

## Summary

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

### For business, VisualCensus 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, VisualCensus 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 emergencies

For over 25 years, we've enabled people to see, share, and understand information so they make the best business and operational decisions.



# VisualCensus

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

## RELEASE NOTES

### Overview

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

It includes a wide array of demographic data that can be analysed within your GIS or business intelligence application.

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

### Why VisualCensus?

#### Analysis-ready

Unlike some other solutions, VisualCensus is analysis-ready.

With this release, there is no need to waste time reorganising data because it is supplied in a variety of GIS and

database formats and the data is already matched to geographic boundaries.

#### Suitable for all GIS applications

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

#### Single delivery of data

For ease of analysis, VisualCensus 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Many organisations are making decisions based on census data that is out-of-date. VisualCensus provides the most recent demographic data to enable better business decisions.

## 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 (Statistical Area 1, Statistical Area 2, Territorial Authority, Regional Council, New Zealand)
- Multiple file formats (e.g. .tab, .shp)
- Excel spreadsheets included
- 2018 Deprivation Index to be included when available

See. Share. Understand.

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## VisualCensus for Business

You're there, but are your customers?

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

VisualCensus enables organisations to **profile and acquire new customers** by matching their customer databases to the VisualCensus data as a way to predict customer attributes such as income.

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

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

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

## VisualCensus for Government

Central and local government agencies use VisualCensus 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 VisualCensus, Critchlow offers a wide variety of geospatial data solutions to support analysis and planning, including:

**NationalMap™** provides comprehensive road, address and location information for display, analysis and location-based applications.

**Maxar** provides clear, rich 30cm resolution satellite imagery to visualise growth and changes. Offering a continuous enrichment of the world's largest image library, Maxar ensures content is as closely aligned as possible to a known lat/long coordinate on the surface of the earth; and meeting the needs for data currency, Maxar provides updates of target areas on a regular basis.

## 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 close to 30 years.

From our office in Wellington, Critchlow's team of experienced analysts, developers and consultants specialises in providing geomarketing and geospatial data, tools and services.