



Using Government data to help understand the business marketplace

Work in progress

Market Research Society Seminar
12th October 2005



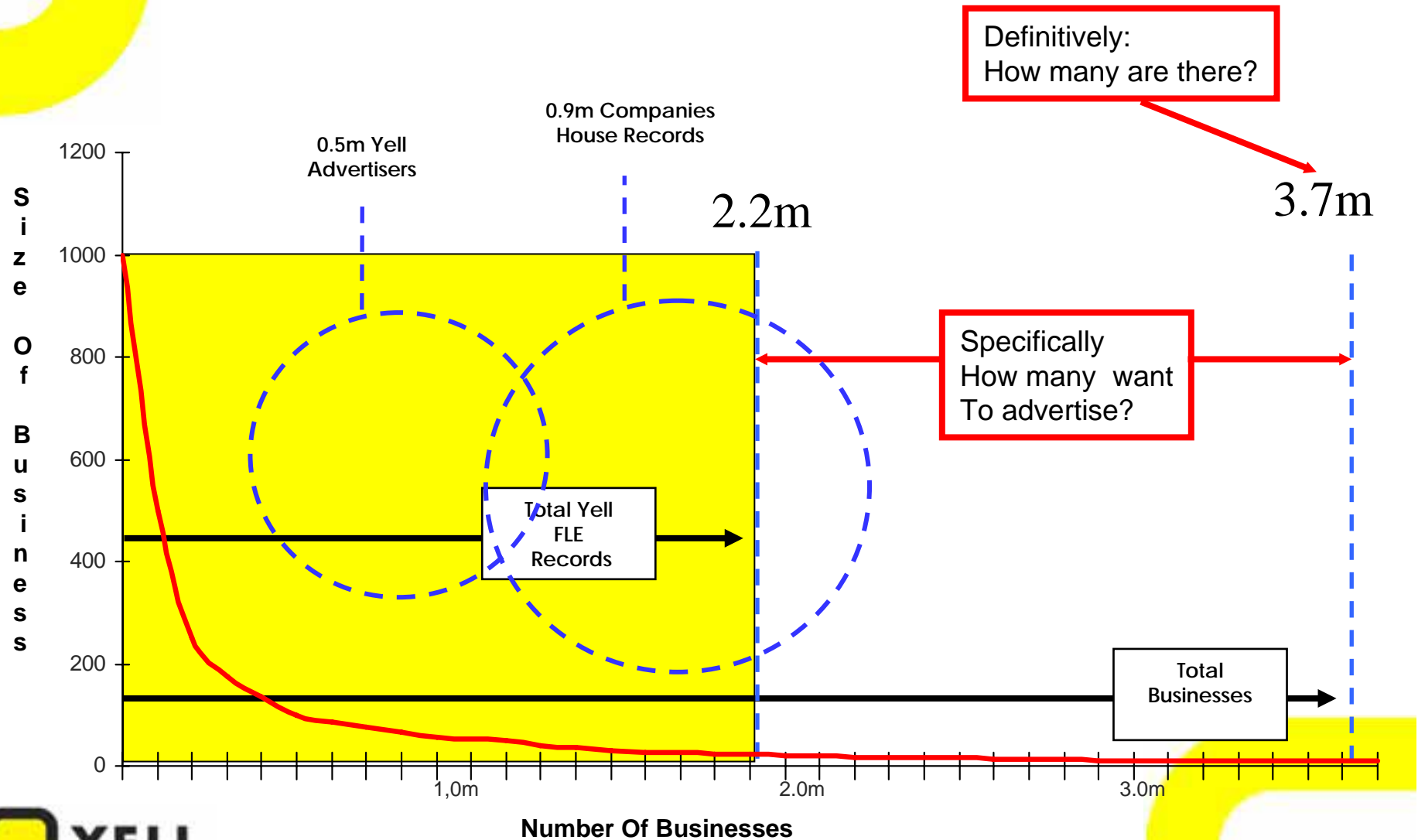


A bit about Yell

- Publishes Yellow pages directories
 - Also does Yell.com and 118247
- 104 books covering GB & NI
- Prints 28 million copies per year
- Manages over 1 million adverts
- Circa 480,000 customers
- A key driver is comprehensiveness to the user
 - The free line listing



UK Business Population





IDBR (Inter Departmental Business Register)

- **THE** register – compiled by Office for National Statistics
- Sources:
 - VAT registered traders
 - PAYE from employers' records
 - Companies House
- 2.1m businesses; includes: SIC, employment, turnover
 - Note 3.7m businesses overall
- Group / Enterprise / Local Unit (Site); 99% of all activity
- External users – area statistics (not individual records)
- Statistics for wards: VAT registered enterprises – Industry; No. of employees

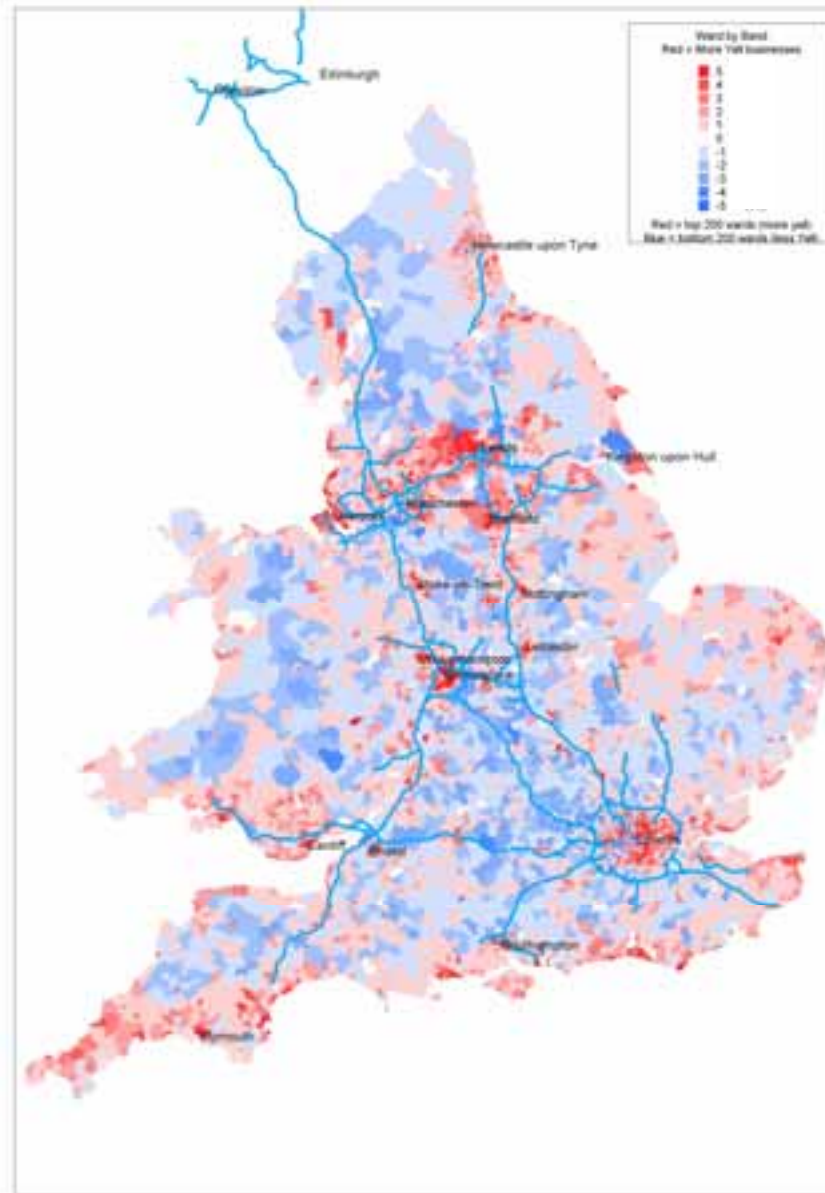


Neighbourhood Statistics (NeSS) – Enterprises and Local Units

- New data: March 2004 data from the IDBR
- Populations:
 - Enterprises
 - also Local Units
- Topics:
 - Industry (fourteen categories)
 - Employment size (0-4, 5-9, 10-19, 20+)
 - Public / Private (new – multi & single site)
- Areas:
 - Census Wards (but only England & Wales so far)

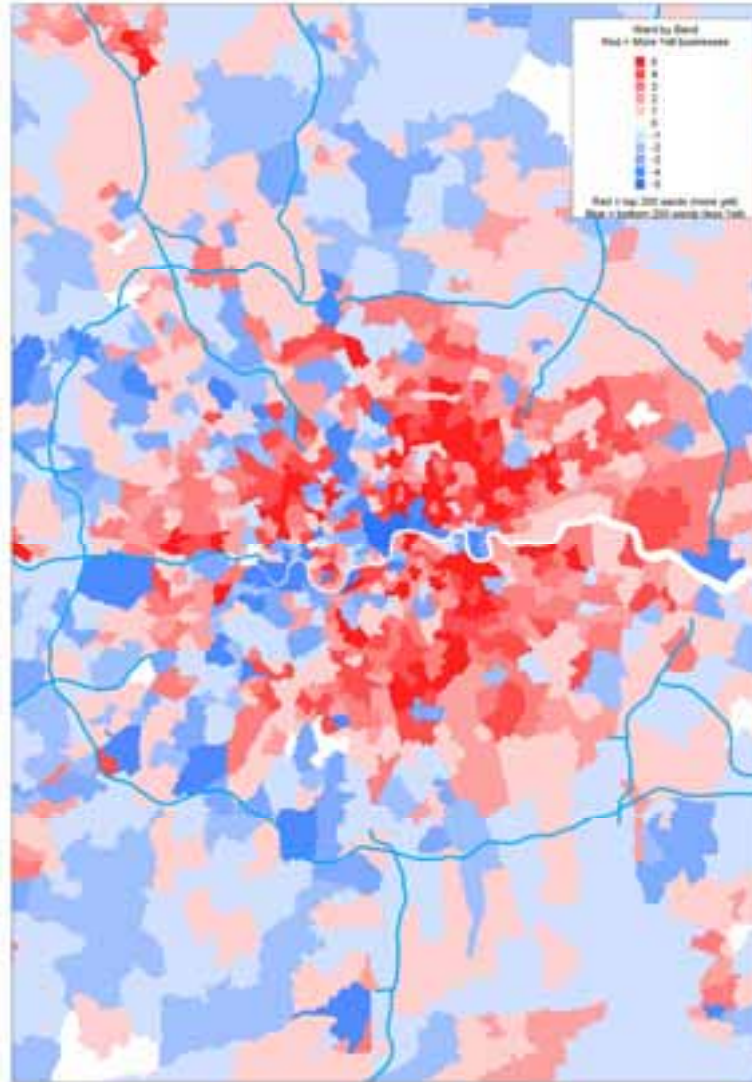
England & Wales

(Yell > NeSS = red; NeSS > Yell = blue)



London

(Yell > NeSS = red; NeSS > Yell = blue)





2001 Census – Workplace counts

- We know where you live....
- And also where you work
- And from IDBR who you work for.
- Statistics for workplaces – numbers and classifications of workers
 - Age
 - Socio-Economic Classification (Status)



Business performance data from Yell

- The Counts
 - Total Classified
 - Big Accounts
 - Advertisers
 - New Media Sales
 - URL
 - Quality measure (Yell score)
 - Bad Debts



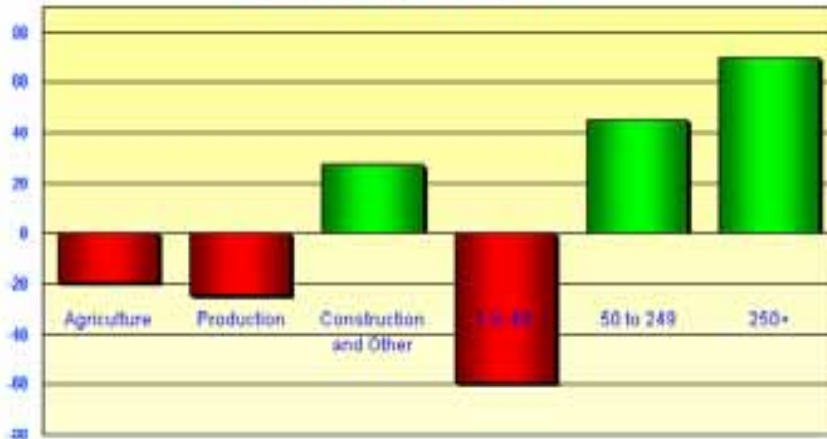


Yell Book Areas – illustrating the contrasts

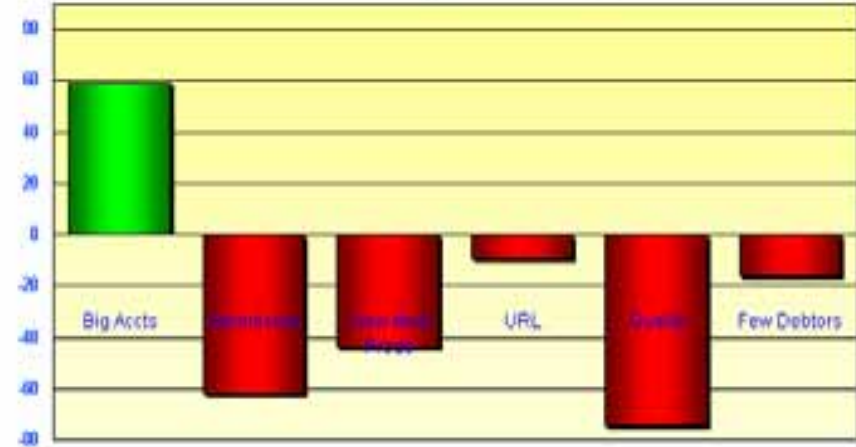
- Yell Book Areas as a geography
 - Now 104 areas based on Postal Sector
 - Changing areas regulated by OFCOM
- Datasets:
 - Yell
 - IDBR Businesses – Industry & Size
 - Census Workplace – Status
- All three together, + Neighbouring YBAs + Most Similar YBAs
- Small application developed.....

London Central

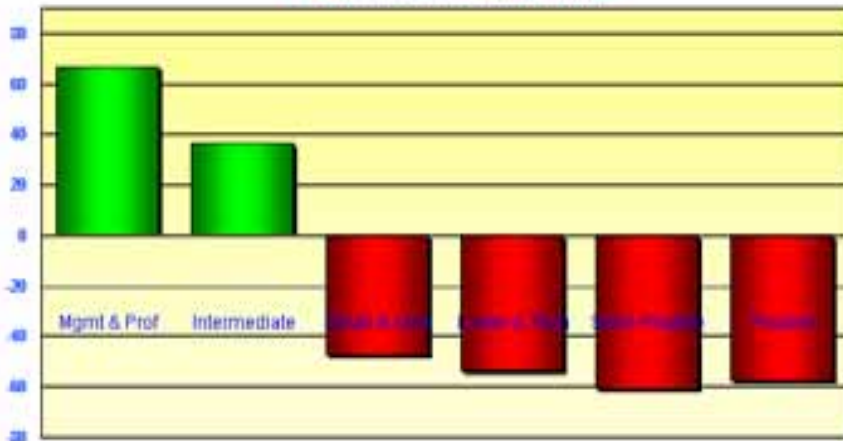
Government Business Data
Performance compared to National Average



Yell's Own Data
Performance compared to National Average



Workplace Data
Performance compared to National Average



Selected Area

- Lancaster & South Cumbria
- Leeds
- Leicester
- Lincoln
- London Central**

Key Yell Statistics

Classified (Total)	70157
Advertisers	5844
URL	4139
NM Product	2175
Bad Debts	296

Neighbouring Book Areas

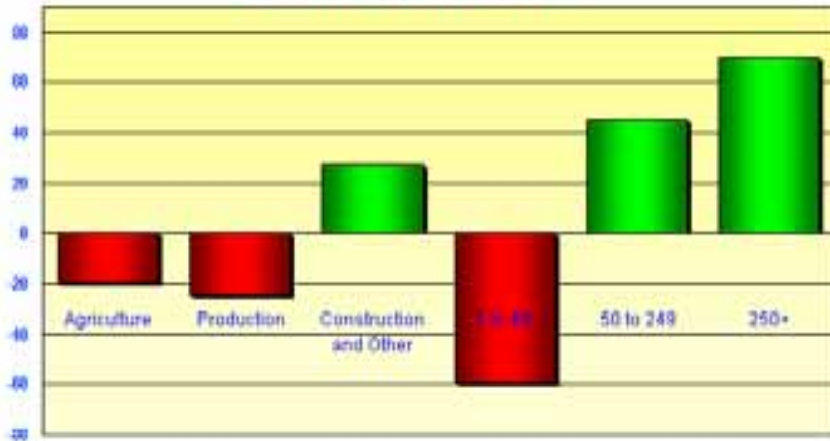
- East London
- London North
- London North West
- London South
- London South East

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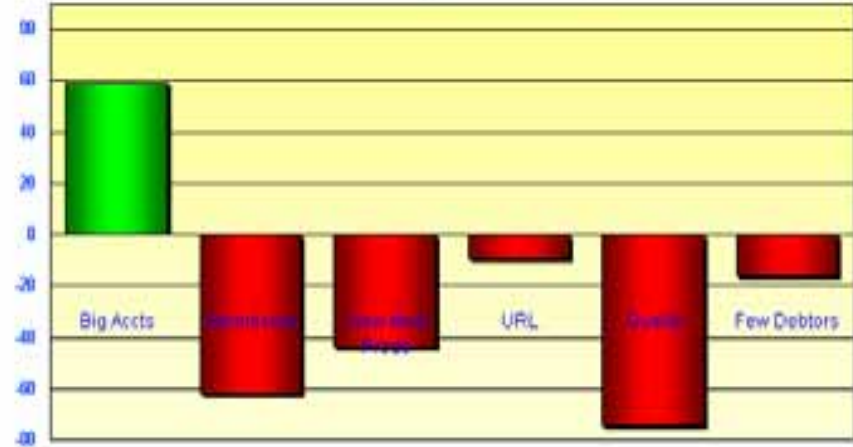


London Central

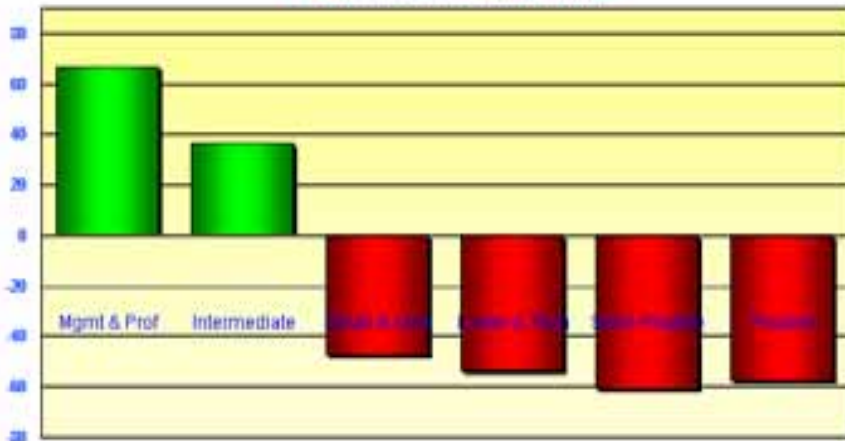
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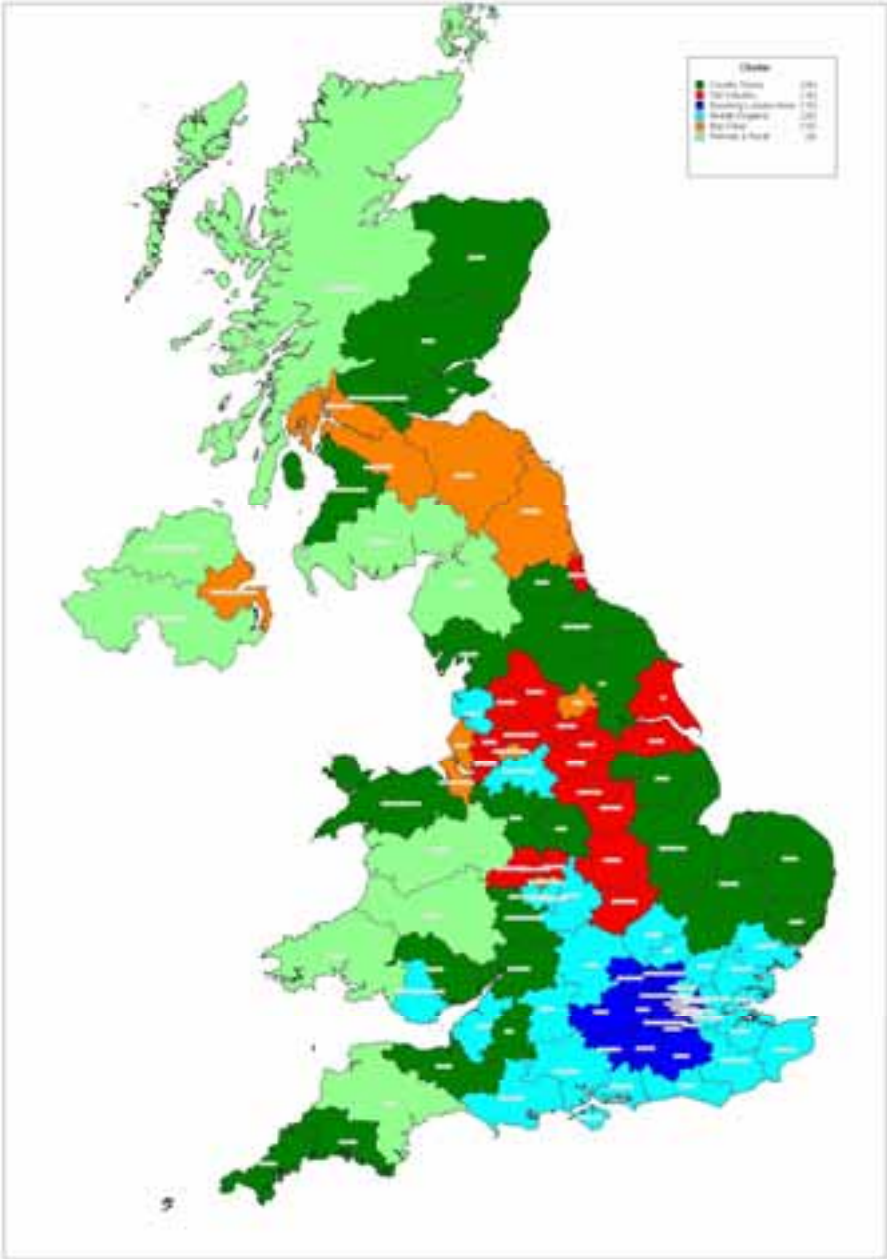
Most Similar Book Areas

1st	Slough (inc Bracknell, N)
2nd	Manchester Central
3rd	London South West
4th	Leeds
5th	Glasgow North

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“Most similar” Yell Book Areas – 6 Clusters using Government data (IDBR & Workplace)



Yell Book Areas – 6 Clusters

1. County Towns

Includes several Scottish; some industrial, but county towns predominate. Scores highest on lower supervisory and technical occupations.

2. Old Industry

Barnsley, Birmingham, Blackburn, Bolton.....what a great cluster! Distinguished by high scores for manufacturing industry, and routine jobs.

3. Booming London Area

This comprises the more prosperous parts of London plus affluent outer areas such as Gatwick, Guildford – and Reading. Larger enterprises, modern industry and a professional workforce.

4. Middle England

The least defined, & a bit like Cluster 1, but much less agriculture. Only one Welsh, no Scots.

5. Big Cities

This cluster could be called Provincial or Regional Cities, but includes Edinburgh, Glasgow & Belfast (but not Cardiff, which is probably diluted by the Valleys). It's distinguished by larger enterprises, and workers in clerical / admin occupations.

6. Remote & Rural

Another great cluster, bringing together areas such as Carlisle and Exeter. This is a world of agriculture, small businesses and own-account employment.

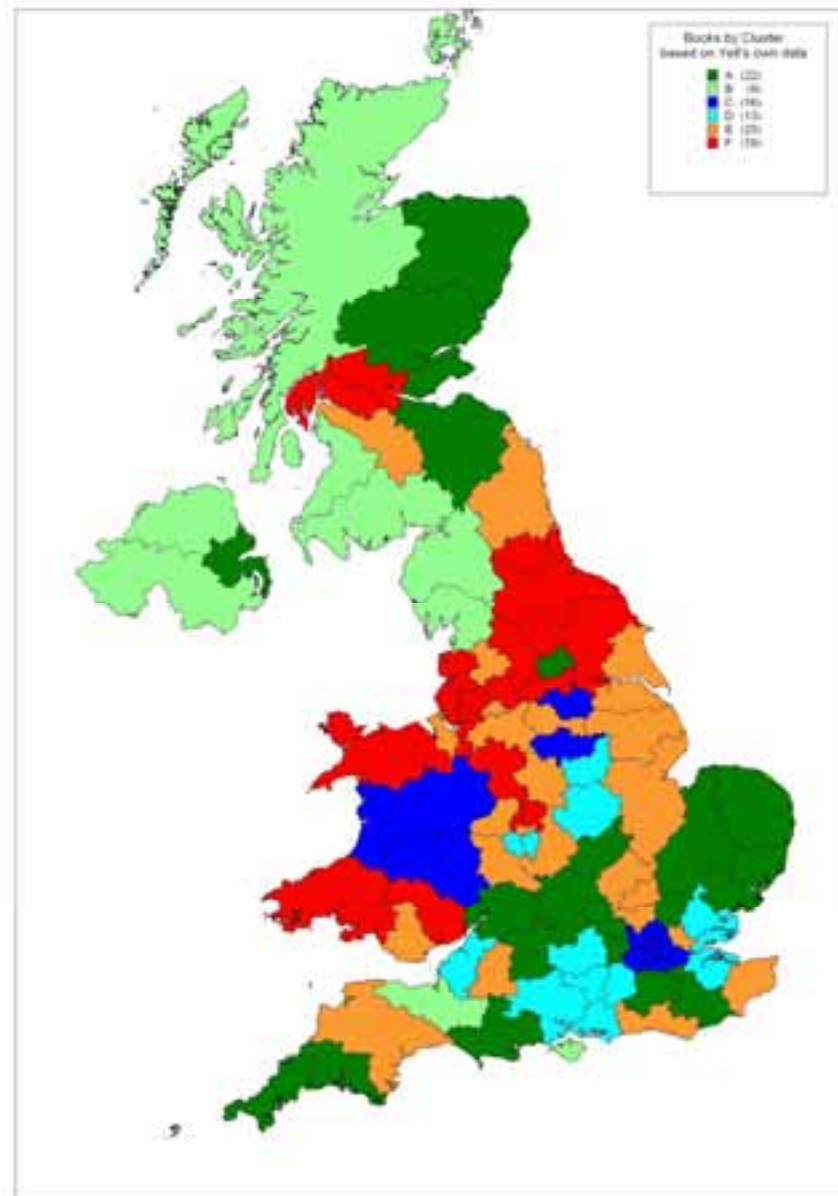


**Does Yell's business performance
vary consistently according to
type of area?**

NO

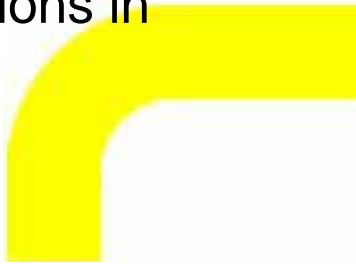


Yell Book Areas – using only Yell data? (= worse classification; + variable performance)





General comments....

- Overall, comparison of Yell's counts of businesses with the new government counts of local units shows a very high correlation
 - More work to do to understand the differences between us and them. Industry sectors and geography and any correlations between them
 - Is Yell's performance – particularly the propensity to advertise – strongly related to the local business profile... “no”
 - We need to look for other explanations for variations in advertising between areas which are similar.
 - Perhaps Yell's salesforce, and local competition?
- 



The End

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