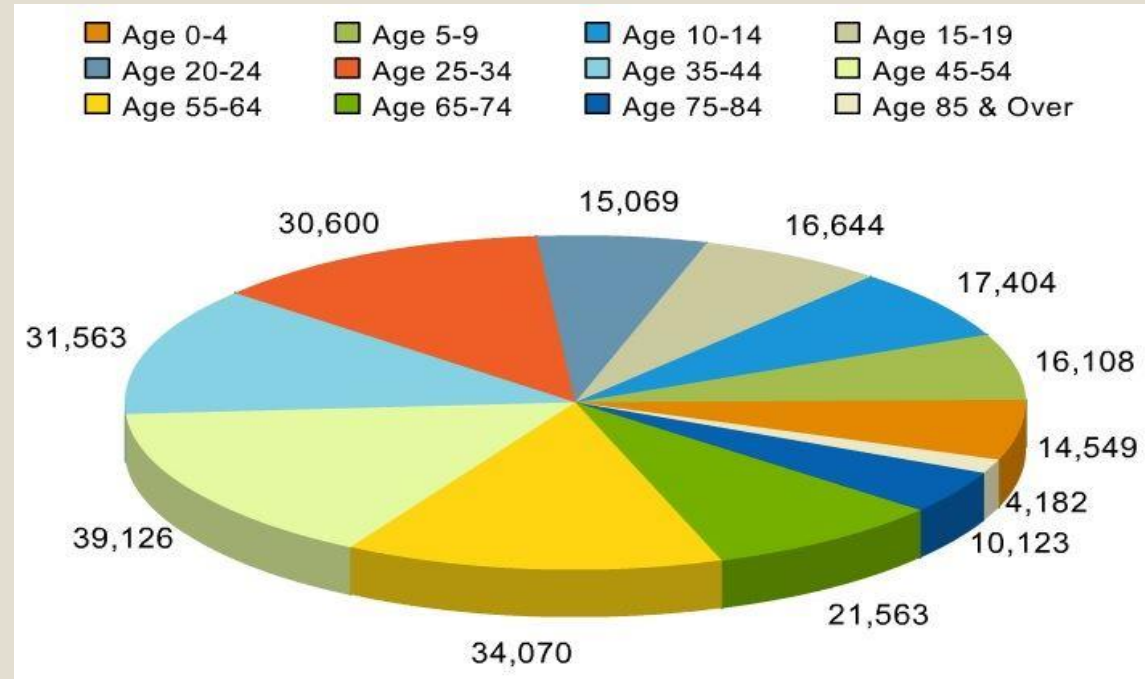




GEO-DEMOGRAPHIC ANALYSIS

Udiana Wahyu Deviantari,ST.,MT

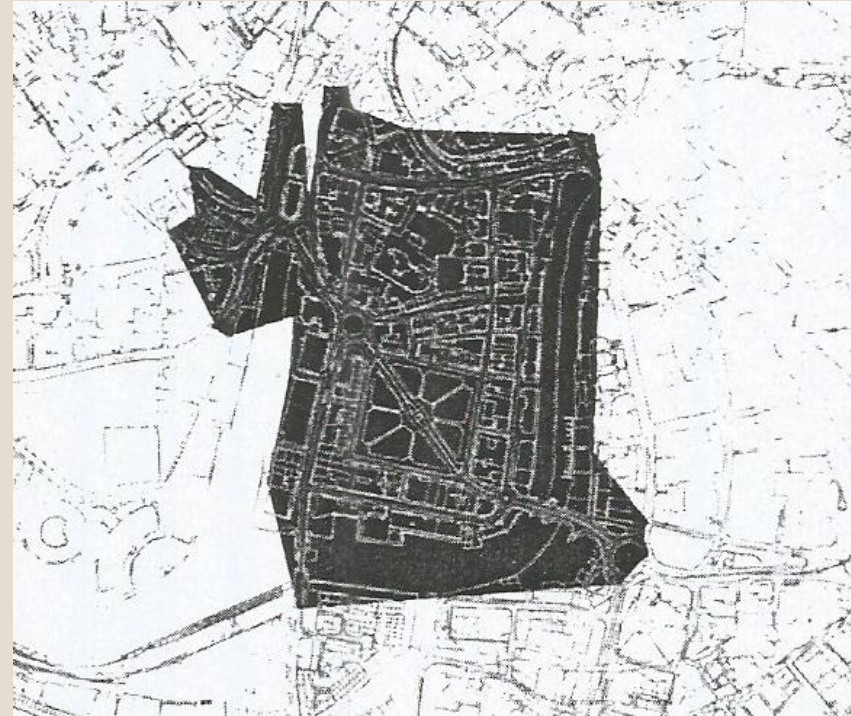


Demographic data is a fundamental resource for market research

- Geodemographic data and geodemographic analysis refer to the mapping and geographical analysis of demographic data
- Market research has incorporated demography for a long time but it is the introduction of GIS that has allowed geo demographic analysis to be undertaken easily
- GIS has integrate to study population growth, average spending and the demographic status of emerging urban and retail areas

- Geographical property information

Identification Some information are recorded geographically by polygons and line features with varying accuracy. Buffer zones are used to compensate for possible lacking spatial accuracy in digitising the feature



Retail Location

- Demand assessment → catchment area analysis (Population characteristics, family, incomes, expenditure and buying preferences, future friends)
- Supply and competition analysis (relative attractiveness of a proposed store)
- Existing store appraisal
- New site appraisal → identifying and ranking the location of new sites in terms of accessibility, size, shape, parking
- Integration of demographic, marketing and geographic data to produce a turnover estimate, for example, overlay buying power of population (market), location of competitors (competition), road link and drive times (accessibility)

Components of GIS

- Mapping facilities
- Catchment demographics → usually aggregated to postcode sector level
- Store accessibility → distance, drive times, public transport and on foot
- Competition and agglomeration of specific business types
- Trading area composition → measures of the attraction of retail centres
- Outlet characteristics → size, frontage, number of staff

How about data?

- Study case in Canada (Skrubbeltrang, Jorgen, 2016)

Ownership

Ownership is identified by the civil registration number for citizens or by the business number for businesses.

- All citizens in Denmark are registered with their civil registration number in the Central Population Register.
- All businesses are registered with their business number in the Central Business Register.

Digital signature

- 4.5 million Danes (80% of the population) have a digital signature. The signature is linked to the civil registration number.
- All professional users of The Property Data Report have employee digital signatures. Their signatures are connected to the business number. There is very fine transactional consistency across the registers. It supports a good basis for ensuring who is given ability to see confidential property information.

4 Tahapan Analisis Properti

1. Evaluasi market area

Tujuan dari evaluasi market area :

- Mengidentifikasi konsumen untuk tipe properti tertentu
- Mengidentifikasi asal dari konsumen.

2. Segmentasi pasar berdasarkan tipe properti :

- Perumahan
- Perkantoran
- Retail
- Specialized Area

3. Segmentasi pasar berdasarkan konsumen :

- Menggunakan data demografi (jumlah populasi, jumlah tenaga kerja, dan jumlah keluarga berikut tingkat pertumbuhannya).

4. Segmentasi berupa jenis kelamin, umur, distribusi pendapatan, status keluarga, jenis pekerjaan, selera, dan preferensi

- Teknik penentuan market area :
- Berdasarkan lokasi konsumen
- Berdasarkan substitusi antar properti
- Berdasarkan analogi
- Evaluasi tapak dan lokasi

Evaluasi Tengah Semester

1. Membuat paper dengan tema “analisis lokasi properti”
2. Tugas kelompok dan dipresentasikan pada saat perkuliahan
3. **Dikumpulkan maksimal tanggal 28 April 2024 jam 16.00**