

Realising benefits from the Census

MRS 6th November 2013 | Lara Phelan/Oliver Doerle

2011 Census Benefits Realisation Team
Email: benefits.realisation@ons.gsi.gov.uk

Our approach

- **Make sure that the benefits are realised**

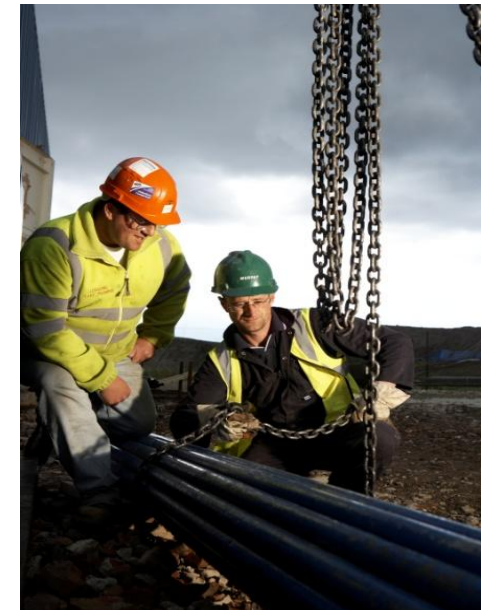
By exploitation of census outputs- raise awareness & encourage people to use/maximise the outputs

- **Gather examples of use and quantify**

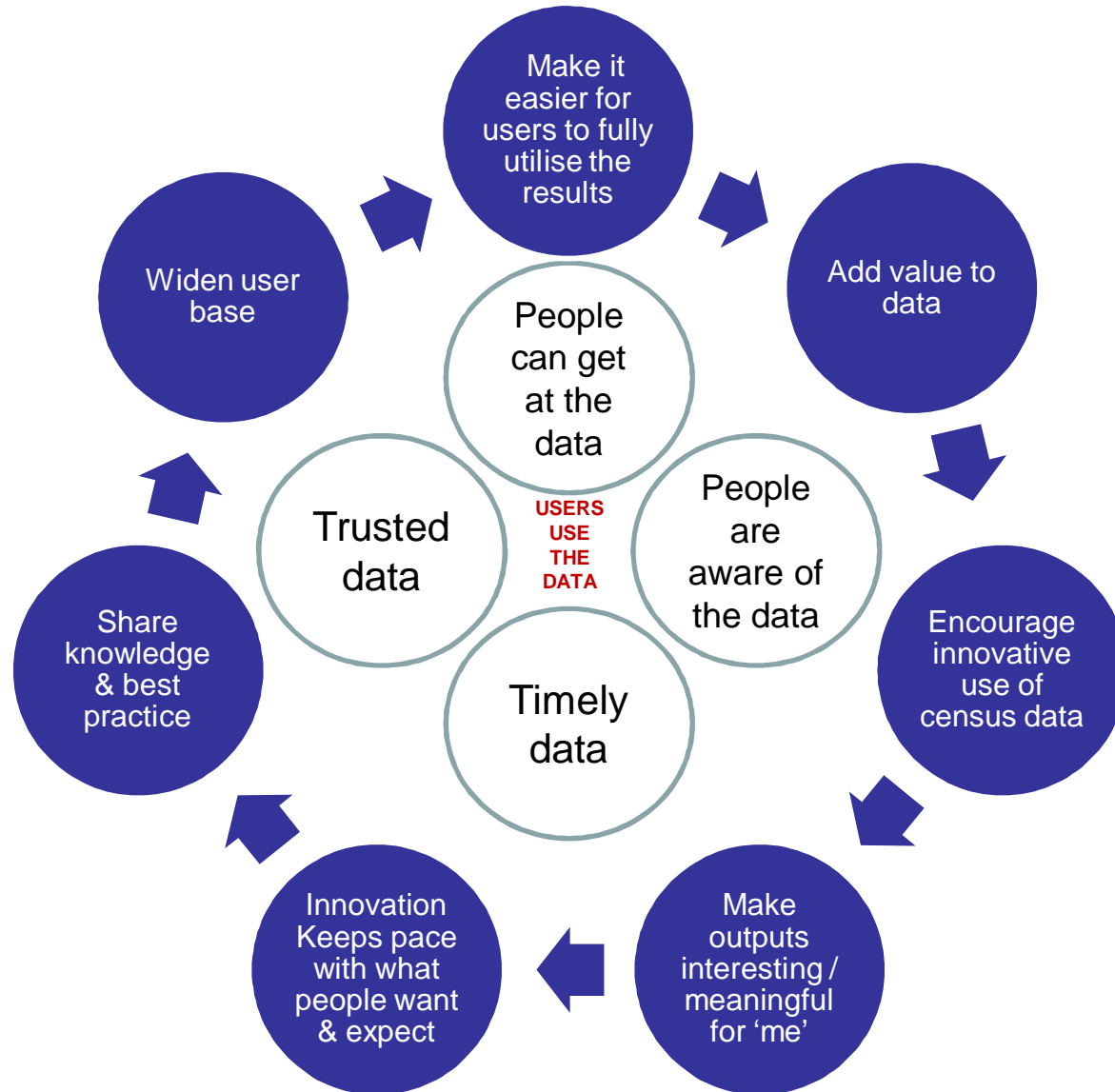
By cataloguing the uses of the results, preparing case studies and aiming to place an economic value on the range of uses of data, in liaison with users.

- Evaluation and feedback into Beyond 2011
- Key areas: government departments, local authorities, third sector and private sector

Realising the census benefits – it's about getting the data used



Our approach to getting the data used

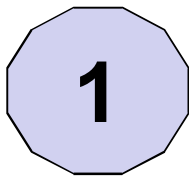


2011 Census and today's consumers

- Population trends from the 2011 Census of huge interest to the commercial sector
- 2011 Census paints a picture of today's consumers including:
 - Ageing
 - Diversity
- Institute of Practitioners in Advertising (IPA) highlighted the rise of the ethnic consumer
- 2011 Census trends covered in marketing & business media



IPA 2013 Multicultural Britain report to be published Autumn 2013



Surveys & Evidence from Market Research

Survey responses

- Survey to commercial sector January 2013
- Aim is to understand how census data is used
- Limited but positive response from the commercial sector
 - 37 responses: majority from market research community and consultancies
 - Other responses from financial services, media, consumer goods and IT
- Similar surveys for local authorities
- To be used for census evaluation and B2011

Survey feedback: commercial sector

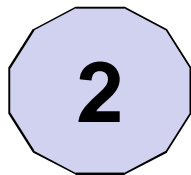
- **Different organisations use different types of census data in different ways – wide range of census data applications and examples**
- **Organisations had some difficulty to quantify the economic benefits of using census data; needed to meet companies' confidentiality concerns**
- **Feedback on key census uses in commercial sector include:**
 - Market/consumer segmentation and targeting; geo-demographic profiling – lower geographies important
 - Forecasting, strategic business planning and research projects
 - Survey sampling
 - Investment appraisals, funding bids

Market research industry

- Working groups: market experts, B2011
- MRS estimate that the turnover of the market research sector is ~£3.2bn, of which consumer research accounts for around £2.7bn. A further 13% is customer satisfaction work where census data is not relevant, leaving the remaining 73% amounting to around **£2.35bn, where census data is likely to be useful.**
- If we assume that for this section of work data contributes between 10% and 50% (with a best estimate of 30%) of the turnover and that census data accounts for between 5% and 15% (with a best estimate of 10%) of the value attributable to data, then the value of the **benefit of the census to the market research sector** is somewhere in the range £11.75m to £176m a year (with a **best estimate of £70m a year**).

Your views would be particularly welcome

Email: benefits.realisation@ons.gsi.gov.uk



Direct Engagement

Talking to industry/professional bodies

- Industry/Professional associations, Chartered Institutes understand the census data needs of their members
- Engagement with representative organisations to educate their members how census data can make a difference and how to access data
- Opportunity to reach many potential new census users
- Support via editorial, presentations, instructions and information materials

Direct engagement

- Census Benefits Realisation team has engaged with a wide range of commercial sector organisations including from:
 - Retailing
 - Utilities
 - Financial Services
 - Consumer Goods
 - Health & Beauty/Pharmaceutical
 - Media/Marketing/PR
- Face-to-Face meetings most suitable to discuss benefits of census data; issues around confidentiality for commercial case studies

Census used in strategic research

- Some feedback from consumer goods:
 - Several consumer goods manufacturers use census data for strategic research projects
 - Census often data used for ad-hoc projects
 - Age/sex structures relevant in new product development and product positioning
 - Increasing interest in diversity trends
 - Lack of awareness of breadth of census data; scope to educate commercial sector more

Census and utility companies

- Census Benefits Realisation team met with several utility companies; feedback included:
 - Population estimates and data on households (e.g. number of bedrooms, ownership) vital
 - Data on diversity increasingly important
 - Census data (e.g. health, economic activity) can help to identify economically challenged consumers groups (e.g. elderly) and help with campaigns
 - Census data sets used to quality assure internal data sources
- Most companies are census data users via information resellers

Importance of local census data

- Retailing and financial services sectors traditionally heavy users of census data
- Census helps to understand store catchment areas
- Census data widely used to make decisions about planning the location of stores/branches, types of products/services to offer and even language support



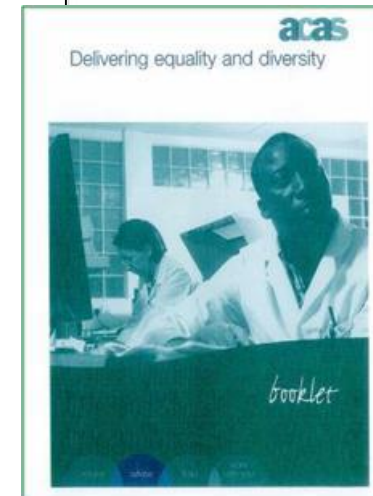
The co-operative

Audience segmentation and targeting

- Some feedback from the media/marketing/PR:
 - Considerable interest in age/sex structures, rising diversity and low level/local geographies
 - Topical: older consumers, ethnic market (e.g. IPA)
 - Demographic information essential for audience segmentation, targeting and campaign planning
 - PR professionals rely on low level geographies to understand local audiences for targeted activities
 - Census data of particular interest to agencies dealing with public and voluntary sector organisations
 - Some lack of understanding/awareness of breadth of free census data

Equality and inclusion

- 2011 Census data relevant to commercial sector to monitor and manage staff diversity
- HR/Personnel professionals as a group are potential census users
- Engagement with organisations to cascade census awareness and knowledge to widen user base



Wider Census Benefits Realisation

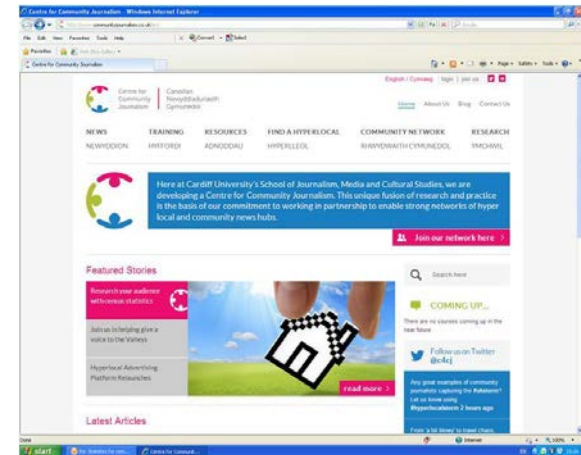
- Engagement with many sectors including the commercial sector
- Engagement with many stakeholders across the public and voluntary sector including:
 - Central Government Departments
 - Local Authorities
 - Emergency Services
 - Voluntary sector and community groups
 - Universities
- Public sector is the key user group but voluntary sector and community groups can greatly benefit from census data

Engagement and census benefits

- **Local Authorities & Emergency Services:**
 - Meetings, regular newsletters and communication, information materials , Local Authority (LA) survey to 348 LAs
 - Census supports planning investment and provision of public services; e.g. schools, hospitals and transport
 - Emergency services use census data to identify local areas to focus
- **Voluntary Sector:**
 - Meetings, presentations, information materials, email alerts, direct engagement and communication via representative organisations
 - Census can help to understand local communities voluntary organisations are working in
 - Census statistics can be used as evidence to inform public debate, research and policy
 - Evidence-based argument to support funding applications/grants
 - Planning campaigns and fund raising

Reaching business users of the future

- Engagement with university course leaders for management, marketing and media degrees to encourage use of census data in student's study
- Census relevant in strategy, marketing and media/journalism – very positive feedback so far
- Several universities have started to promote census information/instructions on their faculty websites, in lectures and to use it in course work



Census Benefits web pages

- Census Benefits web pages to show:
 - How different sectors and organisations use and benefit from census data
 - Information materials and instructions to get and benefit from census data
 - Call for case studies & Contact us
- www.ons.gov.uk/ons/guide-method/census/2011/2011-census-benefits/index.html
- We would love to hear from you and how you benefit from census data
Email: benefits.realisation@ons.gsi.gov.uk

Releases: What's coming next?

- **Remaining multivariate outputs**
 - Labour Market and Qualifications – November (DC)
 - Car ownership and Travel – January (DC)
- **Alternative population bases**
 - Workday – 31st Oct (OA) and January (WPZs)
 - Workplace and Out of Term population – early 2014
- **UK Outputs**
 - Key and Quick Statistics - Starting 11th October
 - Detailed Characteristics - TBC

Releases: What's coming next?

- **Microdata**

- Teaching file - Aim to release before Christmas
- Secure files - Release in early 2014
- Safeguarded file – Release by March 2014

- **Origin → Destination**

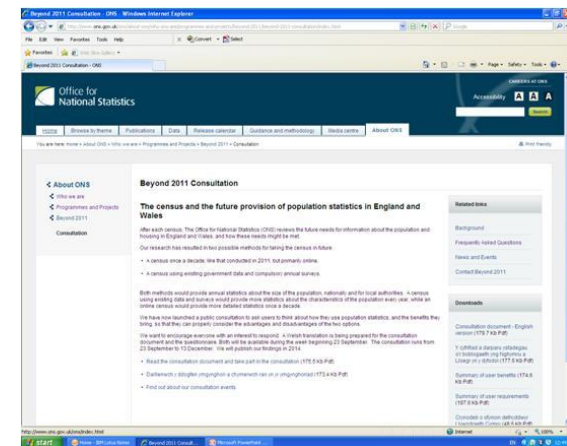
- Migration, Commuting, 2nd Addresses and Students
- Three levels of release – Same as microdata
- Aim to release all by March 2014
 - Public files alongside data on Travel and Workplace Zones
 - Supported by further interactive tools

Commissioned Outputs

- **Users can ask for anything they like**
 - Univariate available now
 - Multivariates available now for topics released
 - Subject to disclosure checking
- **Examples:**
 - More detailed univariate tables
 - Different multivariate tables
 - Specific population groups
 - Tables or flow data

Beyond 2011

- Population statistics are crucial to the nation runs. The Beyond 2011 programme is looking at how best to produce them in the future.
- We are consulting and welcome views from anyone.
- **Public consultation:**
23 September – 13 December 2013
- **Beyond 2011 consultation:**



<http://www.ons.gov.uk/ons/about-ons/who-ons-are/programmes-and-projects/beyond-2011/beyond-2011-consultation/index.html>



Thank You