INFOBASE POSTCODE
DATA UK

ACXIOM GEOGRAPHICAL DATA FOR ANALYTICS AND TARGETING

ACXIOM

CONTENTS

INFOBASE® POSTCODE DATA OVERVIEW

INTRODUCTION

Demand for data at a geographic level has rapidly increased over the past few years. Potential usage is widespread across marketing and includes location planning, spatial analysis, granular targeting of individuals based on geographies and as an input for client models.

Acxiom has created postcode level estimates from InfoBase, a geographical version of the UK's most up to date, comprehensive and predictive source of consumer information. With in-depth knowledge of social, demographic, lifestyle and attitudinal data on over 90% of households, InfoBase is an established source of insight, ideal for building robust estimates at low levels of geography.

Within this document you will be able to find more details on exactly what data is aggregated, how it can be used within marketing, how it was built, the geographies involved and the InfoBase elements that are currently available.

What is InfoBase Postcode Data?

Over 240 key elements from InfoBase have been aggregated (grouped) to levels of postal geography. The range of estimates include household and personal characteristics, technology, channel use, lifestyles, financial status and affordability. The data also includes Acxiom's Personicx®, Consumer Electronics and Telecommunications segmentations.

What geographical levels is the data aggregated to?

Postcode Geography	Example	Number of Records
Full Postcode	DH1 3PQ	1.7m
Postcode Sector	DH1 3	9.4k

Percentage distributions are output for all attributes at postcode and sector level for the whole of the UK.
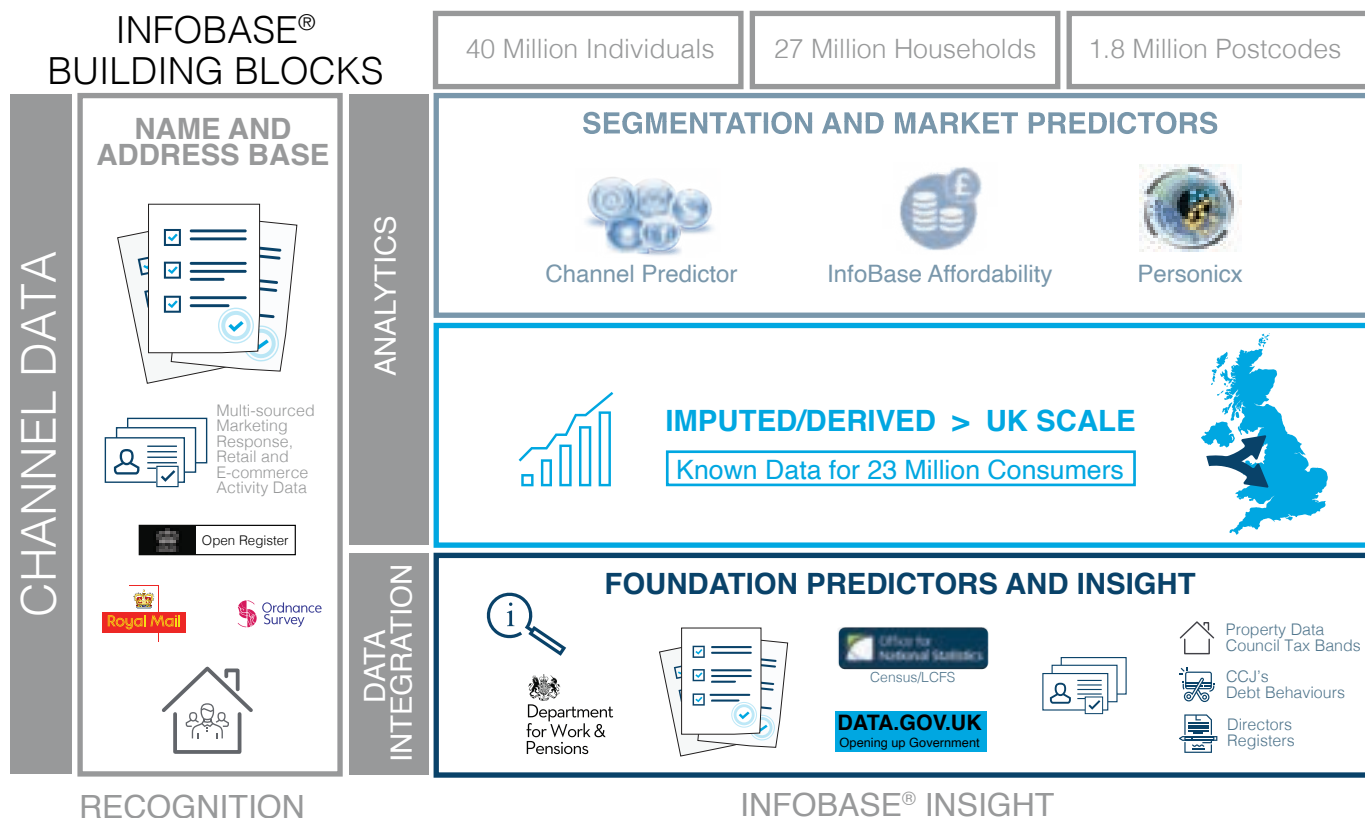
Why use it?

Postcode InfoBase is ideally for use:
- Within location planning and other spatial-marketing analysis where it is necessary to predict the demand for goods and services at a local level
- Where analysis at a more granular level (individual or household) is not currently necessary or where taking a geographical view is more appropriate (i.e. insurance pricing).
- For targeting of IP addresses which can be associated with a geographic area to allow clients to gain insight into the individual by understanding the postcode or sector in which they reside within client models to see where it might outperform census based geo data.

It is also worth considering that when data is aggregated, it no longer contains Personal Identifiable Information (PII) and hence it can be considered anonymous. In order to further ensure anonymity and provide robustness, a procedure has been carried out that ensures postcodes with very low populations are combined with their neighbours.

WHAT IS INFOBASE?

Acxiom's InfoBase is the UK's premier insight and enhancement database for acquisition and customer management; representing more than 90% of the UK. It provides more information, better coverage, more detail and improved accuracy and gives companies a competitive advantage in a changing market. 55% of data is "actual" and sourced directly from the consumer. Sophisticated models impute this out across the UK so all attributes have full coverage.

With InfoBase, companies can target, analyse, model and segment more accurately, make better marketing decisions and ultimately increase revenue faster with more efficient marketing.

INFOBASE®
BUILDING BLOCKS

| 40 Million Individuals | 27 Million Households | 1.8 Million Postcodes |

CHANNEL DATA

NAME AND ADDRESS BASE

Multi-sourced Marketing Response, Retail and E-commerce Activity Data

Open Register

Royal Mail   Ordnance Survey

ANALYTICS

SEGMENTATION AND MARKET PREDICTORS

Channel Predictor   InfoBase Affordability   Personicx

IMPUTED/DERIVED > UK SCALE

Known Data for 23 Million Consumers

DATA INTEGRATION

FOUNDATION PREDICTORS AND INSIGHT

Department for Work & Pensions

Office for National Statistics
Census/LCFS

DATA.GOV.UK
Opening up Government

Property Data Council Tax Bands
CCJ's Debt Behaviours
Directors Registers

RECOGNITION   INFOBASE® INSIGHT

HOW WAS INFOBASE AGGREGATED TO CREATE POSTCODE DATA?

The latest version of InfoBase was the main source of data used, containing postal address and insight on approximately 40m UK resident adults. From this 200+ attributes were built by aggregating InfoBase to all UK residential postcodes.

Stepping Out Procedure

Due to the nature of the UK geography and postal address system, there are many postcodes that contain only a small number of households/delivery points. When aggregating data it is important to ensure statistical robustness, so it was decided to employ a "geographical stepping out" process.

The centroid (geographical centre) of every UK postcode was plotted spatially using the appropriate latitude-longitude. Where a postcode was found to have fewer than 10 households, the closest neighboring postcode was sought (calculated by straight-line distance) and combined with the original. A new set of counts/percentages/averages were then calculated using the sum of the two neighboring postcodes. If the threshold of 10 households had still not been reached, the process was repeated again, and so on until the condition was met.

The end result is a file which ensures the anonymity of individual data used to build the postcode estimates.

Full Postcode File

For each data element, the percentage distribution across the postcode.

Please note that the postcode file includes only those postcodes that contain at least one residential address/delivery point. There are many thousands of UK postcodes that contain only business addresses and these were omitted completely, as were a very small number of postcodes in extremely rural areas where the stepping out process did not generate robust estimates.

WHAT VARIABLES ARE AVAILABLE?

A full data dictionary is also available with the sample file with more detailed information regarding the variables available. An overview of the categories of attributes is shown below:

Data Variable Category
Geographical
Personal and Family
Home and Property
Employment and Income
Lifestyle and Travel
Consumer Segmentation
Affordability and Expenditure
Automotive
Debt and Credit
Finance and Insurance
Charity
Medial and Technology
Channel Behavior

TO LEARN MORE

about how Acxiom can work for you, visit acxiom.co.uk or email us at ukenquiries@acxiom.com.

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