

Prime location for business planning  
and intelligence now available

# DemographicsNowUK.com



Access flexible, affordable and actionable geographical analysis  
on-line with Acxiom's [www.demographicsnowuk.com](http://www.demographicsnowuk.com)

Location plays a major role in your business, from the potential value of a development site to store format and local marketing. Understanding the driving factors within geography can be challenging, especially if you have not installed a geographical information system.

In partnership with SRC, Acxiom has developed a solution that gives you all the functionality of a desktop GIS without the maintenance and management costs. Access to Acxiom's aggregated data sets, PersoniX™ Geo segmentation system and user-friendly mapping can be yours round the clock, from your desktop or remotely.

Using any standard Web browser, you can analyse data in postal or administrative geographies via fully interactive maps. Your own data sets – transactional data, shopper profiles, store locations and catchments – can be easily imported to deliver customised business intelligence. The reports you generate can be exported in standard formats for inclusion in business planning documents and presentations.

Develop reports at the right level for your needs:

## Summary

Define the variables you need to examine within a single location to understand market potential

## Comparison

Examine up to 16 locations simultaneously for side-by-side comparison of demographics, lifestyle, segmentation or geography

## Ranking

Apply specific variables, such as age, gender, income, employment or segmentation code, then rank them across your study areas

## Building from basic to bespoke

Access to [www.demographicsnowuk.com](http://www.demographicsnowuk.com) is available at the right level to suit your business. You can start with basic demographic data to get up-to-date intelligence of your market, then add additional data packs as your needs grow – there are 13 options available, covering grocery shopping to utilities.

Upgrade to the Professional level and you unlock rich functionality that allows bespoke analyses, ranging from geocoding data in batch through to custom trade area definition and selection. You can integrate multiple data sets and bring your existing business process and logic to bear on geographical information.

By licensing Acxiom's PersoniX Geo segmentation system – built on the UK's largest consumer database and most up-to-date Census information – you also gain access to Solocast – a segmentation tool that defines prospect groups and maps them against data rental options.

**For more information register online  
at [www.demographicsnowuk.com](http://www.demographicsnowuk.com)  
or call 0800 035 2755**