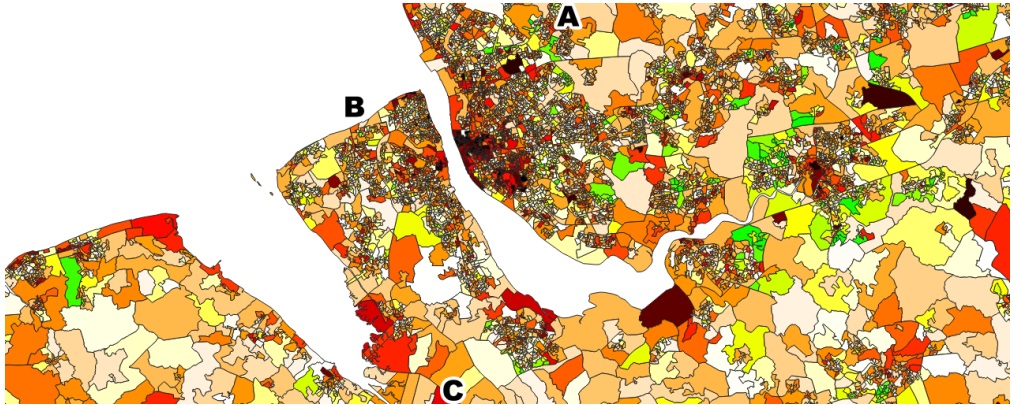
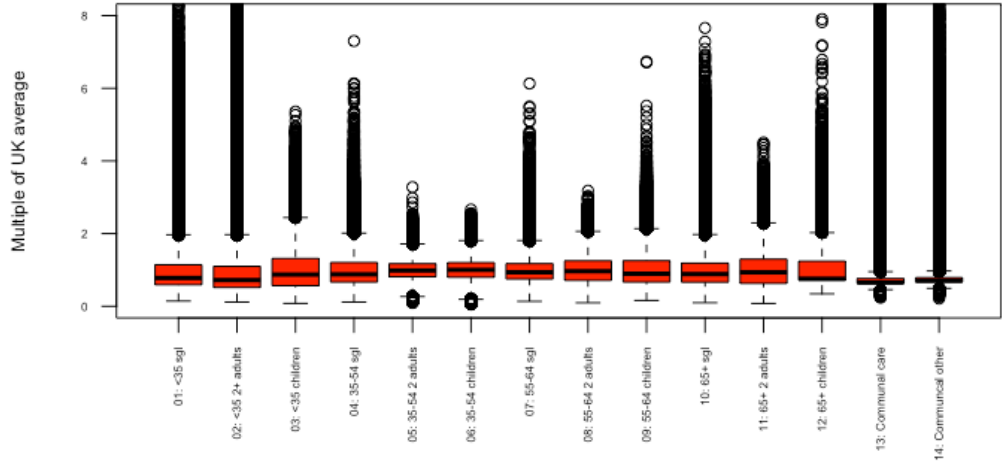


Data Set	Household Reference Person				
MM Code	30010	Methodology	MM SAE	Latest version	14/08/2018
Description	Household reference person, complimented with communal values				
Geography	UK (England, Wales, Scotland, Northern Ireland)				
Uses	Marketing, sales, reporting. Not when subject to race discrimination legislation (refer to MM)				
GDPR status	Not Individual Personalised Data. No Individual Personalised Data used to produce it.				
Source data	2011 Census QS111UK and QS421		Predictor data	Full MM 2011 set	
Keys (2)	Output Areas 2011, HHold (see code below)				
Data (1)	SPR				
Format	30010.01.R	Relational on all keys (3,252,144 x 3)			
	30010.01.OA	Relational on single key (232,296 x 15)			
Example data	On map	SPRs			
		<35 single	35-54 single	55-64 single	65+ single
	A	0.8962	1.3770	0.7446	0.6256
	B	0.7415	0.9751	1.1395	0.9920
	C	0.5964	0.5178	1.2207	0.9825
Geographic spread	<p>Liverpool, Wirral and surrounds</p> <p>35-54 with children</p> 				
Data value spread					

Industrial sector coding	01	Household Reference Person under 35 single adult.
	02	Household Reference Person under 35 two or more adults no children
	03	Household Reference Person under 35 two or more adults one or more children
	04	Household Reference Person 35 to 54 single adult.
	05	Household Reference Person 35 to 54 two or more adults no children
	06	Household Reference Person 35 to 54 two or more adults one or more children
	07	Household Reference Person 55 to 64 single adult.
	08	Household Reference Person 55 to 64 two or more adults no children
	09	Household Reference Person 55 to 64 two or more adults one or more children
	10	Household Reference Person 65 and over single adult.
	11	Household Reference Person 65 and over two or more adults no children
	12	Household Reference Person 65 and over two or more adults one or more children
	13	Communal Medical and Care (all ages)
	14	Communal Other (all ages)
OA11 key	For use of Postcode to provide >99.8% match to OA11 key refer to Data Sheet 20001 Postcode to OA11.	
Notes	<p>This dataset provides 2011 estimates that classify households in United Kingdom by the household lifestage of the Household Reference Person (HRP). The estimates are as at census day, 27 March 2011.</p> <p>Household lifestage classifies households according to the age of the Household Reference Person, whether they are in a one- or two-person household, and for two-person households, the presence of dependent children in the household.</p>	
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