The Consumer Data Research Centre: An Introduction to our Data, Services and Research

Manchester, 12\textsuperscript{th} July 2016

Amy O’Neill
Tom Fleming
The Consumer Data Research Centre (CDRC) is funded by the Economic and Social Research Council as part of the Big Data Network (Phase 2)

- Urban Big Data Centre
- Business and Local Government Data Research Centre
- Consumer Data Research Centre

The Centre brings together world-class researchers at Leeds, UCL, Liverpool and Oxford.
Our key objectives are to:

• Promote the use of consumer data for social science research and for the benefit of wider society
• Support consumer-related organisations in maximizing their innovation potential
• Increase data analytics capabilities among the workforce
• Drive economic growth

The Centre is working to meet these objectives by:

• Proactively acquiring data from a range of commercial organisations
• Facilitating access to consumer related data via a three-tier data service
• Establishing high impact research projects
• Delivering training and capacity building activities
Core activities

• **Data Acquisition**
  – Proactive, Reactive and Passive
  – ‘Ladder of Engagement’
  – User Forums

• **Data Service**
  – Open, safeguarded and secure data services
  – Three secure labs (UoL, UCL, Liverpool)

• **Research**
  – Internal research projects (Driver projects/SLRPs)
  – Collaborative projects with research/commercial partners
  – Linked Projects (Obesity Network and EMPOWER)

• **Training and Capacity Building**
  – Short courses
  – Internships and fellowships
  – MSc programme
  – Masters dissertation scheme
**Data Service**

Three tier data service accessed via data.cdrc.ac.uk

<table>
<thead>
<tr>
<th>CDRC Open</th>
<th>CDRC Safeguarded</th>
<th>CDRC Secure</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Open data &amp; mapping portal</td>
<td>• Remote service</td>
<td>• Controlled data</td>
</tr>
<tr>
<td>• Retail, consumer &amp; contextual information</td>
<td>• Registration required</td>
<td>• Access via secure labs</td>
</tr>
<tr>
<td>• Open access with 'light touch registration’</td>
<td>• Project approval required</td>
<td>• Registration required</td>
</tr>
<tr>
<td></td>
<td>• Online training required</td>
<td>• Project approval required</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Safer Researcher Training Accreditation required</td>
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</table>
The 5 Safes framework

- Safe People – Only trusted researchers will be allowed access, with training on IG being mandatory
- Safe Projects – Only approved projects may be undertaken
- Safe Setting – each CDRC site operates a secure data lab
- Safe Data – Input of data to the system will be controlled, with only the data approved for that project loaded
- Safe Outputs – Output of data will also be controlled, including statistical results, to make sure they are not disclosive
Service Documentation

- CDRC User Guide and Research Approvals Terms of Reference
- Initial Proposal form
- Full proposal form
- Response from Research Approvals Group (Safe Project)
- CDRC User Agreement and Training (Safe People)
- Site specific User Guides and T&Cs
Secure Labs

- Labs at UCL, Liverpool and Leeds with access control and CCTV (Safe Setting)

- Virtual research environment with project data loaded and no access to other data (Safe Data)

- Access to common analytical tools for statistics, GIS and programming

- All analysis conducted within the virtual research environment and outputs checked before release (Safe Outputs)
'Biggest crackdown' on rogue pharmacists

By Guy Lynn and Ed Davey
BBC News, London

6 March 2016 | London

Chawan Shaida’s behaviour would “shock” the public, the General Pharmaceutical Council found.

Nine pharmacists who sold drugs illegally have been banned from practice, after a BBC investigation led to the "biggest crackdown" in UK.

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An unsafe output

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</table>
An unsafe output

NOT REAL DATA
• Data Licence Agreement template
  – Specific restrictions including publication conditions
  – Data set variables description – level of aggregation, time etc.
  – Use of partner name

• Data Sharing Agreement
This data relates to property transactions and associated migration within the UK for 2014. It covers 914,486 property listings from major UK property portals. It has been corroborated with land registry sales and Royal Mail re-directions to produce a hindsight data view of:

- Listings for Sale
- Transactions recorded
- Move Dates evidenced
- Destination postcodes
# Property Transactions and Associated Migration

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<th>Region</th>
<th>Within</th>
<th>Outflow</th>
<th>Inflow</th>
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<tbody>
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<td>14,586</td>
<td>10,169</td>
<td>2,592</td>
</tr>
<tr>
<td>North East</td>
<td>6,284</td>
<td>702</td>
<td>819</td>
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<tr>
<td>West Midlands</td>
<td>15,291</td>
<td>2,687</td>
<td>2,565</td>
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<tr>
<td>North West</td>
<td>18,209</td>
<td>2,368</td>
<td>2,180</td>
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<td>East Midlands</td>
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<td>3,108</td>
<td>3,753</td>
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<tr>
<td>Yorkshire and The Humber</td>
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<td>2,060</td>
<td>2,263</td>
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<tr>
<td>Wales</td>
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<td>1,013</td>
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<tr>
<td>South East</td>
<td>37,543</td>
<td>7,696</td>
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<tr>
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</table>
Welcome to CDRC Data

We are an academic led, multi-institution laboratory which discovers, mines, analyses and synthesizes consumer-related datasets from around the UK. The CDRC is an ESRC Data Investment.

CDRC Data statistics

11 topics 40 products 27.8 GB 33.8 MB downloaded

Popular Datasets

CDRC 2011 OAC Geodata Pack - UK
The 2011 Area Classification for Output Areas (2011 OAC) is a UK geodemographic classification produced as a collaboration between the Office for National Statistics and... More

House Ages and Prices
Small area datasets related to residential properties that are mapped on CDRC Maps, including dwelling age periods (at LSOA resolution) and house prices (at MSOA resolution)... More

CDRC 2015 OS Geodata Pack - York (800000014)
This CDRC 2015 OS Geodata Pack provides Ordnance Survey Open Map Shapefiles for the Local Authority District: York (800000014) Contains: RoadNetwork (shp, prj, dbf, shx),... More

Search all datasets...

data.cdrc.ac.uk
Datastore aims

• Catalogue all CDRC data deposits
• Attributes are searchable (Metadata)
• Provide access to CDRC Data Products
• Make life simple...
  • Visual and interactive interfaces
  • Training & Materials
  • Local Authority Datastores
Browse by Product
Catalogue

Browse by Topic
Metadata

Text Description

Tags
- Scale
- Extent
- Topics
- Year
Value Added

• Cleaned data
• Spatially referenced
• Added attributes
• More usable formats
• Attribute descriptions
• Available for national, regional or local extents
Open Data

Retailer / Consumer Data Partners

CDRC Academic/Researcher / Postgraduate student

Internet User Classification

Open Data + Consumer Data Research Centre + Open Data =
• Shop Direct Transactions and Products
• Transaction Data
• Synthetic Population
• Bike Citizens Cyclist Movement Data
• Local Data Company - Retail Type or Vacancy Classification
- Youth Banking Card Provider - Transactions and earning data
- Appliances Online Product Data
- Shop Direct Transactions and Products
- Appliances Online Consumer Data
- WhenFresh/Zoopla Property Transactions and Associated Migration
- HRUK - Staff Health Survey Data
- CACI - Consumer Registers
- Local Data Company - Retail Unit Address Data
- Local Data Company - Retail Type or Vacancy
- High Street Retailer - Store Location Data
- High Street Retailer - Store Space Data
- High Street Retailer - Customer Data
- High Street Retailer - Transactions With Retail Loyalty Card
- ACXIOM - Small Area Income Data
- High Street Retailer - Transactions Without Retail Loyalty Card
Three-tier Data Access
Secure Facilities
Trusted Researchers
Governance
Safe results

www.cdrc.ac.uk