



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

By Barry Leventhal

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Geodemographics is a technique of market segmentation and a well-established data-driven analysis tool for marketers. Since its inception in 1979, its classifications have been widely used in customer databases and market research datasets.

Written by one of the UK's foremost marketing statisticians, this book will help busy marketers apply geodemographics in any sector involved in business to consumer marketing, including retail, financial, and telecommunication fields. With numerous practical case studies from users and agencies worldwide, *Geodemographics for Marketers* is international in scope, offering an independent and impartial source of information about the real success geodemographics can bring to an organization.

Chapters cover:

- The definitions and principles of geodemographics and its strengths and weaknesses
- Classification systems, including data inputs, how a classification is built, an overview of the latest products, and a table of the current classifications
- Mechanics of using geodemographics
- Applications in various industry sectors
- How to choose a geodemographic classification
- International geodemographics
- Building a sector specific geodemographic discriminator, how classifications have been improved/augmented, individual-level classifications, and predictive analytics on customer databases
- What the future holds for geodemographics

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### Editorial Review

#### Review

"*Geodemographics for Marketers*, authored by Barry Leventhal and a star list of geodemographic analysts, is a must-read for students and practitioners in the field. The book provides guidance on standard and new methods, insights into "Big Data" and information on a range of commercial applications, unlocked for a wider audience by Barry's networking skills. This book is a masterpiece of co-production between commercial practitioners and academics. We can all be grateful that Mrs Leventhal asked her husband in spring 2014, 'Why don't you write a book?'"

(Philip Rees CBE FBA AcSS FRGS, Professor Emeritus, School of Geography *University of Leeds*)

"*Geodemographics for Marketers* is a comprehensive introduction to the what, why, when and how of geodemographics – an essential discriminator for determining a whole range of decisions, from store locations to council planning. It is a must for serious marketers and planners and will become the standard work on this subject."

(Roger Holland, Executive Chairman *JICPOPS (the Joint Industry Committee for Population Standards)*)

"Barry Leventhal has provided a timely and very readable survey of geodemographics as a marketing and commercial analysis tool, and how usage has developed over 40 years and continues to evolve in the era of big data. The value of geodemographics is clearly presented, including through contributions from a dozen leading experts steeped in relevant applications in business or public policy. This is more than an excellent "how to" guide, with its practical and usable information on techniques and data sources, because it also adds to the case for censuses of the population as a vital component of national data."

(Paul Allin, Visiting Professor in Statistics *Imperial College London*)

"Geodemographics remains an essential tool for many businesses, and others are still discovering it; both need to get impartial advice. Dr Leventhal is a leading expert in this field, and it is great to see this definitive and up-to-date volume being published."

(Keith Dugmore, Director *Demographic Decisions Ltd*)

"Barry and his fellow contributors have provided a clear and very readable account of the vital role of geodemographics in marketing, demonstrating what they can achieve for the marketer, and the many ways in which geodemographic classifications can be applied. Although geodemographics have been around for well over 30 years, Barry shows that they are still extremely relevant today. Geodemographics were first applied to Kantar Media's TGI (Target Group Index) database, which I work on as a statistician today, and they remain a key tool for our clients. Marketers who read this book will be left in no doubt as to their vital contribution to successful marketing campaigns."

(Martin van Staveren, TGI Technical Director *Kantar Media*)

"*Geodemographics for Marketers* is that rare book on the office shelf – engaging, comprehensive, relevant and eminently practical. If you're interested in the why, how and "so what" of geodemographics, look no further. The answers are here."

(Emma White, Doctor of Mathematics, ADRC-E *University of Southampton*)

"This is a very timely book. The use of geodemographics is growing rapidly, particularly in its application in the analysis of big data sets. Under Barry's leadership, the book brings together the leading geodemographic minds in the UK to provide a clear and concise guide of how to get the best out of geodemographics."

(Lynne Robinson, Research Director *IPA*)

"This book is a comprehensive account of the development, use and future of geodemographics. In addition, it covers many related areas and initiatives, providing an extremely helpful context. The references and sources are well documented, giving access to the details that can be so difficult to find but are often critical in actually using geodemographics and fully understanding the results of having done so. Barry has to be congratulated on putting together this excellent book and having persuaded so many other leading experts to contribute. It is written with great clarity, and answers the questions that would be raised in a reader's mind just before they occur." (Martin Callingham, former Group Market Research Director *Whitbread PLC*)

"An exciting journey in geodemographics, *Geodemographics for Marketers* takes the expert, and inexperienced, reader on a ride from the origin of this complex discipline to its latest achievements; from the dawn of the third industrial revolution, to the spreading of the Big Data era; from the underlying theory, to relevant and interesting market applications.

This book, including contributions from eminent exponents of the discipline, represents an unmatched source of inspiration for everyone interested in this limitless, growing field. It is a necessary handbook of the methodologies, approaches, classifications, tools, research design, applications, potentialities and limits of a powerful scientific instrument.

With this book, Barry Leventhal has achieved an empirically rich and academically challenging series of contributions, flavouring it with his unique experience, knowledge and market understanding."  
(Claudio Calvino, PhD, Senior Applications Consultant, Open Source Data Scientist *Capgemini UK plc*, and *Research Assoc*, *Oxford Internet Institute*, *Univ. of Oxford*)

"In this era of excitement over "big" data it is important for marketers to be able to understand the data sources available to them. Without working knowledge they can neither challenge the experts nor write an accessible, decent brief. This excellent and eminently understandable book positions geodemographics as a partner to other big data streams and market segmentation techniques. It clearly and helpfully provides marketers with the information they need on this key science, and should be required reading." (Jane Frost CBE, Chief Executive Officer *Market Research Society*)

"Like Harry Beck's iconic tube map, this essential guide transforms a complicated mix of geography and statistics into an unmistakable, coherent and actionable reference for all marketing professionals. Written to educate and inspire, this is an easy-to-follow journey through theory and practice, supported by relevant and successful case studies. Readers will put this book down with a profound understanding and the confidence that they can successfully adopt geodemographics within their business."  
(Gordon Farquharson, Director of Analytics *more2 Ltd*)

"Barry has succeeded brilliantly in making geodemographics approachable and easy to understand; without leaving out anything of significance. He has covered the subject very thoroughly, and has involved some key "players" in that coverage. I believe this will instantly become the standard text for marketers interested in geodemographics.

Barry's enthusiasm for, and deep knowledge of, geodemographics shines through. He knows his subject inside out, as well he might. He joined PinPoint Analysis in the eighties, having used geodemographics in his previous job at AGB. Since then he has been at the forefront of developments over the decades, having also started the MRS Census and Geodemographics Group in the early nineties, giving him (and the members of the group) an inside track on developments."  
(Peter Sleight (*practitioner since 1982 -- now retired*))

About the Author

**Barry Leventhal** has written widely on geodemographics and data mining. He is a past winner of the MRS (Market Research Society) award for Innovation in Research Methodology, the MRS Silver Medal, and an Emerald Citation of Excellence. Currently, he leads his own consulting company, BarryAnalytics and delivers training courses.

## **Users Review**

### **From reader reviews:**

#### **John Davis:**

Book is to be different for each and every grade. Book for children until adult are different content. As you may know that book is very important for all of us. The book Geodemographics for Marketers: Using Location Analysis for Research and Marketing (Marketing Science) seemed to be making you to know about other knowledge and of course you can take more information. It is quite advantages for you. The book Geodemographics for Marketers: Using Location Analysis for Research and Marketing (Marketing Science) is not only giving you more new information but also being your friend when you feel bored. You can spend your spend time to read your publication. Try to make relationship together with the book Geodemographics for Marketers: Using Location Analysis for Research and Marketing (Marketing Science). You never experience lose out for everything should you read some books.

#### **Mary Muncy:**

This book untitled Geodemographics for Marketers: Using Location Analysis for Research and Marketing (Marketing Science) to be one of several books that best seller in this year, this is because when you read this book you can get a lot of benefit upon it. You will easily to buy this specific book in the book store or you can order it via online. The publisher of this book sells the e-book too. It makes you more easily to read this book, as you can read this book in your Smartphone. So there is no reason to you to past this reserve from your list.

#### **Ryan Maggard:**

Reading a book tends to be new life style in this particular era globalization. With studying you can get a lot of information that could give you benefit in your life. Along with book everyone in this world may share their idea. Publications can also inspire a lot of people. A lot of author can inspire their own reader with their story as well as their experience. Not only the storyline that share in the publications. But also they write about the data about something that you need example. How to get the good score toefl, or how to teach your sons or daughters, there are many kinds of book that exist now. The authors in this world always try to improve their skill in writing, they also doing some research before they write to their book. One of them is this Geodemographics for Marketers: Using Location Analysis for Research and Marketing (Marketing Science).

#### **Kristopher Lewis:**

Reading can called thoughts hangout, why? Because if you are reading a book especially book entitled Geodemographics for Marketers: Using Location Analysis for Research and Marketing (Marketing Science) your mind will drift away trough every dimension, wandering in every single aspect that maybe mysterious

for but surely might be your mind friends. Imaging each word written in a book then become one web form conclusion and explanation which maybe you never get ahead of. The Geodemographics for Marketers: Using Location Analysis for Research and Marketing (Marketing Science) giving you one more experience more than blown away your head but also giving you useful facts for your better life with this era. So now let us demonstrate the relaxing pattern this is your body and mind will likely be pleased when you are finished examining it, like winning a. Do you want to try this extraordinary investing spare time activity?

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