



# Tracking a decade of changing Britain

How Callcredit are using Census and open data to  
develop our CAMEO consumer classification system

Presented by: Paul Kennedy, Head of Consulting, Callcredit Information Group

6<sup>th</sup> November 2013

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## Context

- 2001 to 2011: some interesting changes to the UK Consumer
- Broader developments impacting how Census data is now used

## How Callcredit is using 2011 Census data

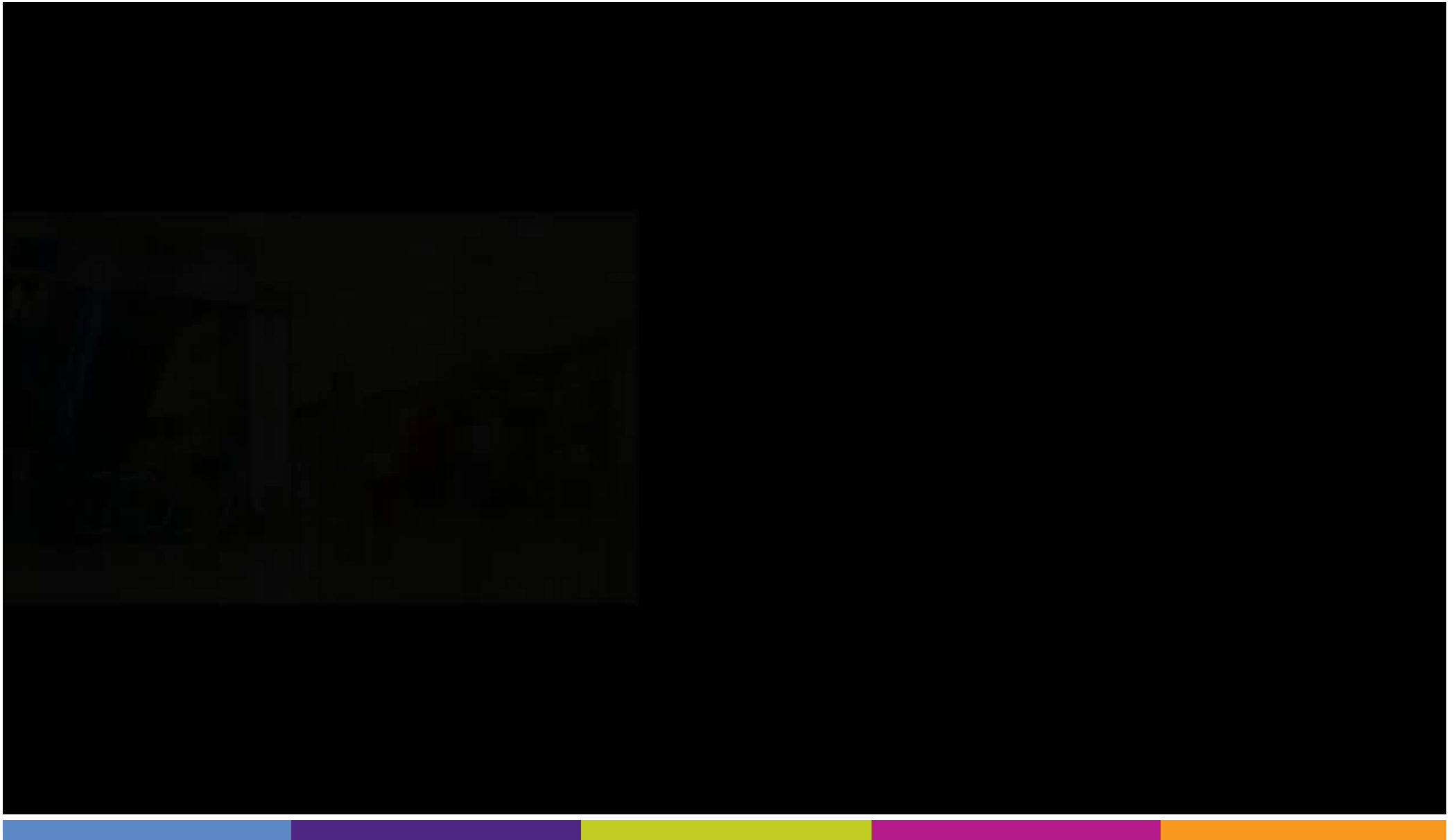
- What's new in the 2013 CAMEO UK Classification?
- Why we've chosen to use 2011 census as the backbone for CAMEO UK
- Use of Define to add the 'individual level colour' and enable dynamic updates
- Bringing CAMEO UK to life: using descriptive data and market research

## The Future

- The global CAMEO picture: how the UK compares
- Future roadmap

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# A decade of change



# A decade of change

Proportion of population 65-74 economically active almost doubled (16%)

England and Wales population growth of 7%, half due to immigration

Highest ever levels of immigration



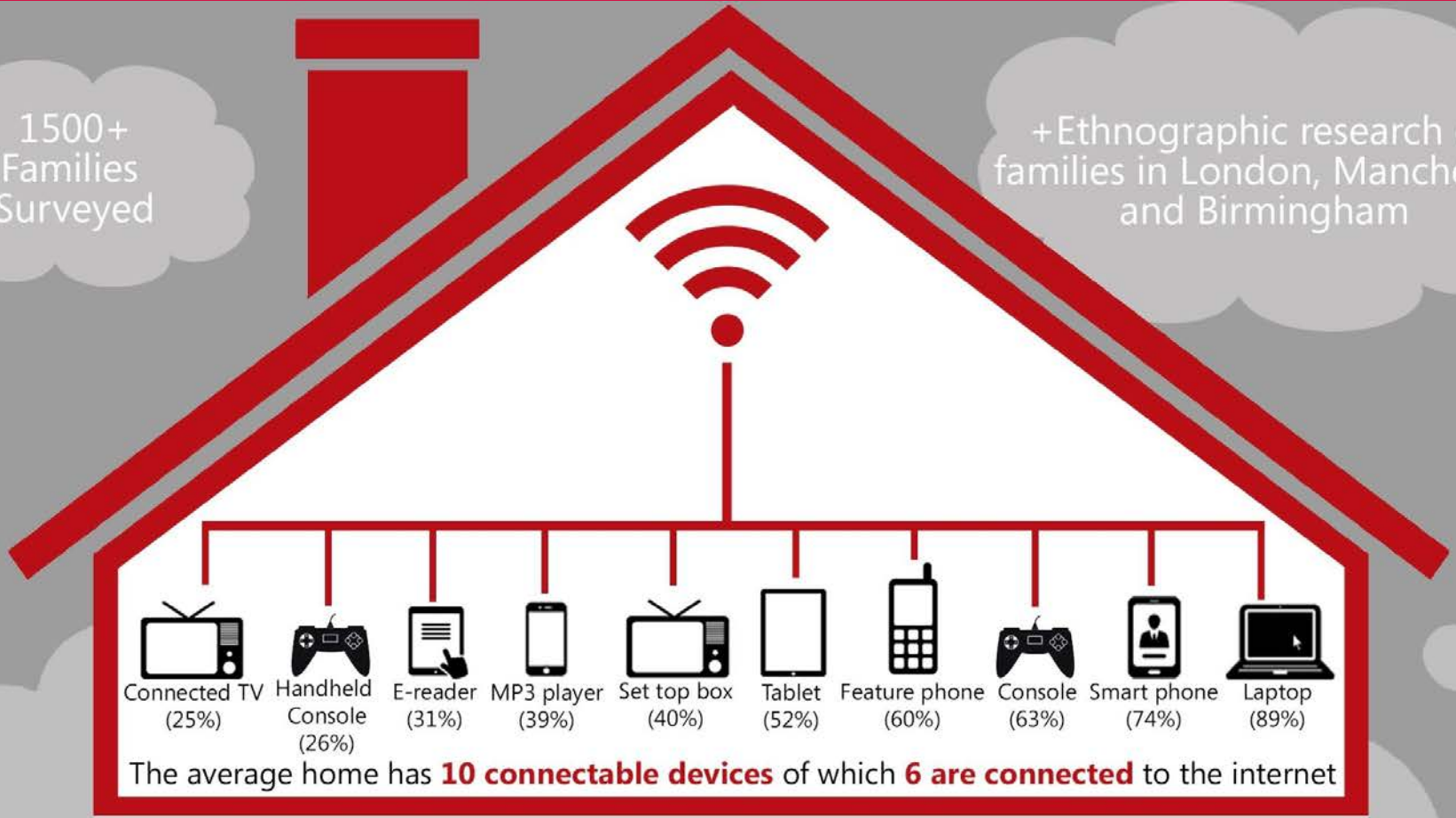
Dramatic rise in number of 'other household' types, e.g. multi-generational families & unrelated people sharing

White ethnic group fell 5%

1 in 3 London residents are non-UK born vs. 1 in 20 for the North East

1500+ Families Surveyed

+Ethnographic research of families in London, Manchester and Birmingham



The average home has **10 connectable devices** of which **6 are connected** to the internet

### 1 in 3 families use their technology to communicate within the home

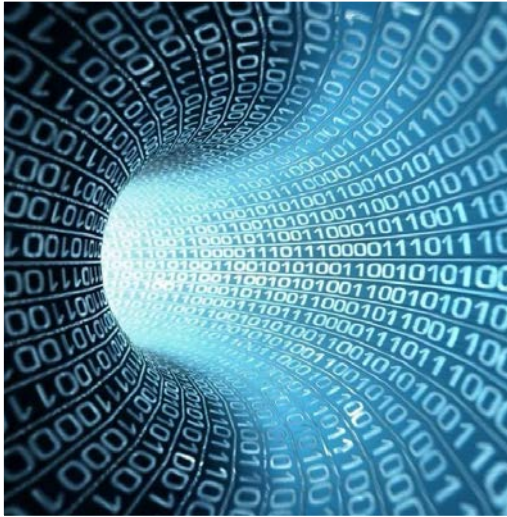
% of families who use connected devices to communicate

Social Networks	19%
Texting/IM	17%
Video Chats	9%



Source: [Microsoft](#)

## BIG DATA



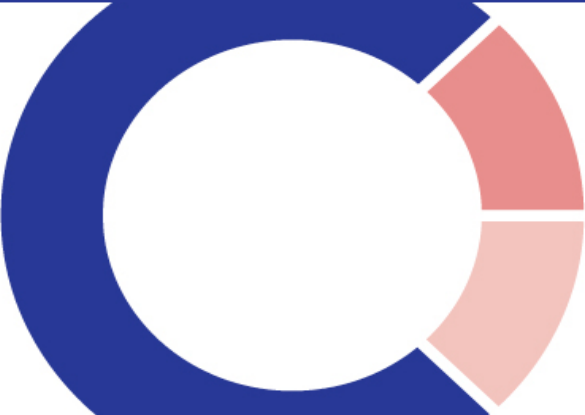
## OPEN DATA



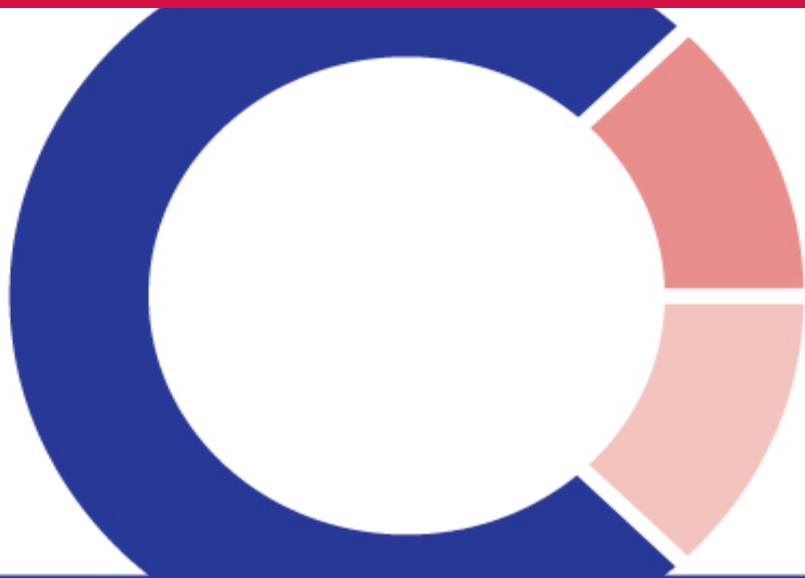
## TECHNOLOGY



## CALLCREDIT PRODUCT DEVELOPMENT



The next generation  
of segmentation  
Coming soon



# The next generation of segmentation Coming soon

## CAMEO

Our market leading UK consumer classification system is being completely re-built for launch in Q1 2014

- ✓ New modelling techniques layer intelligence from multiple levels
- ✓ 3 tiers of data blocks (individual, household, postcode)
- ✓ Built on solid base of new UK census plus actual, surveys, transactional and lifestyle data
- ✓ Dynamically updated from Define to reflect key life events and changes
- ✓ Unique vertical sector product literature
- ✓ Improved collateral with online interactive guides

# Rationale for using 2011 Census data for CAMEO

When rebuilding CAMEO, there were some important reasons why we used the CENSUS as a back bone:

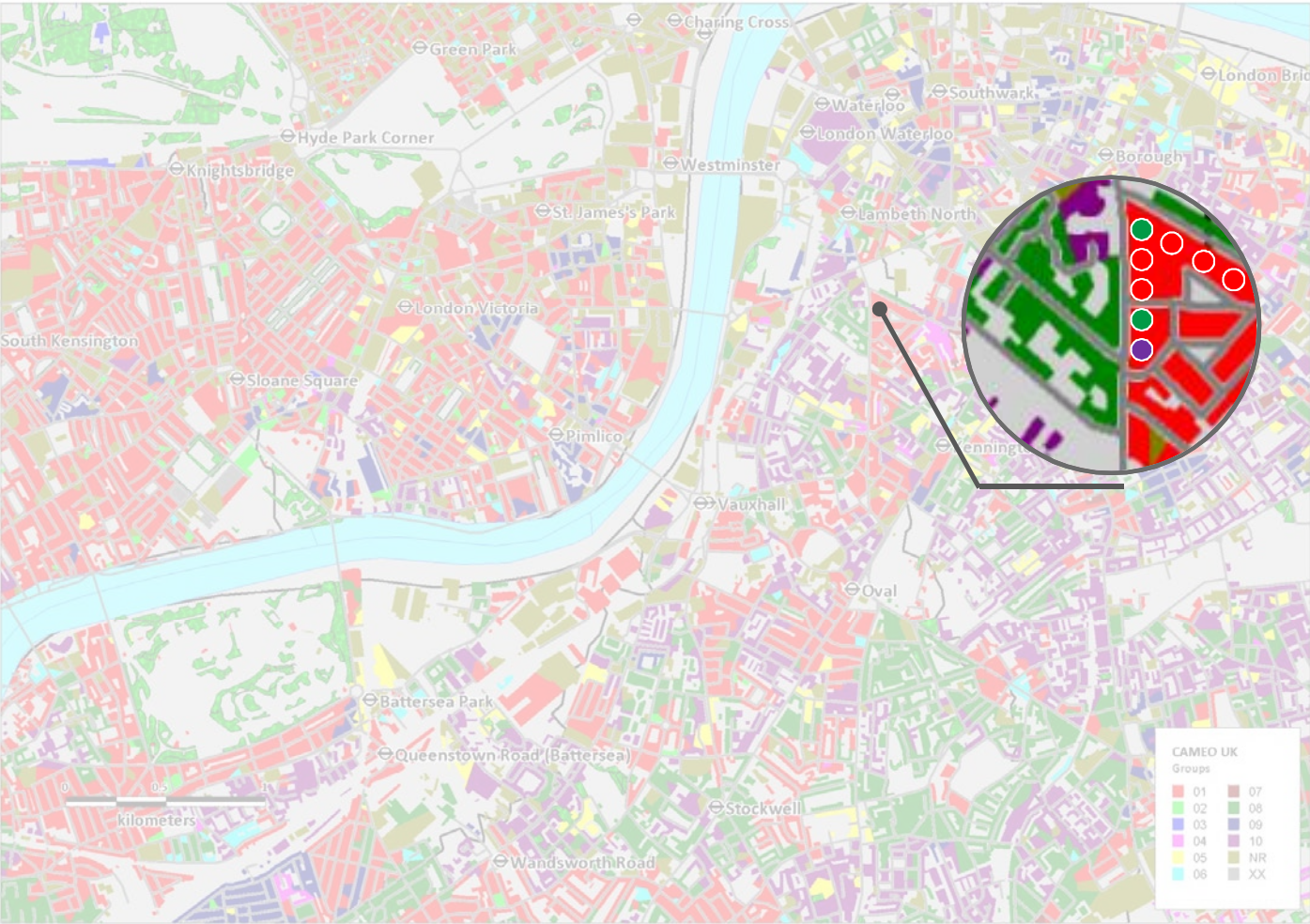
- Migration and ethnicity: how would you understand this without census?
- Tracking population change and therefore informing decisions about planning commercial operations





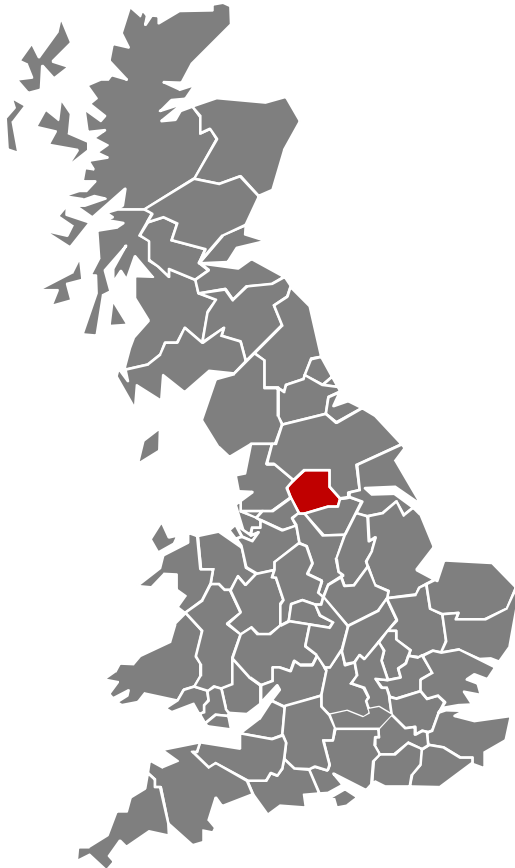


# Individual level colour and dynamic updates



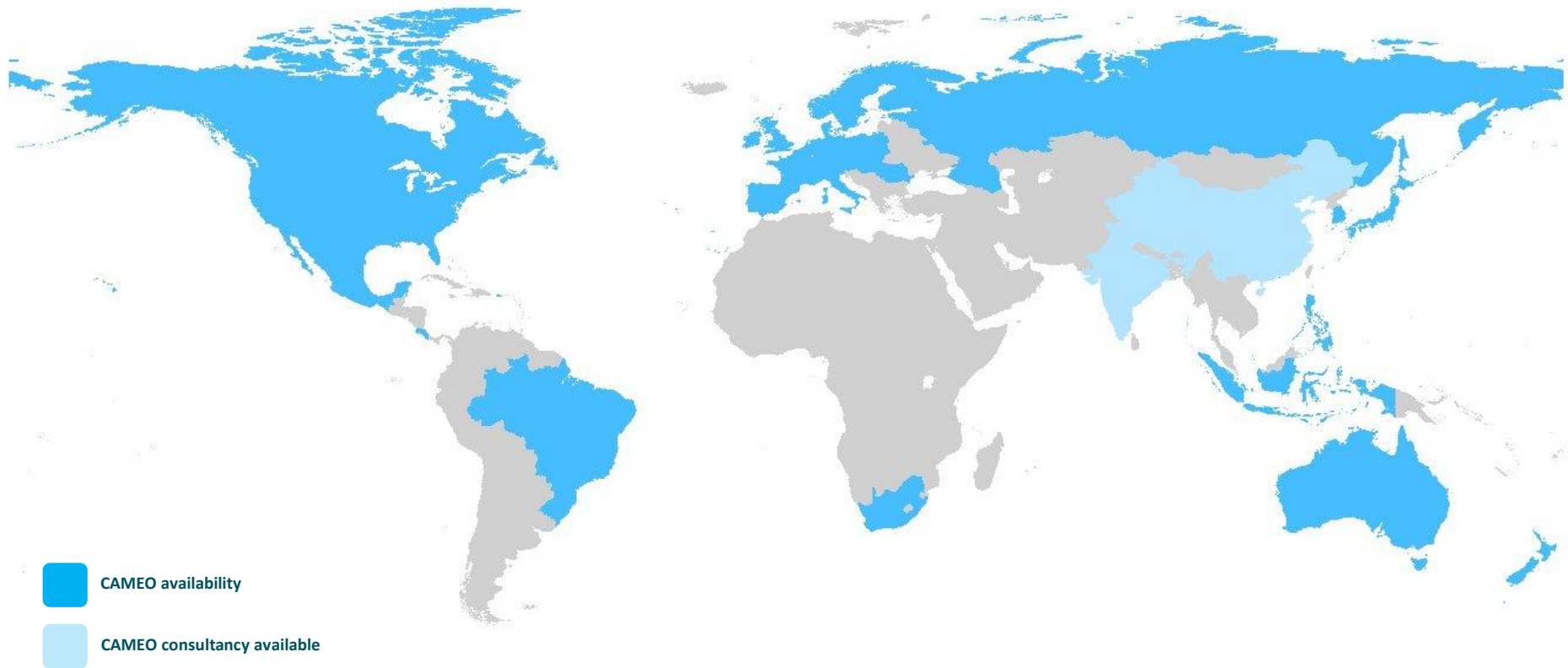
Contains Ordnance Survey data © Crown Copyright and database right 2013

# Bringing CAMEO to life using diverse datasets



- Local Authority
- Super Output Area
- Postcode
- Street
- Household
- Individual

# The global CAMEO picture – how the UK compares



# The way forward...

1911

**CENSUS OF ENGLAND AND WALES, 1911.**

Read the Examples and the Instructions given on the other side of the paper, as well as the headings of the Columns. The returns will be taken that no information is disclosed with regard to individual persons. The returns are not to be used for proof of them the preparation of Statistical Tables.

PARTICULARS as to MARRIAGE.					PROFESSION or OCCUPATION of Persons aged ten years and upwards.		
State, for each Married Woman entered on this Schedule, the number of—					Personal Occupation.	Industry or Service with which worker is connected.	Whether Employer, Worker, or Working on Own Account.
Write "Single," "Married," "Widower," or "Widow," opposite the names of all persons aged 15 years and upwards.	Completed years the present Marriage has lasted.	Children born alive to present Marriage. (If no children born alive write "None" in Column 7.)	Total Children Born Alive.	Children still Living.	The reply should show the precise branch of Profession, Trade, Manufacture, &c. If engaged in any Trade or Manufacture, the particular kind of work done, and the Article made or Material worked or dealt in should be clearly indicated. (See Instructions 1 to 8 and Examples on back of Schedule.)	This question should generally be answered by stating the business carried on by the employer. If this is clearly shown in Col. 5 the question need not be answered here. No entry needed for Domestic Services or private employment. If employed by a public body (Government, Municipal, etc.) state who body. (See Instructions 9 and Examples on back of Schedule.)	Write opposite the name of each person engaged in any Trade or Industry: (1) "Employer" (that is employing persons other than domestic servants); or (2) "Worker" (that is working for an employer); or (3) "Own Account" (that is neither employing others nor working for a trade employer).
10	11	12	13	14	15	16	17
married	10	1	1	1	Book-binder	300	
single					Hand Labourer	330	
single					Book-binder	300	writer

(To be filled up by, or on behalf of, the Head of Family or Person.) I declare that this Schedule is true and correct.

Write below the Number of Rooms in this Dwelling (House, Tenement, or Apartment). Count the kitchen as a room but do not count scullery, landing, lobby, closet, bathroom; nor warehouse, office, shop.

9 Rooms

2011

**Household Questionnaire**  
England  
Office for National Statistics

2011 Census

**Complete online**  
[www.census.gov.uk](http://www.census.gov.uk)  
Your personal internet access code is:

**OR fill in this paper questionnaire and post it back using the pre-paid envelope supplied.**

**Return to:**  
FREEPOST 2011 Census,  
Processing Centre, UK

**A message to everyone - act now**  
Everyone should be included in the census - all people, households and overnight visitors. Help plan and fund services for your community - services like transport, education and health.

**Declaration**  
This questionnaire has been completed to the best of my knowledge and belief.

Signature: \_\_\_\_\_  
Date: \_\_\_\_\_ Telephone number: \_\_\_\_\_

We may contact you if we need to collect missing information.

If you have lost your envelope, please return to:  
FREEPOST 2011 Census, Processing Centre, UK.

**Where can you get help?**  
www.census.gov.uk  
Census helpline 0300 0201 101  
Text Relay 18001 0300 0201 160

Help is available in large print and Braille

H1

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