

# Postcode Data Packs

## Introduction

*Spectrum Analysis has distilled a range of commercially relevant information into a single, easy to use package...*

Featuring a Demographic Summary, a Business Summary, a Business List, and a detailed map, this Data Pack can assist with questions about what kinds of potential customer live in the area, what kind of businesses/employees are based in the area, and how people are likely to move around within the area.

The sections of the Data Pack are explained in more detail below.

## Detailed Map

They say a picture is worth a thousand words and, in combination with the data of the other three parts of the Data Pack, this map may be worth even more. It shows the boundary of the postcode that defines the area from which the other data was drawn. It shows the industrial and commercial precincts, as well as schools, hospitals, parks, and residential areas. It shows Shopping Centres and Strips, with a key to their size. It shows the major and minor roadways that people use to move around within, through, into, and out of the area.

In short, it shows just about everything you might need to help with decisions about where to open a store, or where to place fixed advertising, or any other location-related issue.

## Demographic Summary

This is the place to start if you have questions like:

- 'What is the socio-economic level of this area?'
- 'Which age-groups are more prevalent?'
- 'How many people rent and how often do they change address?'

Containing detailed measures of vital population indicators including age, income, marital status/family composition, profession, ethnicity, and housing, the Demographic Summary offers valuable insights into the kind of customer that might be found in a given area. It even provides a comparison with the

most relevant major city or state, so you can quickly identify whether the area in question is above or below average on any of these indicators.

### **Business Summary**

For any B2B type of business, the relevance of the Business Summary is clear. But it is also highly relevant to many B2C businesses, because a large proportion of people make choices about where to shop based on where they work, either by ducking out during lunch, or stopping in on the way home.

The Business Summary details the number of businesses in an area, categorised by their size and also by the industry in which they operate. Some values in the local area are compared with the averages across the state or capital city. The target area can therefore be analysed in terms of the sheer number of businesses and employees, the proportion of businesses that are white or blue collar, the proportion of employees in a given field, and even whether the area has a lot of big business or is predominantly small business.

### **Business Hit List**

The Business List shows the company name, address, business type, and the phone number (please note disclaimer below) of businesses in the area. Use it to prospect for customers, to establish referral or alliance relationships, or to send out invitations for an opening or special offers. ***For areas with large numbers of businesses the list will be restricted to 500 records.*** You can contact Spectrum to gain access to additional lists.

### **Contact Us**

To discuss costs and options, please contact Spectrum Analysis Australia on 61 3 9830 0077. Alternatively, e-mail [spectrum@spectrumanalysis.com.au](mailto:spectrum@spectrumanalysis.com.au).