



Geodemographics for Marketers: Using Location Analysis for Research and Marketing (Marketing Science)

Barry Leventhal

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Geodemographics, the process of analyzing survey data to profile economic and demographic characteristics of populations, is a successful data-driven analysis tool for marketers. Geodemographic classifications are widely embedded in customer databases and market research datasets.

Written by a leading UK authority on geodemographics, Geodemographics for Marketers provides marketers with the know-how to leverage it as an effective research tool to identify location-based segments for highly targeted marketing. International in scope and impartial in its approach, this book demonstrates how to implement geodemographics techniques for practical application in retail, financial services and telecommunications as well as the public sector.

Geodemographics for Marketers includes numerous case studies, from the automotive, retail and telecommunications sectors to the public sector, that illustrate core concepts and how they can be applied to gain positive results. The book also incorporates the newly introduced generation of classifications, as well as a discussion of the key decisions of the proposed 2021 census.



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