CAMEO UK Release of 2001 Census Data

Data = Danger!

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Tomorrow's Market - Today!

The 2001 Census:
New Opportunities for Marketers

➤ A larger Census data pool

➤ Smaller output areas

➤ Easier access to the data

➤ Lower data cost

➤ More useful data

➤ Census provides:
223,060 output areas x 149 tables x 100 cells
Potentially c.34-million pieces of information!

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The 2001 Census:
Classifications outputs might incorporate additional data

➤ Including:

➤ Shareholdings
➤ Council tax bands
➤ Directors
➤ Electoral roll data variables …
➤ Lifestyle data …
➤ Transactional histories …
➤ Income, age, children …

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The 2001 Census:
Data can be dangerous!

➤ Of course, the availability of additional, & better data, ought to mean better classifications - yet there is the danger that more could mean less

➤ Rather like the cook that chooses to use all the available ingredients regardless of the taste of the resulting output – the temptation is to incorporate every data element into the base

➤ Dangers:
  ➤ Subtlety drowned-out
  ➤ Loss of the significant variable, e.g. Geography
  ➤ Overly complex solutions

Case Study One:

➤ An exercise to understand owners of a premium credit card aimed at young, upwardly mobile professionals

➤ Available segmentation data:

  ➤ Income

  ➤ Age

  ➤ Car ownership

  ➤ Shareholdings

  ➤ Hobbies …

➤ Modelling expensive, time-consuming, complex

➤ CAMEO UK
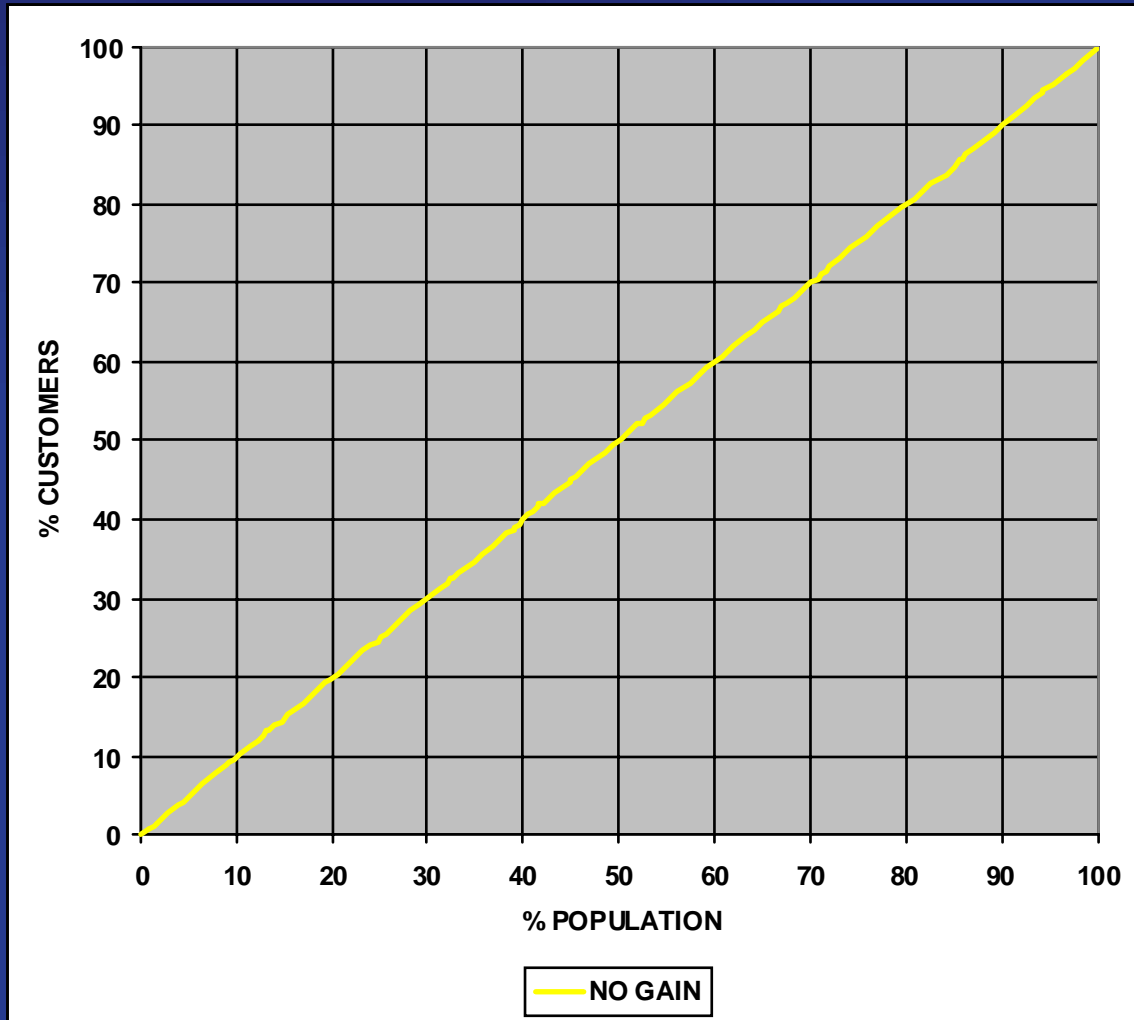
➤ Inexpensive, quickly produced, intuitively sensible

Case Study One:
Premium card-holders

➤ Client objectives:
- ➤ Understand current card-holders as a group
- ➤ Segment the data into marketable groups

➤ Use understanding to drive a recruitment strategy
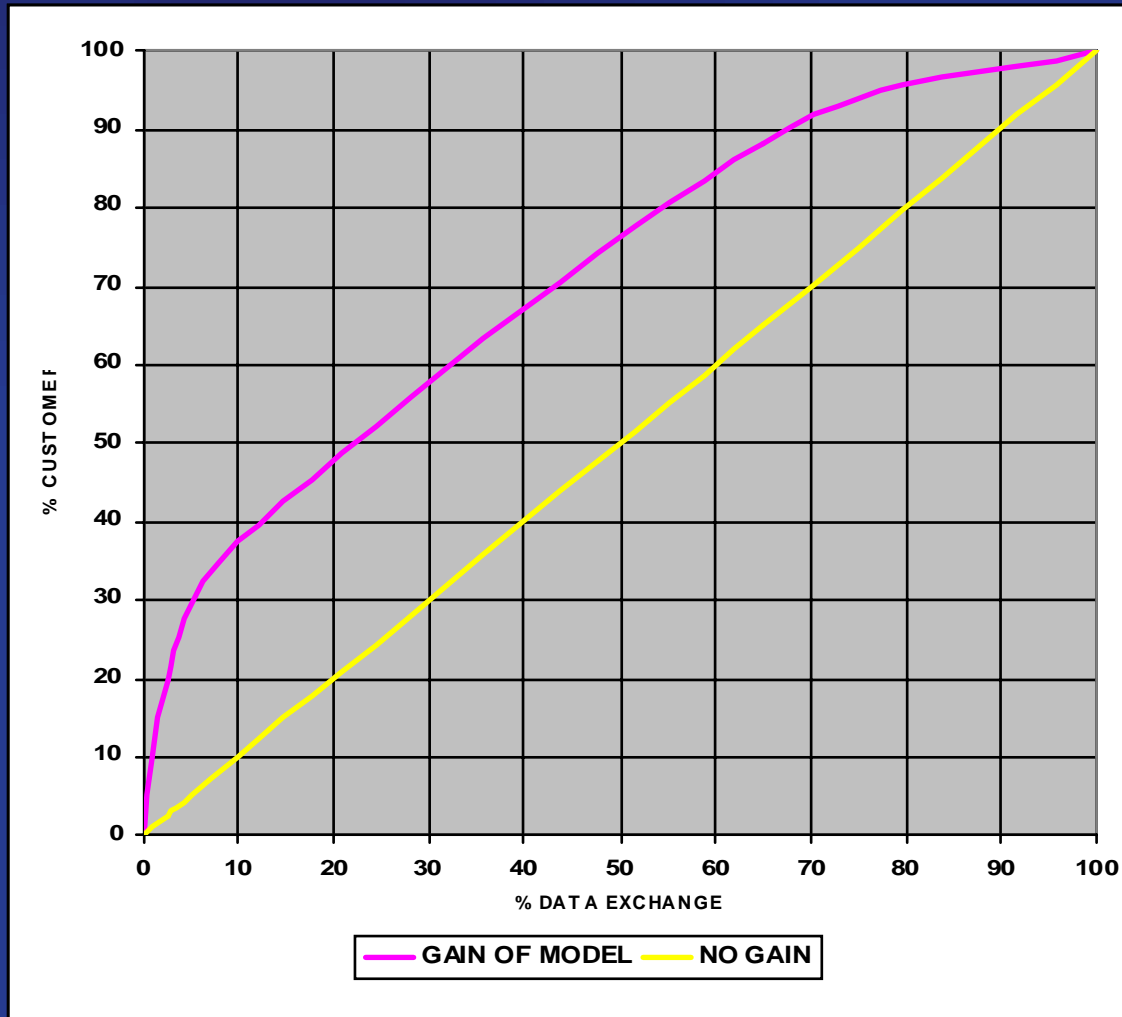
➤ Maximise the prospect pool
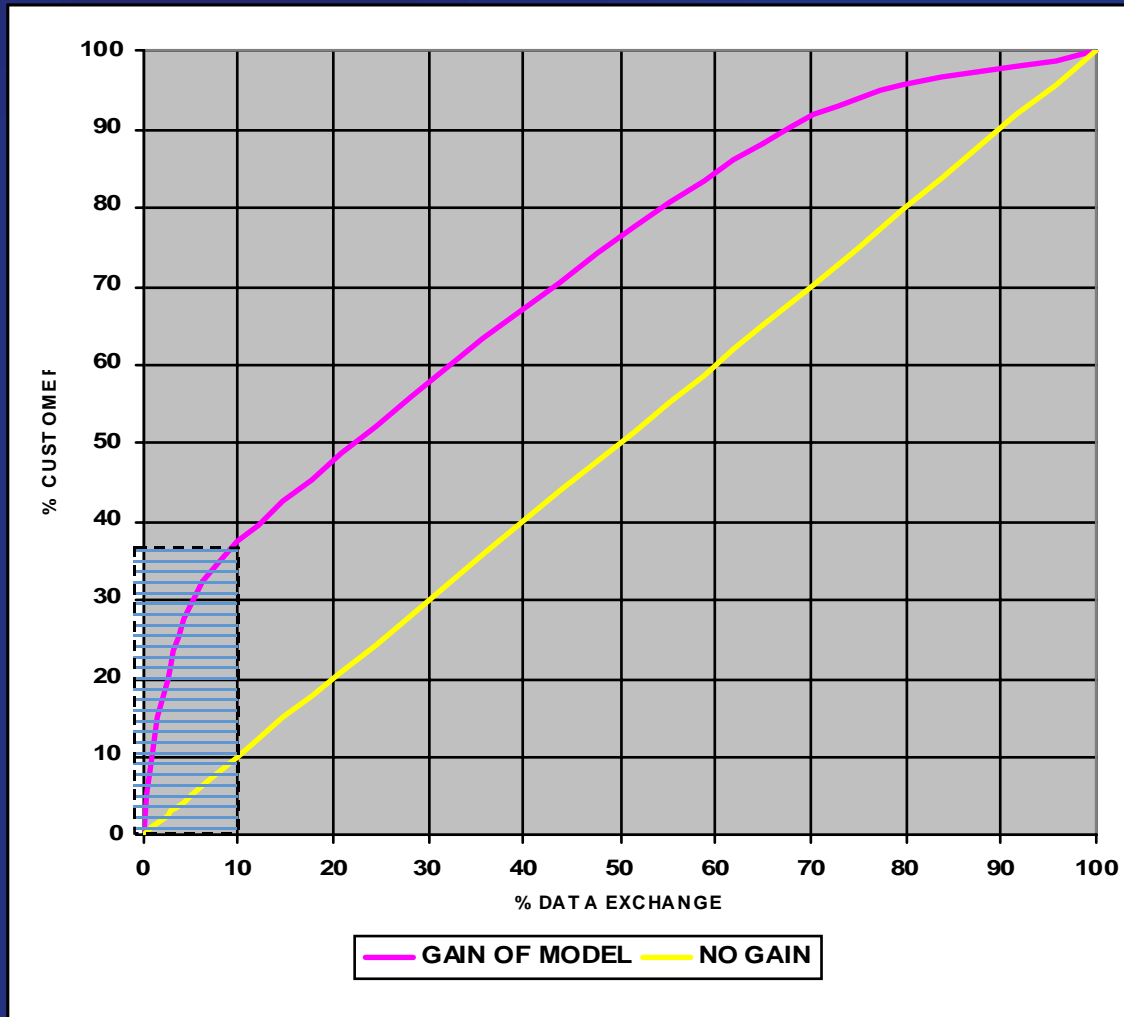
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Case Study One:
Premium card-holders

Introducing the Gains Chart
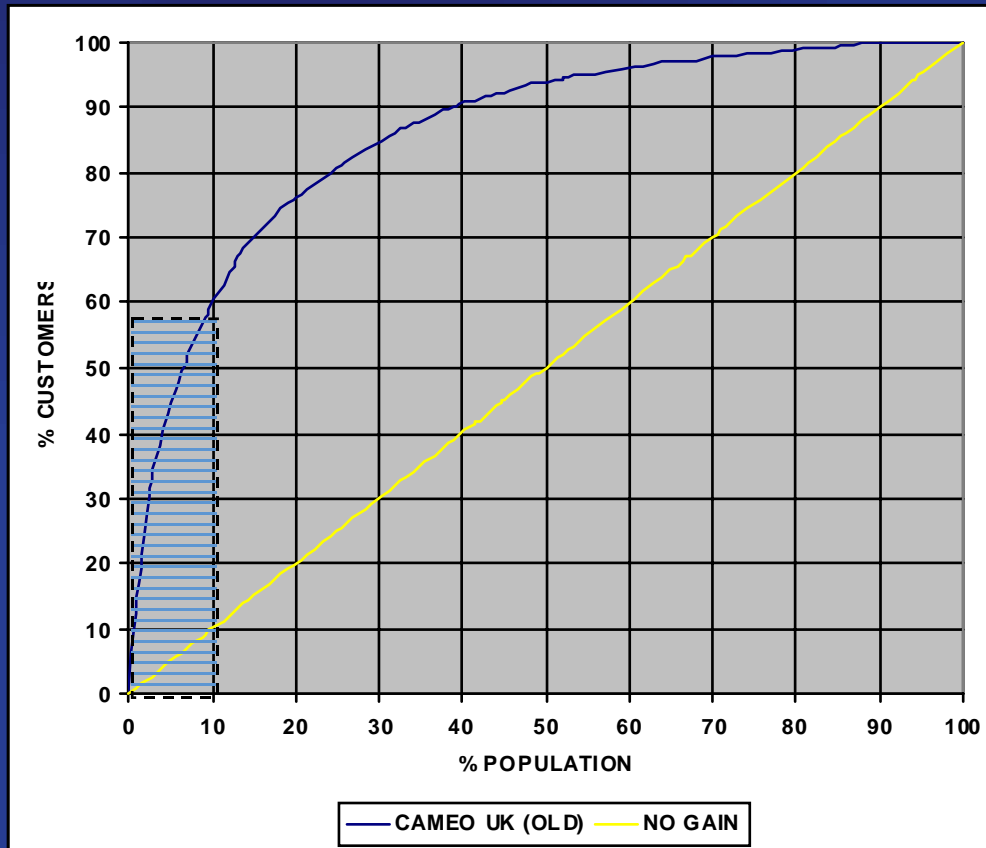
Case Study One:
Premium card-holders

Case Study One:
Premium card-holders

The model identified 38% of card-holders within 10% of Data Exchange

The 1991 Census:
The Power of Geography

"Birds of a feather flock together"

Highly concentrated populations in inner city, high value apartments

CAMEO UK alone located 60% of the card-holders within segments that contain 10% of UK population
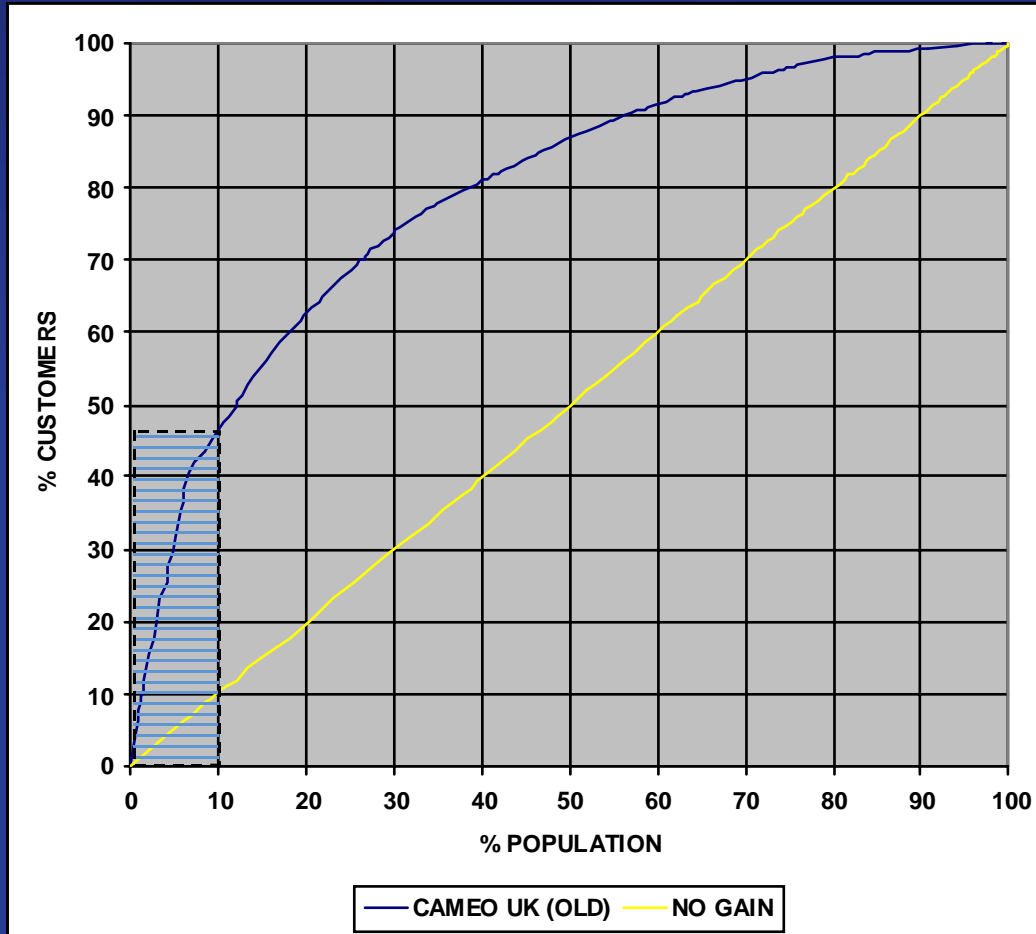
Case Study Two:
Bingo Players

➤ A recruitment campaign for Bingo players

➤ Available segmentation data:
  ➤ Income
  ➤ Car ownership
  ➤ Hobbies
  ➤ Newspaper
  ➤ Age
➤ Expensive, time-consuming, complex

➤ CAMEO UK
➤ Inexpensive, quickly produced, intuitively sensible

Case Study Two:
Bingo Players

45% of the Bingo players contained in segments that represent 10% of UK population

CAMEO UK (OLD) — NO GAIN

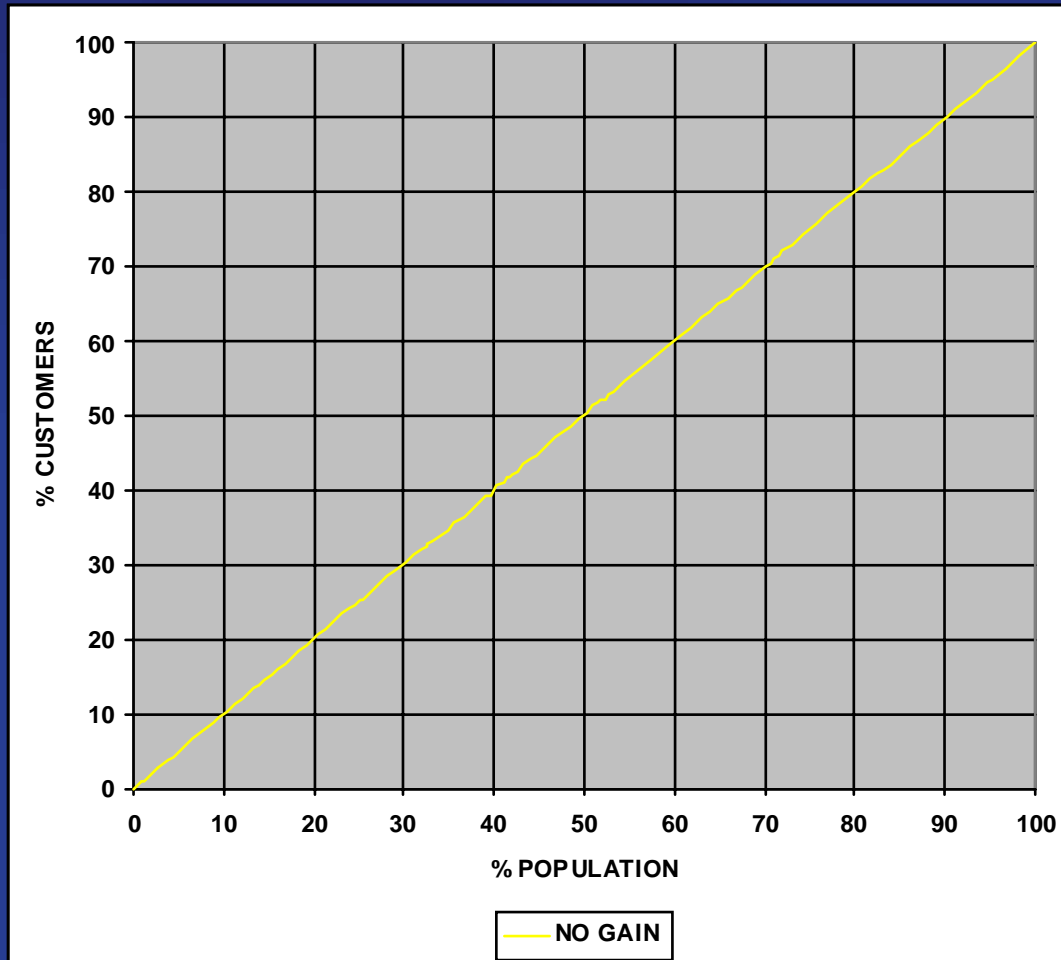# The 2001 Census:
A sensible use of additional data

➤ Census provides surrogate indicators of wealth

➤ Consider house value – no. of bedrooms, occupation status, cars

➤ Represents inadequate representation of a complex geography however

➤ In addition:
  ➤ Context related disparities
  ➤ Region, city, micro-context

➤ Council tax values based on house value – explicit representation of the geography

Disaggregating House Value Geographies

Postcode	ED	Households	New Postcode Level Property Code	Previous ED Property Code	% Band A	% Band B	% Band C	% Band D	% Band E	% Band F	% Band G	% Band H
LS20 9BU	LS20 9	20	22	15	100.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
LS20 9JT	LS20 9	28	20	15	71.43	28.57	0.00	0.00	0.00	0.00	0.00	0.00
LS20 9JU	LS20 9	36	20	15	44.44	55.56	0.00	0.00	0.00	0.00	0.00	0.00
LS20 9JS	LS20 9	29	19	15	31.03	68.97	0.00	0.00	0.00	0.00	0.00	0.00
LS20 9LF	LS20 9	39	18	15	15.38	82.05	2.56	0.00	0.00	0.00	0.00	0.00
LS20 9HD	LS20 9	8	18	15	0.00	100.00	0.00	0.00	0.00	0.00	0.00	0.00
LS20 9AY	LS20 9	14	16	15	0.00	28.57	71.43	0.00	0.00	0.00	0.00	0.00
LS20 9LX	LS20 9	15	16	15	0.00	33.33	60.00	6.67	0.00	0.00	0.00	0.00
LS20 9AX	LS20 9	6	15	15	0.00	66.67	16.67	0.00	16.67	0.00	0.00	0.00
LS20 9PF	LS20 9	52	15	15	0.00	0.00	90.38	9.62	0.00	0.00	0.00	0.00
LS20 9AN	LS20 9	19	15	15	0.00	41.18	23.53	29.41	5.88	0.00	0.00	0.00
LS20 9HG	LS20 9	8	14	15	0.00	0.00	87.50	12.50	0.00	0.00	0.00	0.00
LS20 9AS	LS20 9	28	14	15	0.00	25.93	40.74	33.33	0.00	0.00	0.00	0.00
LS20 9AL	LS20 9	10	14	15	0.00	0.00	88.89	0.00	11.11	0.00	0.00	0.00
LS20 9JG	LS20 9	7	14	15	0.00	0.00	71.43	28.57	0.00	0.00	0.00	0.00
LS20 9DX	LS20 9	19	13	15	0.00	31.82	45.45	13.64	0.00	4.55	4.55	0.00
LS20 9DH	LS20 9	51	13	15	0.00	0.00	58.82	33.33	3.92	3.92	0.00	0.00
LS20 9EB	LS20 9	23	13	15	0.00	4.35	26.09	69.57	0.00	0.00	0.00	0.00
LS20 9BJ	LS20 9	35	12	15	0.00	92.31	0.00	0.00	0.00	0.00	0.00	7.69
LS20 9BX	LS20 9	43	12	15	0.00	0.00	74.36	12.82	5.13	2.56	5.13	0.00
LS20 9DN	LS20 9	46	12	15	0.00	0.00	32.61	50.00	13.04	4.35	0.00	0.00
LS20 9PQ	LS20 9	17	12	15	0.00	0.00	94.44	0.00	0.00	0.00	0.00	5.56
LS20 9BY	LS20 9	37	11	15	0.00	0.00	57.50	15.00	20.00	5.00	2.50	0.00
LS20 9EP	LS20 9	49	11	15	0.00	90.00	0.00	0.00	0.00	0.00	0.00	10.00
LS20 9NF	LS20 9	5	7	15	0.00	0.00	0.00	83.33	0.00	0.00	0.00	16.67
LS20 9HS	LS20 9	5	7	15	0.00	0.00	0.00	0.00	20.00	80.00	0.00	0.00
LS20 9DU	LS20 9	5	7	15	0.00	0.00	20.00	0.00	20.00	40.00	20.00	0.00
LS20 9BB	LS20 9	5	7	15	0.00	16.67	0.00	33.33	0.00	16.67	33.33	0.00
LS20 9NQ	LS20 9	6	6	15	0.00	0.00	0.00	0.00	20.00	40.00	40.00	0.00
LS20 9NW	LS20 9	8	6	15	0.00	0.00	0.00	0.00	12.50	50.00	37.50	0.00
LS20 9NH	LS20 9	9	5	15	0.00	12.50	0.00	25.00	0.00	12.50	37.50	12.50
LS20 9NL	LS20 9	4	5	15	0.00	0.00	0.00	0.00	0.00	0.00	50.00	50.00

The 2001 Census:
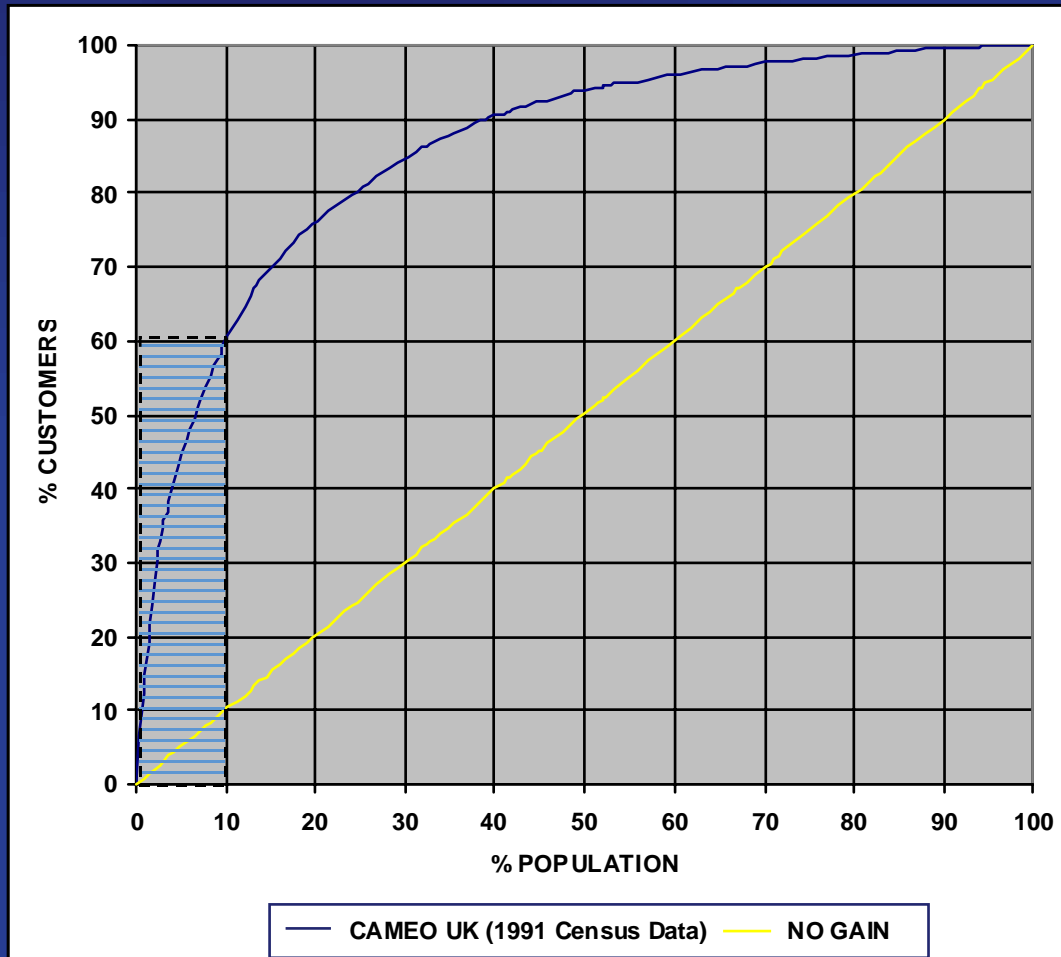## The Power of Geography

Case study 1:

Credit card holders analysis

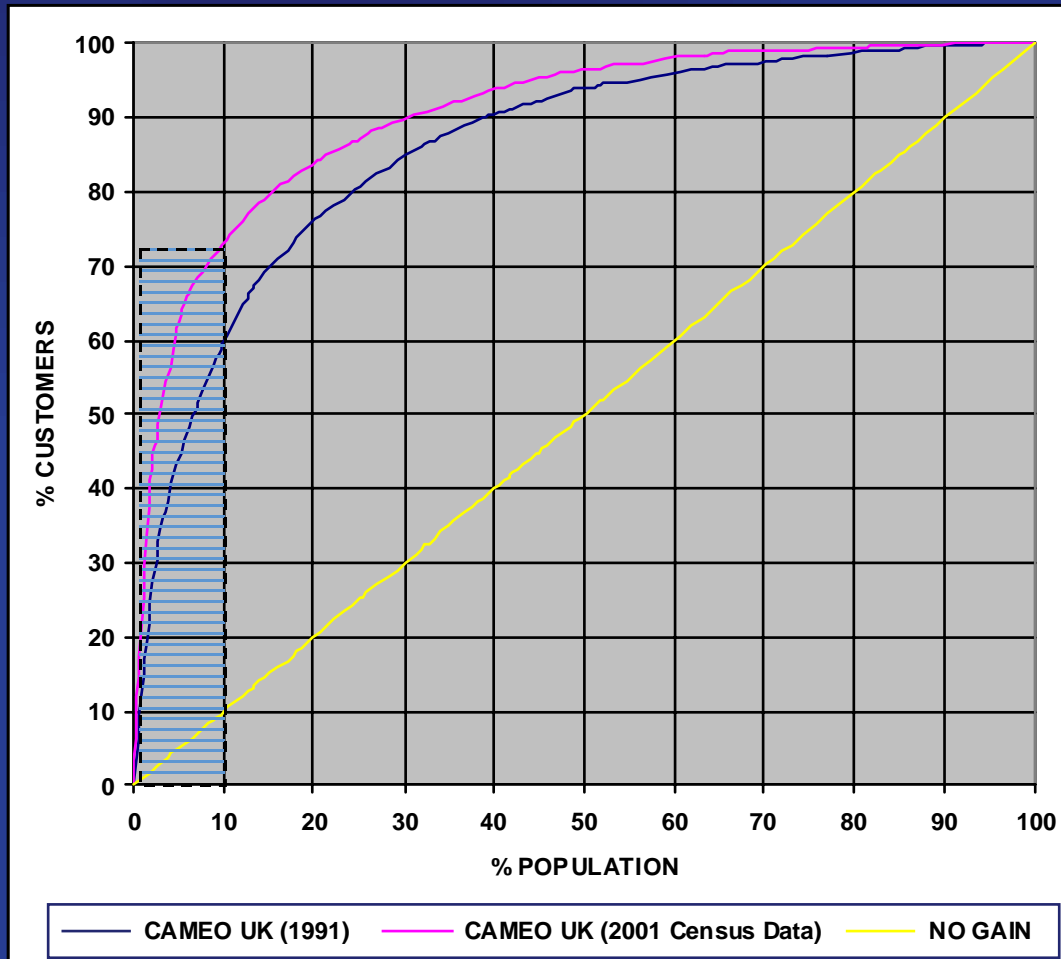# The 2001 Census:
A sensible use of additional data

Case study 1:

Credit card holders segmentation using 1991 Census Data

The 2001 Census:
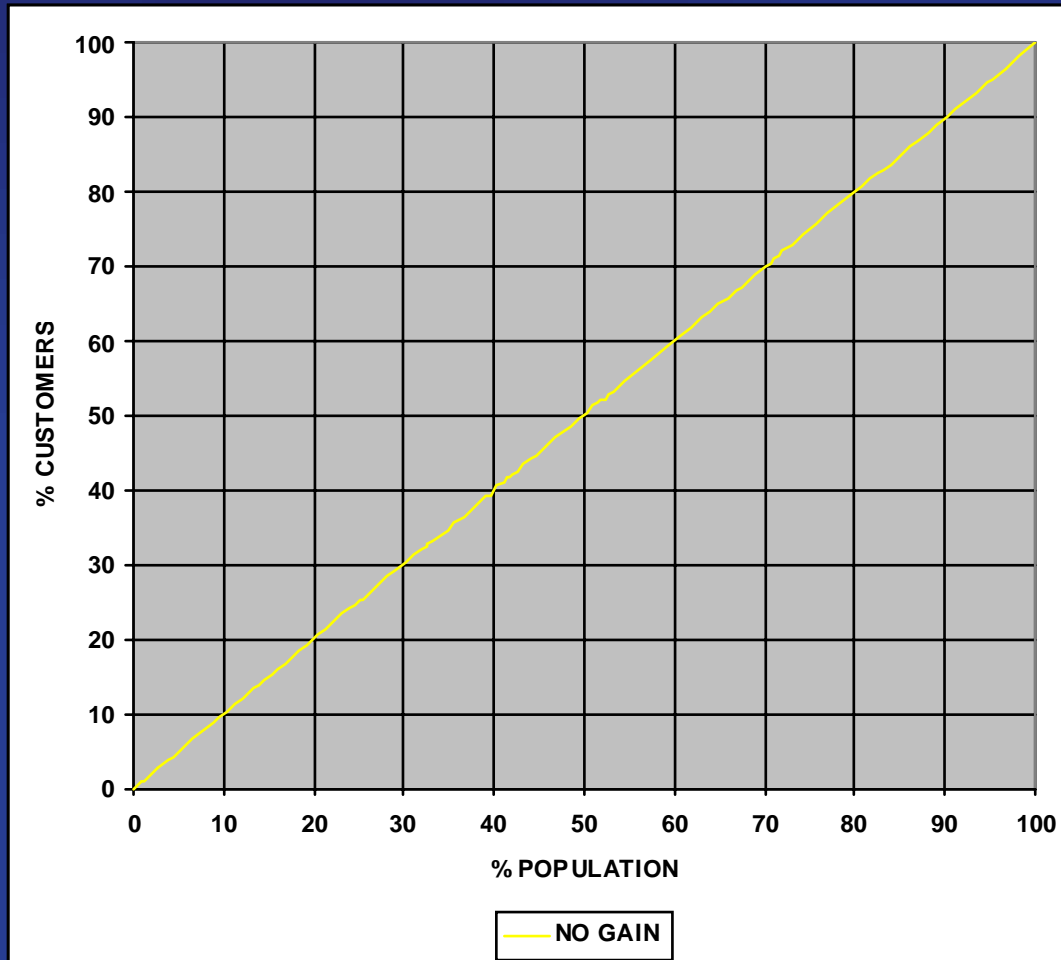## A sensible use of additional data

Case study 1:

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The 2001 Census:
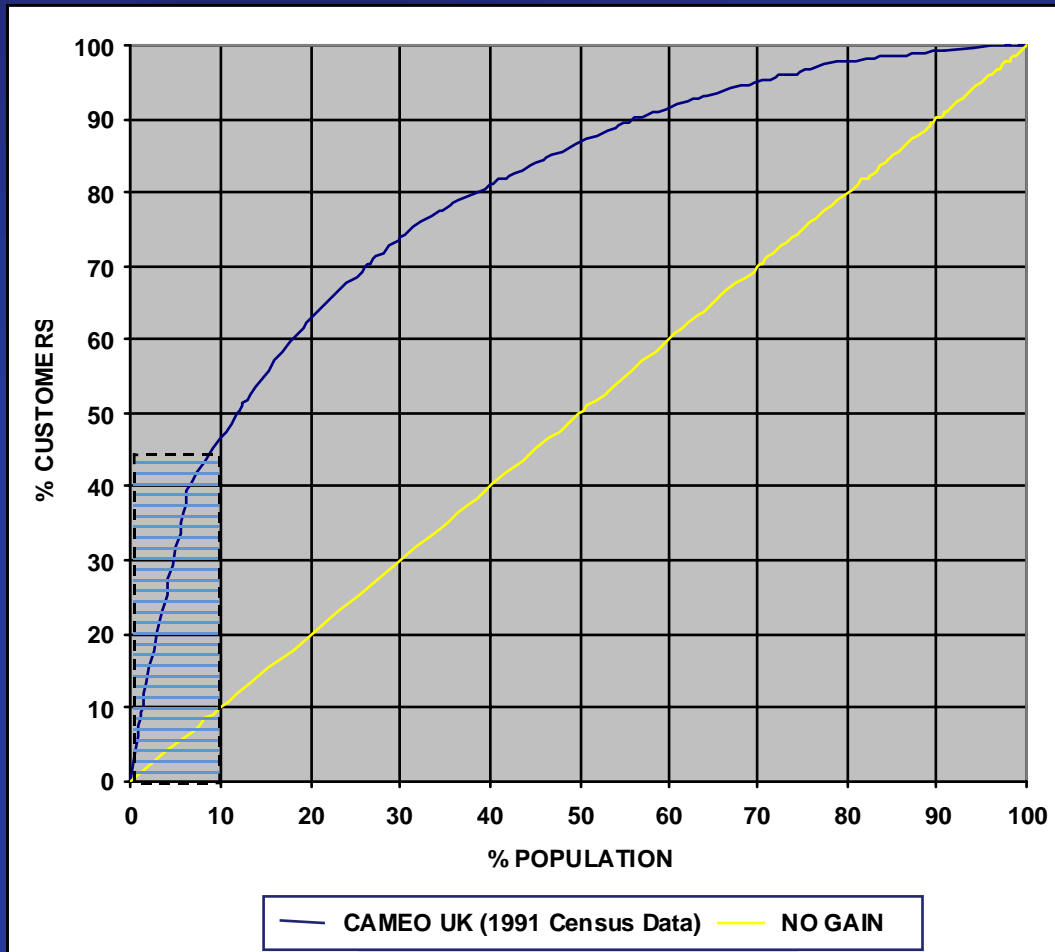## A sensible use of additional data

Case study 2:

Bingo Players analysis

The 2001 Census:
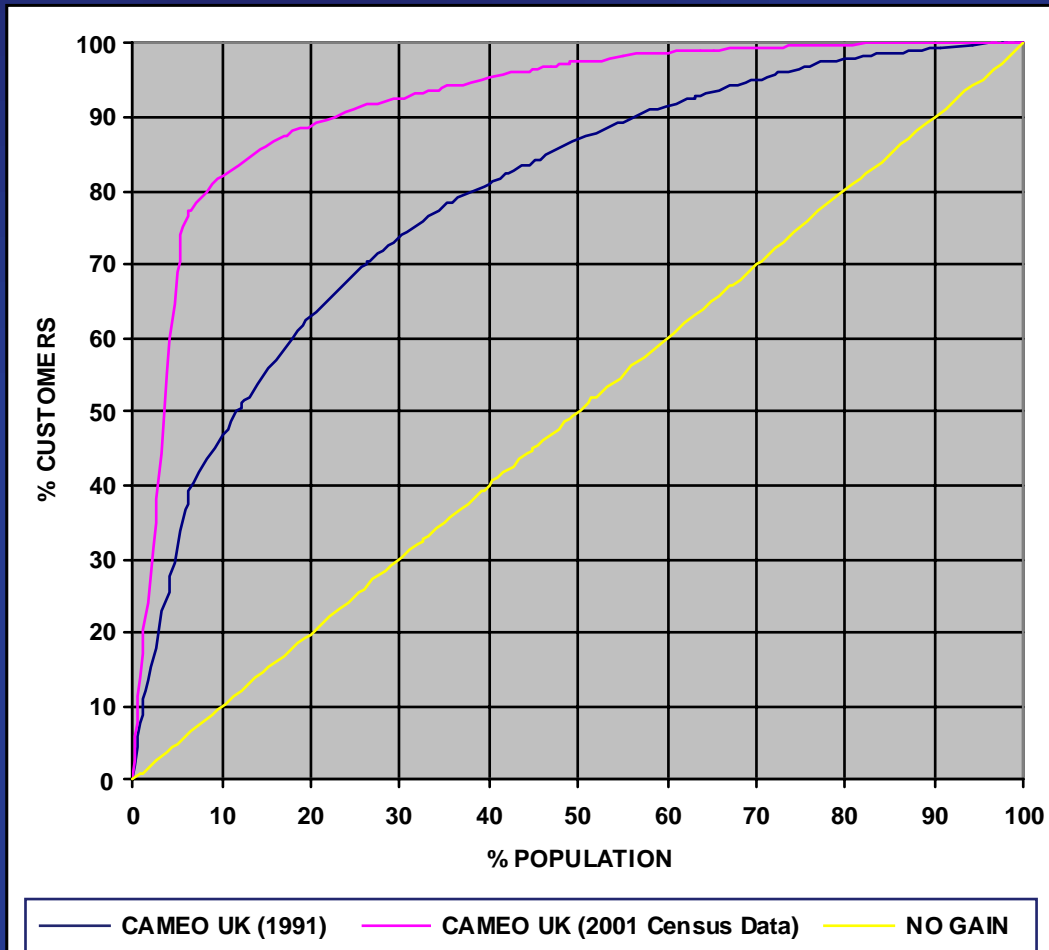## A sensible use of additional data

Case study 2:

Bingo Players
segmentation
using 1991
Census Data

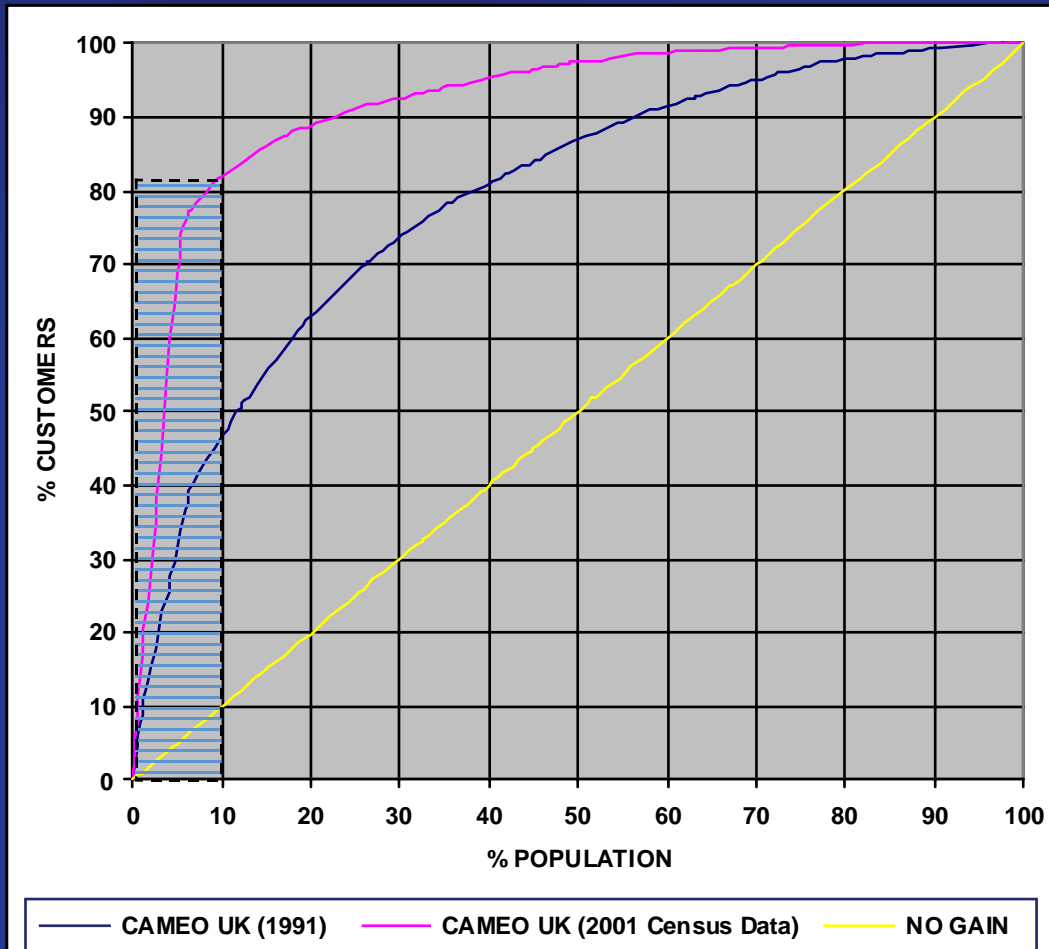# The 2001 Census:
A sensible use of additional data

Case study 2:

Bingo Players segmentation using 2001 Census Data

Conclusions:

➤ The market will be provided 'flavours' of classifications

➤ Be sure that the 'geographical' dimension is fully explored before introducing non-spatial data

➤ Work from simplicity to complexity – not the other way around

➤ Remember, the implications of using additional data –potentially:
  ➤ high costs
  ➤ a reduced base
  ➤ greatly increased complexity

➤ Most important – *Test before you purchase*