

Household Demand



Variables Available

Australia: 160 pre-made + customisable
For a complete list of variables [click here](#)

Base Geographies Available

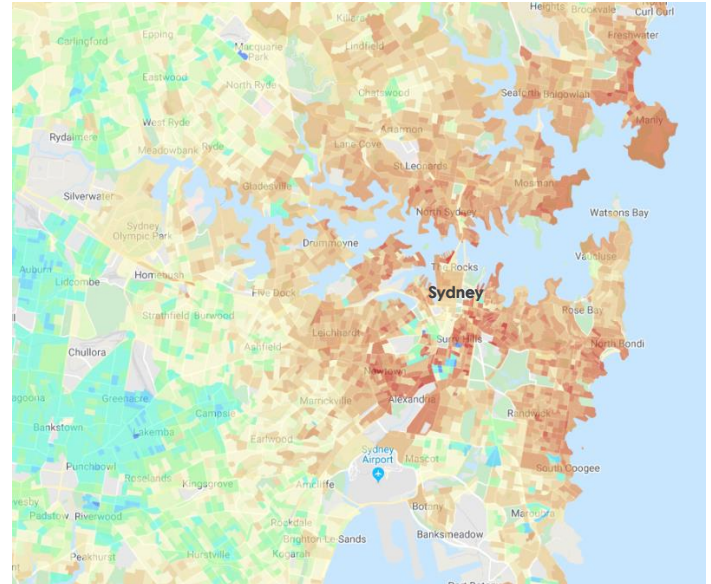
SA1, All ASGS Levels, Postcode, Suburb,
Custom Geographies

Vintage/Provenance

Jun18 Update (updated annually)/2015-16 HES

Privacy Compliance

No PII, GDPR compliant



Spend on alcoholic beverages

Overview

Household Demand data provides estimates of expenditure (end-use consumption) for an extensive range of categories including Alcohol, Clothing, Communication, Education, Groceries, Health and Beauty, Household Furnishings and Equipment, Household Technology, Housing Costs, Medical Care and Health Expenses, Recreation, Household Services, Tobacco and Transport. For more information regarding the complete list of available variables [click here](#). Customised Household Demand variables are also available, as well as estimates for demographic segments (Lifecycle Stage, Age, Income, etc) within geographical areas.

Household Demand data is constructed using expenditure measures sourced from the Household Expenditure Survey (HES), which is conducted by the Australian Bureau of Statistics (ABS). The spatial estimates are built using RDA's proprietary geoFusion methodology which combines market research, behaviour and government microdata with RDA's synthetic population models. This data is updated annually in line with RDA's population update procedure, inflation (Consumer Price Index report, also sourced from the ABS) and market growth, in order to provide current estimates of consumer spending behaviour and market demand. Growth is adjusted using the Household Final Consumption Expenditure (HFCE) figures where appropriate.

Applications

Media Targeting, Location Planning, Strategic Planning, Retail Network Analysis, Audience Targeting, Database Enhancement, Data Visualisation, Regional Profiling, Household Wallet Size & Composition and Demand Hotspots Identification.

Enhance your data to achieve better analytics, more informed decision making and stronger consumer engagement.

Choose from 3,000+ privacy-safe, GDPR compliant, value, behaviour & psychology variables

Formats

Household Demand data is provided in a number of alternative formats:

- **geoTribes Explorer** Variables embedded as datapacks in our cloud-based, geoanalytics platform.
- **Licensed Data File** Embed selected content in your own platform, delivered securely in a comma-separated values file (.csv) format to any desired level of geography, i.e. SA1 and higher-order aggregated geographies.
- **Custom Reports** Bespoke reports/databases containing variables of interest at any desired level of geography or a given network of assets, e.g. retail sites, media assets, etc.
- **Audience Finder** Combined with other variables for dynamic target audience creation. Available within the geoTribes Explorer Platform or as one-off reports/databases.
- **Spatial API** Facilitating real-time access for websites and GIS systems.
- **Partners/Media Affiliates:** [Eyeota](#) (Digital)
[Nielsen](#) (GeoCMV)

Availability

Data is available at the overall database level, for individual data packs or as part of a custom variable selection. Annual licence and pay-as-you-go options are available.

Spatial Modelling

RDA has been refining its geoFusion modelling methodology for over 25 years. During that time, we have built a strong reputation for producing authoritative geospatial estimates from government Microdata, Media Planning and Market Research surveys for the Australian and international markets.