



Generating Value from the 2011 Census

How business can benefit from
the new free Census data





Chairman's Introduction

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19th September 2012





Seminar objectives

To brief business users on how to benefit from 2011 Census data



Four perspectives this afternoon...

1. User's needs and expectations
2. The producer's viewpoint
3. What's in it for the research industry?
4. Broadening data usage



The UK is covered by three Census offices

1. England & Wales - ONS
 2. Scotland - NRS
 3. Northern Ireland - NISRA
- All three offices took Census on 27th March 2011
 - As much consistency as possible, but still there are differences
 - Separate releases of Census data
 - Combined UK outputs



Beyond 2011 Programme

- Looking for more cost effective alternative to the traditional full population survey, e.g. making use of administrative data sources
- Project started in April 2011
- Initial research reports are due out in October 2012, regular progress updates to follow



Keep in touch with developments...

- Geodemographics Knowledge Base:
www.geodemographics.org.uk
- MRS Census and Geodemographics Group Network on LinkedIn