

# Dwelling Type

## PRODUCT SPECIFICATION

### Product Description

Dwelling Type provides an indication of the number of residences at a given address to determine if a building is likely to be a separate dwelling, a duplex, or whether it is low, medium or high density housing. This insight can be used by businesses to assist with creating suitable product offerings for customers and prospects.

Dwelling Type appends one of five values to a given address record:

VALUE	DESCRIPTION
SEP	1 residence at the address
DUAL	2 residences at the address
LOW	More than 2 and up to 11 residences at the address
MED	More than 11 and up to 51 residences at the address
HIGH	More than 51 residences at the address

### How to Access this Product

If you would like to use Dwelling Type you have two options for accessing it.

#### 1. Data License

By signing a data licence agreement, you will receive a CD containing the Dwelling Type data set on a quarterly basis. For the period of this agreement you have the right to use this data set in-house for all your data segmentation and marketing activities.

#### 2. Online data enhancement via Data Express

You can append Dwelling Type to your address records online by going to our web portal Data Express ([www.dataexpress.vedaadvantage.com](http://www.dataexpress.vedaadvantage.com)). Once you've registered for this service, you can upload your address records, submit a request to have Dwelling Type appended, and download this data once the job request has been processed.

### Option 1: Data License

#### Requirements

In order to use Dwelling Type as a data licence, you need to have the latest Australia Identifiers (DPIDs) appended to your in-house data.

If you do not have access to DPIDs, you can also purchase Veda Advantage's address enhancement software solution that can append DPIDs to your customer and prospect appended DPIDs can then be used to match to the Dwelling Type lookup table.

#### Deliverables

On a quarterly basis you will receive a CD containing a lookup table with the following fields:

- DPID

- Dwelling Type indicator

## Option 2: Online Data Enhancement via Data Express

### Requirements

In order to use Data Express you will need to do the following:

- Use Microsoft Internet Explorer version 5.5 or above
- Go to **[www.dataexpress.vedaadvantage.com](http://www.dataexpress.vedaadvantage.com)** and register for the service
- Compile the file of address records you wish to enhance, including at minimum the following fields:
  - Address
  - Post Code
  - State
- Ensure your file is saved in either a .TXT or .CSV format (data held in common applications like Excel or Access can easily be saved or exported into a .TXT or .CSV format)
- Open your .TXT or .CSV file using a text editor (e.g. Microsoft Notepad) – you will be asked to cut and paste a sample of your data from the text editor into Data Express

### Deliverables

- After you have uploaded your file and submitted a job to Data Express for processing, you will receive a complimentary Summary Report by email
- The Summary Report will summarise the number and % of the records you submitted where Dwelling Type was successfully appended you may then decide whether to purchase and download the data
- When you download the enhanced data file you will find that a Dwelling Type field has been appended

### FIND OUT MORE

If you would like more information about licensing Dwelling Type on an ongoing basis, please contact us.

Phone: **1300 783 099**

Email: **[salesvsgau@vedaadvantage.com](mailto:salesvsgau@vedaadvantage.com)**

If you would like to access Dwelling Type online, please go to **[www.dataexpress.vedaadvantage.com](http://www.dataexpress.vedaadvantage.com)**