
Age

UK 2004 Data Profile



Person



Household



Overview

There are two Age demographic variables, one at person level and one at household level.

- At the person level, Age identifies the likely age of each individual living at an address.
- At the household level, Age is based on the individual age estimate of the head of household.

Methodology

Age at the person level

Using data sources such as Experian's Lifestyle surveys database, forenames were analysed by their age distributions. Approximately two and a half thousand forenames were identified as having statistically valid numbers and these were clustered into groups with similar age patterns. (The age distributions for each forename were adjusted to remove any bias in the data when compared with the UK.)

The names were clustered using a hierarchical clustering technique and a solution with fifty clusters was identified as the most discriminative.

A discriminant analysis model was then developed using the following variables as predictors of age:

- Forename clusters.
- Mosaic Factors (which describe the characteristics of an area with key demographic and socio-economic factors).
- Household composition (this variable shows the type of family living in a household).
- Length of residency (i.e. years at address).

Individuals on the UK Consumer Dynamics Database are coded up as follows:

- Using actual age from sources such as Experian's Lifestyle surveys database wherever known.
- By using results of the discriminant analysis model.

Age at household level

This is based on the individual age estimates of the head(s) of household. Where there is both a male and a female head of household, the older of the two ages is chosen.

Variables

Age has the following bands:

Band	Description	Person %	Household %
0	Age 18-25	17.32	4.78
1	Age 26-35	21.57	17.25
2	Age 36-45	19.15	23.25
3	Age 46-55	11.86	11.98
4	Age 56-65	13.01	16.11
5	Age 66+	17.09	26.64

Postcode Dominant Values

Dominant values have been calculated for all UK postcodes. The most frequently occurring class in each postcode has been allocated as the dominant value for the Age variables.

Update Frequency

Annual.