

Demographics User Group Conference 2009

Panel Session: More and better for less – how we can improve insight and its impact during the recession

Views from Keith Dugmore (DUG)

#	How can we improve insight?	Issues
1	Extend the use of the data we've got – the marginal cost is very small	<p>My familiar theme: The last 100 metres.....</p> <p>Big benefits for marginal effort by data suppliers (e.g. popularise ONS surveys)</p> <p>Also, only 3% of 2001 Census budget was spent on Outputs</p>
2	Harvest new data from operational systems – it's cheap & current	<p>Government (e.g. HMRC, DWP) Commercial (e.g. O2, Tesco)</p> <p>Not definitive, but it's valuable insight about what's happening</p>
3	Exploit the free Web – to deliver & present information to new markets	<p>The Web in general, & Google as an exemplar</p> <p>Esp. mashups, e.g. UCL</p>
4	But, most of all..... Publicise current use and value	<p>Case Studies, & £ Values</p> <p>Identify key senior advocates</p> <p>& create bigger markets – our greatest allies / supporters</p>
5	But what cuts.....?	<p>Shift the emphasis from impressing anal(ytical) peers with endless caveats, to getting the headline conclusions out to decision makers</p> <p>(e.g. DUG training courses on “How analysts can influence decision makers” & “The role of an analyst”)</p>