

Real time geodemographics: New services and business analysing people in time and space

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#	ARTICLE	IF	CITATIONS
1	Putting the geography into geodemographics: Using multilevel modelling to improve neighbourhood targeting – a case study of Asian pupils in London. <i>Journal of Marketing Analytics</i> , 2016, 4, 93-107.	2.2	1
2	The Role of Digital Trace Data in Supporting the Collection of Population Statistics – the Case for Smart Metered Electricity Consumption Data. <i>Population, Space and Place</i> , 2016, 22, 849-863.	1.2	10