

MRS Census and Geodemographics Group

MRS – The Market Research Society

- Represents providers and users of market, social and opinion research

Census and Geodemographics Group – CGG

- MRS advisory committee founded in 1989
- Represents interests of researchers in Census and related population statistics
- Advises MRS on these issues
- Acts as an independent voice in the geodemographics industry

CGG Activities

Promoting use of Census and Geodemographic data:

- Regular conferences and seminars
- Online resources such as Geodemographic Knowledge Base
- Publications such as 2001 Census Guide

Representing market research industry

- ONS Census Advisory Group for business sector
- Responding to consultations on 2011 Census and beyond
- Developments such as Census-based Social Grade approximation

Where to find out more about CGG

Resources, publications and articles:

www.mrs.org.uk/networking/cgg/resources

Geodemographic Knowledge Base

- Contains links to over 200 hand-selected web sites

www.geodemographics.org.uk

Next CGG Conference – 1st April 2009, Central London

- “Target: 350 Million” - How Geodemographics is being applied across an ever-expanding Europe

Output Area Classification (OAC) User Group

- Formed in 2006
- Promotes and supports use of OAC
- A UK National Statistics classification in the public domain
- To find out more, visit:
www.oaclassification.org.uk

Programme for this afternoon...

- 14.10 Data sources and systems for geodemographics, an overview**
Peter Sleight, Target Market Consultancy
- 14.40 Creating a geodemographic classification**
Dan Vickers, University of Sheffield
- 15.10 Refreshments**
- 15.30 Communicating geodemographics**
Alex Singleton, University College London
- 16.00 Applying geodemographics**
Martin Callingham, Birkbeck College
- 16.30 Panel Session: Making classifications work**
Chaired by Chris Denham, OAC User Group

To find out more about CGG and OACUG

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Geodemographic Knowledge Base:

www.geodemographics.org.uk

OAC User Group:

www.oaclassification.org.uk