



## OVERVIEW

The 2001 Census Data, sourced from the three Census Offices representing the UK, is collated by Geoplan to provide the most cost-effective and accurate data sets at Postcode Sector and Output Area levels for the UK. This is the only Census data to be maintained, and consistently compatible with Geoplan Postcode boundary products to ensure the most up to date Census data available at Postcode level.

The Census is undertaken on a National basis once every 10 years. The demographic data included here was collected as part of the last Census in 2001, which covered 98% of households and offers an accurate picture of the UK population. The data has been updated by Geoplan to reflect the most recent changes in Postcode Sector geography.

### APPLICATIONS

- Sales territory analysis.
- Retail planning.
- Service applications.
- Proximity analysis.
- Thematic mapping.

### KEY FEATURES/ BENEFITS

- Incorporates the latest Postcode changes across the Geoplan range.
- Census Counts updated to reflect household increase/decreases between 6 monthly updates.
- Easily match to internal data sets.

### PRODUCT CONTENT

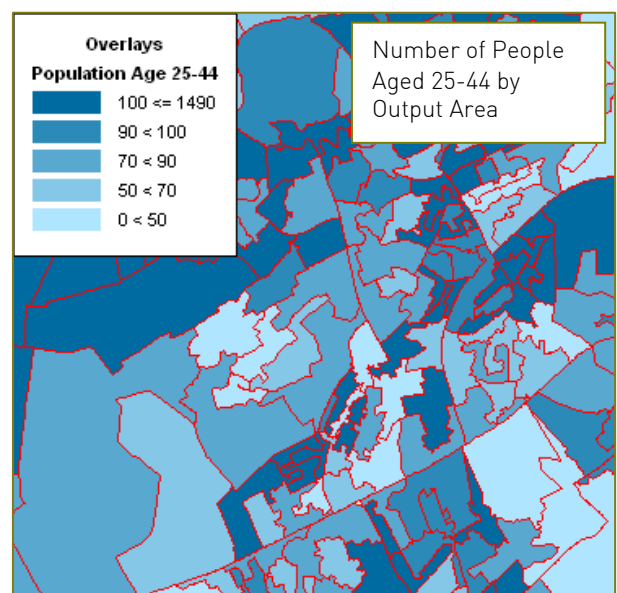
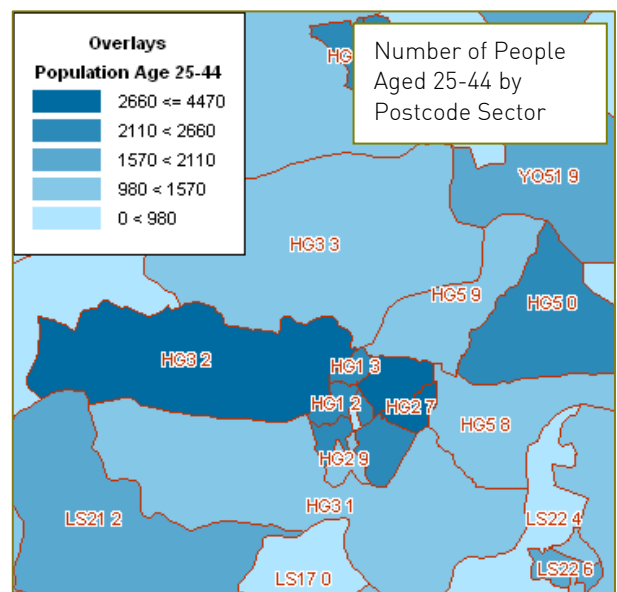
The Summary Census pack provides a useful demographic summary database containing the following 10 groups of Census variables:

- Age Structure
- Cars
- Economic Activity
- Ethnic Group
- Household Composition
- Households
- Marital Status
- Population
- Social Grade
- Qualifications & Students

Latest Postcode Geography (updates every six months).

UK coverage: Includes England, Wales, Scotland and Northern Ireland.

Contains all Postcode Sectors (Geographic) or Output Areas.



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 can be supplied via CD or via our FTP server.

Data is also available in Comma Delimited Text format.

## EXTRA FEATURES PROVIDED

### Output Area Boundaries

The Summary Pack can be provided with the Output Area boundaries please ask for terms and conditions for this extra data set.

### Six Monthly Updates

Geoplan updates its entire Postcode product range every six 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

Postcode Sector and Output Area boundaries can be purchased to display the Census data. Please contact our sales team on 01423 569538 for more details.

## PRICING

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

Summary Census at Sector Level		£365.95
Summary Census at Sector Level (Enhanced Support Programme)		£525.85
Summary Census at Output Area		£525
Summary Census at Output Area Level (Enhanced Support Programme)		£735

## 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