

Who are my customers?

Place IQ™

**Profiling your local area customers to
understand what defines their
demographics and lifestyle**

Place IQ

Quantitative Research Benchmarking for Public Places

Service overview

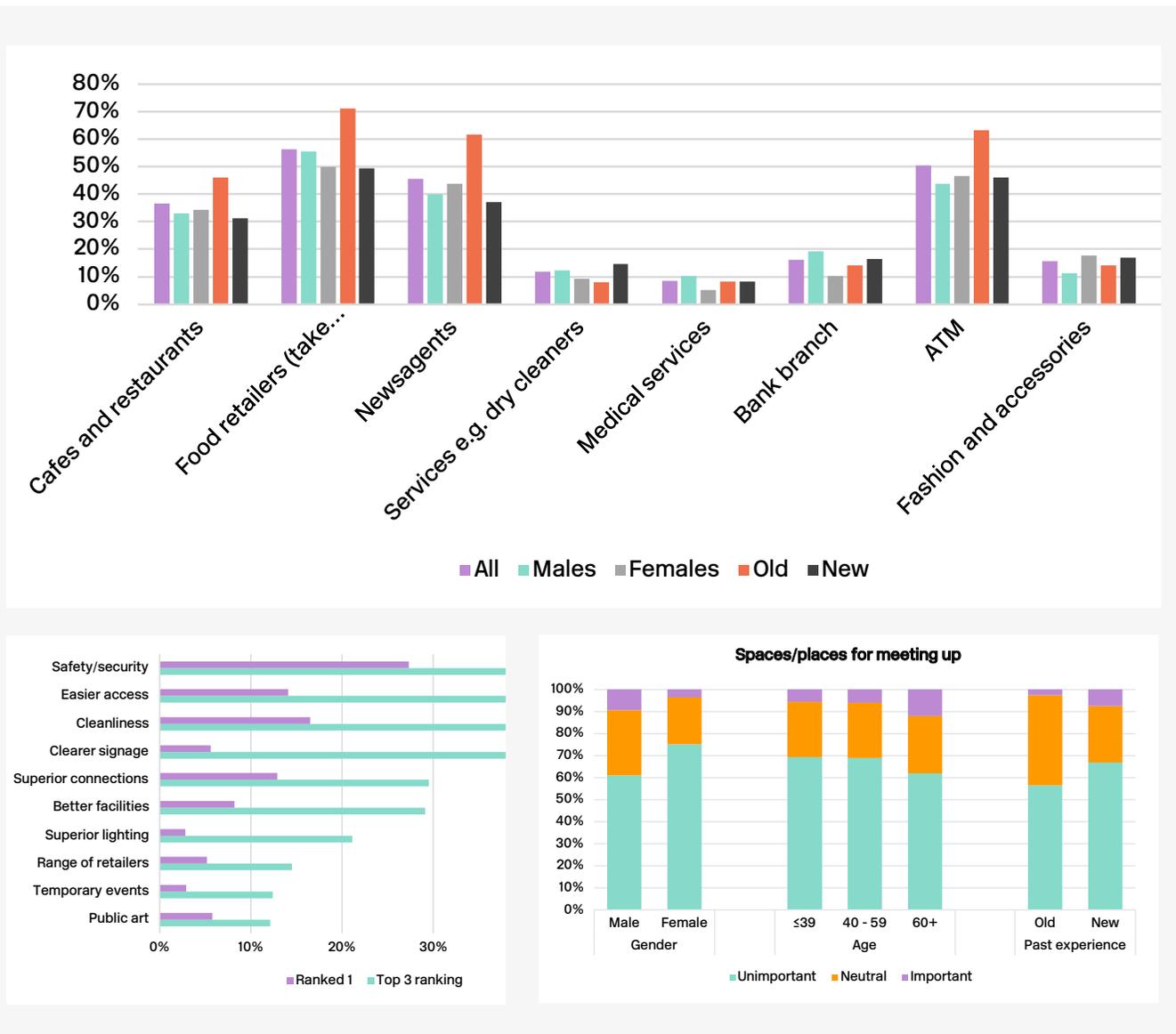
Primary research with customers and tenants, both users and non-users of assets, to give an understanding of distinct demographic, behavioural and lifestyle attributes and among key audiences. This type of research provides critical evidence in justifying investment in recommendations, strategies and informing capital expenditure.

Who

Any asset owner, developer or manager who seeks in-depth insight into key audiences

Value

Ability to attract and develop loyalty with key customer groups through strategies that respond to the insights developed through market research



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