



UK Household File (UKHF)

The UK Household File (UKHF) is the most comprehensive, completely non personal and compliant view of over 30 million UK residential households and their properties.

Built using **address only property data** and highly accurate non-personal 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 with GDPR**.

30M

Over 30M Households covering every UK home

100+

Valuable property and household insights at each address

GDPR

Completely GDPR compliant, built entirely from Census and other publicly available non-PII data sources

Our modelled dataset includes **key attributes** such as household composition, occupation of householder, household income etc. When combined with our property data it creates the perfect dataset for analysts and marketers to apply and improve **data modelling and enhance targeting**.

Analysis and modelling tools

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.

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Detailed data provides modellers, marketers and analysts with powerful data which can:

- Replace non-compliant legacy profiling tools
- Enhance targeting using variables that make a real difference
- Provide depth for models and insight

For more information please visit us at
<https://data-heads.co.uk/the-ukhousehold-file/>