

Household Income

PRODUCT SPECIFICATION

Product Description

Household Income is a measure of total income for households and can provide insights for marketers to assist with developing targeted marketing campaigns.

Household Income has been broken down into 15 bands which estimate the income that each household is generating:

| VALUE | ANNUAL HOUSEHOLD INCOME | WEEKLY HOUSEHOLD INCOME |
|-------|-------------------------|-------------------------|
| 0 | Negative or Nil (\$0) | Negative or Nil (\$0) |
| 1 | \$0 ≤ \$7,799 | \$0 ≤ \$149 |
| 2 | \$7,800 ≤ \$12,999 | \$150 ≤ \$249 |
| 3 | \$13,000 ≤ \$18,199 | \$250 ≤ \$349 |
| 4 | \$18,200 ≤ \$25,999 | \$350 ≤ \$499 |
| 5 | \$26,000 ≤ \$33,799 | \$500 ≤ \$649 |
| 6 | \$33,800 ≤ \$41,599 | \$650 ≤ \$799 |
| 7 | \$41,600 ≤ \$51,999 | \$800 ≤ \$999 |
| 8 | \$52,000 ≤ \$62,399 | \$1,000 ≤ \$1,199 |
| 9 | \$62,400 ≤ \$72,799 | \$1,200 ≤ \$1,399 |
| 10 | \$72,800 ≤ \$88,399 | \$1,400 ≤ \$1,699 |
| 11 | \$88,400 ≤ \$103,999 | \$1,700 ≤ \$1,999 |
| 12 | \$104,000 ≤ \$129,999 | \$2,000 ≤ \$2,499 |
| 13 | \$130,000 ≤ \$155,999 | \$2,500 ≤ \$2,999 |
| 14 | \$156,000 + | \$3,000 + |

How to Access this Product

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

1. Data License

By signing a data licence agreement, you will receive a CD containing the Household Income 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 Income to your address records online by going to our web portal Data Express (www.dataexpress.vedaadvantage.com). Once you've registered for this service, you can upload your address records, submit a request to have Household Income appended, and download this data once the job request has been processed.

Option 1: Data License

Requirements

In order to use Household Income as a data license, 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 Income lookup table.

Deliverables

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

- DPID
- Household Income 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 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 Income 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 Income field has been appended

FIND OUT MORE

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

Phone: **1300 783 099**

Email: salesvsgau@vedaadvantage.com

If you would like to access Household Income online, please go to www.dataexpress.vedaadvantage.com