



A Guide to the **2001 census**

Essential Information for Gaining Business Advantage



- **Written by leading experts in the business, statistics and academic world**
- **Provides a comprehensive guide to the Census 2001**
- **Essential reading for users of the Census 2001 information**
- **Helps you gain a competitive edge**



## Unlock Business Potential

Use the Census to improve business performance.

All good business decisions have one thing in common: they are based on quality information.

The UK Census has always been the most accurate source of information for market research and customer analysis. But the use of new questions, new classifications and postcode-based geography has taken the data to new levels.



## A New Publication

Now there is a publication that will help you make the most of this extraordinary resource: *The Census 2001: Essential Information for Gaining Business Advantage*.

If your organisation uses the Census already, it will show you how to gain even more advantage from it. If you are new to the Census, the publication will open up a whole range of possibilities.

A unique collaboration between The Market Research Society and National Statistics, this new title can help you to gain a competitive edge by using the huge computerised files of detailed statistics, which are now freely available for the first time.



**Peter Mouncey**  
Visiting Fellow, Cranfield School of Management,  
and former Chairman of the MRS

"...an indispensable guide to all aspects of the Census, written and edited by experts in this field. Provides a thorough and highly readable review of the 2001 Census. It will help those who simply want to know the background and basic technical details of the Census. Equally, those wanting to have their imaginations stretched in terms of how to analyse and use the output will find plenty to interest and excite their minds. Required reading for all researchers."

**Alison Green**  
Strategic Development Manager – Location Planning,  
Sainsbury's Supermarkets Limited

"A comprehensive and useful book which I am sure will become dog-eared through regular thumbings as and when I need to know more about the Census and how to use it. It enlightens both the more experienced Census user as well as having much to offer the 2001 Census virgin. The book is written with authority and an understanding of the needs of the commercial world."

**John Hollis, Demographic Consultant,**  
Greater London Authority

"This title, while clearly aimed at the growing body of business users of the census, provides concise and easily digestible detail about the whole gamut of the census that is also pertinent to users in the public services at all levels of expertise. The examples from business of geo-demographic analysis and linking the census to other data should inspire wider and more imaginative public service uses of the census together with the vast administrative data holdings."

## Support Business Strategies

The new publication explains the methodologies behind the Census and explores how they can support your organisation on site selection, local targeting, customer database analysis and market research. It will also show you how to:

- Use the data to target specific local markets and products
- Use the Census' hard core of up to date, accurate information to plan, control and measure customer research
- Build bespoke models to predict customer behaviour, based on geo-demographic classification of output areas.

## Expert Business Support

With classifications now closer than ever to the social grade classification used by market researchers, the Census can deliver even more valuable business support.

*Census 2001: Essential Information for Gaining Business Advantage* is written by leading experts drawn from the worlds of business, statistics, academia, government and international market research.

To order your copy of *Census 2001: Essential Information for Gaining Business Advantage*, simply fill out the order form overleaf or call Customer Services on 0870 243 0123. For further information on the Census series visit our website at [www.tso.co.uk/bookshop](http://www.tso.co.uk/bookshop)

**Emma Reid, Head of Customer Information, Saga Group**

"Written by practitioners, for practitioners, this book coincides with an important departure for anyone tasked with targeting any segment of the population. Not only is the data now free to the private sector but also is now collected and output in a format that much more closely fits with postal geography. Both of these two factors and the availability of this conclusive manual suggest the advent of the widest use ever of census data in the business environment."

**Paul Longley, Professor of Geographic Information Science, University College London**

"Every academic who is interested in finding out what is going on across the UK should use this book. Dugmore and Moy have not only created a definitive guide to the Census but, even more significantly, have shown how it can unlock further value through linkage to other data resources. This is a unique and most valuable achievement."

**Mark Chivers, Head of Location and Strategy Development, Properties, Boots the Chemists**

"This book provides a comprehensive guide to the Census, and the opportunities it offers to the business user. It looks to the future, laying out the next steps for the ONS in providing neighbourhood statistics, and some challenges for the progression of location research industry by incorporating the new census data into more sophisticated geographical analysis."

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