

Geodemographics, GIS and Neighbourhood Targeting

By Richard Harris, Peter Sleight, Richard Webber

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Geodemographic classification is ‘big business’ in the marketing and service sector industries, and in public policy there has also been a resurgence of interest in neighbourhood initiatives and targeting. As an increasing number of professionals realise the potential of geographic analysis for their business or organisation, there exists a timely gap in the market for a focussed book on geodemographics and GIS.

Geodemographics: neighbourhood targeting and GIS provides both an introduction to and overview of the methods, theory and classification techniques that provide the foundation of neighbourhood analysis and commercial geodemographic products. Particular focus is given to the presentation and use of neighbourhood classification in GIS.

- Authored by leading marketing professionals and a prominent academic, this book presents methods, theory and classification techniques in a reader-friendly manner
- Supported by private and public sector case studies and vignettes
- The applied ‘how to’ sections will specifically appeal to the intended audience at work in business and service planning
- Includes information on the recent UK and US Census products and resulting neighbourhood classifications

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Editorial Review

Review
"... a book that is unique both in its approach and it s content ... a valuable contribution to this area of research..." (GIS Professional, March 2006)

From the Back Cover
Geodemographics is the analysis of people by where they live, using profiling, mapping and GIS software to display and analyse geodemographic information. It focuses on the complex geographies of consumption, behaviour, attitude, affluence and deprivation that shape our socio-economic landscape. With an extensive range of applications, geodemographic methods are widely used to aid marketing, customer targeting, service delivery and strategic decision-making in both the public and private sectors.

Geodemographics, GIS and Neighbourhood Targeting provides an introduction to the methods, theories and classification techniques that form the foundation of neighbourhood analysis and commercial geodemographic products. It examines best practice when using geodemographic methods, software and systems, to balance academic theories with the realities of the business world. Theory is presented in a user-friendly style and is supported by relevant contributed case studies and short vignettes. Applied 'how to' sections will appeal to those who work in business and service planning.

- Features specially commissioned case studies written by expert users of geodemographics.
- Focuses on presenting and using neighbourhood classification in GIS.
- Considers the relevance, strengths and limitations of the geodemographic idea for public and private sector decision-making.
- Includes information of the recent UK and US Census products and resulting classifications.

Part of the *Mastering GIS: Technology, Applications and Management* Series, this book will appeal to professionals working with geodemographics or neighbourhood data in marketing, retail planning, service delivery and the public sector. It will be an excellent introduction for upper-level undergraduate and Masters students taking geodemographics or related modules as part of degrees in GIS, Geography, Marketing or Business.

Users Review

From reader reviews:

Steven Zakrzewski:

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