



336 Pinner Road
Harrow
Middlesex HA1 4LB
United Kingdom
Tel: 0208 861 2012
Fax: 0208 426 0936
Web: www.afkar.com
Email: info@afkar.com

Mailing Lists and Mapping – FAQ's

1. How did you compile the 130,000 address list?

At present Afkar Consulting has **130K** Muslim household addresses. We have built this list in response to marketing needs in specific regions of the country. If a comprehensive national list is needed by a client, we could increase this to about **350K**.

The source of our data is the Electoral Roll (edited version) which is purchased directly from Borough Councils. This data is available for direct marketing and Afkar Consulting has DPA registration to handle this data.

The Roll includes anyone over 18 years of age who has registered to vote. It is limited to British citizens and Irish citizens (and some other minor categories),

2. How reliable is it?

The Electoral Rolls are usually updated on an annual cycle. They will be out of date where there are movements in or out of the Borough within the period. However Afkar Consulting uses external bureau to weed out Movers and Bereavements. Afkar Consulting also checks for MPS (mail suppression for individuals who do not wish to receive direct marketing mail). Afkar Consulting can also provide telephone numbers with similar compliance.

3. How many of the addresses are actually verified as Muslim households?

Afkar Consulting applies proprietary algorithms to extract households with Muslim surnames. The extract has one individual name and the full address. If there are multiple Muslim names at an address then only one is selected. The approach is conservative i.e. if a first name is non-Muslim, but the surname is Muslim, then the household is not selected.

Afkar Consulting has developed considerable expertise in the analysis of 2001 Census data which provides aggregate Muslim populations at various levels of geography - borough, ward, super output area. This is used to estimate likely number of households in a region. This is used to cross check against the electoral roll results to ensure the numbers are in the right ballpark.



336 Pinner Road
Harrow
Middlesex HA1 4LB
United Kingdom
Tel: 0208 861 2012
Fax: 0208 426 0936
Web: www.afkar.com
Email: info@afkar.com

4. Do you have information on which of the households are owned, which are rented and which are housing association/council properties?

It is not possible to establish type of housing. However Census data can be used to assess the mix, independent of faith or ethnicity, in a given super output area (about 5000 households). It is also possible to get some feel for the disposable income at an aggregate level by examining the Index of Multiple Deprivation.

5. Besides addresses - do you have other information on the households (if so, what are they)?

It is possible to establish the total number of persons in the household. Afkar Consulting also provides additional mapping services using an in-house GIS. Afkar Consulting can plot household points within a geographical area and establish clusters around a selected retail or other outlet.

6. Is the 0.22p per address negotiable for larger volumes?

We have a volume-related discount structure, also subject to factors such as multiple use.

7. Are you open to commercial proposals regarding this?

Yes

For further information on this please visit: <http://data.webstar.co.uk>

Or contact Afkar Consulting on:

T: 0208 861 2012

E: info@afkar.com