

# PSYTE™ Australia Geodemographic Data

Identify, understand, and reach the right people with an intuitive, comprehensive neighborhood classification system for Australia

## How well do you know your audience?

Organizations increasingly face pressure to deliver personalized experiences and make more informed decisions by leveraging demographics at a local level. However, many lack the data they need to identify and understand their ideal audience.

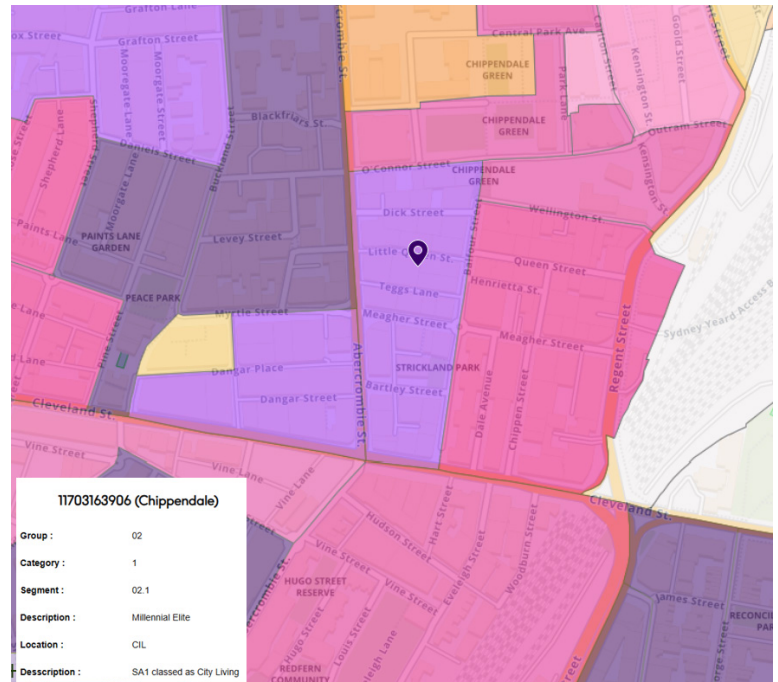
Even organizations that have a wealth of data struggle with this, as it can be very challenging to glean actionable information for local populations from hundreds of variables. Unfortunately, organizations make inefficient decisions that waste time and money without a clear understanding of who people are, where they are, and what makes them unique.

## Simple segmentation. Powerful insights.

PSYTE™ Australia geodemographic data enables you to deeply understand people, discover new market opportunities, and enhance decision-making with a complete view of neighborhoods across the country and detailed insights on distinct population segments.

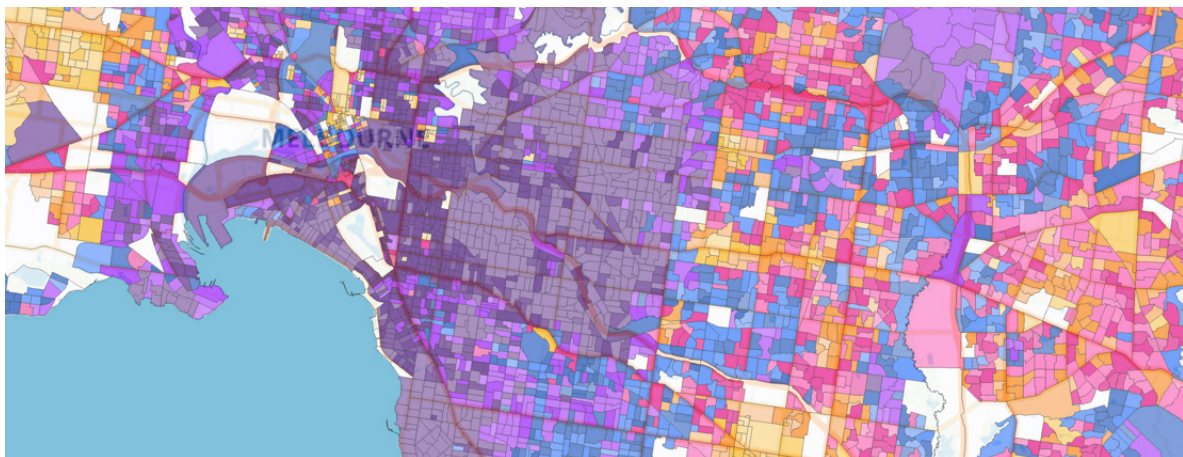
It classifies neighborhoods into 40 segments, aggregated into 10 lifestyle groups, based on geographic location and the predominant demographic and socioeconomic characteristics shared by residents. These segments are given simple, intuitive labels like, "Mature Money," and brief descriptions that paint a vivid picture of each neighborhood at a glance.

This classification summarizes and highlights the core traits of subpopulations across Australia while also revealing the differences between neighborhoods at a granular level. Armed with aggregated, local data on age, income, education, preferences, and more that would normally necessitate complex analysis, you can easily use robust geodemographic data to power your key initiatives, make data-driven decisions, and reach the right audience.



## Key benefits

- **Accelerate growth and revenue** by making smarter decisions informed by deeper insight into the areas and people that matter most to your organization.
- **Save time and reduce costs** with segmentation that distills millions of data points into clear, actionable intelligence—boosting efficiency and accelerating time-to-value.
- **Strengthen existing customer relationships and attract ideal new ones** by delivering targeted products and services tailored to their needs and preferences.



Group 01	
01.1	Professional Hustle
01.2	Villas and Vistas
01.3	Established Wealth
01.4	Family Fortunes

Group 02	
02.1	Millennial Elite
02.2	Upper Crust Families and Empty Nesters
02.3	Haute Suburbia
02.4	Mature Money

Group 03	
03.1	Uptown Emerging Young Families
03.2	Stylish Suburbs
03.3	Small Town Security
03.4	Affluent Abodes

Group 04	
04.1	Flourishing Young Families
04.2	Middle Class Professional Neighbourhoods
04.3	Families and Empty Nesters with Space
04.4	Thriving Toward Retirement

Group 05	
05.1	Comfortable Communities
05.2	Midlife and Mortgaged
05.3	Agricultural Environs
05.4	Affordable Urban Limits

Group 06	
06.1	Putting Down Roots
06.2	Urban Diversity
06.3	Renter Fringe
06.4	Seniors in the Sticks

Group 07	
07.1	Aspiring Young Couples
07.2	Overworked and Underpaid
07.3	Agricultural Heartlands
07.4	Modest Retirement

Group 08	
08.1	Making Ends Meet
08.2	Rustic Blue Collar
08.3	Strapped Communities
08.4	Retirement Residences

Group 09	
09.1	Young Urbanites
09.2	Struggling Young Couples
09.3	Hard Times Country
09.4	Stretched Retirees

Group 10	
10.1	Student Life
10.2	Fled the Nest
10.3	Struggling Youth
10.4	Strapped Seniors

## Solve diverse challenges with segmentation data

Organizations across industries can leverage this powerful, easy-to-use data to tackle a variety of critical use cases, including:

- **Customer Insights** – Identify ideal customers, analyze purchasing behaviors, retain high-value customers, and inform product development.
- **Government Planning** – Enhance emergency services routing, urban development, and policy planning with details on population income, density, and other factors.
- **Location Planning** – Identify ideal locations for new stores and services, better align offerings to local preferences, and discover expansion opportunities.
- **Location-based Marketing** – Discover and target distinct population segments in specific areas to personalize marketing and gain an edge over competitors.
- **Logistics & Delivery Planning** – Enhance operational efficiency, accurately forecast demand across locations, and ensure product and service availability.
- **Investment Analytics** – Evaluate the socio-economic conditions of specific areas to assess potential risks and opportunities before entering a new market.

## Connected, compliant geodemographics

PSYTE™ Australia geodemographic data can be easily linked to your address data and our extensive data portfolio via our unique and persistent identifier system, streamlining integration and empowering you with a network of connected data.

Gain the insights you need without worrying about consumer data privacy regulations. PSYTE™ Australia geodemographic data was developed using sources that provide anonymized, aggregated, and fully compliant data to ensure regulatory adherence.

### Product Specifications

File formats	Pipe-delimited textMapInfo Extended TAB (NativeX)
Coverage	Data covers Australia at the Statistical Area 1 level
Update frequency	Every 2 years, with annual updates if warranted
Sources	Australian Bureau of Statistics (2021), Michael Bauer International GmbH, Precisely

## Get started today

Leave the guesswork behind with intuitive segmentation that enables you to identify, understand, and better serve the people most relevant to your organization.

We're here to help you achieve your desired results and are committed to partnering with you every step of the way. If you want to learn more about our data products or Precisely Data Strategy Consulting, [please contact us for more information](#).