**Methodology - Driving Innovation in Statistics**

**John Pullinger**

More than ever, there is a demand for timely statistics to help explain the world around us. Our users are changing too and we must be prepared to meet their needs. John will explore the link between how changes to methodologies can help bring better statistics to users more quickly, taking advantage of the data revolution. As technology grows, so too does the availability of more data and in richer forms. This helps drive new, innovative ways of using these data to keep up with the fast pace of a changing world. Sound, transparent methodologies underpin the quality of statistics and are the driving force behind improving the evidence used for decision making