

2011 Census Output Consultation – Main Statistical Outputs

Overview Response by the Census and Geodemographics Group of The Market Research Society

Introduction

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

The Census and Geodemographics Group (CGG) is an MRS advisory board that recommends MRS policy in relation to geographic, demographic and census information. It includes members with experience in the creation and use of population statistics, census data and geographic information. Formed in 1989, as the Census Interest Group, the Group has been operating continuously for the last twenty years and has been a leading voice representing business users. CGG actively promotes the use of census and other statistics, by means of publications, seminars and a Geodemographics Knowledge Base web site (www.geodemographics.org.uk). The CGG has worked with the UK Census Offices, via the Office for National Statistics (ONS), representing the needs of the research industry in consultations on the 1991, 2001 and 2011 censuses. The CGG membership includes specialists in market research, retail site location, market and database analysis, as well as census distributors and academic researchers.

CGG welcomes the opportunity to respond to the 2011 Output Consultation, and is submitting an accompanying detailed response using the template supplied by ONS.

The purpose of this note is to highlight the output priorities identified by our members, for the benefit of the ONS Census Outputs team.

CGG output priorities

Our main output priorities are as follows – further details and supporting comments may be found in our detailed response spreadsheet.

1. Reproduction of the range of tables available in 2001 in as much as changes in the 2011 questions allow, particularly tables available at OA level.
2. Consistency in outputs across the UK, as far as permitted by the consistency in questions.
3. Creation of an Approximate Social Grade derived variable, based on an algorithm to be developed for the 2011 data.
4. Creation of a Lifestage classification, giving counts of households and of adult individuals in various stages of their lives.

5. Univariate tables, at least, for all new census questions.
6. Reproduction of the basic count of males, females and households published at individual postcode level and consistent with Output Area level counts.
7. A freely usable set of OA boundaries and centroids, on the same terms for Census distributors and other commercial agencies as for users in other sectors.
8. Extended data on visitors, with tabulations by age, nature of communal establishment and country of residence.
9. Geographically detailed tabulations of persons at place of work and workplace origin-destination statistics.
10. Statistics at OA level indicating the numbers of households responding by Internet vs non-Internet form completion.
11. A full range of geographical cross-reference information, and in particular as detailed as possible a definition of OAs in terms of postcodes or, preferably, addresses.
12. More consistent use of language in describing outputs than in 2001.

Finally, we will be happy to amplify on any of these priorities for the ONS Outputs Team.

We look forward to taking part in further dialogue and consultations on the 2011 Outputs.

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