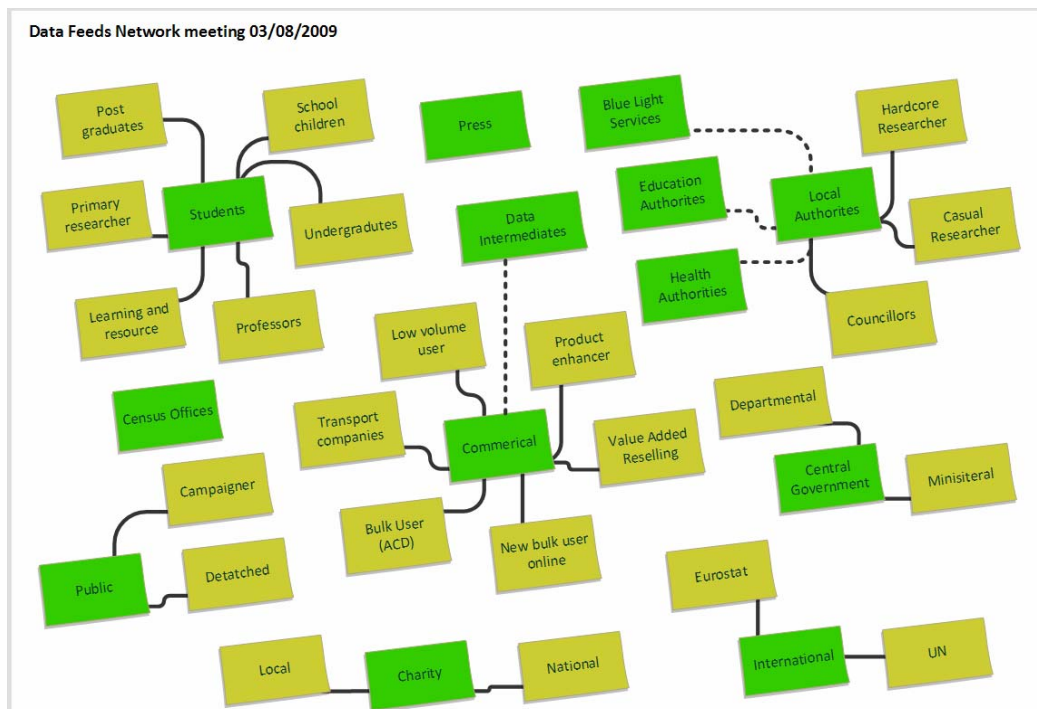


Census Data Feeds Network (DFN)

Meeting 1
London
03 August 2009



Public Detached

- No understanding of difference between census and any other government statistics
- Broad understanding of the Area
- Compare Areas
- Little / no understanding of geography
- Little / no understanding of statistics
- Basic web skills
- Know what they want but not where to get it

Quote: "Plug it in Google and see what happens"

House buying

- Will use a postcode
- Recommendation (sorted in application)
- Transport considerations (sorted in application)
- Different sources of data (sorted in application)
- Plain simple geographies
- Show them a map
- Plain English
- Folksonomy - own names for areas - gazetteer in the API? or linked or in the application?

Undergraduates

- More in depth information
- Probably want the data as well
- Interested in the detail
- Same information for lots of areas
- Following methods
- Many discipline
- Familiar with statistics (application of theory more difficult)
- Want to develop the numbers - turn them into percentage etc
- Put it in to Excel
- Raw material
- Low census statistical knowledge
- Directed and supported

Ethnicity breakdown vs. unemployment at a small area level

- Finding the data: Google - Wikipedia – ONS
CASWEB - Data Librarian - Institution
- Guidance
- Password/Authorisation
- User Support (sorted in application)
- Find the data
 - Specific requirements
 - Metadata
 - Geography
- Not aware of how long it will take
- Play about with data
- Persistence
- Capture data from site
- Find it hard - both systems and the concepts are hard
 - UK wide analysis
 - Comparison over time

Local Authorities

- Statistically literate
- Know about geographies
- Create own variables
- Custom geographies
- Combine data
- Good census knowledge
- Put their data in external packages - GIS - SPSS
- Repackaging the data for someone else
- Not building applications (yet)
- Replication is important - need to get the same number
- Want as much data as possible
- Want information about the numbers – methodology

The council - asked to supply statistics on the take up of services with the authority - asked for ward, but they will give more detail.

- Matching postcodes to wards
- Some local data - postcode data
- NSPD postcode matching - bulk
- Access DB - Oracle - database
- Profile Data - SASPAC/Nomis - search - extract data - CSV
- Always source the data - with an audit trail
- Check the data - QA'd - Checking the table internally - using census knowledge. Worried about version control.

Data Intermediates - Developers - Tailored output

- Promote census use / training
- Want everything - may not use it all
- Easy to use for them to load onto internal systems
- UK wide data
- Consistency wanted if not, they want to know why
- Complex data not bad for them
- Simple answers to complex questions
- Want to deliver the true source - don't want to change it - not responsible for the data
- Data before everyone else
- Specification before data - to help build systems
- Don't want change in specifications
- You know data will change - but hope it doesn't
- Engaged in the census process

General points

- The census is complicated for users to understand
- Consistent coding is needed and Census is expected to lead by example. Census should be authoritative.