

Getting & using the data; Geodemographics & applications

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Getting & using the data; Agenda

- How to get the data – options
- What new classifications might we expect?
- Evolution of classifications to date
- Data linkages
- Applications of geodemographics

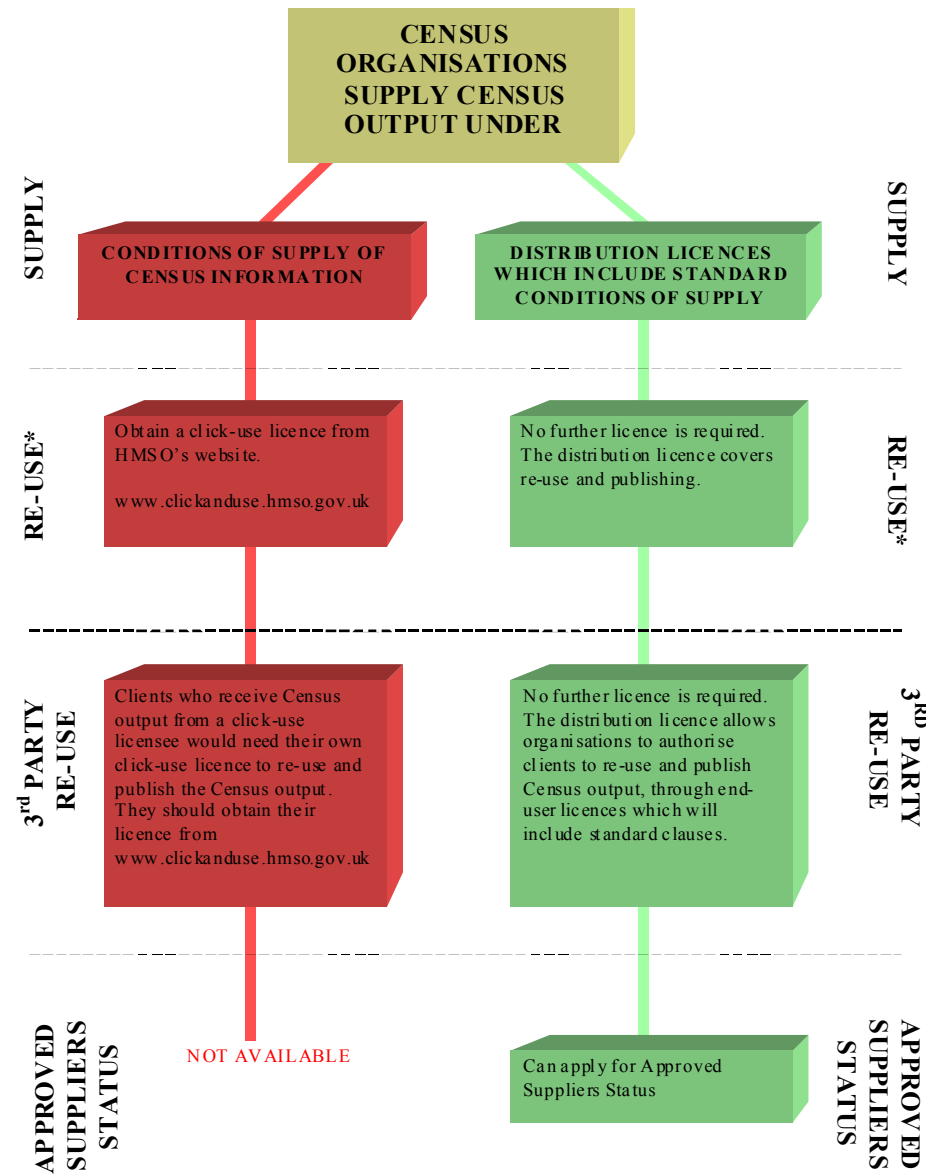
How to get the data – option 1

- Direct access from Census Offices
 - ONS, GROS, NISRA
 - On-line, or bulk data on CD or DVD
- Access from NeSS website
 - For local areas only (practically!)

How to get the data – option 2

- Access via Census agencies/value added resellers
 - web-based dissemination
 - national data delivered on CD/DVD
 - Adding value via (e.g) selection of variables, putting into desired format, within analysis/mapping software; plus derived products (classifications etc.)
 - Approved Suppliers scheme (see next slide)

Approved Suppliers scheme



*re-use issuing copies or making information available to the public, photocopying and making the material accessible on an electronic network or an intranet

What new classifications might we expect?

- Existing suppliers of classifications
- New classification suppliers
- ONS' classifications

Existing classification suppliers

- CACI – ACORN
- Claritas – PRIZM
- EuroDirect – CAMEO
- Experian – MOSAIC

New suppliers of classifications

- Could be numerous!
- Speculation:
 - Mainly Census – based?
 - Therefore, low – cost?
 - Some will no doubt be technically good...
 - ...but some may not be! Caveat emptor!

ONS' classifications

- Being produced at four levels of geography
 - Local Authorities, Primary Care Trusts, Wards, Output Areas
 - Timetable:
 - LADs – July 2003
 - Primary Care Trusts/Wards – Dec. 2003
 - Output Areas – March 2003

Evolution of classifications

- Over the last 24 years, units of area on which classifications have been based have reduced dramatically;
 - Wards, EDs, Postcodes, Individuals/Households
- Market has polarised between:
 - Individual/Household-level classifications
 - Area-level classifications

Data Linkages

- Geodems. Agencies have used individual & household-level data to model characteristics & propensities, e.g:
 - Electoral Roll
 - Lifestyle data
 - Credit data, CCJs
 - Market Research data

Individual / Household-level Lists & Classifications

- CACI
- Claritas
- Equifax
- EuroDirect
- Experian
- LifestylesUK*
- PeopleUK
- Lifestyle Universe*
- PRIZM Household
- Dimensions*
- CAMEO Choices*
- CAMEO Lifestyle
- National Canvase*
- Pixel
 - (* ER-based national lists)

Applications of Geodemographics

- Targeting (all user sectors)
- Retail applications
 - Area potential estimation
- Direct Marketing applications
 - Individual propensity modelling

Retail applications

- Small Area Potential Estimation is the key
- Retail applications include:
 - Customer analysis
 - Site screening
 - Store Location Analysis
 - Input to models, e.g. gravity modelling
 - Local Store Marketing

Direct Marketing applications

- Individual propensity models are key
- Direct Marketing applications include:
 - Enhancing customer database
 - Input to CRM models
 - Targeting Direct Mail (and other direct media)
 - Handling interactive calls (e.g. Call Centres)
 - Channel Management (including online)

Conclusions

- The arrival of the 2001 Census data may well lead to the greatest-ever boost to usage
- The Census data supply market is likely to be very competitive, with options for users
- The geodemographics market will change once more – new products & services
- The addition of non-Census data has led to a proliferation of individual-level products