

# WHY NEIGHBOURHOODS MATTER



Neighbourhoods  
Reflect  
Lifestyles



# LIFE CHOICES

---

CHOOSING WHERE TO LIVE OR EVEN WHERE TO BUY A HOUSE IS ONE OF – IF NOT THE MOST – IMPORTANT LIFE-CHOICE FOR MOST PEOPLE.

Research pioneered by the two professors of Economics at Harvard University, Nathaniel Hendren and Raj Chetty, shows clearly what most parents already know in their backbone:

Neighbourhoods have a profound and significant effect on our life and our children's life.

A lot of factors come into play when choosing where to live:

Where you were born, where you live today, where your family and friends live, work or education options, your life situation (single, married, with or without children, age of the children) cultural offerings, presence of schools/ kindergartens, urban, suburban, rural preferences.

## MAIN FACTORS

But generally, two main factors define choice of neighbourhoods:

- Life phase (what do you need)
- Income (what can you afford)



PEOPLE AND FAMILIES WITH SIMILAR LIFE PHASES AND SIMILAR INCOME LEVELS TEND TO CLUSTER TOGETHER.

This is also a key driver in why most neighbourhoods are fairly homogeneous.

People and families with similar life phases and similar income levels tend to cluster together.

This is also why neighbourhoods have different preferences and different consumption patterns.

# LIKE MINDED PEOPLE

THE 2018 THE ZILLOW GROUP  
CONSUMER HOUSING TRENDS  
REPORT ILLUSTRATES THIS  
VERY WELL

The 2018 The Zillow Group Consumer Housing Trends Report illustrates this:

*"More than two-thirds (68 %) of households that bought or sold homes or relocated to a new rental in the past year say they experienced a life-changing event."*

Life-changing events are major changes like marriage and divorce, having children, retiring or graduating from school.

These life-changing events not only change our consumption patterns but also prompt us to move to neighbourhoods populated by like-minded people in the same situation.

## OUR KEY UNIT

We do not deal with individuals or individual data. Our key unit is neighbourhood.

Neighbourhood is defined by us as:

"A geographical area with a minimum of five households who are homogeneous when it comes to life-phases, household income, and consumption patterns."

This method provides precision, privacy and reach.



WE SEGMENT 46,445,756  
DIFFERENT NEIGHBOURHOODS  
IN 17 KEY CONSUMER MARKETS

Basically, we offer a platform and ID independent targeting option, where our clients can target the neighbourhoods with the highest concentration of relevant preferences and consumption patterns.

Neighbourhoods are most often defined by the local statistical offices.

At GDR we segment 46,445,756 different neighbourhoods in 19 consumer markets.

And we keep expanding. Stay tuned for news on Canada, Mexico, Brazil, Australia and New Zealand.