

SLA event at Co-op HQ, Manchester
20th November 2008, 6.00 for 6.30 p.m.

- 1. 6.30pm Introduction & Welcome** Steph. Durbin-Wood,
National Location Analysis Manager,
The Co-operative
- 2. 6.35pm Ice-breaker** All Present
- 3. 6.45pm MRS Census and Geodemographics Group, ACD and DUG**
Steph Durbin Wood, The Co-operative and
Peter Sleight, Target Market Consultancy
- 4. 7.15pm 'Proactivity vs. Reactivity in Location Analysis'**
Peter Woodhouse,
Regional Location Analyst, The Co-operative
- 5. 7.30pm 'Balancing different kinds of Knowledge in store forecasting'**
Andrew Tasker, Optimum Locations, and
Dr. Steve Wood, Lecturer at the School of
Management, University of Surrey.

SUPPER - 8PM

The **co-operative** food

FACEBOOK

www.facebook.com

Group called "Site Research and Network"

The **co-operative** food

MRS Census and Geodemographics Group

MRS – The Market Research Society

- Represents providers and users of market, social and opinion research

Census and Geodemographics Group – CGG

- MRS advisory committee founded in 1989
- Represents interests of researchers in Census and related population statistics
- Advises MRS on these issues
- Acts as an independent voice in the geodemographics industry

CGG Activities

Promoting use of Census and Geodemographic data:

- Regular conferences and seminars
- Online resources such as Geodemographic Knowledge Base
- Publications such as 2001 Census Guide

Representing market research industry

- ONS Census Advisory Group for business sector
- Responding to consultations on 2011 Census and beyond
- Developments such as Census-based Social Grade approximation

Where to find out more...

Resources, publications and articles:

- www.mrs.org.uk/networking/cgg/resources

Geodemographic Knowledge Base

- Contains links to over 200 hand-selected web sites
- www.geodemographics.org.uk

Next CGG Conference – 1st April 2009, Central London

- “Target: 350 Million” - How Geodemographics is being applied across an ever-expanding Europe

Association of Census Distributors (ACD)

Peter Sleight
ACD Chair

ACD background

- ACA started at turn of 1993/94; name changed to ACD post-2001 Census.
- Current members:
 - Acxiom
 - Beacon Dodsworth
 - CACI
 - EuroDirect
 - Experian
 - MapInfo

ACD

Purpose of ACD

- To negotiate with ONS, etc. on behalf of members
- To promote the interests of Census value-added resellers (VARs)
- To attempt to safeguard interests in associated data, e.g. Ordnance Survey data

ACD





Improving the data market

- 14 diverse businesses
- Strong internal analysis teams
- Millions of customers – to retain & develop.....& seeking new customers too
- Often planning services in local areas – stores, branches
- “A-list” celebrity members.....



DUG's 3 objectives:

- To represent the needs of commercial users of government datasets
- To share experiences of data, analysis & insight
- To act as an incubator for new ideas



Activities include:

- News alerts by email
- Quarterly meetings, + guest speakers
- Training sessions, e.g.
 - “The role of an analyst”
 - “How analysts can influence decision makers”
 - “ONS’s free OAC geodemographic classification”
- Conference
 - inc. c.40 specially invited guests
 - Annual Award – this year to the HoC Treasury Committee





Some recent cage-rattling issues:

- House prices; TV areas; Data security; Market share; Goad Plans; E-commerce stats; Data sharing; Workplace data; Customer Value; Weather data; Republic of Ireland; Campaign optimisation; Web scraping....

September guests (*before the crash!*):

- Barry Naisbitt, Chief Economist at Abbey, and Jill Leyland, independent economics consultant:
"Economic downturn and its effects on consumer markets"



Translating Objectives into Benefits:

- Government datasets – *better Census, Neighbourhood (admin) and Survey stats*
- Sharing experiences – *networking with other members at & outside DUG meetings*
- New ideas – *lifting practical ideas already used by members in other sectors; dialogue with university brains; + flashes of inspiration at meetings*



If you are interested in joining, see...

- Web:
<http://www.demographicsusergroup.co.uk/>

and contact.....

- Keith Dugmore
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- Tel: 020 7834 0966