



## 1 Background

In business neighbourhoods, 'birds of a feather' do not necessarily flock together, but there are definite patterns of business mix that can be identified and classified statistically. The Geo-demographic Industrial Classification (*GIC*) is a classification of the patterns and types of UK business development – for every postcode sector in the UK.

GIC classifies the overall characteristics of business mixture and density at a small geographic level, and enables companies to be analysed on the basis of the business environment they operate within and the markets they serve. GIC helps to measure impact of 'location' on purchasing and selling – because of local markets served.

GIC has been developed using business information from a variety of sources to create a business census and applying the same classification technology used in the development of consumer geo-demographic systems.

Based on a framework of postcode sectors, GIC identifies companies that are similar in the industry they work in and in their employee's size, that serve similar business markets. Other data considered includes density of business, the financial and performance status of companies and the number of business locations vs consumer letterboxes.

The system will identify and understand why a business can have exactly the same profile in terms of SIC code and number of staff, but will serve different markets - and have a completely different buying profile - depending on its geography – often due in turn to the availability of local supporting services.

GIC is an ideal tool for building models of demand and potential and a range of GIS and mapping applications.



## 2 Classification Overview

Within the UK we identify and classify businesses in 35 specific cluster types – related to 6 major groups characterizing the overall business mix and density of any area in the UK.

The Group and Cluster Names are:

### Group 1 High Density Core

- 1 Provincial Sub-Street
- 2 British Brownstone
- 3 Commuter Belt Resurgent

### Group 2 City Fringes

- 4 Retail Axis
- 5 Sweatshop Ghetto
- 6 Sequent Central
- 7 Silicon Subcentral
- 8 First-wave Commuter Belt

### Group 3 Suburbs

- 9 Interwar New Village
- 10 Homeworking Newstart
- 11 Offshore Symbiotic
- 12 Midrise Satellite

### Group 4 Established Urban

- 13 Famehive
- 14 Metropolitan Transitional
- 15 Mall Fodder
- 16 Semi-Urban Migrant
- 17 Urban Fringe
- 18 Urban Backwater
- 19 Corporate Hub
- 20 New County
- 21 Leisure Ports

### Group 5 County Set

- 22 Cornmarket Legacy
- 23 Purely Rural
- 24 Pre-War Warehouse
- 25 Blue Collar Feeder
- 26 Techie Lowrise
- 27 Half-Timbered Provincial
- 28 Newbourhood
- 29 Container symbiotic
- 30 Outboard playgrounds

### Group 6 Rural Heartlands

- 31 Suburban Homogeneous
- 32 Arterial Constructure
- 33 Highland McRural
- 34 Agrarian Heartland
- 35 Urban Reborn

Full Cluster descriptions are available on request - showing comparative turnover and profit indices by cluster and illustrating each with appropriate Cities and Towns.



### 3 Using GIC

GIC can be used in a number of ways:

#### 3.1 Data Selection and Output

GIC is a selection on Information Arts BUD and DNA databases.

Selection fee	£50 / 000
Output fee	£50 / 000

#### 3.2 Data Enhancement

GIC can be appended to any database for an annually renewable licence.

Append fee	£50 / 000
Matching fee	£3,000

#### 3.3 Profiling

A profile of customers using GIC can be provided:

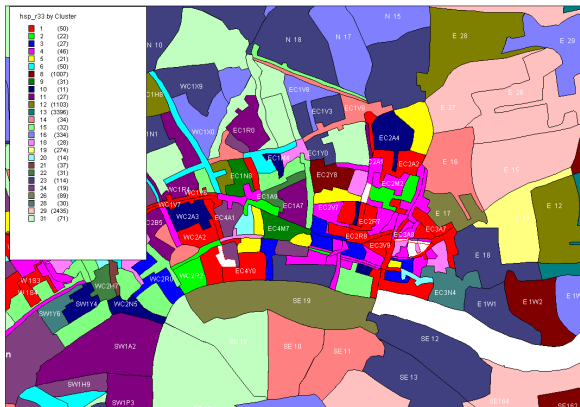
First profile	£3,000
Additional profiles	£1,500

#### 3.4 Mapping and GIS

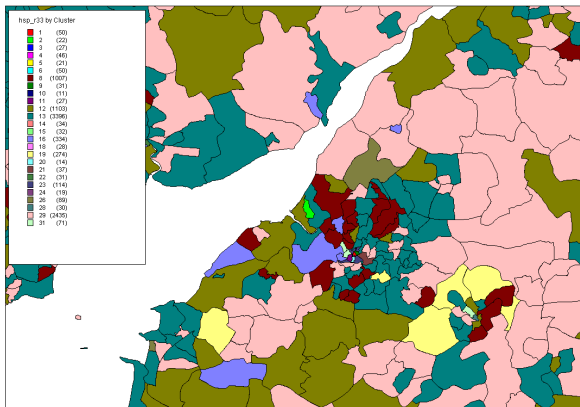
Annual Licence 1 PC	£ 7,500
Annual Site / Server Licence	£17,500



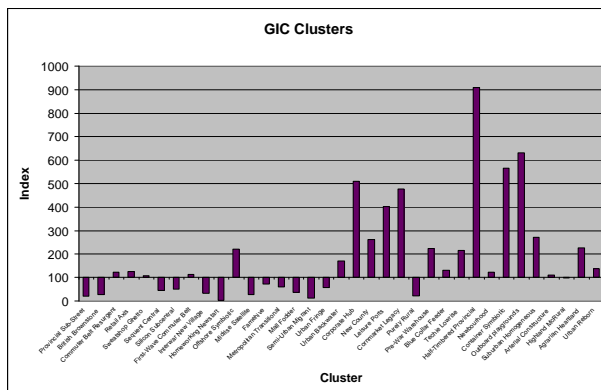
## 4 Example Outputs



Central London



Bristol



Cluster Chart

For further information please visit [www.information-arts.com](http://www.information-arts.com) and download a full brochure or call a member of the Sales Team on 01494 535019.

