Classifying and Targeting Businesses

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Introduction –
a Roadmap for Data Sources

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UK Businesses – 4 key questions

- How many are there?
- How can we classify them?
- Where are they?
- What is the rate of business births and deaths?

(As context & benchmarking for Yell's…..
- *Assessment of its own coverage*
- *Segmentation of its customers*
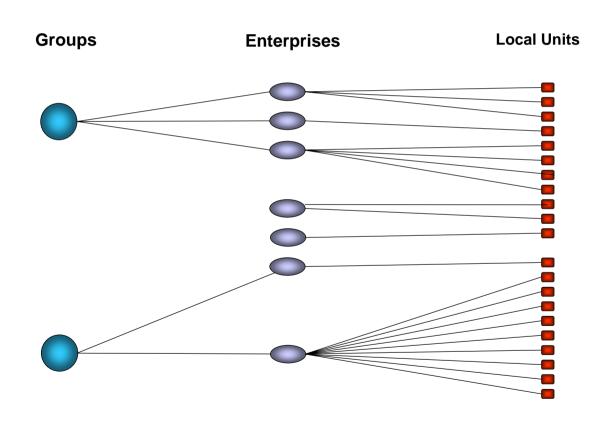- *Segmentation of Book Areas)*

Businesses –
Classifying and Targeting

- Identifying & Counting
- Describing & Classifying
- Selecting and Targeting

&

- Contacting named premises & people?

What do we mean by "Businesses?"

Running the rule over sources of data

- What population of businesses – definition?
- Coverage of this population – near 100%?
- What information is collected about them – topics,standards & detail?
- Quality – are the answers accurate?
- Updating – how swiftly?
- What outputs are made available?

Some of the data sources...

- Government – making use of forms filled in by businesses (+ additional surveys)
- Government – another view: "What about the workers"
- Sample surveys
- Commercial telephone directories
- Telephone research
- Trade lists
- New media

Adding value to the data – making things easier & better

- Extracts – packaging convenient selections in accessible formats
- Branded data products
- New derived classifications
- Projects – data integration and analyses

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