

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

Manchester, 12th July 2016

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Who we are...

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..

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

CDRC Open	CDRC Safeguarded	CDRC Secure
<ul style="list-style-type: none">• Open data & mapping portal• Retail, consumer & contextual information• Open access with 'light touch registration'	<ul style="list-style-type: none">• Remote service• Registration required• Project approval required• Online training required	<ul style="list-style-type: none">• Controlled data• Access via secure labs• Registration required• Project approval required• Safer Researcher Training Accreditation required

Visit www.cdrc.ac.uk

Review CDRC Data catalogue

Data identified and service
selected

User Journey

Open Data Service

Register to download

Download open data

Undertake research

Safeguarded Data Service

Researcher registration

Proposal development,
assessment & approval

Safeguarded data available for
secure download

Create
summary of
findings

Publish &
archive as
appropriate

Send to CDRC

Inform CDRC

Secure Data Service

Researcher registration

Proposal development,
assessment & approval

Safe Researcher Training

Access to agreed controlled data
at secure CDRC sites

Perform analysis at secure site
and submit to CDRC approver
pool

CDRC review analysis and
confirm it is in line with project
approval

Analysis released to researcher

Create
summary of
findings

Publish &
archive as
appropriate

Send to CDRC

Inform CDRC

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**)

An unsafe output

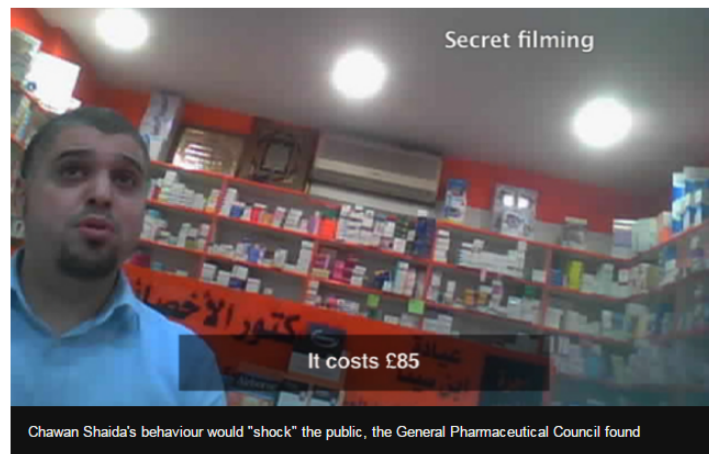


'Biggest crackdown' on rogue pharmacists

By Guy Lynn and Ed Davey
BBC News, London

6 March 2016 | London

Share



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

CCG	PCT	DispensedOpiatesWithoutPrescription
E38000027	5LC	300
E38000023	5A7	0
E38000098	5LF	0
E38000023	5LF	0
E38000092	5LD	0
E38000040	5K9	0
E38000066	5A8	0
E38000077	5A4	0
E38000179	5M7	0
E38000105	5M7	0
E38000011	TAK	0

NOT REAL DATA



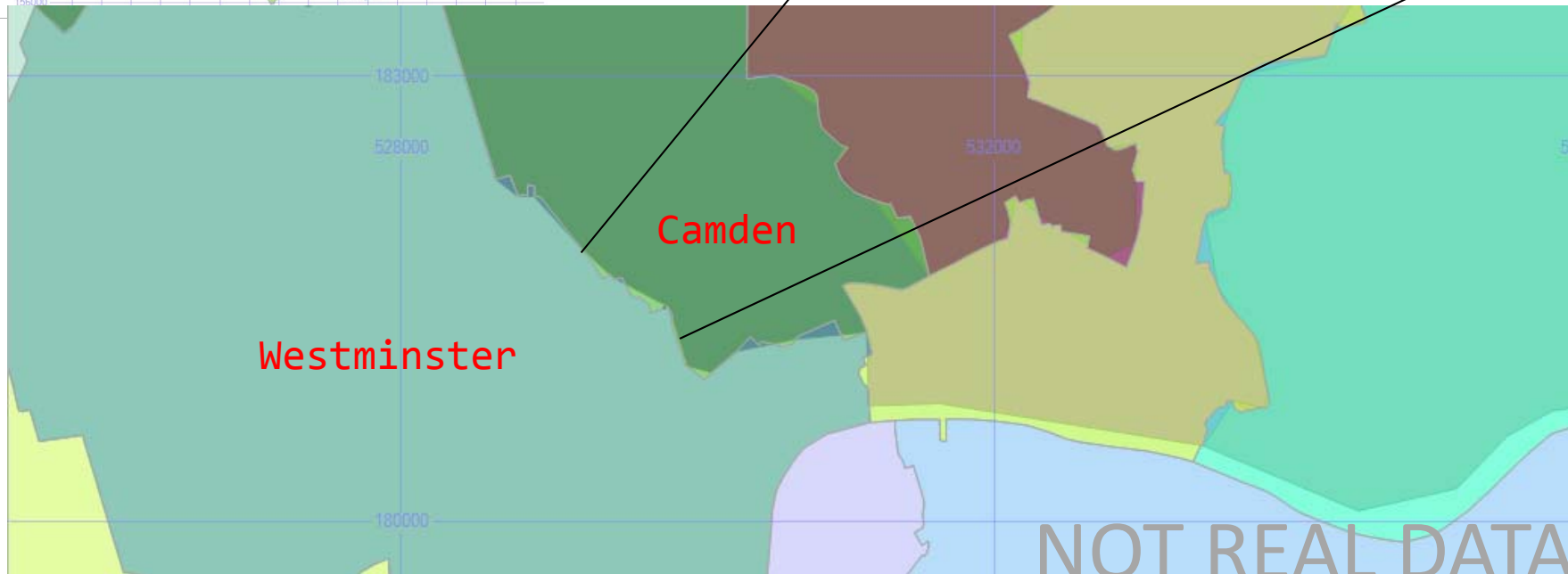
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An unsafe output



CCG	PCT	CountPostcodes
E38000018	5CG	1
E38000023	5KQ	1
E38000023	5LF	1
E38000027	5LC	1
E38000030	5GP	1
E38000036	5FD	1

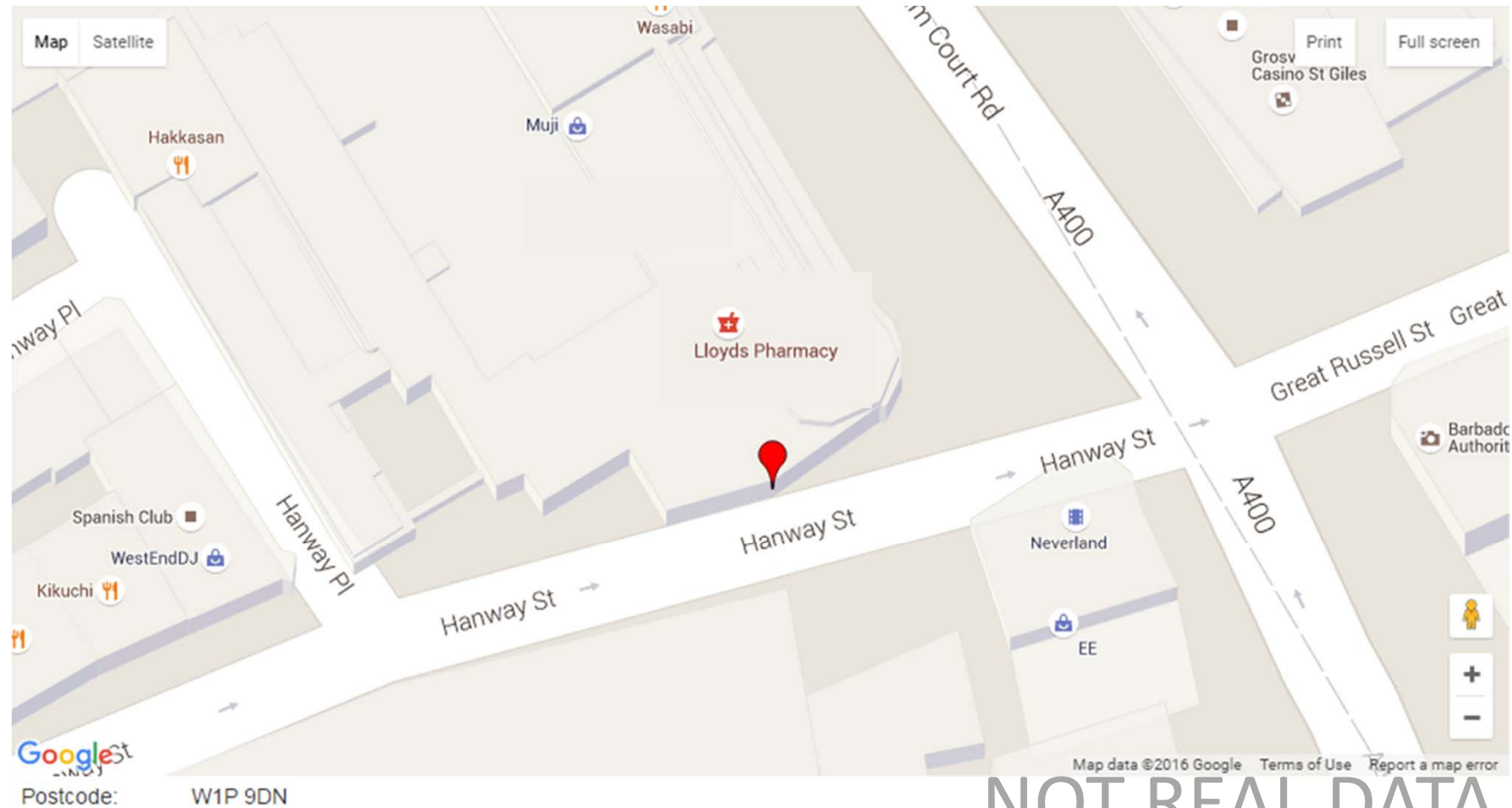




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NOT REAL DATA

Data Licence Agreements

- 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



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Data Partners



Property Transactions and Associated Migration

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

	Within	Outflow	Inflow
London	14,586	10,169	2,592
North East	6,284	702	819
West Midlands	15,291	2,687	2,565
North West	18,209	2,368	2,180
East Midlands	15,008	3,108	3,753
Yorkshire and The Humber	15,094	2,060	2,263
Wales	6,439	1,013	1,844
South East	37,543	7,696	9,002
East of England	24,673	4,845	5,595
South West	21,639	3,283	5,929
Northern Ireland			233
Scotland			1,156



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CDRC Datastore

Welcome - CDRC Data

https://data.cdrc.ac.uk

Apps XenDesktop 7 Pt 8: In How to Publish Windi SCVMM Ugly Gizmo: Simple G 8 ways to share your A web-focused Git w

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Thomas Fleming

CDRC Datasets Maps Team Blog Topics Products Geography

Search all datasets ...

Manchester

CDRC Map of the Month: Country of Birth Across the UK

CDRC Data statistics

11	40	27.8GB	33.8k
topics	products	data	downloaded

Welcome to CDRC Data

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

Popular Datasets

CDRC 2011 OAC Geodata Pack - UK [Open](#) 🔥

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...

[ZIP](#) [PDF](#) [CSV](#)

House Ages and Prices [Open](#) 🔥

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

[CSV](#)

CDRC 2015 OS Geodata Pack - York (E06000014) [Open](#) 🔥

This CDRC 2015 OS Geodata Pack provides Ordnance Survey Open Map Shapefiles for the Local Authority District: York (E06000014) Contents: RoadTunnel (.shp,.prj,.dbf,.shx):...

[ZIP](#)

more...

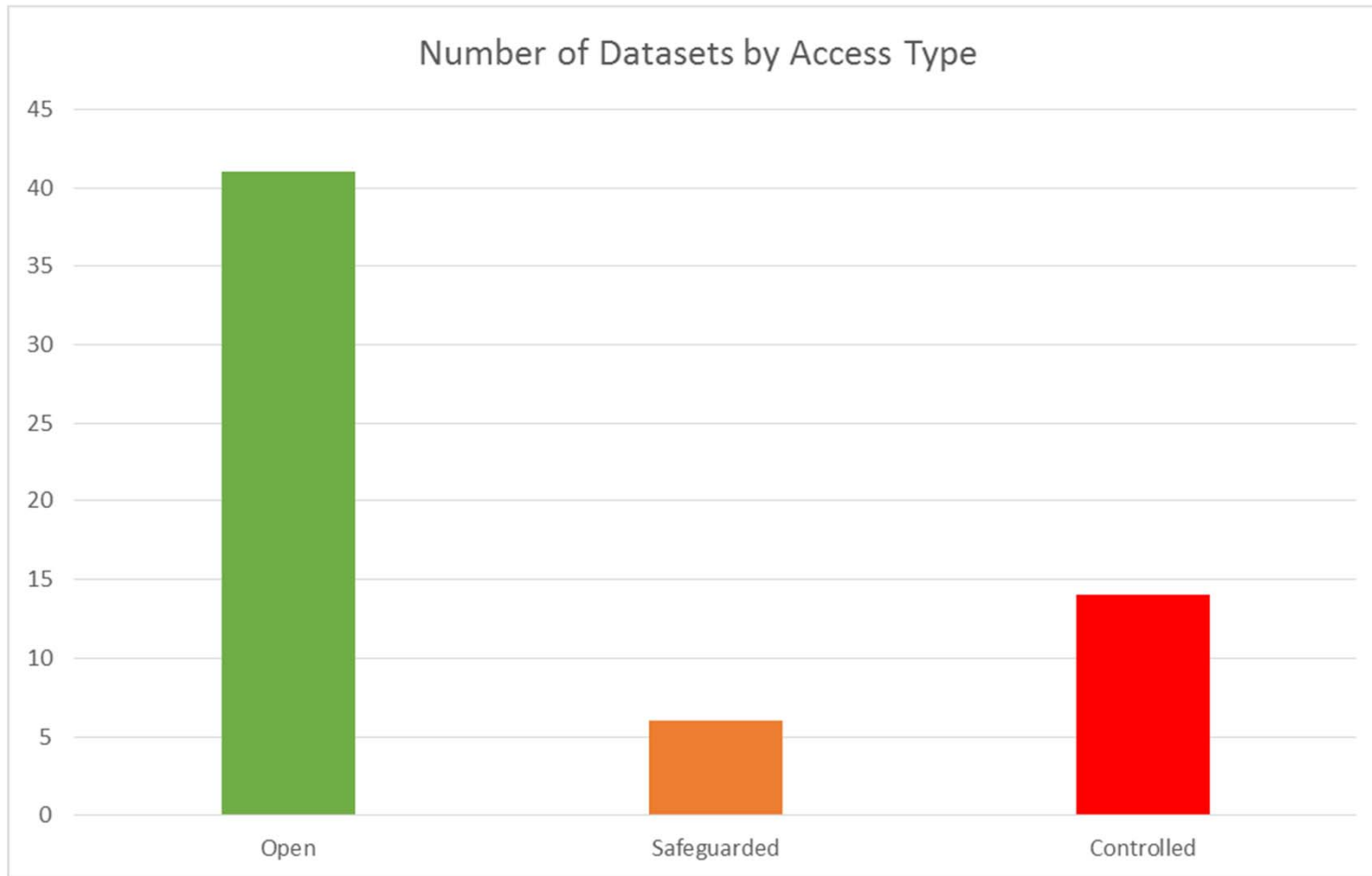
data.cdrc.ac.uk



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Datasets



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



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Catalogue

Browser address bar: <https://data.cdrc.ac.uk/product>

Navigation links: CDRC, Datasets, Maps, Team, Blog, Topics, **Products**, Geography

Log in Register

/ Product

What are Products?

A product is a series of datasets containing data collected from a certain source or analytical results based on other datasets.

Search products...

35 products found Order by: Name Ascending

Product Name	Number of Datasets
2011 COWZ-EW Geodata Pack	1 Dataset
ACXIOM - Income Data	1 Dataset
CACI - Consumer Register 2014	1 Dataset
CDRC 2001-2011 T OAC Geodata Pack	327 Datasets
CDRC 2011 Census Data Packs	696 Datasets
CDRC 2011 Census Data Packs for Northern Ireland	11 Datasets
CDRC 2011 Census Data Packs for Scotland and	32 Datasets
CDRC 2011 Census Open Atlas	348 Datasets
CDRC 2011 L OAC G	
CDRC 2011 OAC Ge	
CDRC 2011 Residen	
CDRC 2011 Transp	

Browse by Product



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Catalogue

https://data.cdrc.ac.uk/topic

Log in Register

CDRC Datasets Maps Team Blog Topics Products Geography

Home / Topic

 Demographics 5061 Datasets	 Education 1076 Datasets	 Energy 1097 Datasets	 Ethnicity 391 Datasets	 Health 1468 Datasets
 Housing 3630 Datasets	 Internet and Social Media 1435 Datasets	 Mobility 1348 Datasets	 Natural Environment 706 Datasets	 Retail 29 Datasets
 Transport 2142 Datasets				

Browse by Topic



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Catalogue

The screenshot shows the 'Retail' topic page on the Consumer Data Research Centre Catalogue. The page features a sidebar on the left with a 'Retail' icon and a description of the datasets. The main content area displays a list of 28 datasets found, sorted by Name Ascending. The datasets listed include:

- ACXiom - Small Area Income Data (Secure)
- CACI - Consumer Register 2014 (Secure)
- CDRC Estimated Change in the Rateable Value of Retail Premises (Open)
- CDRC Ethical Consumer Markets Temporal Spending Data pack (Open)
- CDRC Maps Pre and Post Recession Town Centre Statistics (Open)
- CDRC Maps Retail Centre Locations (Open)

The sidebar also includes a 'Follow' button and a list of tags: Retail (28), UK (25), Shopping (14), Ethical Spending (14), Economy (14), 2014 (12), 2013 (12), 2012 (12), Consumer (11), and Retail Centre (2).

Access Level

Download
Open Data



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Metadata

Search...

The screenshot shows the CDRC Data website interface. At the top, there's a navigation bar with links to CDRC, Datasets, Maps, Team, Blog, Topics, Products, and Geography. Below the navigation bar is a large map of the UK, with a search bar overlaid on it. The search bar contains the text "Internet" and a magnifying glass icon. Below the map, there are two main sections: "CDRC Data statistics" and "Popular Datasets".

CDRC Data statistics

11	40	27.8GB	33.8k
topics	products	data	downloaded

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[ZIP](#) [PDF](#) [CSV](#)

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[ZIP](#)

[more...](#)



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Metadata

CDRC 2013 Internet User Map Book Geodata Pack: West Lindsey (E07000142)

This geodata pack provides estimates of Internet engagement for those OAs covering the Local Authority District: West Lindsey (E07000142). The estimates were derived from the 2013 Oxford Internet Survey supplied by the Oxford Internet Institute.

- Contents
 - readme.txt: Information about the CDRC Geodata pack
 - metadata.xml: Metadata
 - E07000142WestLindsey.pdf: Internet User Map Book
- Citation and Copyright The following attribution statements must be used to acknowledge copyright and source use of these datasets: Contains Oxford Internet Survey data; Contains National Statistics data © Crown copyright and database right 2015; Contains Ordnance Survey data © Crown copyright and database right 2015; Data provided by the ESRC Consumer Data Research Centre.

Singleton, A.D., Riddlesden, D., Blank, G., Graham, M. (2015) Internet User Map Book. University of Liverpool: Consumer Data Research Centre (CDRC). Available online: <http://data.cdrc.ac.uk>.

- Funding Funded by: Economic and Social Research Council ES/L011840/1 Funded by: Economic and Social Research Council ES/L003546/1 Funded by: Economic and Social Research Council ES/K00283X/1

Data and Resources

E07000142.zip

2013 E07000142 Internet Internet and Social... Mobile phone Online shopping
Social media West Lindsey

Additional Info

Field	Value
Date Range	2013
Collecting Date	
Data Collector	Oxford Internet Institute, Office for National Statistics, Ordnance Survey
Update Frequency	
Geographical Scales	OA
Analytical Units	Person, Household
Data Kind	Percent
Bounding box	West Lindsey

Text
Description

Tags
> Scale
> Extent
> Topics
> Year

Open Data

Value Added

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



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Retailer / Consumer
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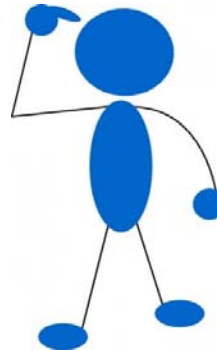
Open
Data

+

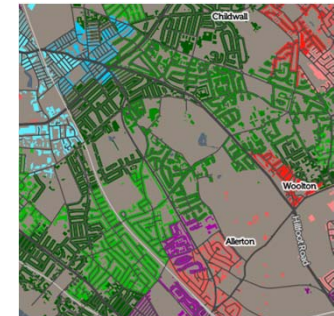


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Open Data

Internet User
Classification

CDRC
Academic/
Researcher /
Postgraduate
student



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Local Authority Datastores

The screenshot shows the 'Local Authority District' (LAD) directory on the CDRC website. The page title is '/ LAD'. A search bar contains 'Search LADs...'. Below the search bar, it states '391 LADs found' and 'Order by: Name Ascending'. A grid of six LADs is displayed, each with a black silhouette map and the number of datasets available:

- Aberdeen City: 11 Datasets
- Aberdeenshire: 11 Datasets
- Adur: 23 Datasets
- Amber Valley: 23 Datasets
- Angus: 11 Datasets
- Antrim and Newtownabbey: 7 Datasets

The left sidebar features a colorful cube graphic and a description: 'This directory provides categories of data sets in terms of Local Authority District.'

The screenshot shows the dataset page for 'Basildon' on the CDRC website. The page title is '/ LADs / Basildon'. A search bar contains 'Search datasets...'. Below the search bar, it states '23 datasets found' and 'Order by: Relevance'. A grid of six datasets is displayed, each with a black silhouette map and the number of datasets available:

- Basildon: 23 Datasets

The left sidebar features a colorful cube graphic and a list of tags:

- E07000066 (23)
- Basildon (20)
- Demographics (14)
- Housing (9)
- 2013 (8)
- Local Authority (7)
- 2011 (7)
- Transport (6)
- Population (6)
- Estimates (6)

The right sidebar features a list of datasets with their titles and descriptions:

- CDRC 2013 Mid-Year Male Population Estimates Geodata Pack (MSOA): Basildon (E07000066) Contents readme.txt:...
- CDRC 2013 Mid-Year Total Population Estimates Geodata Pack (MSOA): Basildon (E07000066) Contents readme.txt:...
- CDRC 2013 Mid-Year Female Population Estimates Geodata Pack (LSOA): Basildon (E07000066) Contents...
- CDRC 2013 Mid-Year Female Population Estimates Geodata Pack (MSOA): Basildon (E07000066) Contents...

- Shop Direct Transactions and Products
- Transaction Data
- Synthetic Population
- Bike Citizens Cyclist Movement Data
- Local Data Company - Retail Type or Vacancy Classification

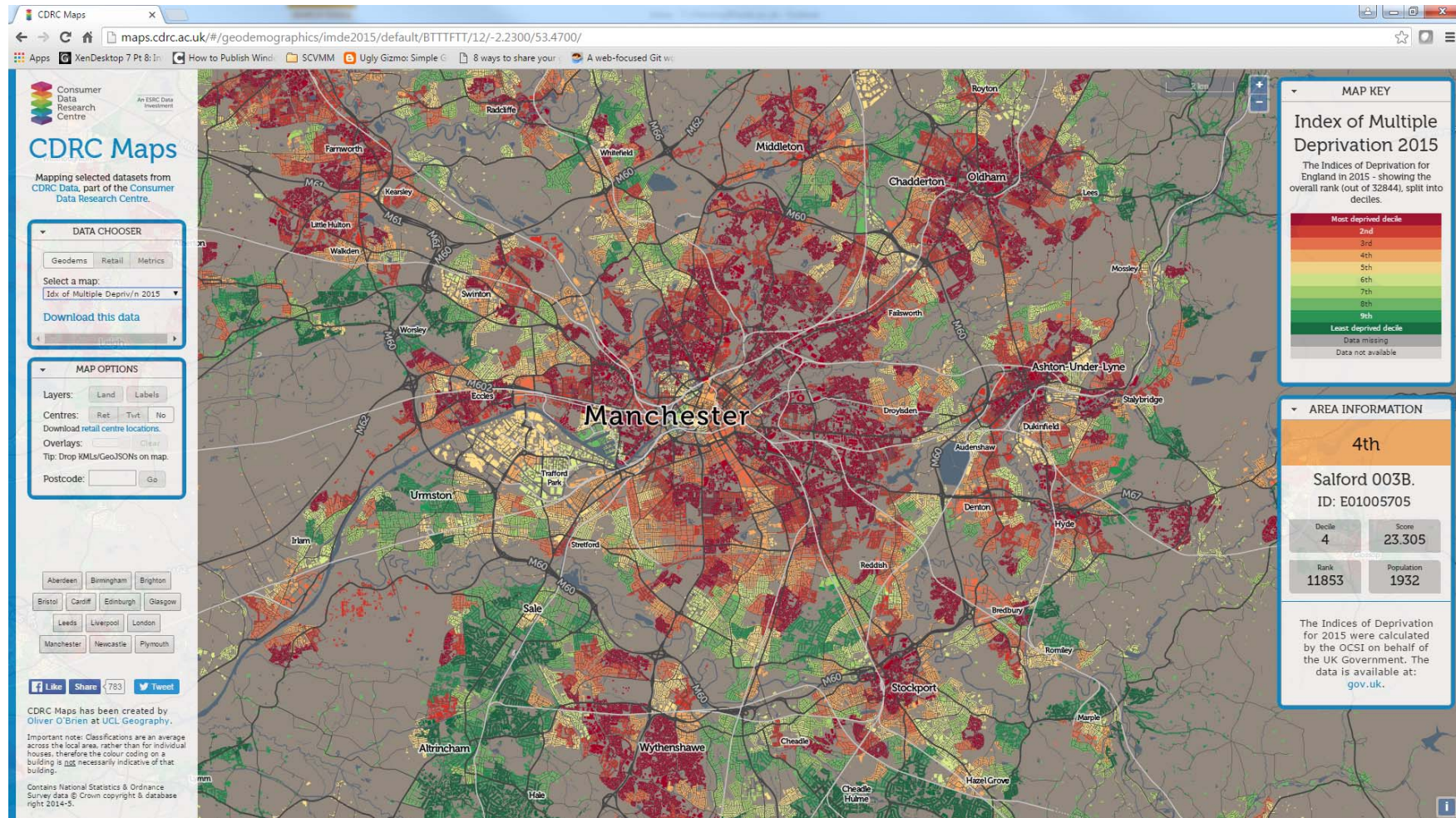
- Youth Banking Card Provider - Transactions and earning data
- Appliances Online Product Data
- Shop Direct Transactions and Products
- Appliances Online Consumer Data
- WhenFresh/Zoopla Property Transactions and Associated Migration
- HRUK - Staff Health Survey Data
- CACI - Consumer Registers
- Local 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



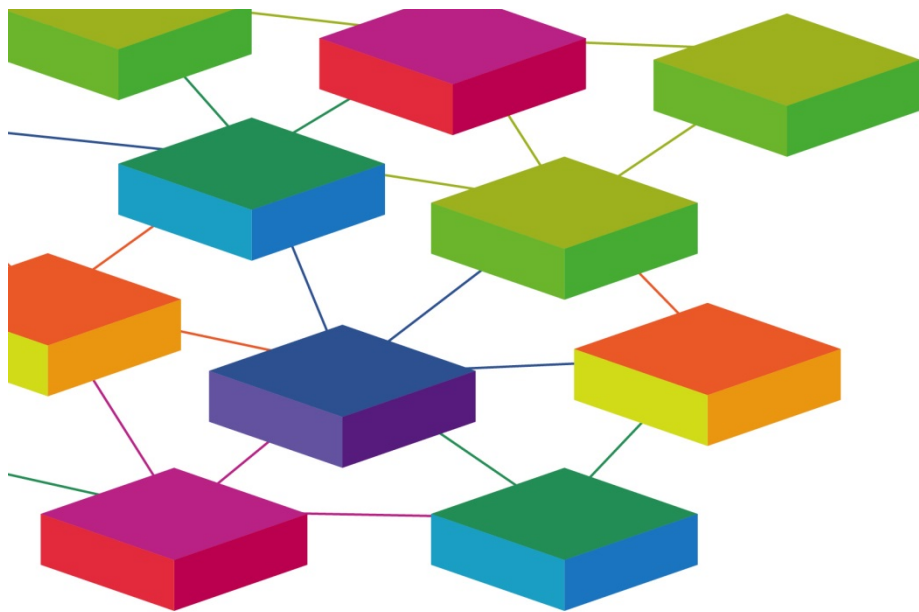
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CDRC Maps



maps.cdrc.ac.uk



www.cdrc.ac.uk