

## **POPULATION STATISTICS ACHIEVE NEW LEVELS OF INTIMACY.**

**In a complete upgrade of their databases for 2011, the British Population Survey have just released their latest data with an even more comprehensive set of Geodemographic models integrated into their surveys.**

The BPS release of data for January 2011, now including over 250,000 interviews, contains 2 new models, Personix Geo, and P<sup>2</sup> People & Places. These models have also now been backdated to 2008 in every data Update, although they are not included in the free 2008 databases, available to anyone from the BPS website.

Speaking as the databases were released, Mike Hare, BPS Research Director, explained “We are delighted to include these two new models, adding to our unique delivery of virtually all of the major commercial models in one analysis tool. This is the first time that anyone who needs accurate and topical research data has been able to review it through such a comprehensive range of public sector, academic and commercial Classification models. With the new release these models can be compared and contrasted with each other and our earlier range of models, together with our full range of additional information enabling analysis in respect of every single market segment.”

For the Marketing Industry, the full classifications have also been added to the British Marketing Survey, allowing insight into its full range of channel responsiveness and acceptability information, alongside the industry sector analysis, by all of the models.

Full details can be found at [www.thebps.co.uk](http://www.thebps.co.uk)

The full list of Segmentation Models now included in the survey is :-

ACORN

ACORN Health

ACORN Education

CENSATION Affluence

CENSATION Lifestage

CENSATION Segment

MOSAIC

MOSAIC Financial

MOSAIC Public Sector

OAC (Output Area Classification)

Personix Geo

P<sup>2</sup> People & Places

and all models are included in their full comprehensive formats.