



Summary

VisualCensus13 is a comprehensive data solution that allows organisations to incorporate demographic analysis into planning, visualisation and research projects.

For business, VisualCensus13 helps:

- *Optimise retail branch networks*
- *Understand and leverage customer buying behaviours*
- *Focus marketing efforts based on consumer behaviour and lifestyles*
- *Profile and acquire more profitable customers*
- *Gain valuable insights into the competitive landscape*
- *Support sales territory planning*

For government, VisualCensus13 helps:

- *Develop policy based on demographic trends*
- *Understand the impact of population change on infrastructure*
- *Understand where demand lies for essential community services like hospitals, schools and parks*
- *Build effective response during*



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Everything happens somewhere.
The value is knowing where.



VisualCensus13

For powerful insights into customers, markets and the evolving shape of communities

RELEASE NOTES

Overview

VisualCensus13 is a comprehensive data solution that allows organisations to incorporate demographic analysis into planning, visualisation and research projects.

Incorporating Statistics New Zealand census data from the last 15 years as well the latest census data, VisualCensus13 includes a wide array of demographic data that can be analysed within your GIS or business intelligence application.

VisualCensus13 enables powerful insight into customers, the competitive landscape and demographic trends.

Why VisualCensus?

Analysis-ready

Unlike some other solutions, VisualCensus13 is analysis-ready.

With this release, there is no need to waste time re-organising data because it is supplied in a variety of GIS and non GIS formats and data is already matched to geographic boundaries.

Suitable for all GIS applications

The wide range of data formats ensures that VisualCensus13 is easily consumed within common GIS and business intelligence applications.

Single delivery of data

For ease of analysis, VisualCensus13 is already matched to geographic boundaries in one single data delivery.

Up-to-date data

Many organisations are making decisions based on census data that is now seven years old. VisualCensus13 provides current demographic data to enable better business decisions.

VC13

VISUALCENSUS
2013



V C 13

VISUALCENSUS 2013

Technical Specifications

- 5 data themes
 - Demographic
 - Household & Dwelling
 - Labour Force
 - Socio-Economic
 - Workplace
- Summary and grouped data for 56 Census variables
- 5 Geographic levels for all of New Zealand (Meshblock, Area Unit, Territorial Authority, Regional Council, New Zealand)
- Multiple projections (incl. NZTM, NZMG, WGS84)
- Multiple file formats (e.g. .tab, .shp)
- Excel spreadsheets included
- 2013 Deprivation Index to be included when available



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VisualCensus13 for Business

You're there, but are your customers?

Stay ahead of competitors by using VisualCensus13 and your own client data to model and visualise the complex relationships between demographic trends, spending and consumption patterns, traffic flows, store performance and competitor locations.

VisualCensus13 enables organisations to **profile and acquire new customers** by matching their customer databases to the meshblock VisualCensus2013 data as a way to predict customer attributes like income.

Use VisualCensus13 to **understand market** size by matching Statistics New Zealand's Household Economic Survey (HES) to VisualCensus2013 and your own customer data.

VisualCensus13 can also be used to help profile store catchments and **optimise retail networks**.

Using VisualCensus13, organisations can develop a better understanding of current and future markets, and can optimise investment in marketing and territory planning.

VisualCensus13 for Government

Central and local government agencies use VisualCensus13 to understand the dynamic relationships between people, communities and resources.

Armed with this analysis, policy developers, city planners, infrastructure managers and others can build schools for tomorrow's students, deliver improved social services and respond more effectively during emergencies.

Critchlow Data Solutions

In addition to VisualCensus13, Critchlow offers a wide variety of geospatial data solutions to support analysis and planning.

NationalMap3 provides comprehensive road, address and location information for display, analysis and location-based applications.

Geospend is a sophisticated market analysis solution that estimates spending power by location for 50 different store types and 65 different product types.

WhoisWhere is New Zealand's most accurate location-enabled business-to-business database. With this dataset targeted prospect lists can be created by location, industry, size or retail category.

HERE Critchlow partners with HERE (formerly NAVTEQ) to offer a range of specialised datasets including NAVTEQ Transport, NAVTEQ Traffic Patterns, and NAVTEQ 3D City Models.

About Critchlow

Critchlow is a pioneer in New Zealand's spatial industry, and has been providing innovative geospatial analysis and solutions to clients in New Zealand, Australia and the South Pacific for more than 20 years.

From offices in New Zealand and Australia, Critchlow's team of experienced analysts, developers and consultants the company specialises in providing services in these areas: geomarketing, emergency management and geospatial data and solutions.