

Metro/Rural Flag

PRODUCT SPECIFICATION

Product Description

In Australia the Metro/Rural Flag defines a CCD as either a metropolitan area or a rural area based on urban area definitions developed by the Australian Bureau of Statistics.

In Australia approximately 70% of households were classified as metropolitan and 29% were classified as rural, the remainder is special area households.

Product Coverage

The Metro/Rural Flag is derived for all Census Collector Districts in the ABS 2006 Census.

Please note that there is a comparable product available for New Zealand.

Product Outputs

By using information for the entire Australian population rather than sample data it is a comprehensive, and consistent, indicator across the nation. The Metro/Rural Flag has three values:

0	Metropolitan
1	Rural
9	Special Areas

Definitions:

Australia - Census Collection District (CCD) is:-

- The base geographic boundary used by the Australian Bureau of Statistics to report on the Census.
- Each CCD contains, on average, between 200 – 250 households.
- There are 38,704 CCD's in the 2006 Census.
- Each CCD in Australia has one Metro/Rural value

How to Access this Product

If you would like to use the Metro/Rural Flag you have two options for accessing it.

1. Data License

By signing a data licence agreement, you will receive a CD containing the Metro/Rural Flag data set. The CD will contain a concordance table to match Metro/Rural Flags to CCD's. 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 Metro/Rural Flag 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 the metro/Rural Flag appended, and download this data once the job request has been processed.

Option 1: Data License

Requirements

In order to use Metro/Rural Flag as a data licence, you should have the following:

- An address database that has the 2006 ABS CCD's appended.

Deliverables

You will receive a CD containing the below deliverable:

- Lookup table with the following fields:
 - CCD
 - Metro/Rural Flag

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 the Metro/Rural Flag 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 Metro/Rural Flag field has been appended to the database

FIND OUT MORE

If you would like more information about licensing the Metro/Rural Flag on an ongoing basis, please contact us.

Phone: **1300 783 099**

Email: **salesvsgau@vedaadvantage.com**

If you would like to access the Metro/Rural Flag online, please go to **www.dataexpress.vedaadvantage.com**