

Current Geodemographic Classifications

Supplier	System	Website
AFD	Censation	www.afd.co.uk
Allegran	Gnuggets	www.allegran.com
Beacon Dodsworth	P ² People & Places	www.beacon-dodsworth.co.uk
Business Geographics	Locale	www.businessgeographics.co.uk
CACI	ACORN	www.caci.co.uk
Claritas Acxiom	PRIZM	www.claritas.co.uk
The Clockworks	SONAR	www.the-clockworks.co.uk
EuroDirect	CAMEO	www.eurodirect.co.uk
Experian	Mosaic	www.experian.co.uk
GeoBusiness	ATOMICube	www.geobusiness.co.uk
ISL	RESIDATA Lifestyles	www.isl-online.com
Streetwise	Likewise	www.streetwise-analytics.co.uk

Source: Peter Sleight, June 2004

Some Markets that support Geodemographic Systems

Europe

Belgium
Denmark
Finland
France
German
Italy
Netherlands
Northern Ireland
Norway
Republic of Ireland
Spain
Sweden
United Kingdom

Elsewhere

Australia
Brazil
Canada
China (part only)
Hong Kong
New Zealand
South Africa
United States

Source: Richard Webber

Some Syndicated Research Sources of Geodemographic Profiles

Topic	Supplier	Survey	Website
Product and media usage	BMRB	Target Group Index (TGI)	www.bmrb.co.uk
Readership and media usage	IPSOS-RSL	National Readership Survey (NRS)	www.ipsos-rsl.co.uk
FMCG Products	TNS	SuperPanel	www.tns-global.com
FMCG Products	ACNielsen	Homescan	www.acnielsen.com
Financial Services	NOP	Financial Research Survey (FRS)	www.nop.co.uk
Financial Services	MORI	MORI Financial Services (MFS)	www.mori.com

Source: Peter Sleight