



# Experian Intact

online data cleansing

## Your File

### Your File

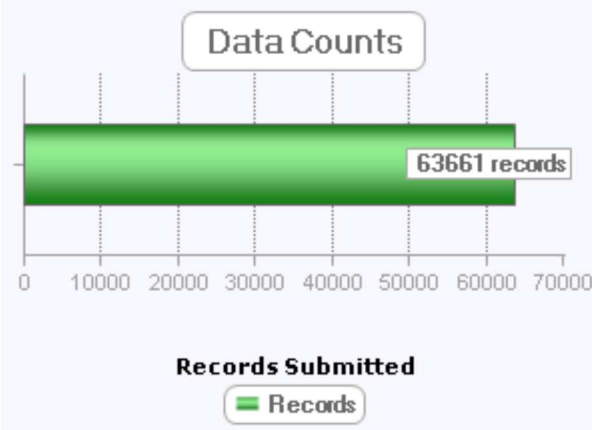
Welcome to your free interactive audit. Details of the file you submitted can be found below.

Job ID	<b>252154</b>
Job Name	<b>Example</b>
File Name	<b>EXAMPLE DATA FILE.XLS</b>
Date Submitted	<b>Apr 26 2011 2:53PM</b>

### Data Counts

The following is a summary of the submitted data:

Number of Records	<b>63,661</b>
Number of Telephone Numbers	<b>0</b>
Number of Fax Numbers	<b>0</b>



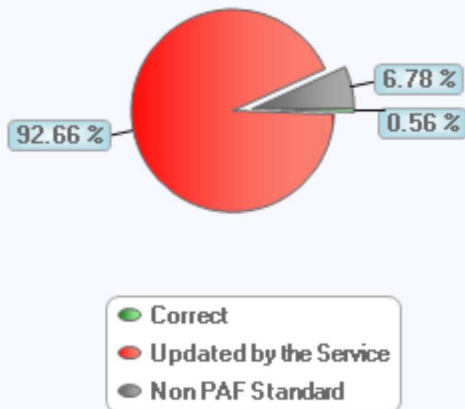
# Clean

## Addresses

Applying the Address service to your file would result in 59,344 (93.22%) of your records being correct to PAF standard.

Addresses Verified Correct	356 (0.56%)
Addresses Incorrect Before Cleansing	63,305 (99.44%)
Addresses The Service Updated	58,988 (92.66%)
Addresses Non PAF Standard	4,317 (6.78%)

### PAF Results Breakdown



## Movers

The service can supply new addresses for 2,714 (4.26%) of your records.

Number of house movers with new addresses supplied	2,714 (4.26%)
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# Validate

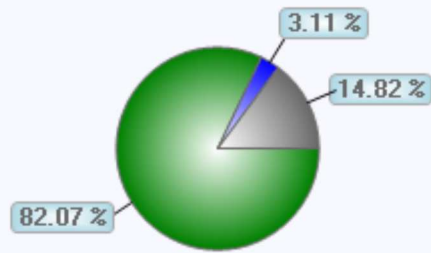
## Residency Validation

The service has identified **54,226 (85.18%)** of your records that match our Residency Validation service.

Number of records which have been validated on an individual level	<b>52,248 (82.07%)</b>
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Number of records which have been validated on a family level	<b>1,978 (3.11%)</b>
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### Residency Validation Breakdown



- Individual Match
- Family Match
- No Match

# Suppress

## Suppressions

The service has matched to suppression services at three different levels: Forename, Initial and Surname.

### Cumulative Hits

#### Gone Aways

Forename	3,502 (5.50%)
Initial	3,521 (5.53%)
Surname	11,834 (18.59%)

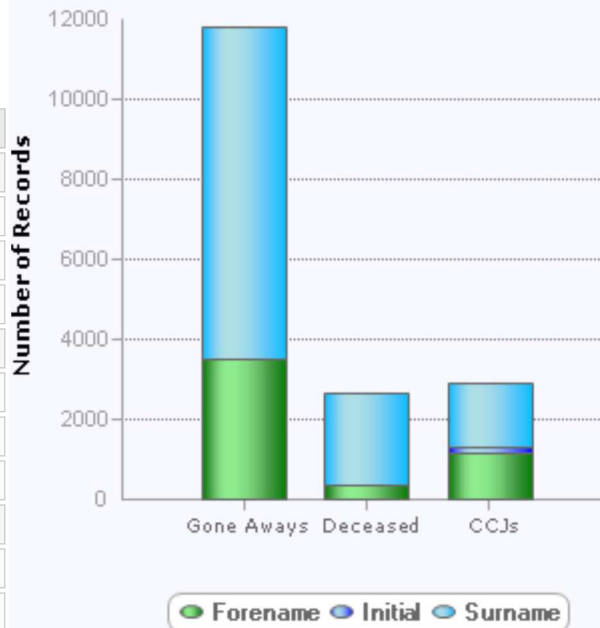
#### Deceased Persons

Forename	384 (0.60%)
Initial	403 (0.63%)
Surname	2,746 (4.31%)

#### County Court Judgements

Forename	1,156 (1.82%)
Initial	1,326 (2.08%)
Surname	2,957 (4.64%)

### Suppression Result Breakdown



## Preference Services

The service has checked your data against three preference services: Mail Preference Service (MPS), Telephone Preference Service (TPS) and Fax Preference Service (FPS).

Number of records that appear on MPS: 1,921 (3.02%)

Number of records that appear on TPS\*

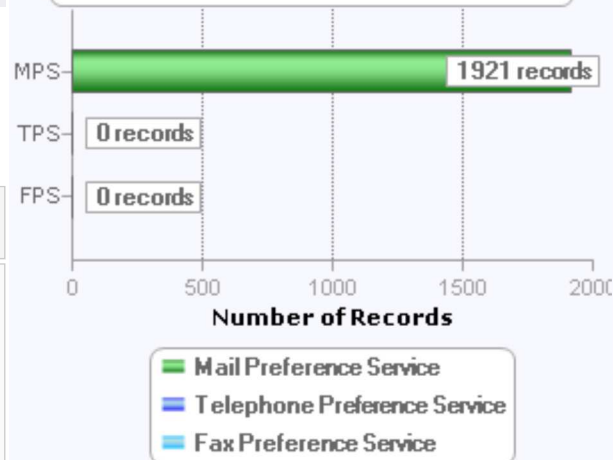
\*due to conditions of the BT OSIS licence this only includes records supplied by the client and not those appended by BT OSIS. Typically the match rate between BT OSIS and TPS can be between 30-80%.

0 (0.00%)

Number of records that appear on FPS

0 (0.00%)

### Preference Service Breakdown



# Match

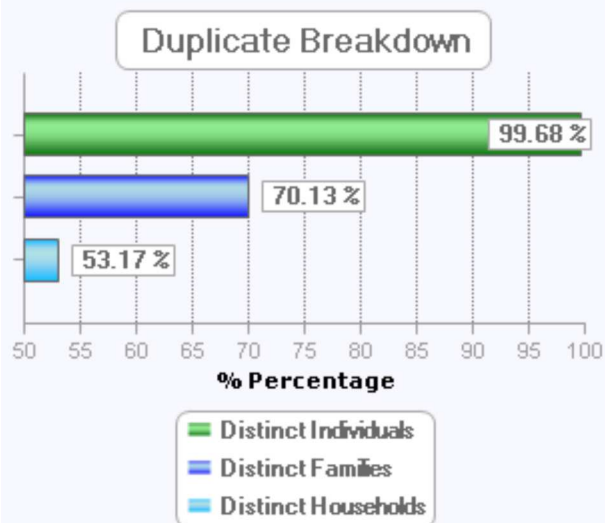
## Duplicate Detection

Out of the 63,661 records you supplied, the service detected 201 (0.32%) duplicates:

Number of distinct individuals	63,460 (99.68%)
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Number of distinct families	44,645 (70.13%)
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Number of distinct households	33,851 (53.17%)
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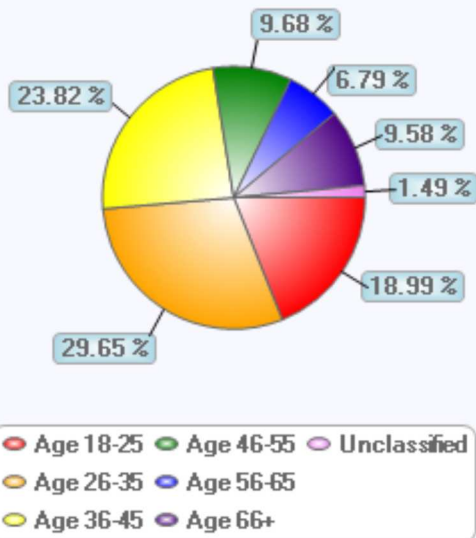
# Enhance

## Demographics

The service can enhance your data with a wide range of demographic and lifestyle information. For example, the table below lists the modelled age for your records:

Age 18-25	12,090 (18.99%)
Age 26-35	18,878 (29.65%)
Age 36-45	15,161 (23.82%)
Age 46-55	6,160 (9.68%)
Age 56-65	4,320 (6.79%)
Age 66+	6,101 (9.58%)
Unclassified	951 (1.49%)

Modelled Age Breakdown



## Did you know?

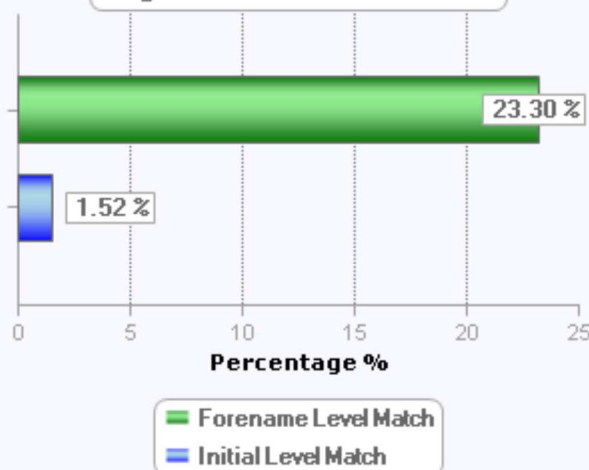
Most of the individuals on your file are **Single Females, Age 26-35** with a personal income of **£30,000 - £39,999** per year. They have lived in a **Owner occupied** property for **11 years** and the property falls into the **£68,001 to £88,000** council tax band.

## Date of Birth

The service has been able to provide an actual date of birth for **15,804 (24.83%)** of your records:

Number of records that have a DOB provided at forename level	14,835 (23.30%)
Number of records that have a DOB provided at initial level	969 (1.52%)

Age Results Breakdown



## Telephone Numbers

The service has made the following matches for the telephone numbers supplied in your file:

Number of telephone numbers that match against the telephone number file	10,861
Number of telephone numbers that match against the OSIS All Service	37,166
Number of telephone numbers that require amendment to fit the latest area codes (Big Number Day changes)	0

# Profile

## Gender

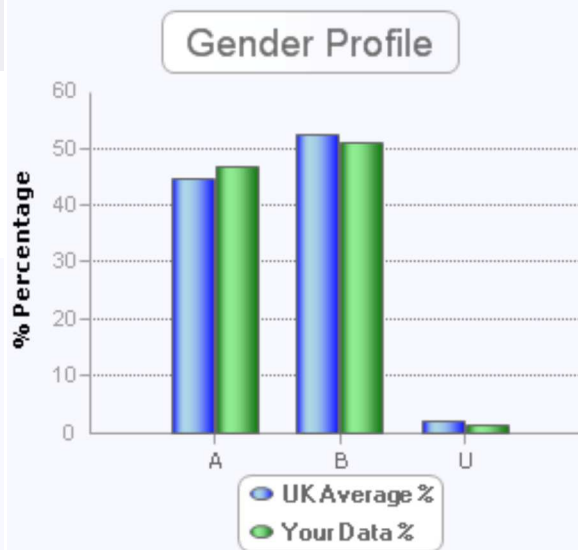


Gender is a person level demographic variable that identifies the gender of each individual living at an address.

### Legend

A - Male  
B - Female

U - Unknown



### Key Facts

- Most of the individuals on your file are **Female (51.39%)**

## Modelled Age

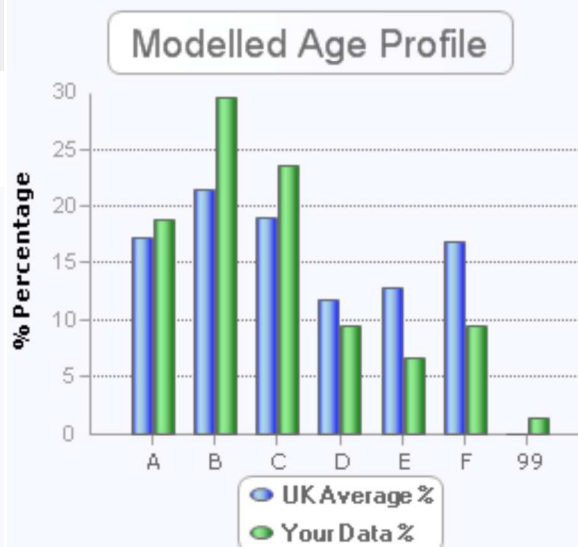


Modelled Age identifies the likely age of each individual living at an address.

### Legend

A - Age 18-25  
B - Age 26-35  
C - Age 36-45  
D - Age 46-55

E - Age 56-65  
F - Age 66+  
99 - Unclassified



### Key Facts

- Most of the individuals on your file have a modelled age in group **B - Age 26-35 (29.65%)**
- Compared to the UK average the individuals on your file show the greatest tendency towards age group **B - Age 26-35 (137.48% of the UK Average)**

## Marital Status



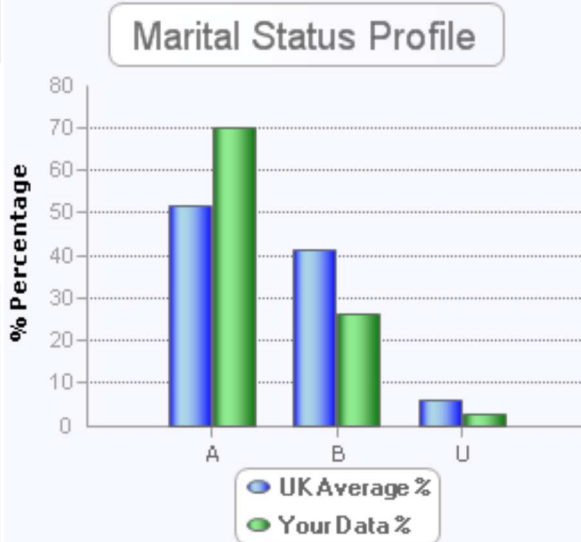
Marital Status is a person level demographic variable that identifies the marital status of each individual living at an address.

### Legend

A - Single

B - Married

U - Unknown



### Key Facts

- Most of the individuals on your file are **Single (70.36%)**
- Compared to the UK average the individuals on your file show the greatest tendency towards being **Single (134.95% of the UK Average)**

## Length of Residency



At person level, Length of Residency identifies the length of time that an individual has been at the same address.

### Legend

A - Up to 1 year

B - 1 year

C - 2 years

D - 3 years

E - 4 years

F - 5 years

G - 6 years

H - 7 years

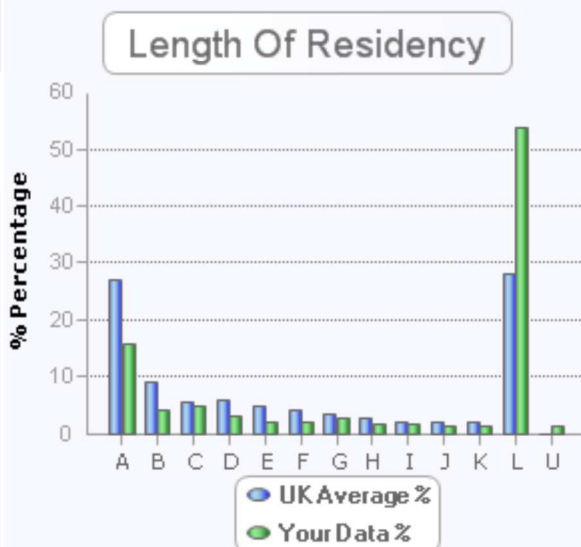
I - 8 years

J - 9 years

K - 10 years

L - 11 years

U - Unknown



### Key Facts

- Most of the individuals on your file have been at their current address for **11 years (54.30%)**
- Compared to the UK average the individuals on your file show the greatest tendency towards length of residency group **L - 11 years (191.55% of the UK Average)**

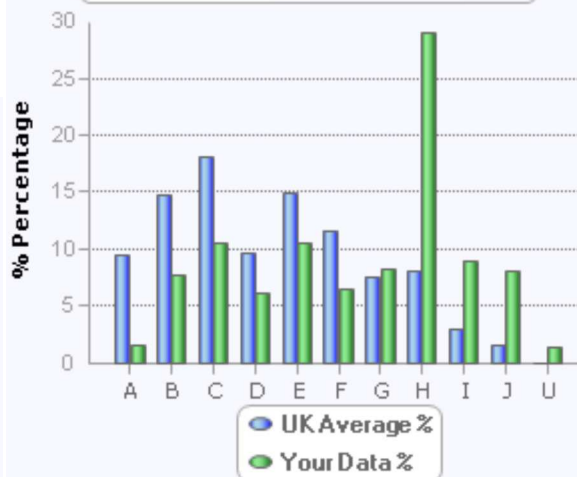
## Personal Income

Personal Income identifies an individual's likely income.

### Legend

A - <£5,000	G - £25,000 - £29,999
B - £5,000 - £7,999	H - £30,000 - £39,999
C - £8,000 - £11,999	I - £40,000 - £49,999
D - £12,000 - £14,999	J - £50,000+
E - £15,000 - £19,999	U - Unknown
F - £20,000 - £24,999	

### Personal Income Profile



### Key Facts

- Most of the individuals on your file have a personal income of **£30,000 - £39,999 (29.15%)**
- Compared to the UK average the individuals on your file show the greatest tendency towards the personal income group **J - £50,000+ (491.75% of the UK Average)**

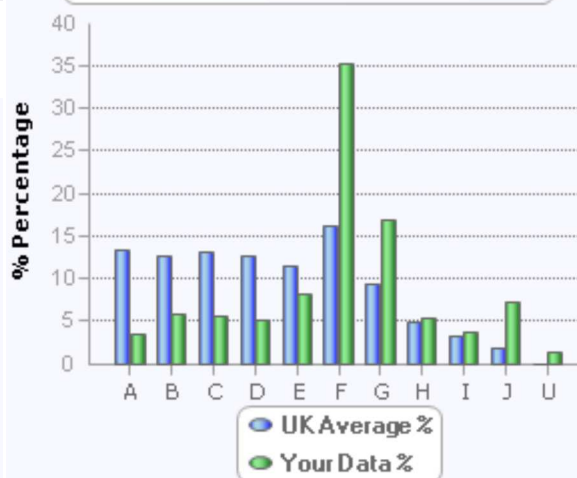
## Household Income

Household Income identifies the likely household income at an address

### Legend

A - <£10,000	G - £40,000 - £49,999
B - £10,000 - £14,999	H - £50,000 - £59,999
C - £15,000 - £19,999	I - £60,000 - £74,999
D - £20,000 - £24,999	J - £75,000+
E - £25,000 - £29,999	U - Unknown
F - £30,000 - £39,999	

### Household Income Profile



### Key Facts

- Most of the individuals on your file have a household income of **£30,000 - £39,999 (35.48%)**
- Compared to the UK average the individuals on your file show the greatest tendency towards the household income group **J - £75,000+ (353.32% of the UK Average)**

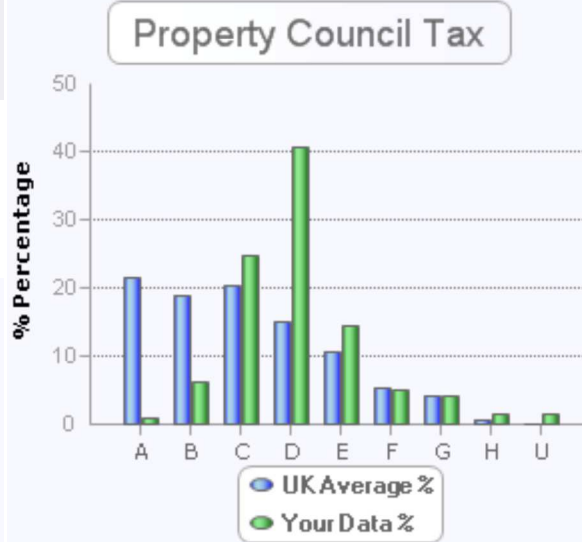
## Property Council Tax



Property Council Taxation is a household level segmentation based on actual council tax bands for the vast majority of residential properties in England, Wales and Scotland.

### Legend

A - Up to £40,000	F - £120,001 to £160,000
B - £40,001 to £52,000	G - £160,001 to £320,000
C - £52,001 to £68,000	H - Over £320,000
D - £68,001 to £88,000	U - Unclassified
E - £88,001 to £120,000	



### Key Facts

- From your file, most of the individual's homes fall into Property Council Tax group **D - £68,001 to £88,000 (40.67%)**
- Compared to the UK average the homes show the greatest tendency towards Property Council Tax group **D - £68,001 to £88,000 (267.18% of the UK Average)**

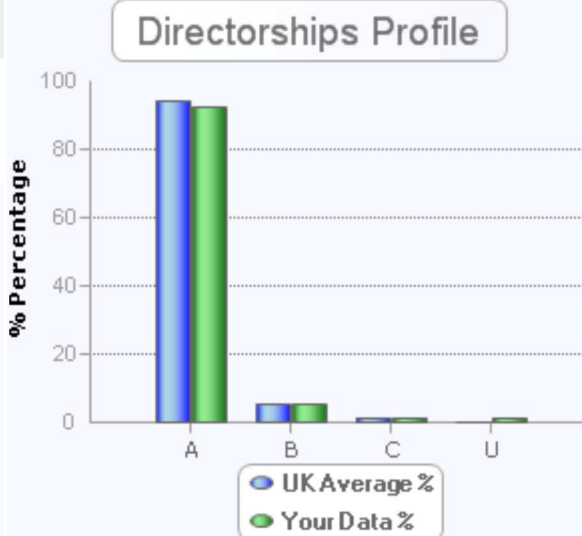
## Directorships



Directorships identifies individuals at an address who are company directors.

### Legend

A - Not director	C - Director of large company (>50 employees)
B - Director of small company (<50 employees)	U - Unknown



### Key Facts

- Compared to the UK average the individuals on your file show the greatest tendency towards group **B - Director of small company (<50 employees) (107.36% of the UK Average)**

## Lifestage

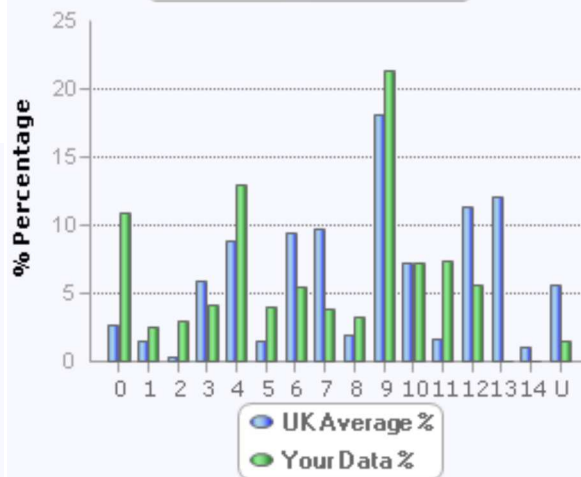


Lifestage is a household level demographic segmentation that shows the combined stage of life and family status, including children.

### Legend

0 - Very young family	8 - Mature homesharers
1 - Very young single	9 - Older family
2 - Very young homesharers	10 - Older single
3 - Young family	11 - Older homesharers
4 - Young single	12 - Elderly family
5 - Young homesharers	13 - Elderly single
6 - Mature family	14 - Elderly homesharers
7 - Mature singles	U - Unknown

### Lifestage Profile



### Key Facts

- Most of the individuals on your file fall into Lifestage band **9 - Older family** (21.35%)
- Compared to the UK average the individuals on your file show the greatest tendency towards Lifestage band **2 - Very young homesharers** (701.26% of the UK Average)

## Mosaic

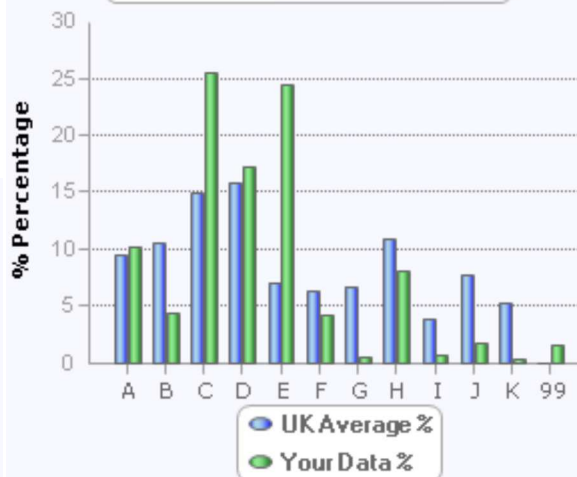


Mosaic UK classifies all UK consumers into 61 distinct lifestyle types and 11 groups which comprehensively describe their socio-economic and socio-cultural behaviour.

### Legend

A - Symbols of Success	G - Municipal Dependency
B - Happy Families	H - Blue Collar Enterprise
C - Suburban Comfort	I - Twilight Subsistence
D - Ties of Community	J - Grey Perspectives
E - Urban Intelligence	K - Rural Isolation
F - Welfare Borderline	99 - Unclassified

### Mosaic Group Profile



### Key Facts

- ▶ Most of the individuals on your file fall into Mosaic group **C - Suburban Comfort** (25.72%)
- ▶ Compared to the UK average the individuals on your file show the greatest tendency towards Mosaic group **E - Urban Intelligence** (343.43% of the UK Average)

## Financial Strategy Segments

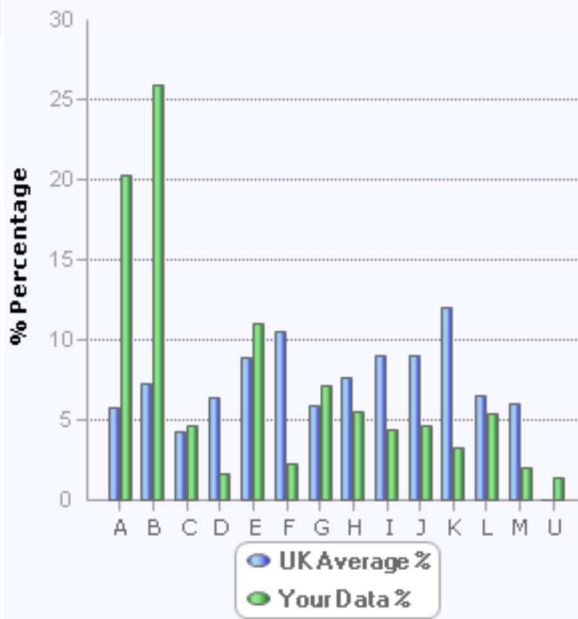


Financial Strategy Segments (Person Level) distinguishing between the financial behaviour of individuals living in the UK.

### Legend

A - Successful Start	H - Mid-life Affluence
B - Happy Housemates	I - Modest Mid-years
C - Surviving Singles	J - Advancing Status
D - On the Bread Line	K - Ageing Workers
E - Flourishing Families	L - Wealthy Retirement
F - Credit-hungry Families	M - Elderly Deprivation
G - Gilt-edged Lifestyles	U - Unknown

### Financial Strategy Segments (Person Level)



### Key Facts

- Most of the individuals on your file fall into Financial Strategy Segment **B - Happy Housemates (25.92%)**
- Compared to the UK average the individuals on your file show the greatest tendency towards Financial Strategy Segment **B - Happy Housemates (357.48% of the UK Average)**

## Financial Strategy Segments

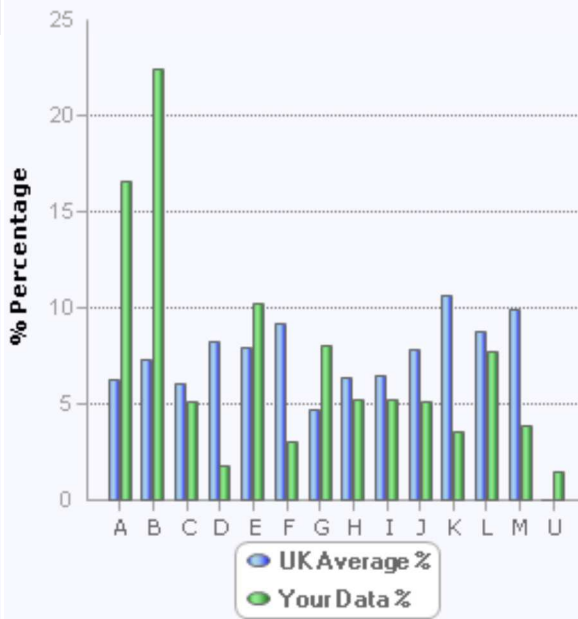


Financial Strategy Segments (Household Level) distinguishing between the financial behaviour of households across the UK.

### Legend

A - Successful Start	H - Mid-life Affluence
B - Happy Housemates	I - Modest Mid-years
C - Surviving Singles	J - Advancing Status
D - On the Bread Line	K - Ageing Workers
E - Flourishing Families	L - Wealthy Retirement
F - Credit-hungry Families	M - Elderly Deprivation
G - Gilt-edged Lifestyles	U - Unknown

### Financial Strategy Segments (Household Level)



### Key Facts

- ▶ Most of the households in your file fall into Financial Strategy Segment **B - Happy Housemates (22.50%)**
- ▶ Compared to the UK average the households in your file show the greatest tendency towards Financial Strategy Segment **B - Happy Housemates (306.06% of the UK Average)**

## Tenure

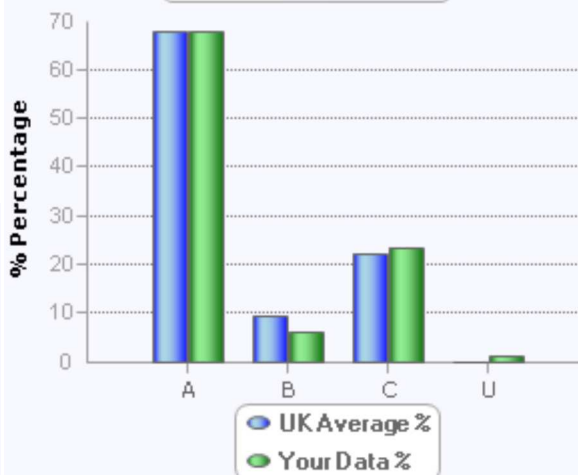


Tenure is a household level demographic variable that identifies whether a property is owner occupied, council / housing association or privately rented.

### Legend

A - Owner occupied	C - Council / housing association
B - Privately rented	U - Unclassified

### Tenure Profile



### Key Facts

- ▶ Compared to the UK average most of the individuals in your file show the greatest tendency towards **Council / housing association (106.42% of the UK Average)** accommodation