



Paycheck provides gross household income estimates at postcode level for the UK. By using data from Ocean, CACI's lifestyle database, combined with data from the ONS's Average Weekly Earnings and Living Costs & Food Survey, CACI have built a consistent and statistically reliable income model.

## FEATURES

Income reflected by Paycheck is gross household income from all sources including earnings, benefits and investments. As well as providing the mean, median and mode income, Paycheck also breaks down into £5,000 bands up to £200,000 plus.

Paycheck is used by the:



Public Sector



Financial Services



Residential  
Developers

## APPLICATIONS

- Deliver intelligence on local populations at detailed postcode level
- Allocate resources effectively
- Understand and benchmark affordability
- Assess the effects of welfare reform changes
- Use as an input into statistical models
- Plan the provision of premium banking services and advisors
- Produce accurate underwriting decisions
- Deliver insight and data enhancement
- Support planning applications for home builders

## WHY PAYCHECK?

- Gross household income including income support and savings
- Detailed income across 26 bands
- Available to income level of £200,000+
- Equivalised Paycheck and Paycheck Lifestage are available
- Fully rebuilt and updated annually with latest data
- Technical guide to accompany each update
- Robust and consistent measure of income across the UK
- Available as area reports, database enrichment or as a directory

## KNOWLEDGE



Gross household  
income



Equivalised and  
lifestage income



Income from  
all sources



Affluence



Deprivation



Housing affordability



Financial  
sophistication



Postcode  
level resolution



Updated annually

 **Housing**Executive

  
City of Westminster

**Basildon**Council  
BASILDON • BILLERICAY • WICKFORD

 simplyhealth

**Taylor**  
Wimpey

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