



Sample Consumer Data Cleaning Report

Data counts

- The following is a summary of the submitted data.

Number of records (including 13 companies):	7,728
Number of Telephone Numbers:	0
Number of Fax Numbers:	0

Addresses

- After cleaning, **6,895 (89.22%)** are correct to PAF standard.

Number of addresses which were verified as correct:	6,229 (80.60%)
Number of addresses which were incorrect before cleansing:	1,499 (19.40%)
Number of addresses which can be updated:	666 (8.62%)
Number of addresses which are not PAF standard:	833 (10.78%)

Movers*

- We can supply new addresses for **641 (8.29%)** of your customers.

Number of house movers with new address supplied:	641 (8.29%)
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Telephone Numbers

- We have been able to match **2,469** of your records to the telephone number file.

Also, we have been able to match **3,986** 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).



National Canvasse

- We have identified 3,932 (50.88%) of your records on National Canvasse. Breakdown below.

Number where the individual appears on the National Canvasse file: 2,856 (36.96%)

Number where the family appears on the National Canvasse file: 1,076 (13.92%)

Age

We have been able to provide an actual date of birth for 1,924 (24.90%) of your records:

Number of records that have a DOB provided at forename level: 524 (6.78%)

Number of records that have a DOB provided at initial level: 1,400 (18.12%)

Number of records that have a modelled age band allocated: 7,728 (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.

We provide 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:	82 (1.06%)	82 (1.06%)
Initial:	310 (4.01%)	392 (5.07%)
Surname:	1,206 (15.61%)	1,598 (20.67%)
Deceased Persons		
Forename:	26 (0.33%)	26 (0.33%)
Initial:	118 (1.53%)	144 (1.86%)
Surname:	312 (4.04%)	456 (5.90%)



County Court Judgements

(Only available with MailFile download option)

Forename:	14 (0.18%)	14 (0.18%)
Initial:	25 (0.32%)	39 (0.50%)
Surname:	58 (0.75%)	97 (1.25%)

Preference Services

Number which appear on MPS:	963 (12.46%)
Number which appear on TPS:	2,054 (26.58%) (Expiry Date: 13/06/2007)
Number which appear on FPS:	0 (0%) (Expiry Date: 13/06/2007)

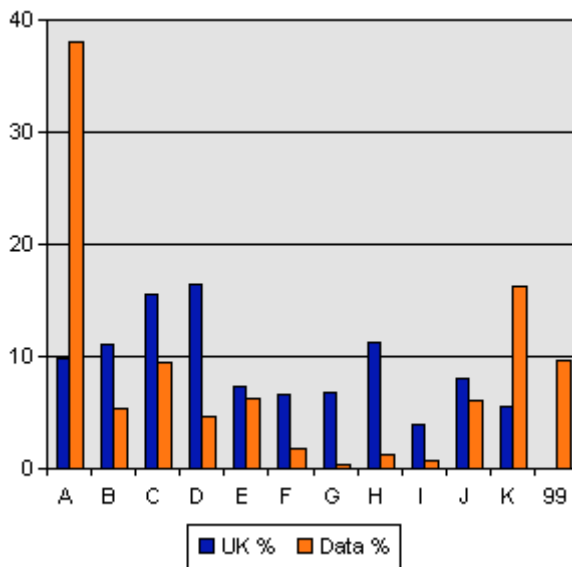
Duplicate Detection

- Out of 7,728 records you supplied 1,456 (18.84%) duplicates were detected.

Number of distinct individuals:	6,272 (81.16%)
Number of distinct families:	6,129 (79.31%)
Number of distinct households:	5,933 (76.77%)

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 MOSAIC neighbourhood classification system at group level.



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

Click [here](#). for a more detailed explanation.