

The Society for Location Analysis

21 April 2009

Our Free Data

Keith Dugmore
Demographic Decisions

4 Things.....

- The Guardian's "Free Our Data" campaign
- DUG members' interest in external data
- What's available from government?
- & other sources too?

- & a question.....

Free our data | Technology | guardian.co.uk - Microsoft Internet Explorer

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Address <http://www.guardian.co.uk/technology/free-our-data> Go Links

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- Intellectual property

Give us back our crown jewels

Free our data



Our taxes fund the collection of public data - yet we have to pay again to access it. Making it freely available to stimulate innovation.

Keep up to date on our blog

More Blogs

Tech Weekly: Review of 2008
 Aleks Krotoski,
 23 Dec 2008, 12.25am
 10 comments

Are the Show Us A Better Way winners safe from



Australia
Spends more money on gambling than any other nation

DUG Award 2006

“Better information from government”

Michael Cross

for The Guardian’s

“Free Our Data” campaign

“DUG’s Conference Board sees this as very much in line with the group’s objectives of improving the supply of and access to data, and has been greatly impressed by tenacity of the campaign – with a new article every week for the last 6 months – and its impact in encouraging debate about current policy.”



DUG Members, & their
interest in external data



Improving the data market



John Lewis



YOUR M&S

The **co-operative**

Whitbread[™]
Welcome with a smile



DUG Members' use of all external datasets (2005)

Customer Files (Postcoded)

Small Area Statistics

Census - Residents
Updates
Projections
Census - Workplace
Geodem profiles
Income estimates
Market estimates
Shopping catchments

Digital Boundaries

Postal
Census
Administrative
TV Areas

Map Data

Road network - drivetimes
Background - OS, AA

Points & Sites

Goal Plans
Retail Locations
ATMs
Business Locations
Planning Applications
Grid Referencing

Postcode Directories & Classifications

Mosaic (various)
Acorn (various)
Prizm
Cameo

Lists

Electoral Roll
Lifestyles
Household classifications
Person classifications
Suppression files
CCJs
Businesses - CoHo & Directories

Sample Surveys

Target Group Index
Expenditure & Food
Tracking studies

Traffic flows
Pedestrian flows

Datasets – which incorporate data from government?

Customer Files (Postcoded)

Small Area Statistics

Census - Residents
Updates
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Sample Surveys

Target Group Index
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Tracking studies

Traffic flows

Pedestrian flows

The Suppliers – “Government”

- Countries
 - England, Wales, Scotland = Great Britain
 - + Northern Ireland = United Kingdom
- “Government” – a broad definition:
 - Office for National Statistics (ONS)
 - Departments
 - NHS
 - Local Authorities
 - Agencies / Trading Funds (OS, Valuation, Land Registry, etc.)

Government datasets - strengths

- Extent – national, & sometimes GB or UK
- Method – uniformly applied
- Quality – usually high
- Often compulsory
- Coverage – 95% +
- Often free

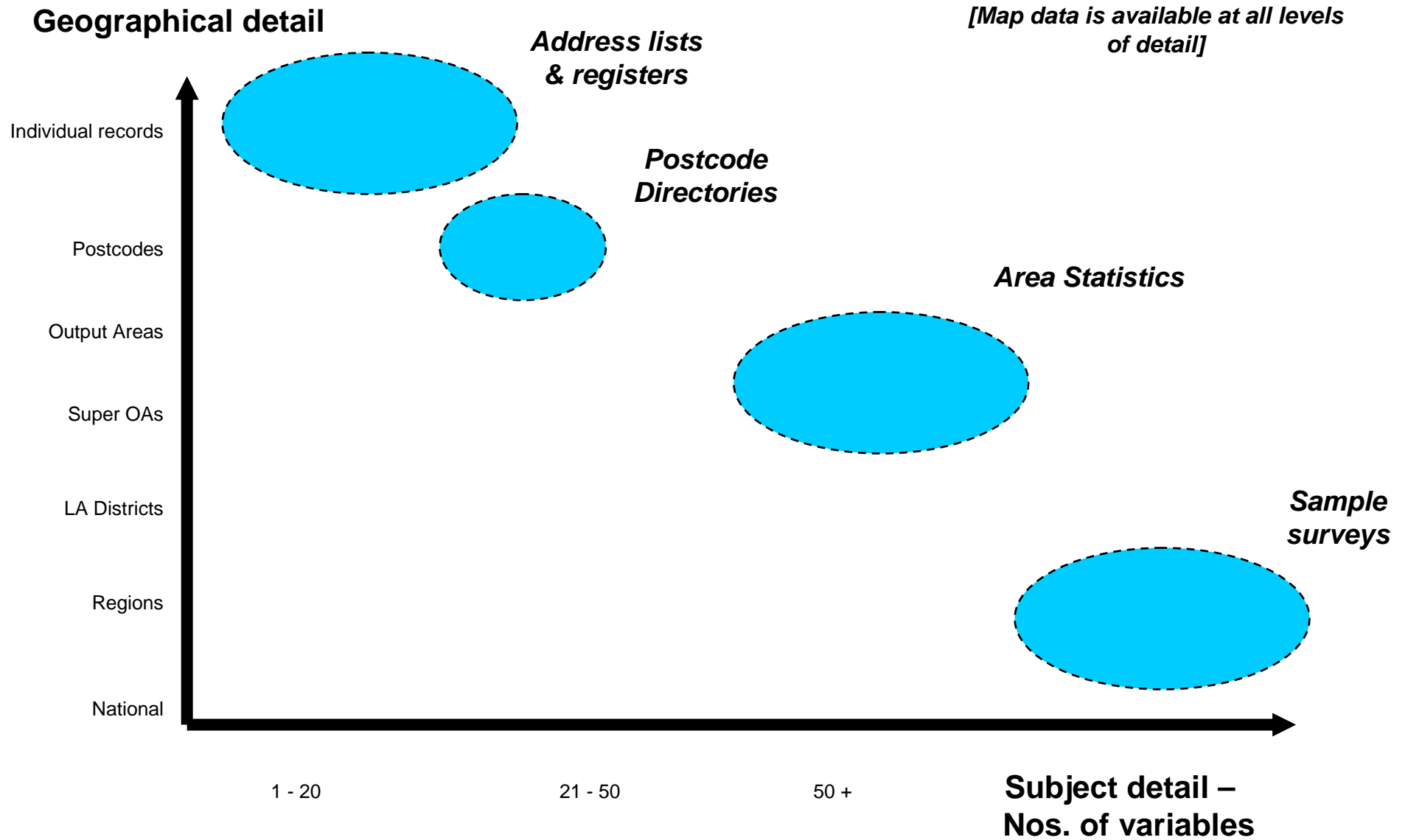
But beware:

- Sometimes slow and/or difficult to access
- Scotland, NI (& Wales) can differ from England

Broad categories of data

1. Address lists, registers and administrative files
2. Statistics for small areas
3. Postcode directories and look-ups
4. Sample surveys
5. Map data

Datasets – Geographical and Subject detail



Output Areas - Lincoln

Output Areas



Postcodes



Addresses



OS Copyright

Supplied by Census Division ONS

Features – a useful checklist

- Populations and topics?
- Geographical extent (E,W,S,NI) and level?
- Coverage and quality?
- Confidentiality and disclosure control?
- Frequency and timeliness?
- Pricing and licensing terms?
- Access / supply?

The key datasets –
the 5 categories

1. Address lists, registers & administrative files (some free)

- Postcode Address File
- Land Registry
- Council Tax
- Valuation Lists
- Planning Applications
- Electoral Roll
- County Court Judgments
- Companies House & the Inter Departmental Business Register

2. Statistics for small areas – 2a) 2001 Census (free)

- **Households:** type of accommodation (detached, terraced, purpose-built flat etc.); self-contained; rooms; bath/shower and toilet; lowest floor level; central heating; cars & vans; tenure.
- **Persons:** sex; age; marital status; schoolchild/student; country of birth; ethnic group; Celtic languages; religion; general health; unpaid care; limiting long-term illness; address one year ago.
- **Persons 16-74:** academic & professional qualifications; working last week; employment status; size of establishment; job title; description of work; business, name and address of employer; hours worked; method of travel to work.
- **Further classifications:** The basic topics are also used to derive further classifications such as the National Statistics Socio-Economic Classification (NS-SEC), and Social Grade

2001 Census Data Outputs - summary		
Dataset	Areas	Comments
<i>Statistical tables:</i>		
Key Statistics	Output Areas and above	c 400 basic counts
Census Area Statistics	Output Areas and above	c 10,000 detailed counts
Standard Tables	Wards and above	Even more detail, but not down to OA level
Headcounts	Postcodes (NB)	Simple totals - persons, households
<i>Origin / destination flows:</i>		
Special Workplace Stats	Output Areas and above	Complex
Special Migration Stats	Output Areas and above	Complex
<i>Area Classifications:</i>		
ONS Geodemographic Classifications	Output Areas, Wards and LAs	OA version provides a geodeographic classification
Urban Areas; also Rural / Urban	Built from OAs	Further useful views
<i>Geography products:</i>		
Postcode Directory	Output Areas	To link customers to OAs
Lookup to higher geographies	Output Areas and above	To build areas such as LAs, constituencies, etc.
Digital Boundaries	Output Areas	For mapping results

Census – Area Classifications

- Local Authority level
- Ward level
- Output Area Classification
 - “OAC”
 - An alternative to commercial geodemographic classifications

Local Authorities – most similar?

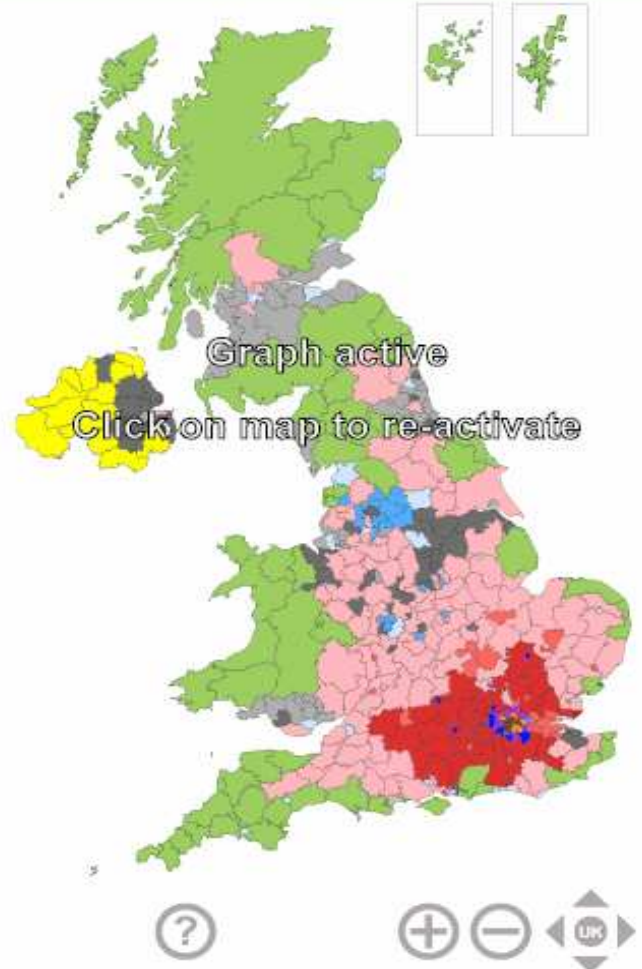
- Oxford.....
- Milton Keynes.....
- Manchester.....
- Edinburgh.....

national Statistics NS 2001 Area Classification for Local Authorities

Click below to set classification:

- SUPERGROUP
- GROUP**
- SUBGROUP

- Regional Centres
- Centres with Industry
- Thriving London Periphery
- London Suburbs
- London Centre
- London Cosmopolitan
- Prospering Smaller Towns
- New and Growing Towns
- Prospering Southern England
- Coastal and Countryside
- Industrial Hinterlands
- Manufacturing Towns
- Northern Ireland Countryside

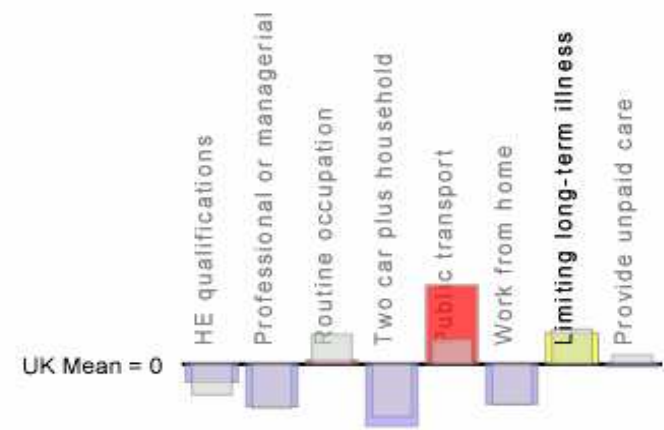


hint: click on the map key to display just one category

The graph shows range-standardised differences from UK mean
 Positive values (red bars) show an above average level of the population.
 Negative values (blue bars) show a below average level of the population.
 Transparent bars show the average for the supergroup, group or subgroup.

Birmingham:

SOCIO-ECONOMIC dimension



People of working age with limiting long-term illness (%)
 Birmingham: 15.71
 Average for Centres with Industry: 16.04
 UK average: 13.64 (lowest = 7.44, highest = 27.48)

Output Area Classification User Group - OAC - Microsoft Internet Explorer


Address <http://www.areaclassification.org.uk/>

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OAC User Group Maps Favorites PC Health Spaces (0)

Output Area Classifi...



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The Output Area Classification

The Output Area Classification (OAC) distills key results from the Census for the whole of the UK to indicate the character of local areas. It profiles populations, structures other data, and helps target resources. OAC is in the public domain, and the User Group supports and promotes its use as geodemography open to all. [More about OAC](#), [More about Getting Started](#), and more about the User Group.

Geodemographics in action: seminar, 15 September 2008 18th Jul, 2008

This half day OACUG seminar presents actual uses of geodemographics in analysis of health, crime, migration and surveys; including the OAC coding of ONS social surveys.

The seminar has been designed to be of particular interest and value to those in the public sector, reflecting the fact that geodemographic was originally developed to help the sector. It will be held at the Royal Statistical Society in London. There is no charge for participation, but pre-registration is necessary.

BROWSE AND SEARCH

Monthly Archives

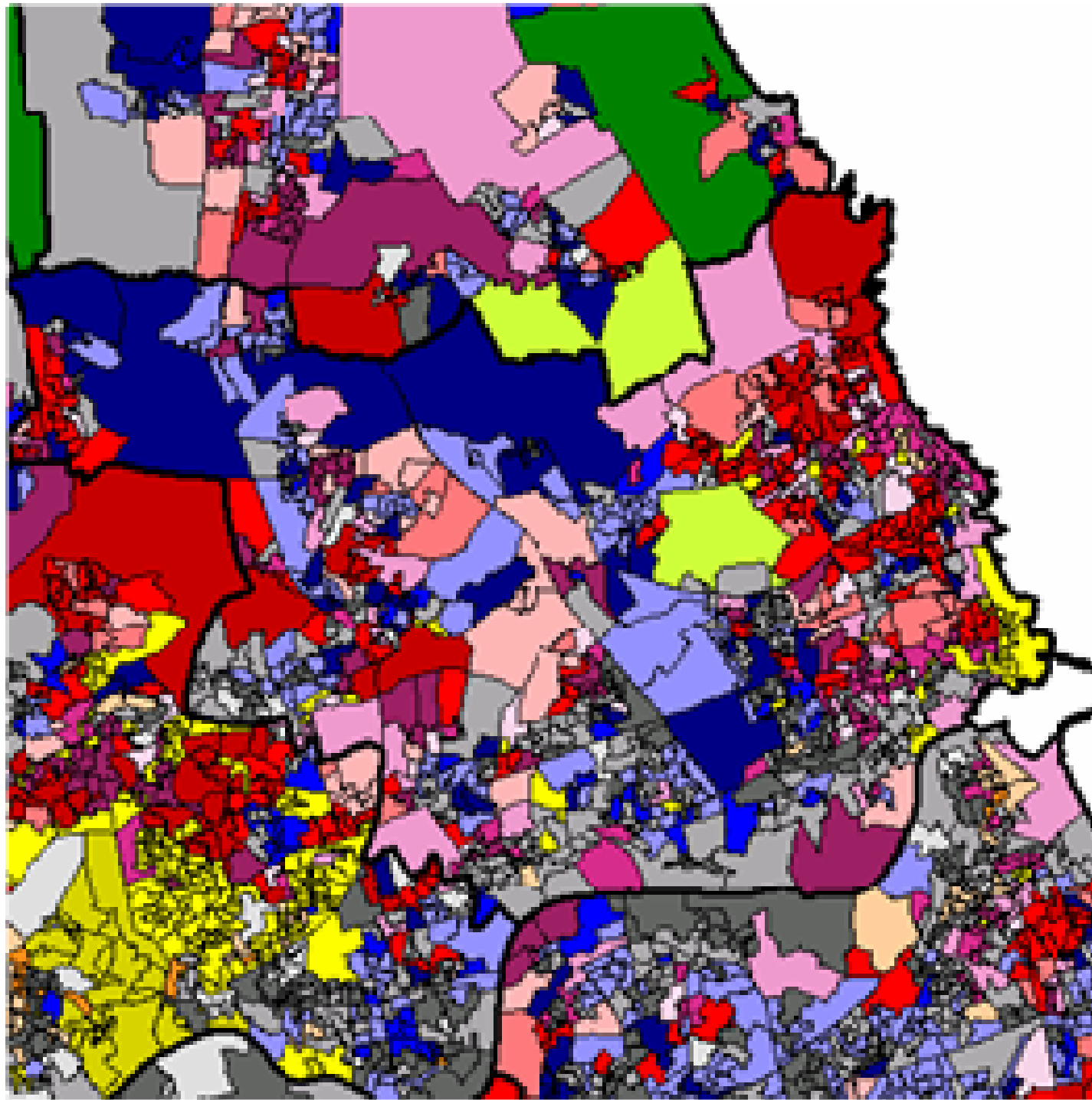
Enter Search Here -



QUICK LINKS

- **Click a Link**
 - [Getting Started!](#)
Our quick guide to getting started with OAC
 - [Join our Group](#)
Join OACUG for free!
 - [Papers](#) A selection of academic papers using OAC.

Done, but with errors on page. Internet

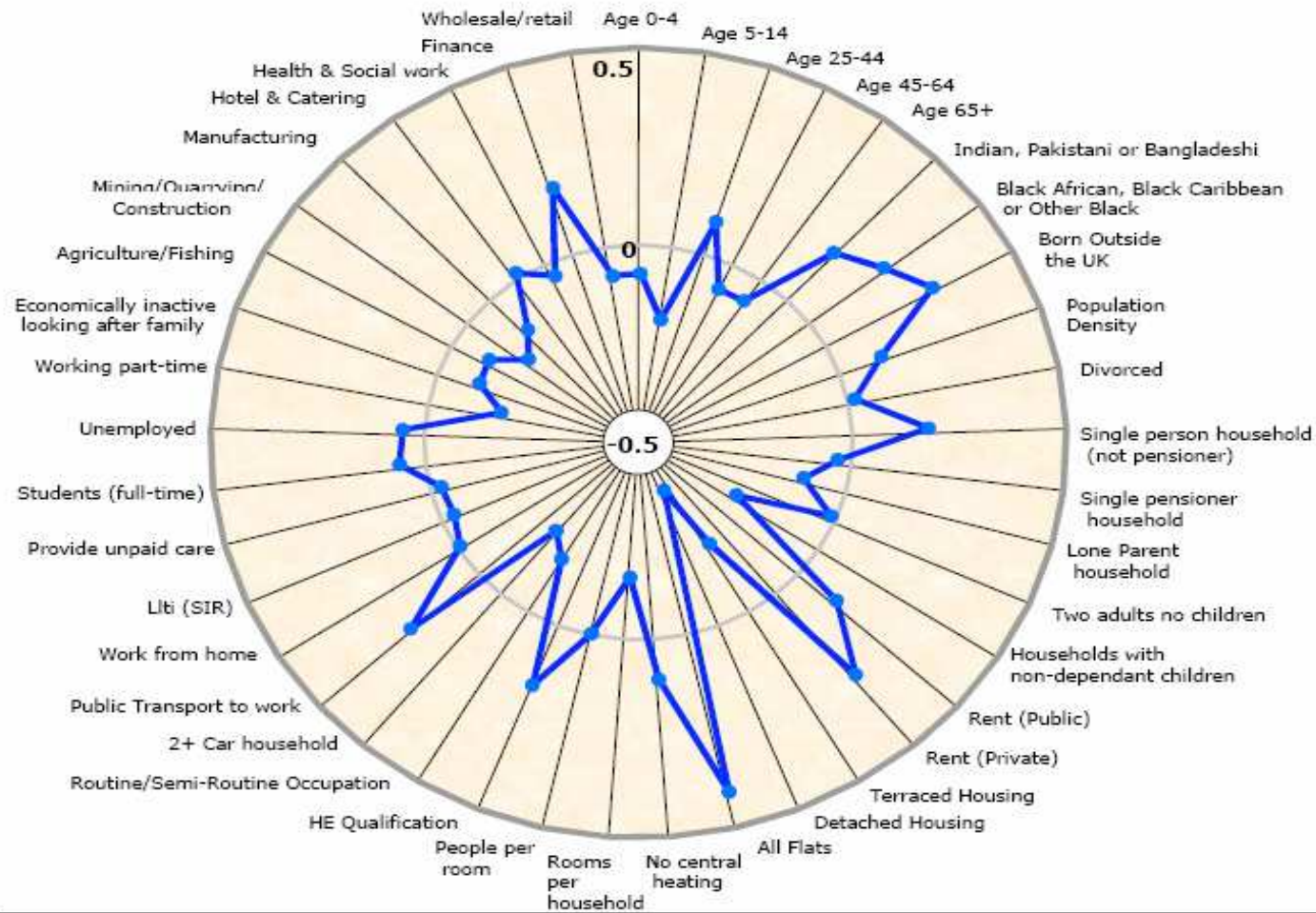
& see interactive mapping of OAC: www.casa.ucl.ac.uk/googlemaps/OAC-super-EngScotWales.html



- | | | |
|---|----------|----------------------------------|
|  | Group 1a | Terraced Blue Collar |
|  | Group 1b | Younger Blue Collar |
|  | Group 1c | Older Blue Collar |
|  | Group 2a | Transient Communities |
|  | Group 2b | Settled in the City |
|  | Group 3a | Village Life |
|  | Group 3b | Agricultural |
|  | Group 3c | Accessible Countryside |
|  | Group 4a | Prospering Younger Families |
|  | Group 4b | Prospering Older Families |
|  | Group 4c | Prospering Seniors |
|  | Group 4d | Thriving Suburbs |
|  | Group 5a | Senior Communities |
|  | Group 5b | Older Workers |
|  | Group 5c | Public Housing |
|  | Group 6a | Settled Households |
|  | Group 6b | Least Divergent |
|  | Group 6c | Young Families in Terraced Homes |
|  | Group 6d | Aspiring Households |
|  | Group 7a | Asian Communities |
|  | Group 7b | Afro-Caribbean Communities |

Subgroup 2a2

Range-standardised difference from the UK mean. Positive values show an above average level of the population and negative values show a below average level.



1. For a variable to be 'far below average' it must have a difference of more than 0.15 below the UK mean.

Neighbourhood Statistics - View or Download Data: dataset list expandable tree - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://neighbourhood.statistics.gov.uk/dissemination/Download1.do;jsessionid=ac1f930c30d7aa51319bf4d4481b8d36adf78ba40925?&nsjs=true&nsck=true&nssvg=true&> Go Links

Office for National Statistics UK Snapshot | Neighbourhood | Economy | Census | About Us | Jobs

Home page | Select topics | **2b) Neighbourhood Statistics (free)**

Neighbourhood Statistics Topics Help

Click on main titles to see topics:

Search for: Select

- 2001 Census: Census Area Statistics
- 2001 Census: Key Statistics
- Access to Services
- Community Well-being / Social Environment
- Crime and Safety
- Economic Deprivation
- Education, Skills and Training
- Health and Care
- Housing
- Indicators
- Indices of Deprivation and Classification
- People and Society: Income and Lifestyles
- People and Society: Population and Migration
- Physical Environment
- Work Deprivation

Back Next

Internet

Neighbourhood Statistics - Microsoft Internet Explorer

Address <http://neighbourhood.statistics.gov.uk/dissemination/NeighbourhoodProfileSearch.do?profileSearch=e> Go

Back Search Favorites New! Check AutoLink AutoFill Options

national **STATISTICS** UK Snapshot Neighbourhood Economy Census About Us Jobs 19 September 2005

Neighbourhood | Neighbourhood Profile |

Neighbourhood Statistics Neighbourhood Profile

Register or Sign-in Help

Your location | [People and society](#) | [Health and care](#) | [Deprivation](#) | [Thematic Map](#) | [Economic activity](#) | [Students, education, skills and training](#) | [Housing and households](#) | [About the data](#)

EC1Y 8LX which is part of Bunhill ward is located in the Islington local authority in London region.

For statistical purposes the country has been divided into small blocks of land called Output Areas. These allow us to look in more detail at smaller local areas. Output Areas have been combined to form two layers of Super Output Areas known as Lower Layer Super Output Areas (LSOA) and Middle Layer Super Output Areas (MSOA). This profile relates to the Lower Layer Super Output Area referred to as Islington 023D.

Your area is also in the Local Education Authority of Islington

You can also compare Bunhill with other areas which have similar characteristics by using the Area Classification.

Further information on this classification can be found via the link on the Neighbourhood Statistics front page.

Map of Islington 023D LSOA

[View map of Islington local authority](#)

© Crown copyright. All rights reserved ONS GD272183 2005

View Local Services for [Islington 023D LSOA](#)

Note: This neighbourhood profile is for guidance only. The areas for which we hold statistics may not precisely follow the boundaries for towns and postcodes. We recommend that you view the map to see the exact area covered by the profile.

Done Internet

2b) Neighbourhood Statistics (free)

Neighbourhood Statistics - Microsoft Internet Explorer

Address <http://neighbourhood.statistics.gov.uk/dissemination/AreaProfile1.do?tab=4>

national **STATISTICS** UK Snapshot Neighbourhood Economy Census About Us Jobs 19 September 2005

Neighbourhood | Neighbourhood Profile |

Neighbourhood Statistics Neighbourhood Profile

[Register or Sign-in](#) [Help](#)

Within Islington the Lower Layer Super Output Area (LSOA) of Islington 023D has a rank of 6,494 out of 32,482 overall, with a rank of 6,587 on the income measure.

1 Most deprived LSOA 6,494 This LSOA 32,482 Least deprived LSOA

Indices of Multiple Deprivation, 2004

	Islington 023D
Indices of Deprivation for Super Output Areas, Rank of IMD Score ¹	6,494
Indices of Deprivation for Super Output Areas, Rank of Income Score ¹	6,587
Indices of Deprivation for Super Output Areas, Rank of Employment Score ¹	8,286
Indices of Deprivation for Super Output Areas, Rank of Health Deprivation and Disability Score ¹	6,989
Indices of Deprivation for Super Output Areas, Rank of Education Skills and Training Score ¹	12,309
Indices of Deprivation for Super Output Areas, Rank of Barriers to Housing and Services Score ¹	1,207
Indices of Deprivation for Super Output Areas, Rank of Living Environment Score ¹	2,483
Indices of Deprivation for Super Output Areas, Rank of Crime Score ¹	30,371

Done Internet

Neighbourhood Statistics - Microsoft Internet Explorer

Address <http://neighbourhood.statistics.gov.uk/dissemination/AreaProfile1.do?tab=9&bhcp=1> Go

Back Search Favorites Check AutoLink Options

national STATISTICS UK Snapshot Neighbourhood Economy Census About Us Jobs 19 September 2005

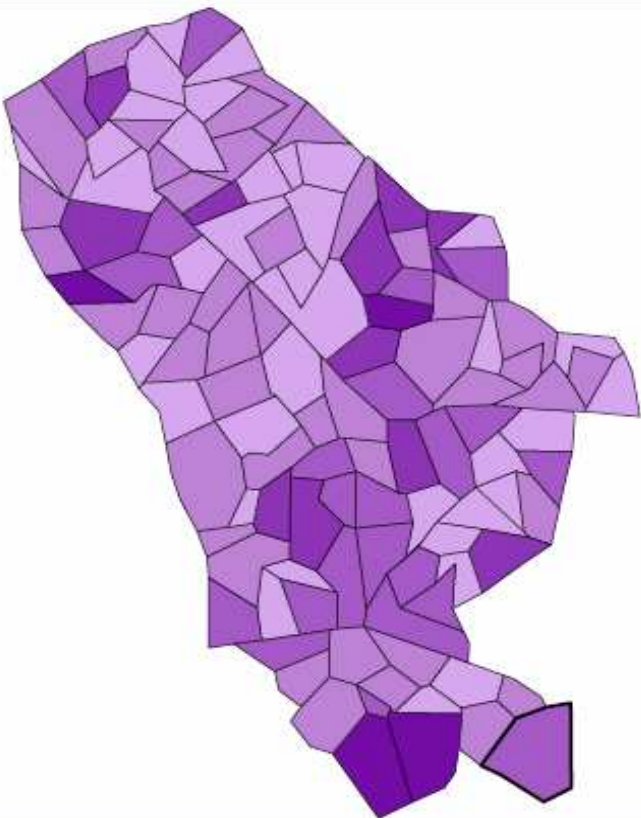
Neighbourhood | Neighbourhood Profile |

Neighbourhood Statistics **Neighbourhood Profile** Register or Sign-in Help

national STATISTICS Indices of Deprivation for Super Output Areas, Rank of IMD Score (Rank, Areas, Jan04)

Use this map to illustrate another topic

Indices of Deprivation for Super Output Areas, Rank of IMD Score (Rank, Areas, Jan04)



Map Settings Local services e.g. schools

Legend

406.00 - 2788.80
2788.81 - 5171.60
5171.61 - 7554.40
7554.41 - 9937.20
9937.21 - 12320.00

Change your map colour
Purple

Change the number of shades
Five

Shade the map to show how areas
Compare to each other

Important information about this map

Your area is indicated by a thicker black boundary on the Thematic map

Area: -
Value: -

Print Help Background Map Full Screen

Internet

3. Postcode Directory – National Statistics’ “All Fields” (lowish cost)

- Postcode
- Large or Small User
- Dates of introduction & termination
- Grid Reference
- Output Area
- Super Output Area – Lower, Middle
- Ward
- Local Authority
- Parliamentary Constituency, Region, etc.,

4. Sample surveys - lots (free / v low cost)

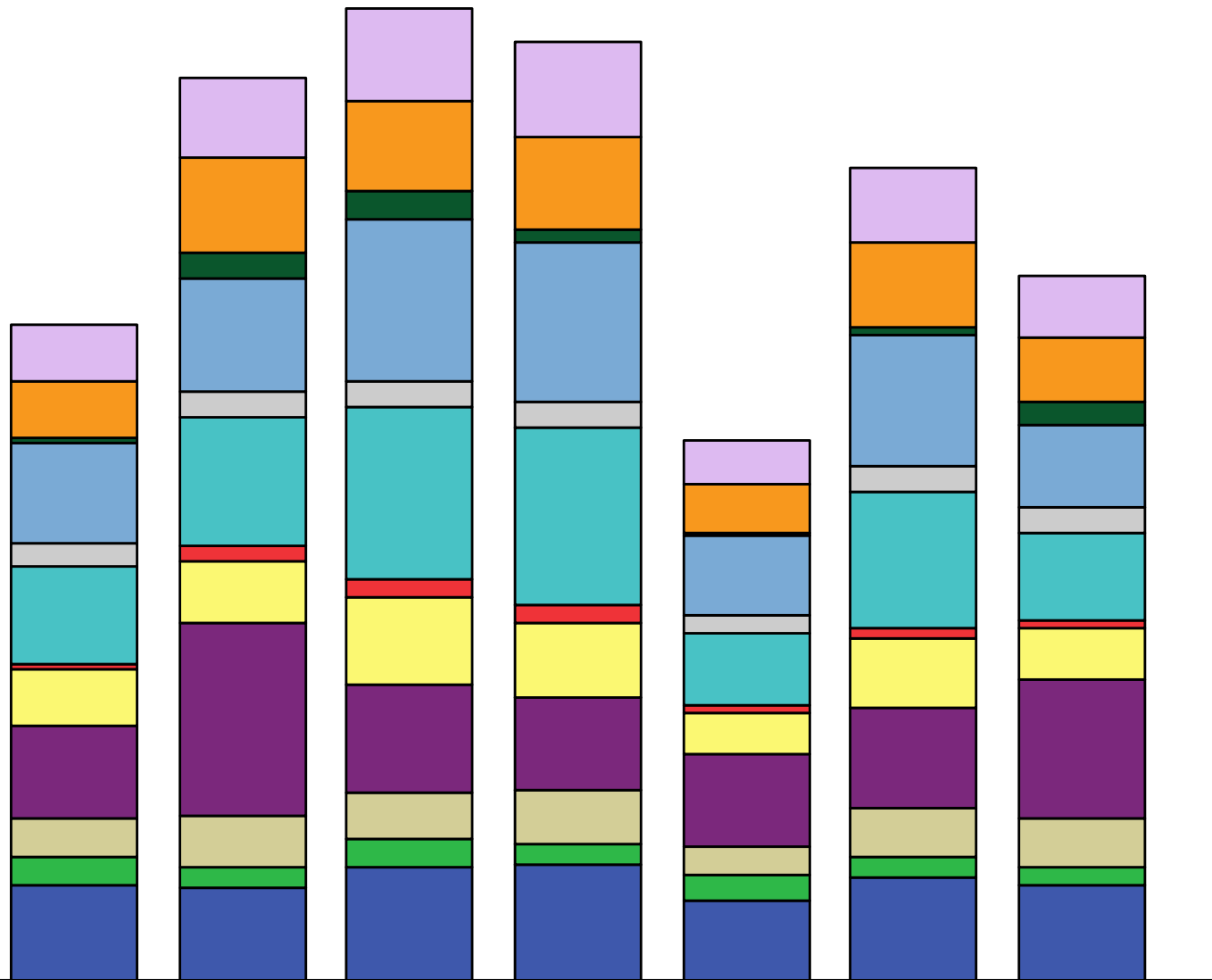
- Expenditure & Food
- General Household
- Family Resources; Personal Incomes
- Labour Force

many other social surveys, plus.....

- Business Surveys
- Traffic surveys, + Oyster, etc.

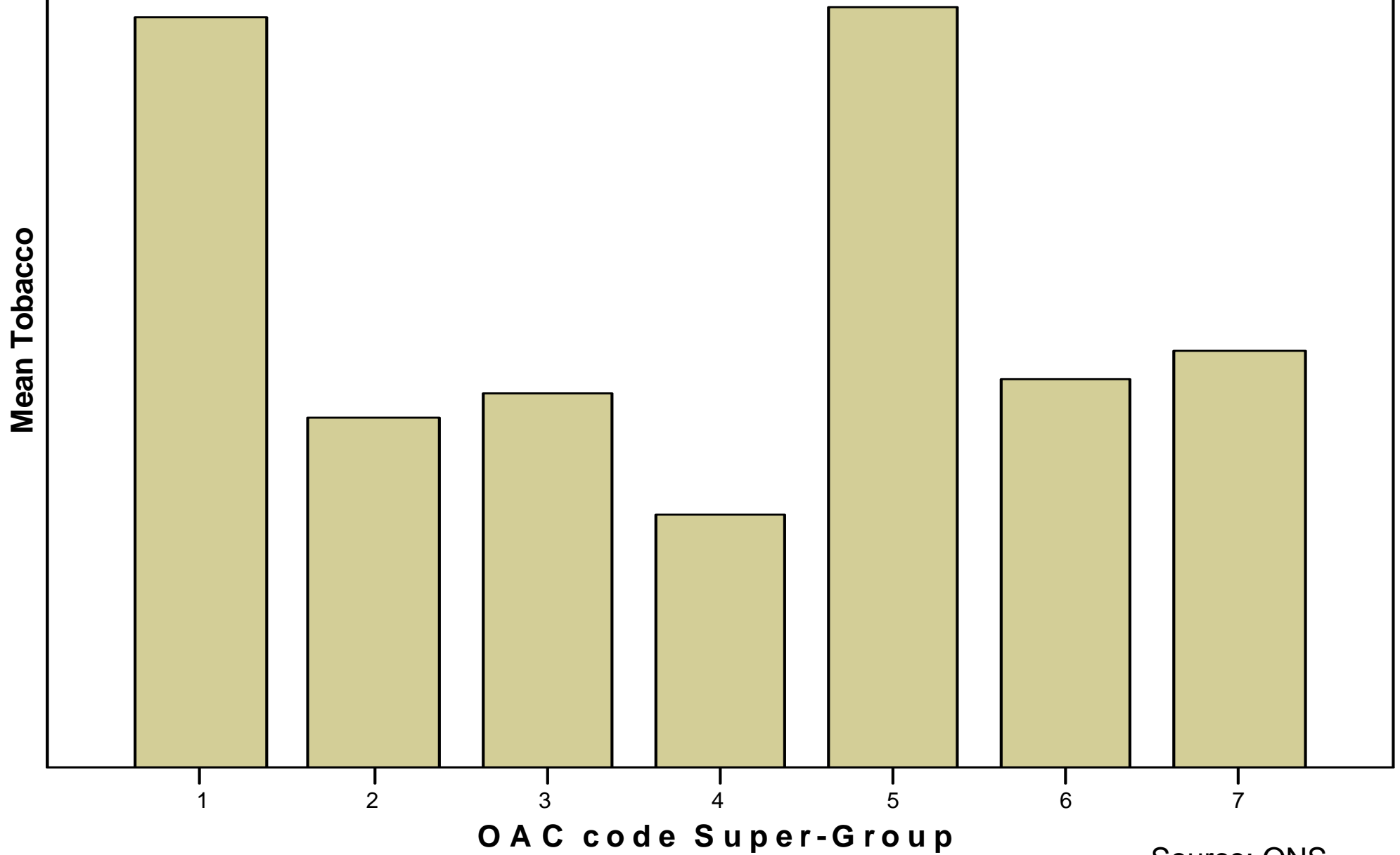
Expenditure & Food Survey, 2007, by OAC

Mean



- EFS: Total Food & non-alcoholic beverage
- EFS: Total Alcoholic Beverages, Tobacco
- EFS: Total Clothing and Footwear
- EFS: Total Housing, Water, Electricity,
- EFS: Total Furnishings, HH Equipment, Ca
- EFS: Total Health expenditure
- EFS: Total Transport costs
- EFS: Total Communication
- EFS: Total Recreation
- EFS: Total Education
- EFS: Total Restaurants and Hotels
- EFS: Total Miscellaneous Goods and Servi

Expenditure & Food Survey, 2007 – Tobacco by OAC

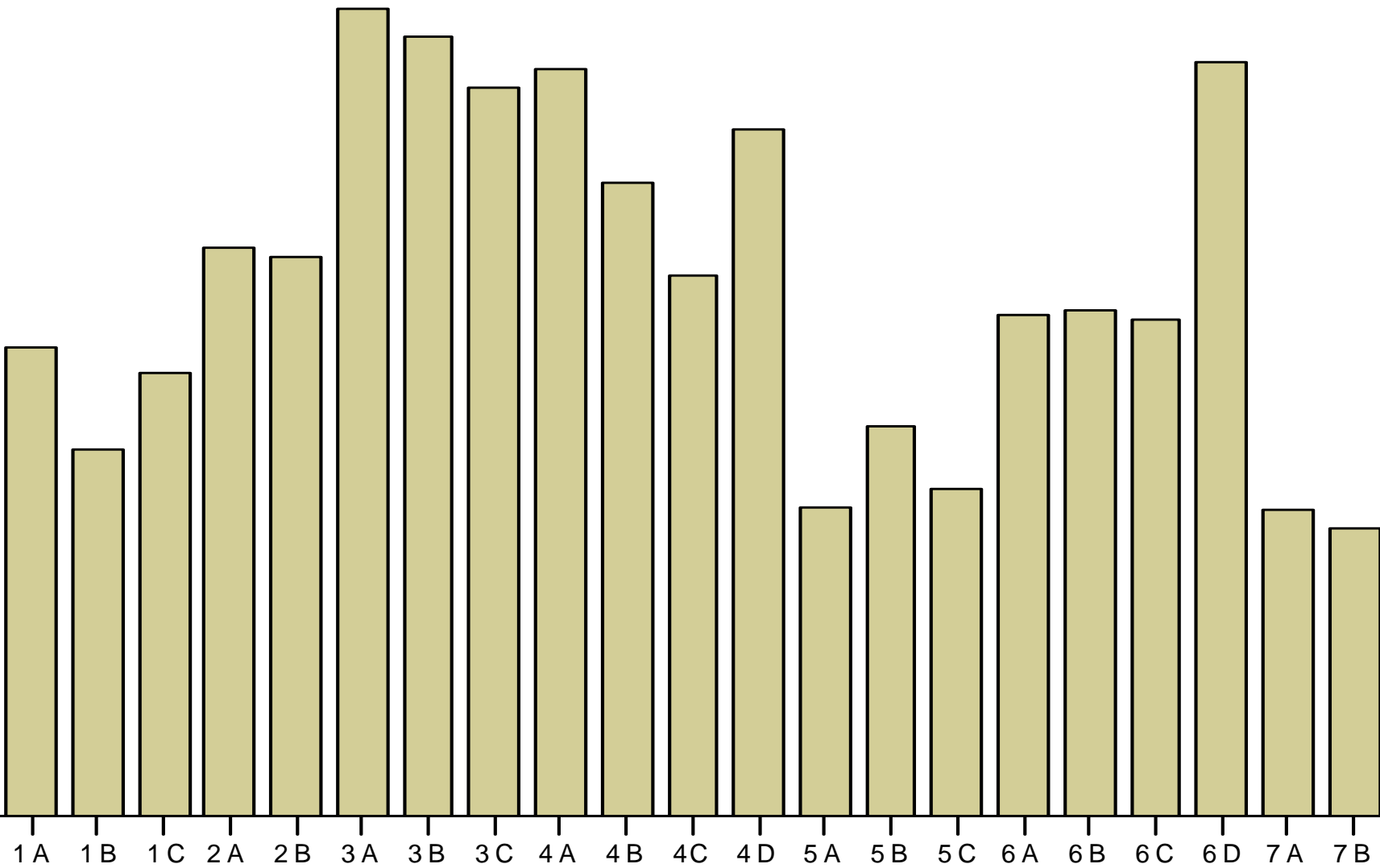


Source: ONS

1: Blue Collar Communities	1a: Terraced Blue Collar	3
	1b: Younger Blue Collar	2
	1c: Older Blue Collar	3
2: City Living	2a: Transient Communities	2
	2b: Settled in the City	2
3: Countryside	3a: Village Life	2
	3b: Agricultural	2
	3c: Accessible Countryside	2
4: Prospering Suburbs	4a: Prospering Younger Families	2
	4b: Prospering Older Families	4
	4c: Prospering Semis	3
	4d: Thriving Suburbs	2
5: Constrained by Circumstances	5a: Senior Communities	2
	5b: Older Workers	4
	5c: Public Housing	3
6: Typical Traits	6a: Settled Households	2
	6b: Least Divergent	3
	6c: Young Families in Terraced Homes	2
	6d: Aspiring Households	2
7: Multicultural	7a: Asian Communities	3
	7b: Afro-Caribbean Communities	2

Expenditure & Food Survey, 2007 – Alcohol at home by OAC

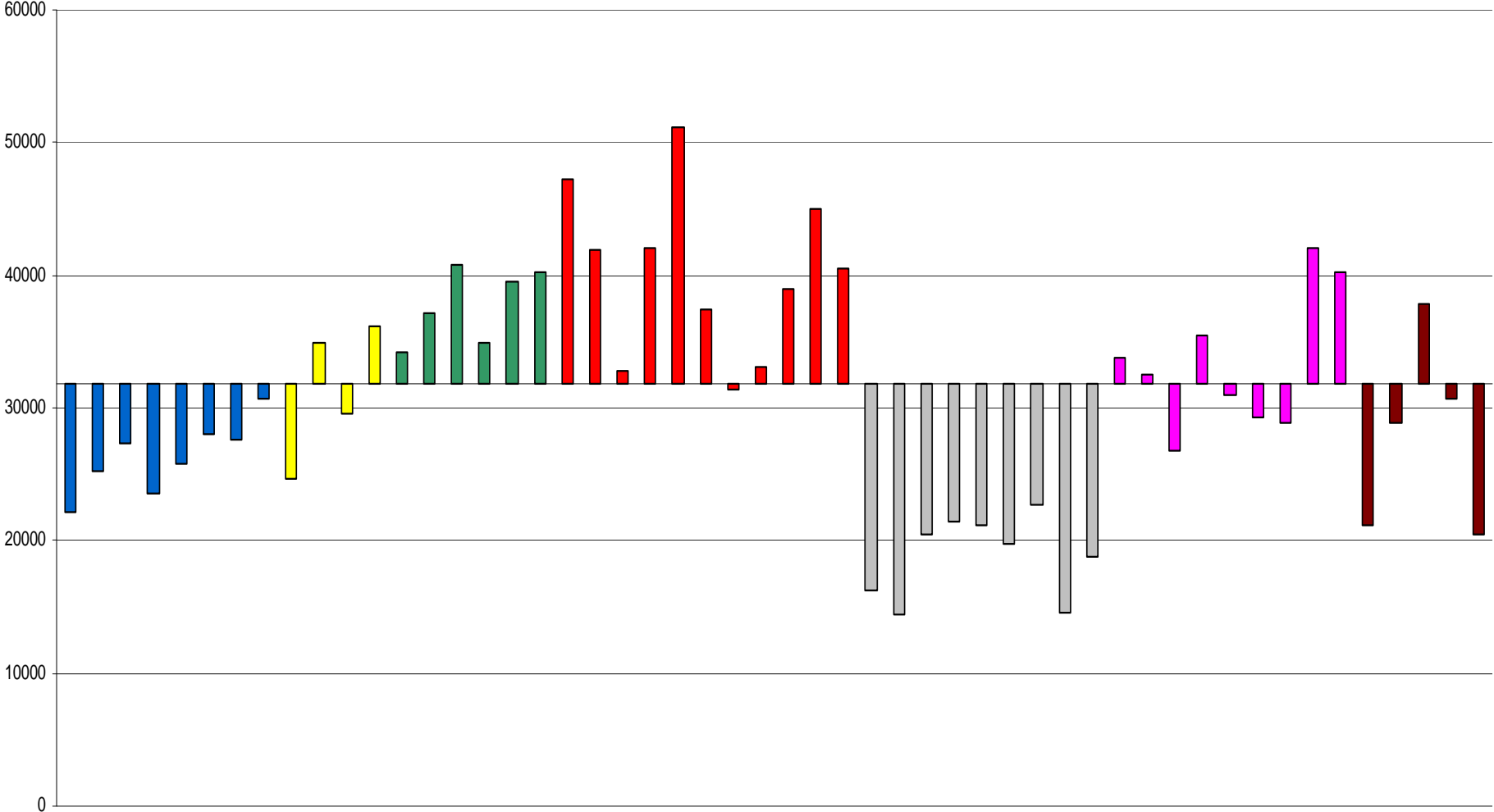
Mean Alcoholic beverages brought home



OAC code Group

Source: ONS

Annual Household income



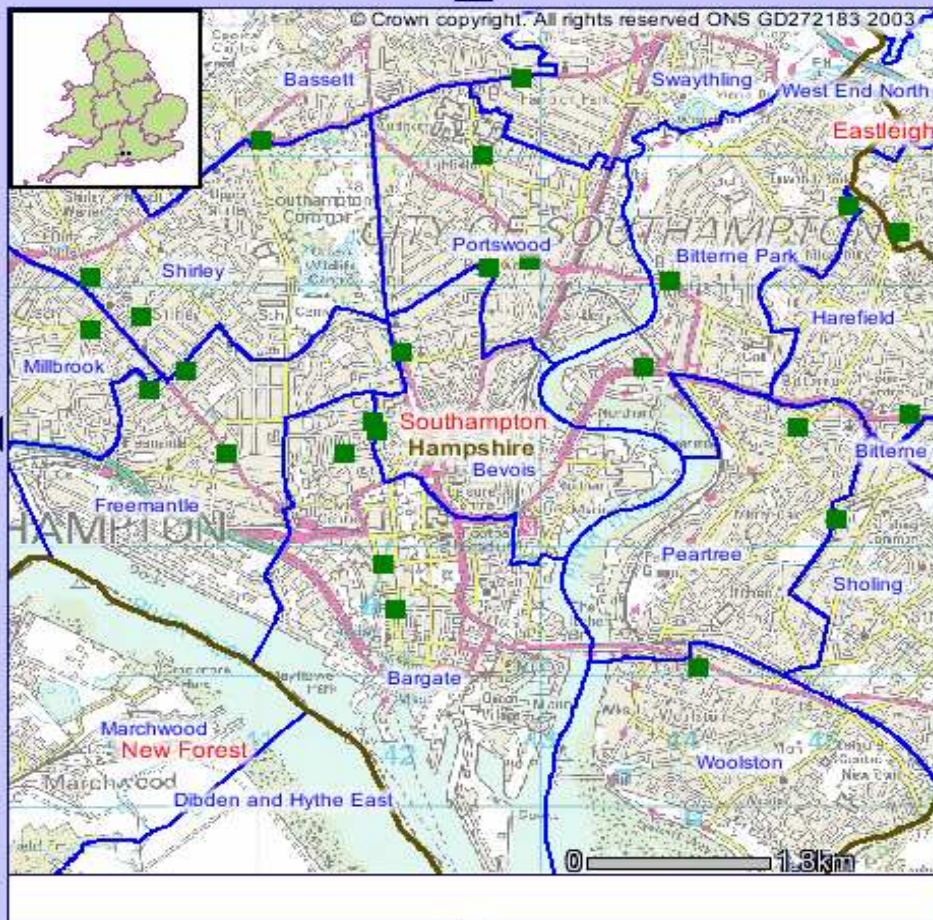
BUT, 5. Map data???????

- Download onto your own machine:
 - Census OA boundaries
 - Postcode files for point mapping
- BUT, just admire, don't touch:
 - Ordnance Survey raster & vector mapping (inc. road network for drivetimes)
- (+ the saga of OS limiting VARs' use of ONS's OA boundaries)



Interactive Map

Search for place or postcode:



Help - How to use the Interactive Map

Click [here](#) to start an interactive step guide to using the Location of Services functionality.

Area Selection	Thematic Maps	Location of Services	Map Options & Key
<input type="button" value="Health Facilities"/>		<input type="button" value="Postal Services"/>	
<input type="button" value="Legal Facilities"/>		<input type="button" value="Education Facilities"/>	
<input type="button" value="Leisure Facilities"/>		<input type="button" value="Retail Facilities"/>	

Location of Services - Map Detail

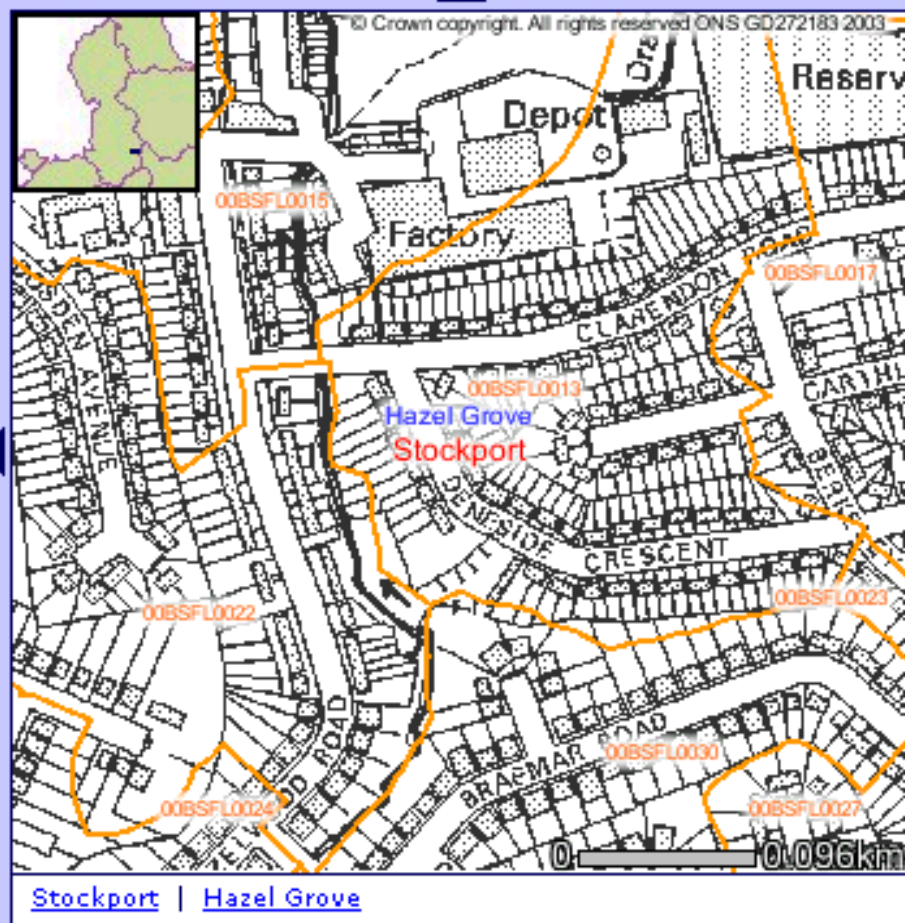
Health	: ■ Dentists	Visible
Legal	: ▲ General Legal Advice	Not Visible
	: ▲ Case Workers	Not Visible
	: ▲ Citizens Advice Bureau	Not Visible
Leisure	: No data currently available	
Postal Services	: No data currently available	
Education	: ● 16 Plus School	Not Visible
	: ● Secondary School	Not Visible
	: ● Primary School	Not Visible
	: ● Nursery School	Not Visible
Retail	: No data currently available	



30 June 2003

Interactive Map

Search for place or postcode:



Help - How to use the Interactive Map

Click [here](#) for help on finding and selecting your area.

Area Selection

Thematic Maps

Map Options & Key

2003 Administrative Areas - National to Output Area level (North West only)

- Country
- Region
- County
- Local Authority
- Ward
- Output Area

Search Results (LOCAL AUTHORITY)

LOCAL AUTHORITY	Located In	Map
Stockport	Greater Manchester (County)	Zoom

& also.....traditional publications

- Social Trends (multi source)
- Family Spending (EFS)
- Regional Trends
- Etc.....

(all downloadable from the ONS website)

Freeing more public data - targets

- Agencies / Trading Funds as sources, esp.
 - Ordnance Survey mapping
 - Land Registry, Valuation and other lists as bulk files
 - ***& watch the Budget tomorrow.....***
- Access (for us) / Delivery (by government)
 - Simple design / packaging of files
 - Compatible across the UK
 - Ideally from one website or portal
 - Email alerts to let us know it's arrived

(... it's what VARs do well)

Additional free sources

Further free sources.....

- Google – Earth, Maps, StreetView (& similar)
- Points of Interest files, e.g. competitor locations
- + Web scraping, e.g. Post Offices
- + Sharing of data, e.g. DUG store locations
- + Crowd sourcing, e.g. Open Street Map
(but for maps & lists, not reliable stats)
- UCL's MapTube for mashing & viewing

MapTube - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites

Address <http://www.maptube.org/> Go Links

Google Search Bookmarks Find Check AutoFill

Search web... Maps Favorites PC Health Spaces (0)

MapTube

home about login search help casa

MAPTUBE
a place to put maps

Welcome to MapTube
MapTube is a free resource for viewing, sharing, mixing and mashing maps online. Created by UCL's Centre for Advanced Spatial Analysis, users can select any number of maps to overlay and view.

QuickStart
Click any map below to view it. To select a combination of maps, use the Search page. More information is available in the Help section.

Map of the Week
MPs' Expenses 2007/8

This map shows MPs' expenses for April 2007 to March 2008 taken from the data published on the UK Parliament website. The map is coloured according to total allowance expenditure (excluding travel expenses) and is clickable to see the breakdown for each constituency [\[view map\]](#)

Popular Maps Recently Viewed Latest Uploads

Showing records 1 to 12 of 221: ▶▶▶

Greater Manchester Congestion Charge
This is a map showing data from an online survey of people's reaction to the proposed Greater Manchester congestion charge.
[more information](#)
Viewed 24392 times

London Tube Map
A map of the London Underground with geographically correct station positions taken from wikimedia.
[more information](#)
Viewed 16573 times

<http://www.maptube.org/map.aspx?mapid=239> Internet

For more information

See Demographics User Group's list of Useful Websites:

<http://www.demographicsusergroup.co.uk/usefulwebsites.html>

(& also register for email alerts)

Further free sources?

Further free sources?

Your own use, & views?

Further free sources?

Your own use & views?

Cost savings?

Keith Dugmore
Demographic Decisions Ltd.

Tel: 020 7834 0966

Email: dugmore@demographic.co.uk

Web: www.demographic.co.uk