



OVERVIEW

Census Output Areas are the definitive polygon geography for the 2001 Census results. Created by the Office of National Statistics (ONS) for England and Wales and the General Register Office for Scotland (GROS), their purpose is to link census data to geographical areas.

2001 Census Output Areas are built from clusters of adjacent unit postcodes and reflect the characteristics of the actual Census data. They are designed to have similar population sizes and be as socially homogenous as possible (based on household tenure and dwelling type).

APPLICATIONS

Used for all market analysis applications including direct marketing, retail planning and media analysis.

Management of sales territory structures on a local level.

Integrate with Census data to display geodemographic trends and patterns.

Thematic Mapping.

KEY FEATURES/ BENEFITS

Enables territory management at a low level of geography for greater accuracy and control.

Provides the lowest level of Geography from which to show results from the 2001 Census.

Enhanced targeting and prospecting through the use of Census data to plot demographic trends through the UK.

Produced in association with the Office of National Statistics.

PRODUCT CONTENT

Census Output Areas with individual Record Identifiers.

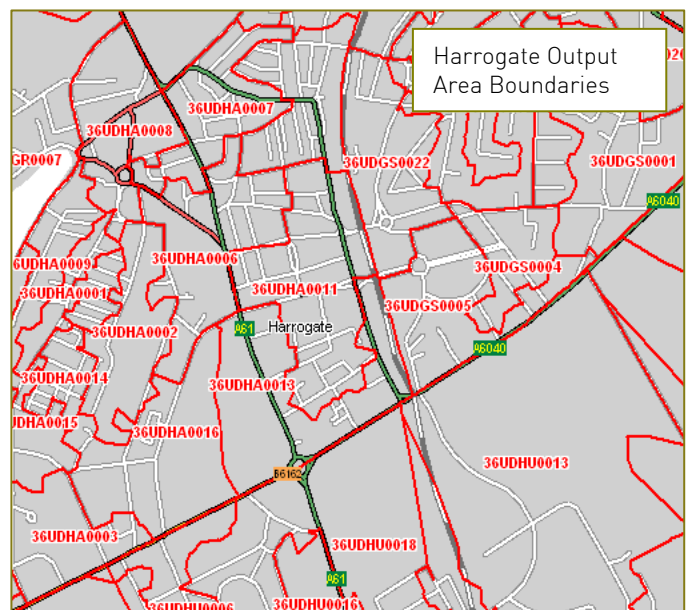
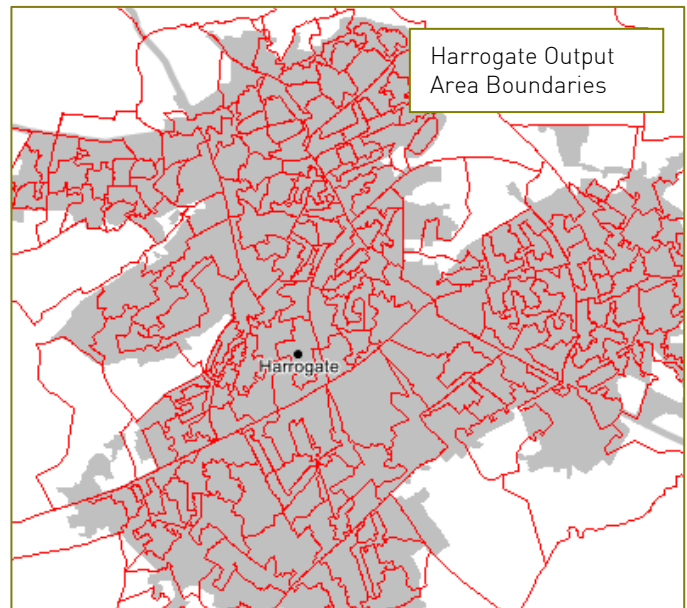
UK coverage: Includes England, Wales, Scotland and Northern Ireland. Also includes the Channel Islands and the Isle of Man, providing extensive coverage.

Data is supplied with OSGB map projection.

SUPPLY OPTIONS

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

Data can be supplied via CD or via our FTP server.



Digital sample data NOW available covering the HG Postcode Area can be downloaded from www.geoplan.com or please ring on 01423 569538

CONT



EXTRA FEATURES PROVIDED

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.

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

OTHER OPTIONS

Specialised formats.

Alternative map projections.

PRICING

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

Single User License

£600