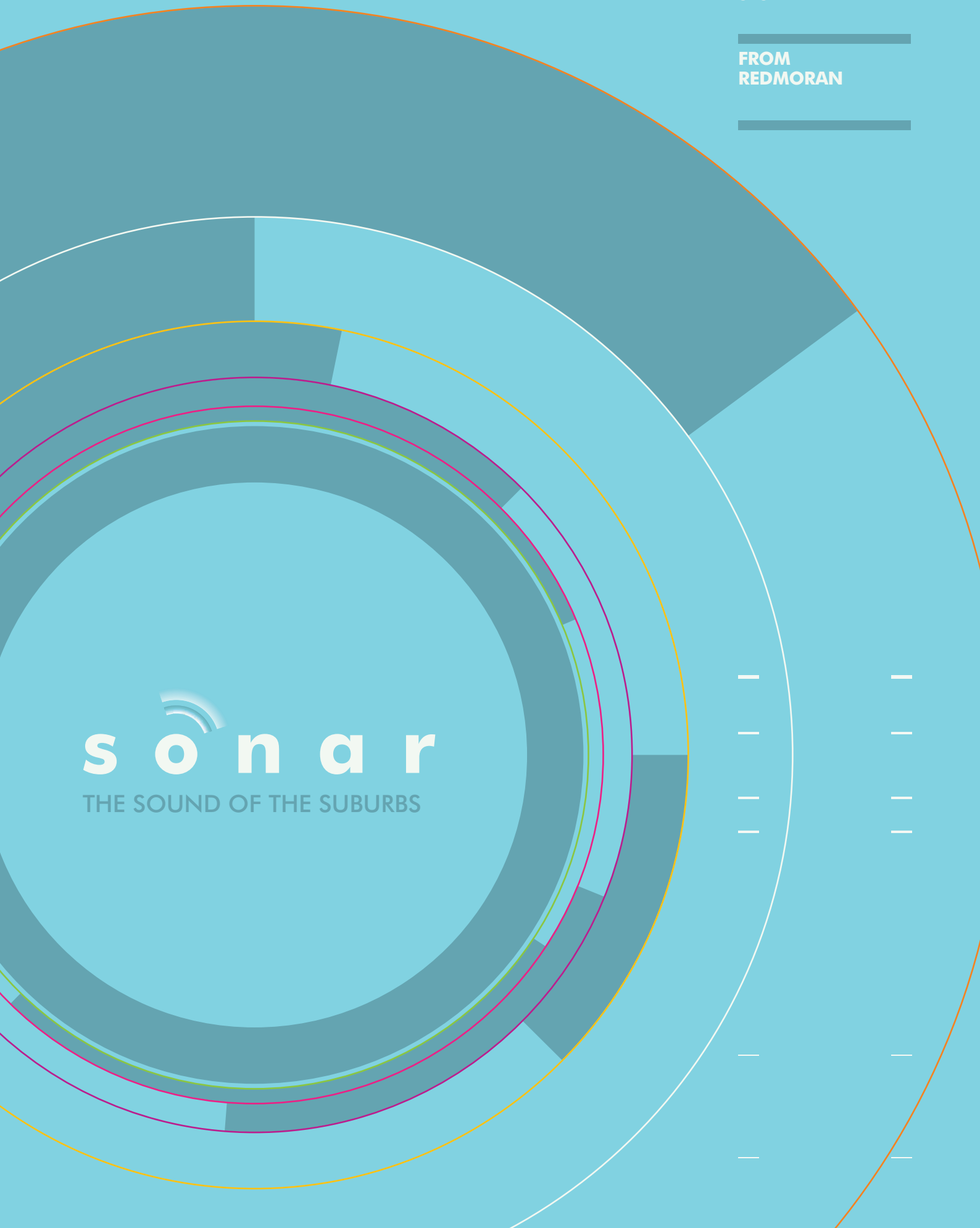
A POWERFUL GEODEMOGRAPHIC CLASSIFICATION SYSTEM

FROM REDMORAN



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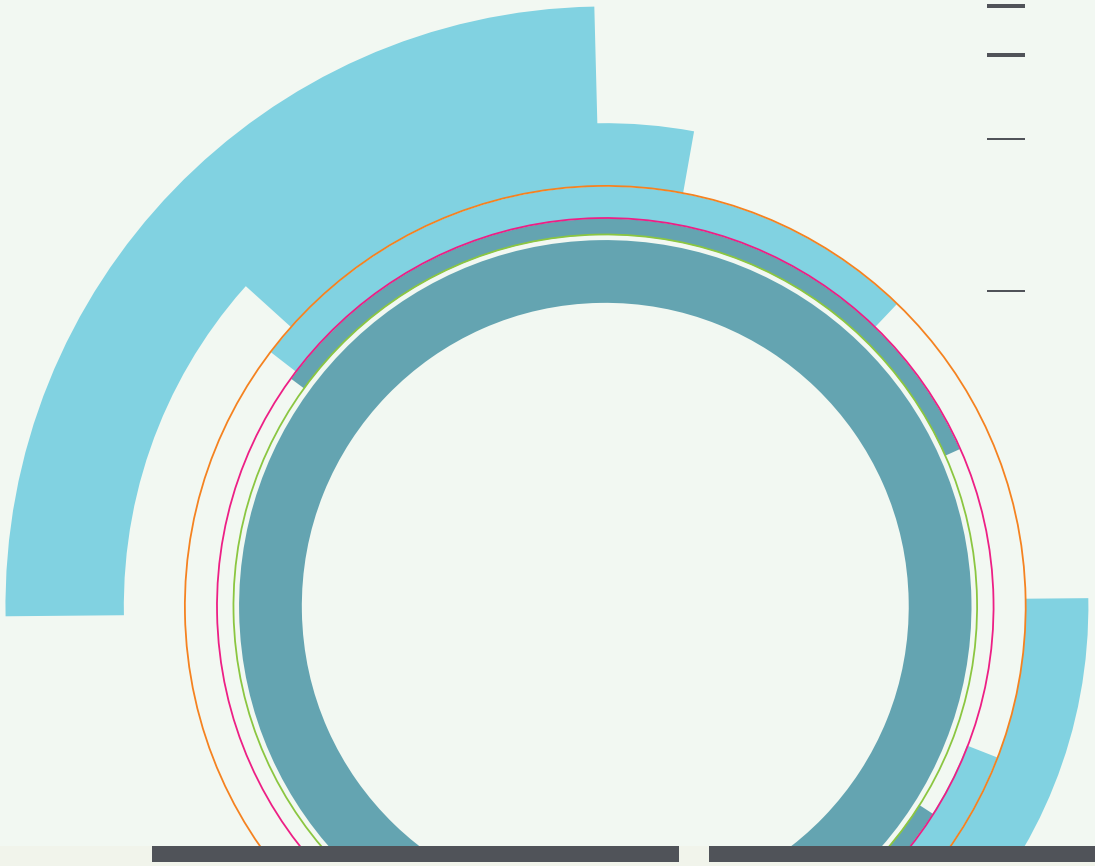


WHAT ARE YOU PREPARED TO PAY FOR A POWERFUL GEODEMOGRAPHIC CLASSIFICATION SYSTEM?

HOW ABOUT IN THE NEIGHBOURHOOD OF £6,000P.A.?

Sonar which fuses key data sources (including the 2001Census data) is the solution for you bringing depth to your market segmentation and targeting activities at a competitive price.

Like the market leaders, it contains clever consumer spending and activity indicators. Like them, it shines in many different environments - from CRM to list selection. But unlike these supertanker products, you don't have to pay a premium for privileged information.

SONAR IS A PRODUCT BUILT ON INDUSTRY EXPERIENCE

David Griffiths and Stuart Dagg, the joint developers of Sonar, are proven hands in data navigation. Between them they contributed to the development of the following products:

- Define - launched by Infolink in 1992.
- MicroVision UK - launched by Equifax in 1995.
- MicroVision Spain - launched by Equifax' Spanish arm in 1997.
- MicroVision Eire - launched by Equifax and the Irish Post Office in 1998.
- Sonar launched by RedMoran/TRAC in 2004.

HOW SONAR WORKS

The Sonar targeting system classifies households and their residents according to the type of neighbourhood in which they live. Every postcode in Great Britain is allocated to one of 80 unique neighbourhood types. The information used to produce the Sonar classification includes:

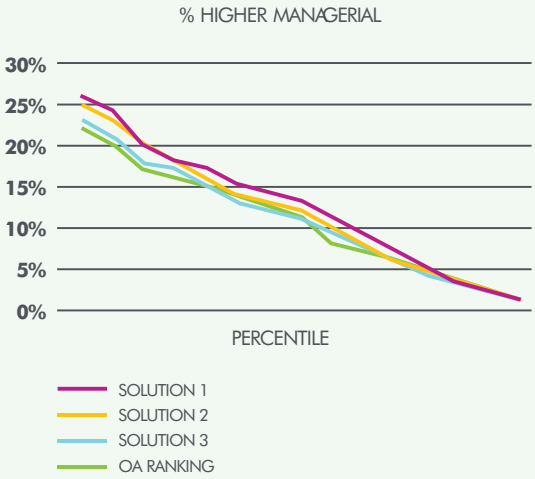
A) 2001 Census data
B) Unique postcode classifications of wealth and consumer activity
C) Land Registry House Price Information

The objectives of the Sonar classification are to provide a powerful and unique tool for consumer segmentation and local market planning which are highly effective at identifying the target audiences they wish to reach in a simple and easily understood way. Sonar is a product born from testing and exploring:

- Different statistical techniques
- Different combinations of variables
- Different numbers of unique clusters in the final segmentation system

In order to develop the most accurate system all potential segmentation solutions were evaluated across a range of key measures such as age, household composition, occupation, tenure, and car ownership to assess just how effectively the solution clustered attributes when compared to the theoretical degree of clustering that was possible from simply ranking the attribute directly – see Figure 1. By comparing lots of different variables in this way the most powerful and discriminatory solution was identified.

FIG.1



HOW ARE WE PERFORMING?

In the increasingly competitive world of marketing intelligence Sonar is being successfully used by many leading UK brands including:

EQUIFAX Candis Taylor Wimpey

E-mail INFO@REDMORAN.CO.UK for more information or call 0161 926 3627.

SONAR HAS ARRIVED ON THE MARKETING INTELLIGENCE BLOCK AND WE ARE HERE TO STAY!!

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Sonar is a truly unique segmentation system that divides Great Britain into 80 mutually exclusive groups according to the types of neighbourhood in which they live. The table below provides you with an overview to the classifications:

LIFESTYLE GROUP A - YOUNG SINGLES 17.4%

WEALTH QUARTILE	WEALTH RANKING		TYPE	% OF TOTAL HOUSEHOLDS
AFFLUENT	**6**	**A11**	ASPIRING ENTREPRENEURS	2.80
	10	**A12**	TOM BROWN'S SCHOOL DAYS	0.40
	17	**A13**	YOUNG PROFESSIONALS	1.60
COMFORTABLE	**24**	**A21**	YOUNG PRIVATE RENTERS	1.20
	28	**A22**	SETTLING DOWN	2.40
	33	**A23**	CAMPUS LIFE	0.60
	34	**A24**	OFF CAMPUS LIFE	0.90
	37	**A25**	METROPOLITAN MIX	1.50
	40	**A26**	FIRST TIME BUYERS	0.80
LESS COMFORTABLE	**46**	**A31**	TERRACED OVERCROWDING	1.50
	52	**A32**	YOUNG BLUE COLLAR	1.10
STRUGGLING	**60**	**A41**	BLACK METROPOLIS	0.60
	63	**A42**	SOCIAL HOUSING	0.50
	64	**A43**	OVERCROWDED HIGH RISE	1.10
	74	**A44**	COUNCIL SINK ESTATES	0.30
	76	**A45**	LONE PARENT HARDSHIP	0.20

LIFESTYLE GROUP B - YOUNG FAMILIES 15.5%

AFFLUENT	**7**	**B11**	AFFLUENT YOUNG PROFESSIONALS	0.90
	20	**B12**	YOUNG PROFESSIONALS WITH PRE-SCHOOL CHILDREN	1.00
	22	**B13**	NEW HOUSING DEVELOPMENTS	0.30
COMFORTABLE	**23**	**B21**	TERRACED START UPS	1.10
	26	**B22**	YOUNG MILITARY FAMILIES	0.30
LESS COMFORTABLE	**44**	**B31**	MORTGAGED TINY TERRACES	2.60
	47	**B32**	BLUE COLLAR FAMILIES	2.20
	55	**B33**	LARGER FAMILIES	0.90
	57	**B34**	COUNCIL HOME OWNING	1.20
STRUGGLING	**61**	**B41**	POORER RENTERS	1.90
	69	**B42**	ASIAN EXTENDED FAMILIES	0.60
	70	**B43**	STRUGGLING FAMILIES	0.70
	77	**B44**	BENEFIT DEPENDANT FAMILIES	0.50
	80	**B45**	TERRACED INDUSTRIAL HEARTLANDS	1.50

LIFESTYLE GROUP C - FAMILIES 14.5%

AFFLUENT	**1**	**C11**	WEALTHY YOUNG FAMILIES IN TOWN HOUSES	0.50
	3	**C12**	AFFLUENT FAMILY SUBURBS	0.70
	4	**C13**	HARDWORKING ENTREPRENEURS	1.60
	8	**C14**	COMMUTING LIFE	1.50
	21	**C15**	SUBURBAN SEMI'S	1.10
COMFORTABLE	**31**	**C21**	WHITE COLLAR MORTGAGES	1.20
LESS COMFORTABLE	**-**	**-**	-	-
STRUGGLING	**62**	**C41**	BIG BROOD ESTATES	2.20
	65	**C42**	STRUGGLING HOMEOWNERS	2.80
	71	**C43**	TRANSITIONAL BLUE COLLAR	1.50
	72	**C44**	POST WAR COUNCIL SEMI'S	1.60

LIFESTYLE GROUP D - MATURE FAMILIES 19.6%

AFFLUENT	**2**	**D11**	PROFESSIONALS WITH OLDER FAMILIES	1.50
	11	**D12**	PROFESSIONALS IN MODERN DEVELOPMENTS	0.70
	14	**D13**	GREEN BELT EXPANSION	1.70
	15	**D14**	BOOKS AND BADGES	0.90
	16	**D15**	SMALL TOWN PROFESSIONALS	1.80
	18	**D16**	HARDWORKING MATERIALISTS	1.90
COMFORTABLE	**35**	**D21**	FARMING FAMILIES	2.60
	38	**D22**	WHITE COLLAR SEMI'S	1.80
	42	**D23**	VILLAGE LIFE	2.00
LESS COMFORTABLE	**43**	**D31**	HARDWORKING DOUBLE INCOME FAMILIES	1.30
	51	**D32**	GETTING BY	2.30
	53	**D33**	POST INDUSTRIAL REGENERATION	0.50
STRUGGLING	**67**	**D41**	COUNCIL RIGHT TO BUY	0.60

LIFESTYLE GROUP E - EMPTY NESTERS 17.1%

AFFLUENT	**5**	**E11**	ESTABLISHED PROFESSIONALS	1.00
	12	**E12**	BRICKS AND MORTAR ASSETS	2.30
	13	**E13**	AMBRIDGE REVISITED	2.50
COMFORTABLE	**30**	**E21**	SETTLED MIDDLE ENGLAND	1.80
	32	**E22**	COSY COUPLES	1.80
	39	**E23**	SMALL TOWN BUSINESS	2.10
LESS COMFORTABLE	**49**	**E31**	TRADITIONAL VALUES	1.10
	50	**E32**	END OF THE LINE - NEW BEGINNINGS	1.40
	59	**E33**	OLDER SERVICE SECTOR WORKERS	1.60
STRUGGLING	**75**	**E41**	RUN DOWN PROVINCIAL HIGH RISE	0.70
	78	**E42**	HARD UP AND HARD PRESSED	0.90

LIFESTYLE GROUP F RETIRED 15.7%

AFFLUENT	**9**	**F11**	OLDER PROFESSIONALS	1.80
	19	**F12**	AFFLUENT ELDERS	1.10
COMFORTABLE	**25**	**F21**	SCENIC RETREATS	1.20
	27	**F22**	ON THE MOVE	1.20
	29	**F23**	SETTLED RETIRED WHITE COLLAR	1.20
	36	**F24**	ELDERS IN RETIREMENT FLATS	0.40
	41	**F25**	SEASIDE SENIORS	2.00
LESS COMFORTABLE	**45**	**F31**	AGEING HOME OWNERS	0.80
	48	**F32**	SETTLED SEASIDE ELDERS	0.60
	54	**F33**	POORER ELDERS AND YOUNGER UNSKILLED SERVICE INDUSTRY	1.40
	56	**F34**	AGED SMALL TOWN COMMUNITIES	1.10
	58	**F35**	STRUGGLING COUNCIL FLAT ELDERS	0.80
STRUGGLING	**66**	**F41**	RETIRED BLUE COLLAR	0.50
	68	**F42**	INFIRM ELDERS IN COUNCIL FLATS	0.50
	73	**F43**	HOMES FOR THE ELDERLY	0.20
	79	**F44**	HIGH RISE ELDERS	0.80

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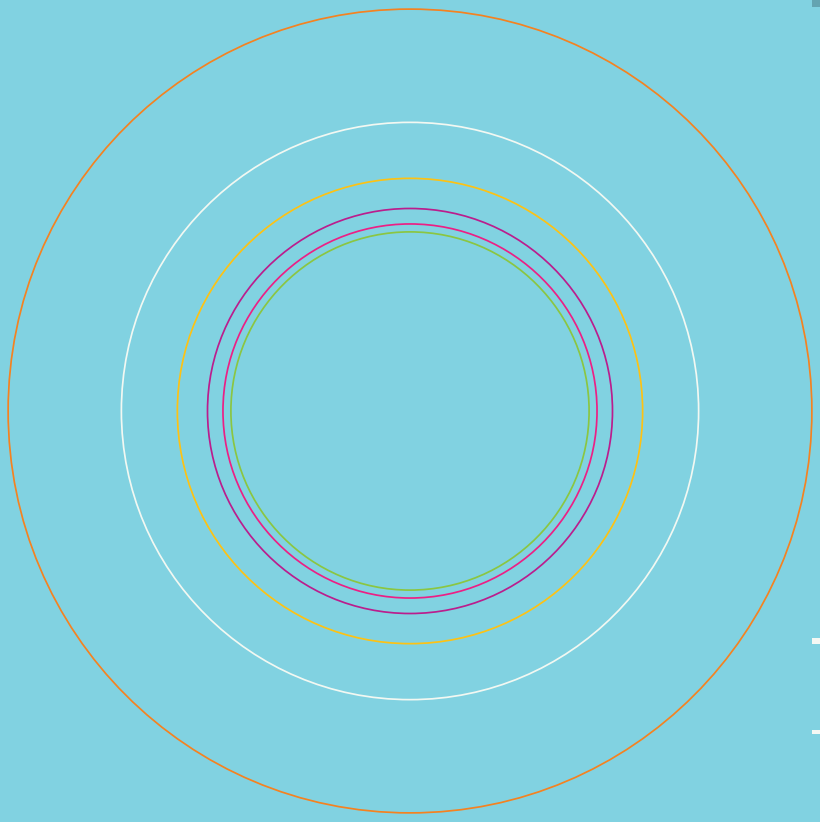

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