



## **Geodemographic Segmentation driven by the 2011 Census**

### **A white paper from BarryAnalytics**

#### **What is the 2011 Census?**

In March 2011, a census was carried out across the UK – measuring the size and characteristics of the residential population. Initial results have been published at district level, and the small area statistics are being released from the start of 2013. These provide a detailed profile for every neighbourhood, down to blocks of 120 households known as Output Areas - each OA is profiled on individual attributes such as age, occupation, ethnicity and religion, as well as on household characteristics such as presence of children, dwelling type, housing tenure and car ownership.

#### **What's the Opportunity?**

Several agencies use the Census outputs to create generic geodemographic classifications that segment the UK into families of neighbourhood types. These systems have been shown to be excellent discriminators and are widely used in retail, financial services, market research and other sectors.

The opportunity is to create your own bespoke geodemographic segmentation that's been customised to your market and/or your trading area:

- Market-specific segmentation is optimised to maximise discrimination for your market – based on the variables that drive customer behaviour.

- Trading area segmentation is based on your area of operation, using relevant census variables and including your own data in the development.

### **Why build a bespoke segmentation?**

By creating your own segmentation, it can be based on the variables that discriminate best for your business and optimised to perform well across your databases. And the segment descriptions can be designed to meet the needs of your company.

The end result will be a bespoke discriminator that out-performs the standard tools, and therefore helps to generate more accurate analysis and targeting of your products and services – resulting in improved performance, revenue gains and cost savings.

### **Why use BarryAnalytics to help?**

Dr Leventhal has over twenty five years experience of segmentation development, including geodemographic classifications and market-specific discriminators. He understands the 2011 Census and all of the issues associated with this unique source, through his roles as Chair of the MRS Census & Geodemographics Group and member of the ONS Census Advisory Group.

BarryAnalytics is highly flexible in the support that we can provide, according to your needs – which may range from designing and building the classification for you, through to guiding your in-house analysts over the development stages.

### **What's the next step?**

Please contact BarryAnalytics for more information, and to arrange an exploratory meeting.