



Paycheck provides gross household income estimates at postcode level for 1.6 million postcodes across 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 the gross household income from all sources including earnings, benefits and investments. In addition to providing the mean, median and mode income, Paycheck also breaks down these income bands into £5,000 intervals up to £100,000 and into larger intervals up to £200,000+

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 enhancements
- 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+
- Paycheck Equivalised Income and Paycheck Lifestage Income 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



Income from all sources



Gross household income



Equivalised and lifestage income



Affluence



Deprivation



Housing affordability



Financial sophistication



Postcode level resolution



Updated annually