

2011 Census – Output Consultation
Room 4200W
Office for National Statistics (ONS)
Segensworth Road
Titchfield
Fareham
Hampshire PO15 5RR

Sent via email to: CensusOutputConsultation@ons.gsi.gov.uk

28th April 2011

Dear Sirs,

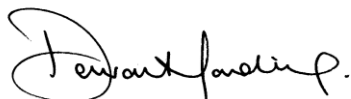
Re: 2011 Census - England and Wales Output Consultation - Guidelines to the Second Consultation Phase

We are writing on behalf of The Market Research Society (MRS) and the MRS Census and Geodemographics Group (CGG) regarding the outputs consultation for the 2011 Census. We welcome the opportunity to respond to the consultation.

Our response to the consultation is concentrated on the questions and topics which appear, at this stage, to be of the most particular concern to the research sector. It should be noted that we are interested in all issues covered in the outputs consultation, and would wish to be involved in any of the broader discussions not just the topics which are covered in this response.

The response to the consultation plus background information about MRS and the CGG are detailed in Appendix A attached to this letter. We confirm that no parts of this response are confidential and any responses can be attributed to MRS and CGG.

Yours sincerely

A handwritten signature in black ink that reads 'Debrah Harding'.A handwritten signature in blue ink that reads 'Barry Leventhal'.

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Appendix A

Response from The Market Research Society (MRS) and the MRS Census and Geodemographics Group –

2011 Census - England and Wales Output Consultation - Guidelines to the Second Consultation Phase

About The Market Research Society and the Census and Geodemographics Group

The Market Research Society (MRS) is the world's largest association representing providers and users of market, social, and opinion research. The UK is the second largest market in the world for these research services. Full details about MRS and its activities are available at: <http://www.mrs.org.uk>

Geodemographics can be defined broadly as 'the analysis of people by where they live', and involves analysing demographic data within small geographical areas to serve a wide range of clients in the public and private sectors. The annual turnover of geodemographic activities in the UK has been estimated at £200m. The Census and Geodemographics Group (CGG) is an MRS advisory board, founded in 1989 to represent the interests of this important activity. The CGG has specialists in market research, retail site location, market and database analysis, as well as census distributors and academic researchers.

The CGG is involved with Census developments through representation on the ONS Business and Professional Interests Advisory Group, and with wider matters through membership of the Statistics User Forum as well as through an extensive network of contact in the market research industry

Responses to 2011 Census Geography Consultation Points

Consultation Point 1: I do not wish my responses to be made public

MRS and CGG are happy for its responses to be made public.

Consultation Point 2: If you have comments on the table designs as a whole please respond under Consultation Point 2

MRS and CGG have no comments.

Consultation Point 3: If you have comments on a specific table or tables please respond under Consultation Point 3

- 1. The lack of statistics on the number of visitors in an output area is disappointing. MRS and CGG believe that counts of visitors can give at least an outline indication that an output area may be something other than an ordinary residential area – it may contain, for example hotels or hostels or an itinerant working population – and that use of census in combination with other data sources may refine this into information which is of value. It is, however, impossible to even attempt to get value from visitor counts if these are not available.*

2. CAST theme table N065 (second residence). Further rows may be of value, such as tenure, house type and social grade.
3. We could not find detailed description of proposed table TPOPID001
4. CAST N029 (language). Further rows showing social grade would be of value.
5. CAST N090 (time in UK). Further rows showing social grade would be of value.
6. CAST N075 and N117 include all data that MRS and CGG requested for life stage tabulations. Is there however a case to increase the rows shown for more consistency with tables such as CAST N065 or N029?
7. The 2001 census statistics showing males, females and household counts at the level of individual postcode were extremely valuable. MRS and CGG hope that these statistics will be reproduced from the 2011 census. Any possible extension to these statistics, such as a split between communal and household population, would also be highly desirable.

Consultation Point 4: If you have comments on the policy relating to definition of pensionable age, or the principles by which the outputs have been re-designed, please respond in Consultation Point 4

MRS and MRS CGG are happy to accept the ONS proposals on this definition.

Consultation Point 5: If you have comments on the policy relating to routing and coding changes and their effect on the outputs please respond in Consultation Point 5.

MRS and CGG have no comments.

Consultation Point 6: If you have comments on the policy relating to whether ward level outputs should be produced on an exact or best fit method or both please respond in Consultation Point 6.

MRS and CGG prefer a best-fit approach to the publication of ward-level statistics, to allow more flexibility for analysis and publication of data over time.

Consultation Point 7: If you have comments on any of the decisions relating to geographical policies mentioned above please respond in Consultation Point 7.

MRS and CGG have no comments.

Consultation Point 8: If you have comments on any of the policies relating to the statistical disclosure control mentioned above please respond in Consultation Point 8.

The pre-tabular methods proposed are a welcome improvement over previous cell-adjustment methods.

Workplace statistics may however be damaged by the SDC procedures; if disclosure control is applied on the basis of protecting information about businesses, the geographical detail and hence value of the statistics will be greatly reduced. MRS and CGG strongly request that at least some univariate workplace statistics are made available at output area level in addition to publication at workplace zone level.

Consultation Point 9: If you have any comments on the alternative population bases presented above, please respond under consultation point 9 in annex A.

MRS and CGG support ONS proposals to provide further statistical outputs for the following population bases:

- *short-term immigrant population base*
- *workplace and workday population base*
- *out-of-term population base*
- *exploration of a majority-of-time population base*

MRS and CGG would like workplace bases to be given the highest priority, followed by the out-of-term population base.

Consultation Point 10: If you have comments related to the specification for the basic set of Census estimates to be produced for each population base, please respond under consultation point 10 in annex A.

MRS and CGG would like outputs to be as extensive as possible. Most importantly, outputs should be available for output areas (or failing this, workplace zones) wherever possible. Detailed geographical referencing is very important in order to allow reliable estimates to be made for small catchment areas.

It is in particular, highly desirable that workplace statistics are made available at output area level whenever possible. It is particularly important for market assessment of small catchment areas that at least minimal statistics for the workplace base and the workday base (even if this is only a single count for each) is available at both output area and workplace zone level, if this is at all possible given constraints imposed by SDC.

Consultation Point 11: If you would like to tell us about specific tables you would like to be produced on these alternative population bases, please respond to the questions above under consultation point 11 in annex A.

MRS and CGG have no comments.

Consultation Point 12: If you would like to be consulted, or kept up-to date, on the design of minority group regionally based outputs please respond under action point 12 in Annex A.

Yes, MRS and CGG would like to be informed and consulted.

Consultation Point 13: If you would like to be consulted, or kept up-to date, on the design of origin-destination outputs, please respond under action point 13 in Annex A.

Yes, MRS and CGG would like to be informed and consulted.

Consultation Point 14: If you would like to be consulted on, or kept up-to date, on the design of micro-data products, please respond under action point 12 in Annex A.

Yes, MRS and CGG would like to be informed and consulted.



Consultation Point 15: If you would like to be consulted on, or kept up-to date, with the future scope of analytical products and services, please respond under action point 15 in Annex A.

Yes, MRS and CGG would like to be informed and consulted.

Consultation Point 16: If you have comments on the ONS proposals to disseminate data and metadata via the ONS website, the API, and portable electronic media, or would like to participate in related activities and events, please respond using Consultation Point 14.

MRS and CGG would like to be kept informed of, and to be able to comment on, ONS proposals for dissemination as they develop.

Bulk delivery at time of publication for the most intensive census users is a particular priority, and will help to significantly reduce the early post-publication loading on the online dissemination channel.