

# Age Band Indicator

## PRODUCT SPECIFICATION

### Product Description

Age Band Indicator is a predicted demographic variable that classifies each person into an age band. It gives an estimate of an individual's age based on first name, individual and household demographic and geographic statistics.

### How to Access this Product

#### Online data enhancement via Data Express

You can append Age Band Indicator 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 the Age Band Indicator appended, and download this data once the job request has been processed.

### 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 records you wish to enhance, including at minimum the following fields:
  - Name (where available)
  - Gender (where available)
  - 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 Data Report by e-mail
- The Data Report will summarise the number and % of the records you submitted where Age Band Indicator 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 an Age Band Indicator field has been appended

### FIND OUT MORE

If you would like more information about Age Band Indicator, please contact us.

Phone: **1300 783 099**

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

If you would like to access Age Band Indicator online, please go to [www.dataexpress.vedaadvantage.com](http://www.dataexpress.vedaadvantage.com)