



Sample Consumer Data Audit Report

Data counts

- The following is a summary of the submitted data.

Number of records (including 3 companies):	65,535
Number of Telephone Numbers:	0
Number of FaxNumbers:	0

Addresses

49,094 (74.91%) are correct to PAF standard.

Number of addresses which were verified as correct:	48,934 (74.67%)
Number of addresses which were incorrect before cleansing:	16,601 (25.33%)
Number of addresses which INTACT updated:	160 (0.24%)
Number of addresses which are not PAF standard:	16,441 (25.09%)

Movers*

- We can supply new addresses for 2,825 (4.31%) of your customers.

Number of house movers with new address supplied:	2,825 (4.31%)
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Telephone Numbers

- We have been able to match 9,967 of your records to the telephone number file.

We have been able to match 25,601 of your records to the OSIS All service.

OSIS All is the full directory listing including the XD and DQR (Directory enquiry records) entries. We are not allowed to provide a breakdown on the number of different telephone numbers nor which tel type they are.

We will be able to amend 0 of your supplied telephone number records to fit the latest area codes (Big Number Day changes).

Age

We have been able to provide an actual date of birth for 11,790 (17.99%) of your records:

Number of records that have a DOB provided at forename level:	10,181 (15.54%)
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Number of records that have a DOB provided at initial level: **1,609 (2.46%)**

Number of records that have a modelled age band allocated: **65,535 (100%)**

Please be aware that initial level matching is a looser level of match than forename. Matching at initial level may result in a date of birth for another individual in the household (whom shares the same initial and surname) being appended.

Suppressions

Please note that the number of Goneaways will increase substantially if the "movers" identified above are not downloaded.

We match to our suppression services at three different levels.

Forename – This provides the tightest matching level, but relies on a full forename being supplied on client data and on the data sources available within Intact. This level should only be used for customer database updates where the other levels are not felt to provide a secure enough match. There is a very high possibility that accurate matches which would be spotted at Initial level would be missed.

Initial – This is the normal standard level of matching which is the recommended level for most situations. It includes all matches generated at forename to forename level plus any matches where an initial has to be used to identify an individual as this is all that has been supplied on the client file or all that is present on the data sources in Intact.

Surname – Includes all of the above plus any matches which are at the family or surname level, so no reference is made to either the forename or the initial.

Intact provides the appropriate indicator on the results file to show at which level the match has been generated. So taking the Initial level service will mean there are F (Forename) and I (Initial) indicators in the results file.

Gone Aways	Unique Hits	Cumulative Flags
Forename:	4,413 (6.73%)	4,413 (6.73%)
Initial:	182 (0.28%)	4,595 (7.01%)
Surname:	10,890 (16.62%)	15,485 (23.62%)
Deceased Persons		
Forename:	101 (0.15%)	101 (0.15%)
Initial:	6 (0.01%)	107 (0.16%)
Surname:	1,213 (1.85%)	1,320 (2.01%)
County Court Judgements (Only available with MailFile download option)		
Forename:	3,171 (4.83%)	3,171 (4.83%)
Initial:	431 (0.66%)	3,602 (5.49%)
Surname:	2,735 (4.17%)	6,337 (9.66%)

Preference Services

Number which appear on MPS: **1,636 (2.50%)**



Number which appear on TPS: **6,982 (10.65%)** (Expiry Date:30/07/2008)
 Number which appear on FPS: **0 (0%)** (Expiry Date:30/07/2008)

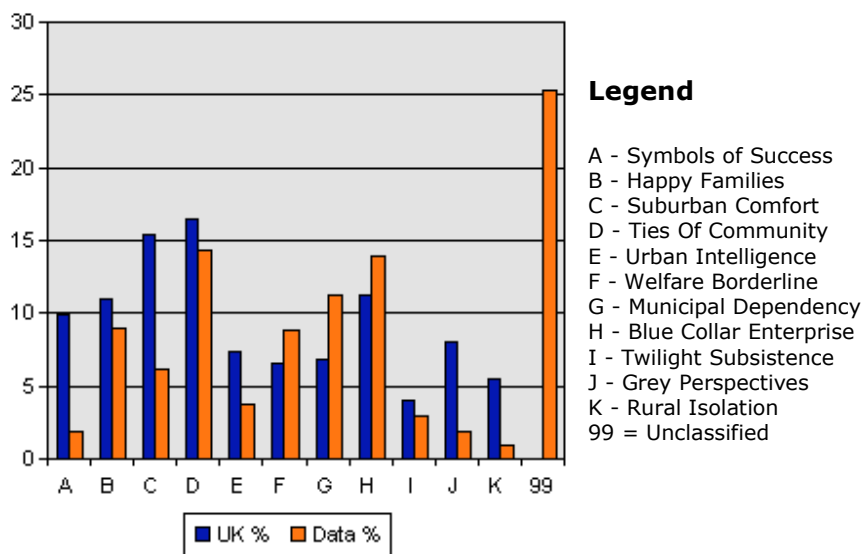
Duplicate Detection

- Out of 65,535 records you supplied, we have detected **6 (0.01%)** duplicates.

Number of distinct individuals: **65,529 (%)**
 Number of distinct families: **64,085 (97.79%)**
 Number of distinct households: **62,748 (95.75%)**

Profiling

- We have profiled your data against a number of demographic measures. The graph below shows how the distribution of your data compares with the UK population as a whole when profiled against Experian's MOSAIC neighbourhood classification system at group level.



We can also append Individual, Financial, Family and Property demographics and Demographic, Behavioural and Neighbourhood classifications. For further information about profiling contact us on +44 (0) 1509 670567.

[TPS & FPS: The checking for this file is only valid until the date shown above, if you intend to use this data for marketing purposes after this time, it will need to be rechecked. If you are unsure of the law then you should seek legal advice or contact the DMA.](#)