BUZZSAW

Offering high quality fully compliant data

Australian Audience – Data Dictionary

Data Dictionary

An Overview of Data Fields and Definitions

Introduction

Buzzsaw's data products are built on a foundation of rigorous data quality standards and strict adherence to privacy compliance, specifically designed to meet the demands of the Australian market. We offer an extensive suite of attributes that provide deep insights for audience targeting, and we are continually expanding this range to ensure clients have access to the most relevant, up-to-date data.

To maintain the highest levels of accuracy and reliability, each data attribute is processed through multiple verification services, ensuring that the data is not only current but also highly accurate. Our data undergoes regular validation checks and is matched against authoritative sources, providing our clients with a high level of confidence in their audience segmentation and targeting efforts. Privacy compliance is central to our process; we operate under Australia's data privacy regulations, employing secure data handling practices and strict governance to protect consumer information.

Through this commitment to data quality, privacy, and compliance, Buzzsaw empowers our customers with robust, actionable data while maintaining the trust and integrity essential in today's data landscape.

The following data dictionary offers a rich array of attributes that can help customers identify, target, and understand specific audience segments for marketing campaigns. Here's a marketing-focused overview of the primary attribute categories available in this dataset:

Version 2.02 of the BSM Australian Consumer Universe

1. Demographic Attributes

These attributes provide essential demographic information to help segment audiences by personal characteristics. Key fields include:

- **Age and Age Bands**: Useful for targeting age-specific campaigns, with categories like "18-24," "25-39," and so on.

- **Gender**: Allows for targeted campaigns based on gender preferences, with classifications such as Male, Female, or Unspecified.

- **Generational Segmentation**: Groups such as Baby Boomers, Generation X, and Millennials help align marketing messages with generational preferences and values.

- **Life Stage**: Identifies life stages like "Early Family Stage" or "Empty Nesters," supporting campaigns aligned with lifestyle and life needs.

- **Title and Name Information**: Title (e.g., Mr., Mrs.) and First/Last names add personalization potential to campaign messages.

Demographic attributes, such as age, gender, generational segments, and life stage, provide a foundation for targeted audience segmentation in list selections and marketing strategies. By leveraging these characteristics, marketers can create highly relevant campaigns that resonate with specific groups, such as younger audiences with dynamic, trend-driven messaging or seniors with value-focused content. Demographic data helps tailor messaging, product recommendations, and promotional offers to align with the unique needs and interests of each segment, driving higher engagement and improving the overall effectiveness of marketing initiatives.

2. Geographic Attributes

Geographic data enables region-based targeting, making it easier to localize campaigns. Key fields include:

- **Address Details**: Comprehensive address fields (Suburb, State, Postal Code) support geographic segmentation.

- **Metro/Rural Classification**: Segments based on whether the audience lives in metro, rural, or urban areas.

- **SA1 Codes**: Statistical area codes allow for highly localized targeting aligned with regional demographics and preferences.

- **Latitude and Longitude**: Coordinates enable hyper-localized marketing, ideal for proximity-based promotions and location-based audience mapping.
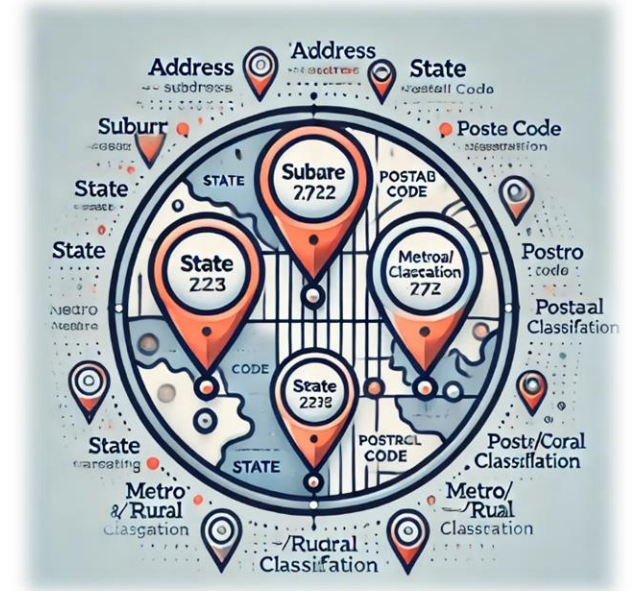
Geographic attributes, including details like address, suburb, state, postal code, and metro/rural classification, allow marketers to localise their campaigns and target audiences based on location. By utilising these attributes, brands can personalise content to reflect regional preferences, promote store locations, or highlight services available within a specific area. This segmentation enables marketers to craft location-based promotions, such as offering exclusive discounts to city residents or emphasizing rural-specific products. Geographic data enhances campaign relevance and can drive engagement by connecting audiences to experiences, products, and services within their local context.

3. Behavioural and Lifestyle Attributes

These attributes provide a window into consumer interests, habits, and lifestyle choices, essential for creating relevant and targeted marketing campaigns:

- **Health and Wellness Phases**: Categories like "Preventive Health" and "Young-Active Phase" support targeting health-conscious segments.

- **Consumer Spending Behaviour**: Insight into spending patterns, e.g., "High spending on family needs" or "Savings-focused," helps align campaigns with financial behaviours.

- **Generational Influence**: Preferences tied to generational habits such as the "Golden Age" or "Young influencers" segments.

- **Property Ownership and Characteristics**: Attributes like homeownership, mortgage propensity, rental status, and amenities (e.g., pool, solar panels) offer insights into household characteristics and potential product or service needs.

Behavioural and lifestyle attributes, such as health phases, spending habits, home ownership, and generational influence, provide deep insights into consumer habits and preferences. By leveraging these attributes, marketers can tailor campaigns that align closely with lifestyle choices, like promoting fitness products to health-focused segments or showcasing home improvement services to homeowners. Additionally, understanding spending behaviour helps identify price-sensitive consumers versus luxury-oriented buyers, allowing for customized messaging that resonates with each group. Behavioural and lifestyle data enable marketers to build relatable, personalized campaigns that foster stronger connections and boost campaign engagement.

4. Financial and Investment Attributes

These attributes identify segments based on income and financial behaviours, providing opportunities for premium or economy-tier marketing:

- **Income Brackets**: Approximate income levels help segment audiences for luxury or budget-focused marketing.

- **Investment Interests**: Detailed categories (e.g., "Cryptocurrency," "Shares") reveal financial engagement and potential interest in investment products.

- **Homeowner Status and Mortgage Propensity**: Useful for campaigns targeting homeowners or those likely to be interested in refinancing or mortgage products.

Financial attributes, including income brackets, investment interests, and homeownership status, offer valuable insights for crafting targeted marketing campaigns based on economic profiles. These attributes allow marketers to segment audiences by financial capability and interests, enabling more precise targeting. For example, luxury brands can reach higher-income groups, while economy products can be promoted to more budget-conscious segments. Investment interests, such as preferences for stocks or cryptocurrency, help financial service providers identify potential customers for specific products or services. By using financial data, marketers can create campaigns that align with the financial goals, aspirations, and purchasing power of each audience segment, driving more effective engagement and conversion.

5. Charitable Giving and Donation Preferences

Understanding donor behaviour can be valuable for social impact or cause-based campaigns:

- **Primary Causes Supported**: Identifies preferred causes like "Health," "Animals," or "Environment," enabling partnerships with like-minded organizations or targeted cause-related marketing.

- **Donation History**: Frequency and recent donation behaviour (e.g., "0-6 months" or "13-24 months") support re-engagement strategies for nonprofits or community-driven brands.

- **Donation Propensity**: Probability-based scores highlight individuals with a higher likelihood of supporting philanthropic campaigns.
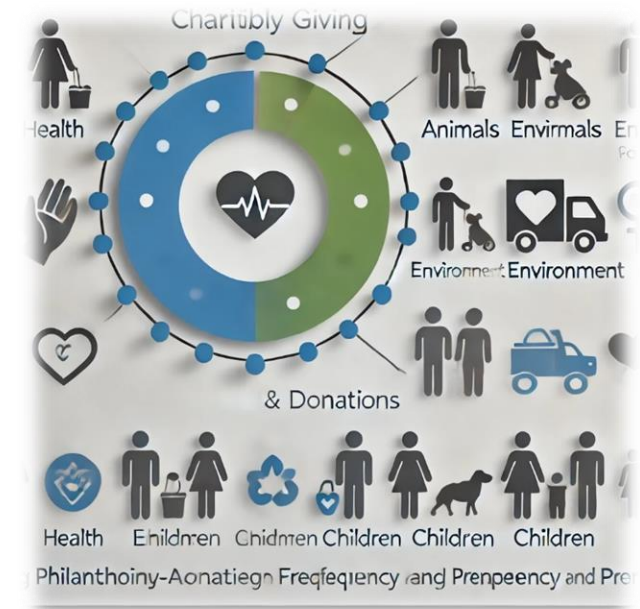
Charitable giving attributes, such as primary donation causes, frequency of donations, and propensity to give, allow marketers to connect with audiences who are socially conscious and engaged in philanthropy. These insights help identify individuals or groups who prioritize specific causes like health, environmental protection, animal welfare, or child services. Marketers can tailor campaigns to resonate with these values, fostering partnerships with relevant organizations or crafting messages that highlight a brand's commitment to similar causes. Understanding donation frequency and giving propensity also aids in targeting campaigns to those likely to engage with charitable initiatives, creating deeper connections and enhancing brand loyalty among socially responsible consumers.

6. Purchase and Media Consumption Habits

These attributes reveal consumer preferences in media and shopping, essential for aligning marketing channels and messaging:

- **Media Preferences**: Social media presence (e.g., Facebook, WhatsApp) and platform usage indicate where customers engage online, supporting multi-channel marketing.

- **Shopping Behaviors**: Indicates whether a customer is inclined toward online or in-store purchases, valuable for crafting targeted retail or e-commerce campaigns.

- **Subscriptions and Interests**: Includes details on pay TV subscriptions, wine interests, and fashion preferences, supporting lifestyle-oriented marketing.

Media consumption habits, including preferences for social media platforms, TV subscriptions, and online shopping behaviours, provide marketers with essential insights into where and how audiences spend their time. By analysing these habits, brands can identify the best channels to reach specific segments, whether it's engaging younger audiences on social media platforms like Instagram or targeting in-store shoppers with local promotions. Media habits also reveal preferences for content type—such as those who are more likely to engage with video ads on streaming services versus traditional TV ads—allowing marketers to craft tailored messaging. Leveraging media consumption data helps brands reach audiences on the right platforms with content that resonates, maximizing campaign impact and fostering higher engagement.

7. Customisable Segments for Targeted Marketing

The data provides the flexibility to create highly customized segments based on combinations of the above attributes, enabling marketers to:

- **Build Audience Personas**: Combine demographics, geography, interests, and lifestyle to create detailed personas for targeted messaging.

- **Execute Location-Based Campaigns**: Leverage geographic and location-specific data to target audiences near physical locations.

- **Target Financial and Investment Products**: Use income, investment preferences, and financial behaviours to identify segments for specific financial offerings.

- **Personalize Health and Wellness Outreach**: Segment by health phases and generational data to personalize wellness campaigns.

Customisable Segments cont...

Customisable segments offer marketers the flexibility to create highly personalized audience groups by combining various attributes across demographics, geography, behaviour, lifestyle, financial status, and media preferences. This approach allows customers to craft tailored campaigns based on specific audience needs. For example:

Lifestyle-Driven Financial Segments: Combine age bands, income brackets, and investment interests to reach younger professionals interested in sustainable investing or older individuals seeking retirement planning options.

Location-Based Health Campaigns: Merge geographic data with health and wellness phases to target audiences in urban areas who may prioritize preventive health products, while rural segments could be approached with wellness services more accessible in their regions.

Philanthropic Profiles: Use charitable giving preferences, financial attributes, and life stages to target campaigns promoting charitable donations, emphasizing causes like environment or health to high-propensity donors within a specific age group.

Generational Spending Insights: Combine generational data with spending habits and media preferences to design targeted campaigns. For instance, Gen Z may be more responsive to digital-first campaigns on social media, while Baby Boomers could prefer traditional media paired with messages focused on savings and investment security.

These customizable segments enable marketers to adapt to unique audience profiles, ensuring that messaging, content, and channels align with the specific interests and needs of each target group, enhancing the relevance and effectiveness of marketing efforts.

Segment Counts

GENDER

Gender	ACT	NSW	NT	QLD	SA	TAS	VIC	WA	Total
Female	173,347	3,071,465	55,182	1,783,036	601,926	190,451	2,509,632	978,458	9,363,497
Male	138,336	2,478,980	40,071	1,327,116	461,912	140,123	2,082,401	770,459	7,439,398
Unknown	29,305	598,189	4,985	269,979	92,142	21,539	513,008	169,078	1,698,225
Grand Total	**340,988**	**6,148,634**	**100,238**	**3,380,131**	**1,155,980**	**352,113**	**5,105,041**	**1,917,995**	**18,501,120**
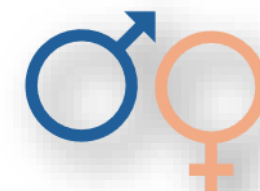
AGE BRACKETS

Age Range	ACT	NSW	NT	QLD	SA	TAS	VIC	WA	Total
20-24	728	18,410	424	12,425	3,431	1,148	13,572	6,718	56,856
25-29	9,839	198,547	3,830	113,767	35,290	10,830	147,724	60,897	580,724
30-34	15,143	286,169	5,731	165,890	49,335	14,783	228,329	91,640	857,020
35-39	17,313	309,275	6,332	173,552	54,064	16,262	256,715	102,847	936,360
40-44	18,306	329,662	5,926	178,261	56,786	16,755	272,851	108,062	986,609
45-49	12,948	246,981	4,215	140,969	45,033	14,230	218,433	81,469	764,278
50-54	12,314	229,693	3,762	139,306	45,686	15,007	209,922	80,291	735,981
55-59	10,384	195,228	3,100	120,505	42,093	14,099	177,976	70,425	633,810
60-64	10,114	181,930	2,826	113,239	40,186	14,672	161,573	65,560	590,100
65-69	8,607	150,367	2,051	90,593	33,606	12,475	132,527	53,061	483,287
70-74	6,977	114,879	1,419	68,753	26,069	9,704	100,038	40,340	368,179
75-79	5,116	82,028	769	48,897	18,482	6,916	71,791	28,065	262,064
80-84	2,873	44,400	333	25,855	9,727	3,619	40,410	15,319	142,536
>84	1,513	21,400	185	11,629	5,739	1,972	29,117	7,076	78,631
Grand Total	**132,175**	**2,408,969**	**40,903**	**1,403,641**	**465,527**	**152,472**	**2,060,978**	**811,770**	**7,476,435**

HOMEOWNER

	ACT	NSW	NT	QLD	SA	TAS	VIC	WA	Total
Homeowner	173,370	2,854,450	41,233	1,653,325	599,162	192,322	2,299,386	1,033,843	8,847,091

PROPERTY TYPE

Dwelling Type	ACT	NSW	NT	QLD	SA	TAS	VIC	WA	Total
Flat	41,519	874,822	17,896	383,234	85,105	22,926	596,453	157,739	2,179,694
House	247,684	4,193,926	65,711	2,563,759	921,338	280,947	3,753,965	1,529,683	13,557,013
Lot		2,872	18	2,081	622	16	221	913	6,743
Other	51,785	1,077,014	16,613	431,057	148,915	48,224	754,402	229,660	2,757,670
Grand Total	**340,988**	**6,148,634**	**100,238**	**3,380,131**	**1,155,980**	**352,113**	**5,105,041**	**1,917,995**	**18,501,120**

PROPERTY ATTRIBUTES

	ACT	NSW	NT	QLD	SA	TAS	VIC	WA	Total
Solar	45,789	891,607	25,104	1,170,382	253,988	32,322	620,238	486,180	3,525,610

	ACT	NSW	NT	QLD	SA	TAS	VIC	WA	Total
Pool	11,981	463,829	16,989	773,916	44,870	5,428	221,135	231,833	1,769,981

INCOME

Income	ACT	NSW	NT	QLD	SA	TAS	VIC	WA	Total
0-20,000	2,129	38,576	625	14,003	13,615	3,663	37,487	8,996	119,094
20,001 - 35,000	2,877	75,686	431	38,642	20,877	8,504	80,245	20,004	247,266
35,001 - 45,000	400	28,293	1,244	34,612	38,755	14,359	31,084	13,245	161,992
45,001 - 55,000	7,038	254,202	5,166	202,636	135,752	45,669	240,944	75,400	966,807
55,001 - 65,000	26,097	621,509	14,799	427,131	195,134	63,342	593,947	199,822	2,141,781
65,001 - 80,000	44,496	765,667	16,168	468,149	131,512	42,690	703,309	291,074	2,463,065
80,001 - 120,000	44,877	645,390	9,472	389,929	67,041	25,313	606,968	227,165	2,016,155
120,001 - 180,000	179,539	2,852,666	56,100	1,243,104	386,417	104,833	2,324,668	730,514	7,877,841
180,001 - 250,000	18,019	216,746	3,714	84,973	5,550	1,871	134,960	49,746	515,579
250,001 and above	19,062	290,336	2,813	85,959	14,085	831	123,384	48,878	585,348
Unknown									1,406,192
Grand Total	**344,534**	**5,789,071**	**110,532**	**2,989,138**	**1,008,738**	**311,075**	**4,876,996**	**1,664,844**	**18,501,120**
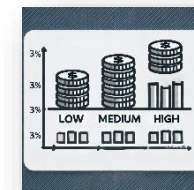
BEHAVIOURAL INTERESTS

	ACT	NSW	NT	QLD	SA	TAS	VIC	WA	Total
Sporting Interests	**104,630**	**1,543,477**	**19,735**	**940,801**	**362,032**	**121,525**	**1,219,915**	**642,212**	**4,954,327**
Football_spectator	39,337	755,197	4,763	454,534	175,722	41,884	726,998	281,844	2,480,279
Tennis_spectator	43,522	451,371	11,262	408,307	141,335	36,575	223,348	215,693	1,531,413
Rugby_spectator	32,013	374,197	9,881	314,227	108,752	52,373	528,326	299,181	1,718,950

INTERESTS

Interests	ACT	NSW	NT	QLD	SA	TAS	VIC	WA	Grand Total
Auto_Follower	14,334	246,794	4,364	131,420	43,739	13,991	183,560	74,619	712,828
Beauty_Buyer	46,031	797,679	14,264	424,792	141,769	45,348	596,517	242,267	2,308,708
Beauty_Folowers_FB	11,187	191,164	3,378	101,722	33,960	10,798	142,801	58,378	553,393
BNPL	3,642	63,969	1,126	33,793	11,289	3,668	47,623	19,207	184,320
Credit_Card	7,679	133,372	2,369	71,102	23,811	7,555	99,529	40,412	385,831
Credit_Card_holder	15,364	264,288	4,745	140,738	46,899	14,841	197,242	80,339	764,464
Debit_Card	27,062	466,152	8,247	248,155	82,867	26,422	348,569	141,964	1,349,456
Donor_Cause_Preference	173,639	3,217,306	58,883	1,818,800	638,643	194,030	2,614,214	1,063,253	9,778,878
Donor_Charity	4,625	81,983	1,434	43,104	14,429	4,633	61,173	24,915	236,298
Donor_Charity_Preference	173,639	3,217,306	58,883	1,818,800	638,643	194,030	2,614,214	1,063,253	9,778,878
Donor_facetoface	6,136	107,228	1,905	56,960	19,173	6,029	80,052	32,495	309,982
Donor_Online	8,653	151,272	2,593	80,557	26,787	8,618	112,885	46,098	437,466
Fashion	36,206	623,667	11,122	332,287	110,698	35,430	466,401	189,686	1,805,528
Fashion_Followers_FB	41,455	719,573	12,866	384,178	128,467	40,661	538,312	218,752	2,084,296
Fashion_Mens_Instore	4,422	77,039	1,386	40,904	13,505	4,363	57,117	23,290	222,030
Fashion_Mens_online	19,292	333,026	6,038	177,021	59,027	18,967	248,323	101,159	962,863
Fashion_Womans_Instore	7,489	129,493	2,326	68,488	23,098	7,399	96,601	39,305	374,203
Fashion_Womans_Online	31,894	554,383	9,780	295,531	98,297	31,421	414,039	167,581	1,602,946
Festivals	4,644	81,587	1,450	43,028	14,246	4,554	60,700	24,605	234,817
Hairstyle _Follower_FB	6,978	119,998	2,120	63,504	21,204	6,881	89,576	36,430	346,695
Health_Insurance	9,418	162,366	2,896	85,696	28,740	9,122	120,969	49,164	468,378
Investor_Crypto	9,521	162,566	2,869	86,659	28,876	9,317	120,987	49,625	470,426
Investor_Shares	6,507	114,733	2,044	60,860	20,381	6,559	85,928	34,869	331,884
Music	41,422	562,682	4,034	126,113	30,368	2,075	293,010	457,008	1,516,712
Music_Fantastic_FB	110,824	1,630,882	28,677	834,192	244,101	68,514	1,294,123	655,968	4,867,281
Music_Follower_FB	36,192	1,005,588	16,455	551,823	198,408	56,857	860,915	288,316	3,014,554
Online_shopping	25,604	289,242	4,790	133,626	65,058	23,577	271,953	80,769	894,629
Social_FaceBook	100,556	1,735,957	30,997	927,629	309,223	98,779	1,299,377	528,102	5,030,711
Social_Instagram	8,331	142,527	2,586	75,716	25,211	8,127	106,749	43,110	412,362
Social_WhatsApp	60,041	1,032,591	18,469	550,902	183,854	58,607	773,866	313,271	2,991,655
Spectator_Football	1,611	28,407	462	15,040	5,063	1,630	21,419	8,824	82,456
Spectator_Tennis	921	16,274	284	8,567	2,863	994	12,175	4,982	47,061
Subscription_Pay_TV	8,096	138,083	2,474	73,168	24,392	7,913	102,899	41,935	398,967
Superannuation	8,532	145,227	2,583	77,718	25,802	8,223	108,453	43,948	420,493
Travel_Domestic	31,538	546,232	9,678	290,498	96,580	30,781	407,505	165,806	1,578,638
Travel_Domestic_Air	7,730	133,982	2,379	71,026	23,685	7,530	99,967	40,295	386,598
Travel_Domestic_Rail	9,018	156,046	2,704	82,566	27,565	8,996	116,229	47,217	450,346
Travel_International	15,117	261,596	4,629	139,003	46,527	14,687	194,910	79,506	755,983
Wine_Lovers	15,261	250,013	2,504	97,622	29,086	7,942	249,589	68,092	720,117
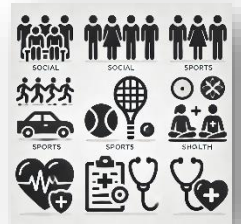
Consumer, Household and Property attributes

version 2.01

Data Fields

Person Information

Field Name	Data Type	Description	Example Values
Person__Title	String	Title of the person	"Mr", "Mrs", "Ms", "Dr"
Person__First_Name	String	First name of the person	"John", "David", "Michael"
Person__Last_Name	String	Last name of the person	"Smith", "Jones", "Williams"
Person__Mobile	String	Mobile phone number of the person	"0401592286", "0452613665"
Person__Phone	String	Landline phone number of the person	"0864886000", "0282625500"
Person__Email	String	Email address of the person	"mai.thao16@gmail.com", "van_tt_nguyen@yahoo.com.au"
Person__Email_Valid	Boolean	Indicates if the email address is valid	True, False
Person__EmailTypePrivate	Boolean	Indicates if the email is a personal email	True, False
Person__EmailDomain	String	Domain of the email address	"gmail.com", "hotmail.com", "bigpond.com"
Person__DOB	Date	Date of birth of the person	"2019-01-01", "2014-11-21"
Person__Age	Integer	Age of the person	43, 41, 40
Person__Age_Band	String	Age group of the person	"40-54", "25-39", "55-69"
Person__Age_Band_SA1	String	Age band classification based on SA1 regions	"AB0", "AB3", "AB2"
Person__MarketingSegments	String	Customer segment for marketing purposes	"Household decision-makers", "Value-driven buyers"
Person__Health	String	Health-related segment of the person	"Health maintenance phase", "Senior health focus"
Person__Consumer_Behavior	String	Consumer behaviour classification	"High spending on family needs", "Savings-focused"
Person__Generational	String	Generational category	"Generation X", "Generation Y", "Baby Boomers"
Person__LifeStage	String	Life stage category of the person	"Early Family Stage", "Mature Family Stage"
Person__Gender	String	Gender of the person	"F" (Female), "M" (Male), "X" (Unspecified)
Person__Income_Approx	String	Approximate income bracket	"$104,000", "$156,000", "$20,000"
Person__HomeOwner	Boolean	Indicates if the person is a homeowner	True, False

Address level information

Field Name	Data Type	Description	Example Values
Address_Address_1	String	Primary address line	"35 Stirling Hwy", "Level 14 100 Queen Street"
Address_Address_2	String	Secondary address line	"Melbourne", "Sydney", "Berwick"
Address_Suburb	String	Suburb or locality	"Melbourne", "Sydney", "Perth"
Address_State	String	State abbreviation	"NSW", "VIC", "QLD"
Address_Postcode	Integer	Postal code of the address	2000, 3000, 3030
Address_DPID	String	Delivery Point Identifier	"54681813", "93519680"
Address_Gnaf_PID	String	Geocoded National Address File PID	"GAWA_146667345", "GAWA_147399081"
Address_Longitude	Float	Longitude coordinate of the address	144.95893535, 115.8690055
Address_Latitude	Float	Latitude coordinate of the address	-37.81526229, -31.9190849
Address_sa1	String	Statistical Area Level 1 code	"11703164412", "11703164421"
Address_MetroRural	String	Classification of area as metro, urban, or rural	"METRO", "RURAL", "URBAN"
Address_Has_Mortgage	Boolean	Indicates if the address has a mortgage	True, False
Address_Propensity_Mortgage	Float	Propensity score for having a mortgage	2.2428, 1.0049
Address_Has_Rental	Boolean	Indicates if the address is a rental property	True, False
Address_Propensity_Rental	Float	Propensity score for being a rental property	1.4858, 1.4359
Address_HIN_GNAF_PID	String	Household Identifier Number based on GNAF PID	"GANSW710268240", "GAVIC424474665"
Address_GNAF_ID	String	GNAF ID for the address	"GAWA_146667345", "GAWA_147399081"

Privacy level information

Field Name	Data Type	Description	Example Values
Privacy_Pref_DNCR_Phone	Boolean	Indicates if the phone number is on the Do Not Call Register	True, False
Privacy_Pref_DNCR_Mobile	Boolean	Indicates if the mobile number is on the Do Not Call Register	True, False
Privacy_Pref_EmailOptout_DT	Date	Date when email opt-out was recorded	"2022-10-25", "2023-01-17"
Privacy_Pref_EmailOptout	Boolean	Indicates if the person has opted out of emails	True, False

Address level information

Field Name	Data Type	Description	Example Values
Property_Rental	Boolean	Indicates if the property is a rental	True, False
Property_Rental_Last_Price	Float	Last known rental price	350.00, 450.00
Property_Has_Pool	Boolean	Indicates if the property has a pool	True, False
Property_Has_Solar	Boolean	Indicates if the property has solar panels	True, False
Property_Has_Tennis	Boolean	Indicates if the property has a tennis court	True, False
Property_Num_Bathroom	Integer	Number of bathrooms in the property	1, 2, 3
Property_Num_Beds	Integer	Number of bedrooms in the property	3, 4, 2
Property_Size	String	Size category of the property	"Medium", "Small", "Large"
Property_Air_Conditioning	Boolean	Indicates if the property has air conditioning	True, False
Property_ProPerson_ty_Type	String	Type of property	"HOUSE", "FLAT", "OTHER"
Property_Est_Females_at_Add	Integer	Estimated number of females at the address	1, 2, 3
Property_Est_Males_at_Add	Integer	Estimated number of males at the address	1, 2, 3
Property_Est_People_at_Add	Integer	Estimated total people at the address	2, 3, 1
Property_Last_Sold_Price	Float	Last sold price of the property	399000.00, 499000.00

Behavioural level information

Field Name	Data Type	Description	Example Values
Behavioural_Donor_Time_Of_Year	Integer	Preferred time of year for donations	4, 2, 3
Behavioural_Donor_Gift_Level	String	Typical donation gift level	"Moderate", "Low", "Medium"
Behavioural_Donor_Response	String	Donor response classification	"L"
Behavioural_Donor_Primary_Cause	String	Primary cause the person donates to	"Health", "Environment", "Animals"
Behavioural_Donor_propensity	Float	Propensity score for donating	0.0629, 0.0760
Behavioural_Donor_CC_Category	String	Charity category the person supports	"Charity & Fundraising - Welfare", "Children"
Behavioural_Donor_0_6mnth	Boolean	Donated in the last 0-6 months	True, False
Behavioural_Donor_7_12mnth	Boolean	Donated in the last 7-12 months	True, False
Behavioural_Donor_13_24mnth	Boolean	Donated in the last 13-24 months	True, False
Behavioural_Donor_Name_GivingIndex	Integer	Giving index based on name analysis	17, 26, 55
Behavioural_Donates_to_Environment	Boolean	Indicates if person donates to environmental causes	True, False
Behavioural_Donates_to_Animal	Boolean	Indicates if person donates to animal causes	True, False
Behavioural_Donates_to_International	Boolean	Indicates if person donates to international causes	True, False
Behavioural_Donates_to_Children	Boolean	Indicates if person donates to children's causes	True, False
Behavioural_Donates_to_Health	Boolean	Indicates if person donates to health causes	True, False
Behavioural_Donates_to_Welfare	Boolean	Indicates if person donates to welfare causes	True, False
Behavioural_Pay_Tv_Subscription	Boolean	Indicates if the person subscribes to pay TV services	True, False
Behavioural_Womans_Fashion_Online	Boolean	Indicates online shopping behaviour for women's fashion	True, False
Behavioural_Womans_Fashion_Instore	Boolean	Indicates in-store shopping behaviour for women's fashion	True, False
Behavioural_Mens_Fashion_Instore	Boolean	Indicates in-store shopping behaviour for men's fashion	True, False
Behavioural_Mens_Fashion_online	Boolean	Indicates online shopping behaviour for men's fashion	True, False
Behavioural_Travel_Domestic_Air	Boolean	Indicates domestic air travel behaviour	True, False
Behavioural_Travel_Domestic	Boolean	Indicates domestic travel behaviour	True, False
Behavioural_Travel_International	Boolean	Indicates international travel behaviour	True, False

Behavioural_Travel_Domestic_Rail	Boolean	Indicates domestic rail travel behaviour	True, False
Behavioural_Football_spectator	Boolean	Indicates if the person is a football spectator	True, False
Behavioural_Tennis_spectator	Boolean	Indicates if the person is a tennis spectator	True, False
Behavioural_Rugby_spectator	Boolean	Indicates if the person is a rugby spectator	True, False
Behavioural_Health_Insurance	Boolean	Indicates if the person has health insurance	True, False
Behavioural_FIn_SuPerson_annuation	Boolean	Indicates if the person has superannuation	True, False
Behavioural_Fin_Invest_Crypto	Boolean	Indicates if the person invests in cryptocurrency	True, False
Behavioural_Fin_Invest_Shares	Boolean	Indicates if the person invests in shares	True, False
Behavioural_Payment_Debit_Card	Boolean	Indicates if the person uses debit cards	True, False
Behavioural_Payment_Credit_Card	Boolean	Indicates if the person uses credit cards	True, False

Social Media level information

Field Name	Data Type	Description	Example Values
SOC_FaceBook	Boolean	Indicates if the person uses Facebook	True, False
SOC_WhatApp	Boolean	Indicates if the person uses WhatsApp	True, False
SOC_Instragram	Boolean	Indicates if the person uses Instagram	True, False

Conclusion

This data dictionary serves as a reference for understanding the data fields used in our system. It is intended to ensure clarity and consistency in data usage and interpretation. Should you have any questions or require further information, please do not hesitate to contact our support team.

Appendix A

Marketing and Confidence Scores level information

Field Name	Data Type	Description	Example Values
Conference_Email	String	Confidence level in email address validity	"High", "Low", "Unknown"
Conference_Email_Date	Date	Date when email confidence was assessed	"2024-05-25", "2024-01-10"
Conference_Name_Address	String	Confidence level in name and address accuracy	"High", "Low", "Unknown"
Conference_Name_Address_Date	Date	Date when name and address confidence was assessed	"2024-02-01", "2024-10-21"
Conference_Mobile	String	Confidence level in mobile number validity	"High", "Low", "Unknown"
Conference_Mobile_Date	Date	Date when mobile confidence was assessed	"2024-10-21", "2024-05-10"
Verifcation_Status	Integer	Verification status code	1 (Verified), 0 (Not Verified)
Marketing_FLAG	String	Marketing flag or campaign identifier	"SEPT24"
Marketing_total_Suppresion	String	Communication suppression	"Y"