

PRODUCT INFORMATION SHEET

Demoscope™ Catchment Analysis



What we do: We access CB Richard Ellis surveys to provide our source catchment data. The National Survey of Local Shopping Patterns (NSLSP) is a national household survey programme originally established in 1995, and is the largest of its kind undertaken anywhere in the world. Over 9.5 million households have provided details of their shopping destination preferences to the programme and almost 3 million additional records are added each year. NSLSP catchment areas are determined by allocating every postal sector where one or more households report visiting that centre *most often* for non-food or main grocery shopping purposes



The result: At Business Blueprints we are able to quantify, locate and profile shoppers for any given location, to detail opportunities and threats with competing towns/centres, and to highlight areas of penetration strengths and weakness.

Our view: “Although we collect postcode data in our **MallTrak™** shopper surveys **Demoscope™** is a powerful tool by which to assess a centre’s competitive position in the catchment. Where the NSLSP survey does not provide data at the centre level we can supplement the data with additional postcode collection studies which enables us to identify postal sector penetration levels for both the centre and the town”

Our expertise: We transfer this onto our core, secondary and tertiary model, provide penetrations for each of these catchments and relate these to our **Bbenchmark™** average.