

Field Name	Type	Length	Group	Description	Volume	%
URN	int	10	Record Details	Unique Reference Number	34,682,523	100
AddrId	int	10	Address	Unique Domicile ID	34,682,523	100
Title	varchar	20	Person	Title	33,371,731	96.22
Forename	varchar	50	Person	Forename	34,682,523	100
Othertype	varchar	50	Person	Othertype	10,280,407	29.64
Surname	varchar	50	Person	Surname	34,682,523	100
NameSuffix	varchar	50	Person	Junior, Senior or Honorary suffix	1,924	0.01
Gender	varchar	1	Person	Sex	34,682,523	100
InitialOnly	char	1	Person	Initial Only Present (Y/N)	34,682,523	100
DOB	date	10	Person	Date of Birth (DD/MM/YYYY)	18,487,332	53.3
YOB	smallint	4	Person	Year of Birth (YYYY)	22,105,465	63.74
Age	int	2	Person	Age	23,850,271	68.77
AgeBand	varchar	5	Person	Age Banding based on DOB/YOB	23,850,271	68.77
AgeBandModel	varchar	5	Person	Age Model Banding based on DOB/YOB/Age algorithm	33,923,530	97.81
Postcode	varchar	8	Address	Postal Code	34,682,523	100
PostArea	varchar	2	Address	Postal Area, i.e. HX	34,682,523	100
PostDistrict	varchar	4	Address	Postal District, i.e. HX6	34,682,523	100
PostSector	varchar	6	Address	Postal Sector, i.e. HX6 2	34,682,523	100
Addr1	varchar	200	Address	Address Line 1	34,682,523	100
Addr2	varchar	200	Address	Address Line 2	14,289,582	41.2
Addr3	varchar	200	Address	Address Line 3	2,866,363	8.26
Addr4	varchar	200	Address	Address Line 4	163,138	0.47
Addr5	varchar	200	Address	Address Line 5	2,322	0.01
PostTown	varchar	30	Address	Town or City	34,682,523	100
PostCounty	varchar	30	Address	Postal County	34,682,523	100
TradCounty	varchar	30	Address	Traditional County	34,682,523	100
DPS	varchar	2	Address	Delivery Point Suffix	34,682,523	100
UDPRN	varchar	8	Address	Unique Delivery Point Reference Number	34,682,523	100
UMRRN	varchar	8	Address	Unique Multi Residential Reference Number	205,043	0.59
ResidenceTouchCount	smallint	5	Residence Status	No. of times Individual confirmed at Address	34,682,523	100
ResidenceConfidence	tinyint	1	Residence Status	Confidence in residence data based on source and touch count	34,682,523	100
ResidenceRecency	date	10	Residence Status	Last Date Individual confirmed at Address (DD/MM/YYYY)	34,682,523	100
ResidenceRecencyBand	varchar	15	Residence Status	Residence Recency Band	34,682,523	100

Field Name	Type	Length	Group	Description	Volume	%
ERFlag	char	1	Residence Status	On Electoral Roll (Y/N)	17,416,571	50.22
LatestERFlag	char	1	Residence Status	On Latest Electoral Roll (Y/N)	13,830,364	39.88
MPS	vchar	1	Residence Status	Mail Preference Service (Y/N)	34,682,523	100
CanMail	vchar	1	Residence Status	Can the Person be Mailed (Y/N)	34,682,523	100
LIFlag	char	1	Residence Status	Legitimate Interest Flag (Y/N)	21,293,959	61.4
Email	vchar	100	Email	Email Address	8,659,859	24.97
EmailDomain	vchar	100	Email	Email Domain including TLD e.g. Hotmail.com, Hotmail.co.uk	8,659,859	24.97
EmailServiceProvider	vchar	30	Email	Email Service Provider, e.g. Google, Microsoft	8,659,797	24.97
EmailISP	vchar	100	Email	Email Internet Service Provider, i.e. Hotmail	8,659,859	24.97
EmailTLD	vchar	20	Email	Email Top Level Domain e.g. .COM, .UK	8,659,859	24.97
EmailTLDCountry	vchar	20	Email	Email Domain Country	2,833,854	8.17
EmailNameValidated	char	1	Email	Email Validated by Forename or Surname (Y/N)	8,659,859	24.97
EmailSocialValidated	vchar	1	Social Network	Email Validated by Social Network	4,167,918	12.02
EmailTouchCount	smallint	5	Email	Number of times Email Address received	8,659,859	24.97
EmailConfidence	tinyint	1	Email	Confidence in email based on source and touch count	8,659,859	24.97
EmailRecency	date	10	Email	Last capture date of Email Address (DD/MM/YYYY)	8,659,859	24.97
EmailRecencyBand	vchar	15	Email	Email Recency Band	8,659,859	24.97
EmailEngager	vchar	1	Engager	Email Engager Flag (Y/N)	271,896	0.78
EmailEngagerBand	vchar	20	Engager	Email Engager Banding	271,896	0.78
EmailEngagerDTS	datetime	19	Engager	Email Engager Date & Time Stamp	271,896	0.78
EmailTestDTS	date	10	Engager	Date Email Address was last Tested	2,798,277	8.07
IPAddress	vchar	100	IPAddress	Internet Protocol Address (IPv4)	2,973,655	8.57
IPTouchCount	smallint	5	IPAddress	Number of times IP Address received	2,973,655	8.57
Mobile	vchar	11	Telephone	Mobile Telephone Number	5,879,199	16.95
MobileTPS	char	1	Telephone	Mobile on Telephone Preference Service (Y/N)	5,879,199	16.95
MobileTouchCount	smallint	5	Telephone	Number of times Mobile received	5,879,199	16.95
MobileConfidence	tinyint	1	Telephone	Confidence in mobile based on source and touch count	5,879,199	16.95
MobileRecency	date	10	Telephone	Last capture date of Mobile (DD/MM/YYYY)	5,879,199	16.95
MobileRecencyBand	vchar	15	Telephone	Mobile Recency Band	5,879,199	16.95
MobileTestDTS	date	10	Telephone	Date Mobile was last Tested/HLRd	4,715,348	13.6
OriginalNetworkProvider	vchar	50	Telephone	Original Mobile Network Provider	5,879,199	16.95
PortedNetworkProvider	vchar	50	Telephone	Ported Mobile Network Provider	2,311,877	6.67

Field Name	Type	Length	Group	Description	Volume	%
Landline	varchar	11	Telephone	Landline Telephone Number	6,420,135	18.51
LandlineTPS	char	1	Telephone	Landline on Telephone Preference Service (Y/N)	6,420,135	18.51
LandlineRecency	date	10	Telephone	Last capture date of Landline (DD/MM/YYYY)	6,420,135	18.51
LandlineTouchCount	smallint	5	Telephone	Number of times Landline received	6,420,135	18.51
LandlineConfidence	tinyint	1	Telephone	Confidence in landline data based on source and touch count	6,420,135	18.51
LandlineRecencyBand	varchar	15	Telephone	Landline Recency Band	6,420,135	18.51
LandlineTestDTS	date	10	Telephone	Date Landline was last Tested	5,736,027	16.54
ChildrenAtHome	tinyint	3	Family	Number of Children at Home	2,447,784	7.06
PresenceOfChildren	varchar	1	Family	Presence of Children (Y/N)	7,546,199	21.76
PresenceOfDependentChildren	char	1	Family	Presence of Dependent Children (Y/N)	7,546,199	21.76
PresenceOfNonDependentChildren	char	1	Family	Presence of Non-Dependent Children (Y/N)	2,610,909	7.53
RelationshipStatus	varchar	30	Relationship Status	Relationship Status, i.e. Single, Married	13,451,975	38.79
RelationshipStatusModel	varchar	30	Relationship Status	Relationship Status Model, i.e. Single, Married	18,988,501	54.75
Occupation	varchar	50	Employment & Education	Occupation	3,638,434	10.49
OccupationSector	varchar	50	Employment & Education	Occupation Sector	4,079,898	11.76
EmploymentStatus	varchar	30	Employment & Education	Employment Status	11,572,542	33.37
Director	char	1	Employment & Education	Company Director	2,382,551	6.87
Directorships	smallint	4	Employment & Education	Number of Active Directorships	1,841,336	5.31
IncomeAnnual	int	10	Employment & Education	Annual Income	963,320	2.78
IncomeAmountBand	varchar	20	Employment & Education	Annual Income Amount Banding	962,069	2.77
HouseholdIncomeBand	varchar	20	Employment & Education	Modelled household income banding	34,678,541	99.99
HeadOfHousehold	char	1	Person	Head of Household model	16,834,203	48.54
DecisionMaker	char	1	Person	Household Decision Maker	6,997,163	20.17
HouseholdComposition	varchar	50	Person	Household Composition	31,589,032	91.08
LifeStageBand	varchar	30	Person	Life Stage Banding	31,589,032	91.08
HouseholdTenure	varchar	10	Property Details	Household Tenure (Owned/Rented)	28,637,283	82.57
HouseholdTenureModel	varchar	10	Property Details	Household Tenure Model (Owned/Rented)	30,126,916	86.86
HouseholdAgeBandModel	varchar	10	Residence Status	Household Age Band Model	34,682,521	100
HouseholdLengthOfResidency	tinyint	2	Residence Status	Household Length Of Residency	34,682,521	100
SocialGrade	varchar	2	Person	Social Grade A B C1 C2 D E	34,682,523	100
SocialGradePercentile	tinyint	3	Person	Social Grade Percentile	34,682,523	100

Field Name	Type	Length	Group	Description	Volume	%
AffluenceBand	vchar	30	Person	Affluence Banding	34,682,523	100
LengthOfResidency	tinyint	2	Residence Status	Length of Residency	30,472,829	87.86
PropertyTenure	vchar	30	Property Details	Home Ownership Status	21,308,907	61.44
HomeOwner	vchar	1	Residence Status	Home Owner (Y/N)	21,508,151	62.01
NoOfHouseholds	smallint	5	Property Details	Number of Households at DPS	34,682,523	100
CouncilTaxBand	char	1	Property Details	Council Tax Band of Property	31,962,608	92.16
RiskScoreBandId	tinyint	1	RiskScore	Risk Score Banding Id 1 to 9	34,406,013	99.2
RiskRating	vchar	4	RiskScore	Risk Rating A to CCC	34,406,013	99.2
RiskRatingDesc	vchar	30	RiskScore	Risk Rating Description	34,406,013	99.2
PropertyPurchaseDate	date	10	Property Details	Property Purchase Date (DD/MM/YYYY)	15,550,265	44.84
PropertyPurchasePrice	int	10	Property Details	Property Purchase Price	15,550,265	44.84
PropertyPurchasePriceBand	vchar	20	Property Details	Property Purchase Price Banding	15,550,265	44.84
AveragePropertyValue	int	10	Property Details	Average Property Value	34,595,440	99.75
AveragePropertyValueBand	vchar	20	Property Details	Average Property Value Banding	34,595,440	99.75
EstimatedPropertyValue	int	10	Property Details	Estimated Property Value	15,532,976	44.79
EstimatedPropertyValueBand	vchar	20	Property Details	Estimated Property Value Banding	15,532,976	44.79
AveragePropertyRentalValue	int	10	Property Details	Average Property Rental Value	34,581,281	99.71
AveragePropertyRentalValueBand	vchar	20	Property Details	Average Property Rental Value Banding	34,581,281	99.71
PropertyRentalYield	float	5	Property Details	Average Property Rental Yield	34,581,281	99.71
PropertyHolding	vchar	10	Property Details	Property Holding	15,550,265	44.84
PropertyType	vchar	20	Property Details	Property Type	30,444,639	87.78
PropertyTypeModel	vchar	20	Property Details	Modelled Property Type	31,075,074	89.6
PropertyYearBuilt	smallint	5	Property Details	Property Year Built	4,419,433	12.74
ConstructionAgeBand	vchar	40	Property Details	Property Age Banding	16,404,011	47.3
PropertyBedrooms	tinyint	1	Property Details	Number of Bedrooms	5,123,973	14.77
PropertyBedroomsModel	tinyint	1	Property Details	Property Bedrooms Modelled	20,014,279	57.71
PropertyReceptions	tinyint	2	Property Details	Number of Receptions in Property	965,692	2.78
PropertyConservatory	vchar	1	Property Details	Does the Property have a Conservatory (Y/N)	2,756,796	7.95
PropertyImprovements	vchar	1	Property Details	Has the Property had Improvements (Y/N)	1,255,810	3.62
PropertyTotalFloorArea	vchar	15	Property Details	Property Total Floor Area	15,760,164	45.44
PropertyFloorLevel	vchar	15	Property Details	Property Floor Level	3,325,571	9.59
PropertyWindows	vchar	50	Property Details	Property Windows Glazing	15,736,210	45.37
PropertyConstruction	vchar	20	Property Details	Property Construction e.g. BRICK, STONE	5,158,277	14.87
PropertyWall	vchar	50	Property Details	Property Wall Cavity and Insulation	14,066,747	40.56
PropertyExtensions	smallint	1	Property Details	Property Number of Extensions	15,926,024	45.92
PropertyHabitableRooms	smallint	3	Property Details	Property Number of Habitable Rooms	15,926,024	45.92

Field Name	Type	Length	Group	Description	Volume	%
PropertyHeatedRooms	smallint	2	Property Details	Property Number of Heated Rooms	15,926,024	45.92
PropertyRoof	varchar	20	Property Details	Property Roof Type (Flat/Pitched)	12,565,430	36.23
SocialHousing	char	1	Property Details	Property is Social Housing	4,282,952	12.35
ListedBuilding	char	1	Property Details	Listed Building	198,435	0.57
ListedGrade	varchar	5	Property Details	Listed Building Grade I, II or II*	198,435	0.57
EnergyAssessmentDate	varchar	10	Property Details	Energy Assessment Date (DD/MM/YYYY)	15,926,024	45.92
CurrentEnergyRating	varchar	8	Property Details	Current Energy Rating (EPC)	15,926,024	45.92
PotentialEnergyRating	varchar	8	Property Details	Potential Energy Rating (EPC)	15,926,024	45.92
EnergyAssessmentTransactionType	varchar	30	Property Details	Energy Assessment Type	14,144,487	40.78
CarMake	varchar	30	Automotive	Car Make	3,606,603	10.4
CarModel	varchar	50	Automotive	Car Model Detailed	104,122	0.3
CarBaseModel	varchar	50	Automotive	Car Model Basic	2,837,522	8.18
CarClassification	varchar	30	Automotive	SMMT Car Classification	2,837,522	8.18
CarBodyType	varchar	25	Automotive	Car Body Type	52,398	0.15
CarNoOfDoors	tinyint	1	Automotive	Car Number of Doors	97,284	0.28
CarFuelType	varchar	10	Automotive	Car Fuel Type	481,275	1.39
CarEmissionsStandard	varchar	6	Automotive	Car Emissions Standard EURO classifications	2,033,236	5.86
CarTransmissionType	varchar	10	Automotive	Car Transmission Type	97,333	0.28
CarHybrid	char	1	Automotive	Car Electric/Hybrid	2,669	0.01
CarRegNo	varchar	10	Automotive	Car Registration Mark	543,476	1.57
CarRegYear	smallint	4	Automotive	Car Year of First Registration	2,174,784	6.27
CarPrivateRegNo	char	1	Automotive	Car has private registration number	43,585	0.13
CarAge	smallint	2	Automotive	Car Age based on Year of Registration	2,174,784	6.27
CarAgeBand	varchar	20	Automotive	Car Age Banding	2,174,784	6.27
CarInsuranceMM	tinyint	3	Automotive Insurance	Car Insurance Renewal Month	1,621,127	4.67
CarInsuranceConfidence	char	1	Automotive Insurance	Car Insurance confidence High/Medium/Low	1,621,127	4.67
CarInsuranceDate	varchar	10	Automotive Insurance	Car Insurance Renewal Date	1,842	0.01
CarPurchaseDate	varchar	10	Automotive Insurance	Car Purchase Date	410,807	1.18
CarPurchasePrice	int	10	Automotive Insurance	Car Purchase Price	249,864	0.72
CarPurchasePriceBand	varchar	20	Automotive Insurance	Car Purchase Price Banding	249,856	0.72
CarPurchasedNew	char	1	Automotive Insurance	Car Purchased New	407,305	1.17
BikeMake	varchar	30	Automotive	Bike Make	230,464	0.66
BikeModel	varchar	50	Automotive	Bike Model Detailed	48,609	0.14
BikeBaseModel	varchar	50	Automotive	Bike Model Basic	213,154	0.61
BikeClassification	varchar	30	Automotive	SMMT Bike Classification	213,154	0.61
BikeRegNo	varchar	10	Automotive	Bike Registration Mark	2,089	0.01

Field Name	Type	Length	Group	Description	Volume	%
BikeRegYear	smallint	5	Automotive	Bike Year of First Registration	211,001	0.61
BikeAge	smallint	2	Automotive	Bike Age based on Year of Registration	211,001	0.61
BikeAgeBand	varchar	20	Automotive	Bike Age Banding	211,001	0.61
BikeInsuranceMM	tinyint	3	Automotive Insurance	Bike Insurance Renewal Month	155,700	0.45
BikeInsuranceConfidence	char	1	Automotive Insurance	Bike Insurance confidence High/Medium/Low	155,700	0.45
BikePurchaseDate	varchar	10	Automotive Insurance	Bike Purchase Date	41,020	0.12
BikePurchasePrice	int	10	Automotive Insurance	Bike Purchase Price	30,339	0.09
BikePurchasePriceBand	varchar	20	Automotive Insurance	Bike Purchase Price Banding	30,339	0.09
BikePurchasedNew	char	1	Automotive Insurance	Bike Purchased New	40,755	0.12
VanMake	varchar	30	Automotive	Van Make	86,906	0.25
VanModel	varchar	50	Automotive	Van Model Detailed	14,872	0.04
VanBaseModel	varchar	50	Automotive	Van Model Basic	85,925	0.25
VanClassification	varchar	30	Automotive	SMMT Van Classification	85,925	0.25
VanHybrid	char	1	Automotive	Van Electric/Hybrid	231	0
VanRegNo	varchar	10	Automotive	Van Registration Mark	9,541	0.03
VanRegYear	smallint	5	Automotive	Van Year of First Registration	78,197	0.23
VanPrivateRegNo	char	1	Automotive	Van has private registration number	371	0
VanAge	smallint	2	Automotive	Van Age based on Year of Registration	78,197	0.23
VanAgeBand	varchar	20	Automotive	Van Age Banding	78,197	0.23
VanInsuranceMM	tinyint	3	Automotive Insurance	Van Insurance Renewal Month	57,287	0.17
VanInsuranceDate	varchar	10	Automotive Insurance	Van Insurance Renewal Date	22	0
VanInsuranceConfidence	char	1	Automotive Insurance	Van Insurance confidence High/Medium/Low	57,287	0.17
VanPurchaseDate	varchar	10	Automotive Insurance	Van Purchase Date	20,413	0.06
VanPurchasePrice	int	10	Automotive Insurance	Van Purchase Price	17,269	0.05
VanPurchasePriceBand	varchar	20	Automotive Insurance	Van Purchase Price Banding	17,268	0.05
VanPurchasedNew	char	1	Automotive Insurance	Van Purchased New	20,285	0.06
ElectricityProvider	varchar	30	Utilities	Electrical Provider	981,386	2.83
GasProvider	varchar	30	Utilities	Gas Provider	236,926	0.68
HeatingFuelType	varchar	30	Utilities	Heating Fuel Type	13,167,700	37.97
StorageHeaters	varchar	1	Utilities	Property Has Storage Heaters (Y/N)	600,989	1.73
OpenFireplaces	varchar	1	Utilities	Property Has Open Fireplaces (Y/N)	1,373,784	3.96

Field Name	Type	Length	Group	Description	Volume	%
LowEnergyLightingPercent	tinyint	3	Utilities	Percent of lighting using low energy bulbs	12,923,198	37.26
SolarPanels	char	1	Utilities	Property has solar panels	97,283	0.28
SolarWaterHeating	char	1	Utilities	Solar Water Heating (Y/N)	7,550,670	21.77
WindTurbines	varchar	1	Utilities	Property Has Wind Turbines (Y/N)	6,051	0.02
UtilityPaymentMethod	varchar	30	Utilities	Utility Payment Method	3,039,480	8.76
OffGasGrid	char	1	Utilities	No Mains Gas (Y/N)	34,682,523	100
GasConnectionValue	varchar	40	Utilities	Gas Connection	33,242,359	95.85
Broadband	varchar	1	Utilities	Have Broadband (Y/N)	697,660	2.01
BroadbandProvider	varchar	20	Utilities	Broadband Provider	395,856	1.14
BroadbandDataUsageGB	float	10	Utilities	Broadband Data Usage in GigaBytes	33,372,025	96.22
BroadbandDataUsageGBDecile	tinyint	1	Utilities	Broadband Data Usage in GigaBytes Decile	33,372,025	96.22
BroadbandDataUsageGBPercentile	tinyint	1	Utilities	Broadband Data Usage in GigaBytes Percentile	33,372,025	96.22
MobilePAYG	varchar	1	Utilities	Have PAYG Mobile (Y/N)	380,603	1.1
MobileContract	varchar	1	Utilities	Have Contract Mobile (Y/N)	333,321	0.96
MobileNetwork	varchar	50	Utilities	Mobile Network ID (not HLR)	4,613,967	13.3
LandlineProvider	varchar	50	Utilities	Landline Service Provider	420,365	1.21
TVProvider	varchar	50	Utilities	Television Service Provider	571,077	1.65
MobileOS	varchar	20	Utilities	Mobile Device Operating System	440,735	1.27
AutoInsuranceMM	tinyint	2	Automotive Insurance	Vehicle Insurance Renewal (MM)	7,532,687	21.72
AutoInsuranceConfidenceFlag	char	1	Automotive Insurance	Auto Insurance confidence High/Medium/Low	7,532,687	21.72
CarOwner	varchar	1	Automotive	Individual Owns a Car (Y/N)	7,471,103	21.54
NumberOfCars	tinyint	1	Automotive	Number of Vehicles	620,047	1.79
CompanyCar	varchar	1	Automotive	Individual Owns a Company Car (Y/N)	30,864	0.09
HomeInsuranceMM	tinyint	2	Property Insurance	Home Insurance Renewal (MM)	17,737,287	51.14
BuildingsInsuranceMM	tinyint	2	Property Insurance	Buildings Insurance Renewal (MM)	6,886,376	19.86
ContentsInsuranceMM	tinyint	2	Property Insurance	Contents Insurance Renewal (MM)	5,540,917	15.98
HomeInsuranceConfidenceFlag	char	1	Automotive Insurance	Home Insurance confidence High/Medium/Low	17,737,287	51.14
FloodRisk	varchar	30	Address	Flood Risk	3,168,633	9.14
BreakdownInsurance	varchar	1	Other Insurance	Have Breakdown Insurance (Y/N)	263,900	0.76
BreakdownInsuranceProvider	varchar	20	Other Insurance	Breakdown Insurance Provider	154,922	0.45
MedicalInsurance	varchar	1	Other Insurance	Have Medical Insurance (Y/N)	11,902	0.03
LifeInsurance	varchar	1	Other Insurance	Have Life Insurance (Y/N)	712,530	2.05
PetInsurance	varchar	1	Other Insurance	Have Pet Insurance (Y/N)	3,292	0.01
TravelInsurance	varchar	1	Other Insurance	Have Travel Insurance (Y/N)	161,128	0.46
LoanApplicationDate	date	10	Loan	Loan Application Date (DD/MM/YYYY)	1,014,497	2.93
LoanAmount	int	10	Loan	Loan Amount	1,013,632	2.92

Field Name	Type	Length	Group	Description	Volume	%
LoanAmountBand	varchar	20	Loan	Loan Amount Band	1,013,630	2.92
LoanPurpose	varchar	100	Loan	Purpose of Loan	1,000,934	2.89
LoanType	varchar	50	Loan	Type of Loan (Secured/Unsecured)	1,009,150	2.91
LoanTerm	smallint	3	Loan	Loan Term (months)	882,505	2.54
LoanCount	smallint	3	Loan	Count of Loans	1,014,497	2.93
LoanCountSecured	smallint	3	Loan	Count of Loans (Secured)	82,016	0.24
LoanCountUnsecured	smallint	3	Loan	Count of Loans (Unsecured)	929,095	2.68
HasMortgage	char	1	Mortgage	Has a Mortgage	2,028,553	5.85
Charity_Animals	varchar	1	Charity	Donates to Animal Charity (Y/N)	574,444	1.66
Charity_Birds	varchar	1	Charity	Donates to Bird Charity (Y/N)	107,511	0.31
Charity_Blind	varchar	1	Charity	Donates to Blind Charity (Y/N)	98,641	0.28
Charity_Children	varchar	1	Charity	Donates to Childrens Charity (Y/N)	130,903	0.38
Charity_Disability	varchar	1	Charity	Donates to Disability Charity (Y/N)	32,653	0.09
Charity_Elderly	varchar	1	Charity	Donates to Elderly Charity (Y/N)	81,323	0.23
Charity_Environment	varchar	1	Charity	Donates to Environment Charity (Y/N)	129,095	0.37
Charity_Health	varchar	1	Charity	Donates to Health Charity (Y/N)	695,621	2.01
Charity_Homeless	varchar	1	Charity	Donates to Homeless Charity (Y/N)	32,496	0.09
Charity_HumanRights	varchar	1	Charity	Donates to Human Rights Charity (Y/N)	17,248	0.05
Charity_Medical	varchar	1	Charity	Donates to Medical Charity (Y/N)	663,004	1.91
Charity_Nature	varchar	1	Charity	Donates to Nature Charity (Y/N)	210,248	0.61
Charity_Overseas	varchar	1	Charity	Donates to Overseas Charity (Y/N)	276,119	0.8
Charity_Wildlife	varchar	1	Charity	Donates to Wildlife Charity (Y/N)	123,149	0.36
Charity_Other	varchar	1	Charity	Donates to Other Charity (Y/N)	2,970,742	8.57
Charity_NationalTrust	varchar	1	Charity	Supports National Trust (Y/N)	325,237	0.94
CreditCard_CreditCard	varchar	1	CreditCard	Have a Credit Card (Y/N)	6,742,538	19.44
CreditCard_StoreCard	varchar	1	CreditCard	Have a Store Card (Y/N)	1,039,655	3
Finance_Loan	varchar	1	Finance	Have a Loan (Y/N)	9,163,436	26.42
Finance_Savings	varchar	1	Finance	Have Savings (Y/N)	3,079,376	8.88
Finance_Pension	varchar	1	Finance	Have a Pension (Y/N)	335,308	0.97
Finance_PensionCompany	varchar	1	Finance	Have a Company Pension (Y/N)	249,833	0.72
Finance_PensionPrivate	varchar	1	Finance	Have a Private Pension (Y/N)	218,083	0.63
Finance_Shareholder	varchar	1	Finance	Has Shares	294,529	0.85
Finance_Investor	varchar	1	Finance	Investor (Y/N)	4,425,713	12.76
Finance_InvestmentsArtWineCollectibles	varchar	1	Finance	Investor in Arts Wine Collectibles (Y/N)	388,461	1.12
Finance_InvestmentsBonds	varchar	1	Finance	Investor in Bonds (Y/N)	223,952	0.65
Finance_InvestmentsBuy2Let	varchar	1	Finance	Investor in Buy 2 Let (Y/N)	141,796	0.41
Finance_InvestmentsStocksAndShares	varchar	1	Finance	Investor in Stocks and Shares (Y/N)	1,539,846	4.44
Finance_InvestmentsUnitTrusts	varchar	1	Finance	Investor in Unit Trusts (Y/N)	137,905	0.4
Finance_Will	varchar	1	Finance	Have a Will (Y/N)	115,510	0.33
Leisure_Bingo	varchar	1	Entertainment & Leisure	Interest in Bingo (Y/N)	780,330	2.25

Field Name	Type	Length	Group	Description	Volume	%
Leisure_Gambling	vchar	1	Entertainment & Leisure	Interest in Gambling (Y/N)	944,498	2.72
Leisure_GamblingCompetitions	vchar	1	Entertainment & Leisure	Interest in Gambling and Competitions	1,649,455	4.76
Leisure_GamblingFootball	vchar	1	Entertainment & Leisure	Interest in Gambling Football	62,238	0.18
Leisure_GamblingLottery	vchar	1	Entertainment & Leisure	Interest in Gambling Lottery	339	0
Leisure_GamblingPools	vchar	1	Entertainment & Leisure	Interest in Gambling/Pools (Y/N)	1,396,588	4.03
Leisure_Cricket	vchar	1	Entertainment & Leisure	Interest in Cricket (Y/N)	60,937	0.18
Leisure_Cycling	vchar	1	Entertainment & Leisure	Interest in Cycling (Y/N)	181,282	0.52
Leisure_Football	vchar	1	Entertainment & Leisure	Interest in Football	855,533	2.47
Leisure_Golf	vchar	1	Entertainment & Leisure	Interest in Golf (Y/N)	1,739,961	5.02
Leisure_Gym	vchar	1	Entertainment & Leisure	Interest in Gym (Y/N)	89,272	0.26
Leisure_HealthFitness	vchar	1	Entertainment & Leisure	Interest in Health & Fitness (Y/N)	2,736,379	7.89
Leisure_MotorCycling	vchar	1	Entertainment & Leisure	Interest in Motor Cycling (Y/N)	55,235	0.16
Leisure_MotorSport	vchar	1	Entertainment & Leisure	Interest in MotorSport	118,226	0.34
Leisure_Rugby	vchar	1	Entertainment & Leisure	Interest in Rugby (Y/N)	86,419	0.25
Leisure_Running	vchar	1	Entertainment & Leisure	Interest in Running (Y/N)	172,150	0.5
Leisure_Skiing	vchar	1	Entertainment & Leisure	Interest in Skiing (Y/N)	306,091	0.88
Leisure_Sports	vchar	1	Entertainment & Leisure	Interest in Sports (Y/N)	2,566,821	7.4
Leisure_Swimming	vchar	1	Entertainment & Leisure	Interest in Swimming (Y/N)	22,992	0.07
Leisure_Tennis	vchar	1	Entertainment & Leisure	Interest in Tennis	59,263	0.17
Leisure_Watersport	vchar	1	Entertainment & Leisure	Interest in Watersport	71,451	0.21
Leisure_Birds	vchar	1	Entertainment & Leisure	Interest in Birds (Y/N)	54,311	0.16
Leisure_Caravanning	vchar	1	Entertainment & Leisure	Interest in Caravanning	306	0
Leisure_Environment	vchar	1	Entertainment & Leisure	Interest in Environment (Y/N)	1,107,108	3.19
Leisure_Fishing	vchar	1	Entertainment & Leisure	Interest in Fishing (Y/N)	513,193	1.48
Leisure_Nature	vchar	1	Entertainment & Leisure	Interest in Nature (Y/N)	1,271,822	3.67
Leisure_Walking	vchar	1	Entertainment & Leisure	Interest in Walking (Y/N)	2,780,165	8.02

Field Name	Type	Length	Group	Description	Volume	%
Leisure_Wildlife	varchar	1	Entertainment & Leisure	Interest in Wildlife (Y/N)	875,225	2.52
Leisure_Cooking	varchar	1	Entertainment & Leisure	Interest in Cooking	598,957	1.73
Leisure_EatingOut	varchar	1	Entertainment & Leisure	Interest in Dining/Eating Out (Y/N)	6,303,840	18.18
Leisure_FoodDrink	varchar	1	Entertainment & Leisure	Interest in Food and Drink	2,349,772	6.78
Leisure_HealthFood	varchar	1	Entertainment & Leisure	Interest in Health Food (Y/N)	1,783,880	5.14
Leisure_OrganicFood	varchar	1	Entertainment & Leisure	Interest in Organic Food	1,095,434	3.16
Leisure_Pubs	varchar	1	Entertainment & Leisure	Interest in Pubs (Y/N)	3,500,005	10.09
Leisure_Vegetarian	varchar	1	Entertainment & Leisure	Interest in Vegetarian	247,110	0.71
Leisure_VitaminsMinerals	varchar	1	Entertainment & Leisure	Interest in Vitamins and Minerals	694,879	2
Leisure_Wine	varchar	1	Entertainment & Leisure	Interest in Wine (Y/N)	4,297,126	12.39
Leisure_AntiquesFineArts	varchar	1	Entertainment & Leisure	Interest in Antiques and Fine Art (Y/N)	700,802	2.02
Leisure_ArtsCrafts	varchar	1	Entertainment & Leisure	Interest in Arts and Crafts	97,244	0.28
Leisure_CarsTransport	varchar	1	Entertainment & Leisure	Interest in Cars and Transport	3,162,248	9.12
Leisure_ComputersInternet	varchar	1	Entertainment & Leisure	Interest in Computers (Y/N)	3,754,978	10.83
Leisure_CrosswordsPuzzles	varchar	1	Entertainment & Leisure	Interest in Crosswords and Puzzles (Y/N)	2,042,887	5.89
Leisure_Gardening	varchar	1	Entertainment & Leisure	Interest in Gardening (Y/N)	8,310,417	23.96
Leisure_Knitting	varchar	1	Entertainment & Leisure	Interest in Knitting (Y/N)	47,833	0.14
Leisure_Motors	varchar	1	Entertainment & Leisure	Interest in Motors (Y/N)	2,964,907	8.55
Leisure_Photography	varchar	1	Entertainment & Leisure	Interest in Photography (Y/N)	1,355,208	3.91
Leisure_Quiz	varchar	1	Entertainment & Leisure	Interest in Quiz (Y/N)	2,757,235	7.95
Leisure_StampsCoins	varchar	1	Entertainment & Leisure	Interest in Stamps and Coins (Y/N)	97,873	0.28
Leisure_Telecoms	varchar	1	Entertainment & Leisure	Interest in Telecoms (Mobiles)	22,496	0.06
Leisure_Culture	varchar	1	Entertainment & Leisure	Interest in Culture (Y/N)	1,296,431	3.74
Leisure_CurrentAffairs	varchar	1	Entertainment & Leisure	Interest in Current Affairs (Y/N)	642,170	1.85
Leisure_Education	varchar	1	Entertainment & Leisure	Interest in Education	383,678	1.11
Leisure_Fashion	varchar	1	Entertainment & Leisure	Interest in Fashion (Y/N)	3,929,484	11.33

Field Name	Type	Length	Group	Description	Volume	%
Leisure_FurtherEducation	varchar	1	Entertainment & Leisure	Interest in Further Education (Y/N)	246,423	0.71
Leisure_NewsMedia	varchar	1	Entertainment & Leisure	Interest in News and Media	887,512	2.56
Leisure_VoluntaryWork	varchar	1	Entertainment & Leisure	Interest in Voluntary Work (Y/N)	1,791,087	5.16
Leisure_DIY	varchar	1	Entertainment & Leisure	Interest in DIY (Y/N)	3,784,468	10.91
Leisure_GrandChildren	varchar	1	Entertainment & Leisure	Interest in GrandChildren (Y/N)	389,643	1.12
Leisure_HomeFamily	varchar	1	Entertainment & Leisure	Interest in Home and Family	1,235,601	3.56
Leisure_HomeGarden	varchar	1	Entertainment & Leisure	Interest in Home and Garden	4,014,748	11.58
Leisure_Pets	varchar	1	Entertainment & Leisure	Interest in Pets (Y/N)	3,093,414	8.92
Leisure_ForeignTravel	varchar	1	Entertainment & Leisure	Interest in Foreign Travel (Y/N)	1,499,502	4.32
Leisure_HolidayTravel	varchar	1	Entertainment & Leisure	Interest in Holiday Travel	3,117,460	8.99
Leisure_Cinema	varchar	1	Entertainment & Leisure	Interest in Cinema (Y/N)	1,459,068	4.21
Leisure_Entertainment	varchar	1	Entertainment & Leisure	Interest in Entertainment (Y/N)	1,155,885	3.33
Leisure_Gaming	varchar	1	Entertainment & Leisure	Interest in Gaming (Y/N)	125,827	0.36
Leisure_Music	varchar	1	Entertainment & Leisure	Interest in Music (Y/N)	7,300,288	21.05
Leisure_Reading	varchar	1	Entertainment & Leisure	Interest in Reading (Y/N)	6,378,027	18.39
Leisure_Theatre	varchar	1	Entertainment & Leisure	Interest in Theatre (Y/N)	1,709,201	4.93
Leisure_TVFilms	varchar	1	Entertainment & Leisure	Interest in TVFilms (Y/N)	4,294,783	12.38
Leisure_Brochures	varchar	1	Entertainment & Leisure	Interest in Brochures	5,981	0.02
Leisure_DiscountVouchers	varchar	1	Entertainment & Leisure	Interest in Discount Vouchers	9,784	0.03
Leisure_OnlineSurveys	varchar	1	Entertainment & Leisure	Interest in Online Surveys	40,393	0.12
Leisure_Shopping	varchar	1	Entertainment & Leisure	Interest in Shopping	1,374,075	3.96
Leisure_UtilityOffers	varchar	1	Entertainment & Leisure	Interest in Utility Offers	155,498	0.45
Leisure_PersonalFinance	varchar	1	Entertainment & Leisure	Interest in Personal Finance	170,383	0.49
Leisure_StocksAndShares	varchar	1	Entertainment & Leisure	Interest in Stocks and Shares	178,990	0.52
Pets_Dog	varchar	1	Pets	Have a Pet Dog (Y/N)	1,157,658	3.34
Pets_Cat	varchar	1	Pets	Have a Pet Cat (Y/N)	1,045,348	3.01
Reading_DailyExpress	varchar	1	Reading	Read The Daily Express (Y/N)	216,450	0.62
Reading_DailyMail	varchar	1	Reading	Read The Daily Mail (Y/N)	434,997	1.25

Field Name	Type	Length	Group	Description	Volume	%
Reading_DailyStar	varchar	1	Reading	Read The Daily Star (Y/N)	97,359	0.28
Reading_DailyTelegraph	varchar	1	Reading	Read The Daily Telegraph (Y/N)	140,612	0.41
Reading_FinancialTimes	varchar	1	Reading	Read The Financial Times (Y/N)	47,535	0.14
Reading_Guardian	varchar	1	Reading	Read The Guardian (Y/N)	164,683	0.47
Reading_Independant	varchar	1	Reading	Read The Independent (Y/N)	66,275	0.19
Reading_Scotsman	varchar	1	Reading	Read The Scotsman (Y/N)	15,760	0.05
Reading_TheSun	varchar	1	Reading	Read The Sun (Y/N)	581,513	1.68
Reading_TheTimes	varchar	1	Reading	Read The Times (Y/N)	118,014	0.34
Reading_DailyPaper	varchar	1	Reading	Read a Daily Newspaper (Y/N)	1,308,153	3.77
Reading_SundayPaper	varchar	1	Reading	Read a Sunday Newspaper (Y/N)	1,616,397	4.66
Reading_QualityPaper	varchar	1	Reading	Read a Quality NewsPaper (Y/N)	1,125,185	3.24
Reading_MidmarketPaper	varchar	1	Reading	Read a Midmarket NewsPaper (Y/N)	1,697,070	4.89
Reading_PopularPaper	varchar	1	Reading	Read a Popular NewsPaper (Y/N)	2,311,519	6.66
Reading_Business	varchar	1	Reading	Read a Business Magazine (Y/N)	49,947	0.14
Reading_Cars	varchar	1	Reading	Read a Cars Magazine (Y/N)	15,946	0.05
Reading_Computing	varchar	1	Reading	Read a Computing Magazine (Y/N)	65,142	0.19
Reading_CurrentAffairs	varchar	1	Reading	Read a Current Affairs Magazine (Y/N)	103,759	0.3
Reading_Finance	varchar	1	Reading	Read a Finance Magazine (Y/N)	135,521	0.39
Reading_Gossip	varchar	1	Reading	Read a Gossip Magazine (Y/N)	40,665	0.12
Reading_Health	varchar	1	Reading	Read a Health Magazine (Y/N)	18,029	0.05
Reading_Home	varchar	1	Reading	Read a Home Magazine (Y/N)	65,156	0.19
Reading_Mens	varchar	1	Reading	Read a Mens Magazine (Y/N)	22,724	0.07
Reading_Music	varchar	1	Reading	Read a Music Magazine (Y/N)	159,662	0.46
Reading_Sport	varchar	1	Reading	Read a Sport Magazine (Y/N)	43,391	0.13
Reading_Style	varchar	1	Reading	Read a Fashion/Style Magazine (Y/N)	64,003	0.18
Reading_Subscription	varchar	1	Reading	Subscription to a Magazine (Y/N)	13,673	0.04
Reading_TV	varchar	1	Reading	Read a TV Magazine (Y/N)	145,024	0.42
Reading_Womens	varchar	1	Reading	Read a Womens Magazine (Y/N)	168,046	0.48
Retail_Aldi	varchar	1	Retail	Shop at Aldi (Y/N)	102,577	0.3
Retail_Asda	varchar	1	Retail	Shop at Asda (Y/N)	224,268	0.65
Retail_Coop	varchar	1	Retail	Shop at Co-op (Y/N)	35,126	0.1
Retail_Iceland	varchar	1	Retail	Shop at Iceland (Y/N)	69,525	0.2
Retail_Lidl	varchar	1	Retail	Shop at Lidl (Y/N)	71,098	0.2
Retail_MarksAndSpencer	varchar	1	Retail	Shop at Marks and Spencer (Y/N)	27,491	0.08
Retail_Morrisons	varchar	1	Retail	Shop at Morrisons (Y/N)	105,643	0.3
Retail_Sainsbury	varchar	1	Retail	Shop at Sainsbury (Y/N)	160,781	0.46
Retail_Tesco	varchar	1	Retail	Shop at Tesco (Y/N)	294,856	0.85
Retail_Waitrose	varchar	1	Retail	Shop at Waitrose (Y/N)	23,094	0.07
Retail_MailOrder	varchar	1	Retail	Use Mail Order (Y/N)	5,265,830	15.18
Retail_MailOrderClothes	varchar	1	Retail	Mail Order Clothes (Y/N)	1,042,908	3.01
Retail_MailOrderBooksMagazines	varchar	1	Retail	Mail Order Books or Magazines (Y/N)	1,453,887	4.19
Retail_MailOrderFilmsMusic	varchar	1	Retail	Mail Order Films or Music (Y/N)	1,890,318	5.45

Field Name	Type	Length	Group	Description	Volume	%
Retail_MailOrderHealthProducts	varchar	1	Retail	Mail Order Health Products (Y/N)	409,523	1.18
Retail_ShopOnline	varchar	1	Retail	Do Retail Shopping Online (Y/N)	4,304,796	12.41
Retail_ShopOnlineFashion	varchar	1	Retail	Shop Online Fashion (Y/N)	111,238	0.32
Retail_ShopOnlineGroceries	varchar	1	Retail	Shop Online Groceries (Y/N)	83,363	0.24
Travel_BookOnline	varchar	1	Travel	Book Travel Online (Y/N)	212,453	0.61
Travel_Travel	varchar	1	Travel	Holiday Travel Y/N	3,338,611	9.63
Travel_Beach	varchar	1	Travel	Holiday Beach (Y/N)	297,726	0.86
Travel_CampingCaravan	varchar	1	Travel	Holiday Camping or Caravan (Y/N)	116,560	0.34
Travel_CityBreaks	varchar	1	Travel	Holiday City Breaks (Y/N)	332,903	0.96
Travel_Cruise	varchar	1	Travel	Holiday Cruise (Y/N)	250,579	0.72
Travel_SummerSun	varchar	1	Travel	Holiday Summer Sun (Y/N)	303,521	0.88
Travel_WinterSnow	varchar	1	Travel	Holiday Winter Snow (Y/N)	98,415	0.28
Travel_WinterSun	varchar	1	Travel	Holiday Winter Sun (Y/N)	147,212	0.42
Travel_Africa	varchar	1	Travel	Holiday or Travel in Africa (Y/N)	76,452	0.22
Travel_Asia	varchar	1	Travel	Holiday or Travel in Asia (Y/N)	79,058	0.23
Travel_Australasia	varchar	1	Travel	Holiday Travel Y/N	77,587	0.22
Travel_Europe	varchar	1	Travel	Holiday or Travel in Europe (Y/N)	633,634	1.83
Travel_FarEast	varchar	1	Travel	Holiday or Travel in the Far East (Y/N)	72,682	0.21
Travel_NorthAmerica	varchar	1	Travel	Holiday Travel Y/N	199,441	0.58
Travel_UK	varchar	1	Travel	Holiday or Travel in the UK (Y/N)	514,922	1.48
Travel_RestOfTheWorld	varchar	1	Travel	Holiday Travel Y/N	488,549	1.41
CensusClassification	varchar	3	Address	Census 2012 classification code	34,682,456	100
CensusSuperGroup	varchar	30	Address	Census super group	34,595,283	99.75
CensusGroup	varchar	40	Address	Census group	34,595,283	99.75
CensusSubGroup	varchar	50	Address	Census sub group	34,595,283	99.75
DeprivationDecile	tinyint	2	Address	Deprivation Index Decile	34,595,283	99.75
DeprivationPercentile	tinyint	3	Address	Deprivation Index Percentile	34,595,283	99.75
Country	varchar	20	Address	Country name	34,682,456	100
Region	varchar	25	Address	Region name	34,682,456	100
Constituency	varchar	50	Address	Constituency name	34,595,283	99.75
LocalAuthorityDistrict	varchar	60	Address	Local Authority District name	34,595,283	99.75
NationalPark	varchar	50	Address	National Park name	215,184	0.62
UrbanRural	varchar	60	Address	Urban Rural description	33,547,167	96.73
UrbanRuralBase	varchar	5	Address	Urban or Rural	33,547,167	96.73
InnerM25	char	1	Address	Property inside M25	5,100,573	14.71
SocialProfiles	tinyint	2	Social Network	Number of Social Profiles	2,516,340	7.26
FacebookId	varchar	30	Social Network	Facebook ID	1,380,509	3.98
FacebookUsername	varchar	150	Social Network	Facebook Username	1,381,196	3.98
FacebookURL	varchar	150	Social Network	Facebook URL	1,381,196	3.98
TwitterId	varchar	50	Social Network	Twitter Id	1,134,704	3.27
TwitterUsername	varchar	50	Social Network	Twitter Username	1,134,710	3.27
TwitterURL	varchar	100	Social Network	Twitter URL	1,134,710	3.27
TwitterFollowers	int	10	Social Network	Twitter Followers	1,134,573	3.27

Field Name	Type	Length	Group	Description	Volume	%
TwitterFollowing	int	10	Social Network	Twitter Following	1,134,601	3.27
KloutId	varchar	30	Social Network	Klout Id	767,661	2.21
KloutUsername	varchar	30	Social Network	Klout Username	767,680	2.21
KloutURL	varchar	100	Social Network	Klout URL	767,680	2.21
KloutScore	tinyint	3	Social Network	Klout Score	746,597	2.15
KloutScoreType	varchar	20	Social Network	Klout Score Type	746,597	2.15
LinkedInId	varchar	100	Social Network	LinkedIn Id	219,262	0.63
LinkedInUsername	varchar	100	Social Network	LinkedIn Username	219,279	0.63
LinkedInURL	varchar	200	Social Network	LinkedIn URL	219,279	0.63
LinkedInFollowers	int	10	Social Network	LinkedIn Followers	219,040	0.63
LinkedInFollowing	int	10	Social Network	LinkedIn Following	219,040	0.63
GooglePlusId	varchar	30	Social Network	GooglePlus Id	205,605	0.59
GooglePlusUsername	varchar	100	Social Network	GooglePlus Username	205,514	0.59
GooglePlusURL	varchar	150	Social Network	GooglePlus URL	205,605	0.59
GooglePlusFollowers	int	10	Social Network	GooglePlus Followers	205,497	0.59
GooglePlusFollowing	int	10	Social Network	GooglePlus Following	205,497	0.59
PinterestId	varchar	50	Social Network	Pinterest Id	153,144	0.44
PinterestUsername	varchar	50	Social Network	Pinterest Username	153,215	0.44
PinterestURL	varchar	100	Social Network	Pinterest URL	153,215	0.44
PinterestFollowers	int	10	Social Network	Pinterest Followers	153,144	0.44
PinterestFollowing	int	10	Social Network	Pinterest Following	153,144	0.44
GravatarId	varchar	20	Social Network	Gravatar Id	318,566	0.92
GravatarUsername	varchar	100	Social Network	Gravatar Username	318,566	0.92
GravatarURL	varchar	150	Social Network	Gravatar URL	318,566	0.92
OrganizationTitle	varchar	500	Social Network	Organization Title	185,201	0.53
OrganizationName	varchar	200	Social Network	Organization Name	185,201	0.53
OrganizationStartDate	varchar	10	Social Network	Organization Start Date	184,997	0.53
OrganizationEndDate	varchar	10	Social Network	Organization End Date	184,997	0.53