



# **Censation: Geodemographic Access for all?**

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**AFD SOFTWARE**

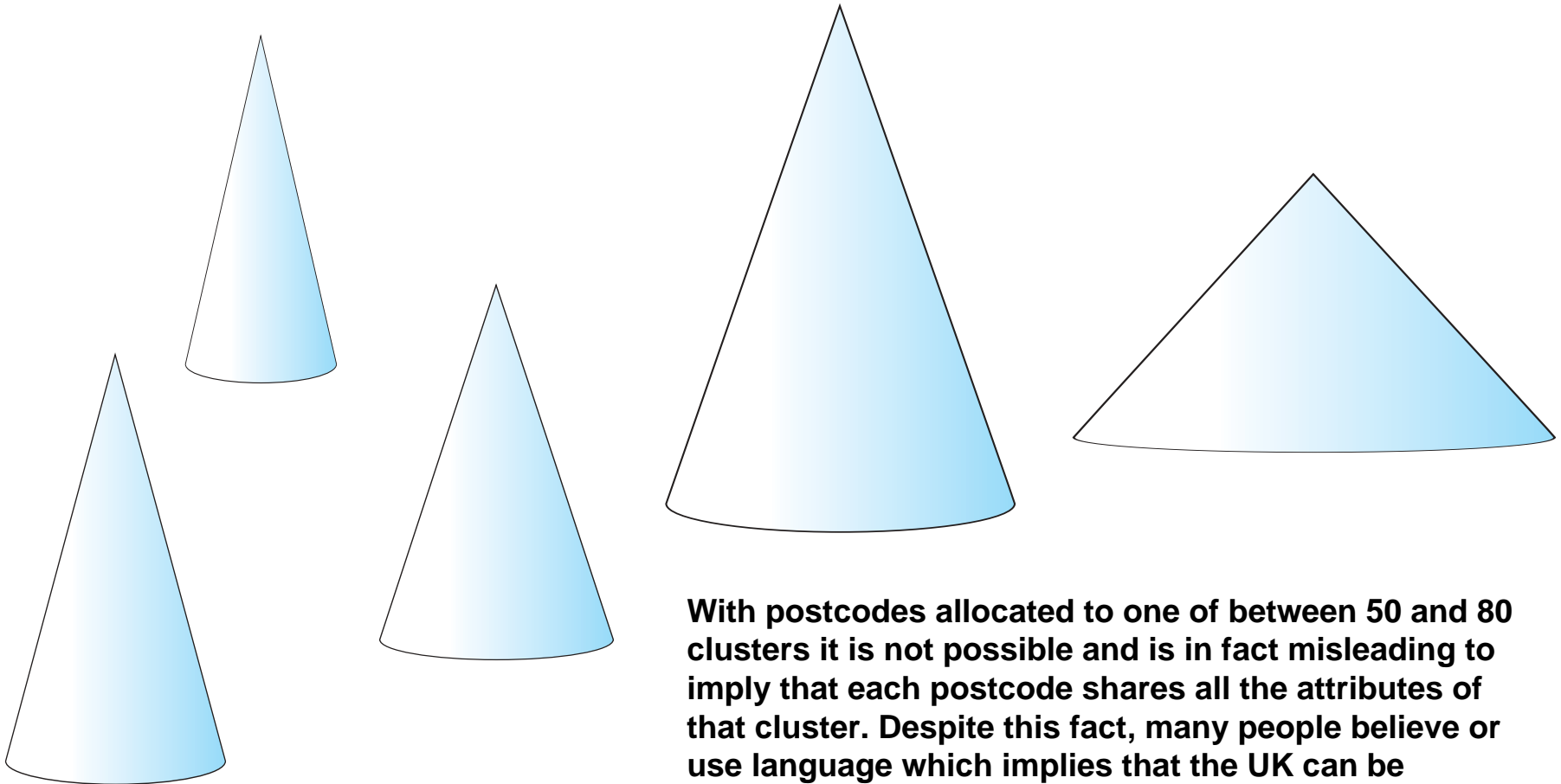


# The Business Objective

**Easy Access to  
Diverse Newcomers**

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# Clusters, Like WMD's Don't Exist??



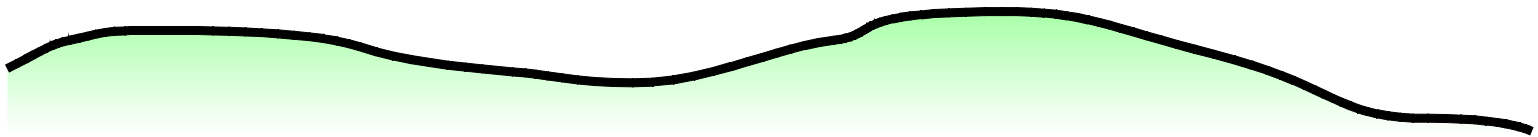
**With postcodes allocated to one of between 50 and 80 clusters it is not possible and is in fact misleading to imply that each postcode shares all the attributes of that cluster. Despite this fact, many people believe or use language which implies that the UK can be divided into highly distinctive and defined clusters.**



# **STRETCH**

rather than

# **SPLIT SPLIT**



The census data terrain is very different. Each variable is much more like a gently undulating terrain. The censiation methodology respects this fact seeking to stretch the data smoothly rather than to artificially split it up.



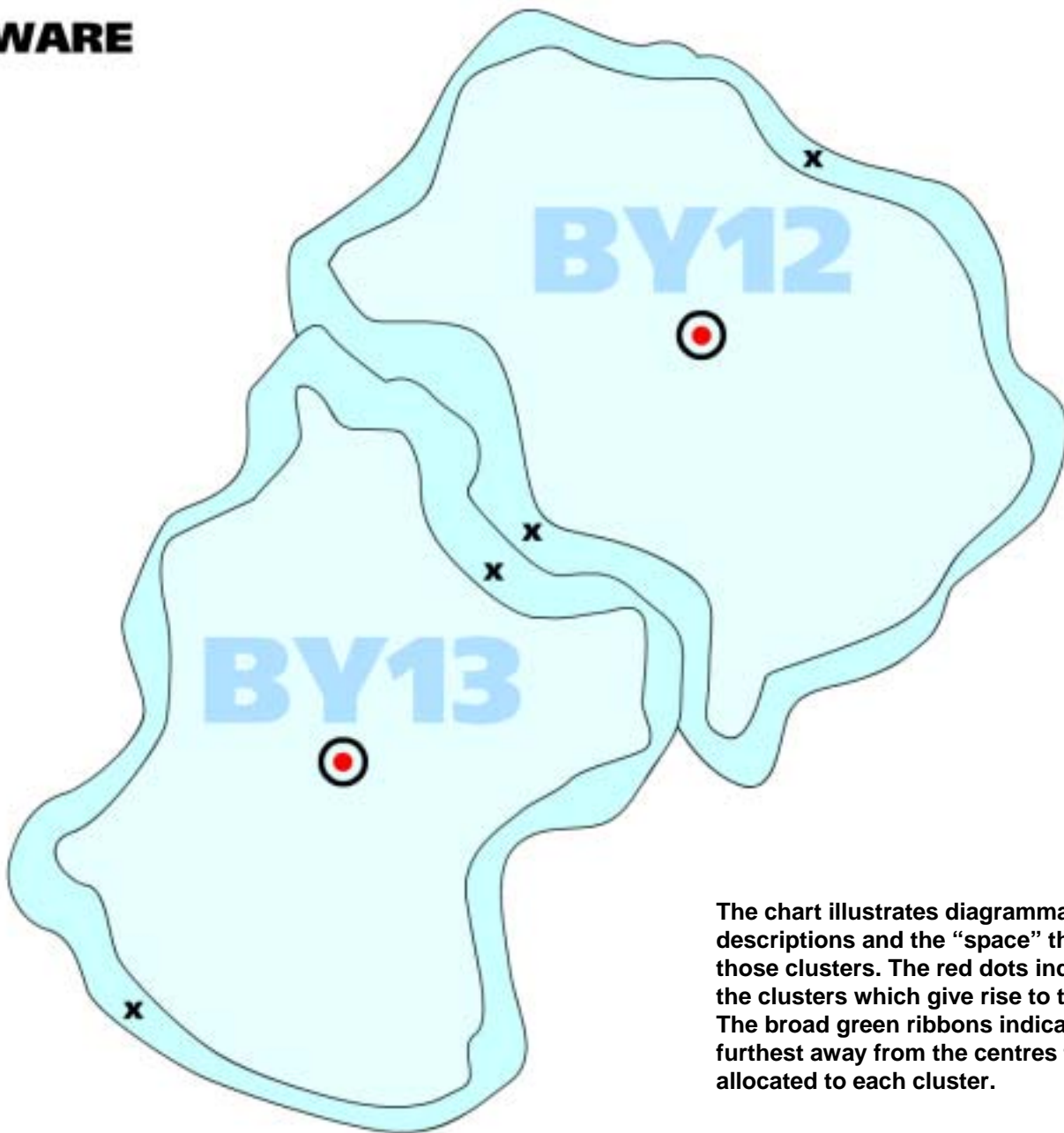
# **Titles can conceal rather than reveal**

**The use of titles and illustrations and lengthy descriptions can create an unhealthy impression that they accurately represent all customers or prospects within a cluster. In some cases this impression leads to profiling being bypassed altogether in favour of a reliance on titles, illustrations and descriptions.**

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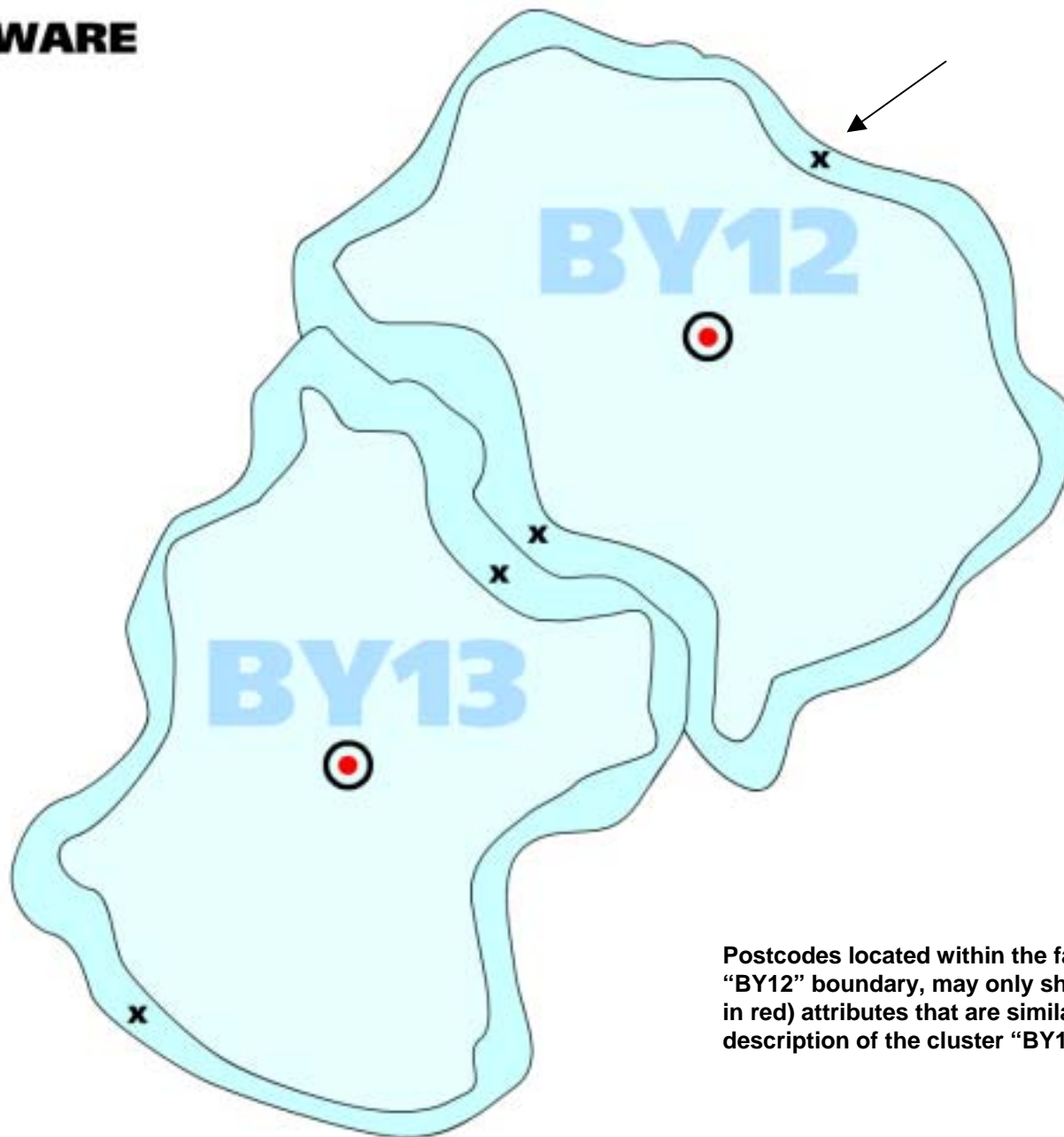
ATTRIBUTES OF BY13

ATTRIBUTES OF BY12


The chart illustrates diagrammatically two cluster descriptions and the "space" that is allocated to those clusters. The red dots indicate the centres of the clusters which give rise to the descriptions. The broad green ribbons indicate the regions furthest away from the centres that are still allocated to each cluster.

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ATTRIBUTES OF BY13

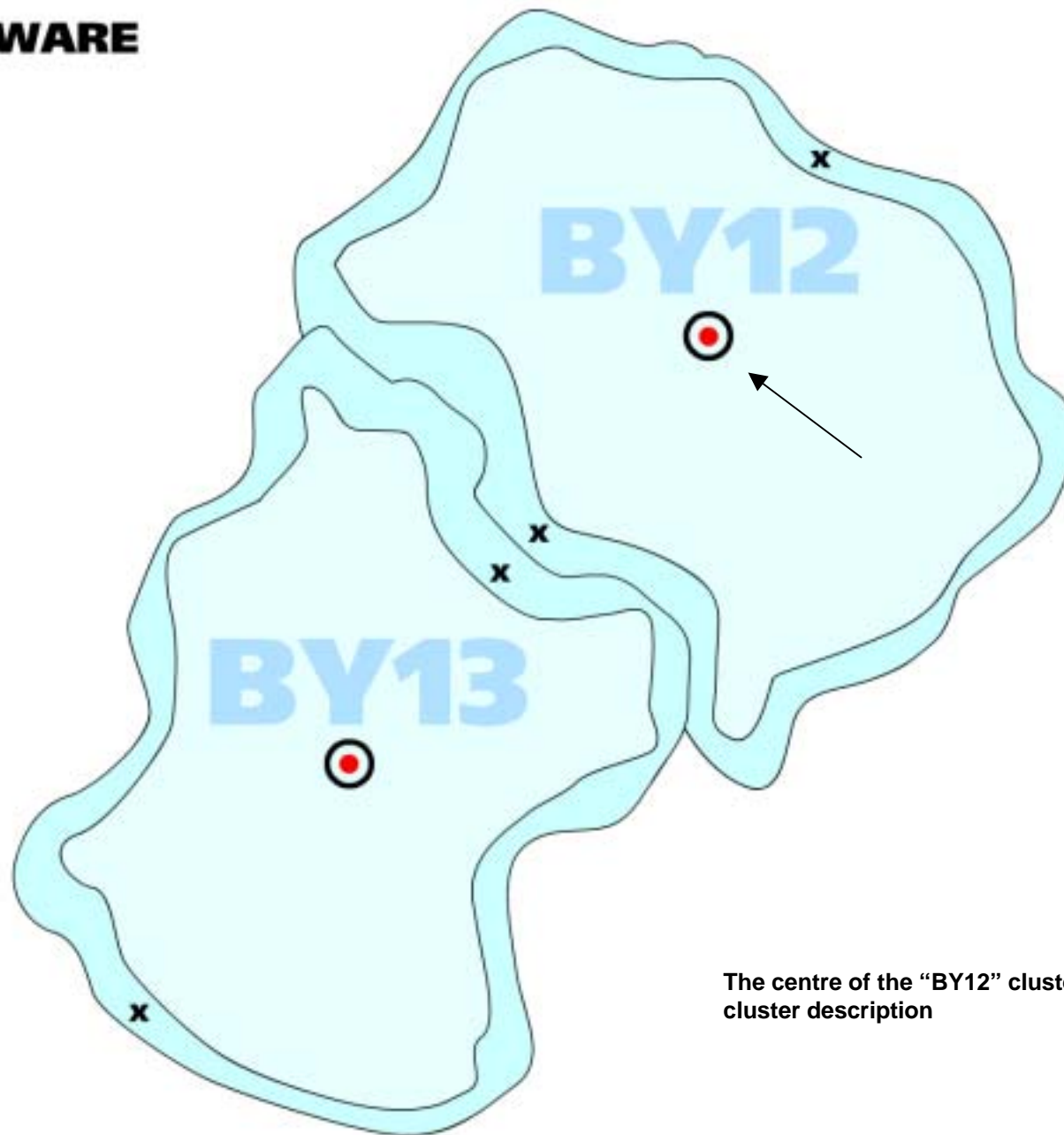


ATTRIBUTES OF BY12



Postcodes located within the far edge of the "BY12" boundary, may only share three (indicated in red) attributes that are similar to the central description of the cluster "BY12"

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ATTRIBUTES OF BY13



ATTRIBUTES OF BY12



The centre of the "BY12" cluster is the basis of the cluster description

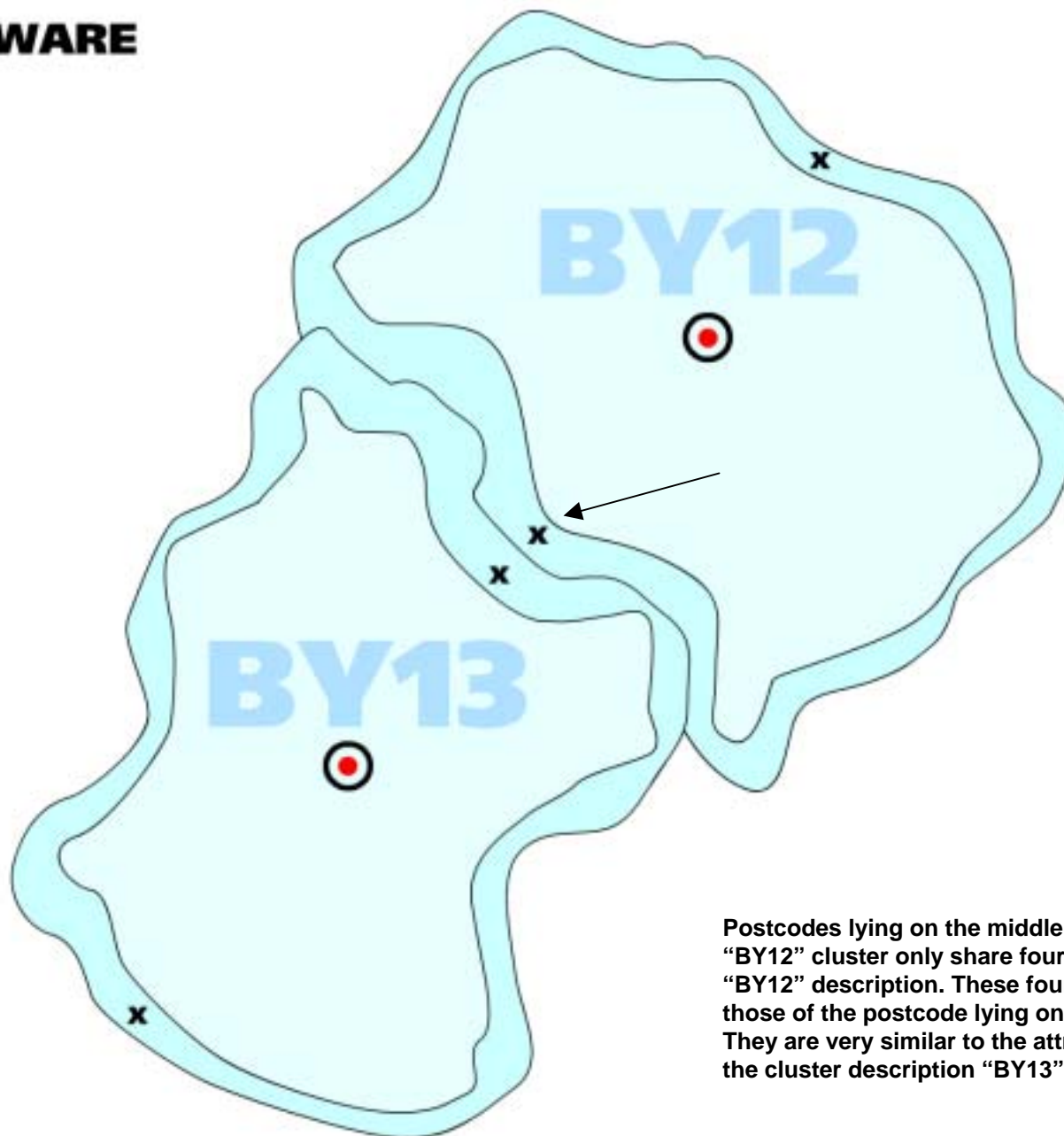


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## ATTRIBUTES OF BY13

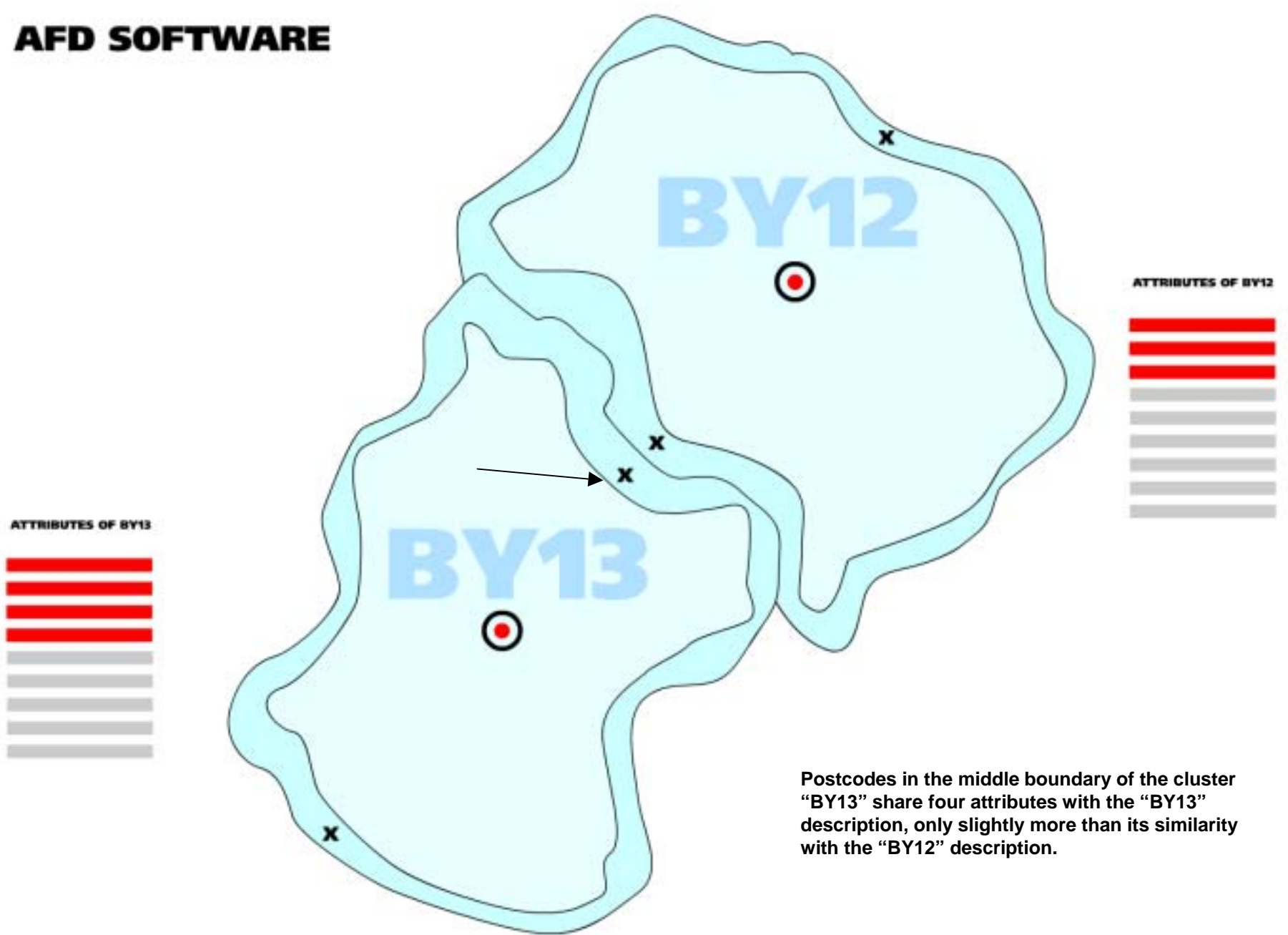


## ATTRIBUTES OF BY12



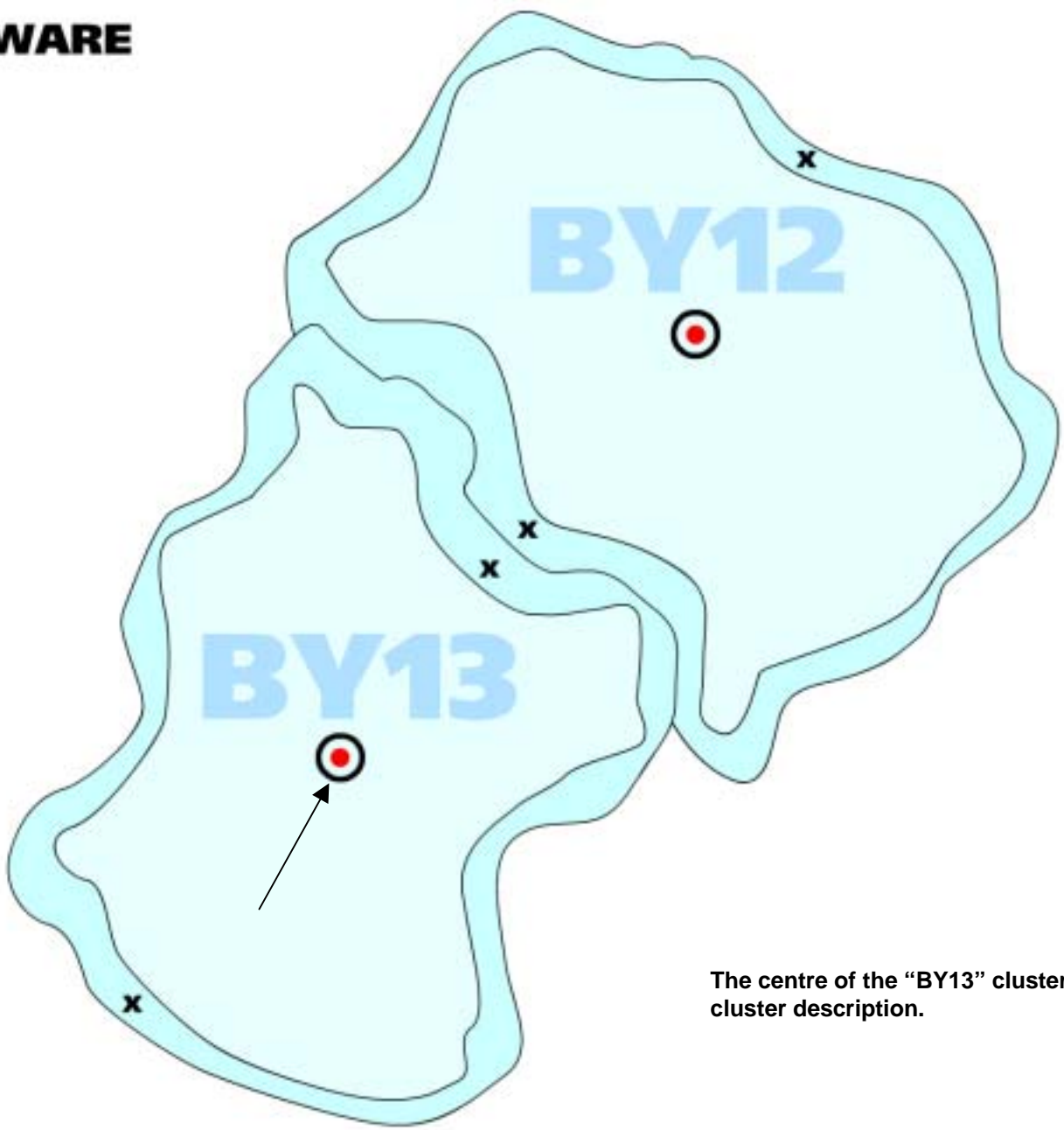
Postcodes lying on the middle boundary of the “BY12” cluster only share four attributes of the “BY12” description. These four are different to those of the postcode lying on the far boundary. They are very similar to the attributes shared by the cluster description “BY13”.

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Postcodes in the middle boundary of the cluster "BY13" share four attributes with the "BY13" description, only slightly more than its similarity with the "BY12" description.

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ATTRIBUTES OF BY13



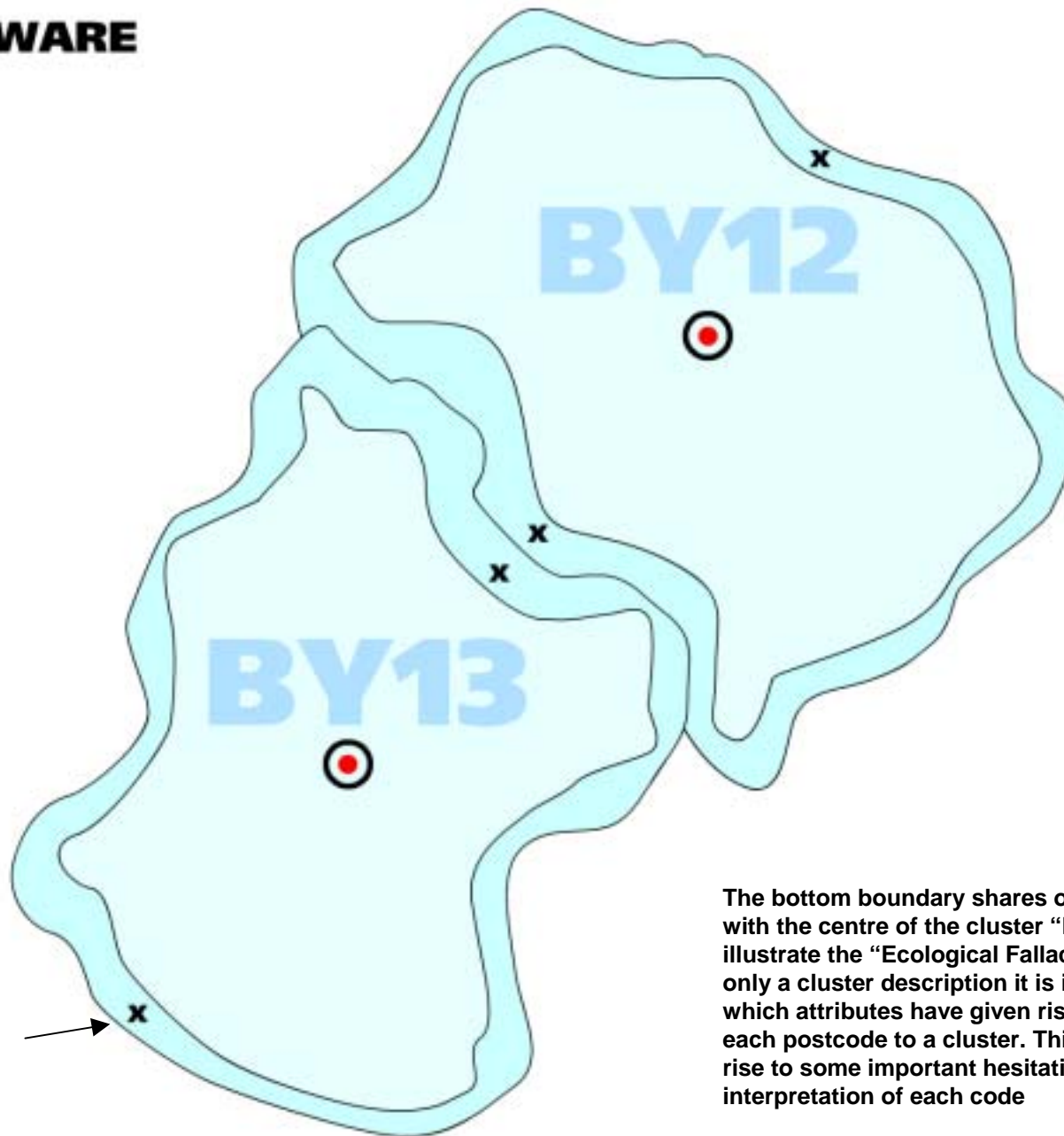
ATTRIBUTES OF BY12



The centre of the "BY13" cluster generates the cluster description.

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## ATTRIBUTES OF BY13



## ATTRIBUTES OF BY12



The bottom boundary shares only three attributes with the centre of the cluster "BY13". These slides illustrate the "Ecological Fallacy" that when given only a cluster description it is impossible to tell which attributes have given rise to the allocation of each postcode to a cluster. This inevitably gives rise to some important hesitation in the interpretation of each code



# Censation Code Example

The Censation Codes provide a postcode level geodemographic classification. Further codes are used to provide a broad categorisation of 'unclassified' postcodes not covered by the Census. A selection of tables provided in accompanying documentation enable further analysis of significant attributes and trends. The whole UK forms the base data set.

# BY12

One of five  
affluence levels.

One of four life  
stages.

One of fifty two codes  
with most discriminatory  
factors highlighted in a  
brief description.

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# Does Censation Perform?

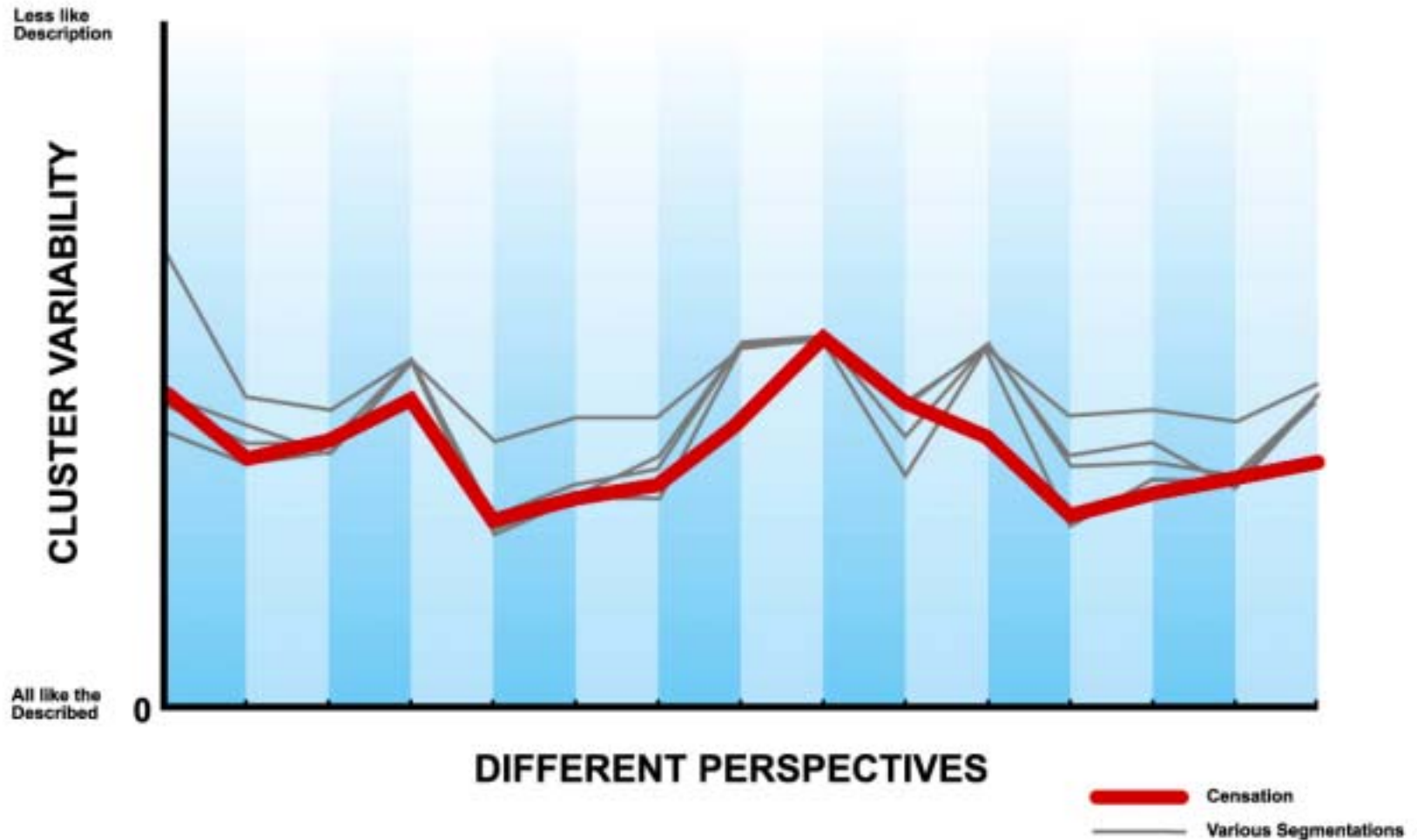
- **Can Censation Cope?**
- **YES! Because:**
  - **Less precise description better reflect the data**
  - **This leads to more realistic use**
  - **Without compromising performance**

## Evidence...?

Could it be that all this discussion is a reflection of the poor methodologies used to develop Censation? Indeed not. The underlying methodologies reveal the nature of the Census data that all clustering techniques have to deal with.

It has been shown that alongside providing more realistic reflections of the data, Censation clusters perform just as well as a broad cross-section of other segmentation systems.

# CENSATION™ COMPARED



This diagram shows a comparison of five geodemographic classification system through a variety of perspectives. The closer the line to '0' the more distinctive its discrimination. It can be seen that overall, Censation discriminates more clearly in most perspectives.



# Using ANY proven geodemographic system is **BETTER THAN** using **NONE**

The previous comparison diagram also makes it clear that using any proven geodemographic system is better than using none and that Censation is certainly no worse than any other system. Therefore it can be seen that Censation is not a 'lesser' Geodemographic system – it is simply more accessible through a great reduction in the price to access.

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# Censation Is Safe

- **Why DataTalk?**
- **Appending with AFD Refiner**
- **Selecting with AFD Names & Numbers**
- **Partner development**

DataTalk Managing Director is Tim Drye. DataTalk has considerable experience in the application of a wide range of geodemographic systems and statistics techniques in a wide range of markets. Dr Tim Drye (Managing Director) is a recognised authority in this field and therefore an ideal choice for the creation of Censation for AFD Software.

AFD solutions allow for easy appending of Censation codes to customer and prospect records and Names & Numbers aids the subsequent selection of suitable prospects using Censation codes and other criteria such as length of residency and household composition held at property level.

For clarity, Censation codes which are created by reference to Census data never identify, nor seek to identify and cannot identify the characteristics of individuals. They simply identify the attributes that are statistically more likely to be present in a particular postcode area than in other postcode areas.



# Censation: Geodemographic Access for all?

- **6K+ AFD customers have Censation**
- **Entry level £15 per month**
- **Safe system for new entrants**
- **Small datasets/wider contexts**
- **Desktop processing/selection**
- **Stands tall with mainstream geodems**

The 6,000 + organisations who use AFD Software already have access to Censation. Some of these simply pay £15 per month for a single user license of AFD Postcode. By taking a realistic approach to the data and by applying leading edge statistical techniques Censation is a safe system for new entrants in that it is suitable for use with a wide range of datasets from different sectors / industry types and with lower quantities of data. In addition it provides seasoned geodemographic users with distinctive and realistic geodemographic classification system.

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*making sense of your data*

**[www.afd.co.uk](http://www.afd.co.uk)**

**or call 01624 811711  
for further details**