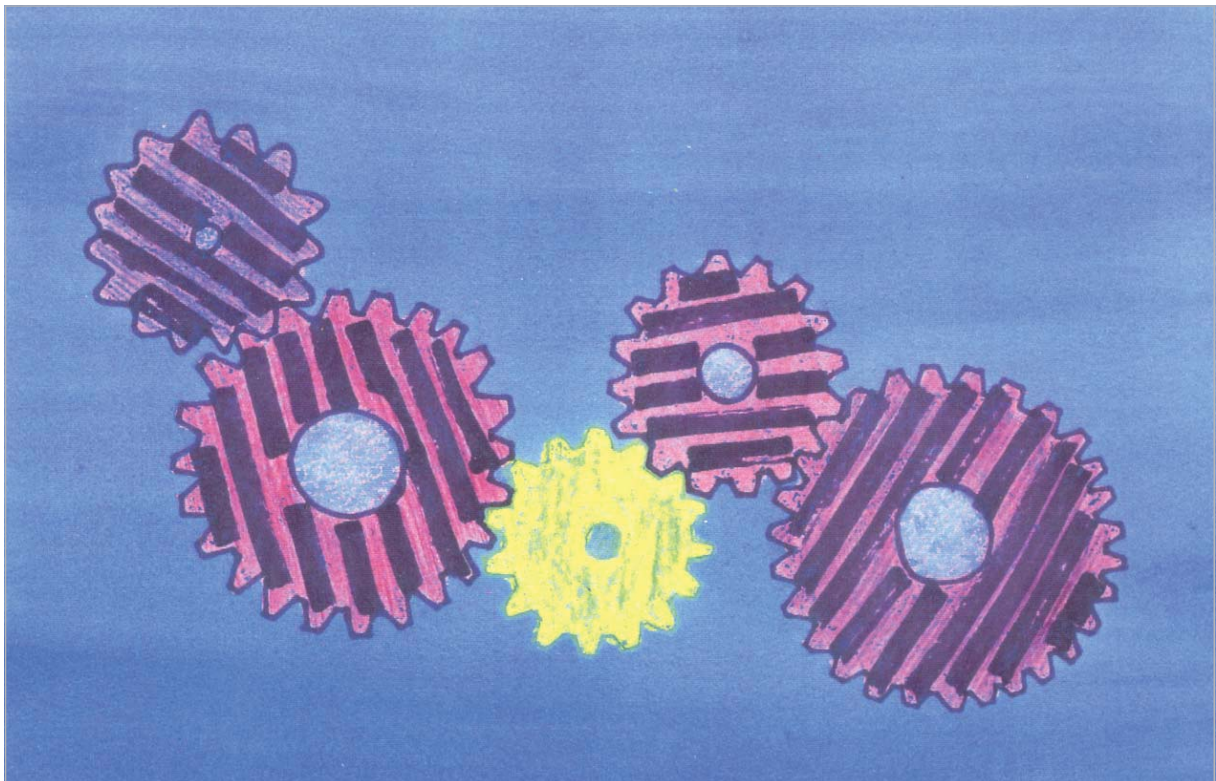


# Data & Services for Romania

Romania's largest repository of location,  
consumer and business information

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**Geo Strategies**



# Data & Services Catalogue for Romania

Commercial success relies on immediate access to market intelligence which is rooted in a comprehensive location context. Location has always been at the core of Geo Strategies' products and services ever since its foundation in 1993 as the ***Gateway to Central and Eastern Europe***.

This Data & Services Catalogue summarises the data and service resources developed, maintained and available for Romania.

Geo Strategies offers the most comprehensive selection of maps, data and services, setting industry standard for coverage, content and usability.

Customers across industries use Geo Strategies to understand their own business from a geographic perspective in order to gain competitive advantage.

This catalogue is designed to introduce customers to the support available for understanding the local market, customers and businesses, in order to enable more informed decision making

## It includes

- Consumer demographics & segmentation (classification)
- Local area data
- Retail and business information
- Mapping & GIS
- Data services
- Consultancy & support

## Key to data descriptions

The data included in this catalogue is available at different levels of geography. Some data is also available at more than one level. As a guide, each data description includes a symbol (or symbols) to show the level of geography for that data.



**Household**



**Postcode**



**Locality**



**Census area**



**Retail outlet**



**Vehicle**

# Content

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### **Accessing GS Data for Romania**

Geo Strategies' information is provided in a variety of formats, both electronic and/or printed (reports, maps).

If you wish to use the data in your systems, you need to purchase a licence to do so.

All orders are subject to Geo Strategies' standard terms and conditions.

The Data & Services Catalogue for Romania has been compiled as a guide of what is available; our portfolio is continually expanding.

*There is no pricing listed in this Catalogue.*

To order data or discuss your requirements please call or e-mail Geo Strategies at -

**T +44 (0)1223 205080 (UK)**

**T +40 (0)722 244940 (RO)**

**E [mosaic@geo-strategies.com](mailto:mosaic@geo-strategies.com)**

**W [www.mosaic.geo-strategies.com](http://www.mosaic.geo-strategies.com)**

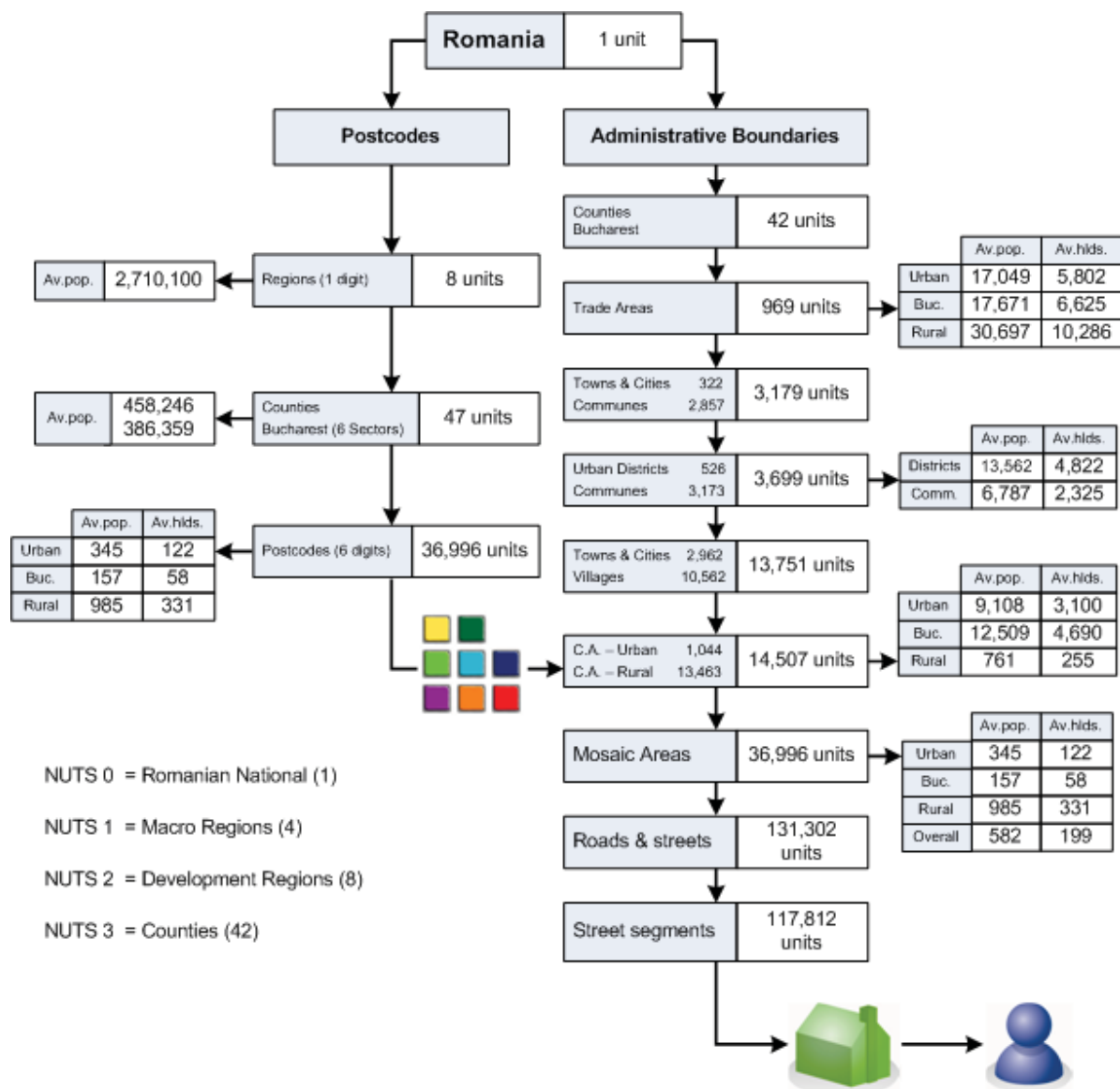
# **Geo Strategies**

# Geographic Hierarchies

The data presented in the Catalogue is available at different levels of geography. These range from the most common regions, historical provinces, counties, towns and cities and communes, to highly granular urban districts, postcodes and street segments. The most granular of all data is the Mosaic Area which is based on postcodes (street segments and localities).

Custom divisions of the county usually consist of either towns and cities or communes, but other areas can also be reported: districts for a selection of urban areas, postcodes for all types of locality territories and postcodes at street segment level. Other area levels, for specialist analysis (such as Trade Areas. Catchments, Elections, etc.) are described later in this Catalogue.

## Administrative Geography of Romania



# Markets & Consumers

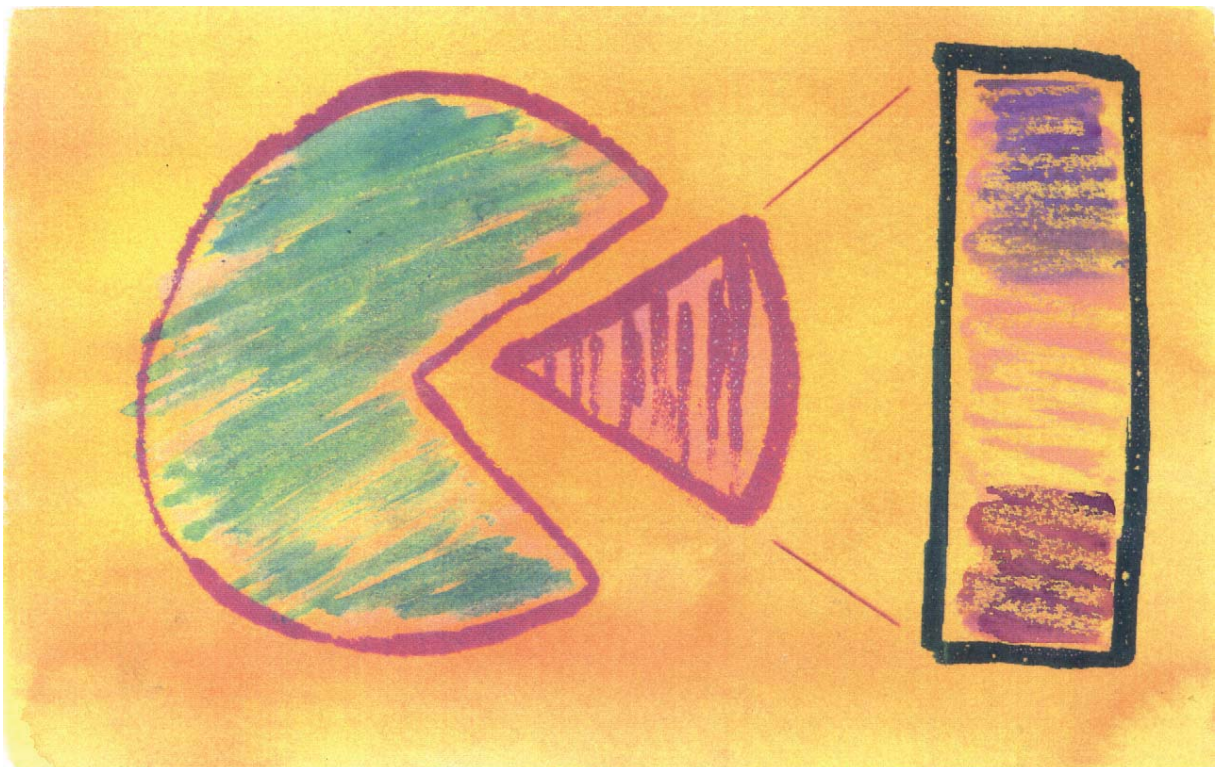
Household and consumer demographics

Segmentations (classifications)



# Markets & Consumers

Understanding the market and the consumer is essential for organisations who wish to build long term profitable businesses and relationships in the marketplace. Geo Strategies collects and develops a wide range of demographic and socio-economic data from many sources to provide customers with the best data coverage and content possible.



# Household Demographics

Some characteristics are raw, others are derived &/or modelled but over-written with updates when new data is available. Modelled characteristics are mostly derived using extensive local data from Geo Strategies' street-level survey database. Most of the information available can be analysed, modelled and reported at any of the geographic levels listed.

The data is packaged (Data Packs) and delivered as meaningful and actionable information which is ready to use to identify, quantify and qualify the market potential. Targeting, acquisition and deriving insight are the major benefits customers derive from using the baseline demographics provided by Geo Strategies.

## Propensities

Content variables from the Data Packs are used to create Propensities: these can be used to enrich an existing customer database, or as selection criteria for targeted marketing and communication.

## Grid Database

Content variables can also be supplied as a 250m grid. This is ideal for modelling those variables which have significance to the study being undertaken. For example, a 250m grid based on education is closely correlated with a number of the wealth/poverty indicators and, when plotted as 'contour lines', can help identify pockets of affluence and, at the opposite end of the spectrum, areas of significant deprivation.

## Cross-border Database

Cross-border demographic and classifications datasets are available for analysis; this is particularly useful for benchmarking Romanian market and consumers in a European or wider context.

Data Packs	Variables
Family Pack	Gender Age groups (male / female) Marital status Family composition Households with children
Culture Pack	Ethnicity Religion Social grade
Education & Economy	Education Occupation Employment status Employment by industry
Financial Pack	Social indices Area economics Purchasing power index Personal banking Car ownership indices
Property Pack	Building age Residence type Utilities
Property Value Pack	Accessibility Fixed telephone line Property value range Property tax band Population density
Business Activity	Location Attributes Custom selection

*Data Packs are available for bureau-based market analysis projects, or else packaged within MicromarketerG3.*

*Acknowledgement:*

*Geo Strategies is a licensed partner for INS (Institutul Național de Statistică). The two organisations work together to establish best practice for the provision of demographic and geographic data for Romania.*

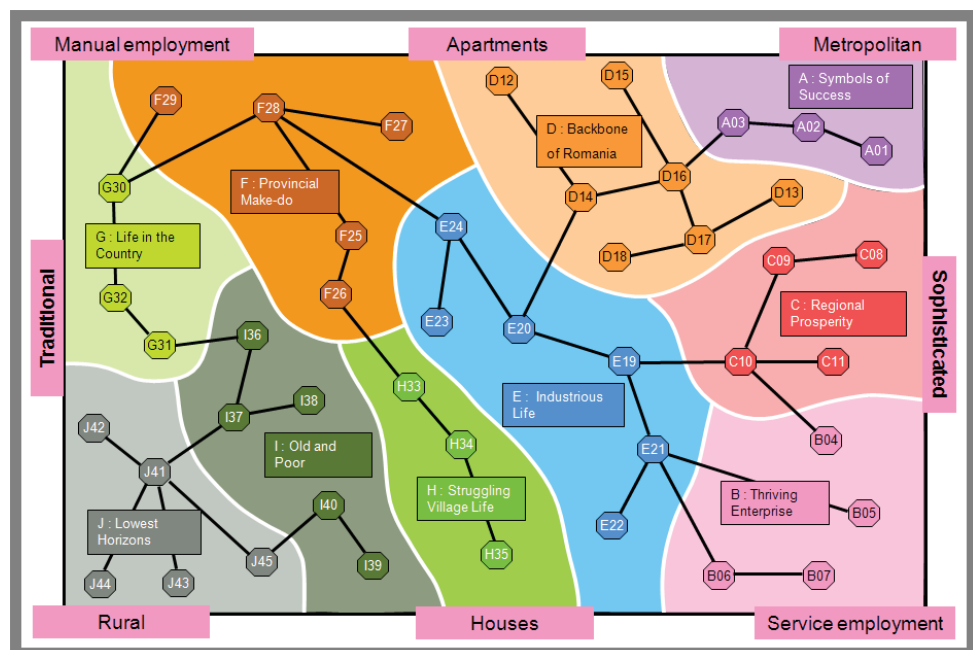


# Segmentations

Consumer classifications or segmentations provide a simple method of accessing a wealth of demographic, lifestyle and behaviour information by classifying consumers into a single, homogeneous code.

Experian has been classifying consumers for the last 30 years and currently covers 29 countries. Mosaic is the world's leading global consumer classification. It is used by over 10,000 organisations and classifies over a billion consumers worldwide. It provides organisations with a rich and detailed understanding of consumers and helps them develop more profitable relationships.

Mosaic Romania has been developed jointly by both Geo Strategies and Experian.



# Mosaic Romania

**Mosaic Romania** classifies the whole population of Romania into 45 Types aggregated into 10 Groups. Over 300 variables have been used to create the classification, each especially selected for its accuracy, discrimination and ability to identify and describe the Romanian population.

Mosaic codes are available at Mosaic Area level which contains an average of 200 households.



- Young professionals
- Singles and families
- Highly educated
- Financial services
- Premium blocks in Bucharest
- High incomes, big spenders
- Brand conscious
- International tastes

## Example: A03 Corporate High Flyers

**Corporate High Flyers** are a recent phenomenon that is representative of the emerging (post-1989) Romanian society; it has come about as a result of the privatisation process and the open market economy. This relatively new group is associated with decision-making positions in banking and insurance services and, to a lesser extent, in government. They are today's fast-moving elite and the most upwardly mobile segment of the whole society. The age profile of this group shows a solid structure with the majority of people in the range 35-to-50 years old and, to a lesser extent, the 24-to-29 age group. Most *Corporate High Flyers* live in downtown areas along the most important boulevards in Bucharest, in residential buildings that offer the easiest access to the capital's facilities; however, there is now a migration to new developments on the outskirts. They will increasingly lead from top management positions and, in time, will become the powerful economic and social elite of Romania.

## Mosaic Romania is available as:

**Mosaic Directory** for appending to customer or prospect databases at Mosaic Area level. The Directory is provided with the Mosaic e-Handbook which includes comprehensive imagery and descriptions for each of the Groups and Types

Within **Micromarketer** analytical software.

**Reports and maps** via our bureau service.

*Address matching is necessary to attach Mosaic codes to customer files.*

*For use with GIS other than Micromarketer, the appropriate map files should be licensed .*

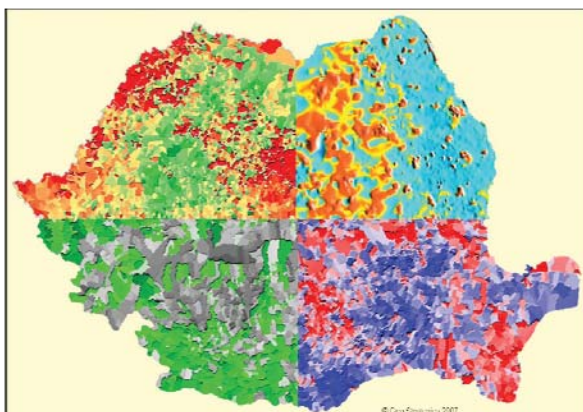
*Mosaic Romania codes are also linked to Mosaic Global.*

# Mosaic Romania Groups & Types

Group	Mosaic Group Description	% Households	Type	Mosaic Type Description	% Households
A	Symbols of Success	2.81	A01	Influence and Leadership	0.53
			A02	Mature Elite	1.03
			A03	Corporate High-flyers	1.26
B	Thriving Enterprise	2.71	B04	Restless Traders	1.01
			B05	Touristic Heritage	0.39
			B06	Suburban Ambition	0.90
			B07	High-growth Logistics	0.42
C	Regional Prosperity	5.25	C08	Academic Success	0.61
			C09	Educated Professionals	0.77
			C10	City Entrepreneurs	2.82
			C11	New-wave Energy	1.06
D	Backbone of Romania	7.30	D12	Educated Middle Class	1.87
			D13	Settled Families	0.29
			D14	Office Managers	1.59
			D15	Modest Public Sector	0.86
			D16	Solid Middle Class	1.48
			D17	City-edge Artisans	0.77
			D18	Peripheral Traders	0.44
E	Industrious Life	19.24	E19	Skilled Blue Collar	3.40
			E20	Educated Service Workers	5.00
			E21	Settled Provincial Life	2.83
			E22	Industrial Suburbs	0.91
			E23	Provincial Service Support	3.17
			E24	Declining Industry	3.94
F	Provincial Make-do	15.84	F25	Small Provincial Enterprise	3.09
			F26	Modest Hospitality	1.15
			F27	Small-town Life	5.77
			F28	Daily Grind	4.78
			F29	Mining Strugglers	1.58
G	Life in the Country	9.24	G30	Tidy Villages	5.68
			G31	Grey Old Age	3.38
			G32	Marginal and Needy	0.53
H	Struggling Village Life	3.58	H33	Striving Families	1.16
			H34	Austere Living	1.40
			H35	Edge of the Forest	1.06
I	Old and Poor	17.53	I36	Defence Villages	0.60
			I37	Needy Grandparents	5.27
			I38	Slow Villages	2.53
			I39	Old, Lonely and Poor	2.80
			I40	Painful Poverty	6.10
J	Lowest Horizons	15.54	J41	Marginal but Hopeful	6.11
			J42	Traditional and Multi-cultural	1.83
			J43	Young Roma	2.02
			J44	Burdened Poverty	0.89
			J45	Poorest of the Poor	4.90

## Mosaic Factors

Built using the same 196 input variables as those used to build Mosaic, **FACTORS** summarise the vast amount of available detail to identify the four over-riding 'themes' that exist in the data.



Used for modelling and profiling applications, **FACTORS** can be provided as continuous scores or percentiles for every Mosaic area in Romania. Continuous scores are ideally suited to statistical modelling, in particular, techniques such as regression that require uncorrelated variables. They are quick and easy to use, eliminating the need to spend time and money on many individual variables. The discrete percentiles are ideal for profiling, rankings or selections.

Created using Principal Factor Analysis, the four **FACTORS** explain a total of 56% of the variance in the original 196 input variables.

**FACTORS** can be provided as deciles for every Mosaic Area. The discrete percentiles are easy to use and ideal for rankings, selections or for profiling. They also allow ranking of a Mosaic Area or of customer files at a finer level than the Mosaic classification. **FACTORS** are available for licensing as a complete set, or individually at Mosaic Area level; alternatively, they are available for bureau-based customer analysis.

*Address matching is required to attach **FACTORS** to customer files- see later in this catalogue*

There are four Romanian **FACTORS**:

### **FACTOR 1 - Education**

From well educated professionals living in urban areas and employed in the private sector, to less qualified, mainly rural workers involved with agriculture, forestry and fishing.

### **FACTOR 2 - Age**

From young singles and families with children, to retired and elderly people.

### **FACTOR 3 - Ethnicity**

From the indigenous Romanian, mainly orthodox population, to other ethnicities with a predominance of Roman Catholics and other religions.

### **FACTOR 4 - Employment**

From those employed in, especially, agriculture, forestry and fishing, to those involved in mining, transport, construction and also the unemployed.

## Mosaic Global

Mosaic Global is a consistent segmentation system that covers over 284 million of the world's households. It is based on the simple proposition that the world's cities share common patterns of residential segregation. Each has their ghettos of Metropolitan Strugglers, suburbs of Career and Family and communities of Sophisticated Singles. In terms of their values and lifestyles each type of neighbourhood displays strong similarities in whichever country it is found.

Using local data from multiple countries and statistical methods, Experian has identified 10 distinct types of residential neighbourhood, each with a distinctive set of values, motivations and consumer preferences, which can be found in each country.

Mosaic Global uses the data from the national Mosaic classification systems and is being updated once each new national Mosaic classification has been completed

To describe Mosaic Global, Experian created a set of Groups that are consistent across the countries and which could be used as meaningful classifications.

The Mosaic Global groups are:

- A** Sophisticated Singles
- B** Bourgeois Prosperity
- C** Career and Family
- D** Comfortable Retirement
- E** Routine Service Workers
- F** Hard Working Blue Collar
- G** Metropolitan Strugglers
- H** Low Income Elders
- I** Post Industrial Survivors
- J** Rural Inheritance

## European Classification Database

Mosaic Global Consumer for Europe is a comprehensive database for cross-border analysis of concentrations of people, households, wealth and overall consumer typology.

The database covers 32 European countries with NUTS-3 boundaries (standard European analysis regions). For 16 of these countries, the database includes Mosaic Consumer Segmentation Codes, in addition to population and households counts.

The database is licensed together with boundary files and a description of the Mosaic Global Groups. There is one update of the database per year.



# Local Area Data & Analysis

Density regions

Population projections

New residential

Purchasing power

Expenditure estimates

Vehicles

Propensity models



# Local Area Data

Understanding the value and potential of local areas at present and in the future is essential for benchmarking business performance. With the appropriate information and tools, organisations can identify areas of higher potential and plan their investment and allocation of resources in a better informed context.

Geo Strategies collects and develops a wide range of data which describe the local markets and the demand for services. This data can be used to monitor performance, forecast sales and improve communication between businesses and their audiences.

- Local market demographic data identifies the population mix and activities at a local, granular level.
- Local market size data identifies the type of products and services that are purchased.
- Local market trend indicators help organisations identify future changes in demand and plan accordingly: for example, locating new outlets in areas where large population increases are likely to occur.

*Datasets are available via bureau analysis, as part of consultancy projects or for use with MicromarketerG3. Sub-sets are available for multi-year licensing.*

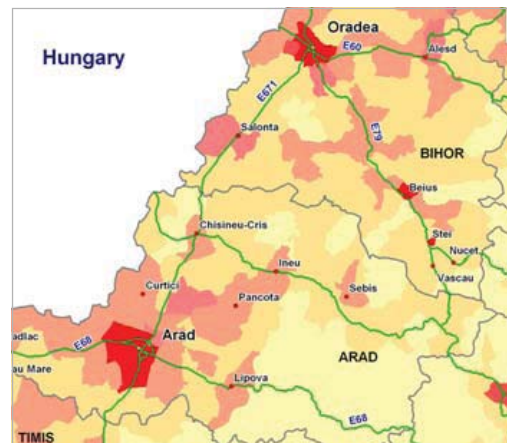


## Population Density

Population density within established radii from each administrative centroid enables marketeers to understand the relative populations for each individual administrative unit.

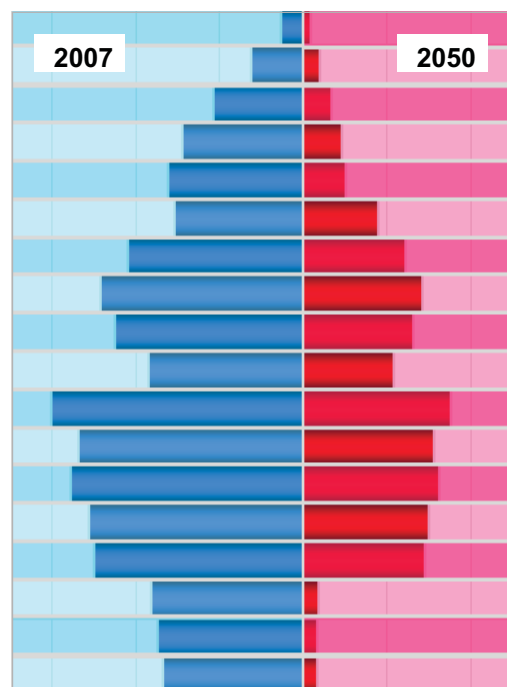
Similar analysis is available for specific locations on demand.

Using these regions, marketeers can identify and qualify areas of potential, from e.g. high population density surrounded by similar high density areas which are typical of the inner cities, to areas of medium and low densities in regional &/or rural areas.



## Population Projections

Predictions of future population counts are based on official projections to the year 2050. Variables for Romania include age, gender, fertile female groups, and demographic dependency ratios. The data is modelled at county level and can assist government, investors and retailers in capital investment decisions, store network planning, new locations, and refurbishment of the built environment.



## New Residential

The database is built from estimates of households in the recently built New Residential districts of Romania. It helps with the understanding of areas with the strongest growth in new household creation and estimates for the foreseeable future.

## Purchasing Power

Purchasing Power is calculated on the basis of total net income and provides an important indicator of consumption potential. That proportion of income required for consumer spending on basic items such as food, fuel and upkeep are accounted for. The resulting disposable income (or discretionary spend) is then calculated, taking into account additional data on house prices, education and employment to create a Purchasing Power Index (PPI).

Multiple data inputs are used to calculate purchasing power from various sources; the database is weighted to take into account regional differences and is updated annually as indices per capita and per household.

ID	Postcode	Population	PPI Index
1	400697	1,283	7.25
2	400304	1,112	7.21
3	400315	1,044	7.14
4	400024	986	7.25
5	400038	767	7.32
6	400174	737	7.12
7	400209	720	7.17
8	400698	631	7.13
9	400165	576	7.32
10	400305	573	6.97
11	400288	539	7.07
12	400306	443	7.04
13	400699	457	6.97
14	400309	436	7.07
15	400299	423	7.11
16	400325	242	6.88
17	400696	215	7.08
18	400212	197	7.29
19	400166	126	6.83
20	400168	112	7.06

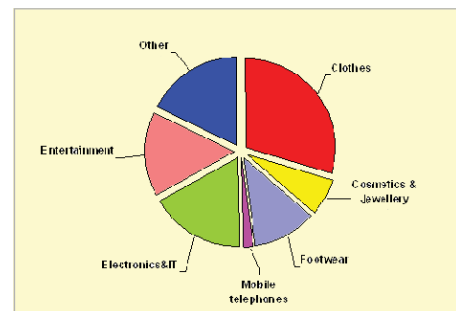
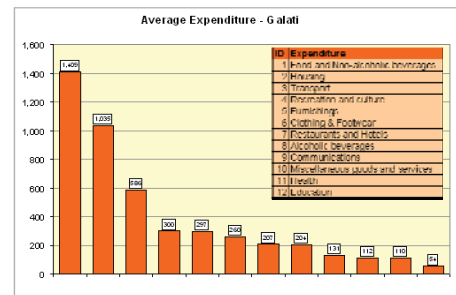
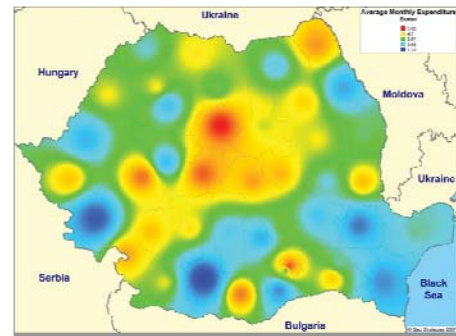
## Expenditure Estimates

Geo Strategies uses the COICOPS data (Expenditure and Food Survey, or EFS research) conducted nationally. Data is organised into 12 broad categories of expenditure:

- Food & non-alcoholic drinks
- Alcoholic drink, tobacco & narcotics
- Clothing & footwear
- Housing (net), fuel & power
- Household goods & services
- Health
- Transport
- Communication
- Recreation & culture
- Education
- Restaurants & hotels
- Miscellaneous goods and services

Geo Strategies models this information at a local level (postcode, street segment) to provide a detailed analysis and predictions of expenditure by Mosaic Group or by individual variables such as age, socio-economic and various levels of geography. The result is one of the most comprehensive, accurate and actionable picture available of how households in Romania are likely to spend their money.

The dataset provides improved decision support related to consumer demand for a single store catchment, a branch network or larger market territory. Expenditure estimates are updated annually and weightings are applied to take account of varying levels of spend by region, including an estimate of the informal economy.



*This data is available via bespoke consultancy or for model development.*



# Vehicles

## Parc Statistics

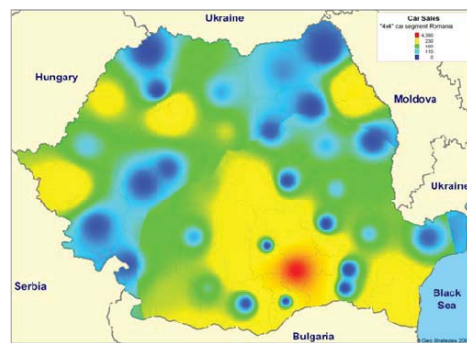
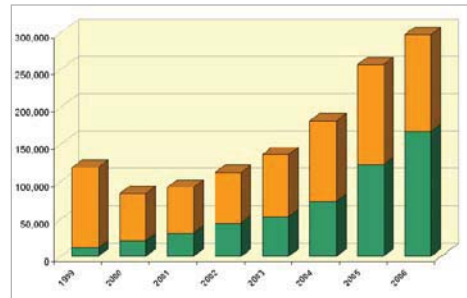
Geo Strategies offers consumer insight derived from automotive ownership. This is based on the analysis of automotive Parc data (make, model, segment, size, price) together with Mosaic consumer classification and other datasets. Automotive data correlated with the consumer behaviour and lifestyle by Mosaic Type provides invaluable profiling which assists with brand performance, retail network optimisation, target marketing, communication, and sales.

*Parc statistics organised by geography with or without Mosaic codes are licensed. Bespoke reports of either existing customers or areas of interest are available on request.*

## New vehicle sales

APIA is the authoritative source of Romanian data on new vehicle registrations.

*Geo Strategies can provide licensed users access to APIA's monthly data of new car registrations, together with demographic, economic and location data (e.g. of car dealers and garages) via a dedicated web mapping application. Information is updated regularly and the application is easy to use. Please contact us for more details.*



# Propensity Models

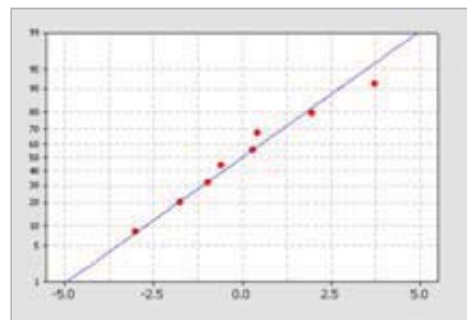
Geo Strategies offer a wealth of different modelling solutions suitable to customer needs and applications.

Modelling is normally used for churn management, analysis of loyalty vs. profitability, potential for cross-selling, finding new customers, spatial analysis (comparing and benchmarking of influence areas; finding most potential areas) and address selection.

Methods used include clustering (typically of customers, households or areas) and scoring (usually for identifying specific customer types and predicting their behaviour). Techniques used are linear regression, logistic regression, CHAID, neural networks, CART and Bayes, among others.

In addition to mathematical modelling, geographical modelling using GIS software is also available, for instance using Huff models and gravity models for retail locations.

*These models are available via bespoke consultancy or on the basis of specific model development.*



# Retail and Business Information

Retail databases

Business information

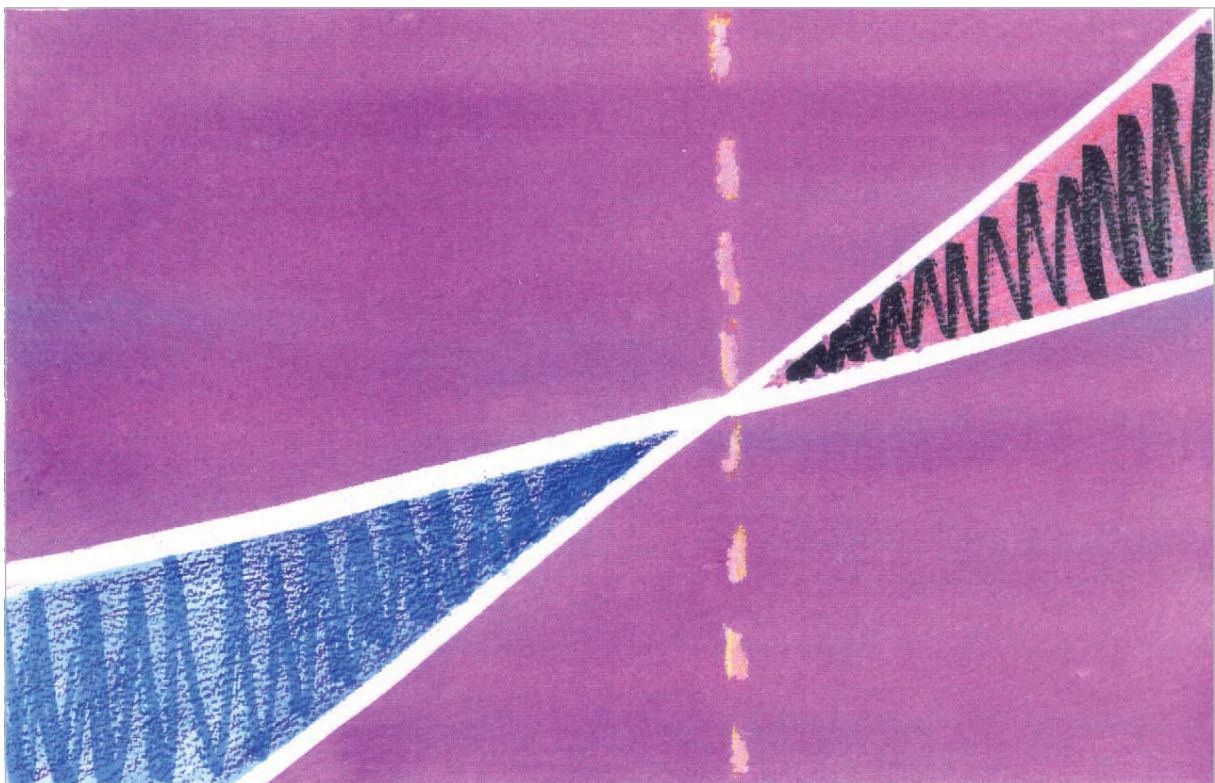
Economic forecasts

# Retail & Business Information

Geo Strategies provides retail and business location information for Romania.

The information organised and maintained by Geo Strategies helps with the understanding of the performance of existing locations (for both modern and other retail) and with the assessment of potential for retail throughout Romania.

Datasets are available *via* bureau analysis, as part of consultancy projects, or for use with MicromarketerG3. Sub-sets are available for multi-year licensing.





# Retail Databases

## Modern Retail

Geo Strategies' Modern Retail Locations Database is a comprehensive source of information for the retail and property markets. The database provides a consolidated view of the modern retail locations in Romania with a breakdown by the most recognisable nine categories in Romania: Cash & Carry, DIY, Discounts Stores, Furniture & Accessories, Home Appliances & Consumer Electronics, Hypermarkets, Outlet Centres, Shopping Centres & Malls and Supermarkets.

The information is used as input for retail models, for new store location and competitive analysis. When combined with sales and catchment data, it enables an in-depth understanding of store performance versus potential and rules for optimisation and development.

- Name
- Address
- Postcode
- Retail category
- Chain
- Area (for a selection)
- Number of parking spaces

*The database is supplied with MicromarketerG3 or can be licensed as .xls file with or without coordinates &/or a mapping file. Options also include HQs locations and pipeline information.*

*The database is continuously maintained to keep pace with the rapid development of the Modern Retail landscape of Romania. There are two main releases of the databases per year.*

## Shopping Centres

This dataset provides an understanding of the retail composition of shopping centres, and illustrates the presence of retailers by type. This information provides useful inputs into the analysis of supply and volume activity. When combined with sales and catchment data (e.g. consumer classification and purchasing power), it aids with the assessment of existing &/or potential retail performance.

- Shopping Centre Name
- Address
- Postcode
- Area
- Number of floors
- Number of retailers (by type)
- Number of parking spaces
- Presence of cinema
- Seating capacity of cinema

## Neighbourhood Retail

This is a neighbourhood-centric, retail dataset which includes both modern retail, shopping centres and other retailers, usually independent outlets or part of smaller, local chains. It illustrates concentrations of retail by type at the highest level of spatial granularity. This makes it an excellent source of information for understanding the location of retail outlets and the retail composition of local areas.

- Name
- Address
- Postcode
- Retail type

*Available via bureau analysis as part of consultancy projects or for use with MicromarketerG3.*

## Trade Area Bricks

Trade Area Bricks represent a new, intermediate level of geography which are the aggregation of multiple postcodes according to population and proximity. There are 969 TA Bricks (514 urban and 455 rural). An urban TA Brick is ~16,000 inhabitants and a rural TA Brick is ~30,000 inhabitants.

They are used for gravity modelling as a middle-tier geography and for other analytical and modelling purposes.

*Available with MicromarketerG3 and fully consistent with Mosaic Areas.*

## Shopping Destinations

This is the most comprehensive resource to support retail strategy to meet customer demand in Romania. Built as an integrated tool, the product includes all significant in-town and out-of-town retail destinations (~160 in current version) with attractiveness scores for individual retail locations and the current retail mix. Combined with the demographics of key consumer groups in the catchment in and their associated expenditure patterns, Shopping Destinations is a reference resource for identifying, quantifying and qualifying catchments and retail performance in Romania.

*Available on the basis of bespoke consultancy or on the basis of specific model development.*

# Business Information

The fundamentals for efficient B2B Marketing are data availability, consistency & coverage. Quality location information and consistent attribution across businesses enables search criteria for targeting, and also for improving response rates.

## Business Locations

Geo Strategies Business Database provides a growing source of Business locations (~200,000 in the current version), organised by industry and area level, from region to county, locality, street and post coded to address level.

From car dealers to pharmacies and hospitals, banks, post offices and petrol stations, Geo Strategies' Business Locations satisfy the needs for both general POI (Point of Interest) use and business analysis needs.

The main groups are:

- Business Services
- Construction & Real Estate
- Financial Services
- IT
- Media & Marketing
- Modern Retail HQs
- Professional Services
- Public Services
- Tourism
- Transport

Turnover and number of employees are available for a selection.



# Economic Forecasts

For Romania, Geo Strategies offers Experian's economic forecasts which have been proven to be some of the most accurate and reliable.

## Experian's European Regional Service

(ERS) provides a wealth of historical data and ten-year forecasts for approximately 2,000 regions in 30 European countries. The service covers all key centres in the EU, including Romania.

This enables users to identify new hotspots of economic activity and assess their investment potential and to understand why some regions perform better or worse than others. ERS assists users to test or support investment decisions against an independent benchmark.

Results from the ERS are published twice a year and are available on a subscription basis.

## Experian's Global Future Service

Global Futures consists of a quarterly report containing forecasts, analysis and information to help users understand the impact of the economic, financial and business climate on their investments in over 40 countries, including Romania. Quarterly reports cover global business prospects, analysis of the impact of major global changes, and an at-a-glance summary of the key trends, business conditions and the business environment.

# Mapping & GIS Datasets

Mapping datasets

Administrative mapping

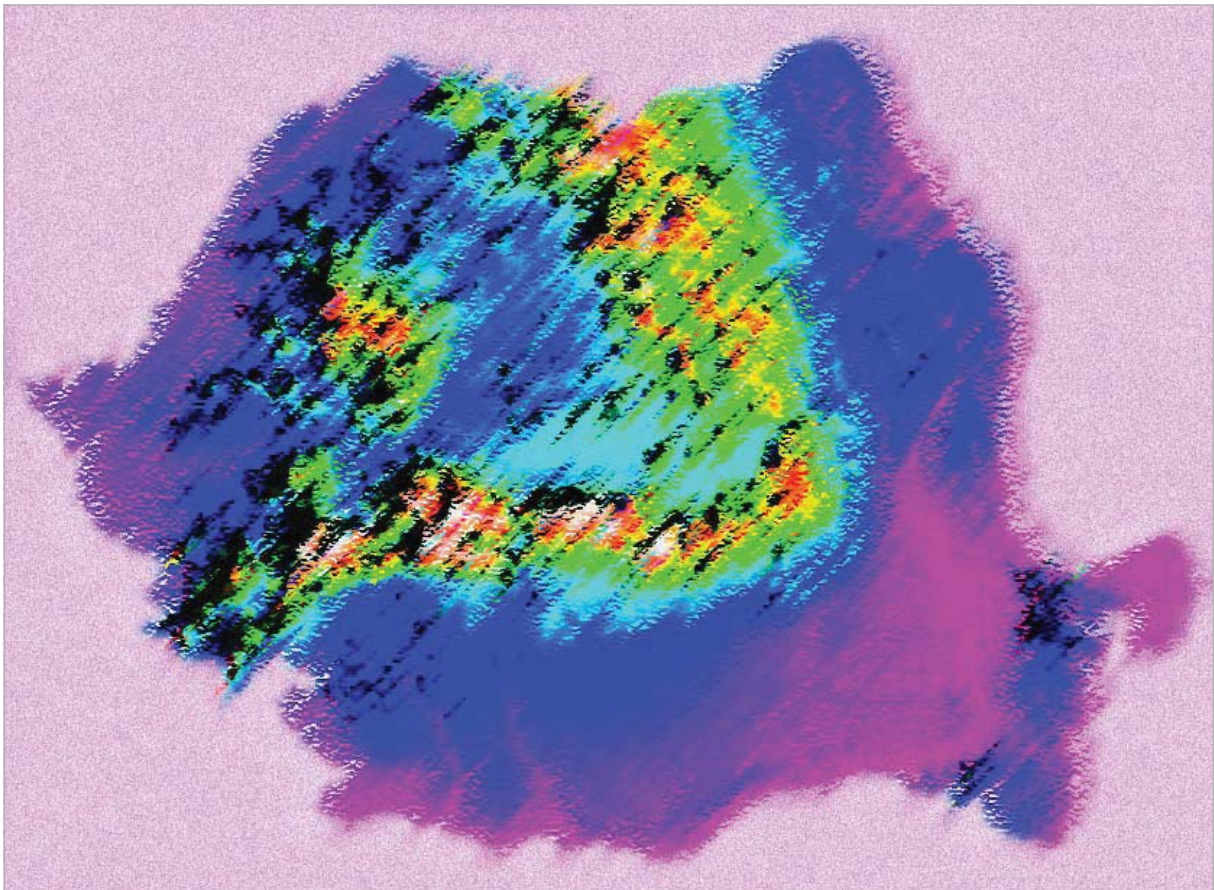
Postcode mapping

GIS Datasets

# Mapping

Geo Strategies provides mapping for the whole of Romania and world-wide. The mapping is available for use within PC-based GIS, MicromarketerG3, or as separate data files to support spatial analysis and planning in all common GIS packages and mapping tools.

Geo Strategies has comprehensive street mapping and location intelligence for towns and cities in Romania. This is fundamental for detailed analysis and thorough planning. For example, understanding the built environment is invaluable for urban regeneration and for retail development.





## Navteq Mapping

Geo Strategies is a Navteq partner and offers Navteq mapping and routing data which provides detailed representation of the road network, with multiple attributes.

The NAVSTREETS range of maps is available as three datasets:

### Base Maps

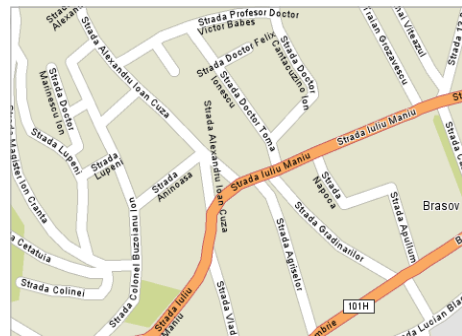
Maps for applications that do not require navigable attributes and address ranges.

### Standard Maps

In addition to the Base maps, these provide the benefit of address ranges and general POI content.

### Premium Maps

In addition to the Standard Maps, Premium Maps include navigable attributes which make them ideal for routing, tracking and tracing and similar applications.



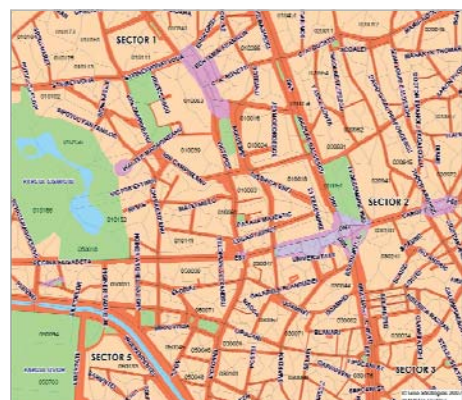
## Geo Strategies' MasterMap

MasterMap contains further map coverage, Romanian diacritics and value-added content; among these are further street plans, comprehensive boundaries and business locations, all of which are maintained regularly. These are supported by a wealth of topographic mapping and terrain data models including land use, which can be used to illustrate and support development projects in virtually every field of activity.

The maps are fully referenced to WGS-84 and are GPS compliant. They can be seamlessly integrated with maps of adjacent countries and are also referenced for use with EGNOS, LANDSAT or other imagery.

***Those requiring mapping for Romania benefit from the best of both worlds as Navstreets (Navteq) and MasterMap (Geo Strategies) are fully compliant and can be licensed as an integrated product to satisfy a wide range of requirements for coverage, content and scalability.***

*Available for use in MicromarketerG3 and with all other common GIS packages.*



## Geographic Areas & Digital Boundaries

Geo Strategies data and GIS team has 15 years' experience of producing, organising, manipulating and maintaining a wide range of geographic data for use within all common GIS software packages. Geo Strategies datasets fit seamlessly and enhance the official administrative geography,.

## Administrative Regions

Geo Strategies has generated boundaries for the Macro, Development and Sub-regions of Romania. They can be attached to any of the datasets presented in this Data Catalogue for statistical reporting.



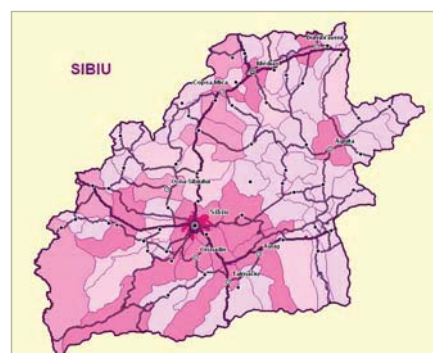
## Historical Provinces

Geo Strategies has generated a simplified set of boundaries of Romania's historical provinces. Many organisations prefer to work with, and report at the level of historical regions because of their cultural and demographic homogeneity.



## Counties (Judete)

County maps can subsequently be divided into urban districts and communes and are ideal for analysing and reporting economic, social and commercial datasets such as health indicators, deprivation, purchasing power, vehicle ownership, crime and similar.



## Urban Districts

Geo Strategies has developed a comprehensive dataset of urban district boundaries for selected major towns and cities. These maps are suitable for GIS and micro-marketing analysis.



## Postcode Boundaries

Geo Strategies has created and maintains postcode mapping for the entire country.

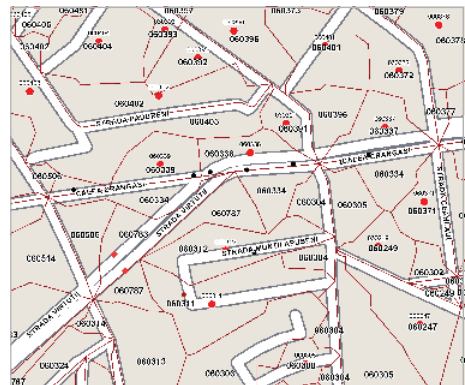
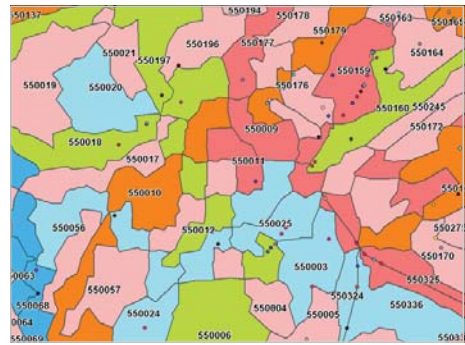
The current version (2008) includes:

- 2-digit postcodes (Counties plus Bucharest sectors)  
47 polygons
- 6 digit postcodes (localities)  
13,756 polygons
- 6-digit postcodes (street segments for 48 localities)  
36,874 polygons

The data can either be provided as polygons or as centroids, and, for best results, also with mapping files (see under Mapping).

Postcode point data (centroids) is compatible with all other datasets and with the Mosaic classification. It is particularly useful for applications where point accuracy is more important than boundaries.

*Geo Strategies is a licensed partner of Poșta Română.*



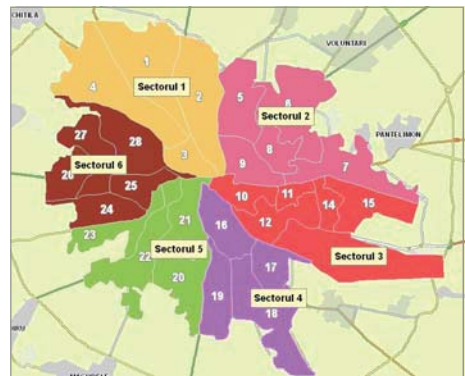
## Election Boundaries

The election boundaries dataset is based on 446 polygons (Senate and Deputies). It can be supplied together with the results from both the local and general Elections in Romania for 2008.

Election data is useful for organising and managing political campaigns. Politicians make use of boundaries, statistics and Mosaic information to identify and target their audience in a more informed manner.

*For further information, please consult our Election Planning materials on -*

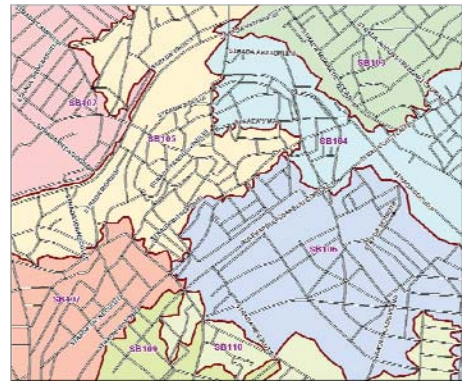
[www.mosaic.geo-strategies.com](http://www.mosaic.geo-strategies.com).





## Trade Area Bricks

Trade Area Bricks represent a new, intermediate level of geography created by Geo Strategies as the aggregation of multiple postcodes according to population and proximity. There are 969 TA Bricks (514 urban and 455 rural).



## Shopping Destinations

Shopping Destinations are a set of 160 identified shopping locations (sometimes a mall or group of stores) determined by retail attractiveness including floor space, range of stores, accessibility and presence of an 'anchor store'.

Used together with Trade Area Bricks, these Destinations are ideal for creating gravity models.



## Address Data & Tools

Geo Strategies' address database is the core component of Geo Strategies' Location Intelligence (GS-LII) infrastructure. GS-LII is built around a unique database of ~67,000 place names, roads and streets and supports an advanced address data cleansing, standardisation and enhancing service. In addition, it supports the address locator service for any address in Romania (with or without an official postcode). In addition, all locations (addresses) can be reported as coordinates.

Clean and enhanced addresses are useful for attributing all types of data at various levels of granularity and accuracy: building, street segment, street, district, postcode and locality.

[illegible]

# Thematic GIS Data

Geo Strategies has a substantial range of mapping, GIS datasets, and databases for Romania. Geo Strategies can carry out virtually any mapping based on our own information (described in the Catalogue) or based on customers data.

## Drive Times

Integrated drive times and distances directories (supplied as tables) are available by request. Standard drive times are updated regularly as part of the mapping and address updates and are essential for any location-related project.

## Traffic Maps

In certain areas of Romania, traffic has become a major problem. For this reason, all drive-time estimates are based on realistic data for both traffic density and average traffic speed. These maps are a vital adjunct to any form of site evaluation for e.g. retail development and outdoor advertising.

## Purchasing Power

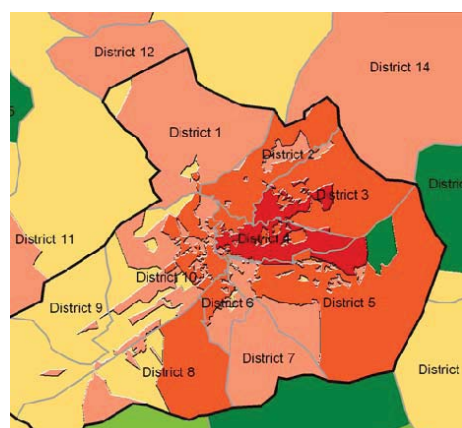
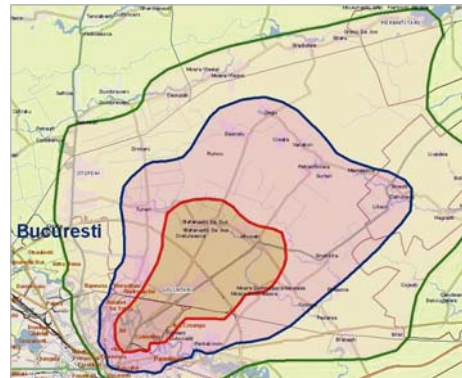
Purchasing power is a key indicator of consumption potential for the population living in an area. This is available as an index (PPI, described previously) at postcode level or above and it is used to measure market potential, to create catchment areas and optimise sales territories.

The PPI map for Romania is available at three levels: county, locality and postcode.

Similar mapping can be generated with Expenditure Estimates data (described previously).

## Population Density

Population density mapping and data can be supplied for any of the granularity levels available: region, county, territory locality, district, locality postcode and street postcode. Population density is commonly modelled into 1km<sup>2</sup> units for localities and above, and 100m<sup>2</sup> for the higher granularity levels.



*All mapping is for use within MicromarketerG3, or can be licensed for use with other GIS.*

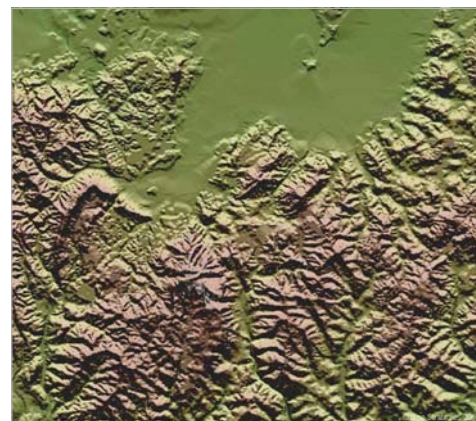
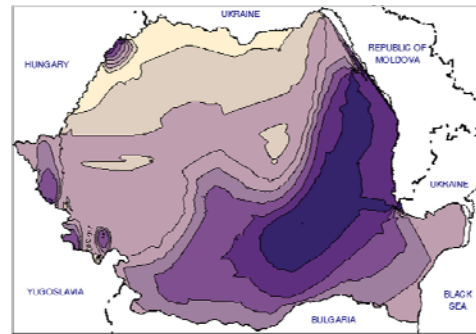
## Insurance Dataset

Insurance datasets have been developed by Geo Strategies to provide decision-support for insurers. The data comprises a set of attributes developed at neighbourhood or postcode level and can be used in modelling solutions for:

- Competitive premium setting
- Targeting product offers to the most profitable market segments

The data is developed at postcode level and can be refined to lower levels of geography.

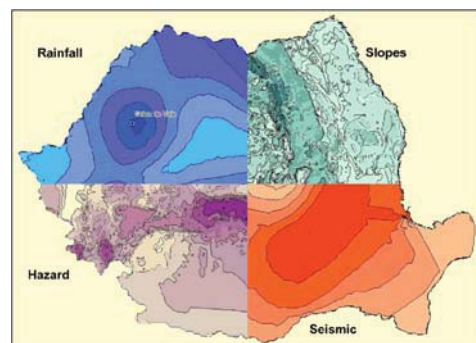
- Distance to shopping centre
- Distance to railway station
- Distance to main road
- Distance to intersection
- Cul-de-sac flag
- Property value
- Percentage of youth (15-to-25 y.o.)
- Car ownership
- Density of dwellings
- Surrounding wealth



## Terrain & Natural Risk

Geo Strategies MasterMap also includes terrain and natural risk data. Therefore, altitude, geo-morphology (in essence, the roughness) and major natural risk scores (landslides, floods, seismic) are available for every level of geography down to postcode units. Together with demographic data, population density, deprivation indices and other databases listed in this catalogue, this adds to the objective assessment of local economic potential.

In particular, Romania is located in a highly seismic zone. Combining seismicity with other hazards, and also with demographic information and buildings' data provides valuable insight for insurers and property developers.





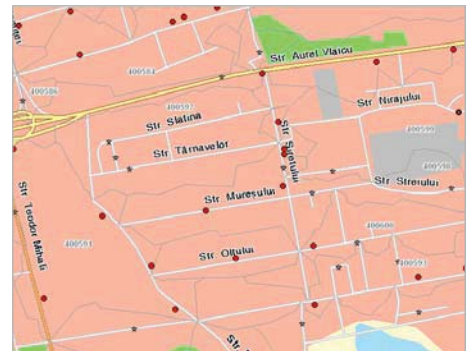
# Custom Mapping & GIS Services

Geo Strategies offers the full spectrum of custom mapping and GIS services ensuring efficiency, professional support and delivery.

## Geocoding

The geocoding process is performed subsequent to Data Cleaning (See Data Services) and records are delivered to one of five possible levels of accuracy: building address (ADD), street centre centroid (SSC), street centroid (SC), district centroid (DC) or locality centroid (LC).

Geo Strategies is able to geocode addresses to coordinate points with an average accuracy of 10-1,000 metres, depending on the area of interest.



## Drive Time Analysis

When planning new property or retail developments in Romania, a detailed analysis of the transport infrastructure is fundamental for an accurate understanding of catchments.

Geo Strategies provides customised drive-time matrices or polygons based on realistic speeds along all routes which are regularly updated to take account of prevailing traffic conditions.



## GIS Analysis

Geo Strategies have considerable expertise in analysing complex spatial datasets and creating bespoke maps and reports to address specific needs.

Any data with a spatial reference (address, district, postcode, etc) that a customers may have in-house or as a requirement, can be mapped, visualised, analysed and presented to make the most effective use of the result in the context of their business objectives. We assist customers set-up mapping territories for their engineers so that each service engineer reaches the optimum number of customers in the quickest time; or to accurately estimate demand for their stores. Customised mapping is a world of many opportunities.



# Bureau Services

## Data Audit

Geo Strategies offers a data audit service to analyse customer address databases for correctness, completeness, integrity and general suitability for business purposes. Our experience is that many organisations have legacy databases which are incomplete, inconsistent and cannot provide the business benefits for which they were designed. Based on vast experience, we can advise on the best way of realising that value.

## Data Cleaning

Geo Strategies has built and maintains an advanced Location Intelligence infrastructure, i.e. comprehensive map and address master files which are integrated into proprietary software. There are over 71,000 place names, roads and streets in the master reference file, with 260,000 possible variants. This is used by Geo Strategies to clean (i.e. complete, correct, de-duplicate and standardise) address records.

## Data Enrichment

Geo Strategies offers a data enrichment service. This service ranges from adding postcodes to your customer database, to delivery in a mailing-format address, to identify if an address is residential or commercial and also enrich addresses with other available data for targeted promotional mailings.

Subject to your business objectives and priorities, we can append business and behavioural attributes and other public-domain information. This can assist with the decision making process, whether you are in the public or commercial sector. Over 80% of data has a spatial component and adding this to the wealth of data which is already available in Romania provides an invaluable basis for satisfying business needs.

## Data Coding

If you are a licensed customer for Mosaic and wish to save time with data processing, our bureau service can attribute Mosaic codes to your customer database. Licensed customers (for Mosaic, Factors or other databases) benefit from Geo Strategies' data matching services for their own databases at special rates.

## Address Matching

Geo Strategies has developed a fully functional address management system based on their Location Intelligence Infrastructure (GL-II described previously) which has been validated, checked for consistency. The infrastructure and the associated API are continuously extended and optimised for use internally by Geo Strategies to provide data services.



## Data &/or Area Profiling

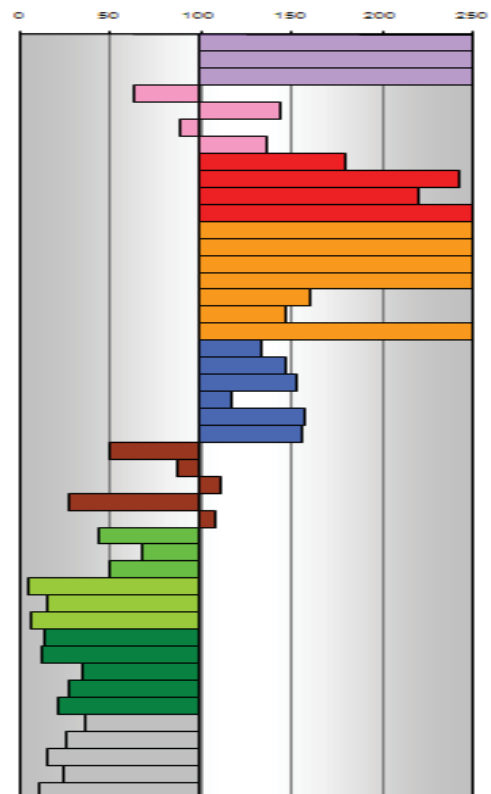
Geo Strategies' team of analysts and consultants can interpret data to meet customers' requirements and deliver the results in a report that is easy to understand.

### Mosaic Customer Profiles

These are based on the Mosaic coding of customer records using classification data. A customer profile can be carried out subsequent to data cleaning and can be based on all or any of the following classifications:

- Mosaic Romania
- Mosaic Factors
- Mosaic Global

Customer Mosaic profiles give a 'picture' of customer demographics, lifestyles, product consumption and behaviour.

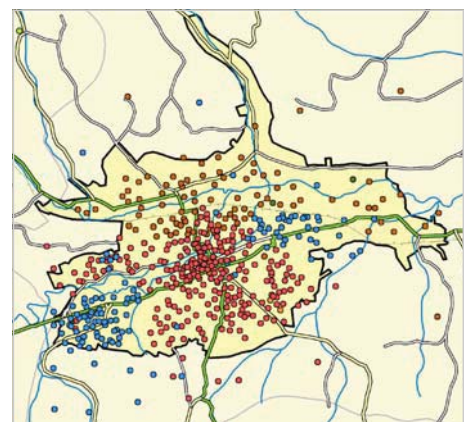


### Mosaic Area Profiles

Profiling areas (based on standard or bespoke geographies) with Mosaic leads to an understanding of local demographics, and market potential combined with information and interpretation of local economic performance, estimates of income and expenditure, market potential and consumption of products and services.

### Mosaic Area Maps

Customised maps can be produced and supplied as additional options to both area &/or customer profiles.



# Consultancy & Support

GIS systems

Data management

Data mining & analysis

Retail planning

Consumer insight

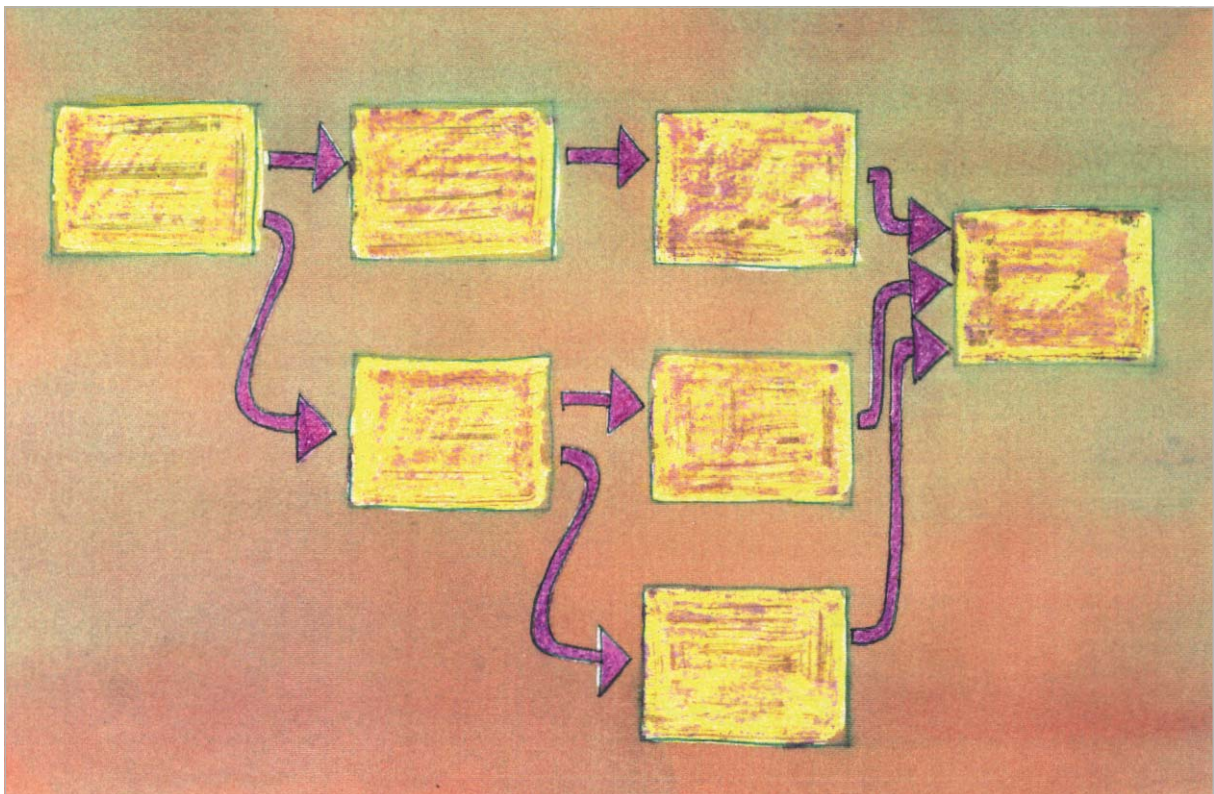


# Consultancy

Geo Strategies provides a wide range of consultancy and local support in GIS systems, data analysis and management, retail planning and optimisation, consumer insight and location-based decision-making.

Together with Experian's Business Strategies Division, we provide a further range of consultancy (national and cross-border) in economics, real estate, market research, and the public sector.

*The images in this catalogue illustrate the range of topics covered by our consultancy activities.*



## GIS Analysis & Systems

Geo Strategies offers consultancy and support to customers, from scoping requirements and specifications, to delivering fully fledged systems for use on desktop PCs or networked, web-enabled infrastructures. All delivered together with maintenance, support and training in the local language, together with applications consultancy.

## Data Management

Geo Strategies works closely with customers to refine their data management strategies. Identifying spatial and behavioural correlations can help identify quick wins. Once these are communicated internally, they often result in major improvements in business performance.

## Data Mining & Analysis

Large datasets are all-too-often repositories of valuable information hidden within their midst. Data mining, especially when combined with a behavioural element, can unlock valuable insight and support for personalised communication.

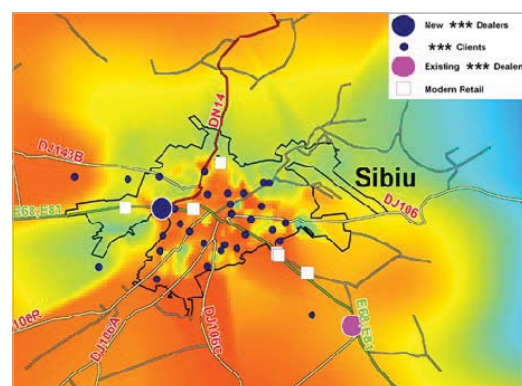
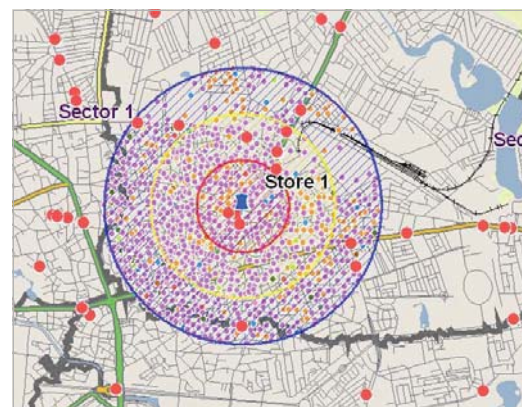
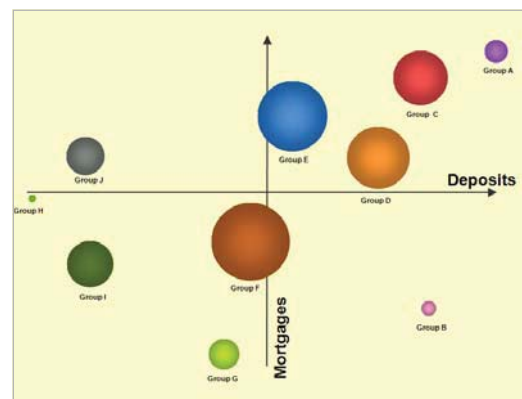
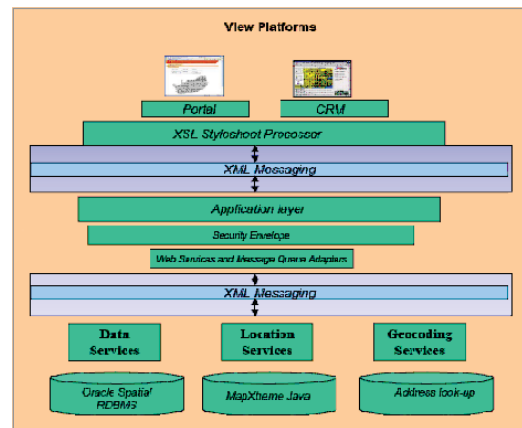
## Retail Planning

Geo Strategies provides **catchment analysis and modelling** in support of many retailers in Romania for planning their networks, forecasting sales and managing their relationships with existing customers and also to target new ones

Using our extensive specialist data and local expertise, we develop models of trading areas, expenditure patterns and market size based on a detailed knowledge of the market structure in the catchment area of current or prospective outlets.

Geo Strategies also works with customers to interpret **Footfall** figures; these are an important Key Performance Indicator which also combined with other KPIs, such as sales data, to provide management information capable of helping to drive improved productivity from both shoppers and staff.

KPIs are used as a basis for planning, running and organising stores, also to understand strategic or tactical market opportunities, and to optimise the number of customers who visit the stores.

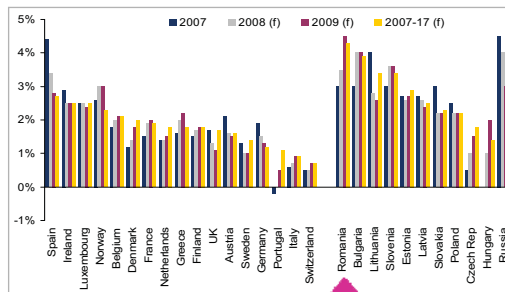




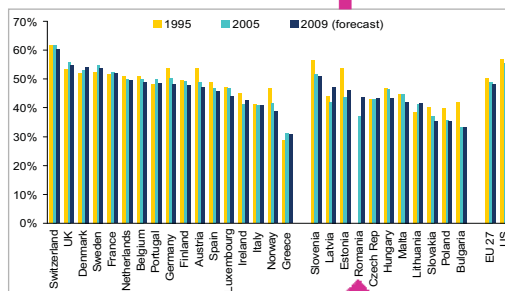
## Consumer Insight

Through bespoke consultancy projects, subscription services and working together with the **Future Foundation's** consumer 'think-tank', Geo Strategies provides further insights into the demographic, socio-economic, behavioural and attitudinal characteristics of audiences. These services are used by organisations around the world for new product development, to support communications and marketing activity and to develop or future-proof key strategic decisions

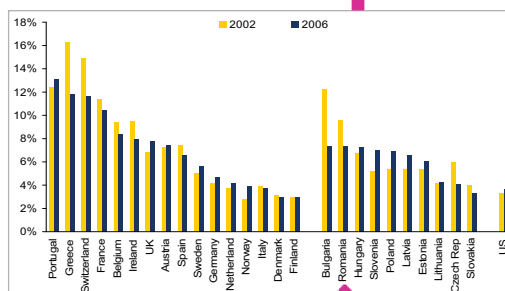
**nVision** is a subscription-based online service from the Future Foundation. It contains a wealth of consumer insight and analysis all of which is easily searchable for the EU27 countries, including Romania. Within the subscription, named nVision users have unlimited access to the insight contained within the website, and free attendance at nVision's European Conference. Contact us at [mosaic@geo-strategies.com](mailto:mosaic@geo-strategies.com) for more information and sample reports.



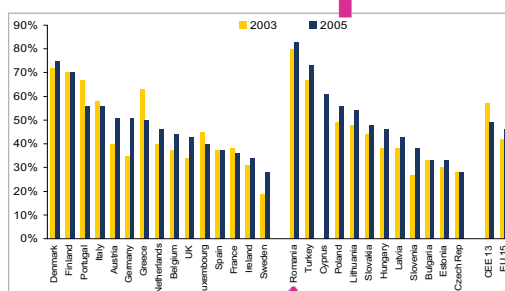
Government spending



Employment costs / GDP



Outdoor advertising



Trust in religious institutions

## Public Sector Advice

### **Social Demographics**

As a leading provider of geo-demographic analysis for private sector clients, we help businesses understand their existing and potential customers. Increasingly, public sector clients use this expertise to understand their communities, identify local assets and needs, and improve the targeting of resources.

### **Labour Market and Skills**

We have in-depth knowledge of issues related to skills and the labour market and provide bespoke research on industry sectors, occupations, regional and local labour markets. Our particular areas of expertise are skills analysis and the labour market aspects of social inclusion.

### **Local Economic Forecasts and Benchmarking**

Examining the key drivers, dynamics and prospects for local labour markets and economies is a key area of expertise. We draw together data and analysis for local areas – towns, counties, regions – such as futures data from across Experian's businesses, and detailed estimates for property, consumer, labour and product markets. With access to a dataset of information on local areas and regions within Romania and Europe, we are able to carry out benchmarking across a range of issues. For example, our ability to analyse more than 1,000 regions across Europe and compare like with like allows clients to ensure that they are setting the right targets and provides evidence of best practice from other areas. Furthermore, we can assess how a particular industry or market is performing across Romania and European regions.

### **Strategic Analysis and Policy Advice**

We look at and advise on policy issues in local and regional government, conducting primary and desk research and advising on any local barriers to policy. We can also highlight the best practice issues emerging from other policymakers around the world. We have done considerable work around clustering and understand the importance of industry clusters for local economies. Using detailed local datasets, we can quantify whether clusters actually exist, what drives them and their contribution to economic growth.

### **Impact Studies**

We have a fully developed local impact model and extensive experience in preparing impact studies. For any given development and location, we can identify and measure the economic impacts, changes in spending and property performance.

## About Geo Strategies

Geo Strategies was founded in 1993 and has become the leading supplier of geographic and geo-marketing intelligence for Central and Eastern Europe.

Their core expertise is built around geo-spatial data products, analytical and modelling tools, consumer segmentation, bespoke data services, consultancy, training, and project management. The company has developed and licences unique information products for Romania and carries out specialist GIS data and location-centric services. Bespoke consultancy projects for both local and international customers are supported by the full range infrastructure and expertise available from Geo Strategies for, and in Romania.

This expertise has been developed according to internationally recognised best practices and methodologies, to which significant innovation and value is being added to make it relevant and actionable in the local context.

Geo Strategies' customer list includes companies from across industries, from financial services, telecommunications, FMCG, retail, real estate, automotive and media, to central and local government.

Geo Strategies is working with market research companies with a strong presence in both the Romanian and Eastern European markets. The company is well-established as a key industry supplier of the products and expertise required for both national and cross-border, spatial and geo-marketing services.

Geo Strategies is Experian's exclusive partner for Romania.



## About Experian

Experian is a global leader in providing information, analytical and marketing services to organisations and consumers to help manage the risk and reward of commercial and financial decisions. Combining its unique information tools and deep understanding of individuals, markets and economies, Experian partners with organisations around the world to establish and strengthen customer relationships and provide their businesses with competitive advantage.

For consumers, Experian delivers critical information that enables them to make financial and purchasing decisions with greater control and confidence. Clients include organisations from financial services, retail and catalogue, telecommunications, utilities, media, insurance, automotive, leisure, e-commerce, manufacturing, property and government sectors.

Experian Group Limited is listed on the London Stock Exchange (EXPN) and is a constituent of the FTSE 100 index. It has corporate headquarters in Dublin, Ireland, and operational headquarters in Costa Mesa, California and Nottingham, UK. Experian employs around 15,500 people in 36 countries worldwide, supporting clients in more than 65 countries. Annual sales are in excess of £1.9 billion. For more information, visit the Group's website at [www.experiangroup.com](http://www.experiangroup.com)

Experian's Business Strategies Division provides an understanding of consumers, markets and economies in the UK and around the world, past, present and future. Its focus is consumer profiling and market segmentation, retail property analysis, economic forecasting and public policy research, supporting businesses, policy makers and investors in making tactical and strategic decisions. As part of the Experian group, it has access to a wealth of research data and innovative software solutions. The division's economic research team is devoted to analysing national, regional and local economies for a range of public and private sector clients. Its statisticians, econometricians, sociologists, geographers, market researchers and economists carry out extensive research into the underlying drivers of social, economic and market change.

[www.business-strategies.co.uk](http://www.business-strategies.co.uk)

Geo Strategies Ltd  
St John's Innovation Centre  
Cowley Road  
Cambridge CB4 0WS  
United Kingdom

T +44 (0)1223 205080  
F +44 (0)1223 205081  
M +40 (0)722 244 940

Geo Strategies SA  
Str G-ral V. Milea, 10A  
Sibiu 550331  
Romania

T +40 (0)269 210832  
F +40 (0)269 211165

E [mosaic@geo-strategies.com](mailto:mosaic@geo-strategies.com)  
W [www.mosaic.geo-strategies.com](http://www.mosaic.geo-strategies.com)