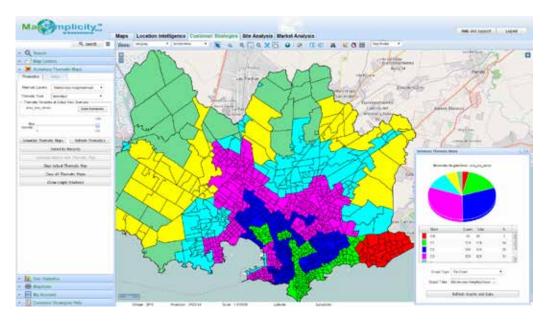
SOCIO DEMOGRAPHICS

At Geobis International we work 24 hours a day, 365 days a year updating socio demographic data, this information is geographically located at various levels of details such as Country National Overview and City by block.

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Our team validates and analyzes various information sources of Socio demographic: local, regional and satellite ones are on the list; finally updates a unified final version offered to all our customers and partners. Some of the most important variables available are:

- Socio Economic Strata (SES)
- Population by Age and Sex
- Householders and Families
- Consumer Data
- Buying Power



Geobis also provides various types of services with the ability to deliver demographic data in different formats:

- Databases
- Thematic Maps
- Executive Analysis and Reports
- Digital Maps

Socio **Demographics Variables**

- POP KEY HISPANIC
- POP KEY ASIAN
- POP_KEY_BLACK
 POP_KEY_WHITE
- POP_EMPLOYMENT_ INDEX
- POP EDUCATION INDEX
- POP ILLITERACY RATE
- POP 0 4
- POP 5_19
- POP_20_24
- POP 25_44
- POP_45_64
- POP 65 120
- AREA_EXPORT
- AREA_IMPORT
- AREA_ECONOMIC_ACTIVITY
- AREA_SHOPPERS
- AREA_TRADE
- AREA SES STRATA
- AREA_POORNESS_LEVEL
- TOT HOMES
- TOT HOUSEHOLDERS
- · AREA AVERAGE FAMILY SIZE
- · AREA HOUSES SERVICES
- AREA_HOUSES_NO_SERVICES
- POP TOT
- POP_FEMALE
- POP MAN
- POP_ECONOMICALLY_ACTIVE
- POP ECONOMICALLY INACTIVE
- · AREA_EMPLOYEES
- POP_TYPE_HISPANIC
- POP_TYPE_ASIAN • POP_TYPE BLACK
- POP_TYPE_WHITE

Key Services

- Location Intelligence
- Customer Strategies
- Site Analysis
- Modeling Analytics
- Geocoding * GeDots

For more detailed information please contact us.

