

# Household Composition

## PRODUCT SPECIFICATION

### Product Description

Household Composition is a household level characteristic that classifies the type of adults residing in each home. This insight into the likely household makeup based on street address can assist with developing targeted marketing campaigns.

Each home is classified into one of five Household Composition Groups or one of ten Household Composition Indicators.

HOUSEHOLD COMPOSITION GROUPS		HOUSEHOLD COMPOSITION INDICATORS	
VALUE	DESCRIPTION	VALUE	DESCRIPTION
SINGLE	1 adult occupant	SGLMAL	1 adult male occupant
		SGLFEM	1 adult female occupant
		SGLOTH	1 adult occupant with unknown gender
MARRIED	1 male & 1 female occupant with same surname	MARRIED	1 male & 1 female occupant with same surname
2PERSON	2 adult occupants & not classified as married	COUPLE	1 male & 1 female occupant with different surname
		CPLOTH	2 adults, not married or couple
EXTFAM	> 2 adult occupants with 1 or 2 surnames	EXTFAM	> 2 adult occupants with 1 or 2 surnames
GROUP	> 2 adult occupants and not classified as extended family	GRPMAL	> 2 adults, all male
		GRPFEM	> 2 adults, all female
		GRPOTH	> 2 adults, mixed genders

### How to Access this Product

If you would like to use Household Composition you have two options for accessing it.

#### 1. Data License

By signing a data licence agreement, you will receive a CD containing the Household Composition data set on a quarterly basis. For the period of this agreement you have the right to use this data set in-house for all your data segmentation and marketing activities.

#### 2. Online data enhancement via Data Express

You can append Household Composition to your address records online by going to our web portal Data Express ([www.dataexpress.vedaadvantage.com](http://www.dataexpress.vedaadvantage.com)). Once you've registered for this service, you can upload your address records, submit a request to have Household Composition appended, and download this data once the job request has been processed.

### Option 1: Data License

#### Requirements

In order to use Household Composition as a data licence, you need to have the latest Australia Post Delivery Point Identifiers (DPIDs) appended to your in-house data.

If you do not have access to DPIDs, you can also purchase Veda Advantage's address cleansing and enhancement software solution that can append DPIDs to your customer and prospect address data. The appended DPIDs can then be used to match to the Household Composition lookup table.

### **Deliverables**

On a quarterly basis you will receive a CD containing a lookup table with the following fields:

- DPID
- Household Composition indicator

### **Option 2: Online Data Enhancement via Data Express**

#### **Requirements**

In order to use Data Express you will need to do the following:

- Use Microsoft Internet Explorer version 5.5 or above
- Go to **[www.dataexpress.vedaadvantage.com](http://www.dataexpress.vedaadvantage.com)** and register for the service
- Compile the file of address records you wish to enhance, including at minimum the following fields:
  - Address
  - Post Code
  - State
- Ensure your file is saved in either a .TXT or .CSV format (data held in common applications like Excel or Access can easily be saved or exported into a .TXT or .CSV format)
- Open your .TXT or .CSV file using a text editor (e.g. Microsoft Notepad) – you will be asked to cut and paste a sample of your data from the text editor into Data Express

#### **Deliverables**

- After you have uploaded your file and submitted a job to Data Express for processing, you will receive a complimentary Summary Report by email
- The Summary Report will summarise the number and % of the records you submitted where Household Composition was successfully appended you may then decide whether to purchase and download the data
- When you download the enhanced data file you will find that a Household Composition field has been appended

### **FIND OUT MORE**

If you would like more information about licensing Household Composition on an ongoing basis, please contact us.

Phone: **1300 783 099**

Email: **[salesvsgau@vedaadvantage.com](mailto:salesvsgau@vedaadvantage.com)**

If you would like to access Household Composition online, please go to **[www.dataexpress.vedaadvantage.com](http://www.dataexpress.vedaadvantage.com)**