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

- Trusted data
- Timely data
- People can get at the data
- People are aware of the data
- Make it easier for users to fully utilise the results
- Add value to data
- Encourage innovative use of census data
- Make outputs interesting / meaningful for ‘me’
- Innovation keeps pace with what people want & expect
- Widen user base
- Share knowledge & best practice

Users use the data
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
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 to make decisions about planning the location of stores/branches, types of products/services to offer and even language support
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

- 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:**
Thank You