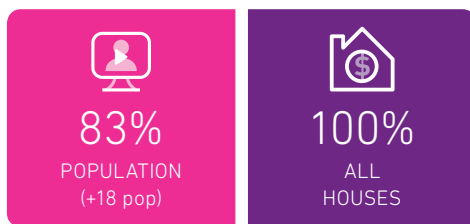


# ConsumerView NZ

The definitive database of the New Zealand consumer

ConsumerView from Experian gives you the information you need to acquire new customers, and retain your “best” customers online and offline.

ConsumerView is the complete, definitive view of the New Zealand adult population. It covers 100% of the households in New Zealand and 83% of the adult population. It includes contact information such as name, address, email, mobile and phone, and links to a range of demographic, socio-economic and behavioral characteristics on each adult and household in New Zealand.



## Applications

Use ConsumerView to:

1. Acquire More Customers
2. Understand Your Customers
3. Link the Online and Offline Worlds

### Acquire More Customers

- How can I get more prospects that fit my target customer profile?
- How do I contact them?

Build accurate, up to date and targeted prospect lists for acquisition activity. Reach the customers you want, how you want.

Prospective customers can be selected by channel, behaviour and across traditional and digital media. Common selection attributes include Age, Gender, Location and Mosaic. For example, males in metro Auckland, aged between 25-34, of Mosaic Groups C and I.

### Understand Your Customers

- How can I more effectively manage my customer relationships and grow their lifetime value?
- What aspects of my customers do I not have a view of?

Enrich your existing database with demographic, consumption or attitudinal information. Use ConsumerView to infill missing information and gain additional insight into your customers. For example, use Lifestage to understand your customers' family and household circumstances or Children at Address to predict the likelihood of the presence of children at the address.

### Link the Online and Offline Worlds

- How can I reach my customers through social media? I don't have many email addresses.
- How do I reach prospects that look like my best customers?

With access to over 1.7m linkage records, expand your digital and social reach for new and existing clients. Draw a link between the online, identifiable data, and Experian's offline demographic and lifestyle information, providing cross media linkage between any customer and contact point.



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## Why use Experian's ConsumerView?

Experian is a steward of the information it collects, maintains, utilises and shares. Our stewardship is anchored in a values-based approach to privacy that focuses on the protection of information in our care and the safeguarding of consumer privacy through appropriate and responsible use. For more information regarding our approach to privacy, please visit our dedicated privacy policy web site at <http://www.experian.com/privacy/index.html>.

In New Zealand, Experian is a member of the NZ Marketing Association and are Data Warranted ([https://www.marketing.org.nz/Services/Data\\_Warranty\\_Register](https://www.marketing.org.nz/Services/Data_Warranty_Register)), committed to best practice standards and ethical conduct.

### Trusted Data Sources

ConsumerView is a combination of Experian's proprietary data assets, partnerships with other data owners and other compliant data sources.

Experian sources information from a number of publically available sources and consented opted in records collected specifically for marketing and advertising purposes. These may come through activities such as competitions, surveys or online registrations. All our data is collected, compiled and delivered whilst maintaining and adhering to industry legislation and regulations relating to the Privacy and SPAM Acts. Consented, opted in records are collected with consent to marketing material specified under the terms and conditions accepted by the consumer.

Experian is a leader in the marketing services industry, so we adopt and implement best practices and diligently seek to follow all laws governing the acquisition, compilation and distribution of consumer data. These practices include careful screening of data sources and ongoing internal audits.

### Data Quality and Recency

Experian employs rigorous data testing, including applying proprietary models and algorithms, in our efforts to maintain only the most accurate data. We have developed proprietary confidence codes to help us maintain the most complete and high quality consumer information available. Our processes assure proper consideration is given to consumer interests, laws, industry rules, regulations and guidelines and ethical principles that impact our data usage.

ConsumerView is refreshed constantly, ensuring that it accurately reflects the universe of New Zealand consumers at any point in time.

Over 10 million records from multiple sources are processed each month in ConsumerView. Person level and contact details are processed and updated monthly while all major demographic attributes and household variables are updated quarterly.

Experian maintains data integrity through regular screening of its data against the Marketing Association's Do Not Call and Do Not Mail lists, NZ Post's Change of Address file, and for deceased records, to keep the data as accurate and up to date as possible.

### Opt Outs and Suppressions

Every business communicating with a consumer by direct marketing must offer an opt out option and capture details of consumers opting out, in accordance with the Privacy Act (1993). Experian are observant of the needs of consumers and are happy to suppress their details from our database. The Experian Privacy Opt-out website for AU and NZ can be found at <http://www.experian.co.nz/legal/optout.html>

Consumers who want to suppress their details from unsolicited direct marketing beyond Experian and its data partners can register with the Marketing Association which maintains the details of people who prefer not to receive marketing. [https://www.marketing.org.nz/Services/DNC\\_DNM\\_FAQs](https://www.marketing.org.nz/Services/DNC_DNM_FAQs)

Registering with the Marketing Association will reduce addressed and unsolicited direct mail from member businesses and organisations.

## ConsumerView NZ

It will not stop or reduce the amount of addressed mail received from:

- Companies of which you are a current customer
- Companies that do not subscribe to the Marketing Association's service
- Businesses that market themselves to your business
- The delivery of unaddressed mail, including brochures, letterbox drops and flyers

Adding their details to the Do Not Call list should similarly reduce the volume of unsolicited calls.

### Data Sourcing Enquiries

Consumers sometimes query the specific source of their data. Experian and its data partners retain the details of how and where each data record is sourced. Consumer queries regarding how their details were sourced can be directed to Experian's specialist call centre, Data Response (0800 689 908). Data Response are able to manage queries and opt outs from Experian's marketing database.

### Complaints

Experian treats any complaint from clients or consumers seriously. All complaints raised are tracked formally through Experian's complaints register, with compliance and legal oversight until resolution.

## ConsumerView Attributes

### Contact Details

Consumer data is sourced from publically available information and third parties who actively collect consented, opted in records through activities such as competitions, surveys and online registrations. All this information must be APP and SPAM Act compliant.

Contact Channels	
Names	2.9m New Zealand adults
Addresses	1.6m mailable residential addresses
Emails	For 52K individuals
Phones	For 1.4m individuals
Linkage Emails	920K+ emails for linkage purposes
Linkage Mobiles	760K+ mobiles for linkage purposes



## ConsumerView NZ Attributes: Mosaic

### Mosaic Summary

Attribute	Number of Categories
Mosaic Group and Types	9 Groups, 34 Types
Mosaic Segments	110 Segments
Mosaic Factors	6 Factors

### Mosaic Groups and Types

Mosaic is a household based consumer lifestyle segmentation system that classifies all New Zealand households into 34 unique Types and 9 overarching Groups, providing a 360 degree view of consumers' choices, preferences and habits.

Use Mosaic to profile, further understand and prioritise your customers, before targeting more of them by using Mosaic as the common currency through their preferred channels.

Mosaic Groups	Mosaic Name	Description	Household (%)	Population (%)
A	Corporate Ladder Kings	Educated professionals living in large houses in desirable areas, looking for balance to their busy lives and planning for the future	9.76	10.75
B	Reaping The Rewards	Established conservative older couples living comfortable lives in high quality houses, appreciating traditional country pursuits	10.57	11.46
C	Tractors And Trees	Hard working rural farming families living in large comfortable homes, who are engaged in the local community	9.43	10.35
D	Smartphone Savvies	Young technology savvy home sharers or families living comfortably in urban apartments with strong career goals and a positive outlook	15.03	15.26
E	Watching The Pennies	Older families and couples with conservative views, who are careful with their money and have an easy going attitude to life	12.72	14.03
F	Generation Next	Young singles who are studying or just starting out in their careers, living in urban apartments, and love technology and new gadgets	7.21	4.82
G	Crochet Communities	Elderly singles living in rented apartments, living off their investments, who watch TV and listen to the radio to stay in touch	8.82	6.00
H	Bargains, Benefits And Babies	Young families focused on their young kids who are finding it hard to balance work and leisure, feeling burdened by their finances	16.68	16.33
I	Extended Cultural Living	Mixed family Maori or Pacific Islander households with a strong family focus, financially stressed and making do	9.77	11.00





### Mosaic Segments

Mosaic Segments offer the next level of discrimination from Mosaic Types, with 110 Segments available. Segments are available at the household and Meshblock level and can be used to build your own segmentation solution whilst retaining the link with Mosaic Groups and Types and the wealth of information that comes with Mosaic.

The Segments of Mosaic Group A are below. For the full list, please see your Experian Account Manager.

Mosaic Segment	Description
A01	<b>Highly prosperous households comprising of finance savvy professionals and business owners, living in grand houses in desirable areas</b>
01_1	More elderly, more employers and more single person households
01_2	More children, higher affluence and more 7+ person households
A02	<b>Older, well-educated families on the verge of retirement enjoying the rewards of successful careers, using the internet to keep updated</b>
02_1	Much more elderly, more employers and more single person households
02_2	More overseas born, more 7+ person households and higher property ownership
02_3	Much more children, higher affluence and higher property ownership
A03	<b>Well-educated double income professional couples with young families, using technology to juggle their busy lifestyles</b>
03_1	Shorter time at address, higher affluence, larger properties
03_2	More elderly, longer time at address and more urban
03_3	Much longer time at address, more highly educated and more single person households
A04	<b>Wealthy families with large modern properties on the rural outskirts, enjoying the outdoors and have practical technology needs</b>
04_1	Higher affluence, higher household income, larger properties
04_2	Longer time at address, more single person households and more urban
04_3	Less educated, higher property ownership, more rural



### Mosaic Factors

Factors is a segmentation that identifies and brings out six themes that exist from the hundreds of variables used to build Mosaic.

Factors are ideal for use in statistical techniques such as customer segmentation and market potential modelling, and are particularly useful for building scorecards that require uncorrelated input variables. They help improve statistical models, particularly those that enable enhanced targeting through deeper understanding of customers.

Factors can provide additional accuracy for targeting where a particular characteristic, such as Prosperity, is a key driver of campaign activity or customer behaviour.

Each Factor is supported by:

- Maps: illustrations of high to low areas of penetration for each Factor across one of the capital cities.
- Bar charts: illustrate the correlations of selected input variables that comprise each Factor.

Factors can be in the form of Scores or Percentiles

- Score have a mean of 0 and a standard deviation of 10,000, ranging from -40,000 to 40,000
- Each Percentile contains 1% of the households in New Zealand, ranging from 0 to 99

Factor	Description
Factor A	European to Ethnic Minorities
Factor B	Rich to Poor
Factor C	Own to Not Own
Factor D	Elderly to Families
Factor E	Apartment to Detached
Factor F	Urban to Rural

## ConsumerView Attributes: Household Enhancements

### Household Enhancements Summary

Attribute	Number of Bands
Gender	2 bands
Age Head of Household Age	15 age bands
Children at Address	10 probability bands
Adults at Address	8 bands
Household Composition	6 bands
Lifestage	10 bands

### Household Enhancements: Gender

The actual or predicted gender of an adult consumer aged 18 years or older.

Gender is modelled at the person level. Where the gender is known, this is used. If unknown, gender is modelled based on a number of characteristics including name and age.

Banding	Brief Description	Detailed Description
M	Male	The gender of the individual is male
F	Female	The gender of the individual is female

### Household Enhancements: Age

The actual or predicted age of an adult consumer aged 18 years or older.

ConsumerView holds a significant proportion of known ages for New Zealand's adult population. For records that do not have an actual age, Experian has a highly accurate estimated age model that classifies people into 5 year age bands. The results are verified and calibrated against Census distributions.

### Household Enhancements: Head of Household Age

Head of Household Age represents the age band of the person likely to be the primary decision maker of the household.

The Head of Household Age is a discriminate based model that classifies people into 5 year age bands. The results are validated against the 2013 census.

Banding	Brief Description	Detailed Description
01	Under 20	The age of the consumer (combination of both actual and estimated) is under 20 years
02	20 to 24 years	The age of the consumer (combination of both actual and estimated) is between 20 to 24 years
03	25 to 29 years	The age of the consumer (combination of both actual and estimated) is between 25 to 29 years
04	30 to 34 years	The age of the consumer (combination of both actual and estimated) is between 30 to 34 years
05	35 to 39 years	The age of the consumer (combination of both actual and estimated) is between 35 to 39 years
06	40 to 44 years	The age of the consumer (combination of both actual and estimated) is between 40 to 44 years
07	45 to 49 years	The age of the consumer (combination of both actual and estimated) is between 45 to 49 years
08	50 to 54 years	The age of the consumer (combination of both actual and estimated) is between 50 to 54 years
09	55 to 59 years	The age of the consumer (combination of both actual and estimated) is between 55 to 59 years
10	60 to 64 years	The age of the consumer (combination of both actual and estimated) is between 60 to 64 years
11	65 to 69 years	The age of the consumer (combination of both actual and estimated) is between 65 to 69 years
12	70 to 74 years	The age of the consumer (combination of both actual and estimated) is between 70 to 74 years
13	75 to 79 years	The age of the consumer (combination of both actual and estimated) is between 75 to 79 years
14	80 to 84 years	The age of the consumer (combination of both actual and estimated) is between 80 to 84 years
15	>= 85 year	The age of the consumer (combination of both actual and estimated) is greater than or equal to 85 years
[NULL]	Insufficient information	Insufficient person level information

**Household Enhancements: Children at Address**

The Children at Address model is a logistic regression that calculates the propensity of a household to have children present. The results are validated against the 2013 census. A child is defined as a person aged less than 18 years.

<b>Banding</b>	<b>Brief Description</b>	<b>Detailed Description</b>
<b>01</b>	Extremely low likelihood	Extremely low likelihood of the presence of children in the household
<b>02</b>	Very low likelihood	Very low likelihood of the presence of children in the household
<b>03</b>	Low likelihood	Low likelihood of the presence of children in the household
<b>04</b>	Below average likelihood	Below average likelihood of the presence of children in the household
<b>05</b>	Average likelihood	Average likelihood of the presence of children in the household
<b>06</b>	Above average likelihood	Above average likelihood of the presence of children in the household
<b>07</b>	Moderately high likelihood	Moderately high likelihood of the presence of children in the household
<b>08</b>	High likelihood	High likelihood of the presence of children in the household
<b>09</b>	Very high likelihood	Very high likelihood of the presence of children in the household
<b>10</b>	Extremely high likelihood	Extremely high likelihood of the presence of children in the household
<b>[NULL]</b>	Insufficient information	Insufficient person level information or properties containing no residential dwellings

### Household Enhancements: Adults at Address

The Adults at Address model is an aggregation based model that aims to count the total number of adults that are present at an address. An adult is defined as a person aged 18 years or over. The model is validated against the total adult population in the 2013 census at meshblock level.

Banding	Brief Description	Detailed Description
01	One adult	The residential property is likely to contain one adult over the age of 18 years residing within the dwelling
02	Two adults	The residential property is likely to contain two adults over the age of 18 years residing within the dwelling
03	Three adults	The residential property is likely to contain three adults over the age of 18 years residing within the dwelling
04	Four adults	The residential property is likely to contain four adults over the age of 18 years residing within the dwelling
05	Five adults	The residential property is likely to contain five adults over the age of 18 years residing within the dwelling
06	Six adults	The residential property is likely to contain six adults over the age of 18 years residing within the dwelling
07	Seven adults	The residential property is likely to contain seven adults over the age of 18 years residing within the dwelling
08	Eight adults	The residential property is likely to contain eight adults over the age of 18 years residing within the dwelling
[NULL]	Insufficient information	Insufficient person level information or properties containing no residential dwellings

### Household Enhancements: Household Composition

Household Composition provides an indication of the type of household in which the people at an address are living in.

Household Composition is derived using a set of rules driven by the number of Adults at Address, Head of Household Age, Children at Address, Person Surname, and Gender within a household.

The rules defining the classification are listed below:

Household Composition	Defining Rules
<b>Families</b>	More than one adult May or may not contain children Same surname
<b>Extended Families</b>	More than two adults Presence of persons over 70 years of age May or may not contain children
<b>Couples</b>	Two adults Absence of children Age difference less than 15 years Gender different or unknown Surnames same or different
<b>Single Parent</b>	One adult, presence of children
<b>Single</b>	One adult, absence of children
<b>Homeshares</b>	More than one adult Age difference between adults is more than 15 years, different surname Age difference between adults is more than 15 years, different surname, different or same gender May or may not contain children

The results are validated against the 2013 Census, Mosaic and the Adults at Address model.

Banding	Brief Description	Detailed Description
<b>01</b>	Families	The residential property is likely to contain a family unit which is made up of two adults with children
<b>02</b>	Extended Families	The residential property is likely to contain an extended family unit which is made up of three or more adults with the same surname
<b>03</b>	Couples	The residential property is likely to contain people living as a couple which is made up of two adults and no children
<b>04</b>	Single Parent	The residential property is likely to contain a single parent family unit which is made up of one adult with children
<b>05</b>	Single	The residential property is likely to contain a single adult only
<b>06</b>	Homeshares	The residential property is likely to contain a home share environment which is made up of three or more adults with different surnames
<b>[NULL]</b>	Insufficient information	Insufficient person level information or properties containing no residential dwellings

### Household Enhancements: Lifestage

Lifestage provides insight into the life situation of the people in the household. This is information that allows insights on the consumer purchase behaviour of the household and when they would be more likely to be interested in particular types of products and services.

The Lifestage model is a rule based model where the Household Composition is aggregated with the Head of Household Age and is described by defined rules to fit into 10 groups.

Banding	Brief Description	Detailed Description
01	Young families	Families, Extended Families and Single Parents under 35
02	Independent Youth	Couples, Singles and Homesharers under 35
03	Maturing Couples and Families	Families, Couples, Extended Families and Single Parents aged 35-44
04	Maturing Independence	Singles and Homesharers aged 35-54
05	Established Couples and Families	Families, Couples, Extended Families and Single Parents aged 45-54
06	Older Couples and Families	Families, Couples, Extended Families and Single Parents aged 55-64
07	Older Independence	Singles and Homesharers aged 55-64
08	Elderly Families	Families, Extended Families and Single Parents 65 and over
09	Elderly Couples	Couples 65 and over
10	Elderly Singles	Singles and Homesharers 65 and over
[NULL]	Insufficient information	Insufficient person level information or properties containing no residential dwellings

## ConsumerView Attributes: Property Enhancements

### Property Enhancements Summary

Attribute	Number of Bands/Format
Property Basics	
- Residential Flag	2 bands
- Delivered To	2 bands
- Property Type	10 bands
- Nbr Bedrooms	5 bands
- Nbr Bathrooms	5 bands
- Property Size	9 bands
- Building Age	Year
- Property Category	5 bands
Property Lifestyle Essentials	
- Property Ownership	2 bands
Property Value	
- Property Value	10 bands
Property Event	
- For Sale	2 bands
- For Rent	2 bands
- Moved in Date	Date
- Length of Residence	15 bands

#### Property Basics: Residential Flag

Residential Flag indicates if the property is residential or used primarily for residential purposes.

All property data information is verified against the NZ address database.

Banding	Brief Description	Detailed Description
Y	Residential	The property is residential or used primarily for residential purposes
[NULL]	Not Residential	The property is not residential

#### Property Basics: Delivered To

Delivered To indicates if the property is mail deliverable ie mail is delivered to the property by NZ Post.

All property data information is verified against the NZ address database.

Banding	Brief Description	Detailed Description
Y	Deliverable	The property has mail delivered directly to the property by NZ Post
[NULL]	Not Deliverable	The property does not have mail delivered directly to the property by NZ Post



### Property Basics: Property Type

Property Type indicates the physical nature of the property based on its structure as defined by NZ Post.

This information is compiled from several sources, including NZ Post. All property data information is verified against the NZ address database.

Banding	Brief Description	Detailed Description
Apartment	An apartment	Properties where the primary residential dwelling is an apartment
Flat	A flat	Properties where the primary residential dwelling is a flat
House	A house	Properties where the primary residential dwelling is a house
Other	Other	All other property types not classified
Postal	Postal	Mail is delivered to a box, bag or agent for pick up
Room	A room	Properties defined as a "room"
Shop	A shop	Properties where the function is commercial and defined as a "shop"
Suite	A suite	Properties where the function is commercial and defined as a "suite"
Unit	A unit	Properties where the primary residential dwelling is a unit
Villa	A villa	Properties where the primary residential dwelling is a villa
[NULL]	Insufficient information	Insufficient person level information or properties containing no residential dwellings

### Property Basics: Nbr Bedrooms

The number of bedrooms contained within the property.

This information is compiled from several sources, including previous listing information. All property data information is verified against the NZ address database

Banding	Brief Description	Detailed Description
01	Single-bedroom dwelling	Residential properties where the primary dwelling contains only one bedroom
02	Two-bedroom dwelling	Residential properties where the primary dwelling contains two bedrooms
03	Three-bedroom dwelling	Residential properties where the primary dwelling contains three bedrooms
04	Four-bedroom dwelling	Residential properties where the primary dwelling contains four bedrooms
05	Dwelling containing five or more bedrooms	Residential properties where the primary dwelling contains five or more bedrooms
[NULL]	Insufficient information	Insufficient person level information or properties containing no residential dwellings

## ConsumerView NZ

**Property Basics: Nbr Bathrooms**

The number of bathrooms contained within the property.

This information is compiled from several sources, including previous listing information. All property data information is verified against the NZ address database.

Banding	Brief Description	Detailed Description
01	Single bathroom dwelling	Residential properties where the primary dwelling contains only one bathroom
02	Two bathroom dwelling	Residential properties where the primary dwelling contains two bathrooms
03	Three bathroom dwelling	Residential properties where the primary dwelling contains three bathrooms
04	Four bathroom dwelling	Residential properties where the primary dwelling contains four bathrooms
05	Dwelling containing five or more bathrooms	Residential properties where the primary dwelling contains five or more bathrooms
[NULL]	Insufficient information	Insufficient person level information or properties containing no residential dwellings

**Property Basics: Property Size**

Property Size indicates the floor area of the property in square metres.

Property Size is compiled from several sources, including previous listing information. All property data information is verified against the NZ address database.

Banding	Brief Description	Detailed Description
01	0-200sqm	The size of this property is less than 200sqm
02	200-500sqm	The size of this property is between 200 and 500sqm
03	500-700sqm	The size of this property is between 500 and 700sqm
04	700-1000sqm	The size of this property is between 700 and 1000sqm
05	1000-5000sqm	The size of this property is between 1000 and 5000sqm
06	5000-50000sqm	The size of this property is between 5000 and 50000sqm
07	50000-100000sqm	The size of this property is between 50000 and 100000sqm
08	100000-500000sqm	The size of this property is between 100000 and 500000sqm
09	Over 500000sqm	The size of this property is over than 500000sqm
[NULL]	Insufficient information	Insufficient information

### Property Basics: Building Age

Building Age indicates the year the building was built.

Building Age is compiled from several sources, including previous listing information. All property data information is verified against the NZ address database.

Banding	Brief Description	Detailed Description
YYYY	Year Built	The year the property was built
[NULL]	Insufficient information	Insufficient information

### Property Basics: Property Category

The category type of the property

Property Category indicates the category of the property, as defined by NZ Post. This category is available for urban areas only. All property data is verified against the NZ address database.

Banding	Brief Description	Detailed Description
01	Business	This property has been categorized as a business
02	Empty Section	This property has been categorized as empty
03	Farm	This property has been categorized as a farm
04	Holiday Home	This property has been categorized as a holiday home
05	Residential	This property has been categorized as residential
[NULL]	Insufficient information	Insufficient information

### Property Lifestyle Essentials: Property Ownership

Property Ownership indicates if the property is owned by the occupant ie Owner Occupier vs Tenant

Property Ownership is determined by matching the name of the owner to that of the current occupant. All property data information is verified against the NZ address database.

Banding	Brief Description	Detailed Description
Y	Owner Occupied	The residential dwelling is owned by the occupant
[NULL]		The residential dwelling is not owned by the occupant

**Property Value: Property Value**

The value of the property is based on council evaluations and is updated regularly (accompanied by an Evaluation date).

All property data information is verified against the NZ address database.

Banding	Brief Description	Detailed Description
01	Less than \$250,000	Residential properties where the current market value is less than \$250,000
02	\$250,000 - \$449,999	Residential properties where the current market value is between \$250,000 - \$449,999
03	\$450,000 - \$649,999	Residential properties where the current market value is between \$450,000 - \$649,999
04	\$650,000 - \$849,999	Residential properties where the current market value is between \$650,000 - \$849,999
05	\$850,000 - \$1,049,999	Residential properties where the current market value is between \$850,000 - \$1,049,999
06	\$1,050,000 - \$1,249,999	Residential properties where the current market value is between \$1,050,000 - \$1,249,999
07	\$1,250,000 - \$1,449,999	Residential properties where the current market value is between \$1,250,000 - \$1,449,999
08	\$1,450,000 - \$1,649,999	Residential properties where the current market value is between \$1,450,000 - \$1,649,999
09	\$1,650,000 - \$1,849,999	Residential properties where the current market value is between \$1,650,000 - \$1,849,999
10	Greater than or equal to \$1,850,000	Residential properties where the current market value is greater than or equal to \$1,850,000
[NULL]	Insufficient information	Insufficient person level information

**Property Event: For Sale**

For Sale indicates if this property is currently listed for sale, or the dates it was last listed for sale.

For Sale is sourced from listing information. A property with a Created Date but no Removed Date indicates that the property is currently listed for sale. All property data information is verified against the NZ address database.

Banding	Brief Description	Detailed Description
Created Date	Date the property was listed for sale	The date the property was listed for sale (on the market)
Removed Date	Date the property listing was removed	The date the property listing was removed (off the market)
[NULL]	No sale information	No sale information

### Property Event: For Rent

For Rent indicates if this property is currently listed for rent, or the dates it was last listed for rent.

For Rent is sourced from listing information. A property with a Created Date but no Removed Date indicates that the property is currently listed for rent. All property data information is verified against the NZ address database.

Banding	Brief Description	Detailed Description
Created Date	Date the property was listed for rent	The date the property was listed for rent (on the market)
Removed Date	Date the rental listing was removed	The date the rental listing was removed (off the market)
[NULL]	No rental information	No rental information

### Property Event: Moved In Date

Moved In Date flags the date the current occupant moved into the property. This is not owner occupier or tenant specific.

Moved In Date is based on data from a number of sources, including NZ Post, tracking the movement of occupants in and out of properties. All property data information is verified against the NZ address database.

Banding	Brief Description	Detailed Description
dd-mm-yyy	The date the current occupant moved into the property	The date the current occupant of the property moved in
[NULL]	Insufficient information	No data available for this property or the property contains no residential dwellings

**Property Event: Length of Residence**

The amount of time in years the current occupants have been residing at the premises.

The Length of Residence is calculated from the association between the ConsumerView household and person level data (over 80% of the households).

Banding	Brief Description	Detailed Description
01	Less than 1 year	The current occupants have been residing at the premises for less than 1 year
02	Greater than or equal to 1 year and less than 2 years	The current occupants have been residing at the premises for greater than or equal to 1 year and less than 2 years
03	Greater than or equal to 2 year and less than 3 years	The current occupants have been residing at the premises for greater than or equal to 2 year and less than 3 years
04	Greater than or equal to 3 year and less than 4 years	The current occupants have been residing at the premises for greater than or equal to 3 year and less than 4 years
05	Greater than or equal to 4 year and less than 5 years	The current occupants have been residing at the premises for greater than or equal to 4 year and less than 5 years
06	Greater than or equal to 5 year and less than 6 years	The current occupants have been residing at the premises for greater than or equal to 5 year and less than 6 years
07	Greater than or equal to 6 year and less than 7 years	The current occupants have been residing at the premises for greater than or equal to 6 year and less than 7 years
08	Greater than or equal to 7 year and less than 8 years	The current occupants have been residing at the premises for greater than or equal to 7 year and less than 8 years
09	Greater than or equal to 8 year and less than 9 years	The current occupants have been residing at the premises for greater than or equal to 8 year and less than 9 years
10	Greater than or equal to 9 year and less than 10 years	The current occupants have been residing at the premises for greater than or equal to 9 year and less than 10 years
11	Greater than or equal to 10 year and less than 11 years	The current occupants have been residing at the premises for greater than or equal to 10 year and less than 11 years
12	Greater than or equal to 11 year and less than 12 years	The current occupants have been residing at the premises for greater than or equal to 11 year and less than 12 years
13	Greater than or equal to 12 year and less than 13 years	The current occupants have been residing at the premises for greater than or equal to 12 year and less than 13 years
14	Greater than or equal to 13 year and less than 14 years	The current occupants have been residing at the premises for greater than or equal to 13 year and less than 14 years
15	Greater than or equal to 14 years	The current occupants have been residing at the premises for greater than or equal to 14 years
[NULL]	Insufficient information	Properties containing no residential dwellings or no property data is available