LOCATION INSIGHTS

**UNDERSTAND HUMAN MOVEMENT
AND BEHAVIOURS**

with in depth geo-location data

IN DEPTH GEODEMOGRAPHIC PROFILING

Location Insights brings demographic data to life by combining Mosaic's powerful cross-channel consumer classification system and rich demographic and spend data, with Visitor Insights market leading real-time geo-location systems.

- Transform static, residence-based demographic data into actual visitor profiles based on real life visitor catchments.

- Analyse demographic changes through a timeseries to understand how visitor profiles have changed over time.

- Add a deeper layer of insight into current market signals using near-to real time visitor profiling.
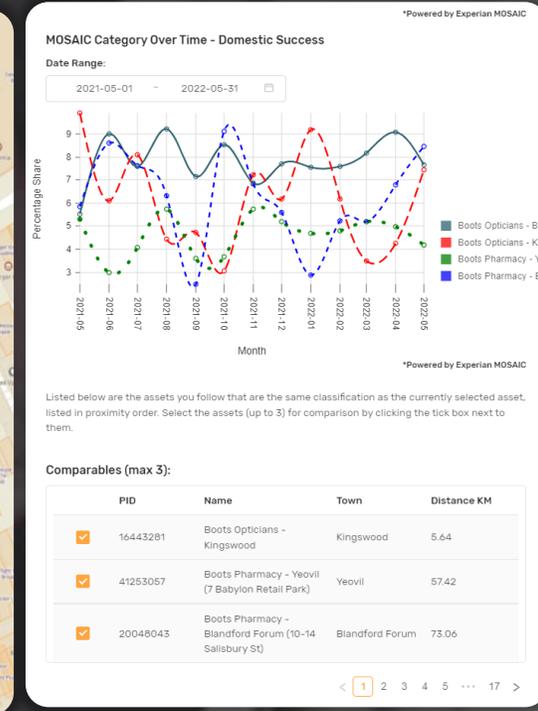
MODEL VISITOR PROFILES:
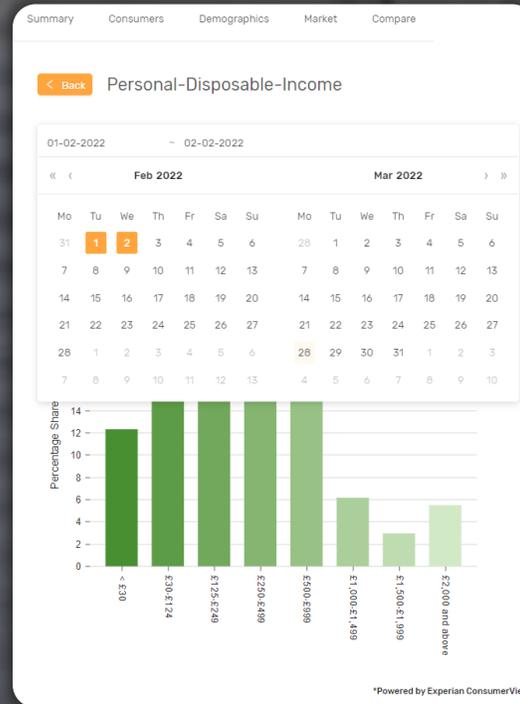
During different days of the week, seasons, key dates and changes over time.
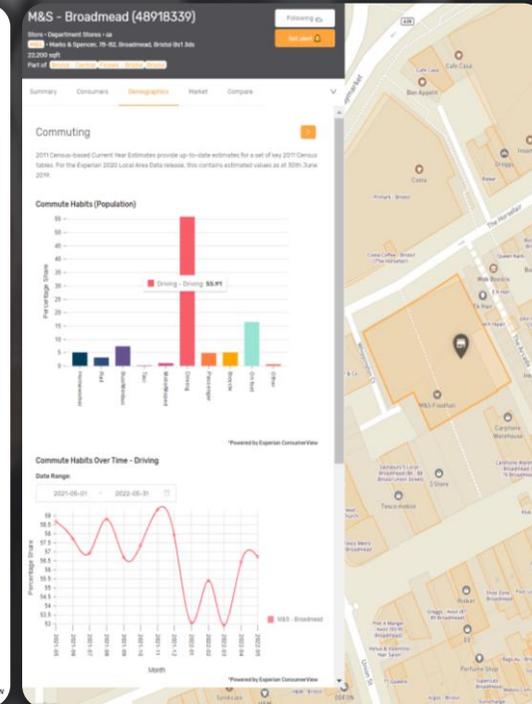
Specific to stores, sites, retail places, town centres, outdoor spaces...etc

Benchmarked against any other, similar or competing locations

KEY USE CASES

Macro and micro footfall and visitor profiling

- At store, street, retail centre, town/city centre level to create a winning site selection formula
- Regional and local tend analysis to identify the attractiveness of trade areas
- Benchmark performance against other sites, stores, assets, locations, and competitors

Location planning and management

- Post pandemic recovery and visitor changes
- Identify the potential of local markets and assets
- Macro analysis of locations presenting growth potential
- Micro level analysis at site and street level
- Supply and demand insights
- Localised competitor analysis

Marketing

- Identify visitor profiles, changes in local populations and areas of potential growth
- Create detailed marketing impact analysis

ACCESSING INSIGHTS

Online self-serve platform Terain

Data feeds & API

- User friendly front end system, supports both access to, analysis, and extraction of macro and micro insights

- Data feeds provide the ability to integrate with your analytics platform
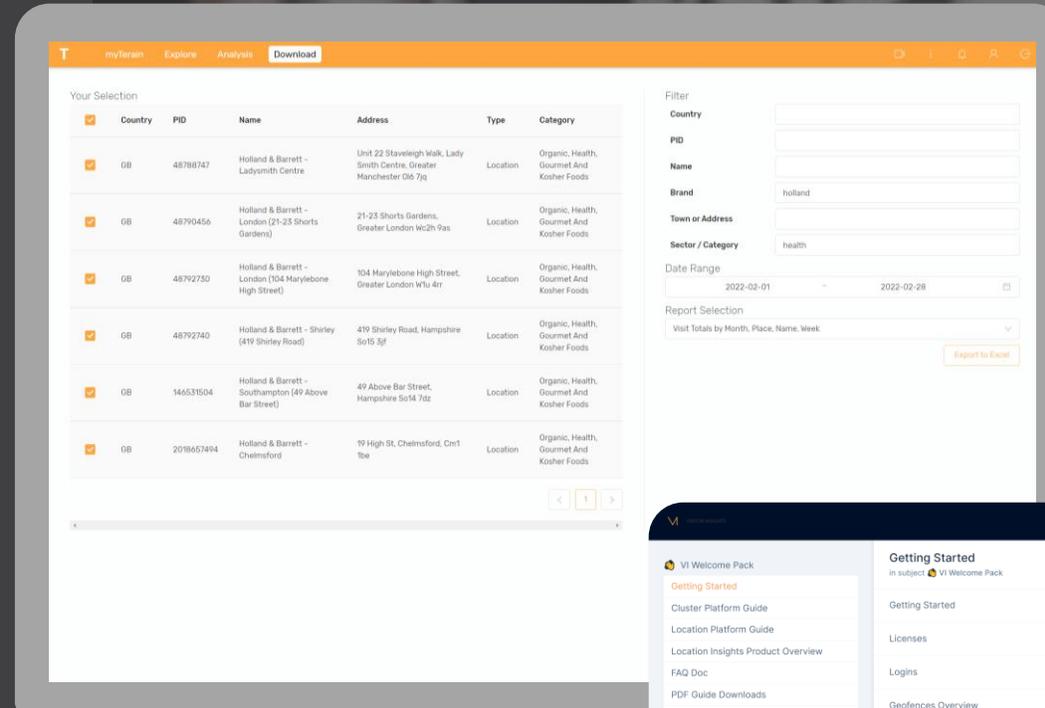
SUPPORT & SERVICE

- Dedicated account manager and analyst support

- Set up support

- Ongoing access to training, technical and insight support
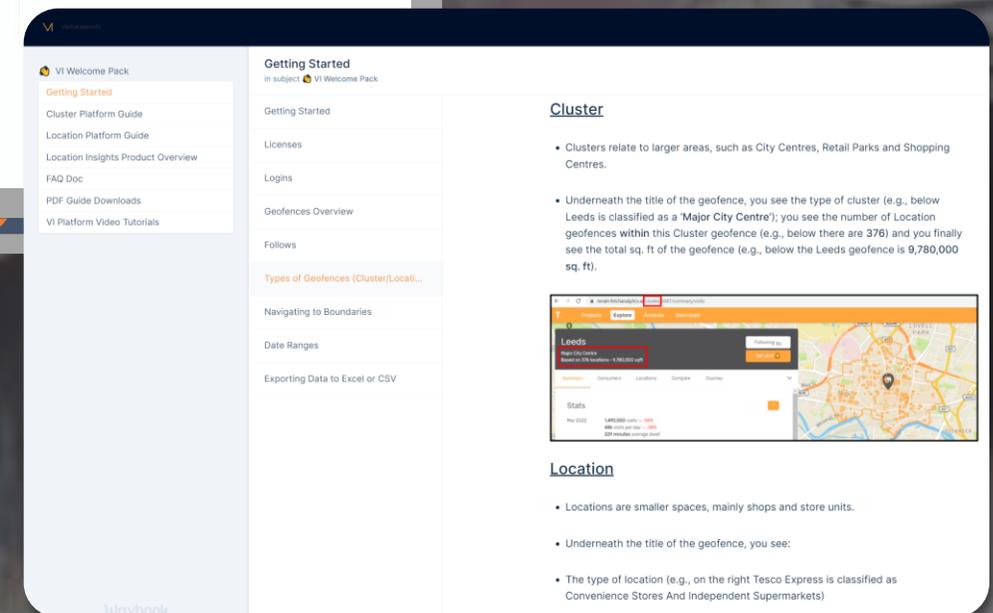
FOOTFALL

Differentiate between whole city centres, retail cores and shopping centres as well as individual streets, buildings, stores– or custom zones

• Portfolio wide footfall

• Benchmark store performance against portfolio, competitors, and wider area

Visitor numbers by year, month, week, day, hour

• Hourly Footfall/Average Visits by Hour

• Peak footfall by hour of the day and day of the week

• Changes pre and post pandemic
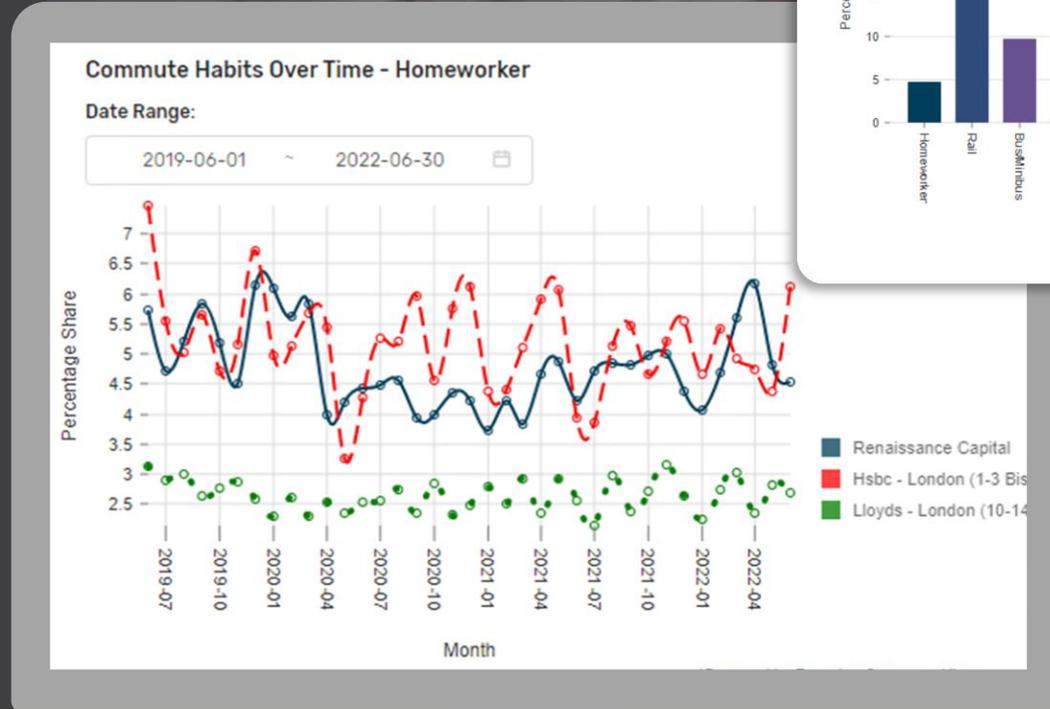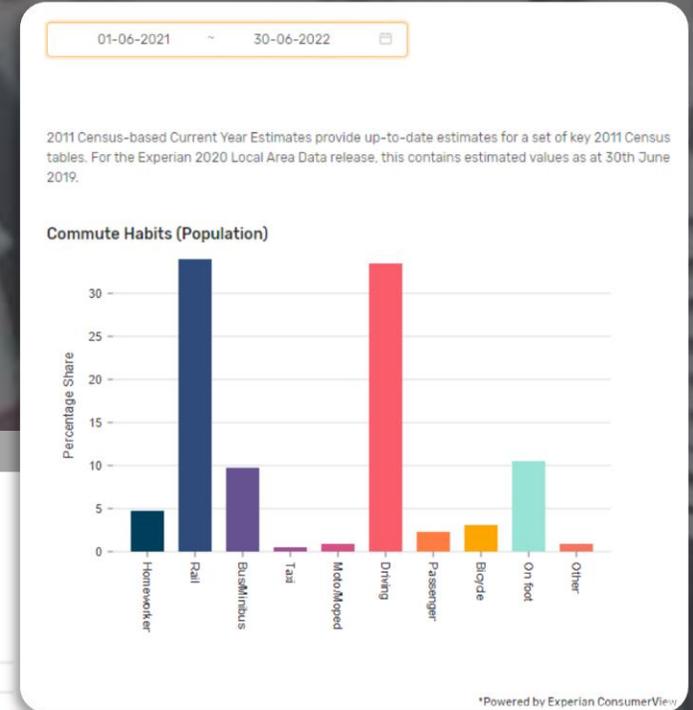
Demographics - Age
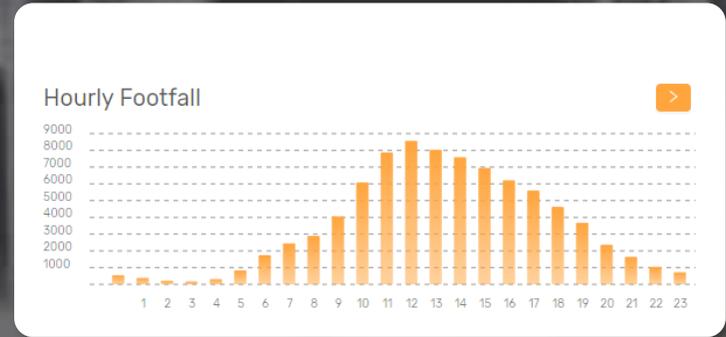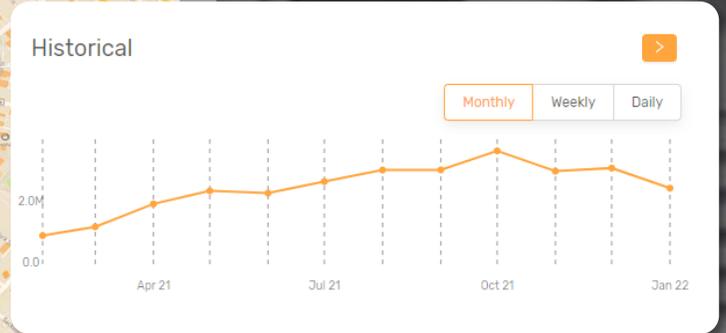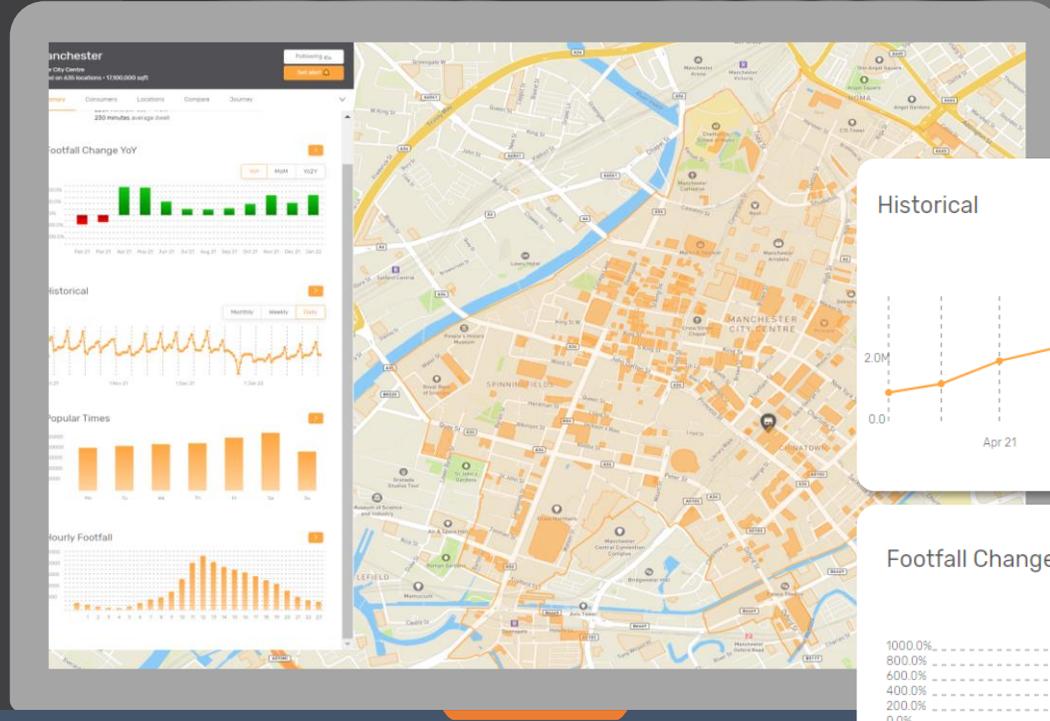
Age

- Population and Household Estimates provide mid-year 2020 (30th June 2020) estimates of households and populations.

- Population estimates are also split by age, gender and residence type (i.e. residents in households, communal residents).

- **Female** age – Individual charts to compare female age differences

- **Male** age – Individual charts to compare male age differences

Demographics - Commuting
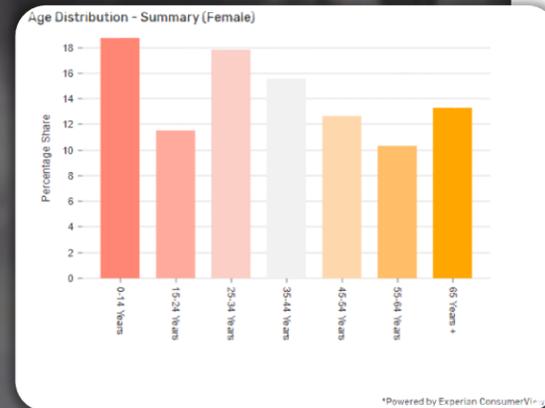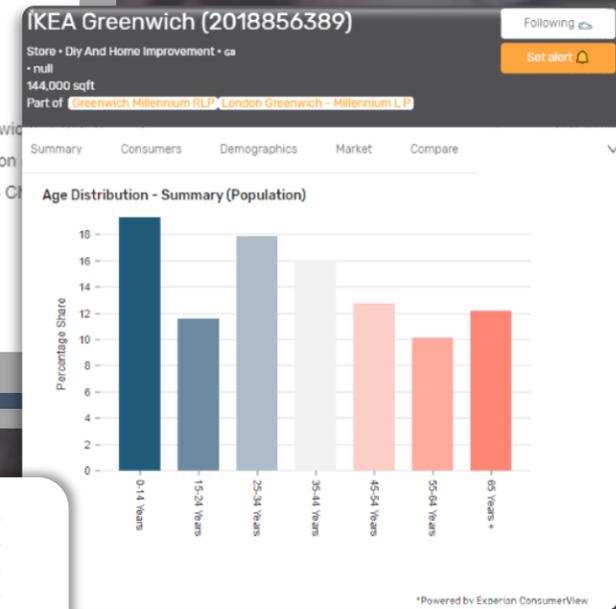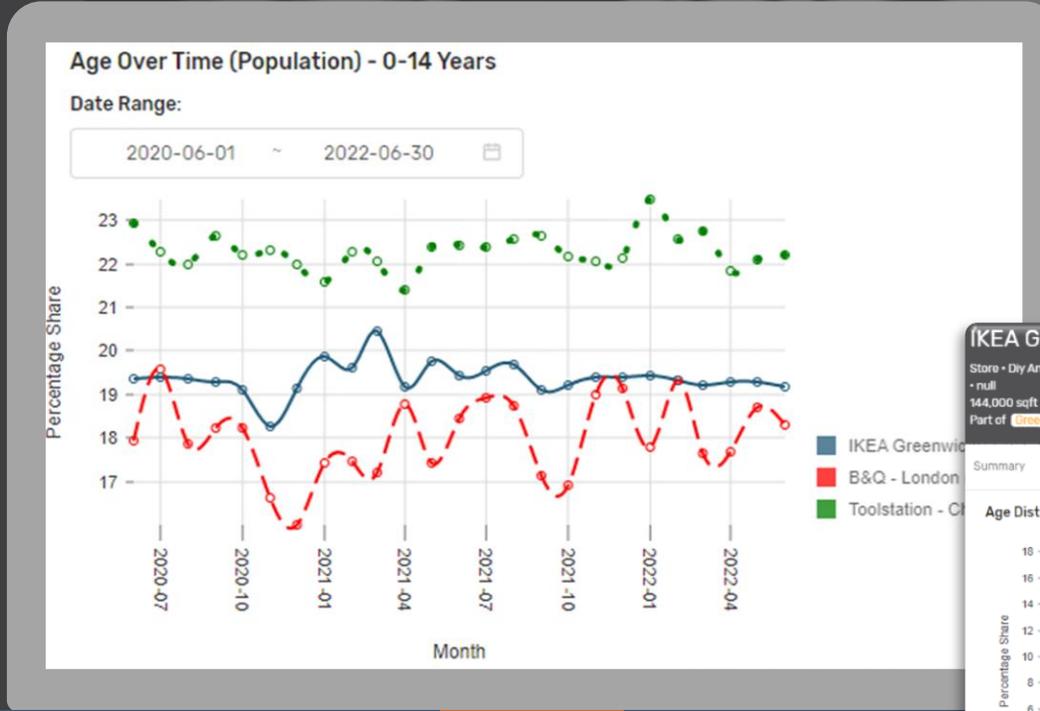
Commute habits

- Identify patterns for visitors commuting to sites.

- 2011 Census-based Current Year Estimates provide up-to-date estimates for a set of key 2011 Census tables. For the Experian 2020 Local Area Data release, this contains estimated values as of 30th June 2019.

- Compare commuting patterns and work from home data, with competing locations and sites.

Demographics – Gender & Health

Gender

- Shows the distribution of gender frequenting the area.

- Population and Household Estimates provide mid-year 2020 (30th June 2020) estimates of households and populations (i.e. residents).

Health

- Shows the health of the people populating the site at certain times.

- Can therefore understand why they are there, as well as their lifestyle choices and what they may be more inclined to buy or do.
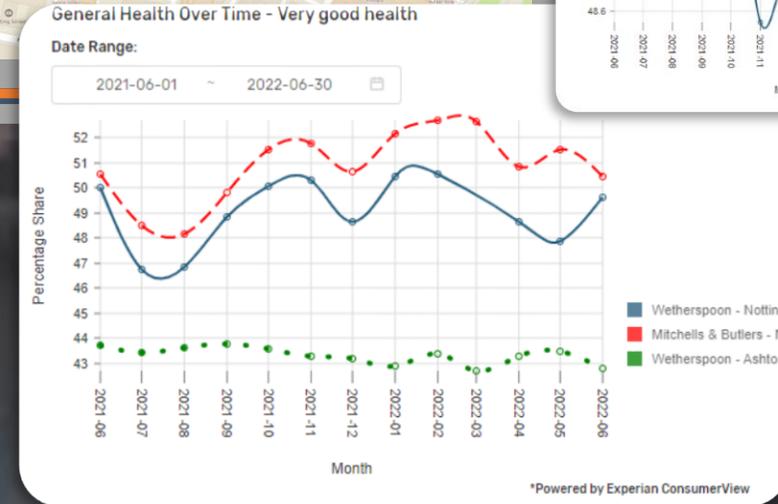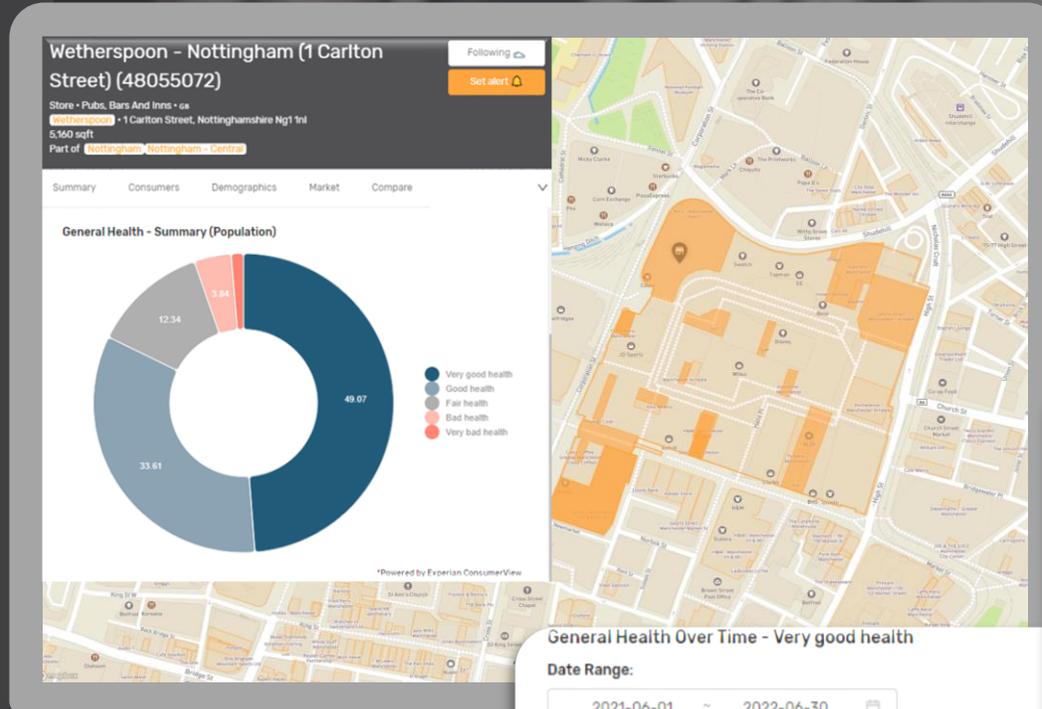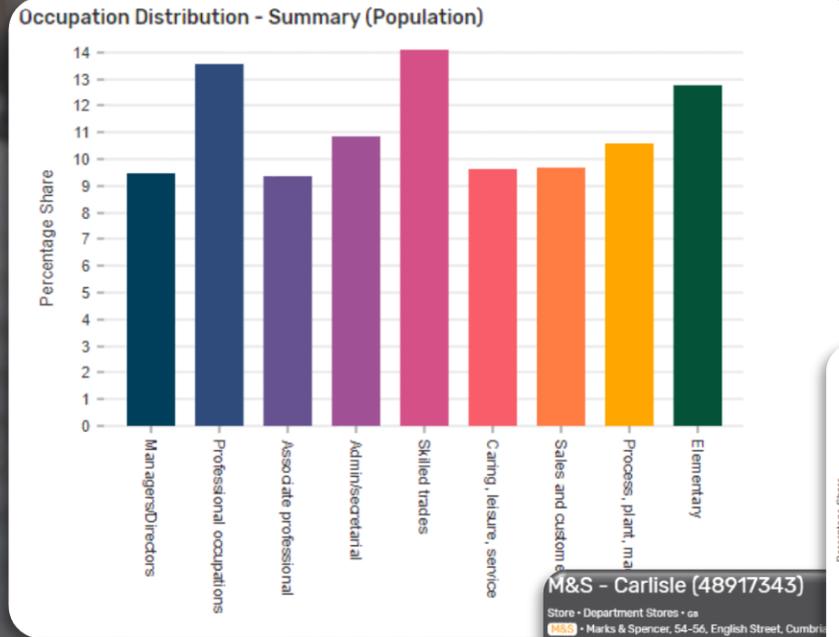
Demographics – Occupation

Qualification level

- Insight into the educational achievement of your visitors

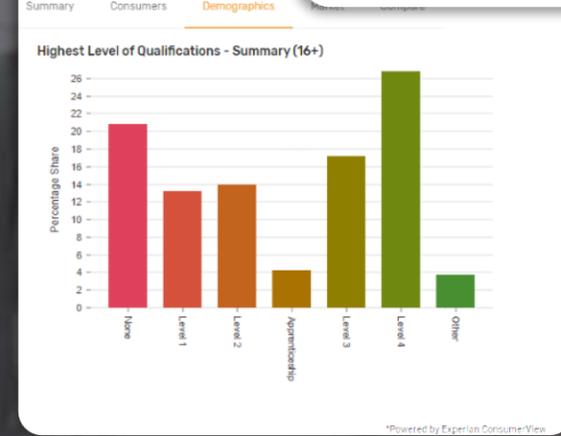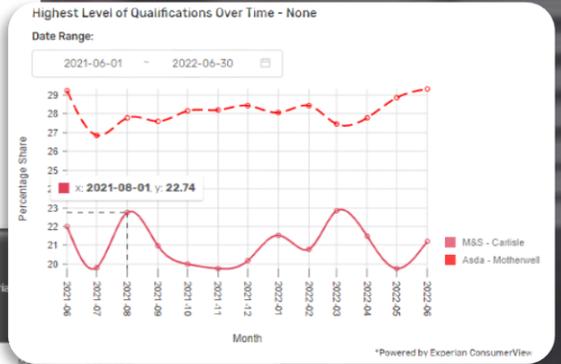- Can compare it to your competitors to find your target audience

Occupation

- Charts that can show the distribution of occupations associated with visitors

- Differing time series can be used to investigate when certain professions enter an area
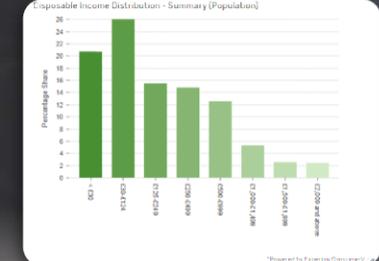
Demographics – Income

Household disposable Income

- Household Discretionary Income identifies a household's **monthly** disposable income. This is the income a household has to spend after the deduction of tax, social insurance contributions, housing costs, utilities and food.

Disposable Personal Income

- Personal Discretionary Income identifies personal monthly disposable income. This is the income each person has to spend after the deduction of tax, social insurance contributions, housing costs, utilities and food.

Personal Income

- Income Bands 2016 provide views of estimated Personal and Household Income, based on modelling undertaken for ConsumerView.

Demographics – Segmentation
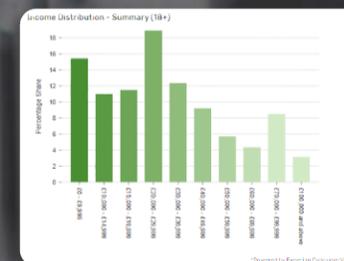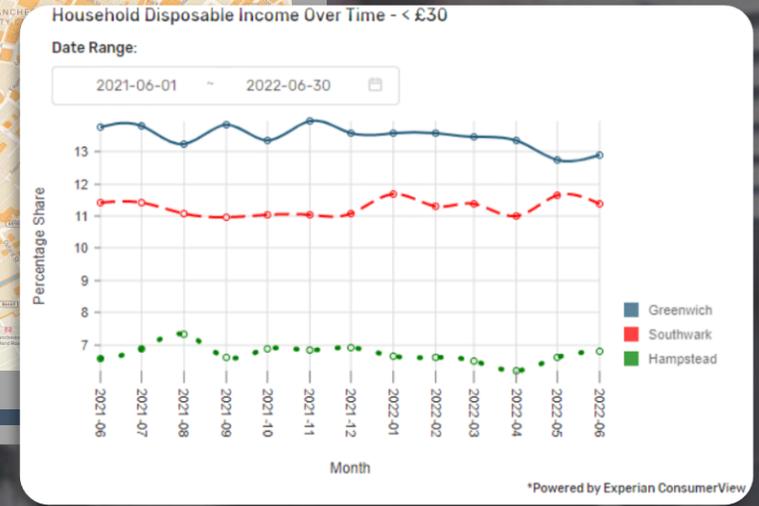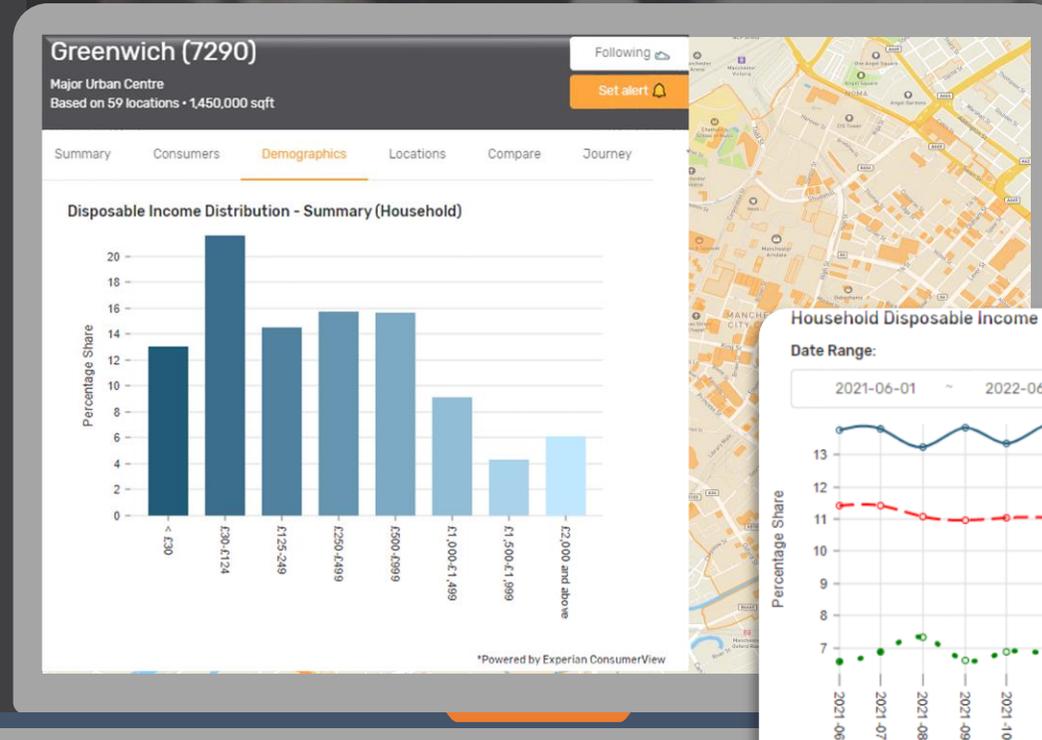
MOSAIC – Segmentation

- Mosaic UK consumer classification provides a detailed understanding of the demographics, lifestyles, purchasing behaviour, technology adoption, communication channel preferences and location of all individuals and households in the UK.

Legend

City Prosperity	High status city dwellers living in central locations and pursuing careers...
Prestige Positions	Established families in large detached homes living upmarket lifestyles
Country Living	Well-off owners in rural locations enjoying the benefits of country life
Rural Reality	Householders living in less expensive homes in village communities
Senior Security	Elderly people with assets who are enjoying a comfortable retirement
Suburban Stability	Mature suburban owners living settled lives in mid-range housing
Domestic Success	Thriving families who are busy bringing up children and following careers
Aspiring Homemakers	Younger households settling down in housing priced within their means
Family Basics	Families with limited resources who budget to make ends meet
Transient Renters	Single people renting low cost homes for the short term
Municipal Tenants	Urban residents renting high density housing from social landlords
Vintage Value	Elderly people with limited pension income, mostly living alone
Modest Traditions	Mature homeowners of value homes enjoying stable lifestyles
Urban Cohesion	Residents of settled urban communities with a strong sense of identity
Rental Hubs	Educated young people privately renting in urban neighbourhoods

EXPERIAN

The leading global provider of consumer classifications.

- Powerful consumer classification system, using the latest consumer data and advanced analytical techniques.
- Mosaic groups consumers together based on their likely **demographics, lifestyle, behaviours and preferences.**
- Drawing from over **850 million** pieces of information – a combination of Experian's proprietary, public and trusted third-party sources, including research findings and behavioural data.
- **15 summary groups** and **66 detailed types**, to which over **950 variables** are overlaid for interpretation and insight.
- **2000+ demographic and spend metrics** available

850m+
Service records

66
Types

25m
Households

15
Groups

51m
Individuals

950+
Variables

1.7m
Postcodes

VISITOR INSIGHTS

- Location data is sourced from over **100 data providers.**
- GPS coordinate data gathered by application publishers
- Wide **range of application types and audiences** across all operating systems reduces bias.
- We ingest circa **300m location data** points per day
- **8m** attributed devices within the platform across the UK
- Fully anonymized, consent-based data

We apply human behaviour algorithms to big data through our market leading AI system to extract the most accurate visitor movements and behavioural patterns in the UK.

5 YEARS
Historic Data

WEEKLY
Data Updates

HOURLY DATA
Daily/Weekly/Monthly