Geodemographics in Action

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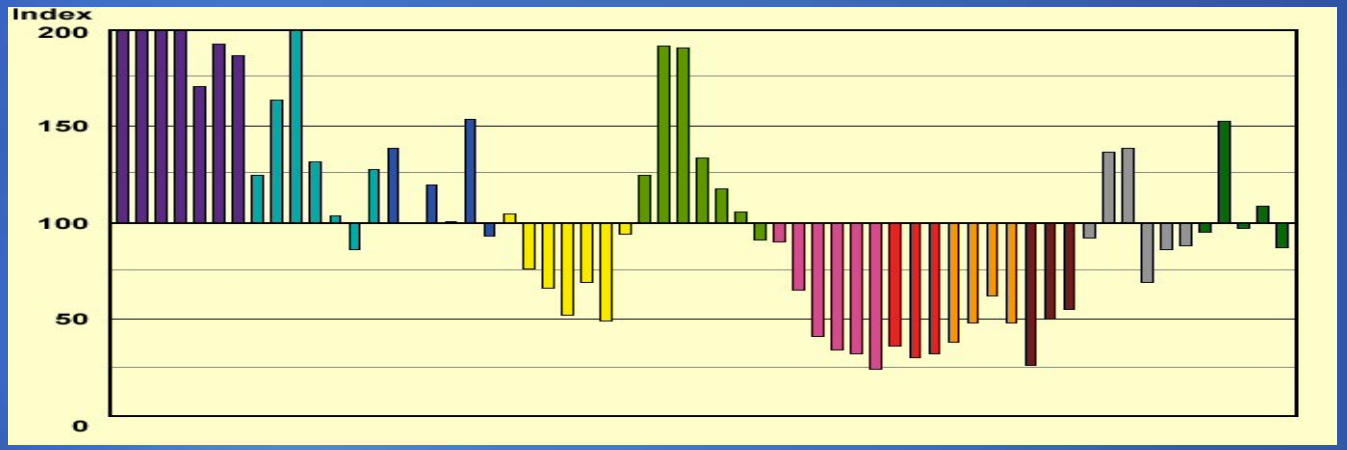
Agenda

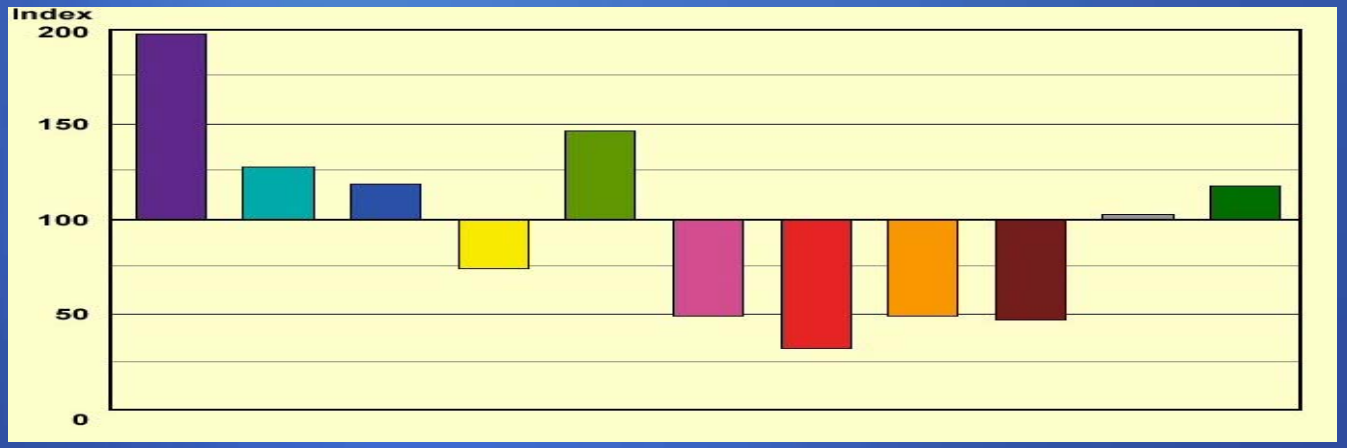
- Geodemographic segmentation
- Market Research usage
- Market usage

2 Charts – Type and Group

AB Upper Middle and Middle Class

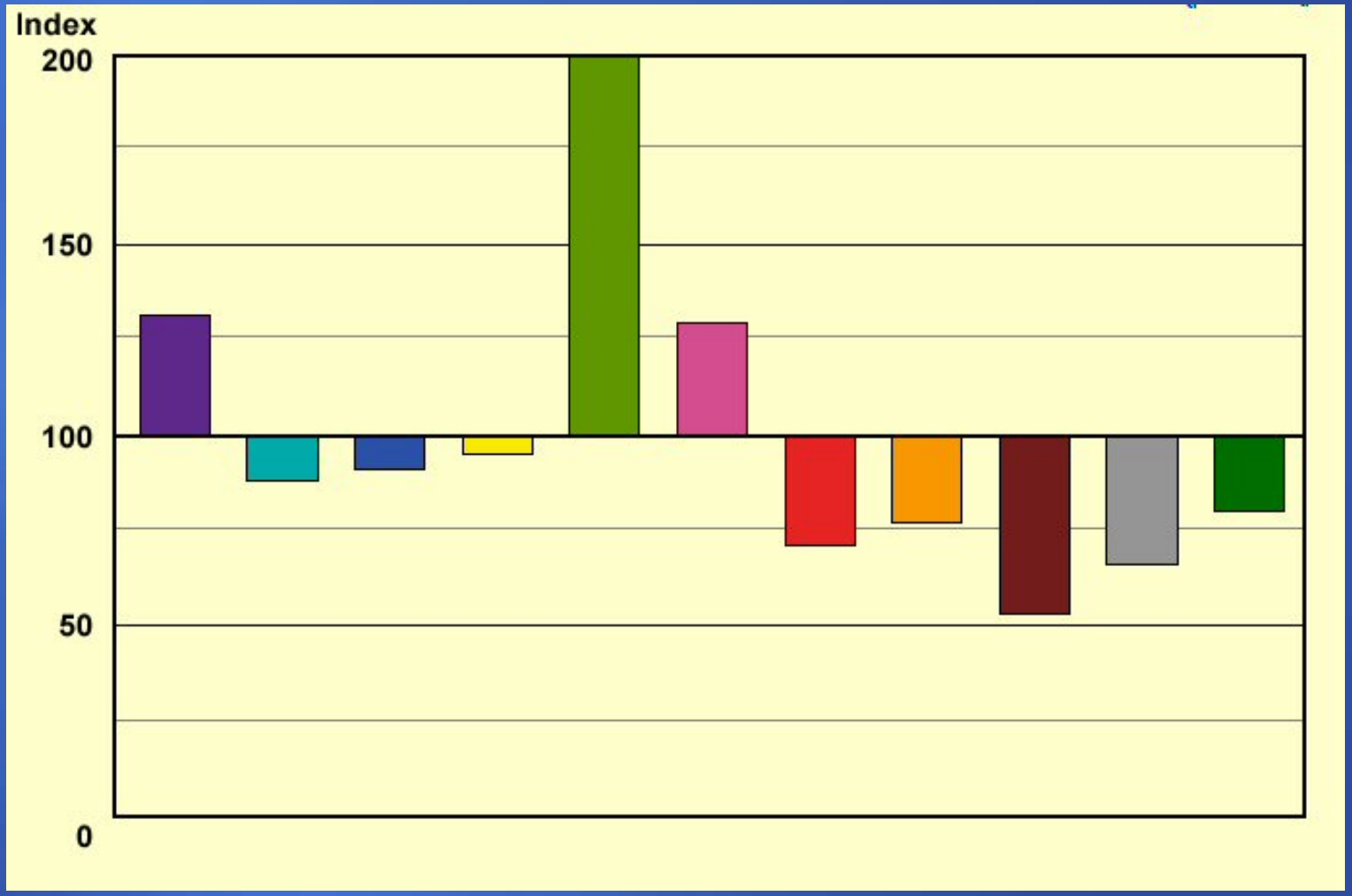


By Type

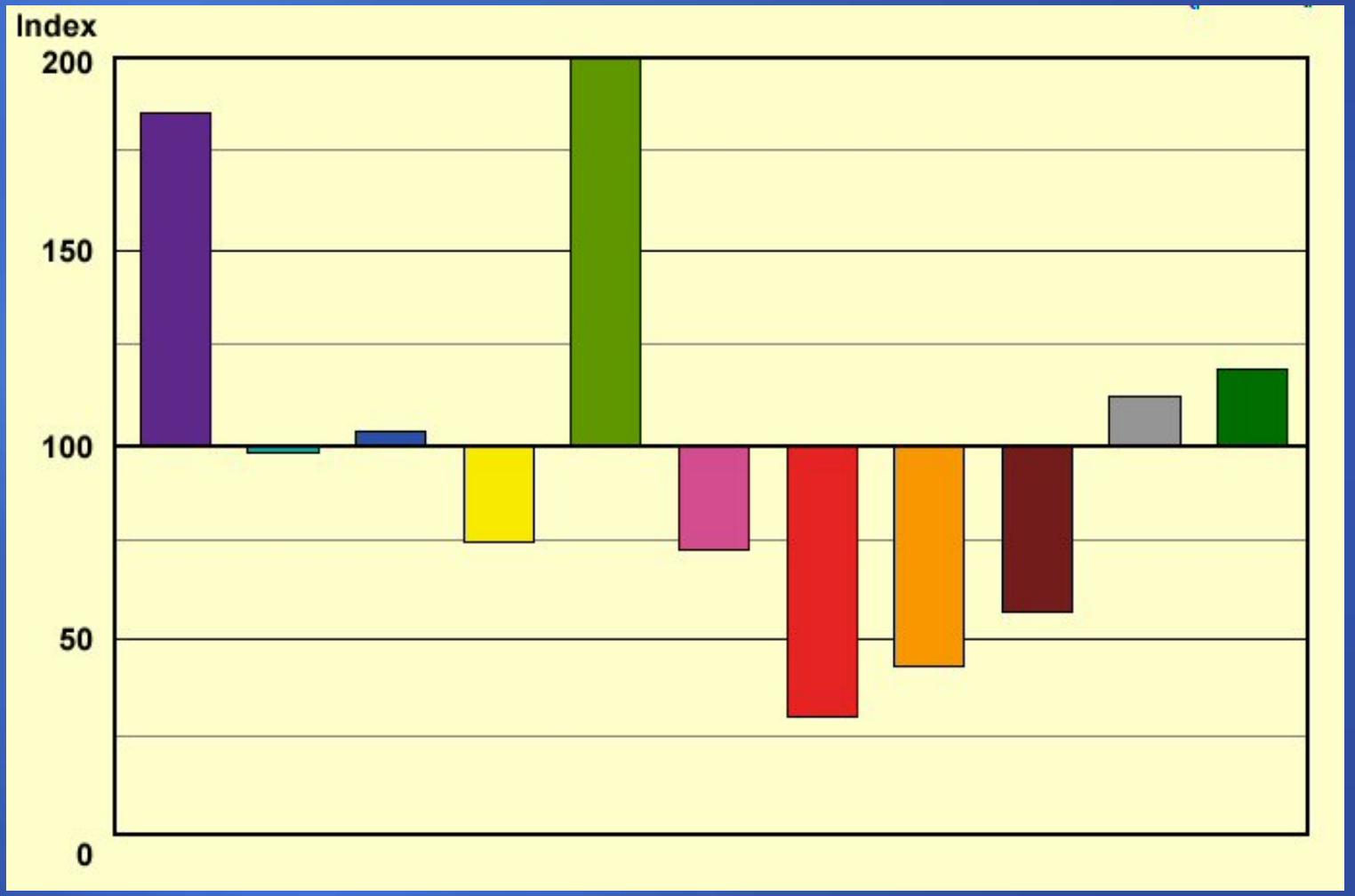


By Group

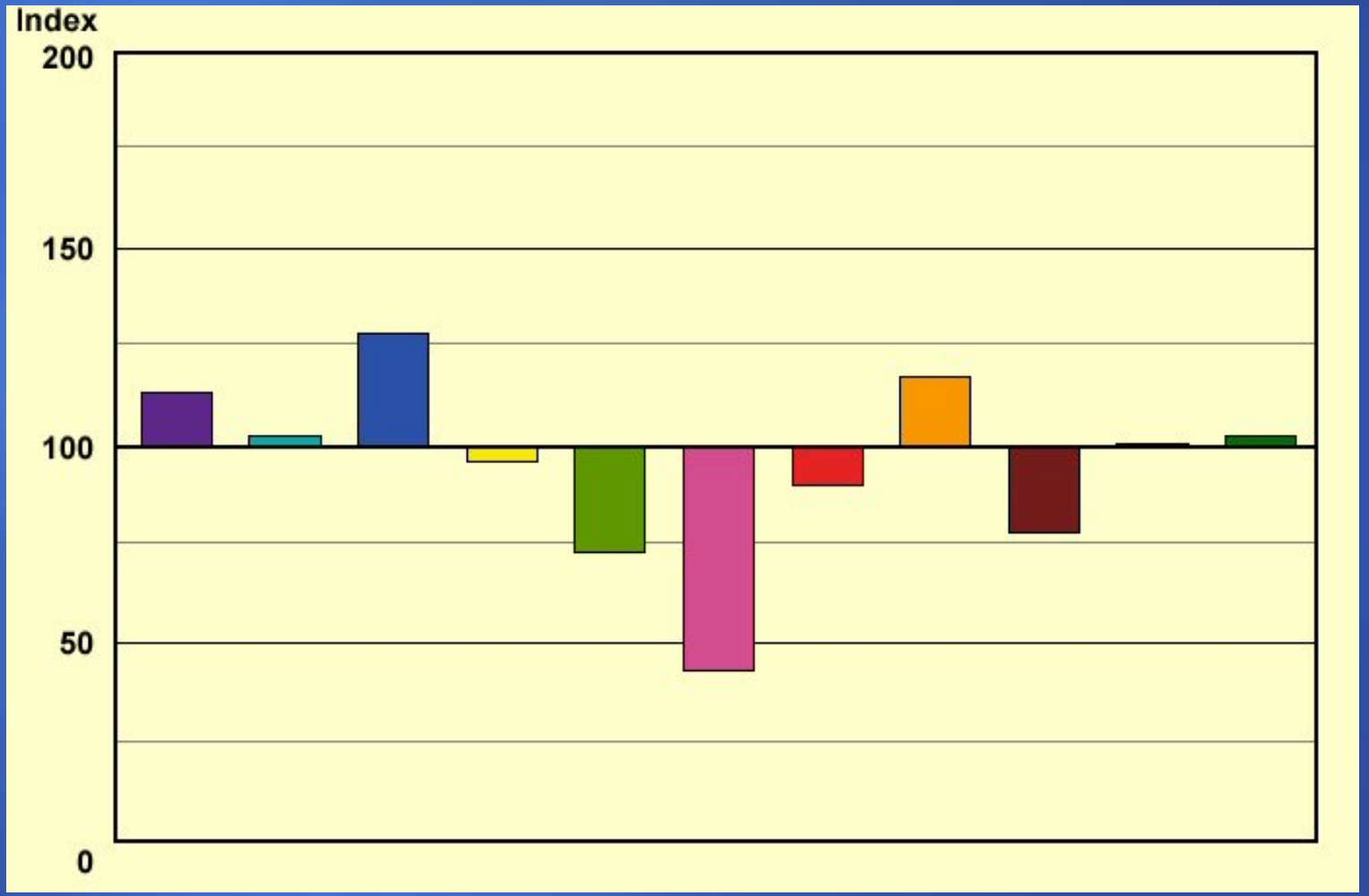
2+ Ethnic Groups



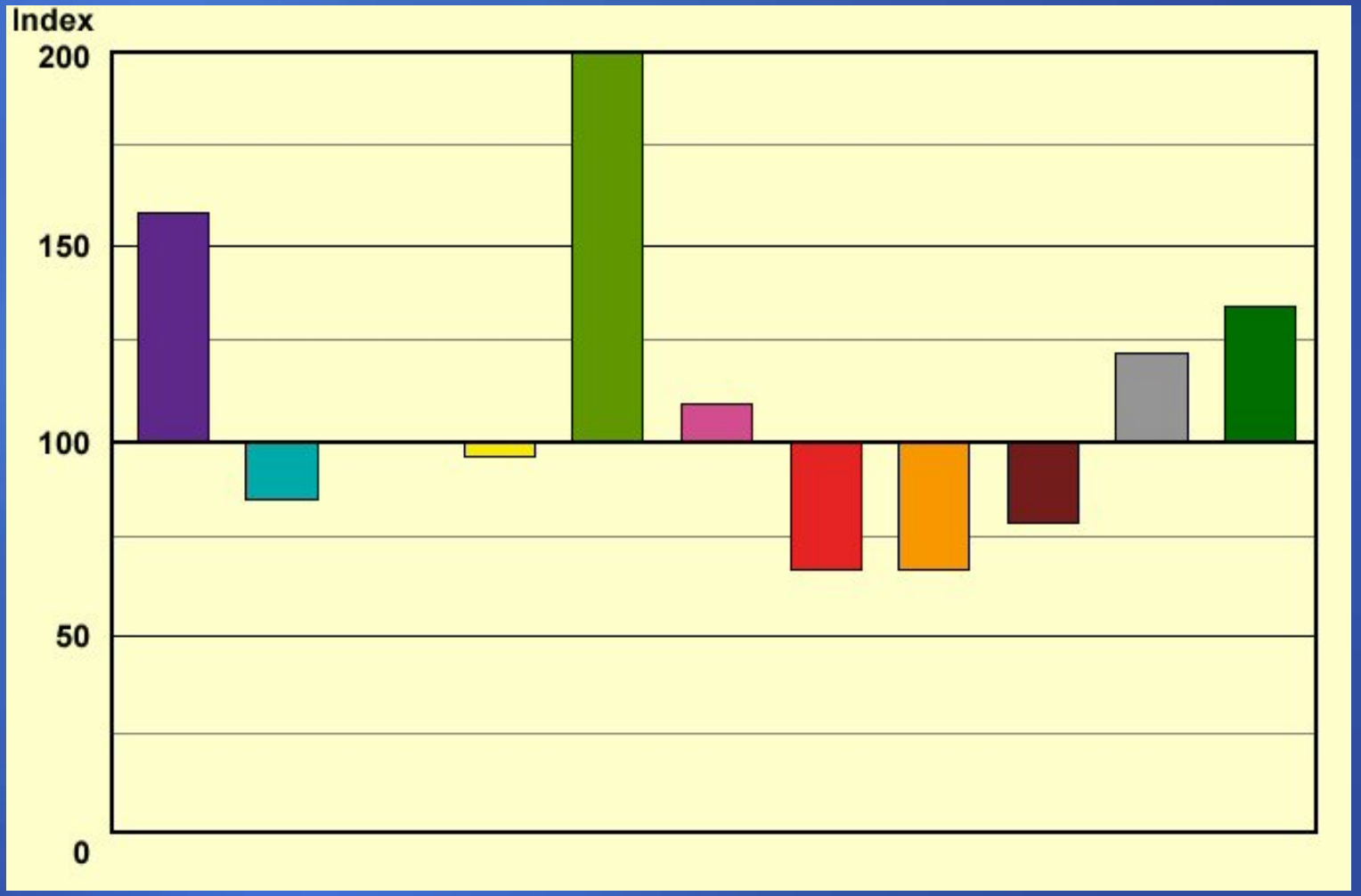
Degree by Group



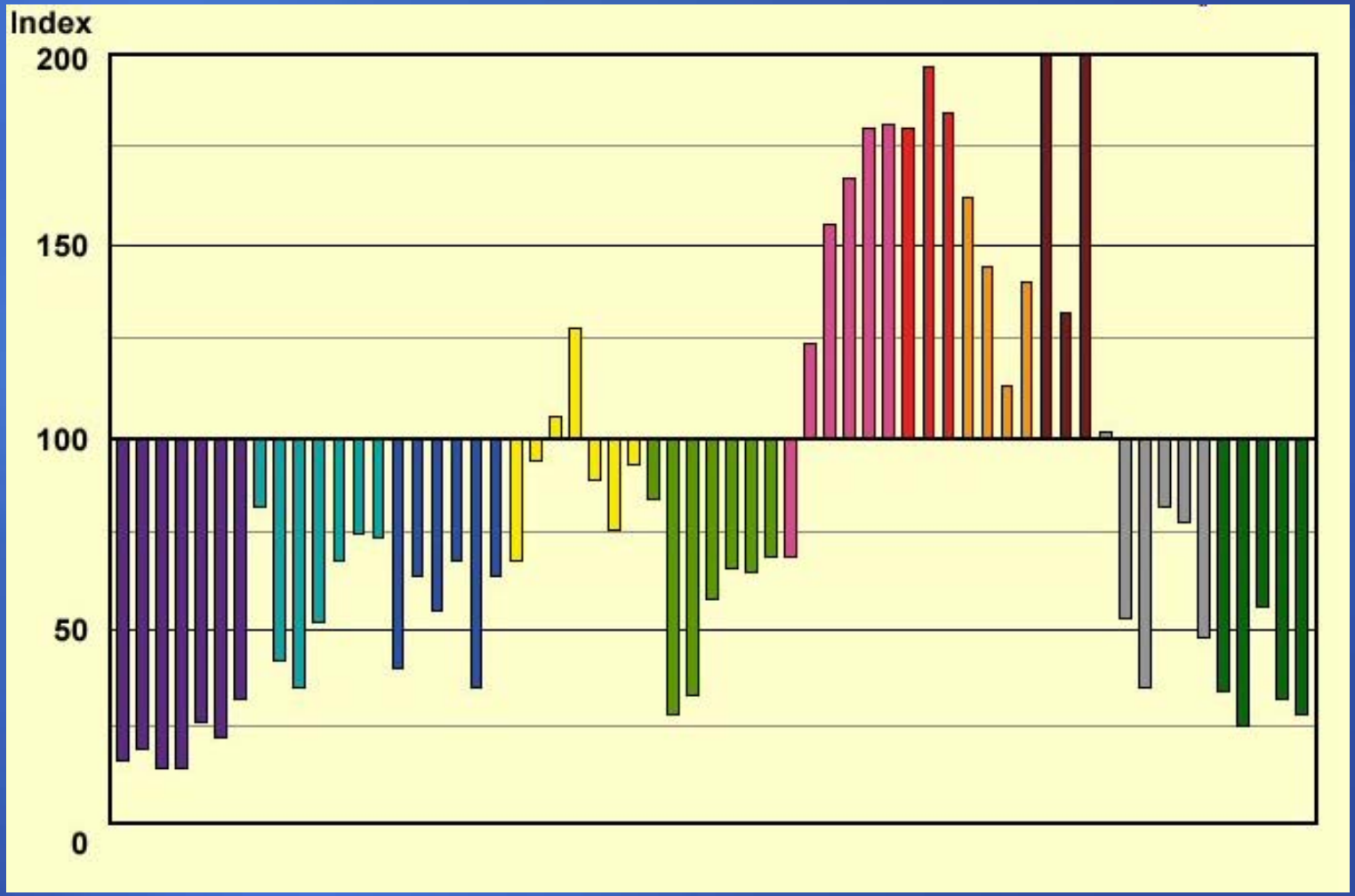
Garden by Group



Art by Group



Bingo by Type



Northwood Drive

Read Romantic Fiction by Type

Market Research Usage

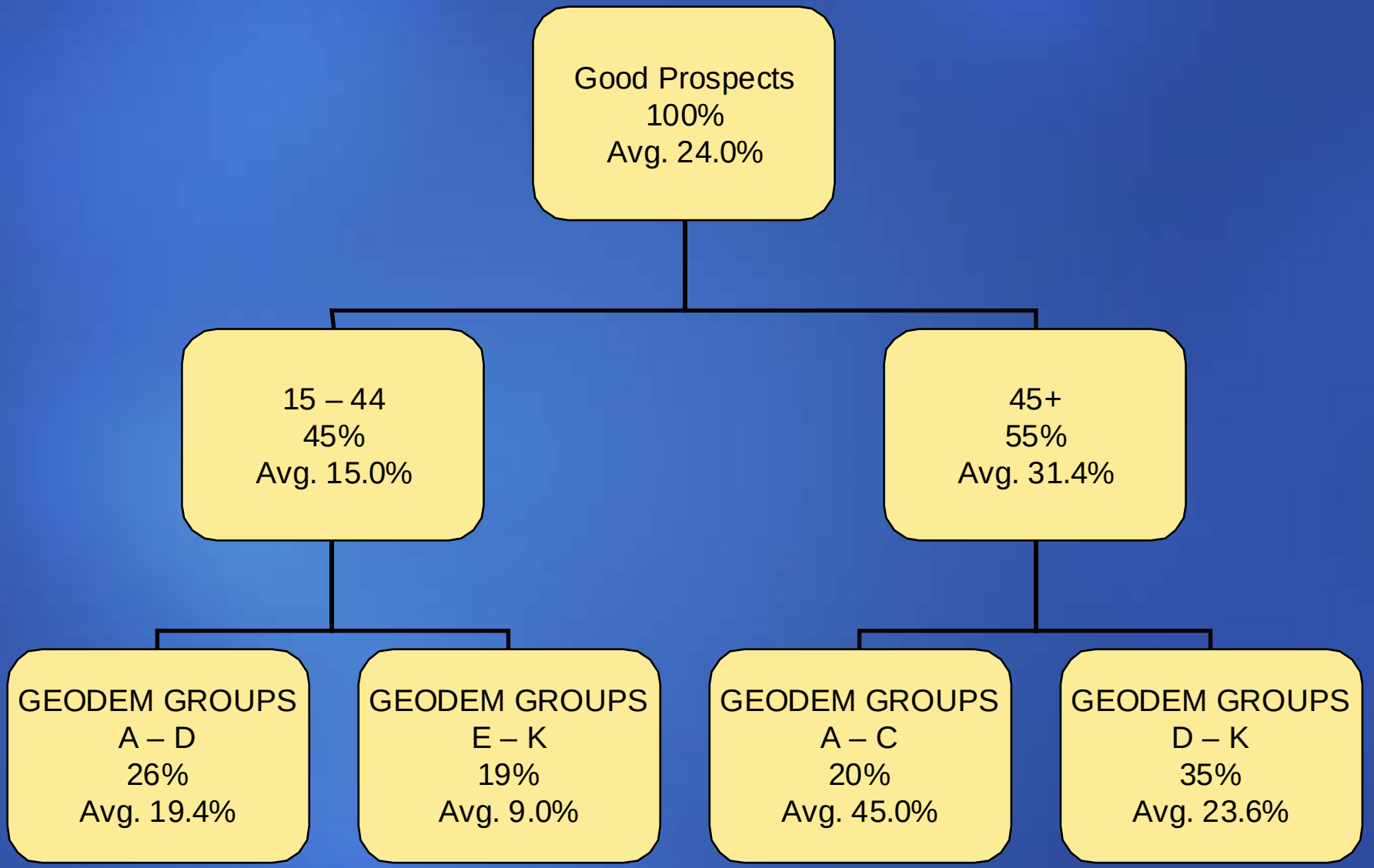
- Sampling
- Internet Panel Control
- Linking Survey and Database

Sampling

- Sampling Frame
- Disproportional Sampling
- Minority Product Samples
- Matched Subsamples

Internet Panel Control

Linking Survey and Database


Good Prospects
100%
Avg. 24.0%
15 – 44
45%
Avg. 15.0%
45+
55%
Avg. 31.4%
GEODEM GROUPS
A – D
26%
Avg. 19.4%
GEODEM GROUPS
E – K
19%
Avg. 9.0%
GEODEM GROUPS
A – C
20%
Avg. 45.0%
GEODEM GROUPS
D – K
35%
Avg. 23.6%

Market Usage

- Retail Applications
- Product Potential in catchment area
- Media
- Direct Marketing
- Branch Performance Evaluation

Retail Applications

Product Potential in Catchment Area

Geodemographic Group	Penetration	Consumption Index	Penetration x Consumption Index
A	**25 %**	**140**	**35**
B	**45 %**	**110**	**50**
C	**30 %**	**95**	**28**
		Product Potential	**113**

Media

- National Media
- Cable TV
- Posters
- Local newspapers/freesheets

Direct Marketing

- Direct Mail
- Leafleting
- Sample Drops
- Lifestyle Database
- Internet

Branch Performance Evaluation

- Analyse product purchasing nationwide
- Analyse the profile of a branch catchment area
- Estimate demand for the product within the catchment area
- Compare actual with expected performance