PSYTE™ UK Geodemographic Data

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

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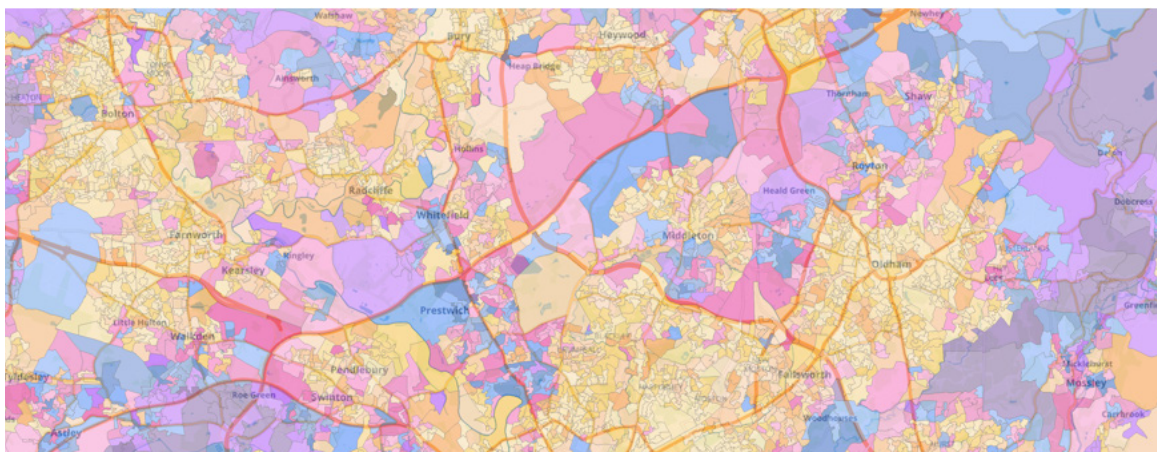
It classifies neighborhoods into 40 segments, aggregated into 10 lifestyle groups, based on geographic location and the predominant demographic and socioeconomic characteristics shared by residents. These segments are given simple, intuitive labels like, "Mature Money," and brief descriptions that paint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

This classification summarizes and highlights the core traits of subpopulations across the UK 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.

OA E00008173 (Greenwich)	
Group	01
Category	4
Segment	01.4
Description	Family Fortunes
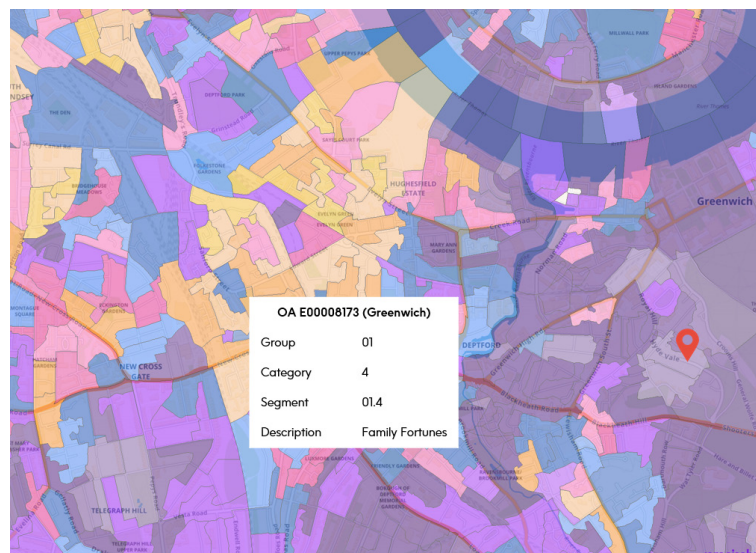
Key benefits

- **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				Group 04				Group 07				Group 10	
01.1	Professional Hustle			04.1	Flourishing Young Families			07.1	Aspiring Young Families			10.1	Student Life
01.2	Metropolitan Movers and Shakers			04.2	Middle Class Professional Neighbourhoods			07.2	Overworked and Underpaid			10.2	Fled the Nest
01.3	Established Wealth			04.3	Empty Nesters with Space			07.3	Modest Means			10.3	Strapped Tenants
01.4	Family Fortunes			04.4	Thriving Toward Retirement			07.4	Retirement Residences			10.4	Frugal Retirees

Group 02			Group 05			Group 08	
02.1	Millennial Elite		05.1	Comfortable Communities		08.1	Making Ends Meet
02.2	Professional Success		05.2	Midlife and Mortgaged		08.2	Stretched Estates
02.3	Prosperous Parishes		05.3	Agricultural Environs		08.3	Cash Conscious Couples
02.4	Mature Money		05.4	Affordable Urban Limits		08.4	Modest Retirement

Group 03			Group 06			Group 09	
03.1	Urban Village Vibes		06.1	Putting Down Roots		09.1	Young Urbanites
03.2	White Collar Commuter Families		06.2	Urban Diversity		09.2	Struggling Young Families
03.3	Small Town Security		06.3	Renter Fringe		09.3	Cultural Crossroads
03.4	Affluent Abodes		06.4	Seniors in the Sticks		09.4	Senior Enclaves

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™ UK 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™ UK 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 the UK at the Output Area level
Update frequency	Every 2 years, with annual updates if warranted
Sources	Office of National Statistics and other UK statistical agencies 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.