

WHY NEIGHBOUR- HOODS MATTER

Choosing where to live or even where to buy a house is one of – if not the most – important life choices for most people.



GDR

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LIFE CHOICES

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

A PROFOUND AND SIGNIFICANT EFFECT

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

Neighbourhoods have a profound and significant effect on our lives and our children's lives.

BEHIND THE CHOICE

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 income levels tend to cluster together.

TWO MAIN FACTORS

But generally, two main factors define the choice of neighbourhoods:

- *Life phase* (what do you need)
- *Income* (what can you afford)



This is also a key driver in why most neighbourhoods are fairly homogeneous.

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

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

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

The Zillow Group Consumer Housing Trends Report

LIKE-MINDED PEOPLE

LIFE CHANGING EVENT

[The Zillow Group Consumer Housing Trends Report](#) illustrates this:

"More than two-thirds (68 %) 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, retiring or graduating from school.

These life-changing events not only change our consumption patterns but also prompt us to move to neighbourhoods 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 the neighbourhood.

Neighbourhood is defined by us as:

"A geographical area with a minimum of 15 households that are homogeneous when it comes to life phases, household income, and consumption patterns."



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