

---

# Family Lifestage

UK 2004 Data Profile



---

## Overview

Family Lifestage is a household level demographic segmentation that shows the combined stage of life and family status, including children.

---

## Methodology

Family Lifestage is derived by analysing the combination of adults and children living in a household and the age of the individuals. Details of children are sourced from the Households with Children variable.

---

## Variables

Family Lifestage has the following bands:

Band	Description	Household %
0	Young singles/homesharers	7.21
1	Young family no children <18	2.98
2	Young family with children <18	6.96
3	Young household with children <18	3.69
4	Mature singles/homesharers	6.89
5	Mature family no children <18	2.82
6	Mature family with children <18	8.12
7	Mature household with children <18	4.42
8	Older single	7.84
9	Older family no children <18	15.28
10	Older family/household with children<18	4.61
11	Elderly single	12.97
12	Elderly family no children <18	12.34
U	Unclassified	3.86

---

## **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 Family Lifestage variable.

## **Performance/Accuracy**

---

This variable is derived from a set of rules so any inaccuracies would be due to individuals not appearing on the UK Consumer Dynamics Database or errors in age estimation.

## **Update Frequency**

---

Annual.