

gladstone  
Health & Leisure



software for *Life*

Leaders in leisure technology

## *Data Analysis*

### **Example**

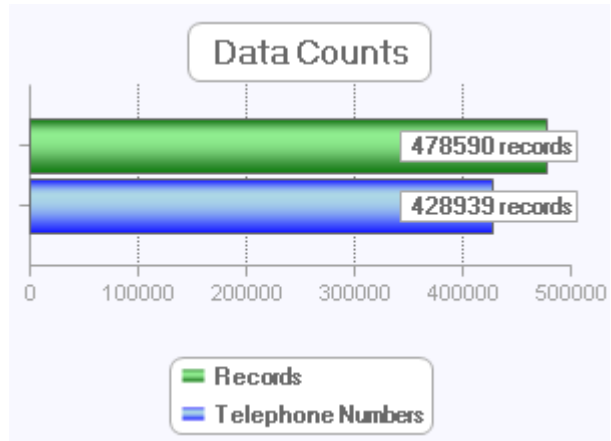
*Technical Consultant – Chris Westbrook  
Gladstone Health & Leisure  
14/07/2011*

## Data Counts

The following is a summary of the submitted data:

Number of Records	478,590
Number of Telephone Numbers	428,939

Number of Fax Numbers	0
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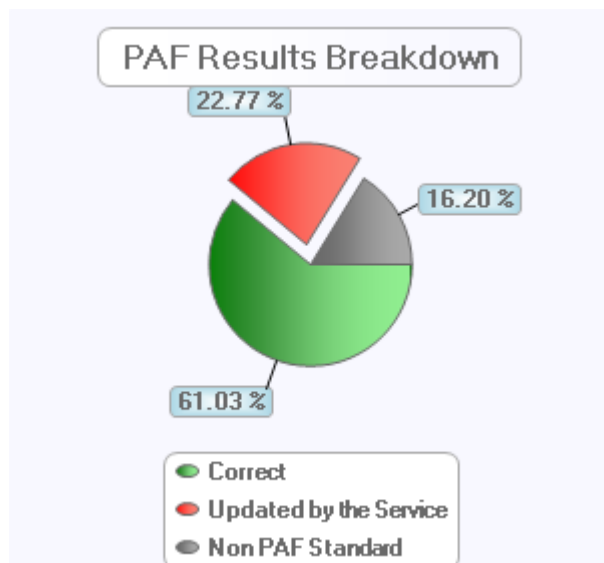
## Clean

### Addresses

Applying the Address service to your file would result in 401,070 (83.80%) of your records being correct to PAF standard.

Addresses Verified Correct	292,089 (61.03%)
Addresses Incorrect Before Cleansing	186,501 (38.97%)
Addresses The Service Updated	108,981 (22.77%)

Addresses Non PAF Standard	77,520 (16.20%)
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## Movers

The service can supply new addresses for 22,266 (4.65%) of your records.

Number of house movers with new addresses supplied 22,266 (4.65%)

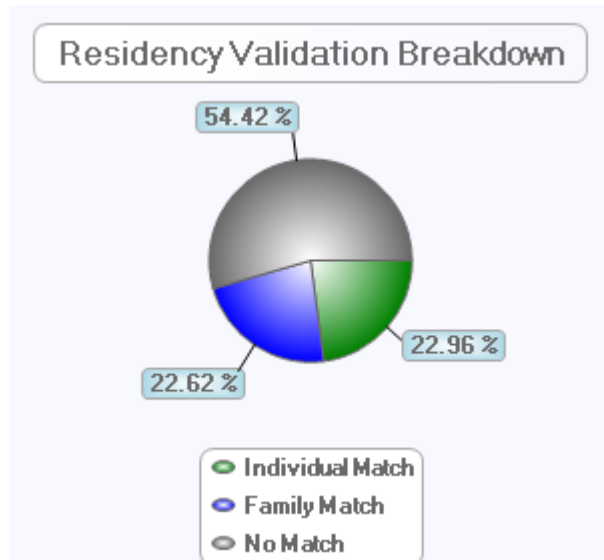
Validate

Residency Validation

The service has identified 218,160 (45.58%) of your records that match our Residency Validation service.

Number of records which have been validated on an individual level 109,896 (22.96%)

Number of records which have been validated on a family level 108,264 (22.62%)

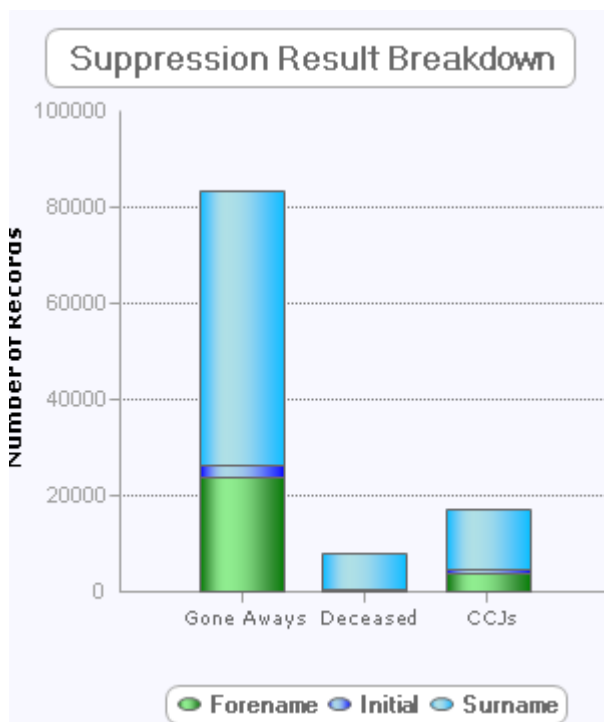


## Suppress

Suppressions

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

	Cumulative Hits
<b>Gone Aways</b>	
Forename	23,840 (4.98%)
Initial	26,360 (5.51%)
Surname	83,777 (17.50%)
<b>Deceased Persons</b>	
Forename	747 (0.16%)
Initial	869 (0.18%)
Surname	8,676 (1.81%)
<b>County Court Judgements</b>	
Forename	4,041 (0.84%)
Surname	17,934 (3.75%)



## 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).

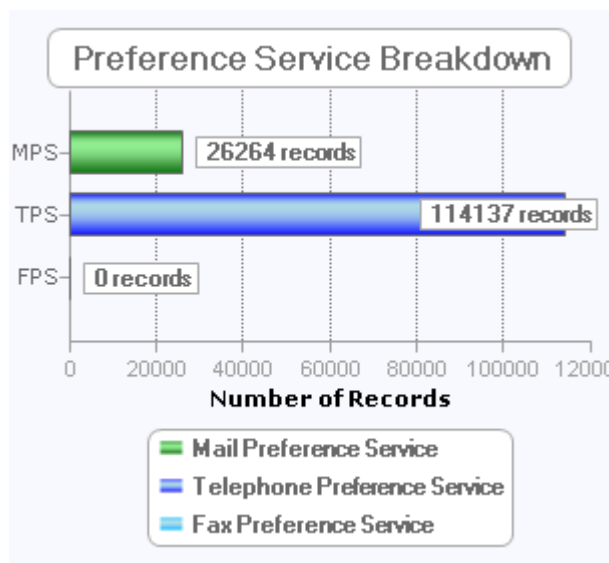
Number of records that appear on MPS 26,264 (5.49%)

Number of records that appear on TPS\* 114,137 (23.85%)

\* 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%.

Number of records that appear on FPS 0 (0.00%)

Match



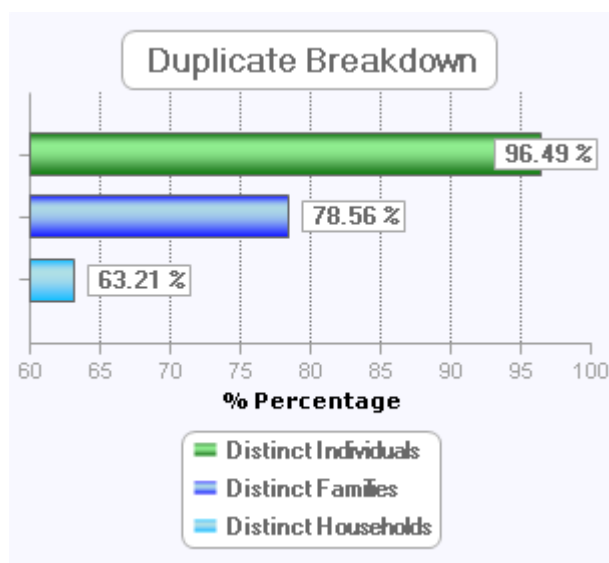
## Duplicate Detection

Out of the 478,590 records you supplied, the service detected 16,776 (3.51%) duplicates:

Number of distinct individuals 461,814 (96.49%)

Number of distinct families 375,970 (78.56%)

Number of distinct households 302,496 (63.21%)

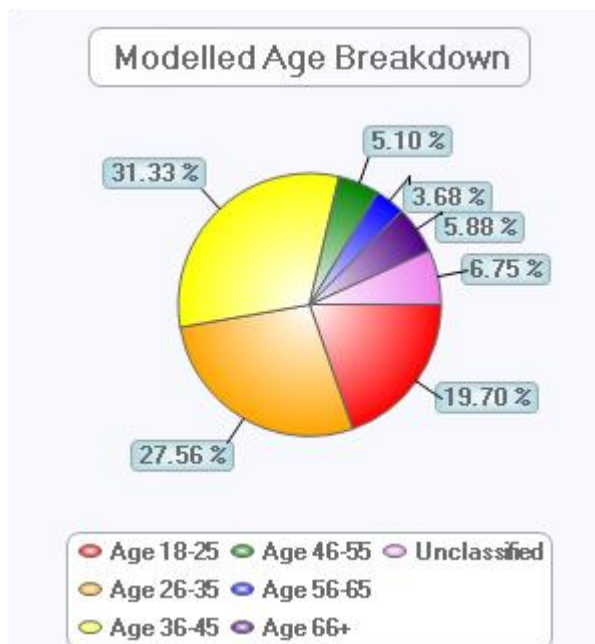


## Enhance

### 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	94,292 (19.70%)
Age 26-35	131,878 (27.56%)
Age 36-45	149,966 (31.33%)
Age 46-55	24,411 (5.10%)
Age 56-65	17,604 (3.68%)
Age 66+	28,158 (5.88%)
Unclassified	32,281 (6.75%)



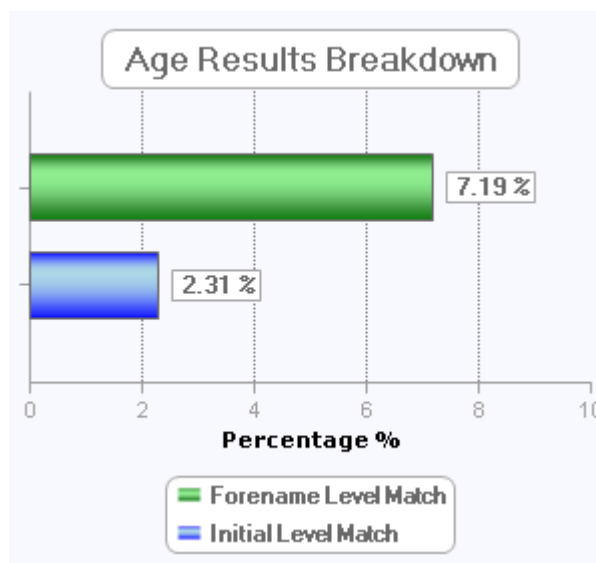
Did you know?

Most of the individuals on your file are Single Females, Age 36-45 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 45,484 (9.50%) of your records:

Number of records that have a DOB provided at forename level	34,433 (7.19%)
Number of records that have a DOB provided at initial level	11,051 (2.31%)



# 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	64,439
Number of telephone numbers that match against the OSIS All Service	215,685
Number of telephone numbers that require amendment to fit the latest area codes (Big Number Day changes)	3,402

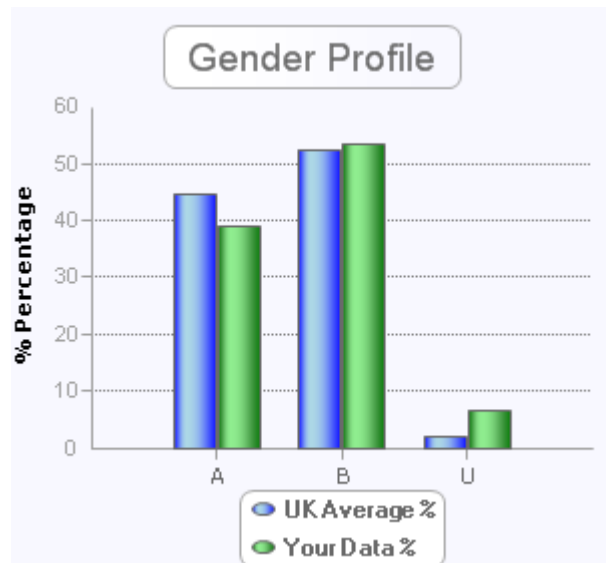
Profile

## 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

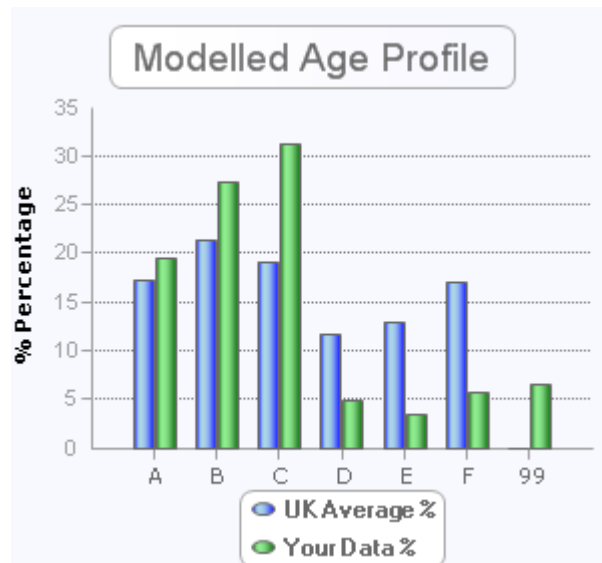
- Most of the individuals on your file are Female (53.67%)

## 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

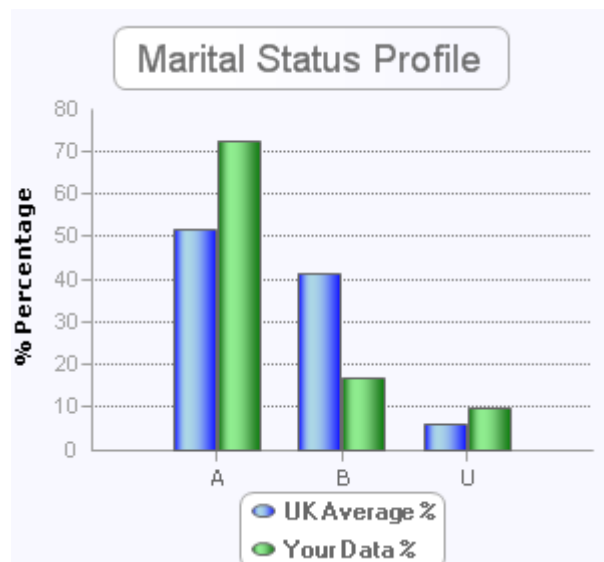
- Most of the individuals on your file have a modelled age in group C - Age 36-45 (31.33%)
- Compared to the UK average the individuals on your file show the greatest tendency towards age group C - Age 36-45 (163.63% of the UK Average)

## 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

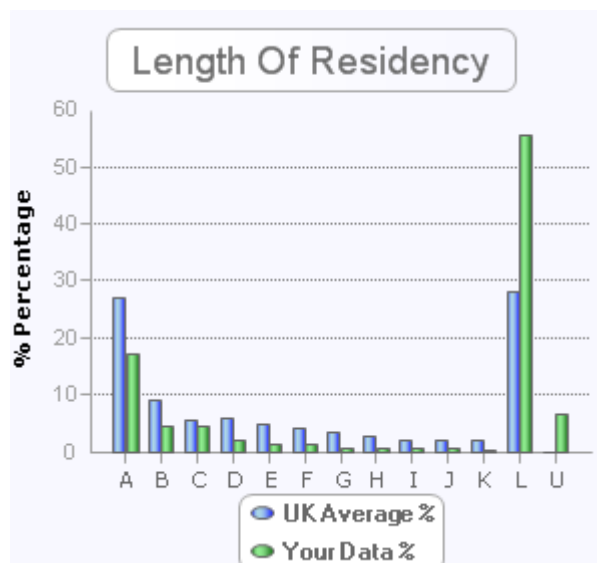
- Most of the individuals on your file are Single (72.74%)
- Compared to the UK average the individuals on your file show the greatest tendency

# 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

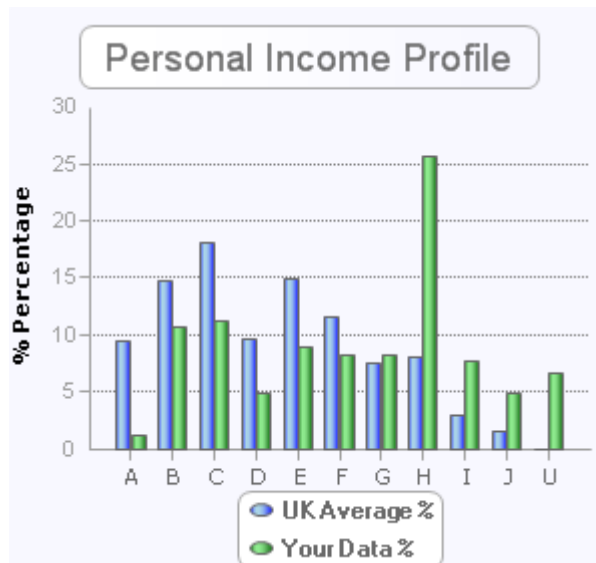
- Most of the individuals on your file have been at their current address for 11 years (55.81%)
- Compared to the UK average the individuals on your file show the greatest tendency towards length of residency group L - 11 years (196.88% of the UK Average)

# Personal Income

Personal Income identifies an individual's likely income.

## Legend

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



## Key Facts

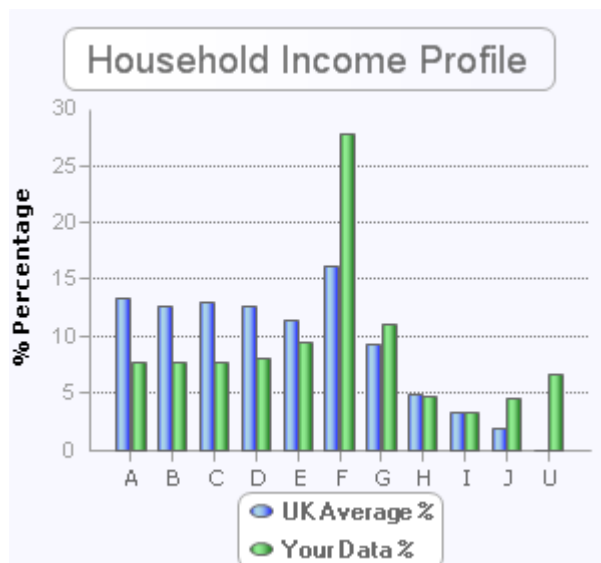
- Most of the individuals on your file have a personal income of £30,000 - £39,999 (25.87%)
- Compared to the UK average the individuals on your file show the greatest tendency towards the personal income group H - £30,000 - £39,999 (315.84% of the UK Average)

# Household Income

Household Income identifies the likely household income at an address

## Legend

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



## Key Facts

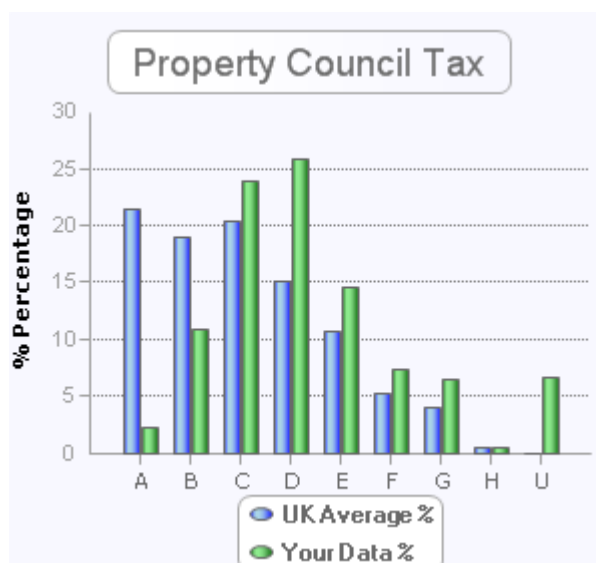
- Most of the individuals on your file have a household income of £30,000 - £39,999 (27.91%)
- Compared to the UK average the individuals on your file show the greatest tendency towards the household income group J - £75,000+ (220.04% of the UK Average)

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



## Key Facts

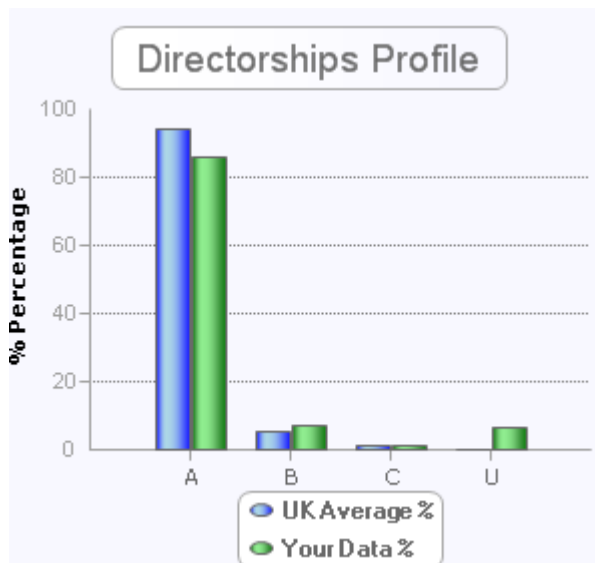
- From your file, most of the individual's homes fall into Property Council Tax group D - £68,001 to £88,000 (26.08%)
- Compared to the UK average the homes show the greatest tendency towards Property Council Tax group D - £68,001 to £88,000 (171.37% of the UK Average)

# Directorships

Directorships identifies individuals at an address who are company directors.

## Legend

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



## Key Facts

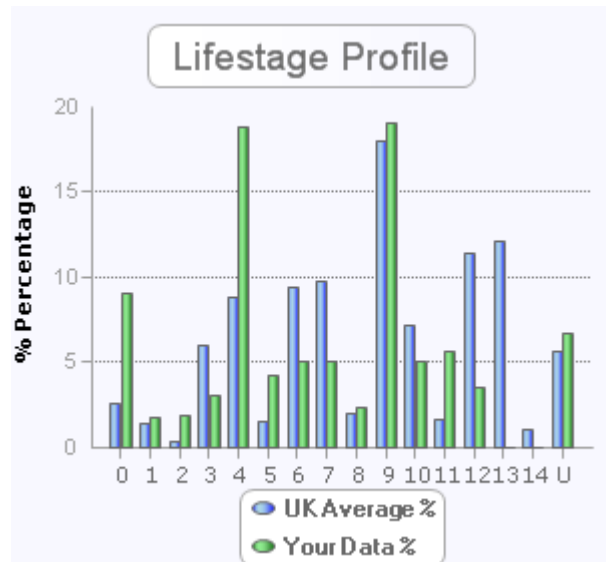
- Compared to the UK average the individuals on your file show the greatest tendency towards group B - Director of small company (<50 employees) (132.68% of the UK Average)

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



## Key Facts

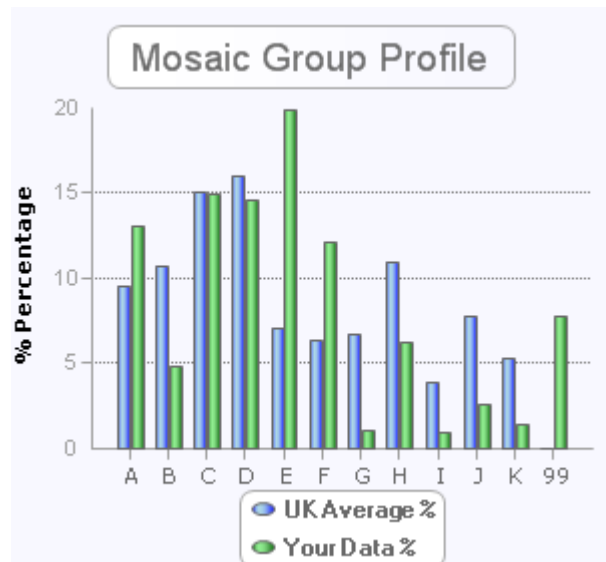
- Most of the individuals on your file fall into Lifestage band 9 - Older family (19.13%)
- Compared to the UK average the individuals on your file show the greatest tendency towards Lifestage band 2 - Very young homesharers (470.63% of the UK Average)

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



## Key Facts

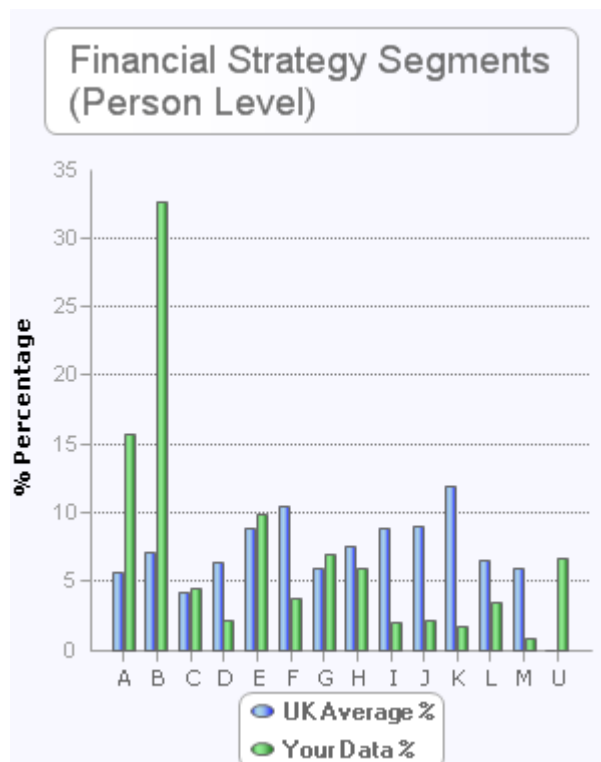
- Most of the individuals on your file fall into Mosaic group E - Urban Intelligence (19.99%)
- Compared to the UK average the individuals on your file show the greatest tendency towards Mosaic group E - Urban Intelligence (279.59% of the UK Average)

# Financial Strategy Segments

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

Legend

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



Key Facts

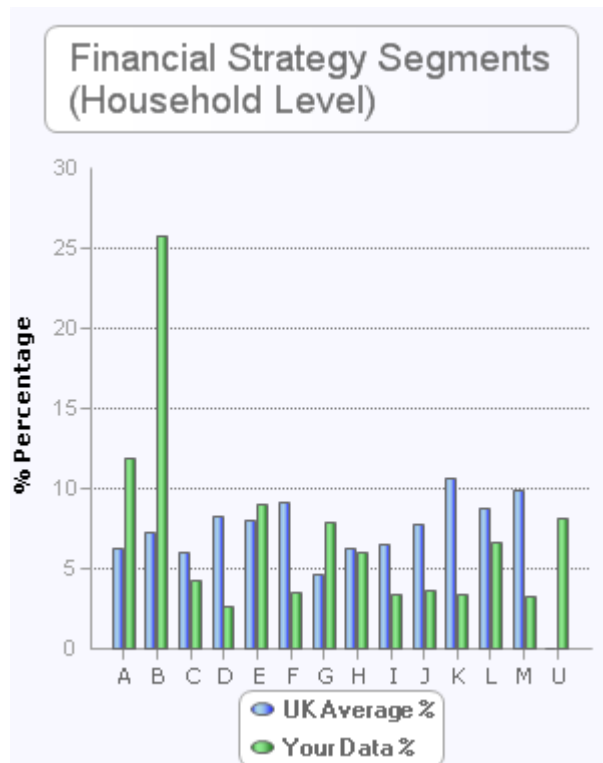
- Most of the individuals on your file fall into Financial Strategy Segment B - Happy Housemates (32.80%)
- Compared to the UK average the individuals on your file show the greatest tendency towards Financial Strategy Segment B - Happy Housemates (452.43% of the UK Average)

# Financial Strategy Segments

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

Legend

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



Key Facts

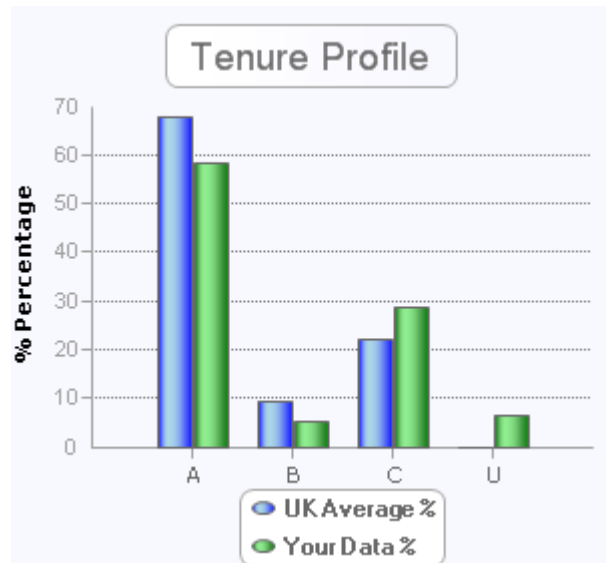
- Most of the households in your file fall into Financial Strategy Segment B - Happy Housemates (25.75%)
- Compared to the UK average the households in your file show the greatest tendency towards Financial Strategy Segment B - Happy Housemates (350.37% of the UK Average)

# 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
- B - Privately rented
- C - Council / housing association
- U - Unclassified



## Key Facts

- Compared to the UK average most of the individuals in your file show the greatest tendency towards Council / housing association (129.94% of the UK Average) accommodation