Quality Data:
Covid-19 Risk Model

These are extraordinary times. As well as changing the daily lives of every single one of us, Covid-19 has had a seismic impact on the UK population. Every one of us has been affected to a greater or lesser extent. As marketers, it is therefore essential that we understand, as far as is possible, what this impact has been and use the data that is available to make sensible, sensitive decisions.

REaD Group, an award-winning data and insight company, have partnered for many years with More Metrics, who use a wide range of data to create models at both Postcode and individual/solo level. These models help brands ensure they are targeting their marketing messages, optimising contact and increasing return on investment. The data used to create these models is open source, publicly available data and generally focuses on health and wealth factors – ideal for the current situation.
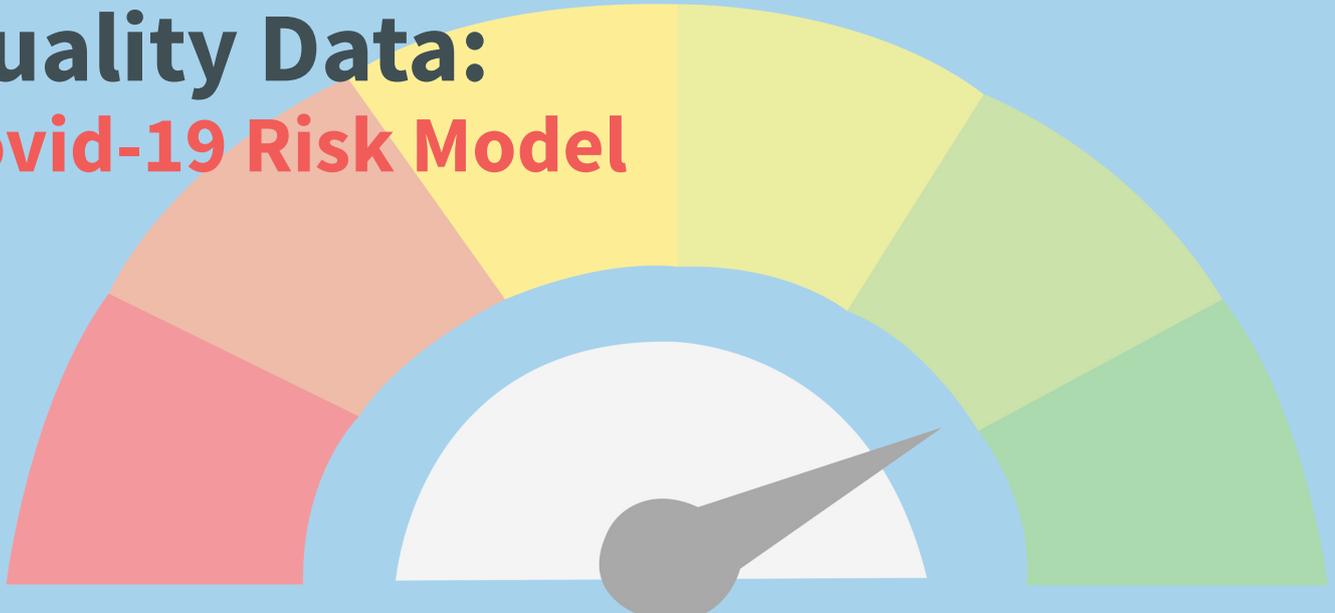
Covid-19 risk datasets

Extraordinary times require innovation and new data models to support data driven decisions and responsible marketing and More Metrics have reactively developed a new set of models to track Covid-19 risk factors. For these models, More Metrics has used its existing and new datasets to create 14 risk measures that it considers to be relevant to Covid-19. The risks cover a number of dimensions, including Age and Household Composition; Mortality and Co-morbidity; Economic Resilience; Risk Engagement and Infection Rates.
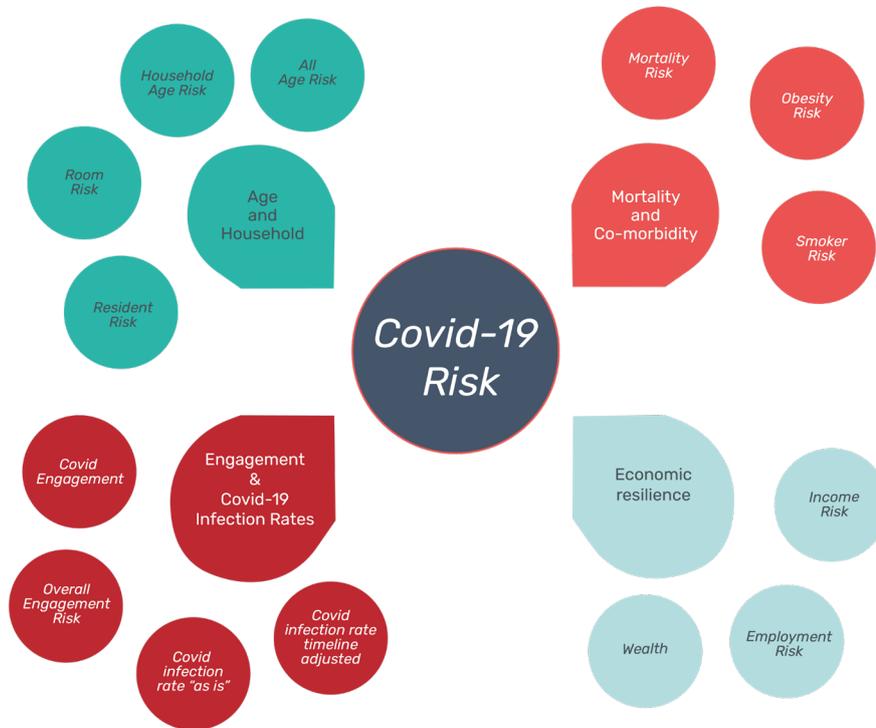
The data we have used for this exercise is our existing More Metrics datasets derived exclusively from aggregated Open Source data. There are no GDPR implications as we have not used any personal data or PII data in creating this output. The data series for the specific risk measures are ranked by percentile, with 1 = lowest risk and 100 highest risk. In addition, the recognised disaggregation method has been used to estimate cumulative infection rates on an "as is" basis in England and on a "timeline adjusted" basis across the whole of the UK. The source data for this analysis is taken from the upper tier local authority (UTLA) data series published by Public Health England.

The comparison of risk factors and infection rates at a local level suggests that there are associations between the two. The high infection rates seen to date are dominated by London and are occurring in locations with higher overcrowding risks, and higher overall engagement risk (indicating adherence to the lockdown advice may be less rigorous in these locations). The plan is to update the data weekly to enable the tracking of infection rates at a local level over time across the UK.

Want to know more?
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The model applies 14 risk factors that influence Covid-19:

Household Age Risk

All Age Risk

Room Risk

Age and Household

Resident Risk

Mortality Risk

Obesity Risk

Mortality and Co-morbidity

Smoker Risk

Covid-19 Risk

Covid Engagement

Engagement & Covid-19 Infection Rates

Economic resilience

Income Risk

Overall Engagement Risk

Covid infection rate timeline adjusted

Covid infection rate "as is"

Wealth

Employment Risk

Examples of how the dataset can be used include:

• Screening to de-select vulnerable consumers for campaigns

• Attaching codes to inbound contact data to understand the consumer you are talking to

• Adding the data to models to ensure these factors are considered when selecting consumers for campaigns

The data is available at a range of different geographic levels, the application of each is dependent on the usage.
At the lowest level, the models are created at OA (Output Area) level and can be attached to any individual or household with a Postcode. For most marketing applications, this would be the recommended level.

Please contact us today to find out more about applying these unique datasets to inform your strategy!

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