Consumer Data Research Centre

An ESRC Data Investment

The Consumer Data Research Centre: Our resources for investigating obesity in the UK

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School of Medicine, University of Leeds

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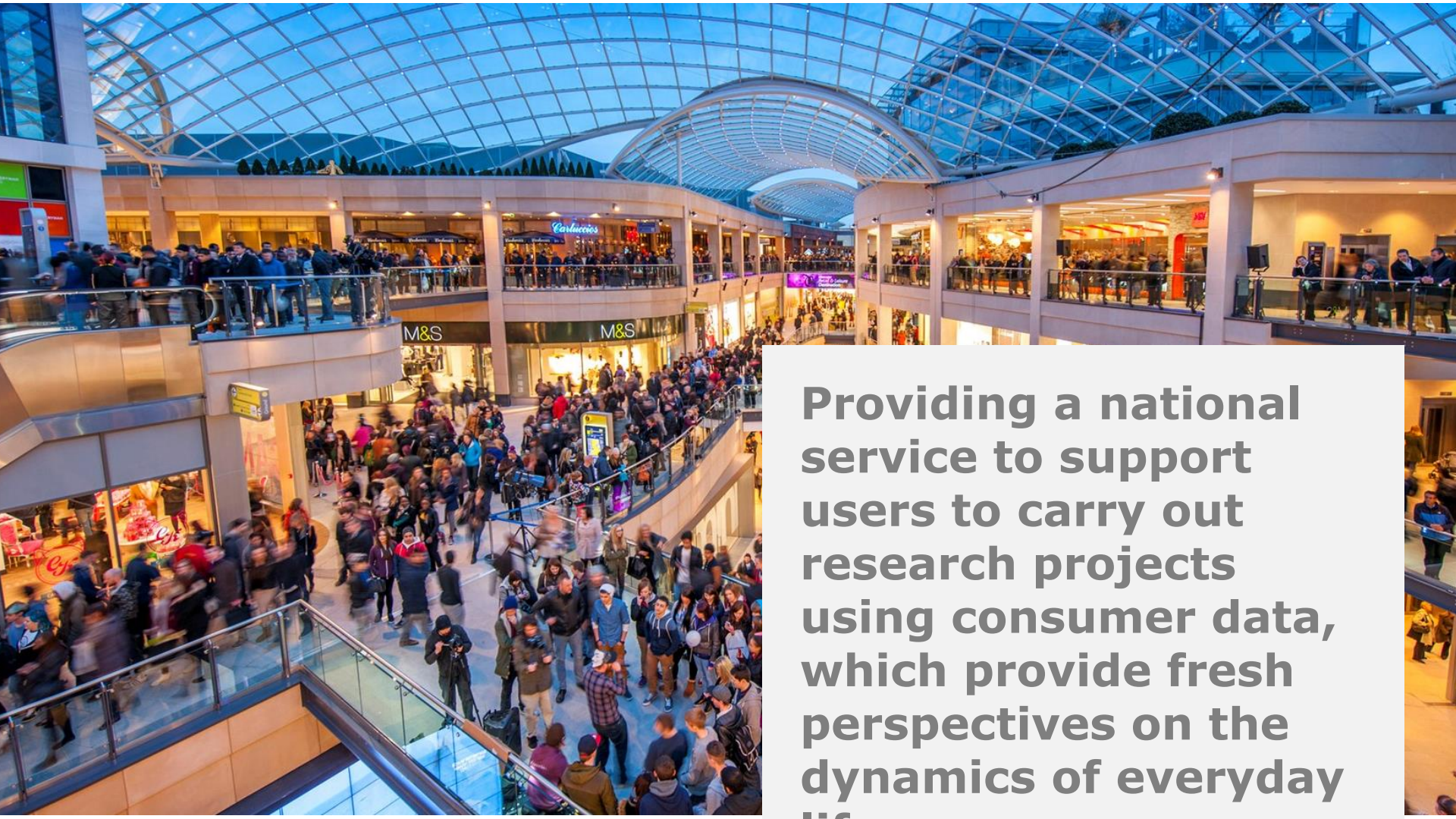
Introducing CDRC



Providing a national service to support users to carry out research projects using consumer data, which provide fresh perspectives on the dynamics of everyday life.

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Question?

How many of you have used or heard of the CDRC?

- Yes – used the CDRC
- Yes – heard of the CDRC
- No

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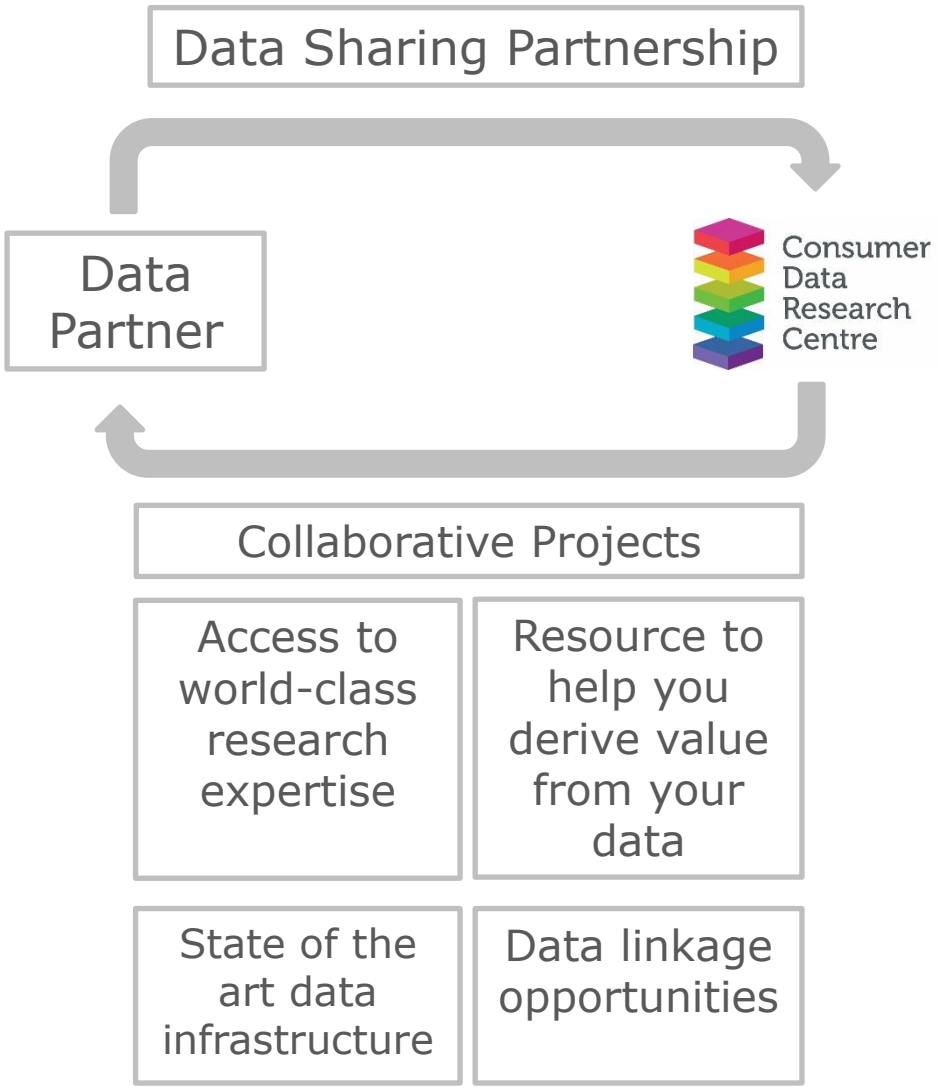
Partners



Collaborative projects help to:

- Provide context to problems
- Devise novel solutions
- Understand customer behaviour
- Discover new opportunities
- Improve effectiveness of operations

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Partners

SHOP DIRECT

ao.com

LDC The leader in retail location data & insight

bike citizens

Zoopla.co.uk Smarter property search

whenfresh converting data into truth

acxiom

Helping hearts heart research uk

THE REAL JUNK FOOD PROJECT

ethical consumer

YouGov What the world thinks

bps The British Population Survey

CACI

Registry Trust Limited

tleyBid Businesses Coming Together

TransUnion Formerly Callcredit

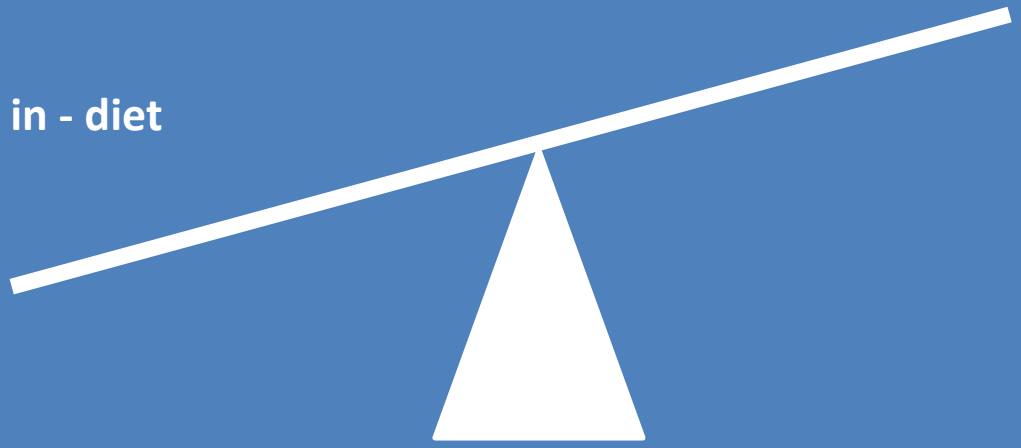
UK Women's Cohort Study

GEOUNIQ

Regional Transport Provider
Youth Banking Card Provider
Domestic Energy Provider
High Street Retailer

Energy out – physical activity

Energy in - diet



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Obesity

UK Women's Cohort Study

Helping hearts
heart research uk

YouGov®
What the world thinks

Youth Banking Card Provider

High Street Retailer

www.cdrc.ac.uk

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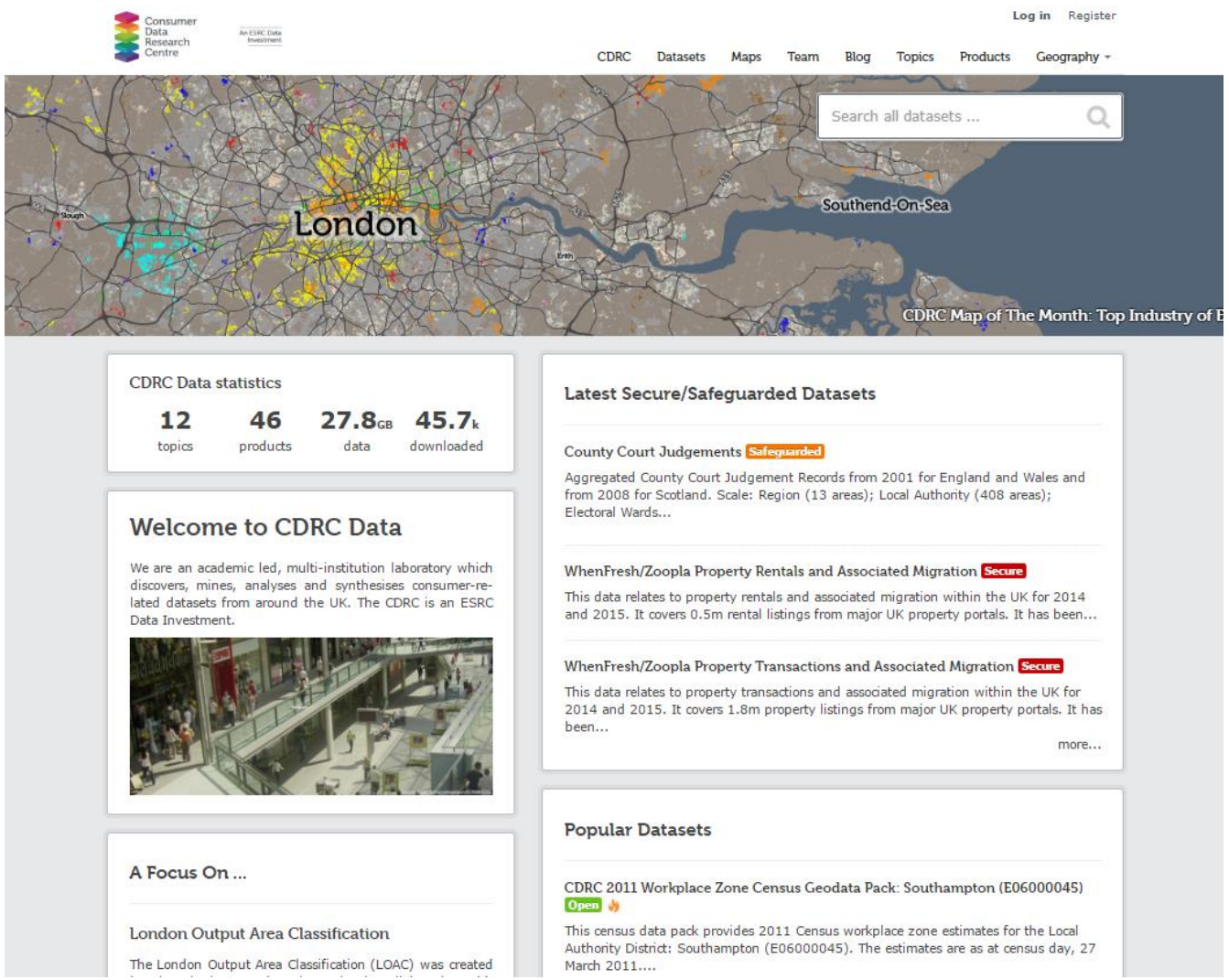
CDRC Data



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Active inspiration

Data Profile: Active Inspiration – Activity Data

Introduction

This data profile describes a dataset held by the CDRC which has been supplied by Active Inspiration, creators of the Bounts app.
Bounts is a free, innovative and popular lifestyle and fitness app (iOS and Android) which incentivises and challenges its members to be more active. Users can track steps in the app or connect it to a fitness tracker. Users can join challenges to unlock vouchers, sports goods, exclusive experiences and much more.
The dataset comprises primarily the activity data, which includes activity episodes recorded in the app or from fitness trackers and comprises pseudonymised data at the user level, of which the fields are detailed below.

Scale and Extent

Field	Value
Data Provider	Active Inspiration
Analytical Units	See "Field Level Metadata"
Data Format	CSV
Temporal Extent	01/01/2016 – 17/01/2017
Geographical Extent	United Kingdom
Variables	See "Field Level Metadata"

Data Classification and Access Summary

The Activity and User data are classified as Safeguarded and are available only upon approved application.

To make an initial application, please visit: https://www.cdrc.ac.uk/data-services/using-our-data/

Content

The dataset contains pseudonymised identifiers as opposed to identifiers supplied by Active Inspiration. The dataset also benefits from an extensive level of data at the user level: the activity data (of which there are over 9 million records) refers to instances that users carried out exercise and information surrounding that, whereas the user data (539979 records) refers to information on the individual users, as is detailed below.

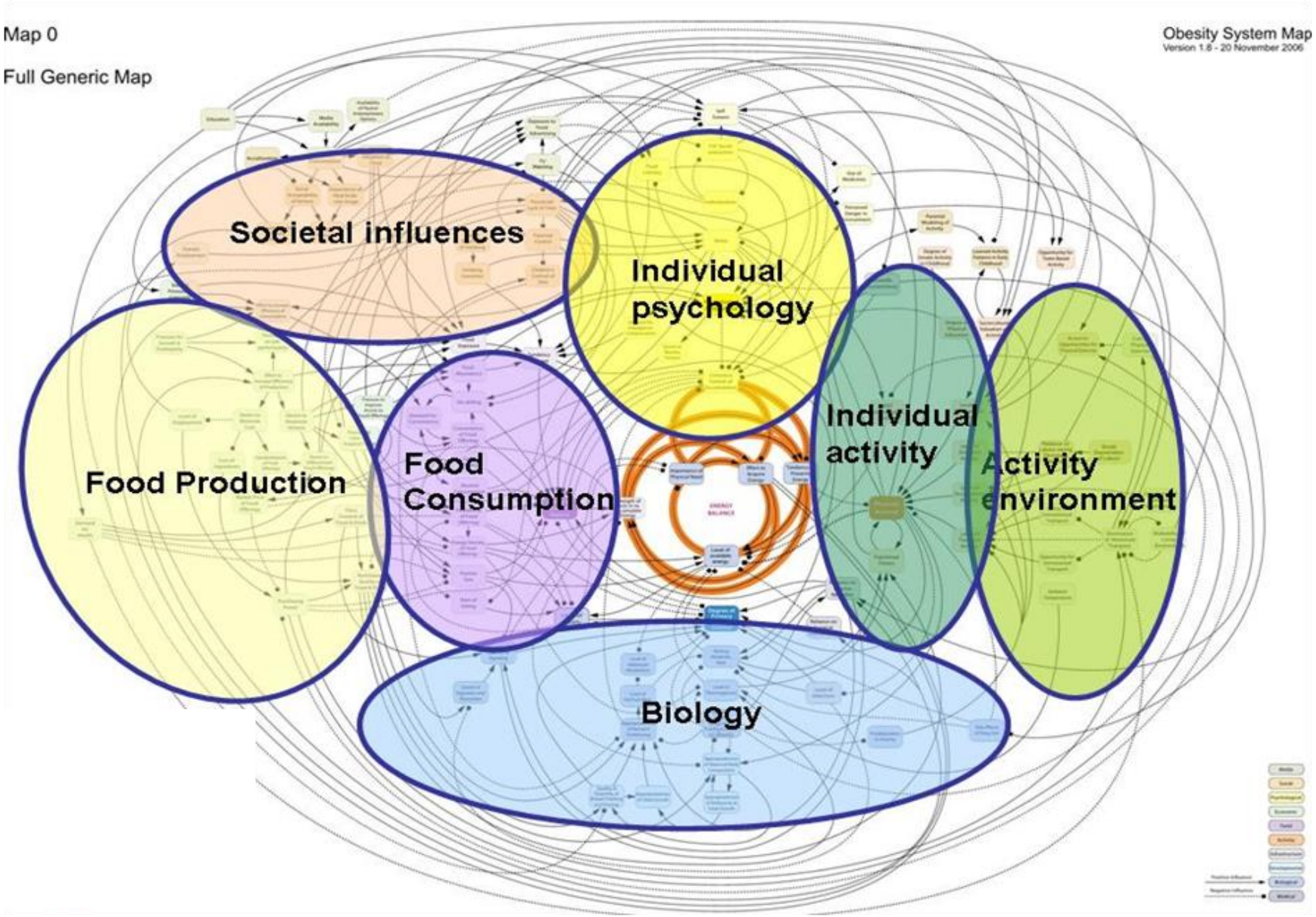
Novelty

The data are representative of a new kind of crowd-sourced data which are generated from self-monitoring of exercise and activity patterns through mobile devices. Very few studies have explored the patterns of movement, activity and exercise which are revealed by data of this type, largely due to lack of availability. The availability of a postcode link might allow user patterns to be profiled by geodemographic

Safeguarded Activity Data

Field Name	Data Type	N=*	Missing Data*	Note(s)
PseudoUserID	Int	9686803	0%	Pseudonymous user ID generated by LIDA based on the original UserID
Date	datetime	9686803	0%	Format: DD/MM/YYYY 00:00
App_Source	varchar(max)	9686803	0%	Source for the activity recorded. Including: Fitbit (5237326 hits), Bounts App (1405840), Garmin (369439), Moves app (316800), Jawbone (149684), MapMyFitness App (120003), Google Fit (95474), Misfit (21037), Apple watch (18467)
Distance_Travelled(m)	float	7424212	23.36%	Metres
Activity_Type	varchar(max)	9686803	0%	Including: biking, boating, cardio, checkin, climbing, commute, cross-trainer, cross-training, curling, cycling, dance, dancing, diving, elliptical, fitbug, fund, games, gaming, generic, hiking, hunting, jumping, kayak, longboarding, mayor, meps, mountaineering, move, other, paddle, pilates, plyometrics, rafting, retro, riding, rollerblading, rowing, running, sailing, scanning, shooting, skating, skiing, snowboarding, snowmobileriding, snowshoeing, spinning, sports, sprints, stationary-bike, surfing, swimming, transport, wakeboarding, walking, wheelchair, workout, yoga, zoscheckin
Activity_Duration(s)	int	8068146	16.71%	Seconds
Steps	int	7734519	20.15%	Number of steps
Meps	varchar(max)	34838	99.64%	MYZONE effort points – Calculated using the MYZONE system which converts heart rate, calories, and time exercising into points
Average_Speed_(km_h)	float	7174576	25.93%	Metres per second

Whole Systems Approach



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Whole Systems Approach

Zoopla.co.uk
Smarter property search

whenfresh
converting data into truth

Registry Trust Limited

acxiom

CACI

TransUnion
Formerly Callcredit

Domestic Energy Provider

Regional Transport Provider

www.cdrc.ac.uk

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CAMEO UK

Data Profile: CAMEO – Analysis Data

Introduction

This data profile describes a dataset held by the CDRC which has been supplied by Callcredit Information Group.

Callcredit Marketing Solutions has a wide range of consumer postcode classifications available for both the UK and abroad. This document outlines some of the UK systems available. The CAMEO Analysis Suite provides the six CAMEO Classifications with a wealth of expanded data variables provided as postcode indicators for analysing and segmenting customer databases. These datasets include:

- CAMEO UK Analysis providing additional data on demographics, household composition, lifestage, economic activity and tenure.
- CAMEO Financial Analysis providing data on county court judgement activity.
- CAMEO Income Analysis providing additional data on directors, millionaires, social class, occupation, presence of mortgage and house size.
- CAMEO Investor Analysis providing additional data on shareholdings in terms of shares held, value of shares and number of companies invested in.
- CAMEO Unemployment Analysis providing additional data on economic

Scale and Extent

Field	Value
Data Provider	Callcredit Information Group
Analytical Units	Postcode
Data Format	CSV
Temporal Extent	March 2016
Geographical Extent	United Kingdom
Variables	18
Observations	1873068

Citation Information

The following statement should be included when citing the use of this dataset:

"The data for this research have been provided by the Consumer Data Research Centre, an ESRC Data Investment, under project ID CDRC [Project Number], ES/L011840/1; ES/L011891/1"

Data Classification and Access Summary

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References

Can big data solve a big problem? The obesity data landscape reported in line with the Foresight obesity system map
Morris *et al* International Journal of Obesity **42**, 1963-1976 (2018)

How has big data contributed to obesity research? A review of the literature
Timmins et al International Journal of Obesity **42**, 1951-1962 (2018)

A Delphi study to build consensus on the definition and use of big data in obesity research
Vogel *et al* International Journal of Obesity – In press, available online

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