

Household Profiles

Property Value



Under £10,000
 £10,000 to £20,000
 £20,001 to £30,000
 £30,001 to £40,000
 £40,001 to £50,000
 £50,001 to £60,000
 £60,001 to £70,000
 £70,001 to £80,000
 £80,001 to £90,000
 £90,001 to £100,000
 £100,001 to £120,000
 £120,001 to £150,000
 £150,001 to £200,000
 £200,001 to £300,000
 £300,001 to £400,000
 £400,001 to £500,000
 £500,001 to £600,000
 £600,001 to £800,000
 £800,001 to £1,000,000
 £1,000,001 to £1,250,000
 £1,250,001 to £1,500,000
 £1,500,001 to £1,750,000
 £1,750,001 to £2,000,000
 Greater than £2,000,000

Residence Type



Detached
 Semi-detached
 Bungalow
 Terraced
 Flat

Tenure



Owner occupied
 Privately rented
 Council / housing association

Household Composition



Families - 1 male, 1 female, same surname
 Extended Families - Family with at least one other adult of same surname
 Extended Households - Family with at least one other adult with a different surname
 Pseudo Family - 1 male, 1 female, different surnames
 Single Male - 1 male
 Single Female - 1 female
 Male Homesharers - 2 or more males with 2 or more surnames
 Female Homesharers - 2 or more females with 2 or more surnames
 Mixed Homesharers - 3 or more adults with 2 or more surnames, mixed gender
 Abbreviated Male Families - 2 or more males with

Households with Children



Have Children
 No Children

Household Directorships



Not director
 Director of small company (<50 employees)
 Director of large company (>50 employees)

Mix Personal, Household & Propensity Data to build Your Perfect List

Target Your Ideal Customers

Property Council Tax



band

A
 B
 C
 D
 E
 F
 G
 H



England

Up to £40,000
 £40,001 to £52,000
 £52,001 to £68,000
 68,001 to £88,000
 £88,001 to £120,000
 £120,001 to £160,000
 £160,001 to £320,000
 Over £320,000



Wales

Up to £30,000
 £30,001 to £39,000
 £39,001 to £51,000
 £51,001 to £66,000
 £66,001 to £90,000
 £90,001 to £120,000
 £120,001 to £240,000
 Over £240,000



Scotland

Up to £27,000
 £27,001 to £35,000
 £35,001 to £45,000
 £45,001 to £58,000
 £58,001 to £80,000
 £80,001 to £106,000
 £106,001 to £212,000
 Over £212,000