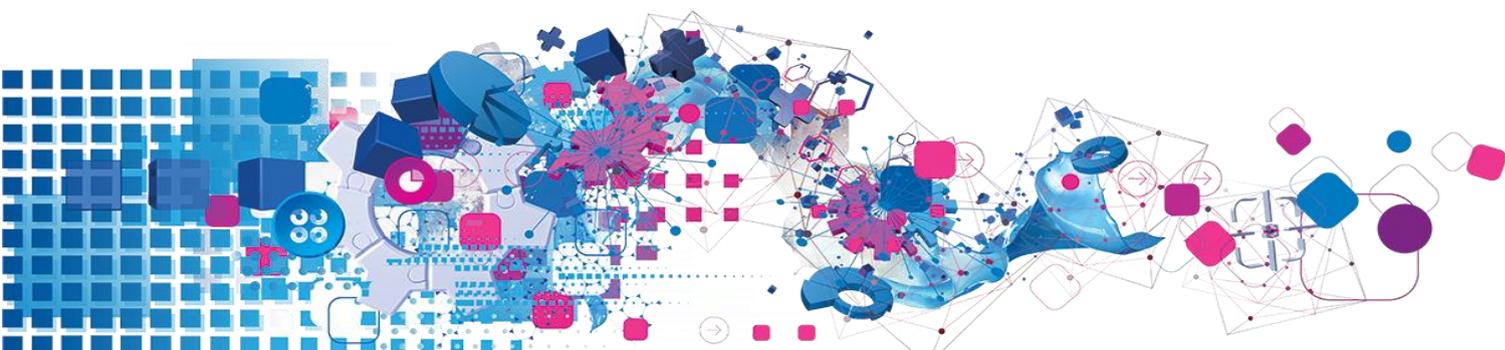


# New Zealand DataFusion

---



## Copyright

All copyright and other rights in this manual and the licensed programs described in this manual are the property of Experian Ltd save for copyright in data in respect of which the copyright belongs to the relevant data provider.

No part of this manual may be copied, reproduced, translated or reduced to any electronic medium or machine-readable form without the written consent of Experian Ltd.

Microsoft, Word and Windows are trademarks of Microsoft Corporation.

© Experian Ltd. 2018

## Contacts and Support

For resolutions to common issues, answers to frequently asked questions and hints and tips for using our products:

[www.edq.com/documentation/contact-support/](http://www.edq.com/documentation/contact-support/)

For information about data expiry, data vintage and how to keep your data up to date:

[www.edq.com/documentation/data](http://www.edq.com/documentation/data)

For more information about us and to get in touch:

[www.edq.com](http://www.edq.com)

Revision 1, October 2018

# Contents

Introduction	4
DataFusion Data Information	4
NZL DataFusionAdditional Dataset	4
About This Data	5
Area Covered	5
About DataPlus	5
New Zealand DataFusionAdditional Data	5
New Zealand Property Geocode	6
New Zealand Property Information	6
New Zealand Mesh Block	6
New Zealand Territorial Authority	6
New Zealand Regional Council	7
New Zealand General Electorate	7
New Zealand Maori Electorate	7
New Zealand Property Category	7
New Zealand Head OfHousehold Age	8
New Zealand Children at Address	9
New Zealand Household Composition	9
New Zealand Head ofHousehold Lifestage	10
New Zealand Adults At Address	11
New Zealand Mosaic Group & Type	11
New Zealand Mosaic Segment	13
New Zealand Mosaic Factor A	13
New Zealand Mosaic Factor B	13
New Zealand Mosaic Factor C	14
New Zealand Mosaic Factor D	14
New Zealand Mosaic Factor E	14
New Zealand Mosaic Factor F	15
New Zealand Delivered To	15
New Zealand Property Type	15
New Zealand Property Ownership	16
New Zealand Residential Flag	16
New Zealand Property Value	16
New Zealand Property Size	17
New Zealand Bedrooms	17
New Zealand Bathrooms	18
New Zealand Physical Addresses	18
Using This Data	19
With Pro	19
Search Examples: Typedown And Single Line	19
With Pro Web	19
Scenarios	19
With Batch	19

# Introduction

## DataFusion Data Information

This guide provides an overview of the New Zealand DataFusion (NZLDFN) Additional Dataset.

This data contains additional addresses that are not included in the core NZL data.

All additional addresses are postally non-deliverable.

The DataFusion Additional dataset can return DataPlus for both NZL and NZLDFN addresses.

For general information about the New Zealand (NZL) data, see the New Zealand Data Guide.

## NZL DataFusion Additional Dataset

Dataset Code:	NZLDFN
Approximate Data Size:	135 MB
Data Source:	New Zealand Post
Update Frequency:	Quarterly The quarterly data release dates are: <ul style="list-style-type: none"><li>▪ March</li><li>▪ June</li><li>▪ September</li><li>▪ December</li></ul>
Expiry:	Data files will expire approximately 6 months after the data release date. Ensure every data update is applied promptly, otherwise the data may expire and the product will become unusable.

# About This Data

## Area Covered

The NZL DataFusion Additional Dataset covers the whole of New Zealand.

## About DataPlus

You can configure your Experian products to use the DataPlus sets that are available for NZL DataFusion data.

Please refer to the relevant section of the product documentation for information on configuring Experian products to return DataPlus information.

## New Zealand DataFusion Additional Data

Identifier: NZLDFA

This information links a given New Zealand address with the relevant New Zealand Post address type classifications and IDs.

If you are currently using the New Zealand Additional Data (NLZADD), you will need to use NZLDFA instead.

DataPlus Element	Code	Description
Address Type Code	TypeCode	The numeric values that can be returned are: 1 - Denotes an urban address 2 - Denotes a rural address 3 - Denotes a box address 4 - Denotes a bag address 5 - Denotes a counter delivery address 6 - Denotes a CMB urban address 7 - Denotes a CMB rural address
Address Type Description	TypeDesc	Returns a full string representing the address type. The possible values are URBAN, RURAL, BOX, BAG, COUNTER DELIVERY, CMB URBAN or CMB RURAL
DPID	AddressID	Returns a unique numeric identifier for an address, for example 4567.
Street ID	StreetID	Returns a unique numeric identifier for a street, for example 1324. The identifier is defined by New Zealand Post. This element is not populated if an address does not contain a street.

## New Zealand Property Geocode

Identifier: NZLGEO

The NZLGEO DataPlus set contains information about the geographic coordinates of the property, including information about the property's 'front' to determine which way the building is facing.

DataPlus Element	Code	Description
Front of Property NZTM X Coordinate	FrontX	The Geocode 'X' coordinate for the front of the building.
Front of Property NZTM Y Coordinate	FrontY	The Geocode 'Y' coordinate for the front of the building.
Centroid of Property NZTM X Coordinate	CentroidX	The Geocode 'X' coordinate for the centre of the property.
Centroid of Property NZTM Y Coordinate	CentroidY	The Geocode 'Y' coordinate for the centre of the property.

NZTM (Transverse Mercator) refers to the NZTM2000 geospatial projection used for the Geocode coordinates by Land Information New Zealand (LINZ). See their website for detailed information regarding this projection.

## New Zealand Property Information

Identifier: NZLPIF

The NZLPIF DataPlus set provides information about the property, including whether it is addressable.

DataPlus Element	Code	Description
LINZ Parcel ID	LINZID	This is a unique identifier of the address record.
Property Type	PropertyType	The type of property, the possible values are: Business, Farm, Holiday Home, Residential or Empty section.
Addressable	Addressable	This defines whether the address is deliverable or not. The possible values are "Y" or "N".

## New Zealand Mesh Block

Identifier: NZLMBK

New Zealand is divided into 39,300 geographical units called Mesh Blocks. Each of these Mesh Blocks has a unique Mesh Block Code which is used to identify the location of each. This is returned using the NZLMBK DataPlus set.

DataPlus Element	Code	Description
Mesh Block Code	Code	The unique identifier assigned to each Mesh Block.

## New Zealand Territorial Authority

Identifier: NZLTAT

The 73 Territorial Authorities are the second tier of local government in New Zealand. Like Area Units, each is uniquely named and coded, and both are returned by the Territorial Authority DataPlus set.

DataPlus Element	Code	Description
Territorial Authority Code	Code	The unique identifier assigned to the Territorial Authority.
Territorial Authority Name	Name	The name assigned to the Territorial Authority.

## New Zealand Regional Council

Identifier: NZLRCC

There are 16 Regional Councils in New Zealand. The NZLRCC Dataplus set supplies the unique name and code of the Regional Council for the returned address.

DataPlus Element	Code	Description
Regional Council Code	Code	The unique identifier assigned to the Regional Council.
Regional Council Name	Name	The name assigned to the Regional Council.

## New Zealand General Electorate

Identifier: NZLGEL

The NZLGEL Dataplus set supplies the unique name and code of the General Electorate for the returned address.

DataPlus Element	Code	Description
General Electorate Code	Code	The unique identifier assigned to the General Electorate.
General Electorate Name	Name	The name assigned to the General Electorate.

## New Zealand Maori Electorate

Identifier: NZLMEL

The NZLMEL Dataplus set supplies the unique name and code of the Maori Electorate for the returned address. The Maori Electoral boundaries cover the same areas as the General Electoral boundaries (see above).

DataPlus Element	Code	Description
Maori Electorate Code	Code	The unique identifier assigned to the Maori Electorate.
Maori Electorate Name	Name	The name assigned to the Maori Electorate.

## New Zealand Property Category

Identifier: NZLPRC

This DataPlus set returns the Property Category code for the address searched. Property Category provides an indication of the type of the property at the address as defined by NZ Post eg Business, Farm, Residential. The category is returned as one of 5 bands or marked as unclassified. This is available for urban areas only.

For more information about this dataset, please speak with your Experian Account Manager.

DataPlus Element	Code	Description
Property Category	Code	The code representing the Property Category eg "02", or blank
	01	Business
	02	Empty Section
	03	Farm
	04	Holiday home
	05	Residential

## New Zealand Head Of Household Age

Identifier: NZLAGE

This DataPlus set returns the Head of Household Age code for the address searched. Head of Household Age provides a predictor of age for the person likely to be the primary decision maker of the household. The age is returned as one of 15 bands or marked as unclassified.

For more information about this dataset, please speak with your Experian Account Manager.

DataPlus Element	Code	Description
Head of Household Age	Code	The code representing the Age band eg "02", or blank
	00	16-20 years
	01	21-25 years
	02	26-30 years
	03	31-35 years
	04	36-40 years
	05	41-45 years
	06	46-50 years
	07	51-55 years
	08	56-60 years
	09	61-65 years
	10	66-70 years
	11	71-75 years
	12	76-80 years
	13	81-85 years
	14	86+ years

## New Zealand Children at Address

Identifier: NZLCAD

This DataPlus set returns the Children at Address code for the address searched. Children at Address is a model predicting the likelihood of a household to have children present. The likelihood of children living in the household is grouped into 10 bands or marked as unclassified. A child is defined as a person aged less than 18 years.

For more information about this dataset, please speak with your Experian Account Manager.

DataPlus Element	Code	Description
Children at Address	Code	The code representing the likelihood of Children at Address category eg "02", or blank
	01	Extremely low likelihood
	02	Very low likelihood
	03	Low likelihood
	04	Below average
	05	Average likelihood
	06	Above average likelihood
	07	Moderately high likelihood
	08	High likelihood
	09	Very high likelihood
	10	Extremely high likelihood

## New Zealand Household Composition

Identifier: NZLCMP

This DataPlus set returns the Household Composition code for the address searched. Household Composition provides an indication of the type of household in which the people at an address are living in eg Couple, Family. Households are grouped into one of 5 categories or marked as unclassified.

For more information about this dataset, please speak with your Experian Account Manager.

DataPlus Element	Code	Description
Household Composition	Code	The code representing the Household Composition category eg "02", or blank
	01	Families
	02	Extended families
	03	Couples
	04	Single Parent
	05	Single
	06	Homeshares

## New Zealand Head of Household Lifestage

Identifier: NZLLST

This DataPlus set returns the Lifestage code for the address searched. Lifestage provides insight into the life situation of the people in the household, based on the age and household composition. Lifestage is grouped into one of 10 categories or marked as unclassified.

For more information about this dataset, please speak with your Experian Account Manager.

DataPlus Element	Code	Description
Head of Household Lifestage	Code	The code representing the Head of Household Lifestage category eg "02", or blank
	01	Young families
	02	Independent youth
	03	Maturing Couples & Families
	04	Maturing Independence
	05	Established Couples & Families
	06	Older Couples & Families
	07	Older Independence
	08	Elderly Families
	09	Empty Nesters
	10	Elderly Singles
	99	Unknown

## New Zealand Adults At Address

Identifier: NZLAAD

This DataPlus set returns the Adults at Address code for the address searched. Adults at Address is a model that predicts the total number of adults present at an address. The model is validated against the total adult population in the 2013 Census. Adults at Address is grouped into one of 8 bands or marked as unclassified. An adult is defined as a person aged 18 years or over.

For more information about this dataset, please speak with your Experian Account Manager.

DataPlus Element	Code	Description
Adults at Address	Code	The code representing the Adults at Address category eg "02", or blank
	01	One adult
	02	Two adults
	03	Three adults
	04	Four adults
	05	Five adults
	06	Six adults
	07	Seven adults
	08	Eight or more adults
	99	Unknown

## New Zealand Mosaic Group & Type

Identifier: NZLMOS

This DataPlus set returns the Mosaic codes for the address searched. Mosaic classifies all NZ households into nine Groups and 34 Types.

For more information about Mosaic NZ, please speak with your Experian account manager or visit the website: <http://www.experian.co.nz/mosaic/index.html>

DataPlus Element	Code	Description
Mosaic Group	Group	Mosaic Group eg "B", or blank
	A	Corporate Ladder Kings
	B	Reaping the Rewards
	C	Tractors And Treed
	D	Smartphone Savvies
	E	Watching the Pennies
	F	Generation Next
	G	Crochet Communities
	H	Bargains, Benefits and Babies
	I	Extended Cultural Living
Mosaic Type Group	Type	Mosaic Group and Type eg "A01"
	A01	Power Professionals

DataPlus Element	Code	Description
	A02	Wine And Waves
	A03	Double Dollar Suits
	A04	Gold Plated Ride-Ons
	B05	Tea And Biscuits
	B06	Outdoor Wanderers
	B07	Backwater Bowls
	C08	High Speed Harvesters
	C09	Farming The Wilderness
	C10	Rustic Retirees
	D11	Working The Network
	D12	Hash Tag Look At Me
	D13	Sharing Spaces
	D14	Touchscreens And Takeaways
	D15	Halftime Hopes
	E16	Carefree Suburbia
	E17	Creatures Of Habit
	E18	Mortgages And Microwaves
	E19	Newspapers And Knitting
	F20	Turbo Treadmills
	F21	Win The Better Life
	F22	Just Add Water
	G23	Messaging Motorheads
	G24	Community Greys
	G25	Talkback And Telly
	H26	Fishing For A Bargain
	H27	Hiring The Lifestyle
	H28	Remote Controlling
	H29	Stately Renters
	H30	Kids And Cars
	I31	Window Shopping Strugglers
	I32	Square Eyes And Empty Pockets
	I33	Extending The Benefits
	I34	Play Dough And Pizza
	U99	Unknown

## New Zealand Mosaic Segment

Identifier: NZLMSG

This DataPlus set returns the Mosaic Segment code for the address searched. Mosaic Segments offer the next level of discrimination from Mosaic Types, with 110 Segments available. Segments 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.

For more information about Mosaic NZ please speak with your Experian account manager or visit the website:  
<http://www.experian.co.nz/mosaic/index.html>

DataPlus Element	Code	Description
Mosaic Segment	Code	Mosaic Segment eg "01_1"

## New Zealand Mosaic Factor A

Identifier: NZLFCA

This DataPlus set returns the Mosaic Factor A values for the address searched. Factor A returns the values from the last Mosaic build for ethnicity, from "European to Ethnic Minorities" as a Score, Percentile or Decile.

For more information about Factors data, please speak with your Experian Account Manager.

DataPlus Element	Code	Description
Factor A Score	Score	Mosaic Factor A score eg "1.2348"
Factor A Percentile	Percentile	Mosaic Factor A percentile eg "13"
Factor A Decile	Decile	Mosaic Factor A decile eg "1"

## New Zealand Mosaic Factor B

Identifier: NZLFCB

This DataPlus set returns the Mosaic Factor B values for the address searched. Factor B returns the Factor values from the last Mosaic build for wealth, from "Rich to Poor" as a Score, Percentile or Decile.

For more information about Factors data, please speak with your Experian Account Manager.

DataPlus Element	Code	Description
Factor B Score	Score	Mosaic Factor B score eg "1.2348"
Factor B Percentile	Percentile	Mosaic Factor B percentile eg "13"
Factor B Decile	Decile	Mosaic Factor B decile eg "1"

## New Zealand Mosaic Factor C

Identifier: NZLFCC

This DataPlus set returns the Mosaic Factor C values for the address searched. Factor C returns the Factor values from the last Mosaic build for tenure, from "Own to Not Own" as a Score, Percentile or Decile.

For more information about Factors data, please speak with your Experian Account Manager.

DataPlus Element	Code	Description
Factor C Score	Score	Mosaic Factor C score eg "1.2348"
Factor C Percentile	Percentile	Mosaic Factor C percentile eg "13"
Factor C Decile	Decile	Mosaic Factor C decile eg "1"

## New Zealand Mosaic Factor D

Identifier: NZLFCD

This DataPlus set returns the Mosaic Factor D values for the address searched. Factor D returns the Factor values from the last Mosaic build for household composition and age, from "Elderly to Families" as a Score, Percentile or Decile.

For more information about Factors data, please speak with your Experian Account Manager.

DataPlus Element	Code	Description
Factor D Score	Score	Mosaic Factor D score eg "1.2348"
Factor D Percentile	Percentile	Mosaic Factor D percentile eg "13"
Factor D Decile	Decile	Mosaic Factor D decile eg "1"

## New Zealand Mosaic Factor E

Identifier: NZLFCE

This DataPlus set returns the Mosaic Factor E values for the address searched. Factor E returns the Factor values from the last Mosaic build for property type, from "Apartment to Detached" as a Score, Percentile or Decile.

For more information about Factors data, please speak with your Experian Account Manager.

DataPlus Element	Code	Description
Factor E Score	Score	Mosaic Factor E score eg "1.2348"
Factor E Percentile	Percentile	Mosaic Factor E percentile eg "13"
Factor E Decile	Decile	Mosaic Factor E decile eg "1"

## New Zealand Mosaic Factor F

Identifier: NZLFCF

This DataPlus set returns the Mosaic Factor F values for the address searched. Factor F returns the Factor values from the last Mosaic build for population density, from "Urban to Rural" as a Score, Percentile or Decile.

For more information about Factors data, please speak with your Experian Account Manager.

DataPlus Element	Code	Description
Factor F Score	Score	Mosaic Factor F score eg "1.2348"
Factor F Percentile	Percentile	Mosaic Factor F percentile eg "13"
Factor F Decile	Decile	Mosaic Factor F decile eg "1"

## New Zealand Delivered To

Identifier: NZLDLV

This DataPlus set returns the Delivered To value for the address searched. Delivered To indicates if the property is mail deliverable i.e. if mail is delivered directly to the property by NZ Post.

For more information about this dataset, please speak with your Experian Account Manager.

DataPlus Element	Code	Description
Delivered To	Code	"Y" if mail is delivered directly to the address by NZ Post, "N" if mail is not deliverable by NZ post

## New Zealand Property Type

Identifier: NZLPRT

This DataPlus set returns the Property Type value for the address searched. Property Type indicates the physical nature of the property based on its structure. The category is returned as one of 11 bands or marked as unclassified.

For more information about this dataset, please speak with your Experian Account Manager.

DataPlus Element	Code	Description
Property Type	Code	The property type of the address eg "Apartment". The value can be blank, or one of: APARTMENT FLAT HOUSE KIOSK OTHER POSTAL ROOM SHOP SUITE UNIT VILLA

## New Zealand Property Ownership

Identifier: NZLPRO

This DataPlus set returns the Property Ownership value for the address searched. Property Ownership indicates if the property is owned by the occupant i.e. Owner Occupier.

For more information about this dataset, please speak with your Experian Account Manager.

DataPlus Element	Code	Description
Property Ownership	Code	"Y" if the property is owned by the occupant

## New Zealand Residential Flag

Identifier: NZLRSF

This DataPlus set returns the Residential Code value for the address searched. Residential Code indicates if the property is residential or used primarily for residential purposes.

For more information about this dataset, please speak with your Experian Account Manager.

DataPlus Element	Code	Description
Residential Code	Code	"Y" if the property is residential

## New Zealand Property Value

Identifier: NZLPRV

This DataPlus set returns the Property Value band for the address searched. Property Value returns the value of the property based on council evaluations. The value is banded into one of 10 bands or marked as unclassified.

For more information about this dataset, please speak with your Experian Account Manager.

DataPlus Element	Code	Description
Property Value	Code	The code representing the Property Value category eg "02", or blank
	01	Less than \$249,999
	02	\$250,000 - \$449,999
	03	\$450,000 - \$649,999
	04	\$650,000 - \$849,999
	05	\$850,000 - \$1,049,999
	06	\$1,050,000 - \$1,249,999
	07	\$1,250,000 - \$1,449,999
	08	\$1,450,000 - \$1,649,999
	09	\$1,650,000 - \$1,849,999
	10	Over \$1,850,000

## New Zealand Property Size

Identifier: NZLPRS

This DataPlus set returns the Property Size band for the address searched. Property Size indicates the floor area of the property in square metres. The value is banded into one of 9 bands or marked as unclassified.

For more information about this dataset, please speak with your Experian Account Manager.

DataPlus Element	Code	Description
Property Size	Code	The code representing the Property Size category eg "02", or blank
	01	0-200sqm
	02	200-500sqm
	03	500-700sqm
	04	700-1000sqm
	05	1000-5000sqm
	06	5000-50000sqm
	07	50000-100000sqm
	08	100000-500000sqm
	09	Over_500000sqm

## New Zealand Bedrooms

Identifier: NZLBDR

This DataPlus set returns an estimate of the number of bedrooms for the address searched. Bedrooms indicates the number of bedrooms contained within the property. The value is banded into one of 5 bands or marked as unclassified.

For more information about this dataset, please speak with your Experian Account Manager.

DataPlus Element	Code	Description
Bedrooms	Code	The code representing the Bedrooms category eg "02", or blank
	01	One bedroom
	02	Two bedrooms
	03	Three bedrooms
	04	Four bedrooms
	05	Five or more bedrooms

## New Zealand Bathrooms

Identifier: NZLBHR

This DataPlus set returns an estimate of the number of bathrooms for the address searched. Bathrooms indicates the number of bathrooms contained within the property. The value is banded into one of 5 bands or marked as unclassified.

For more information about this dataset, please speak with your Experian Account Manager.

DataPlus Element	Code	Description
Bathrooms	Code	The code representing the Bathrooms category eg "02", or blank
	01	One bathroom
	02	Two bathrooms
	03	Three bathrooms
	04	Four bathrooms
	05	Five or more bathrooms

## New Zealand Physical Addresses

Identifier: NZLPHY

This DataPlus set returns the Town/City and/or Suburb for Rural addresses which have different postal and physical versions. A Rural address has a different postal and physical version when an RD number is present in the postal version.

DataPlus Element	Code	Description
Town/City	TownCity	Town/City name. This field is populated when the Town name, present in the physical version, differs from the Town name present in the postal version.
Suburb	Suburb	Suburb name. This field is populated when there is no Suburb present in the postal version and the Suburb name differs from physical Town name.

Some of the Rural addresses have a physical version which differs from the postal by the RD number only. For these addresses the NZLPHY DataPlus set won't hold any information, but this does not mean these addresses have equal postal and physical versions. They have different postal and physical versions, just the postal ones have an RD number.

# Using This Data

This section provides search tips and other product-specific information when using NZL DataFusion data. This data works with your Experian products in the same way as NZL data. For search tips and examples, see the New Zealand Data Guide.

Please refer to the relevant product manuals for more detailed information on using Experian products.

These searches are accurate at the time of data release. However, search results may differ depending on the data release you are using.

## With Pro

### Search Examples: Typedown And Single Line

For information about the best methods for searching on the New Zealand DataFusion data using Typedown and Single Line searching, please refer to the "Using This Data" section in the New Zealand Data Guide.

## With Pro Web

### Scenarios

Scenario	Search engine	For search examples, see:
Address Capture on the Intranet	Single Line hierarchical	Single Line search examples in the New Zealand Data Guide.
Address Capture on the Web	Single Line flattened	Single Line search examples in the New Zealand Data Guide.
Address Capture	Single Line flattened	Single Line search examples in the New Zealand Data Guide.
Single Line	Single Line hierarchical	Single Line search examples in the New Zealand Data Guide.
Standard	Typedown Single Line hierarchical	Typedown examples in the New Zealand Data Guide. Single Line search examples in the New Zealand Data Guide.
Intuitive Search	Single Line flattened	Intuitive search examples in the New Zealand Data Guide.

## With Batch

For more information about using New Zealand data with Batch, please refer to the "Using This Data" section in the New Zealand Data Guide.