

Linking External Data to Add Value

What are some of the common datasets used?



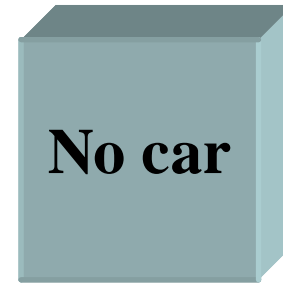
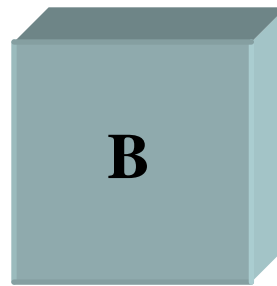
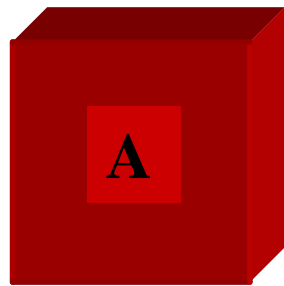
Census & Geodemographics Group Seminar
London, 31 March 2003
Gordon Farquharson

Agenda

- Most Information Can Add Value
- Applying External Data To Add Value
- Using Geodemographics
- Census, Electoral Roll and Lifestyle Data
- Untapped Sources

Monty Hall's Dilemma

- You are on a game show and you have to guess the box that contains a car



- Should you change your choice?

Applications of External Data

- Filling in gaps
 - Income questions
- Adding whole new questions
 - Not stuck with initial hypothesis
- Benchmark
 - Spending Rates
 - Link to other survey results
- Explore environmental effects

Putting Results in Context

- Opinion Polls
 - Previous Elections
 - Actual Results
- Usage and Attitude Studies
 - Is the usage base representative ?
 - What about aspects of non-response ?

Geodemographics

- Seem to have been around for ever!
 - ACORN, CAMEO, MOSAIC, PRiZM
 - Provide a framework to attach estimates
 - TGI / NRS / FRS / BARB
 - Postcode based assignments
 - Household based assignments
- Benchmark to identify survey bias

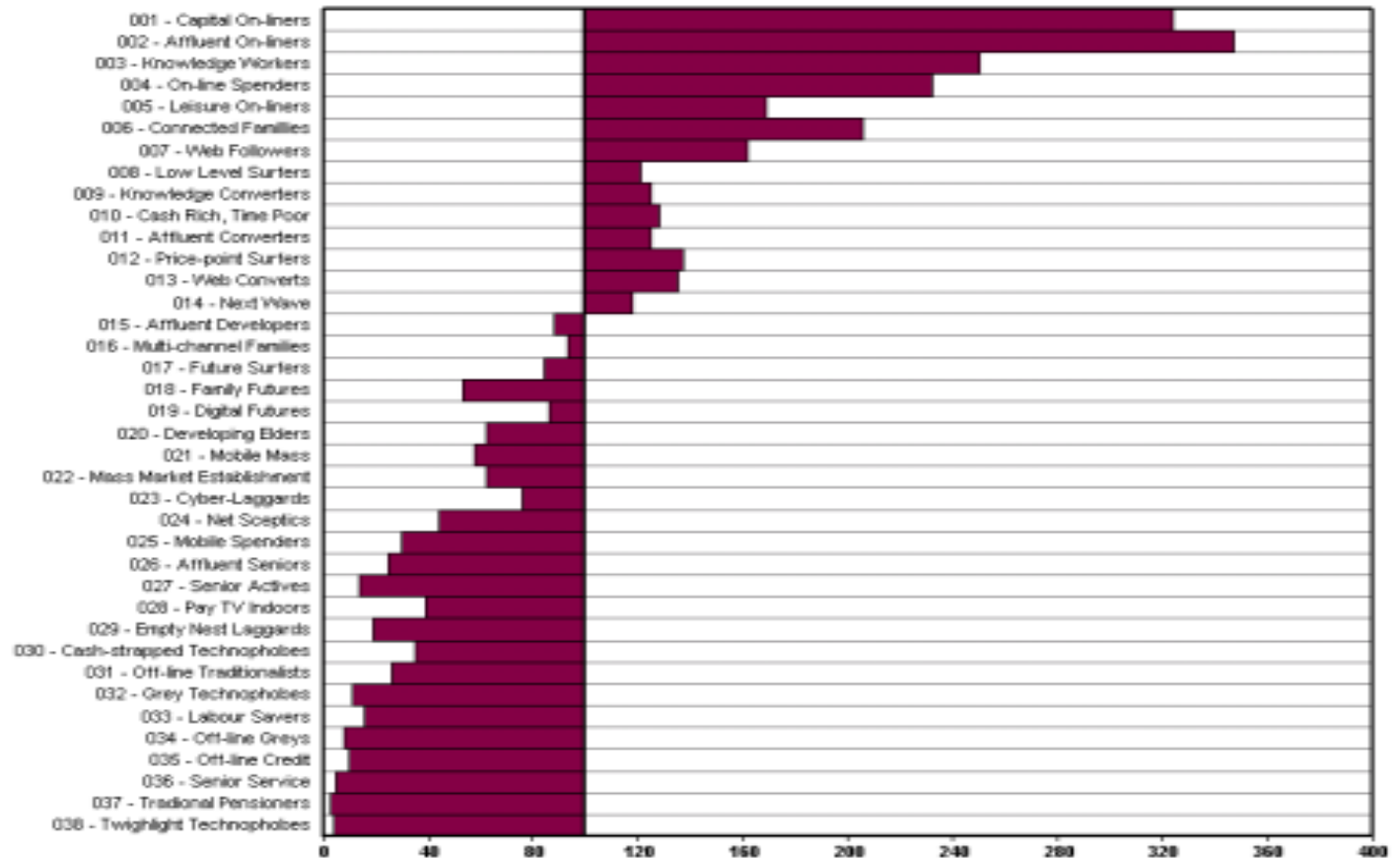
Using Geodemographics

Segment Profile - IndividualSegments

Options Chart Map



Segment Profile/Lifestyles/Do you use your home PC for?: Home Shopping: 10.0%



Electoral Roll

- Definitive source of individual information
 - Name, Address for all registered voters
 - DOB of ‘attainers’
- Deduce
 - Gender
 - Age ??
 - Household composition
 - Length of Residence

Electoral Roll

- Opt out
 - Introduced for returns in 2002
 - Full register for credit reference purposes
 - Edited register for other commercial use
- Extra information ?
 - Opt out flag itself

Lifestyle Data

- Large scale surveys collected through
 - Post back paper questionnaires
 - Extended Warranty/Product Registration
 - On line / Telephone Surveys
- Information collected
 - Demographics, financial, media, shopping, internet, product ownership
 - Drip fed from each source to provide single view of individual

Lifestyle Data

- Coverage
 - Up to 50% of data real and current
 - Other 50% available as modelled data
- Usage
 - Match by name @ address to append data
 - Create postcode estimates e.g. Income
 - Quantify survey derived segmentations

Other Useful Datasets

- Income & Affluence
 - Postcode based income estimates
 - House Prices
 - Share Ownership
 - Directorships

Other Useful Datasets

- Local Area Information
 - Crime figures
 - Spending Estimates
 - Traffic flow etc.
- Locations
 - Retail Locations
 - Petrol Stations (IPD)
 - Pharmacies / Doctors surgeries

Summary

- Additional Data allows you to
 - Assess non-response issues
 - Fill in missing information
 - Add extra questions to your survey
 - Assess Local Environment Influences