WE THINK

# WHY NEIGHBOR-HOODS MATTER

**NDR**

WE DO NOT DEAL WITH INDIVIDUAL DATA

OUR KEY UNIT IS NEIGHBORHOODS

# LIFE CHOICES



CHOOSING WHERE TO LIVE OR EVEN WHERE TO BUY A HOUSE IS ONE OF – IF NOT THE MOST – IMPORTANT LIFE-CHOICE FOR MOST PEOPLE.

Research pioneered by the two professors of Economics at Harvard University, Nathaniel Hendren and Raj Chetty, show clearly what most parents already know in their backbone:

Neighborhoods have profound and significant effects on our life and our children's life.

A lot of factors come into play when choosing where to live:

Where you were born, where you live today, where your family and friends live, work or education options, your life situation (single, married, with or without children, age of the children) cultural offerings, presence of schools/kindergartens, urban, suburban, rural preferences.

PEOPLE AND FAMILIES WITH SIMILAR LIFE PHASES AND SIMILAR INCOME LEVELS TEND TO CLUSTER TOGETHER.

## MAIN FACTORS

But generally, two main factors define choice of neighborhoods:

1: Life phase (what do you need)
2: Income (what can you afford)
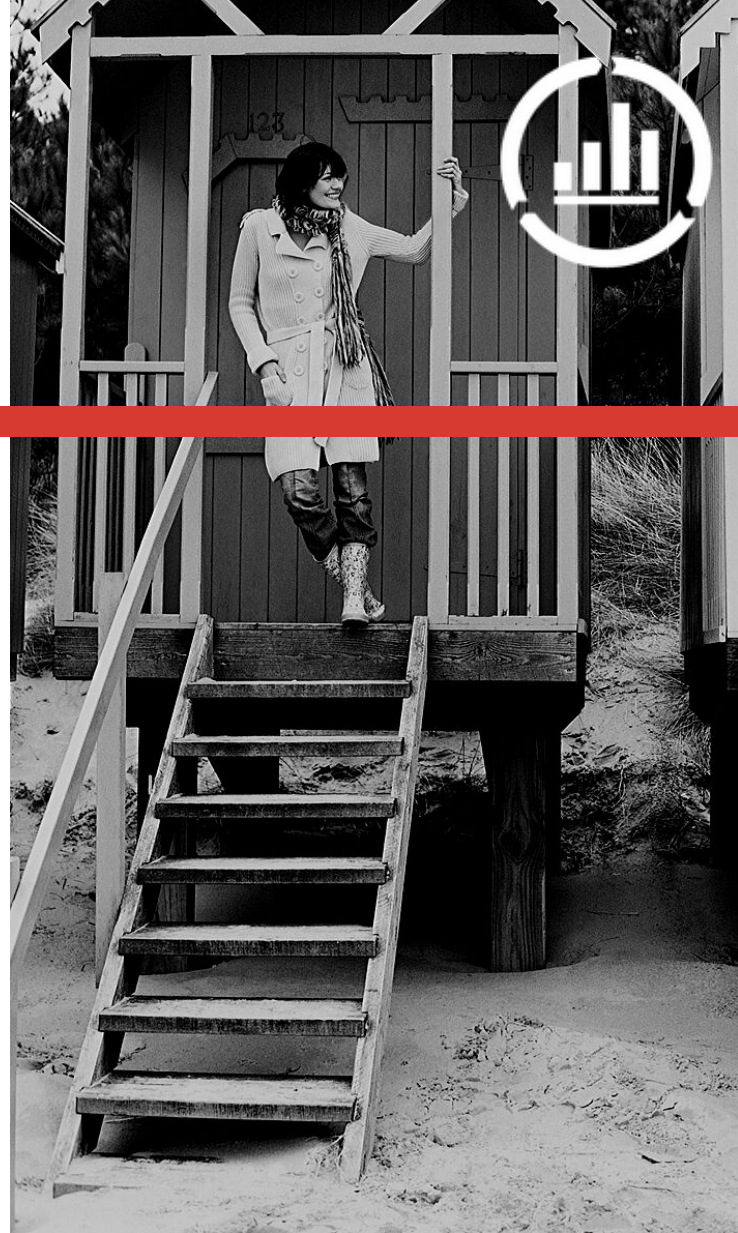
This is a key driver in why most neighborhoods are fairly homogeneous.

People and families with similar life phases and similar income levels tend to cluster together.

This is also why neighborhoods have different preferences and different consumption patterns.

# LIKE MINDED PEOPLE



THE 2018 THE ZILLOW GROUP CONSUMER HOUSING TRENDS REPORT ILLUSTRATES THIS VERY WELL

The 2018 The Zillow Group Consumer Housing Trends Report illustrates this:

*"More than two-thirds (68 percent) of households that bought or sold homes or relocated to a new rental in the past year say they experienced a life-changing event."*

Life-changing events are major changes like marriage and divorce, having children, retire or graduate from school.

These life-changing events not only changes our consumption patterns, but also prompt us to move to neighborhoods populated by like minded people in the same situation.

## OUR KEY UNIT

We do not deal with individuals or individual data. Our key unit is neighborhoods.

Neighborhoods are defined by NDR as:

*A geographical area with minimum five households who are homogeneous when it comes to life phases, household income, and consumption patterns.*

WE SEGMENT 46,445,756 DIFFERENT NEIGHBORHOODS IN 17 KEY CONSUMER MARKETS.

This method provides precision, privacy, and reach.

Basically, we offer a platform and ID independent targeting option, where our clients can target the neighborhoods with the highest concentration of relevant preferences and consumption patterns.

Neighborhoods are most often defined by the local statistical offices.

At NDR we segment 46,445,756 different neighborhoods in 17 key consumer markets.