

Society for Locational Analysis

15 May 2003

2001 Census: A View from DUG

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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

1. Demand from serious users
2. What's new about the 2001 Census?
3. The Outputs, and the early results
4. How will the results be used?
5. The Census will change the future



- Abbey, Argos, Barclays, Boots, HBOS, M&S, MSFS, Nationwide, RBS, Saga, Sainsbury, Tesco, Whitbread, Woolworth, Yell
- Terms of Reference (www.demographic.co.uk)
- National businesses – targeting local areas
- Area & Site analysis, Database analysis, Market Research
- Sophisticated users of GIS

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


The main innovations since 1991

- Questions – include Religion
- “One Number” – Imputation
- Coding – 100%; also Social Grade
- Geography – huge advances
- + Access (good news from Chris Denham)

Geography

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

The Starting Point

- ADDRESSPOINT™ locations 
- ED boundaries 
- Road centrelines 
- OS background map



OS Copyright

Supplied by Census Division ONS

Postcode Boundaries

- Draw boundaries around individual addresses
- Do not cross ward or parish boundaries



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Postcode Boundaries

- Erase lines between addresses with the same postcode
- Usable postcode boundaries?



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Postcode Boundaries

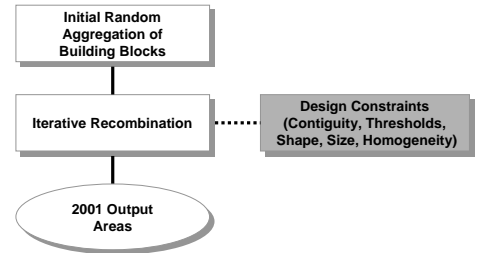
- Adjust postcode boundaries to follow nearby ED boundaries and roads
- Use as building blocks



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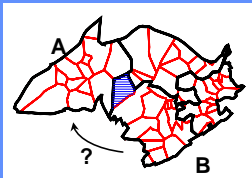
Output Area Design



Supplied by Census Division ONS.

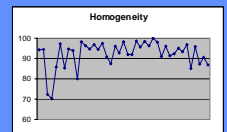
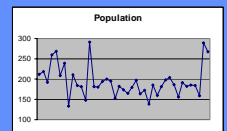
Output Area Design

- Examine all postcodes bordering two OAs
- Move the highlighted postcode from B into A?
- Better homogeneity and population?



Supplied by Census Division ONS

Output Areas - Lincoln



Supplied by Census Division ONS

Output Areas - Lincoln

Output Areas

Postcodes

Addresses



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Output Areas – the benefits

- Built from postcodes
- Smaller than 1991: 125 households
- Designed for homogeneity
- Boundaries available in digital form
- Directory to link postcoded records of customers or survey respondents
- Building bigger areas – postal (sectors & districts) & administrative (wards & above)

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

What do we want?

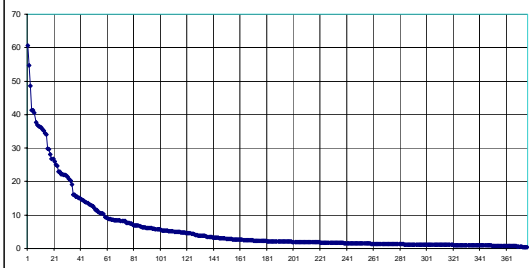
Maximum detail...
(Subjects AND Geography)
but...

“Disclosure Control”

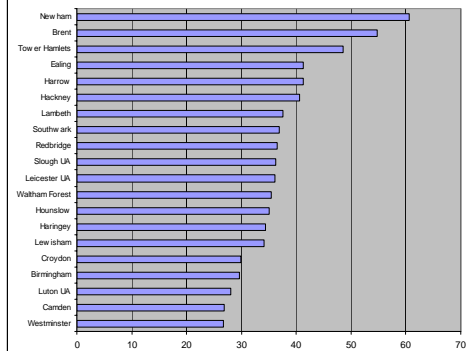
The early results

- 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

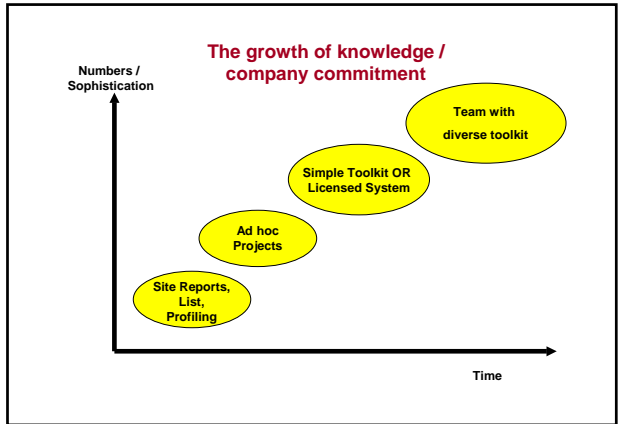
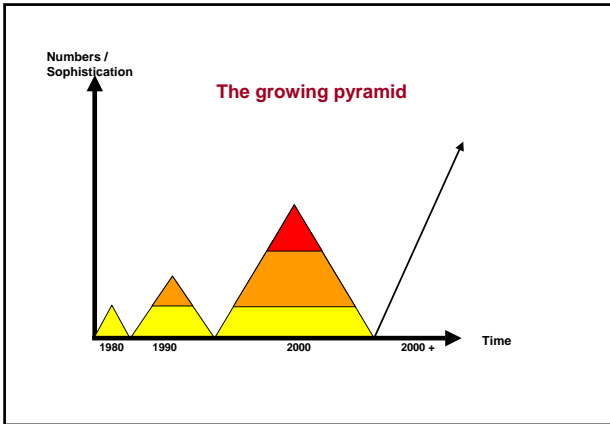


Ethnic percentage





How will the results be used?



- ### DUG members' 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)	Map Data	Lists
Small Area Statistics	Background - OS, AA	Electoral Roll
Census - Residents	Road network - drivetimes	Lifestyles
Updates	Points & Sites	Household classifications
Projections	Retail Locations	Person classifications
Census - Workplace	Goat Plans	Suppression files
Geodem profiles	ATMs	CC-Js
Income estimates	Business Locations	Businesses - Coho & Yell
Market estimates	Planning Applications	Sample Surveys
Shopping catchments	Postcode Directories & Classifications	Target Group Index
Digital Boundaries	Mosaic (various)	FES
Postal	Acom (various)	AGB SuperPanel
Administrative	Prizm	
TV Areas	Games	Traffic flows
	Codepoint	Pedestrian flows
	EDs	
	Flood Risk	

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
Housing	Hospital episodes
	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

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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