

Demographics User Group Conference  
8 October 2009

## **DUG Award 2009**

**“Stephen Penneck of the Office for National Statistics  
for the decision to code the ONS’s sample surveys with its OAC  
geodemographic classification”**

**“All DUG’s member companies are active users of geodemographics, and DUG’s 2005 Award went to ONS for its Output Area Classification (OAC). Steve Penneck's presentation to a DUG meeting in March 2007 was another step forward, when, as Director of Surveys, he committed ONS to coding all its sample surveys with OAC. We now have the Expenditure and Food Survey, and other surveys are on the way. DUG’s Conference Board sees this as an excellent example of government using existing sources to create valuable new information at modest cost, which is so important in the current economic climate.”**