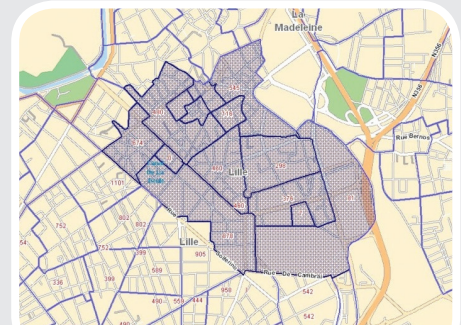


Census areas mapping and data

A detailed administrative division for accurate geo-marketing analyses

The census areas of a territory, or the division of municipalities into “units”, is typically used as the basic mesh when publishing local data, thus enabling more accurate analysis. Available for numerous countries, GEOCONCEPT regularly updates these divisions and associated data.



— Census areas maps

GEOCONCEPT offers divisions at unit level for numerous countries in Europe and around the world: France and overseas departments, Belgium, Spain, Portugal, Italy... Regularly updated, these divisions enable sophisticated geo-marketing analyses when associated with HERE cartographic data and the Geoconcept Sales & Marketing software.

IRIS units (France)

In France, municipalities with fewer than 10,000 inhabitants and most municipalities with between 5,000 and 10,000 inhabitants are broken down into units, known as IRIS. France contains approximately 50,000 IRIS units, 650 of them overseas.

Other European divisions

Certain European countries also provide census areas. This is especially so for Italy (350,000 sezioni) and Spain (35,000 seccionescensales).

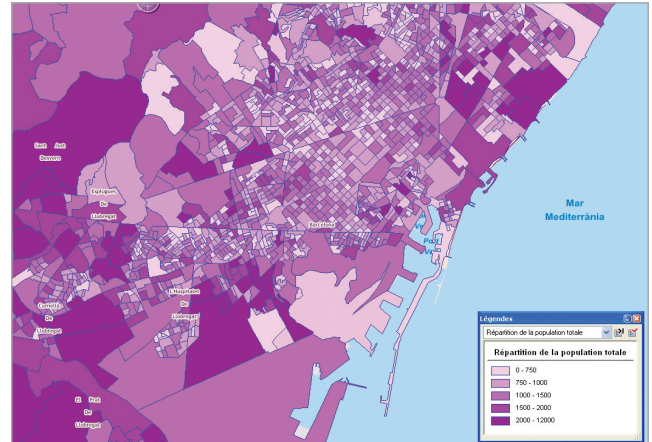


Division of city center Rome into sezioni

Socio-demographic data

To make the analyses more relevant, a comprehensive suite of socio-demographic data is available as standard (subject to availability according to country). These official data emanate from the national census organizations.

In France, IRIS mapping is delivered as standard with approximately 250 INSEE statistical indicators (census, income, list of businesses and services), updated annually.



Total population distribution by seccióncensal for the Barcelona region

Supplementary data



Geocoding

The **reference table** provides access to the IRIS geocoding features via the web service available directly from Geoconcept's software solutions.



Consumption potential

Spanning **32 universes** (DIY, services, transport...) and **261 consumption items** (decoration, rail transport, perfume...), the **IndiGO® 2013 reference table** available from PARABELLUM is the ideal companion for INSEE data for detailed analysis of market potential at IRIS or municipality level.



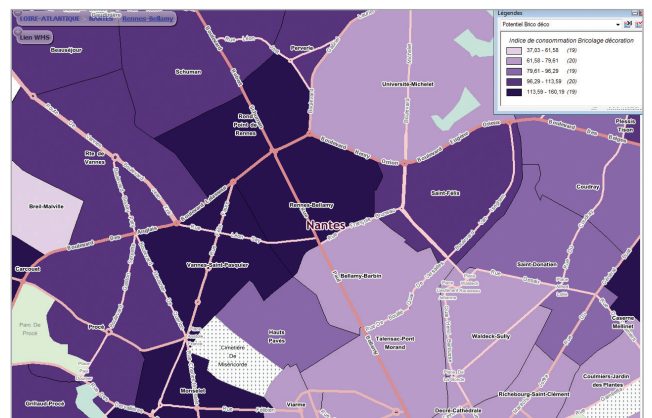
Segmentation

Three IRIS segmentations are available: **Socio-demographic**, **Housing** and **Economic Activities**.



Vehicles

Derived from **AAA Data PARC database**, the Auto-Iris® database contains more than 200 statistical indicators aggregated at IRIS level. These indicators pertain to vehicle-related data groups (type, marque, fuel type, range...) and to their owners' socio-demographic profiles (age, gender...).



DIY & Decoration consumption index at IRIS level