

CONSUMER DATA

Understand your customers' needs

Our socio- demographic data comes from online and offline sources. Most of it is collected from net-working sites and (local) governments. We aggregate and normalize anonymous identity characteristics and locate unique consumer characteristics, such as demographic and lifestyle characteristics. Our consumer data covers every household in Europe.

SOCIO- DEMOGRAPHIC DATA (6-DIGIT POSTAL CODE)
Environmental address density / degree of urbanization
Average house value
Population
Percentage of male residents
Percentage of female residents
Age of the residents in categories
Demographic information
Average household size
Type of household (single, two parent, multi-person without children, multi-person with children)
Most common housing type
Educational attainment
Average number of cars per household
Percentage entrepreneurs
Income level in categories
Prosperity level
Percentage of children
Year of construction in percentage by category
Energy labels in percentage
Rent / buy ratio

SOCIO- DEMOGRAPHIC DATA (ADDRESS LEVEL)
Name of the residents
Degree of urbanization
Number of residents
Age of residents
Age 07-11
Age 12-18
Age 19-24
Age 25-29
Age 30-34
Age 35-39

SOCIO- DEMOGRAPHIC DATA (ADDRESS LEVEL)

Age 40-44

Age 45-49

Age 50-54

Age 55-59

Age 60-64

Age 65-69

Age 70-74

Age 75-79

Age 80-84

Age 85-89

Age 90+

Indication rent / buy house

Prosperity level

Indication of income

Presence of children

Consumer profile

Social status

Monthly tax income

Estimated property value

Neighborhood information

Urbanization degree

- Very strong urban
- Strong urban
- Moderate urban
- Little urban
- Not urban

Average house value

- Less than € 100.000
- € 100.000 to € 125.000
- € 125.000 to € 150.000
- € 150.000 to € 175.000
- € 175.000 to € 200.000
- € 200.000 to € 225.000
- € 225.000 to € 250.000
- € 250.000 to € 275.000
- € 275.000 to € 300.000
- € 300.000 to € 350.000
- € 350.000 to € 400.000
- € 400.000 to € 500.000
- € 500.000 to € 600.000
- € 600.000 to € 750.000
- € 750.000 to € 1.000.000
- € 1.000.000 to € 1.250.000
- € 1.250.000 to € 1.500.000
- € 1.500.000 to € 2.000.000
- More than € 2.000.000

Housing types in percentages

- Apartment
- Detached house
- Town house (house in between)
- Corner house
- Two under one roof house

Residents information:

- Number of residents
- Number of male residents
- Number of female residents

Age of the residents in percentage

- 0 to 15 years
- 15 to 25 years
- 25 to 45 years
- 45 to 60 years
- 60 years and older

Origin of the residents in percentage

- Dutch
- Western
- Turkish
- Moroccan
- Surinamese
- Antillean
- Non-Western

Average household size

- 1 occupant
- 2 occupants
- 3 occupants
- 4 occupants
- 5 occupants
- 5 occupants or more

Household type in percentage

- Single household
- One parent household with children
- Multi person household without children
- Multi person household with children

Percentage level of education

- Low level of education
- Secondary level of education
- High level of education

Owning a vehicle

- Average number of cars per household
- Average number of motorcycles per household

Monthly income level in categories

- 0 to € 1.000
- € 1.000 to € 2.000
- € 2.000 to € 3.000
- € 3.000 to € 4.000
- € 4.000 to € 5.000
- € 5.000 to € 7.500
- € 7.500 to € 10.000
- € 10.000 or more

Wellness level

- Very wealthy
- Wealthy
- High
- Modal
- Below modal
- Above average
- Average
- Under average
- Low

Percentage rent and buy

- Percentage of rental housing
- Percentage of homes for sale