

Overview of Geodemographic systems and data-sources

Peter Sleight,

TMC

3rd November 2008

Definition and origins in UK

- ‘The classification of people by where they live’ (actually, we’re classifying their neighbourhoods)
- Started with Richard Webber’s work at CES in mid-1970s
- Study of urban deprivation on Merseyside – RW clustered Wards using Census variables.

Potted history (a)

- 1979 – ACORN launched by CACI
- 1985 – PiN from PinPoint Analysis
- 1986 - MOSAIC from CCN
- 1986 - Superprofiles from CDMS
- 1987 - FinPin from PinPoint Analysis
- 1989 - DEFINE from Infolink

Potted history (b)

(post-1991 Census)

- CACI - ACORN
- Experian - MOSAIC
- Eurodirect - CAMEO
 - Microvision
 - DEFINE
- Claritas UK - PRIZM
 - Superprofiles

Potted history (c) (post-2001 Census)

- Acxiom - Personix Geo
- Beacon Dodsworth - P2 People & Places
- CACI - Acorn
- EuroDirect - CAMEO
- Experian - Mosaic

OAC in context

- First OA-level neighbourhood classification published by ONS
- 2001 Census variables as only input
- Taking its place among a number of commercially produced neighbourhood classifications
- Post 2001, all commercial classifications also used other data inputs
- OAC is the only freely available classification

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Non-Census data sources for neighbourhood classifications

- Lifestyle data
- House prices
- Income
- Share ownership
- Unemployment
- Electoral roll
- Council tax band
- TGI variables
- Company directors
- Credit risk data
- Credit activity
- PAF

Household-level classifications

- All the neighbourhood classifications mentioned to date have been area-based
- Post-1997, these area-based classifications have been joined by individual-level and household-level classifications.
- See separate list for details.

Conclusions

- The geodemographics marketplace has shown huge growth and diversity over the past 29 years in the U.K.
- The introduction of OAC is to be welcomed, particularly in this era of Web 2.0 and ‘do-it-yourself’ data analysis and mapping,

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