

Realising the Power of OAC using ONS' Social Surveys

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Expenditure and Food Survey

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Output Area Classifications

1: Blue Collar Communities

1a: Terraced Blue Collar

1b: Younger Blue Collar

1c: Older Blue Collar

2: City Living

2a: Transient Communities

2b: Settled in the City

3: Countryside

3a: Village Life

3b: Agricultural

3c: Accessible Countryside

4: Prospering Suburbs

4a: Prospering Younger Families

4b: Prospering Older Families

4c: Prospering Semis

4d: Thriving Suburbs

5: Constrained by Circumstances

5a: Senior Communities

5b: Older Workers

5c: Public Housing

6: Typical Traits

6a: Settled Households

6b: Least Divergent

6c: Young Families in Terraced Homes

6d: Aspiring Households

7: Multicultural

7a: Asian Communities

7b: Afro-Caribbean Communities

A quick sale of ONS household surveys

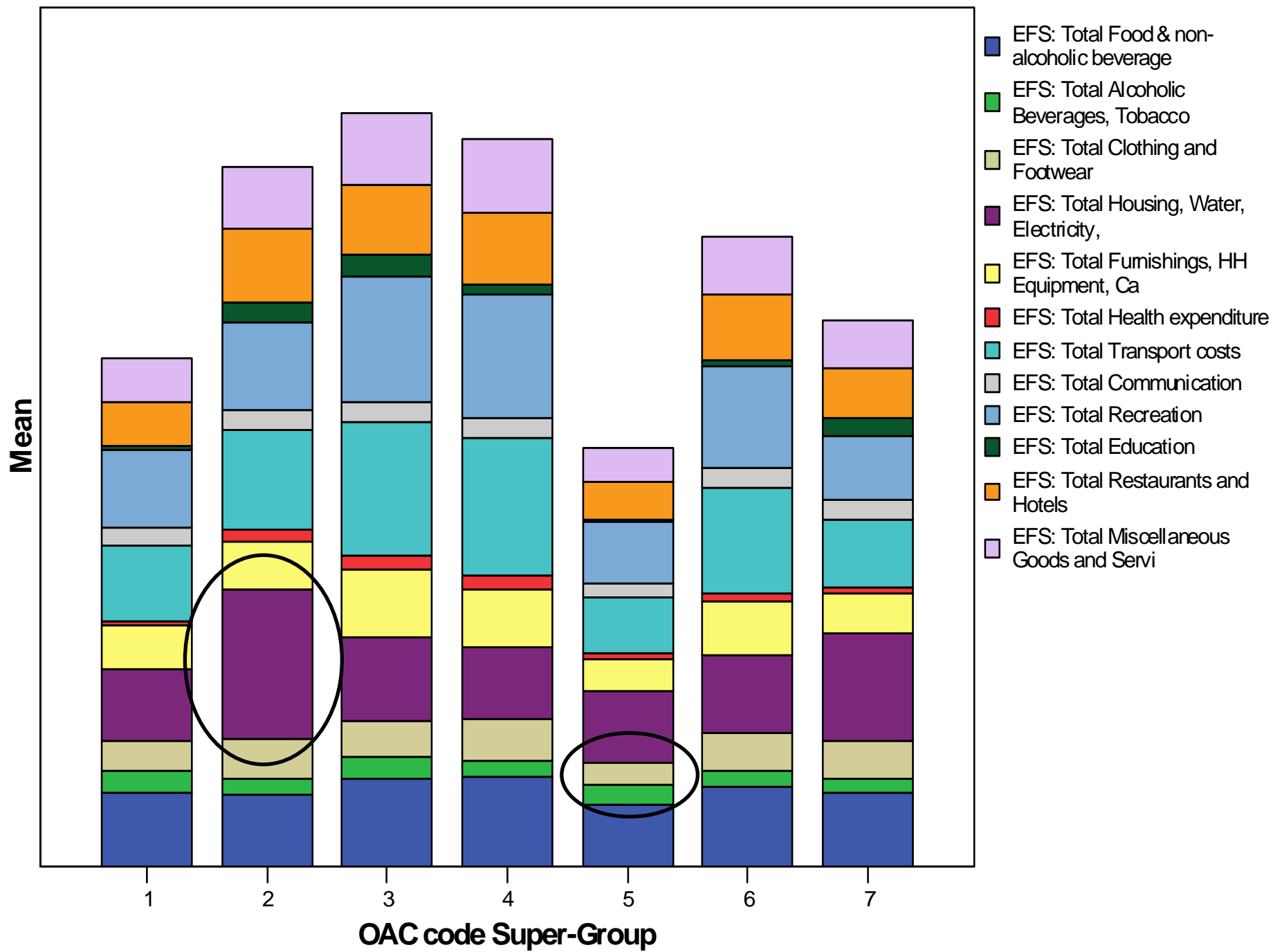
- We survey nearly 500k people per year
- Outputs on many major topics
- ONS is independent
- Surveys often provide long back series
- Harmonised question design

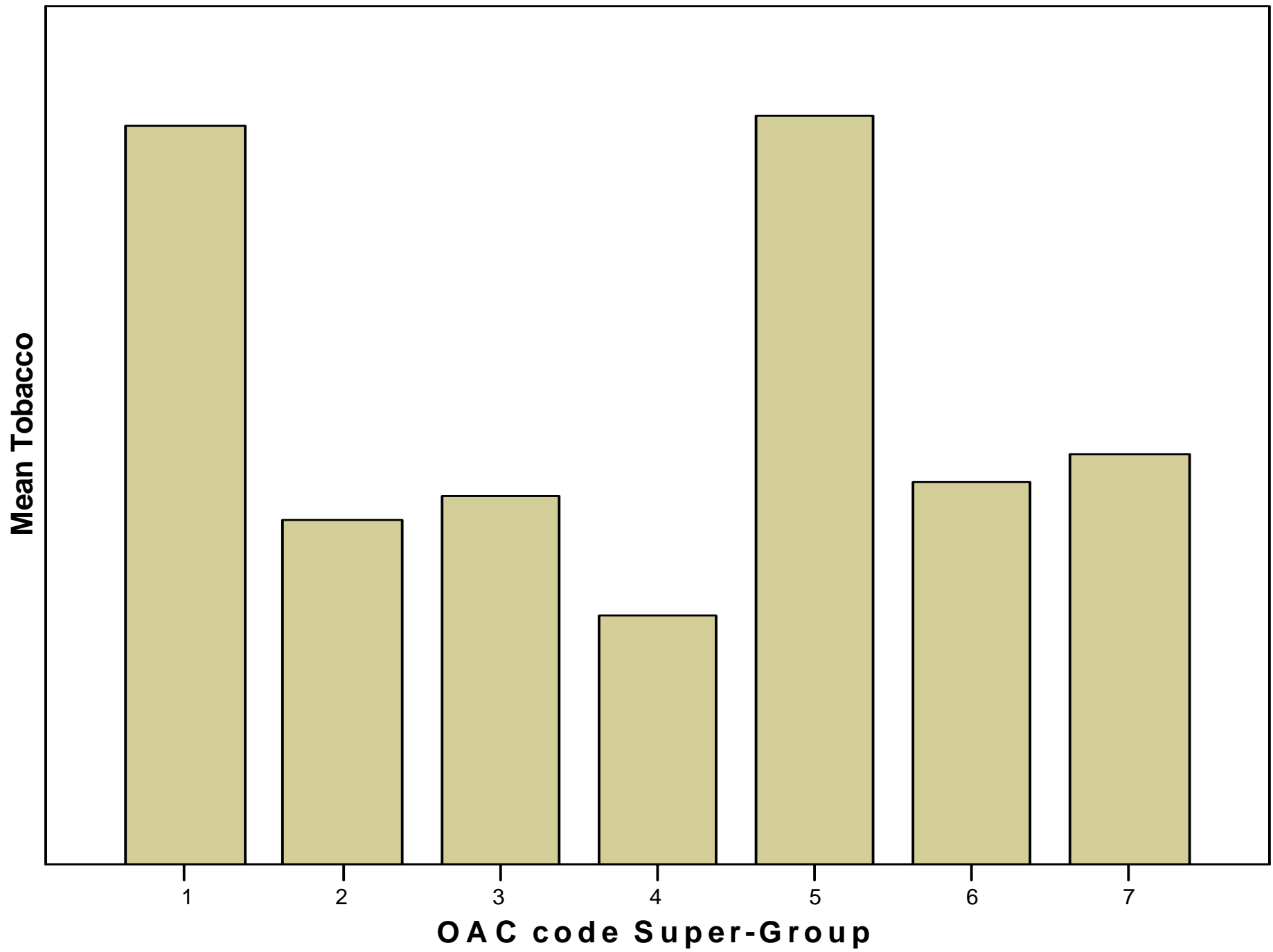
ONS household surveys

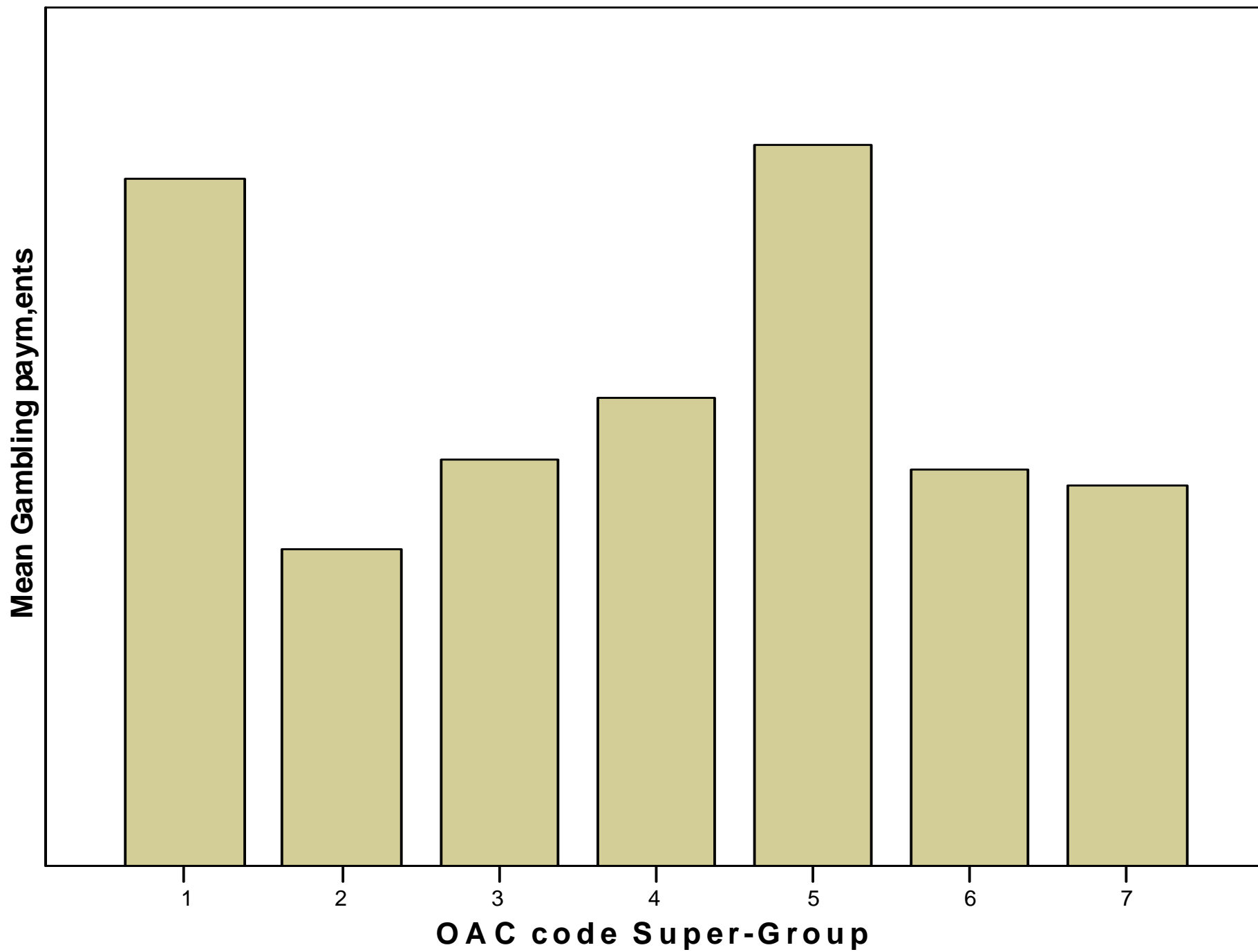
- Labour Force Survey
- Expenditure and Food Survey*
- English Housing Survey*
- General Household Survey
- Family Resource Survey*
- Omnibus
- Household Assets Survey
- IHS outputs

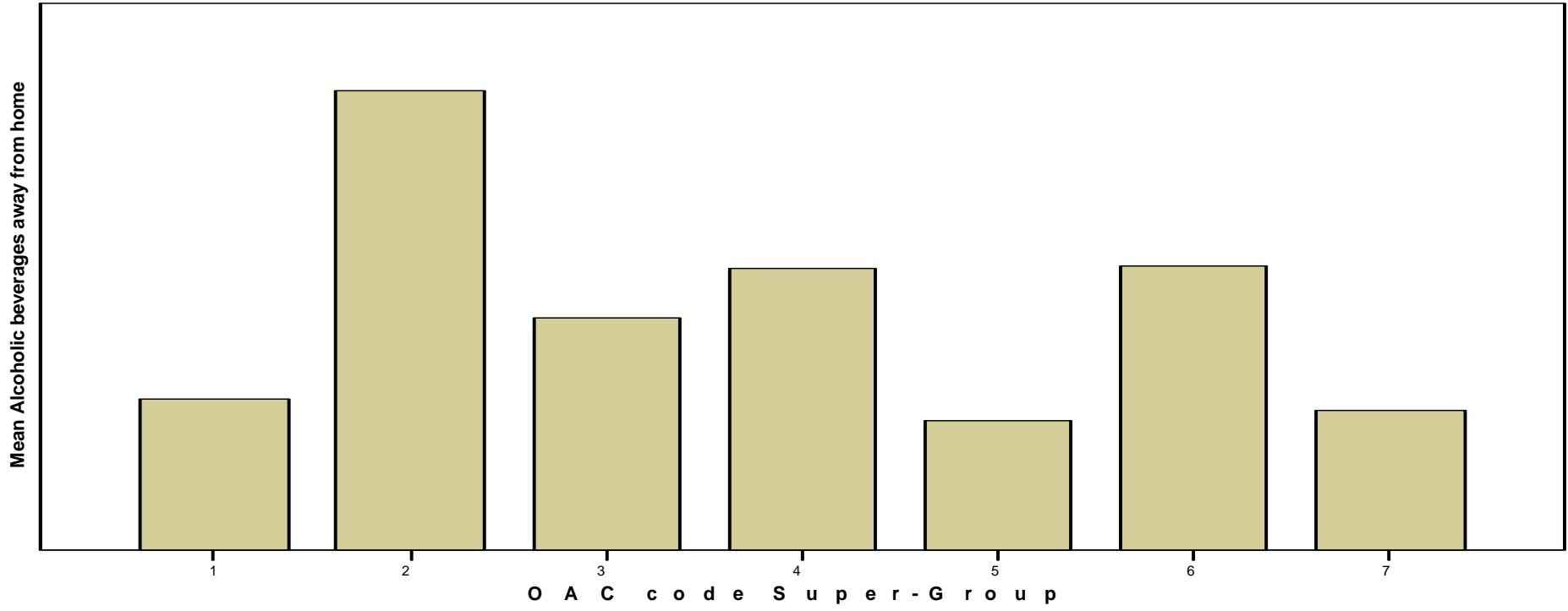
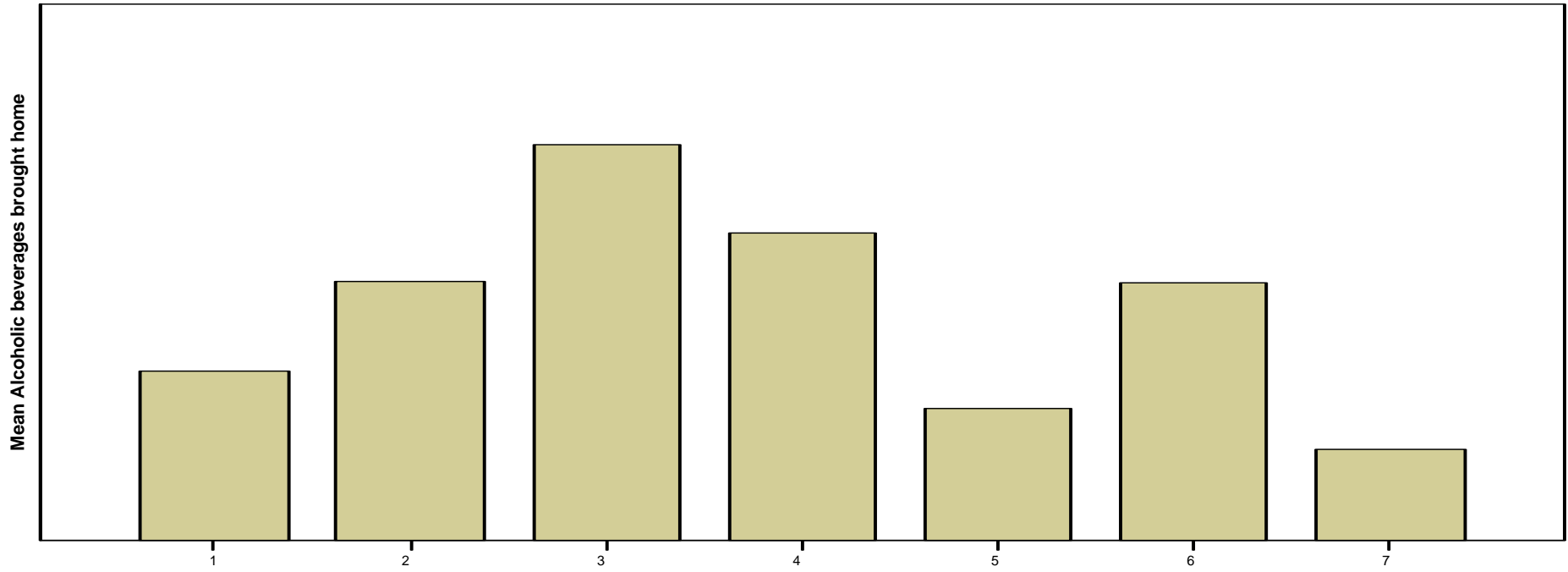
First forays into OAC

- Following is based on the Expenditure and food survey
- Summary statistics only – official release is in November so this is illustrative only
- ONS is not policy making so I've picked random areas to look at to show some of the potential



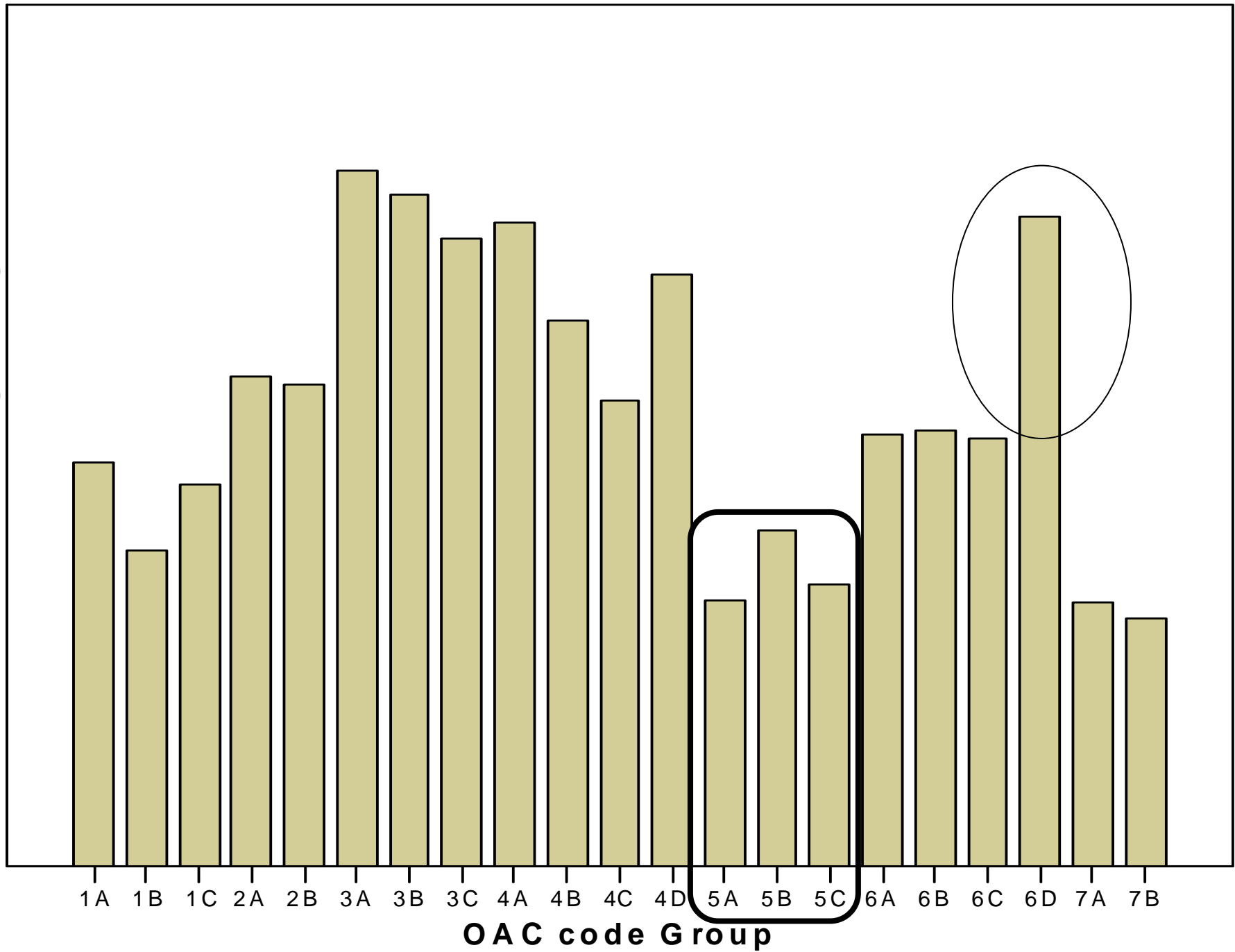


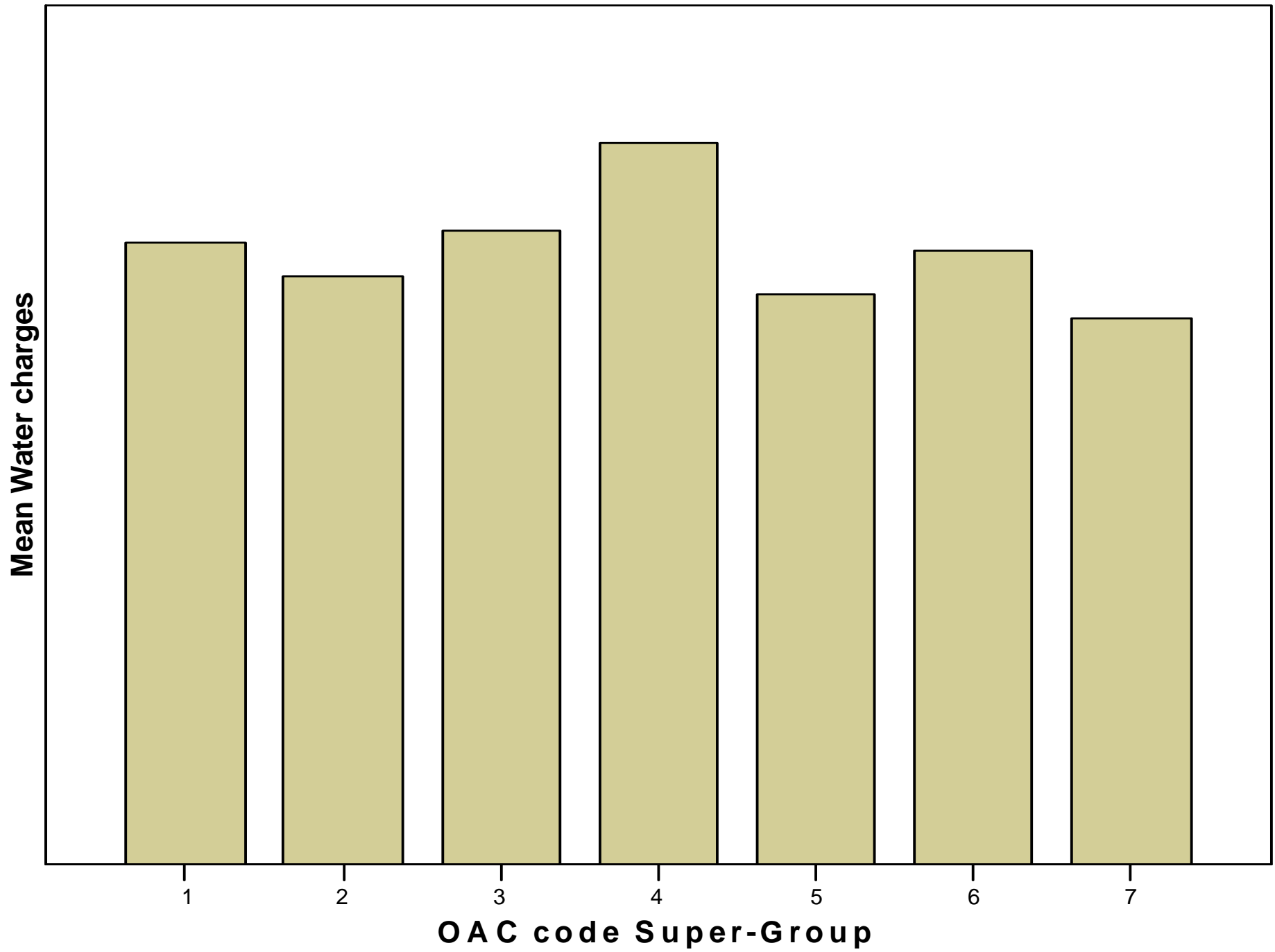




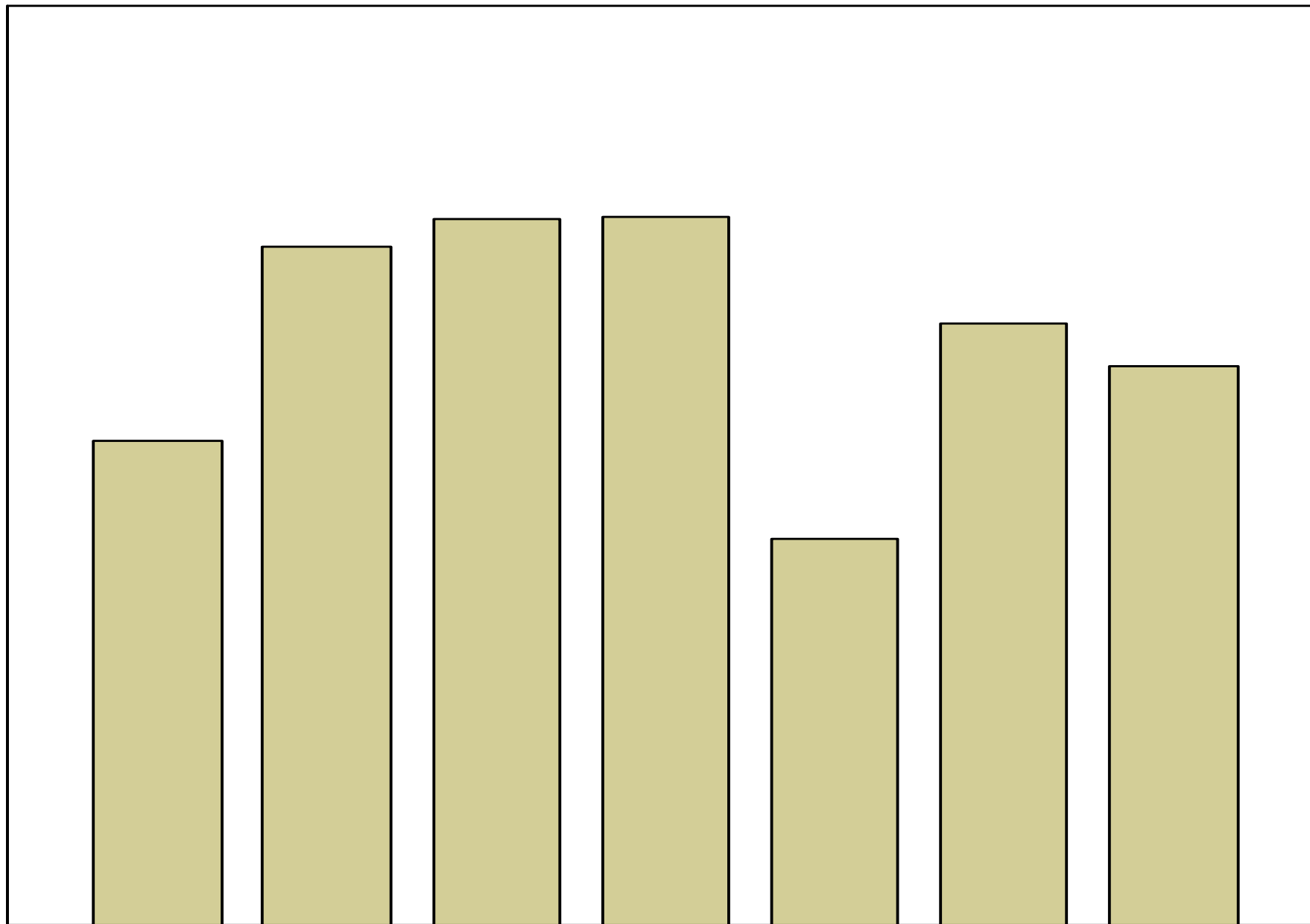
O A C c o d e S u p e r - G r o u p

Mean Alcoholic beverages brought home





Mean Medicines, prescriptions etc



1

2

3

4

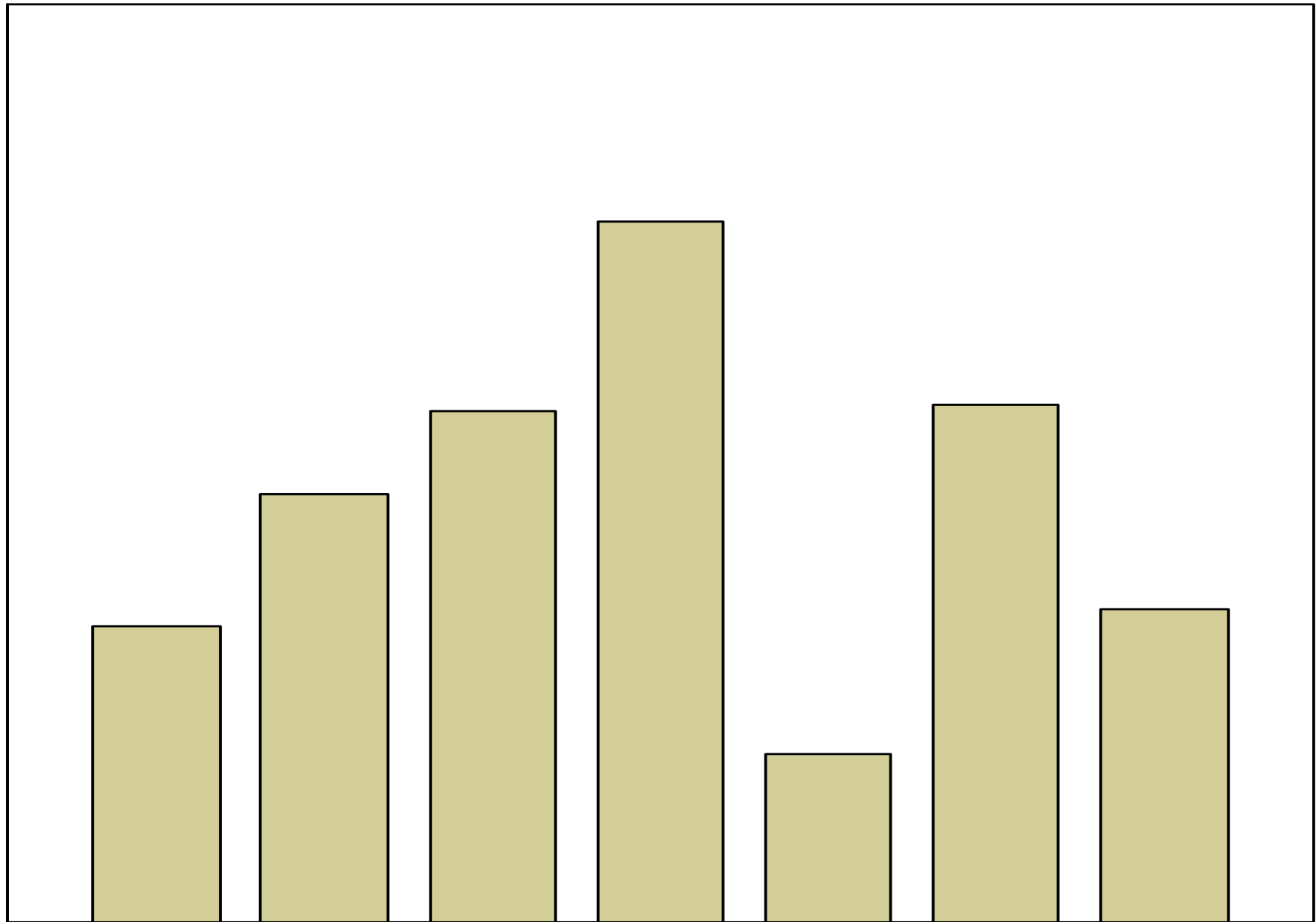
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6

7

OAC code Super-Group

Mean Sports admissions, subs and leisure clas



1

2

3

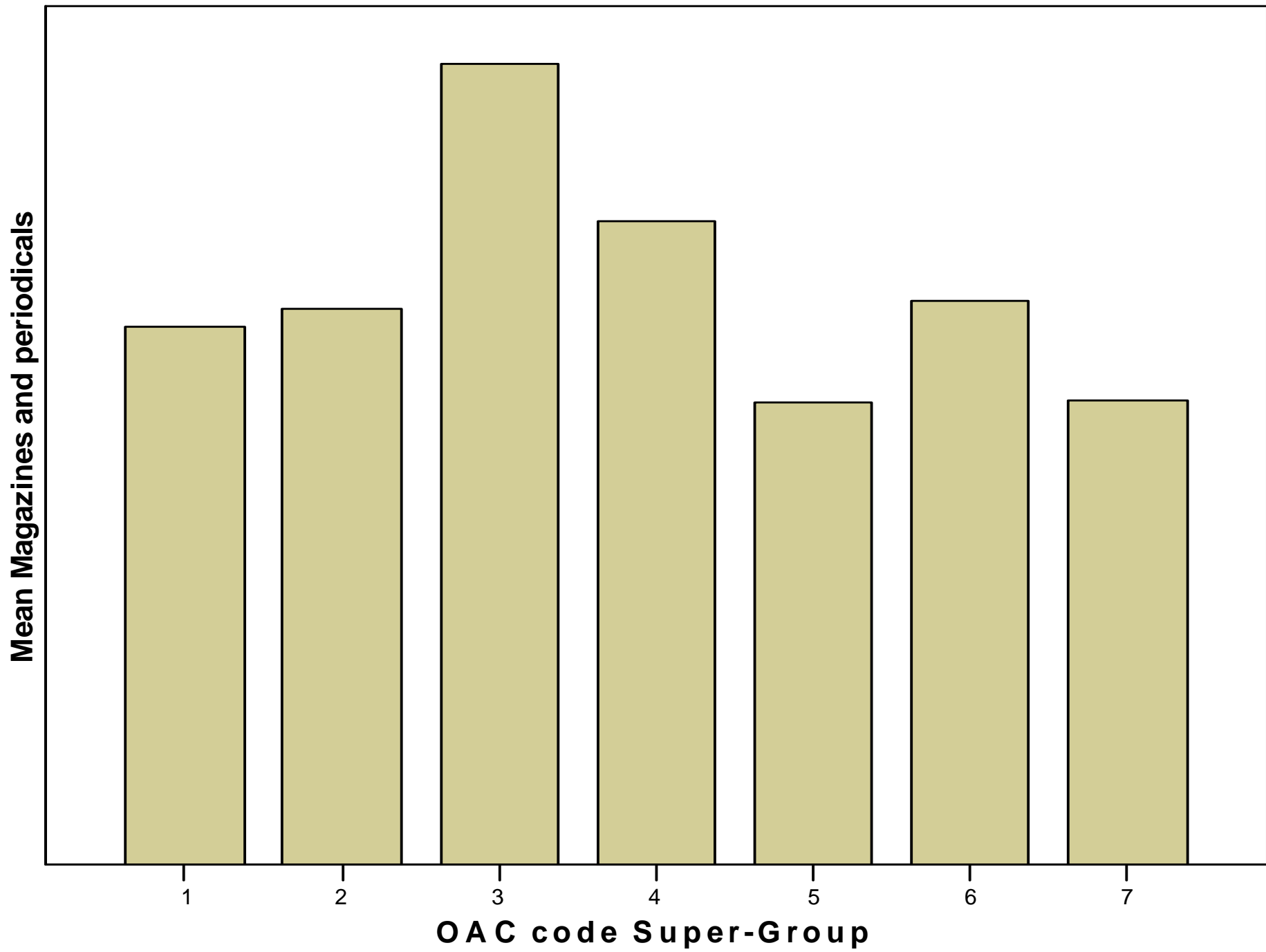
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OAC code Super-Group



Summary

- The ONS is starting to attach OAC to its social surveys
- These surveys can be used to look at various topics using rich datasets
- Where OAC is not available we will look to add it where there is customer demand

Questions?

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