

DATA SHEET

# AnySite® Australia

## Consumer Spend Potential

FIND OUT WHO'S SPENDING ON WHAT, HOW MUCH AND WHERE THEY LIVE WITH THE POWER OF NEIGHBOURHOOD LEVEL LOCATION INTELLIGENCE.



### Summary

The Consumer Spend Potential add-on dataset for AnySite® Australia Desktop provides analysts and marketers with powerful insights into estimating the overall economic environment by providing the spend capacity of markets, customers and communities.

### Benefits

- Find and understand where your customers are.
- How much they spend on things that matter to you.
- Discover where to find markets relevant to your organisation.
- Identify catchments most similar to existing locations.
- Recognise stores or markets that are underperforming relative to potential.
- Launch targeted marketing campaigns.
- Identify cross-selling opportunities.

### OVERVIEW

The Consumer Spend Potential (CSP) dataset from Pitney Bowes Business Insight is a powerful tool that augments the AnySite Australia application's location intelligence capabilities by providing analysts and marketers with consumer expenditure insights into their specific locations and catchments. The CSP offers tremendous flexibility in that it gives spending estimates across 107 categories and sub-categories so that users can calculate the size of the market relevant to their needs.

#### Details Down to the Smallest Census Geography

Furthermore, by supplying estimates of average per capita spending for each of the over 39,000 Census Collector Districts in Australia, the CSP dataset allows you to calculate the market for any conceivable trade area which might be drawn. Altogether, the CSP dataset allows you to estimate the market size of what you want to know and where you want to know it.

#### Beyond Census Data

For both commercial and public sector organisations, the CSP dataset adds a whole new layer of intelligence to the demographic information contained within the AnySite application. It allows users to analyse their target markets and communities in many other ways without having to dilute the core parameters of a study area or catchment. For example, the target market considered for the ABC company is women aged 35 to 54 combined with children 0 to 4. In order to

narrow the scope of this demographic, the organisation could add more demographic variables to the mix, but this could inadvertently cut out too many prospects. Instead, the organisation could use the CSP dataset to enhance its profile of its target without compromising its integrity. The more you know about your customers and communities, the better you will be able to market and provide services to the community at large.

#### Tailored Communication

Even if you know your customers well and can identify them across all geographies, the CSP dataset can help you tailor your marketing by helping you to better understand your customers and what else they are buying. If your customers spend more than average on sports and sports equipment, you can shape your advertising budget and marketing campaigns accordingly and reach your customers in new ways and in new, meaningful locations.

#### Value for Government Organisations

Governments at all levels can benefit from using the CSP dataset. In conjunction with the rich demographic material available in the AnySite application, the CSP dataset can show government bodies where households are spending a greater share of their income on services such as education, child care and health, or which areas are spending a disproportionate amount of money on electricity and gas. In each of these

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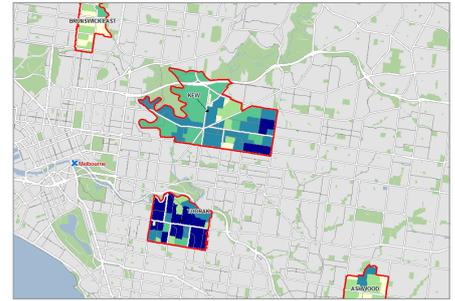
instances, government policy and programs could be better directed towards those most in need.

### Targeted Marketing

Banks, financial institutions and insurance companies can also benefit tremendously from incorporating the CSP dataset into their decision-making processes. Again, using the detailed demographic information available in the AnySite application, the finance sector can pick out which areas have people like their current customers, but who are not already using their services to any great degree. These companies would then be able to link the marketing of their products to those goods and services on which their targeted customers spend the most money.

In retailing, the sector of the economy that is the most comprehensively customer-facing, the CSP dataset is indispensable. For retailers, the CSP dataset not only provides a solid base from which to compare locations, it is also extensive enough to present that information at a level that is meaningful to specific specialty stores. For example, if your business is men's clothing, stationery, or consumer electronics (to name just three), the CSP dataset provides estimates at those detailed levels.

For developers and landlords, the CSP dataset is also invaluable. Before embarking on any new project or an upgrade to an existing facility, you need to know whether or not the catchment surrounding the property is capable of supporting your proposal. Just as importantly, you need to know whether the mix of the stores in the centre is properly attuned to the needs and



The map shows spending on overseas travel. The darker the colour the higher the spend - Toorak spends more than Ashwood.

Pitney Bowes Business Insight  
Consumer Spend Potential  
Prepared by: AnySite

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Study Area	Holidays-overseas (selected expenses)(Total Exp)	Holidays-overseas (selected expenses)(Average Exp)	2008 Population
1 KEW VIC	21,526,217	873	24,363
2 TOORAK VIC	21,825,870	1,544	14,140
3 BRUNSWICK EAST VIC	4,903,917	662	8,168
4 ASHWOOD VIC	3,360,474	508	6,614

The report above compares the total and per capita spending for the four selected suburbs.

spending capacity of the community. The power of the CSP dataset is such that it can simply, easily and conclusively provide you with the necessary intelligence.

### Working with Real Benchmarks

The CSP dataset starts with State level spending markets based directly on information sourced from public government sources. The science behind it takes these benchmarks and apportions the spending down to the neighbourhood level. In this way the overall size of the market has its foundation in actual data thus giving you the assurance that the market size in question reflects as close as possible the actual spending taking place.

TO LEARN MORE ABOUT ANYSITE CONSUMER SPEND POTENTIAL, VISIT [WWW.PBINSIGHT.COM.AU](http://WWW.PBINSIGHT.COM.AU) OR CALL +61.2.9437.6255.

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