



# Derbyshire Customer Segmentation Model

## Summary of variables included in Customer Segmentation database (October 2017)

The dataset that was originally used to develop the Derbyshire Customer Segmentation contained 154 Census variables but new data is continually being added. Some of this additional data is published nationally whilst some is provided by departments within the County Council or by partner organisations. A summary of the data currently included in the dataset is provided below.

Various geographic codes to allow data to be aggregated or analysed including:

- Output area
- Customer segmentation cluster
- Customer segmentation sub cluster
- Ward
- LSOA
- MSOA
- District
- Electoral Division

2011 Census variables used to develop the customer segmentation clusters and sub clusters covering areas:

- Demography
- Employment
- Ethnicity
- Health
- Household composition
- National identity
- Socio-economic

Additional 2011 Census variables for used in further customer segmentation analysis including:

- More detailed demographic information e.g. population by single years of age
- Area(hectares) and population density
- Living arrangements
- Household composition and characteristics
- Health and carers
- Ethnicity, country of birth, language
- Religion
- Travel to work
- Economic activity
- Education and employment



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The database is continually updated to add in additional data, any data that is available at postcode or output area level can be added. Currently the database includes data on:

- Population estimates (updated annually)
- Total properties by council tax band (updated annually)
- Library use
- Calls to Call Derbyshire
- Childrens Centre use
- Childcare provision
- Crime data by type (updated annually)
- House prices
- Consultation data from Derbyshire Citizens' Panel on a range of topics including community safety, physical activity, trust, social contact, waste and recycling, access and use of internet/social media, newspaper readership, contact with and views about Derbyshire County Council, perceptions of Derbyshire, energy services, alcohol consumption,
- Benefits data
- NEET
- Adult Care service users
- Traffic collisions
- Adult Education service users
- Broadband
- Education
- Energy use
- EPC Ratings