



## OVERVIEW

Postal geography is the most common method of analysing and mapping corporate information for business users due to the almost universal knowledge of the Postcode by consumers and businesses alike.

Many businesses hold postcoded address databases of their customers. The use of digital Postcode geography, allows the relationship between the customer and their geographic location to be established.

Postcode information may be mapped to analyse various relationships including the distribution of customers or sales by product line or period. Postcode information may also be mapped against one of the many geodemographic or business datasets to provide broader market analysis.

### APPLICATIONS

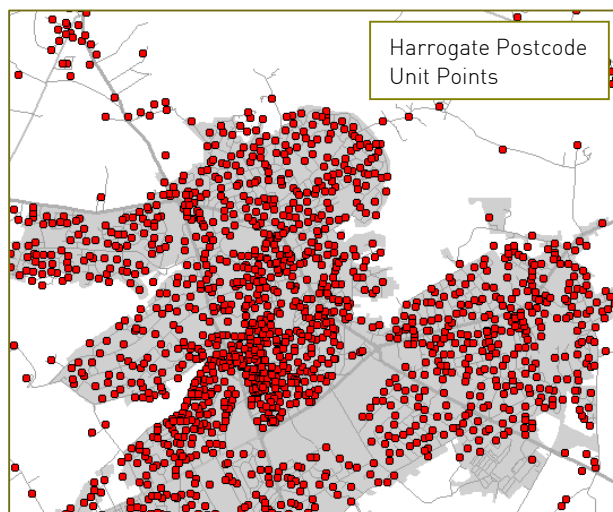
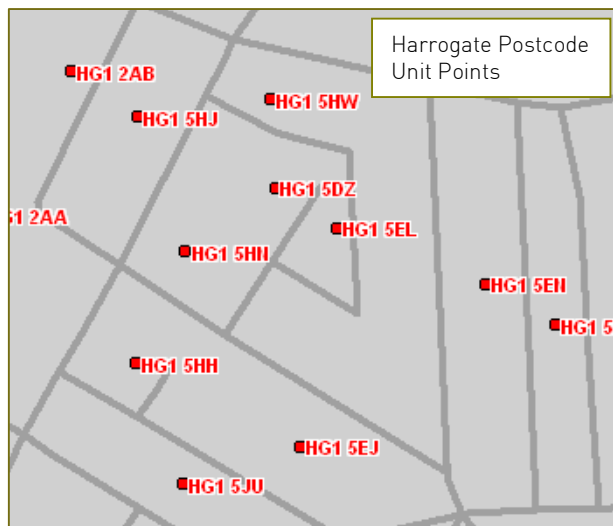
Analysis of customer distribution
Proximity analysis
Locating retail outlets
Accurate map navigation
Lifestyle analysis
A standard link between databases and Geographical Information Systems (GIS)
Displaying and analysis of geodemographic classification systems at Full Postcode level

### KEY FEATURES/ BENEFITS

Provides the geographic position of each of the 1.7 million (approximately) Postcodes (e.g. HG1 5AW)
Postcodes derived from Ordnance Survey's Code-Point™. The product has been enhanced by Geoplan but does not include the Channel Islands & Isle of Man.
An accuracy of, on average, up to 1 metre

### PRODUCT CONTENT

Latest Postcode Geography (updates every three months)
UK coverage: Includes England, Wales, Scotland and Northern Ireland, providing extensive Postcode coverage
Attributes include: Residential/non-residential/large user counts, PO Box delivery points, positional quality indicator, NHS code and Ward code
Data is supplied with OSGB map projection



Digital sample data NOW available covering the HG Postcode Area can be downloaded from [www.geoplan.com](http://www.geoplan.com) or please ring on 01423 569538

CONT



### SUPPLY OPTIONS

Data is available in all major GIS and desktop mapping systems including GeoAnalyser, MapInfo, ArcInfo and ArcView

Data is available in Comma Delimited Text format

Data can be supplied via CD or via our FTP server

### EXTRA FEATURES PROVIDED

#### Quarterly Updates

Geoplan updates its XT Postcode product range every three months to provide the most up to date and accurate dataset available and to ensure the best possible match between data products.

#### Technical Support

When purchased with Geoplan's ESP (Enhanced Support Programme) technical support is provided to give you assistance with your data. Geoplan's support team has a wealth of knowledge and can help you get the most out of your data.

### OTHER OPTIONS

Specialised formats

Alternative map projections

Additional attributes e.g. Administrative geography

### PRICING

Prices quoted are for single user. **For information on multi-user licenses please contact us on 01423 569538.**

Single User License

**£735** per user, per annum

### FURTHER PRODUCTS AVAILABLE

If this product does not meet your requirements please speak with one of Geoplan's experienced sales consultants for advice on our other standard data sets, or consultancy options.

- Postcode Boundaries
- Postcode Points
- Postcode Databases
- Administrative Data
- Media Boundaries
- Demographic Databases
- Business Databases
- European Maps
- World Maps
- Map Bases