



The ESRC Consumer Data Research Centre (CDRC)



Economic and Social Research Council



Consumer Data Research Centre

What are Consumer Data?

As consumers, every one of us generates vast amounts of data every day – for example, when buying groceries, undertaking travel, using energy in the home or obtaining financial services. These 'consumer data' are a class of Big Data that accounts for an ever-increasing share of all the data collected about citizens today.

Consumer data can provide valuable insights into human behaviour and help organisations to operate more effectively; it is not just businesses that can benefit. New sources and forms of consumer data now also provide social scientists with opportunities to study what is going on in society today.

The Consumer Data Research Centre (CDRC) works with more than 30 data owners to make consumer data available to trusted researchers, whose research helps to make the UK a healthier, more sustainable, inclusive and resilient place to live.

CDRC Themes

CDRC makes possible the safe and efficient re-use of many consumer data sources. This enables timely, wide-ranging and novel investigation of:

- **Population, Health and Mobility:** using detailed and frequently updated measures of demographic and social structure.
- **Retail Futures:** representing the structure and dynamics of retail centres, and the activity patterns of the people that use them.
- **Transport and Movement:** developing insights to improve availability of public transport for vulnerable groups.
- **Finance and Economy:** with emphasis upon the regulatory setting for provision of consumer services.
- **Digital Services:** including patterns of adoption and use of new information and communications technologies, seen in relation to other economic and social measures.

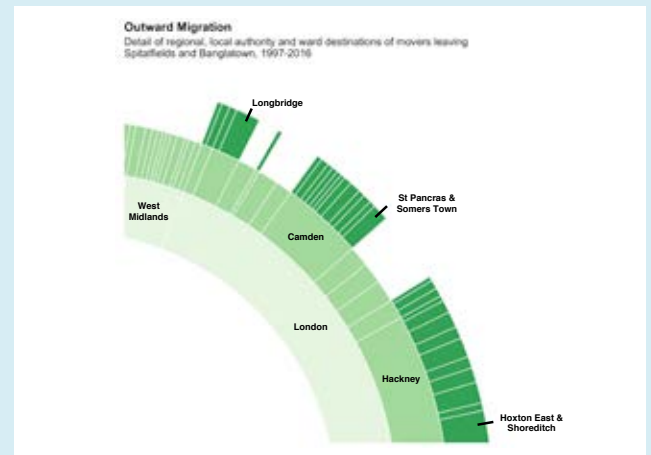
CDRC Analytics and Indicators

CDRC analytics create widely used summary indicators that are made available through Open, Safeguarded or Secure CDRC services. These include:

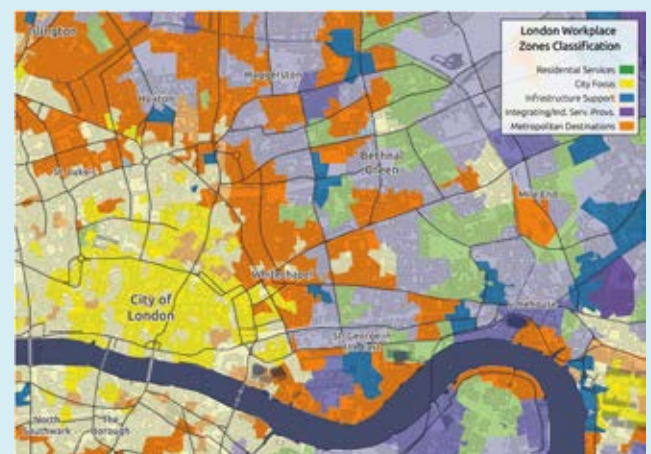
- **Local population turnover:** annual estimates of local population turnover and the associated origins and destinations of residential moves.
- **Neighbourhood and workplace zone characteristics:** geodemographic classifications of neighbourhoods and workplaces.
- **Ethnicity estimates:** software to enable equity audits using lists of personal names, and annual small area estimates of changes in the ethnic composition of neighbourhoods.
- **Retail centres:** the changing extent, composition and health of the UK's high streets, and the footfall that they experience.
- **Retail centre catchments and their e-resilience:** the vulnerability of every UK retail centre to shifts towards on-line shopping.
- **Healthy assets and hazards:** the ways in which local community facilities and environments encourage or detract from positive health outcomes.

These and other CDRC data and software products can be accessed through data.cdrc.ac.uk, where users can also link to CDRC's popular mapping portal maps.cdrc.ac.uk.

Local population turnover: detail of some of the regional, local authority and local destinations of households moving from the Spitalfields area of London.



Working day characteristics: as represented in the London Workplace Zone Classification, created in partnership with the Greater London Authority.



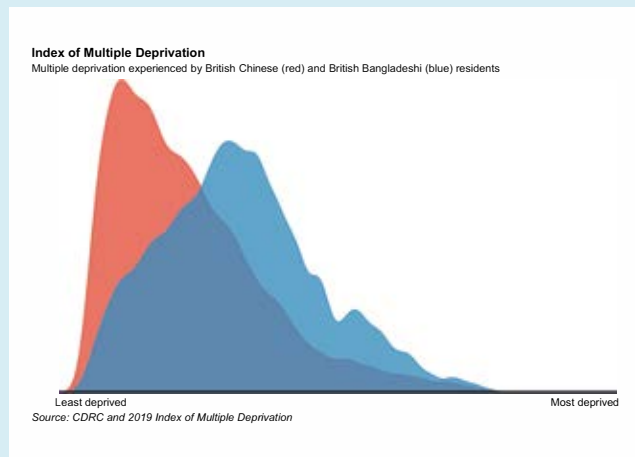
Masters Research Dissertation Programme

This established collaborative programme offers exciting opportunities that bring together postgraduate students, their university supervisors and leading companies. Every year, CDRC advertises dissertation topics that address practical problems through research dissertations. The projects are designed, allocated and monitored through the CDRC, and are open to students from a wide range of disciplines. Many students have subsequently been recruited to work with the business that sponsored their dissertation. Project sponsor details, opportunities and successful past projects can all be found at www.cdrc.ac.uk/retail-masters/

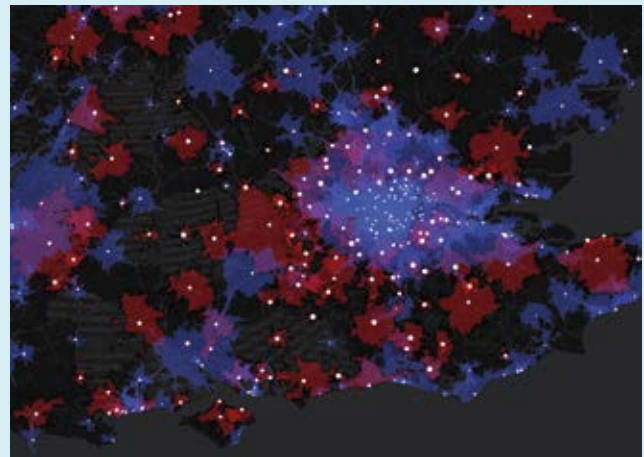
Professional Training, Skills and Development

CDRC is committed to thoughtful and focused capacity building and knowledge exchange, through provision of technical training, skills and development planning opportunities. We offer a wide range of training courses, providing participants with the skills needed to get the most from Consumer Data. Our annual networking meetings held in Oxford address real world challenges for the reuse of consumer data, and promote the role of the Social Sciences through industrial collaboration. CDRC's training courses and meetings bring together academic researchers from the UK and overseas with commercial analysts and other practitioners.

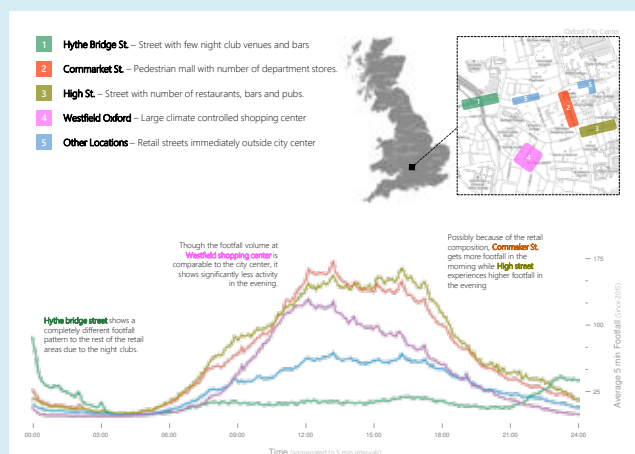
Ethnicity estimates: multiple deprivation experienced by British Chinese (red) and British Bangladeshi (blue) residents, based on CDRC Ethnicity Estimator software and 2019 English Index of Multiple Deprivation.



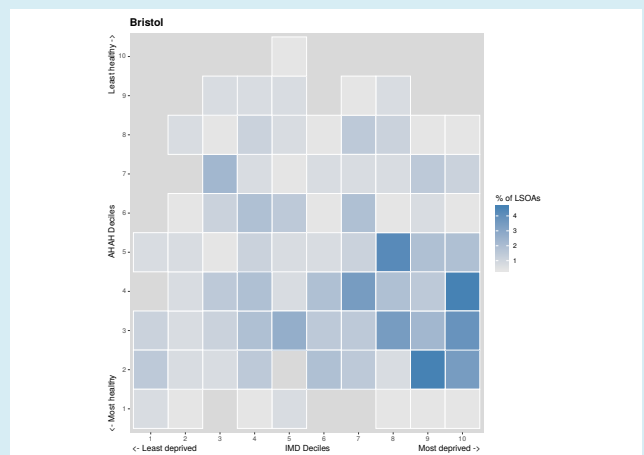
Retail centre catchments and their e-resilience: an overview of the vulnerability of UK retail centres (white dots) to on-line retailing, with the most vulnerable centres and catchments shaded in red.



Retail centres: patterns of footfall at retail locations in Oxford, UK.



Healthy assets and hazards: the pattern of health-related local community facilities and deprivation (Index of Multiple Deprivation, IMD) in Bristol, UK.



CDRC is Leading Academic Engagement between Industry and the Social Sciences

- Acquisition of datasets
- Documentation and metadata creation
- Guidance for re-use in research
- Packaging for Open, Safeguarded or Secure access
- Linkage to statistical, administrative and other consumer data sources
- Refresh and updating of existing data
- Collaborative and co-funded research applications

CDRC continues to develop collaborations with industry, statistics providers and third sector organisations to ensure that the best research is backed by the best data. We welcome discussion to open up new data sources for the public good. We are a trusted partner that offers General Data Protection Regulation compliant secure data services, alongside resources and expertise that leverages value from data assets and forges connections with academia.

Contact us:

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