

The 2001 Census

MRS Census & Geodemographics Group
2 July 2003

What are users anticipating?

What is available?

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Demographic Decisions

Some headlines....

- “Male minority in Bridget Jones’ Britain”
Daily Telegraph
- “Missing, possibly on a rave”
Guardian
- “Traditional white English family becomes less the norm”
Financial Times
- “More diverse, caring and single – the new face of Britain”
Guardian
- “Census may force Gordon Brown to rethink”
Financial Times
- “A senseless Census”
Daily Telegraph

Agenda

- Demand from Census users
- What's new about the 2001 Census?
- The Outputs, and the early results
- How will the results be used?
- Building your own Census toolkit

The commercial users

Consultations & Dialogue

- Public sector influence
- MRS Census Geodemographics Group
 - active role in 1991 & since
- Association of Census Agencies
 - representing Experian, CACI, etc.
- Demographics User Group
 - representing large commercial users



Improving the data market

- Abbey, Argos, Barclays, Boots, HBOS, M&S, MSFS, Nationwide, RBS, Saga, Sainsbury, Tesco, Whitbread, Woolworth, Yell
- National businesses – targeting local areas
- Area & Site analysis, Database analysis, Market Research
- Sophisticated users of GIS



RENAISSANCE® HOTELS



enjoy!Whitbread



What's new about the 2001 Census

The Census of Population

- Every 10 years – 29 April 2001
- Organised by Government – compulsory – aims for 100%
- England, Wales, Scotland and N Ireland
- Wide range of questions
- Statistics for small areas

The Census - core subjects

Sex, age, marital status, relationship, ethnic group, migration, country of birth, long-term illness, occupation, industry, workplace, qualifications, sharing, tenure, rooms, central heating, car ownership.....

+ derived classifications

2001: The main innovations

- Questions
- Coverage / One Number
- Coding
- Geography
- Outputs
- + Access (good news from Chris Denham)

(beware some differences within the UK)

New Questions

- Religion
- General health
- Lowest floor level of accommodation
- Provision of unpaid personal care
- Income? No!

Maximising Coverage

- Population base - usual residents (no Visitors)
- New form design + Targeting of difficult areas + Post-back
- 94% response (+ 6% estimated)

“One Number”

- 2001: Coverage survey; estimation of the total population; imputation of missing records & values
- Statistics available for the whole country, rather than county-by-county
- Costs / Benefits? Insurance!

Coding

- Every form has been fully coded - not just 10% for difficult questions
-goodbye to sampling error for small areas
- Also, new classifications:
 - NS-SEC (National Statistics Socio-Economic Classification)
 - Social Grade approximation

Geography

- Collection (Enumeration) areas built from postcodes
- Output Areas are quite separate - also built from postcodes
- Output Areas – huge benefits

The outputs and the early results

The statistical Outputs – E&W

Key Statistics. (c400 counts). LA level
OAs - Boundaries; P'code Dir; Lookup to higher geogs
Key Statistics. OAs, & Wards (as at Dec 02)
Census Area Stats. (c8,000) OAs & Wards
Headcounts. Postcodes. Households & Persons (MF)
Standard Tables. (c25,000) Wards & above
Key Stats & CAS. Postal Sectors (best fit)
Profiles. (c100 counts) Postal Sectors (best fit)
Special Workplace Stats. (Origin / Dest) OAs & above
Special Migration Stats. (Origin / Dest) OAs & above
ONS Geodem Classifications. LADs, Wards, OAs in UK

Additional bespoke products

- Sample of Anonymised Records (SARs)
- Special tables – ONS's service

What do we want?

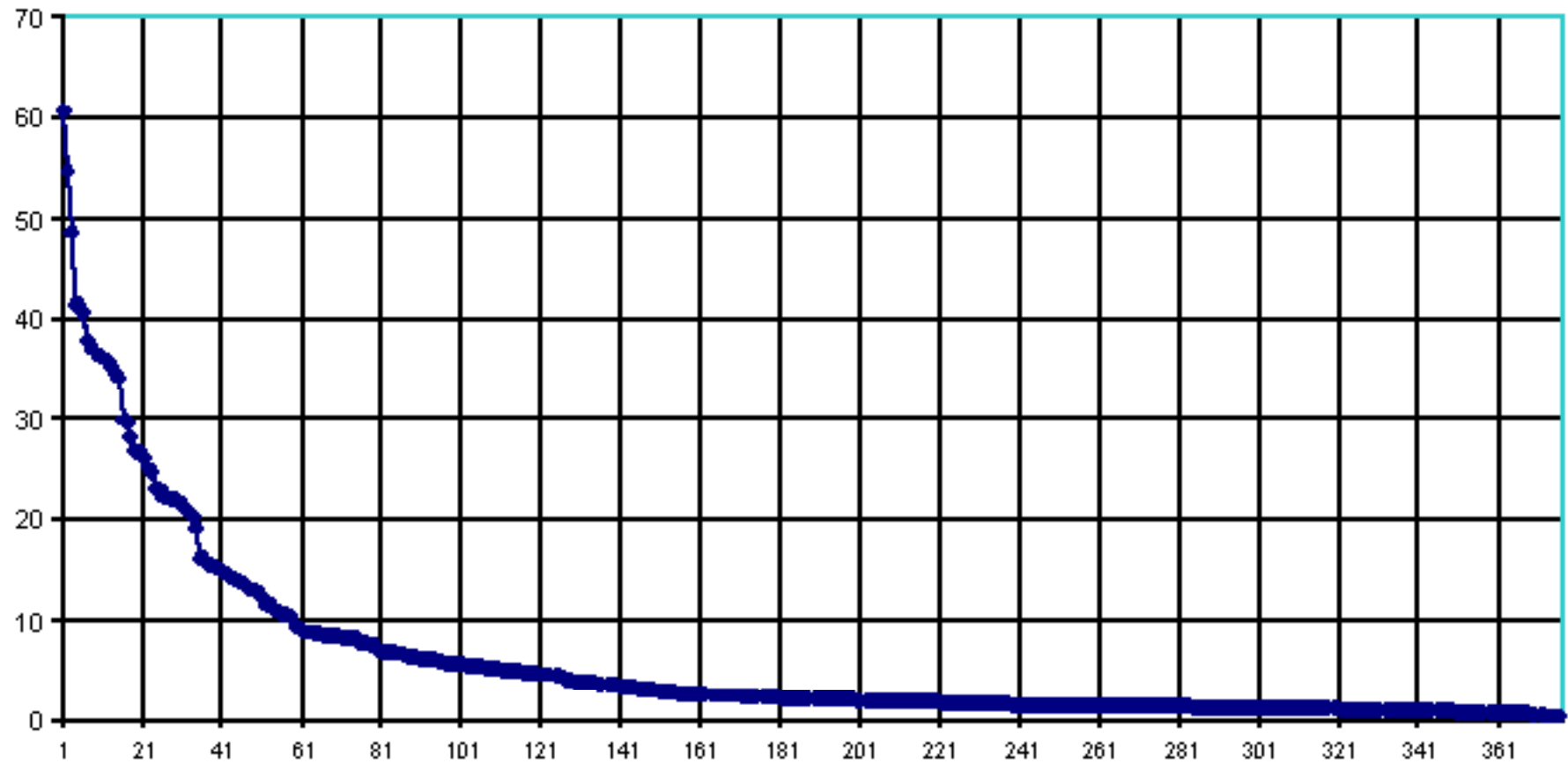
Maximum detail...
(Subjects AND Geography)
but...

“Disclosure Control”

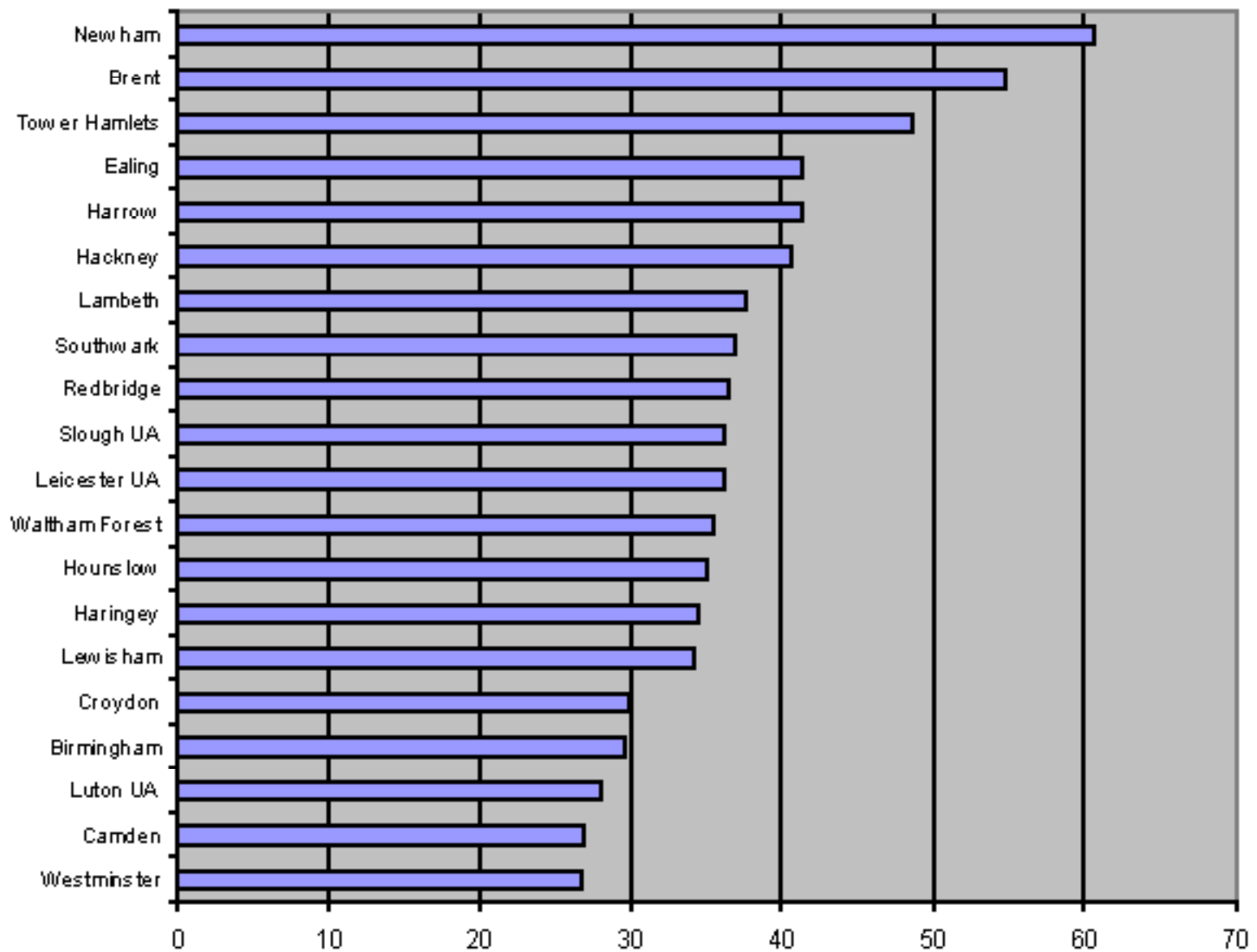
The early results

- **National trends**
 - Total populations by country
 - Over 60's now exceed under 16's
 - Fewer men than women for all ages >21
- **Local news**
 - Total populations – some surprises
 - Contrasts across the UK

Percentage ethnic population in England and Wales by Local Authority



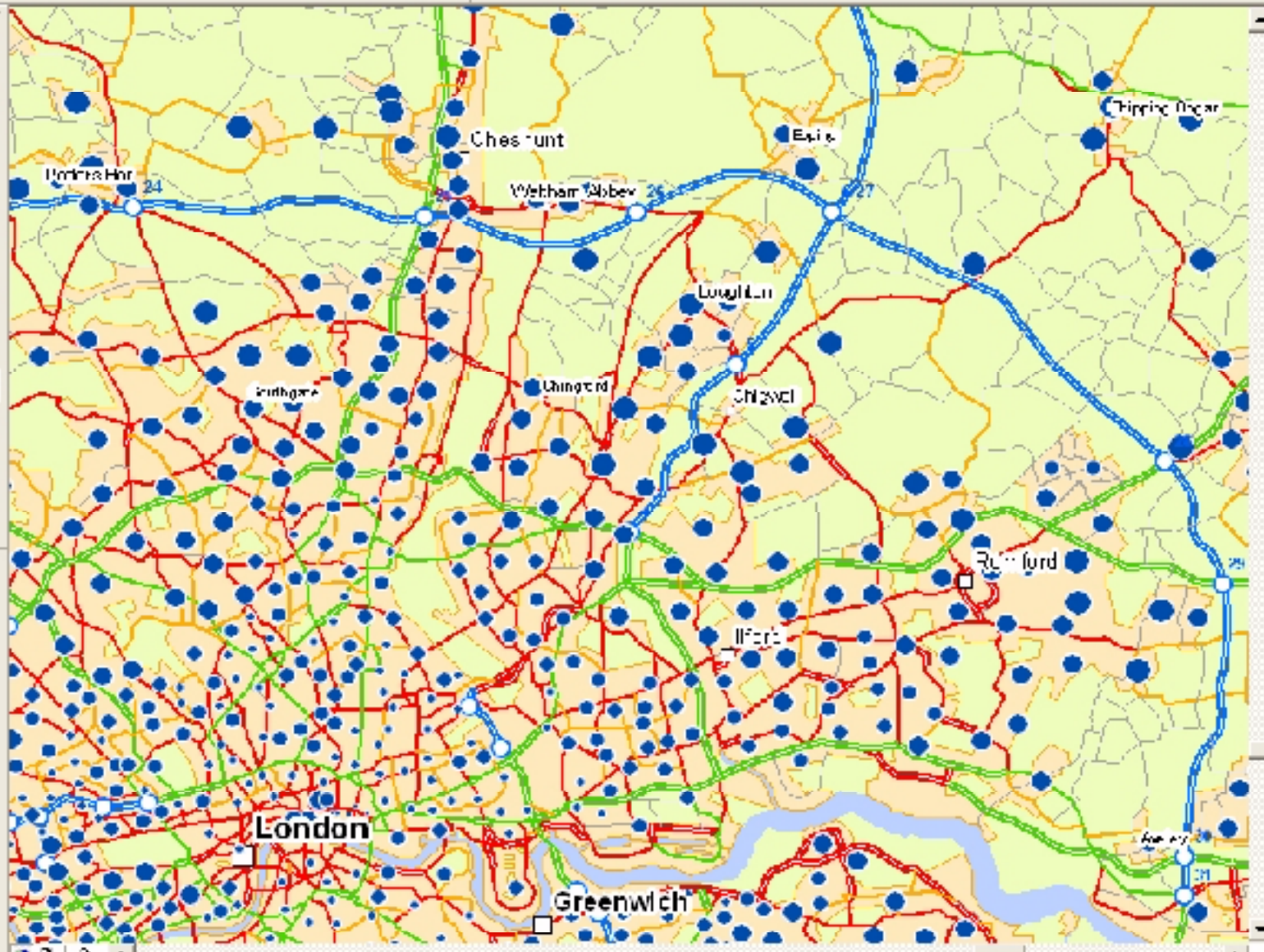
Ethnic percentage



<http://www.statistics.gov.uk/census2001/maps.asp>

Layers

- Census 2001 - WARDS
 - 1% Lst Ownership
 - 0.00 - 20.00
 - 20.01 - 40.00
 - 40.01 - 60.00
 - 60.01 - 80.00
 - 80.01 - 100.00
- Towns
- All Roads
 - Motorway Junctions
- Roads
 - Motorway
 - Unclassified - Dual
 - Unclassified - Single
 - A Road - Dual
 - A Road - Single
 - B Road - Dual
 - B Road - Single
 - Unclassified
 - Private
- Urban Areas
- COUNTY



How will the results be
used?

Current planning for arrival of the data

- Getting hold of the data – data volumes and packaging
- New geodemographic classifications
- New models
- Dissemination within companies
- Integration with many other datasets – using GIS

There are lots of possible ingredients including.....

Customer Files (Postcoded)			
Small Area Statistics			
Census - Residents			
Updates			
Projections			
Census - Workplace			
Geodem profiles			
Income estimates			
Market estimates			
Shopping catchments			
Digital Boundaries			
Postal			
Administrative			
TV Areas			

Map Data			
Background - OS, AA			
Road network - drivetimes			
Points & Sites			
Retail Locations			
Goald Plans			
ATMs			
Business Locations			
Planning Applications			
Postcode Directories & Classifications			
Mosaic (various)			
Acorn (various)			
Prizm			
Cameo			
Codepoint			
EDs			
Flood Risk			

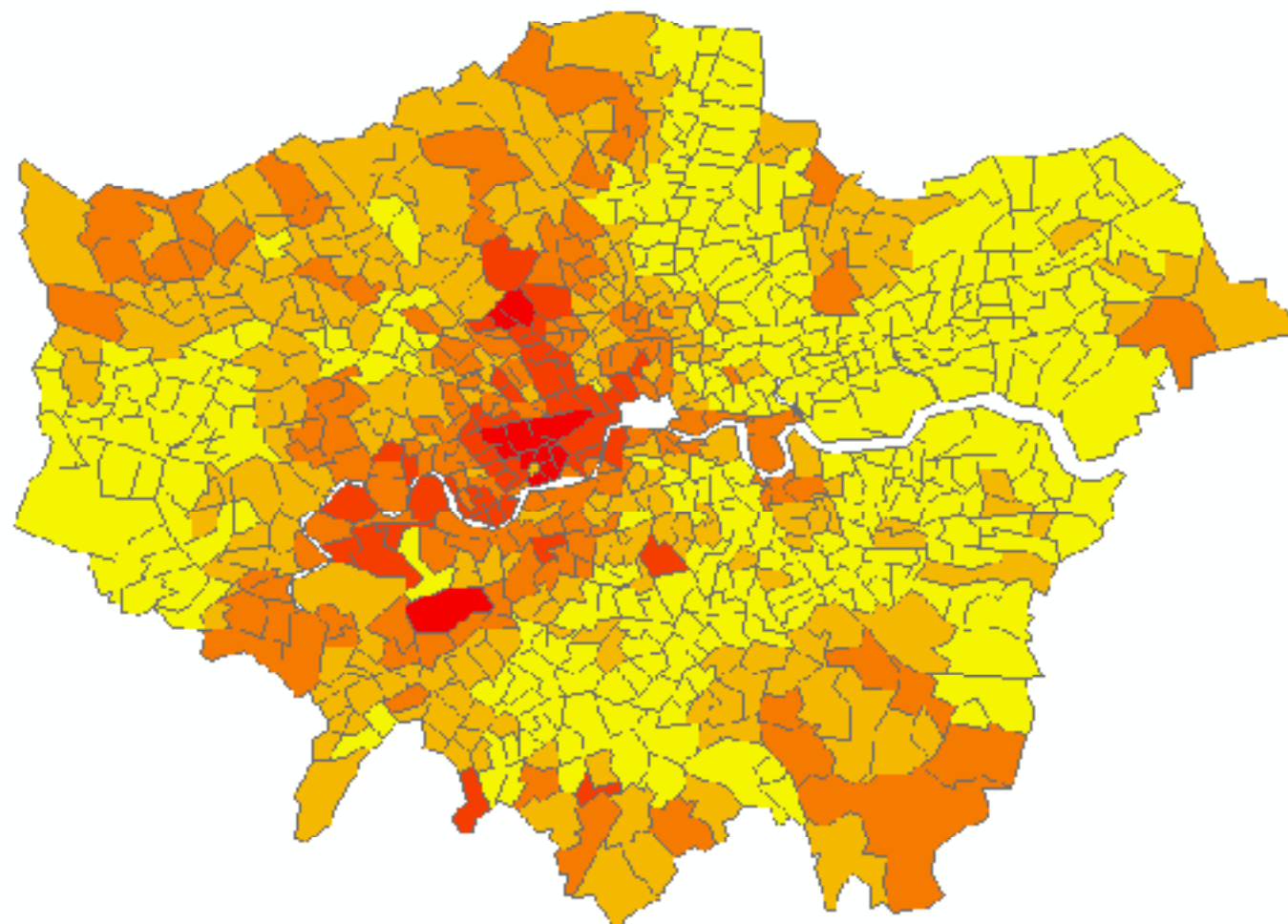
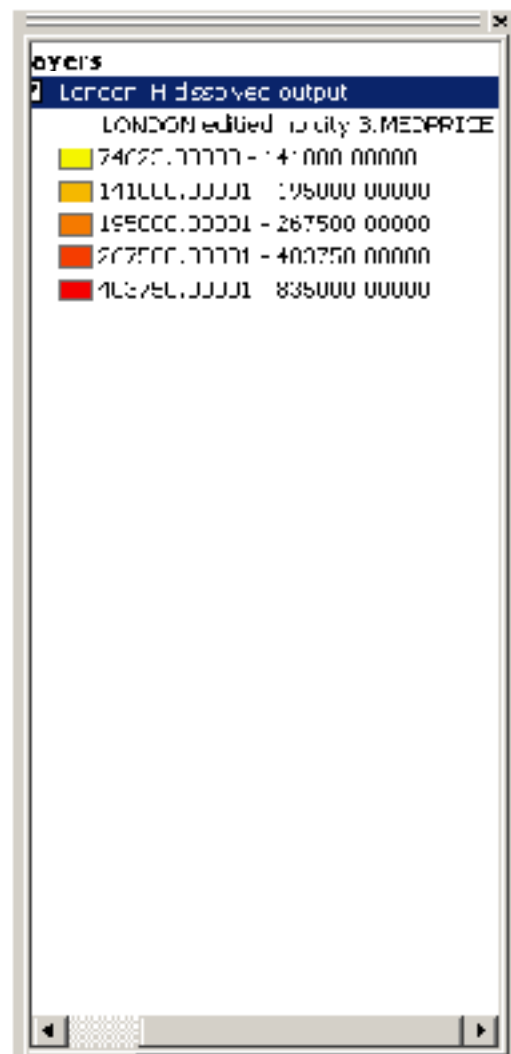
Lists			
Electoral Roll			
Lifestyles			
Household classifications			
Person classifications			
Suppression files			
CCJs			
Businesses - CoHo & Yell			
Sample Surveys			
Target Group Index			
FES			
AGB SuperPanel			
Traffic flows			
Pedestrian flows			

Plus....NeSS
(Never Expected Such
Statistics)

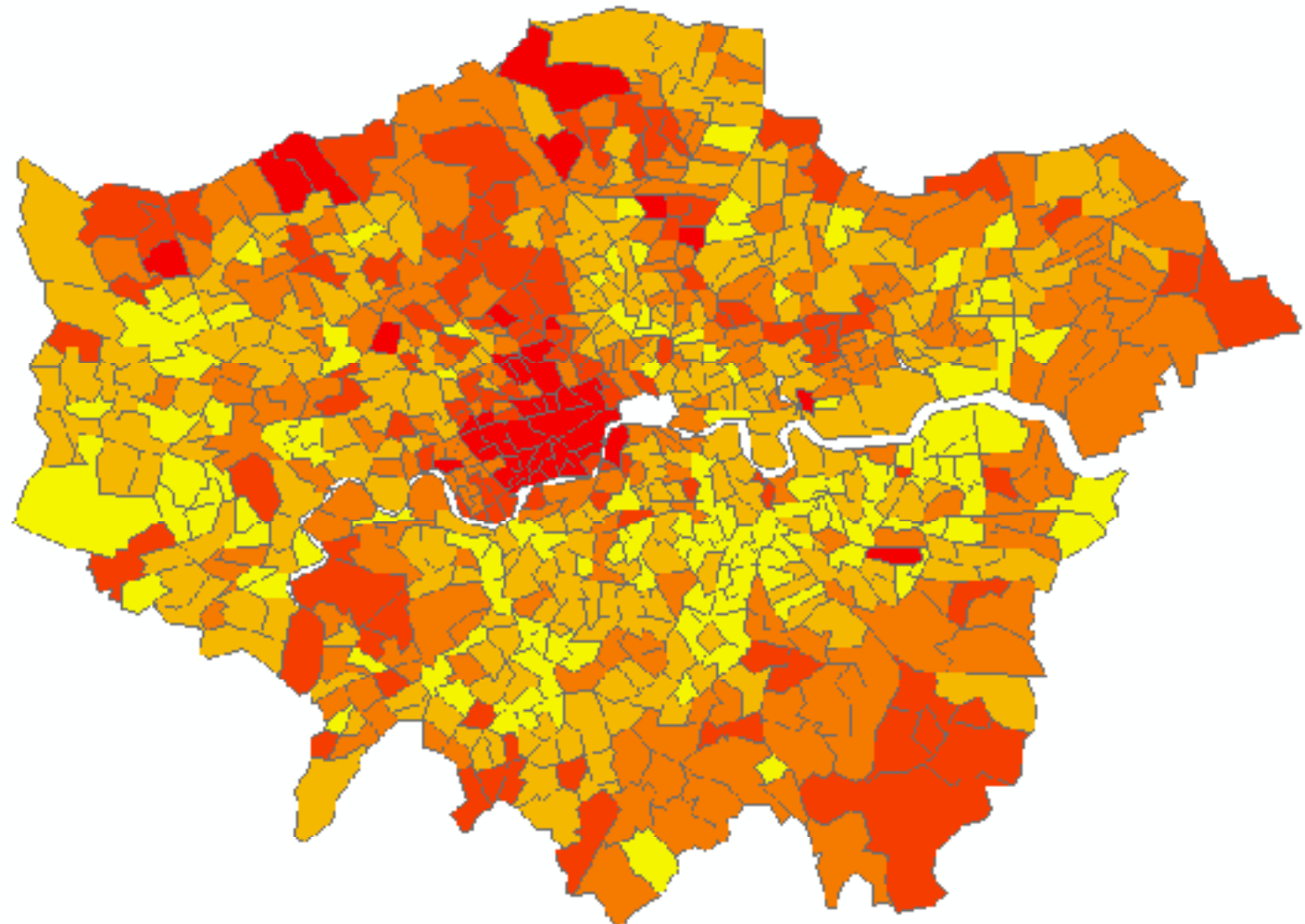
Neighbourhood Statistics – the early arrivals

Topic	Datasets
Crime	Notifiable Offences
Economic Deprivation	Family Credit claimants
	Income Support claimants
Education Skills & Training	University admissions by residence
	Pupils at Key Stage 2
Health	Attendance Allowance claimants
	Disability Living Allowance claimants
	Drug mis-users
	Hospital episodes
Housing	Dwellings by Council Tax band
	Changes of ownership by dwelling price
Work Deprivation	Jobseekers Allowance claimants
	Incapacity Benefit claimants
	VAT registered enterprises
	Employee jobs
	Unemployment claimants

House prices



Cash percent



NeSS Development

- Policy Action Team 18 – Better Information
- England & Wales; Scotland; N Ireland
- Websites
- Initial datasets – Wards (as in 1998)
- Future datasets – many, including Income estimates
- Future geography – as for the Census

Building a Census Toolkit

Numbers /
Sophistication

The growing pyramid

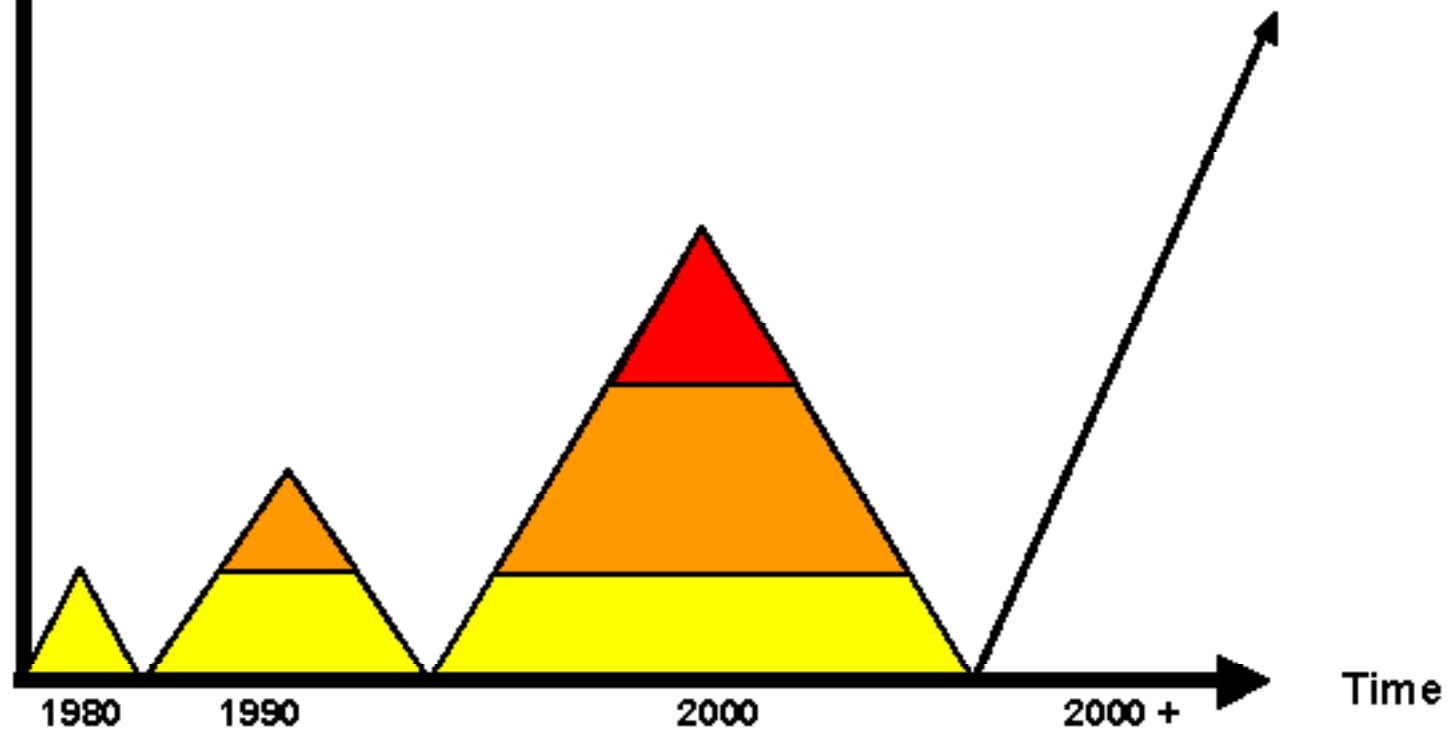
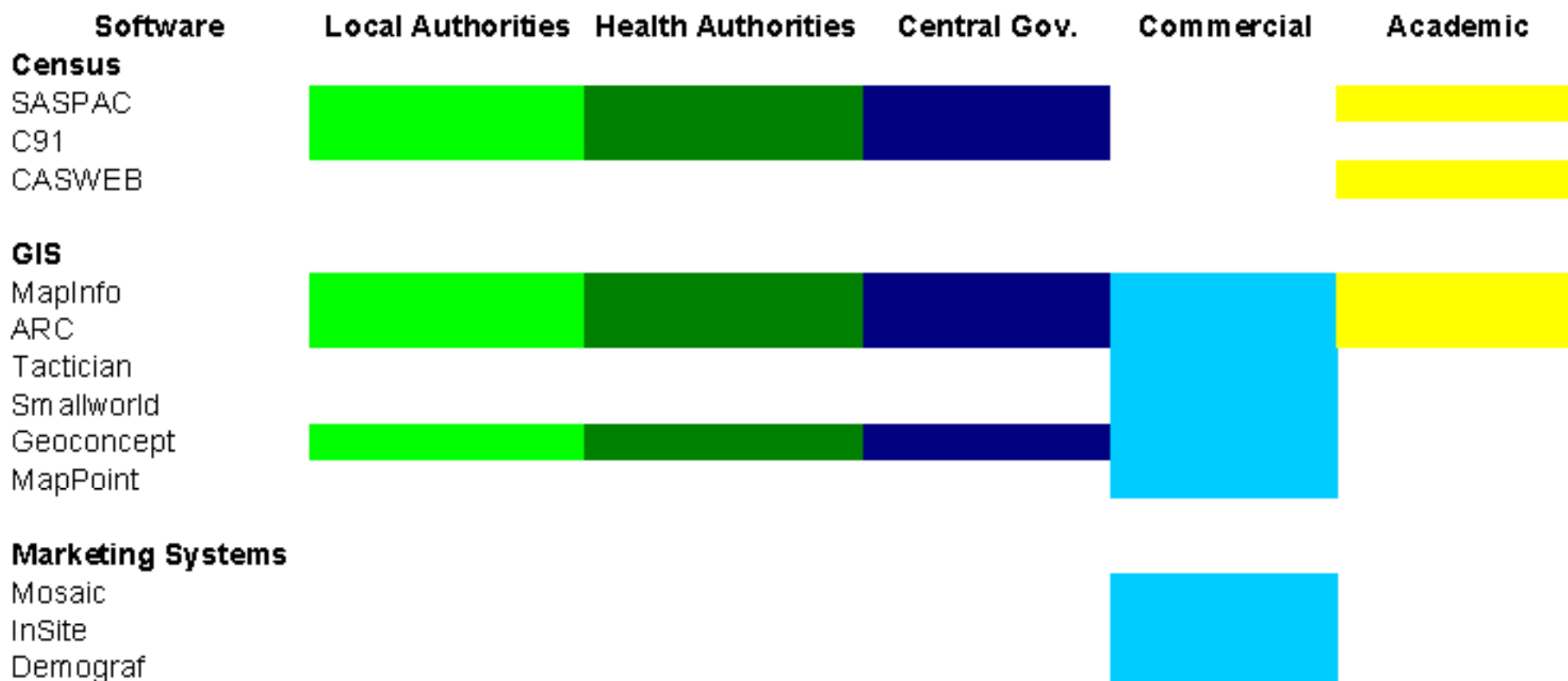
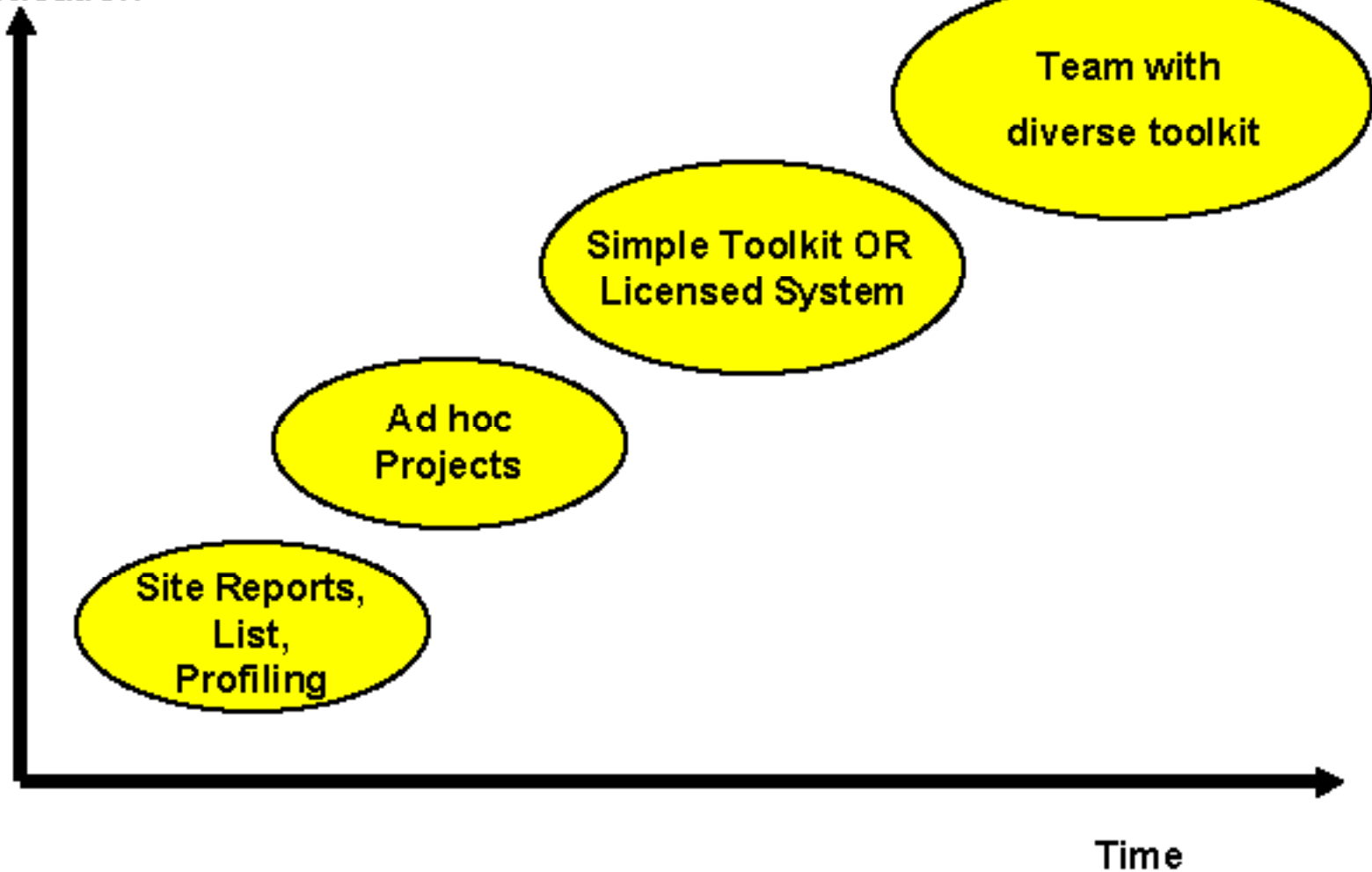


Figure 8.4 Established software and its user sectors



The growth of knowledge / company commitment

Numbers / Sophistication



Census DIY Toolkit

- Output Area digital boundaries
- Output Area statistics – selections
- Postcode / Output Area directory
- Customer records
- External sources – NeSS & others
- GIS software
- Staff – from one pioneer to a team

The Census will change the future

- Free data (as part of NeSS)
- Common geography
- Boundaries & directories to link other datasets
- The permutations are infinite
- Existing organisations – use will spread & deepen
- New users in large numbers
- Some suppliers will rise to the challenge

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