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For Immediate Release

### **New household expenditure and market segmentation statistics help business in tough times**

MapData Sciences has updated its Tactician Online product to include the very latest in household expenditure and market segmentation information. This information enables the client to target their market, having a better understanding of household expenditure and the type of neighborhood they belong to.

Expenditure analysis is used to calculate "share of wallet" information, where a business is under or over performing, understand the sale potential of an area or franchise territory, and help targeted marketing campaigns.

Segmentation data breaks up the community into groups with similar financial, lifestyle, and geographical attributes. A sample of these "population groups" is Urban Sophisticates, Multicultural Mix, Nappy Valley, Student Lifestyle and Tree Change.

Both of these statistics data sets are available across the entire country and can be visualized down to CCD (Census Collection District) or postcode level.

A picture paints a thousand words, but combining Geo-Demographic analysis and a digital mapping platform gives you the complete story.

*MapData Sciences has been developing hosted online digital mapping applications for over 10 years. MDS' mapping data is supplied to other online mapping providers and for in-house GIS development projects.*

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