

# The UK Household File

Comprehensive, accurate  
residential property and  
household database



Coverage of  
every UK home



30 million  
UK households



Key property and  
household insights



Perfect for modelling  
and analysis



Comprehensive  
and accurate



Powerful  
modelled dataset



GDPR  
compliant

**theark**  
DATA QUALITY SPECIALISTS

The UK<sup>📍</sup>  
Household  
File

Comprehensive.  
Insightful.  
Accurate.  
Compliant.





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



Open the door to **30 million households**



Access **key property and household insights**



**Comprehensive, accurate** information on properties and key characteristics on the people who live in them



A **powerful** resource for analysis and modelling



**GDPR compliant: UKHF** contains only address-level property data and highly accurate modelled household variables, derived from open-source data

# 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 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 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**

The **UKHF** is market changing. Every single modelled variable is calculated at an individual property level, rather than the usual postcode level found in competitor products. Combined with property level attributes, this makes the UKHF the perfect dataset for analysts and marketers to apply and improve data modelling and targeting.

### **Compliant data you can trust**

The **UKHF** is 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 property and household variables**

The UKHF contains key property and household insights ideal for modelling and targeting such as:

- Property type, year built, tenure, rooms etc
- Household income, occupation, composition, age and marital status
- New and unique property level "Index of Vulnerability" variable – ideal for identification of households where income levels put them at risk of being financially vulnerable
- All variables presented at individual property level

Key insights  
and variables  
available on 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:

**Household modelled variables:**

**Household Income and Income Bands**

**Marital Status**

**Household Composition**

**Age of Occupants**

**Home owners / Renters**

**Employment Status**

**Occupation**

**Vulnerability Index**

**Property variables:**

**Property Type**

**Year Built**

**Number of Rooms**

**Tenure**

**EPC Ratings**

All variables held / derived at property level

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<sup>📍</sup>  
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**.

# Want to find out more?

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

CALL US

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