

Legacy Prospect Database
Preliminary Match Report

Prepared for Example

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MATCH SUMMARY

The Legacy Prospect Database (LPD) is a database of 392,000 UK properties where the owner(s) are of the correct age and profile, and the property of sufficient status, to consider legacy donation. All figures quoted in this report are **either a count of your supporters, or a count of matched properties (households)**; your supplied donor file may contain one or more individuals recorded at each property.

Records supplied	14,987
Unique Properties Represented Where your address can be matched to current Post Office address records	13,534
Properties Matched	399
Match Rate The Legacy Prospect Database has approximately 1.7% of all UK Properties	2.9%

The following pages set out some preliminary results and analysis of the data mining. This has been conducted in order to identify the next steps with regard to obtaining more details about the properties that have been matched. We are happy to arrange a meeting to run through the analysis and possible next steps in more detail.



PART ONE – NATIONAL SUMMARIES

This section details counts of your matched properties for the whole of the UK. Depending upon your legacy strategy, this may be sufficient to identify those records which are of particular interest to you. Subsequent sections give regionalised breakdowns, subsets of interesting properties, and analyses of any variables that were supplied in the source data.

1. Council Tax Band

The following table shows a count of individuals at matched properties in your supplied data file, according to the Council Tax Bands.

Row Labels	Supporters	Households
F	256	237
G	172	160
H	2	2
Grand Total	430	399

2. Age Profile

This table shows a count of all individuals at matched properties by the tax band and the age band of the head of household at that property.

Supporters	Age 56-60	Age 61-65	Age 66-70	Age 71-75	Age 76+	Grand Total
F	53	91	28	9	75	256
G	28	65	26	11	42	172
H		1			1	2
Grand Total	81	157	54	20	118	430

Households	Age 56-60	Age 61-65	Age 66-70	Age 71-75	Age 76+	Grand Total
F	48	86	26	9	68	237
G	28	57	25	10	40	160
H		1			1	2
Grand Total	76	144	51	19	109	399



PART TWO – REGIONAL SUMMARIES

This section provides a regionalised breakdown to help you narrow your search if necessary. UK Regions have been based on a combination of complete Postal Areas (the first part of the postcode, e.g. AB, HP, OX, M etc.). A list of how Postal Areas have been combined can be provided on request.

3. Regional Age Profile

A count by UK Region and the age band (of the head of the household) at the matched property.

Supporters	Age 56-60	Age 61-65	Age 66-70	Age 71-75	Age 76+	Grand Total
East Anglia	80	154	54	20	118	426
South East	1	3				4
Grand Total	81	157	54	20	118	430

Households	Age 56-60	Age 61-65	Age 66-70	Age 71-75	Age 76+	Grand Total
East Anglia	75	141	51	19	109	395
South East	1	3				4
Grand Total	76	144	51	19	109	399

4. Regional Property Value

A count by UK Region (based on postcode) and property Council Tax Band

Supporters	F	G	H	Grand Total
East Anglia	253	171	2	426
South East	3	1		4
Grand Total	256	172	2	430

Households	F	G	H	Grand Total
East Anglia	234	159	2	395
South East	3	1		4
Grand Total	237	160	2	399

PART THREE – SUBSETS BY LPD CRITERIA

Here are some counts of matched properties with interesting flags in our database which help to further describe the true nature of each household.

5. Household by Status

This table shows the counts for each age group and property tax band, and shows those households where the occupant is single.

Supporters	Age 56-60	Age 61-65	Age 66-70	Age 71-75	Age 76+	Grand Total
Multiple Occupancy	75	143	51	18	98	385
F	48	81	25	8	57	219
G	27	61	26	10	40	164
H		1			1	2
Single Occupancy	6	14	3	2	20	45
F	5	10	3	1	18	37
G	1	4		1	2	8
Grand Total	81	157	54	20	118	430

Households	Age 56-60	Age 61-65	Age 66-70	Age 71-75	Age 76+	Grand Total
Multiple Occupancy	70	130	48	17	89	354
F	43	76	23	8	50	200
G	27	53	25	9	38	152
H		1			1	2
Single Occupancy	6	14	3	2	20	45
F	5	10	3	1	18	37
G	1	4		1	2	8
Grand Total	76	144	51	19	109	399

6. Director Profile

This table shows the counts for each property tax band, and the type of Company Director present within the household where applicable.

Supporters	Director of large company (>50 employees)	Director of small company (<50 employees)	Not director	Grand Total
F	4	42	210	256
G	7	41	124	172
H	1		1	2
Grand Total	12	83	335	430

Households	Director of large company (>50 employees)	Director of small company (<50 employees)	Not director	Grand Total
F	3	41	193	237
G	7	38	115	160
H	1		1	2
Grand Total	11	79	309	399



PART FOUR – SUBSETS BY CLIENT CRITERIA

Here are some counts of matched properties with data provided from your our database which help to further describe the true nature of each household. Note that the following counts are for numbers of **supporters**.

Last Gift	F	G	H	Grand Total
In the last 12 months	175	123	2	300
12 – 24 months	1			1
24 – 36 months	2	1		3
Over 36 months	78	48		126
Grand Total	256	172	2	430

On Legacy Mailing List	F	G	H	Grand Total
No	148	95		243
Yes	108	77	2	187
Grand Total	256	172	2	430