

Household Economics



Variables Available

Australia: 98 pre-made + customisable
For a complete list of variables [click here](#)

Base Geographies Available

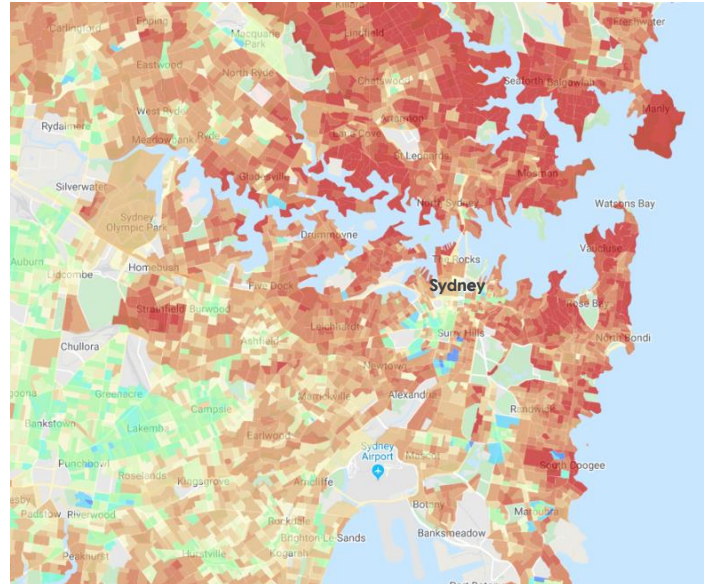
SA1, All ASGS Levels, Postcode, Suburb,
Custom Geographies

Vintage/Provenance

Jun18 Update (updated annually)/2015-16 HES,
2015-16 SIH

Privacy Compliance

No PII, GDPR compliant



Disposable income

Overview

Household Economics data provides estimates of household Assets, Income, Liabilities and other Financial Indicators giving an extensive snapshot of the financial health of households. For more information regarding the complete list of available variables [click here](#). Customised Household Economics variables are also available, as well as estimates for demographic segments (Lifecycle Stage, Age, Income, etc) within geographic areas.

Household Economics data is constructed using financial measures sourced from either the Household Expenditure Survey (HES) or the Survey of Income and Housing (SIH), which are conducted by the Australian Bureau of Statistics (ABS). The data is built using RDA's proprietary geoFusion methodology that 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 and economic growth factors (sourced from various releases from APRA and the ABS) to estimate the current economic situation and the financial strain/wellbeing of households.

Applications

Media Targeting, Location Planning, Strategic Planning, Retail Network Analysis, Audience Targeting, Database Enhancement, Data Visualisation, Regional Profiling, Household Economic Capacity and Composition, Donor Acquisition and Financial Sensitivity Analysis.

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 Economics 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.