures in the review. These episodes were listened to over 25,000 times.
- The podcast is released across all podcast platforms, on YouTube and on our website.
- In the autumn, we launched a series called 'The Expert Factor', alongside the Institute for Government and UK in a Changing Europe, which has opened up another audience for us. The Directors of each organisation are brought together on a weekly basis to record a podcast looking at key themes in the news. These average around 1,900 listens per episode.
- We had over 85,000 listens of our podcasts (including Expert Factor episodes), doubling our total from 2022. Across all seasons, we have had 223,162 listens.
- Our average episode in 2023 had over 3,000 listeners. We continue to have high consumption rates (80%+ completion).

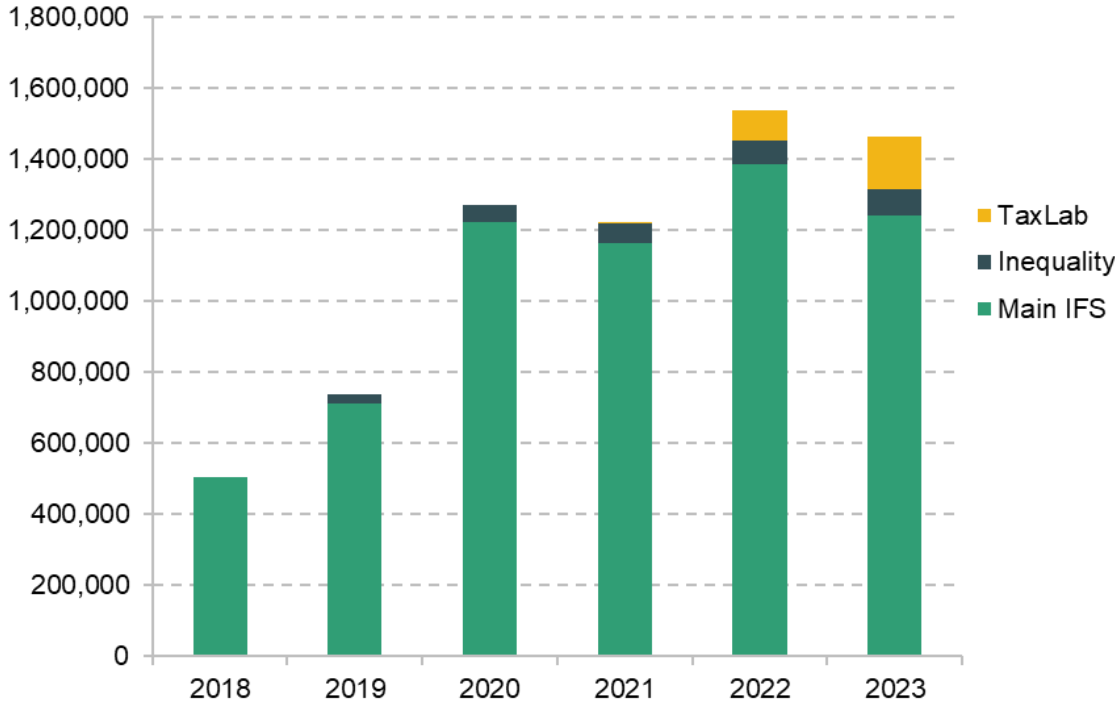
Top five podcasts

- 1. Still a man’s world? Gender inequalities, parenthood and the workplace - 7,776 downloads
- 2. When and why should we care about inequality? - 7,423 downloads
- 3. How to tax the rich? - 5,587 downloads
- 4. Big firm, little firm: are differences between companies driving inequality and holding back growth? - 5,519 downloads
- 5. Levelling up: is inequality between places Britain’s biggest problem? - 4,439 downloads

Website use (www.ifs.org.uk)

The comprehensive breakdown of website traffic provided below includes all sites from IFS domains (ifs.org.uk/taxlab and ifs.org.uk/inequality).

Users (unique visitors)



Users (visitors)	Main IFS	Inequality	Taxlab	Total
2023	1,239,429	75,735	149,217	1,464,381
2022	1,383,929	66,347	86,869	1,537,145
2021	1,162,881	54,874	26,000	1,243,755
2020	1,221,630	49,368	N/A	1,270,998
2019	710,570	28,747	N/A	739,317
2018	503,057	N/A	N/A	503,057

Note: 'Total' user (visitor) figures are likely to have some small overlap. Figures for the three sites are measured separately and cannot be disaggregated, for privacy reasons (reporting is anonymous).

2023 – our most visited pages (main IFS site, overall)

Your household's income: where do you fit in?	https://www.ifs.org.uk/tools_and_resources/where_do_you_fit_in	404,289
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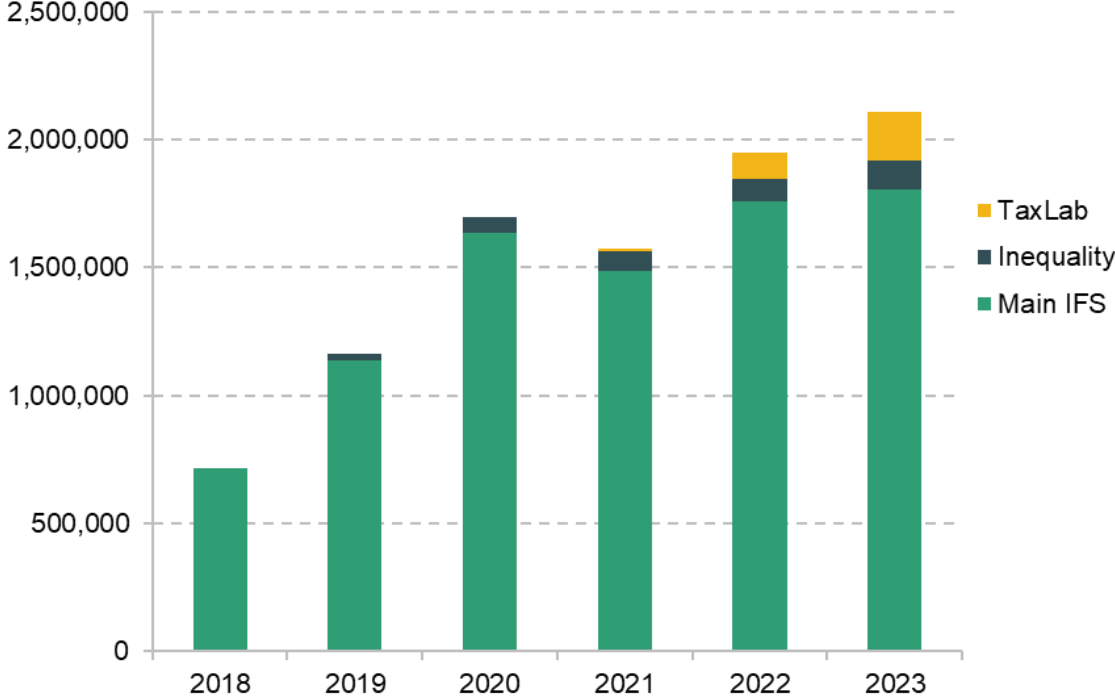
Next top five pages (main IFS site, overall, excluding working papers)

The characteristics and incomes of the top 1%	Report: https://ifs.org.uk/publications/characteristics-and-incomes-top-1	130,664
What has happened to teacher pay in England?	Comment: https://ifs.org.uk/articles/what-has-happened-teacher-pay-england	39,266
The planned increase in the state pension age from 67 to 68	Comment: https://ifs.org.uk/articles/planned-increase-state-pension-age-67-68	27,987
Tax, private school fees and state school spending	Report: https://ifs.org.uk/publications/tax-private-school-fees-and-state-school-spending	23,113
The effects of reforms to the Work Capability Assessment for incapacity benefits	Report: https://ifs.org.uk/publications/effects-reforms-work-capability-assessment-incapacity-benefits	21,836

Top five publications: academic working papers

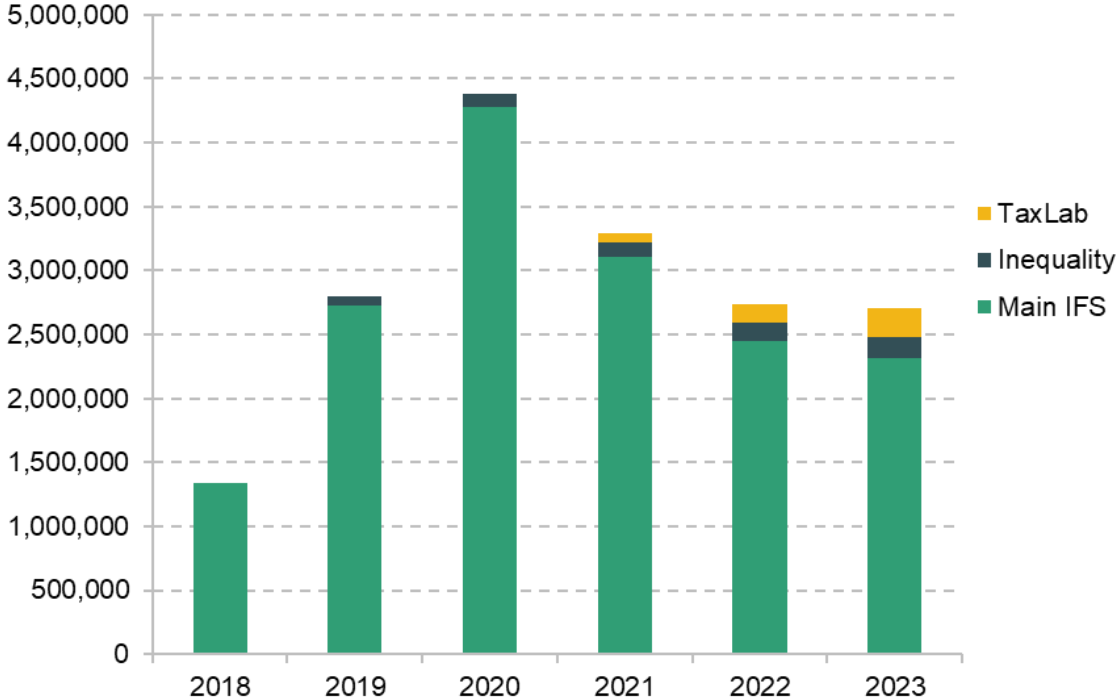
Inequality and the Covid crisis in the United Kingdom	IFS Working Paper: https://ifs.org.uk/publications/inequality-and-covid-crisis-united-kingdom	2,098
Can higher education policy boost intergenerational mobility? Evidence from an empirical matching model	IFS Working Paper: https://ifs.org.uk/publications/can-higher-education-policy-boost-intergenerational-mobility-evidence-empirical	1,290
Firm concentration & job design: the case of schedule flexible work arrangements	IFS Working Paper: https://ifs.org.uk/publications/firm-concentration-job-design-case-schedule-flexible-work-arrangements	1,178
Wealth and welfare across generations	IFS Working Paper: https://ifs.org.uk/publications/wealth-and-welfare-across-generations	1,036
Do work search requirements work? Evidence from a UK reform targeting single parents	IFS Working Paper: https://ifs.org.uk/publications/do-work-search-requirements-work-evidence-uk-reform-targeting-single-parents	1,035

Sessions



Sessions	Main IFS	Inequality	Taxlab	Total
2023	1,806,722	110,464	191,871	2,109,057
2022	1,760,646	87,390	100,030	1,948,066
2021	1,489,247	72,072	10,391	1,571,710
2020	1,635,049	63,885	N/A	1,698,934
2019	1,135,181	28,757	N/A	1,163,938
2018	714,404	N/A	N/A	714,404

Page views



Page views	Main IFS	Inequality	Taxlab	Total
2023	2,319,177	159,550	230,736	2,709,463
2022	2,445,496	143,273	151,098	2,739,867
2021	3,102,705	119,140	73,744	3,295,589
2020	4,281,429	103,709	N/A	4,385,138
2019	2,730,124	67,427	N/A	2,797,551
2018	1,344,017	N/A	N/A	1,344,017

Digital communications: newsletters and emails to accompany reports

All our work is sent out to our database of contacts as well as to relevant press. We regularly produce monthly newsletters, highlighting recent research, digital outputs such as our podcast, and upcoming events, and we send a separate extra newsletter to members. In mid 2023, we also increased the volume of the short emails we send to stakeholders to report recent research outputs, in order to safeguard our reach in case of Twitter/X's collapse and to benefit from email's high engagement rates.

Mailchimp no longer provides an 'All lists' number as in 2022, so we instead use the sum of our four main mailing lists (see table below). Open rates across both the main and members' newsletters have increased since 2022, as has the click rate for our main newsletter.

We will continue to produce these newsletters and stakeholder emails for key IFS outputs in 2024.

Mailchimp emails					
		Average monthly rates			
Year	List size (all lists)	Open rate (main newsletter)	Open rate (members' newsletter)	Click rate (main newsletter)	Click rate (members' newsletter)
2023	13,080*	37.5%	58.8%	6.0%**	8.5%
2022	16,071	35.5%	57.9%	5.3%	8.8%
2021	9,676	28.1%	44.7%	4.6%	7.7%
2020	N/A	27.9%	44.5%	5.8%	9.2%

* Sum of four available lists: IFS News & Events Mailing List, Microeconomic Insights, TaxDev, Local Government Finance List.

** September 2023 main newsletter click rate excluded from 2023 average, as extremely high click rate (25.6%) confirmed to be an outlier by Mailchimp support team.