



NEIGHBOURHOOD LIFESTYLE INDEX™ © (NLI™ ©)

Income based indicator to **Segment your Neighbourhood**

GEOTERRAIMAGE's **Neighbourhood Lifestyle Index™ © (NLI™ ©)** is an income based indicator which segments areas according to various lifestyle characteristics.

Overview:

To better evaluate the demand for goods and services of consumers in an area, marketers, retailers, developers, planners, researchers, to name a few, require a better understanding of different lifestyle communities.

Understanding your consumers is key to ensuring your products and services meet their needs.

GEOTERRAIMAGE's uniquely formulated **Neighbourhood Lifestyle Index™ © (NLI™ ©)** redefines the way you see your neighbourhood, how it influences you and how to use the changing environment to your advantage.

Through the **Neighbourhood Lifestyle Index™ © (NLI™ ©)** we provide various industries with the tools to not only identify, analyse and understand their target market or potential consumer base, but also to compare and analyse neighbourhoods, their competitors or their existing sites.

Key Benefits:

- Identify, analyse and understand your target market or potential consumer base.
- Align your product offering to your target market.
- Identify risks and opportunities in your trading area.
- Increase your return on investment (ROI).
- Compare and analyse neighbourhoods, competitors or existing sites.
- Analyse and understand the effect of cannibalization on existing sites.
- Identify new trade areas similar and in line with your current successful areas.
- Determine the viability of potential new sites and sustainability of existing sites.



Unique Features:

The GEOTERRAIMAGE **Neighbourhood Lifestyle Index™ © (NLI™ ©)** is the only income-based segmentation dataset available at Enumeration Area level in South Africa.



This dataset is unparalleled in South Africa as it is based on proprietary GEOTERRAIMAGE information on both individual formal & informal residential data, as well as non-residential building datasets.

Monthly new developments and annual formal national demographic statistical information is incorporated into annual updates to ensure a complete, consistent and comparable holistic picture of your neighbourhood.