

The UK Household File

The UK's most comprehensive,
accurate residential and
household property database



Coverage of
every UK home



30 million
UK households



Key property and
household insights



Comprehensive
and accurate



Powerful
modelled dataset



GDPR
compliant

theark
DATA QUALITY SPECIALISTS

Comprehensive.
Insightful.
Accurate
Modelled.
Compliant.





A unique residential property and household database with **coverage of every UK home**



Open the door to **over 30 million households**



Access **key property and household insights**



Comprehensive, accurate information on properties, and the type of people who live in them



The **UKHF** is perfect for analysis and modelling



GDPR compliant as no personal data is used; **UKHF** uses address-only property data and highly accurate modelled household variables

A unique combination of property and household data



Coverage of
every UK home



30 million
UK households



Key property
insights



Comprehensive
and accurate



Powerful
modelled dataset



GDPR
compliant

UKHF is a unique combination of property and household data that gives you comprehensive and accurate information on all UK residential properties, together with the type of people that live in them. With a view of over 30 million UK households, it includes every single UK home. Designed with privacy considerations at its core, it is GDPR compliant and does not use any personal information. Built using a combination of 'address only' property data and highly accurate modelled household variables (derived from Open Source data), the **UKHF** gives you valuable consumer insight into property, lifestyle and behaviours to help you make better informed marketing decisions, whilst ensuring your business remains completely compliant.

The UKHF is unlike any other file in the market and here's why:

Reliable, accurate & comprehensive

Our unique residential property and household database is completely comprehensive and contains over 30 million properties covering **every UK home.**

A unique combination

We combine market-leading property data with modelled occupant data (modelled entirely from non-PII open sources). The combination of these two data sets makes the **UKHF** a singularly unique proposition in the market.

Perfect for analysis & modelling

Our modelled dataset includes key attributes such as household composition, occupation of householder, household income etc. When combined with our property data it creates the perfect dataset for analysts and marketers to apply and improve data modelling and enhance targeting.

Compliant data you can trust

The UKHF is completely GDPR compliant and contains no personal information. It is created with privacy in mind and utilises address only property data and highly accurate non-PII modelled variables – built entirely from Census and other publicly available non-PII data sources.

Key variables of The UK Household File

The **UKHF** is a comprehensive, highly accurate, and compliant picture of today's UK consumer.

We've launched the **UKHF** with a number of key variables:

Field name	Description	Notes
UPRN	Unique Property Reference No.	From OS
Address	Postal Address	
Postcode	Postcode	
Property Type	Property Type	Detached, semi, flat etc
Year Built	Year the property was built	
Tenure	Property Tenure	Freehold, leasehold etc
Bedrooms	No. of Bedrooms	
Receptions	No. of Reception Rooms	
Bathrooms	No. of Bathrooms	
Council Tax Band	Council Tax Band	
Household Income	Modelled Household Income	
Occupation	Modelled Occupation	
Household Pop Counts	Household Population Counts	
Marital Status	Modelled Marital Status	

The benefits of
using UKHF – it's
perfect for analysis
and modelling...

In addition to the detailed property information contained in the **UKHF**, we have developed a powerful dataset covering critical information:

- **household composition**
- **property type and size**
- **occupation of householder**
- **age of occupants**
- **household income**

Data is modelled at individual household level to create maximum granularity and differentiation. It is then averaged across a number of properties of the same type in the same area to reduce statistical errors and create a robust outcome. The result is a profile for each property outlining the most likely values for each core variable for that property.

Data at this level of detail covering these core attributes provide modellers, marketers and analysts with powerful data which:

- **Complement** or **replace** existing and/or non-compliant legacy geodemographic profiling tools with another level of detailed information
- **Enhances targeting** based on variables that make a real difference

- **Provides** depth for models and **insight**
- Because all data is Open Source with no use of personal data, the result is a **GDPR compliant** dataset which can be quickly, and cost effectively applied

The **UKHF** will help you to:

- **Personalise** your customer experience to improve retention, cross-sell and increase customer spend and value
- **Enrich** what you already know about your customer in order to make better decisions around how you communicate with them
- **Create** multichannel campaigns - **UKHF** can be used across all online and offline channels, including digital advertising, email, TV on demand and direct mail
- **Ensure** you remain completely **GDPR compliant**

Additional variables will be added in future releases.

The UK[📍]
Household
File

Evaluate our dataset

The Ark has created an evaluation dataset containing residential properties in two diverse areas (BS and KW postcode areas). The evaluation dataset is available as a free dataset for evaluation-only purposes.

The evaluation dataset can be provided as an Excel spreadsheet, a csv format file or through **The Ark's JetStream API**.

Interested to find out more?

Contact us now for more information or to book a data evaluation:

CALL US

0370 334 1510

VISIT US

www.ark-data.co.uk

EMAIL US

2by2@ark-data.co.uk

the**ark**
DATA QUALITY SPECIALISTS