



THE WEALTH INTELLIGENCE DATABASE™

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Wealth Intelligence Database Preliminary Match Report

Prepared for Example
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DATA SUMMARY

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 individuals matched. We are happy to arrange a meeting to run through the analysis and possible next steps in more detail.

A full glossary of the terms used in this report appears in Section Three.

A summary of records supplied and matched appears below; the typical match rate is normally between 1% and 3%.

Records supplied	45,296
Records on our database with an individual match to a record supplied	661
Records on our database with a household (family) match to one or more records supplied*	690
Total records on our database with a match to records supplied	1,351

* A single record on our database that matches multiple family members on records supplied is counted as a single household match in the figures below.

SECTION ONE – INDIVIDUAL MATCHES

An individual match is where there is a precise match between the name on your database and the name on our database, at the same address.

1. National Overview

The following overview table shows the breakdown of the high net worth individuals matched in the UK according to our estimate of their wealth.

Wealthband	Total
A: £50m+	5
B: £25m - £50m	3
C: £10m - £25m	21
D: £5m - £10m	88
E: £1m - £5m	496
F: Unknown	48
Grand Total	661



2. Regional Overview

A count by geographical region of the UK, based on Postal Area, and Wealthband

Region	A: £50m+	B: £25m - £50m	C: £10m - £25m	D: £5m - £10m	E: £1m - £5m	F: Unknown	Grand Total
Central London	2	1	7	22	52	5	89
East Anglia				2	15	2	19
East Midlands				1	12	2	15
Greater London (Excl Central London)	1		2	4	45	4	56
International or Postcode Errors					1		1
North West			1	6	22	2	31
Northern Ireland					2		2
Northern Regions			1	3	5		9
Offshore Islands				1			1
Scotland					8		8
South East	1	2	7	31	218	21	280
South West			2	8	53	7	70
Welsh Regions	1		1	1	8	1	12
West Midlands				6	34	3	43
Yorkshire & Humberside				3	21	1	25
Grand Total	5	3	21	88	496	48	661

3. Age Profile

A table showing the number of people in each Wealthband according to their age band, derived from their actual date of birth where known.

Age Band	A: £50m+	B £25m- £50m	C £10m- £25m	D £5m- £10m	E £1m- £5m	F: Unknown	Grand Total
C: 36 - 45				4	9		13
D: 46 - 55		1	3	12	50	2	68
E: 56 - 65	3		9	23	103	7	145
F: 66+	2	2	8	39	161	19	231
G: Unknown Age			1	10	173	20	204
Grand Total	5	3	21	88	496	48	661



4. Social and Corporate Involvement

This table shows how many matched individuals in each Wealthband are charity trustees, known charity donors, directors or chairs of companies, known shareholders, livery company members and members of the National Gardens Scheme. These may be useful individuals because of both their wealth and networks.

Note that these categories are not mutually exclusive; a single individual may appear in several categories.

	A: £50m+	B: £25m - £50m	C: £10m - £25m	D: £5m - £10m	E: £1m - £5m	F: Unknown	Total
Charity Trustee	3	1	6	13	27	6	56
Donor	5	1	6	15	22	9	58
Company Director	4	1	18	61	172	12	268
PLC Director	2	-	9	22	72	5	110
Grant Making Trustee	2	1	4	8	13	-	28
Influential	2	1	11	31	104	8	157
Livery Company Member	-	-	3	10	23	-	36
National Gardens Scheme	-	-	-	2	5	8	15
Shareholder	2	-	10	54	216	9	291
VCT Investor	1	-	6	20	15	-	42

5. Profile Availability

All profiles are checked for any information new to the public domain at the time of purchase, so we can only assess the likelihood of sufficient information being available for a Standard Profile. This table shows this rating, split by matched individuals in each Wealthband.

Profile Availability	A: £50m+	B: £25m - £50m	C: £10m - £25m	D: £5m - £10m	E: £1m - £5m	F: Unknown	Grand Total
A: Produced	4		5	1	4		14
B: Possible	1	3	16	86	282	26	414
C: Likely					68	13	81
D: Unlikely				1	142	9	152
Grand Total	5	3	21	88	496	48	661



SECTION TWO – HOUSEHOLD (Family Level) MATCHES

Household, or family, matches are where the surname and address on your database matches a person of similar name and address on our database – likely to be another member of the household such as a spouse or parent.

Note that where a single record on our database matches multiple family members on records supplied, it is counted as a single household match in the figures below.

6. National Overview

A count of the high net worth individuals matched in the UK according to our estimate of their wealth.

Wealthband	Total
A: £50m+	9
B: £25m - £50m	6
C: £10m - £25m	12
D: £5m - £10m	81
E: £1m - £5m	510
F: Unknown	72
Grand Total	690



7. Regional Overview

A count by UK Region (based on postcode) and Wealthband.

Region	A: £50m+	B: £25m - £50m	C: £10m - £25m	D: £5m - £10m	E: £1m - £5m	F: Unknown	Grand Total
Central London	2	2	3	15	42	5	69
East Anglia				2	22	1	25
East Midlands			1	3	19	1	24
Greater London (Excl Central London)	1			11	50	3	65
International or Postcode Errors			1		1		2
North West	2		1		25	3	31
Northern Ireland					1		1
Northern Regions				1	9	3	13
Offshore Islands					2	1	3
Scotland				2	2	1	5
South East	2	2	5	27	220	36	292
South West		1		13	55	10	79
Welsh Regions			1		15		16
West Midlands	1	1		3	25	5	35
Yorkshire & Humberside	1			4	22	3	30
Grand Total	9	6	12	81	510	72	690

8. Age Profile

A table showing the number of people in each Wealthband according to their age band, derived from their actual date of birth where known.

Age Band	A: £50m+	B: £25m - £50m	C: £10m - £25m	D: £5m - £10m	E: £1m - £5m	F: Unknown	Grand Total
B 26 - 35					2		2
C: 36 - 45					6		6
D: 46 - 55	1		2	10	50	3	66
E: 56 - 65	3	2	2	21	94	13	135
F: 66+	5	4	6	42	154	16	227
G: Unknown Age			2	8	204	40	254
Grand Total	9	6	12	81	510	72	690



9. Social and Corporate Involvement

This table shows how many matched individuals in each Wealthband are charity trustees, known charity donors, directors or chairs of companies, known shareholders, livery company members and members of the National Gardens Scheme. These may be useful individuals because of both their wealth and networks.

Note that these categories are not mutually exclusive; a single individual may appear in several categories.

	A: £50m+	B: £25m - £50m	C: £10m - £25m	D: £5m - £10m	E: £1m - £5m	F: Unknown	Total
Charity Trustee	1	4	2	11	22	5	45
Donor	2	4	3	16	20	3	48
Company Director	8	5	11	55	152	9	240
PLC Director	2	2	4	26	54	1	89
Grant Making Trustee	1	4	1	7	7	-	20
Influential	2	3	3	21	88	9	126
Livery Company Member	-	1	-	7	10	1	19
National Gardens Scheme	1	1	-	7	10	2	21
Shareholder	4	3	5	57	245	27	341
VCT Investor	3	1	1	19	16	2	42

10. Profile Availability

All profiles are checked for any information new to the public domain at the time of purchase, so we can only assess the likelihood of sufficient information being available for a Standard Profile. This table shows this rating, split by matched individuals in each Wealthband.

Profile Availability	A: £50m+	B: £25m - £50m	C: £10m - £25m	D: £5m - £10m	E: £1m - £5m	F: Unknown	Grand Total
A: Produced	2	2	1	3	3		11
B: Possible	7	4	11	78	258	32	390
C: Likely					95	28	123
D: Unlikely					154	12	166
Grand Total	9	6	12	81	510	72	690



SECTION THREE – SUPPORTING INFORMATION

11. Glossary of Terms

The following table will help you in understanding some of the terms used in this document.

Term	Description
Match Level	Individual (I) or Household (H). For a household match to be made, an individual with the same surname <u>and</u> address as quoted on the donor list must exist. If forenames also match, this will be an individual match. Where a single record on our database matches multiple family members on records supplied, it is counted as a single household match in the figures shown.
Wealthband	<p>The researched wealth of the individual, which excludes first property value. Where possible we estimate wealth using 'actual' figures from reputable sources such as published Rich Lists and newspaper articles. We also look at company annual reports for remuneration and shareholdings. From time to time we purchase names of shareholders over a certain value. Property values are gathered from newspapers and land registry/property websites. We also monitor published wills to obtain estate values.</p> <p>We use the Charity Commission website to check for individuals with their own charitable trust as the value of assets and donations give an indication of personal wealth.</p> <p>Other key indicators for estimating Wealth Bands, where interpretation is needed, include amongst others - club membership, career history, location and number of homes, lifestyle, wealth of contemporaries and social circles, school fees (for children) and inheritance.</p>
Region	<p>Region of the UK derived from Postal Area (e.g. OX = Oxford). Full definition available on request. Note that full postal areas are allocated to a region, even when postal area straddles other borders (e.g. English – Welsh country border).</p> <p>Note that we are able to select by various geographic entities, including straight-line distance, drive time, postal districts etc. Please ask for further details.</p>
Age Band	The Age Band of the constituent on our database, where a date of birth is known.

Table continues on next page



Term	Description
Constituent Attributes	Charity Trustee – trustee of a Charity, or their own Charitable Trust. The name of the trust may also be available for an additional charge; please ask for details.
	Grant Making Trustee - someone who is either a trustee of a grant making trust or the settlor of their own charitable trust. The name of the trust may also be available for an additional charge; please ask for details.
	Company Director – they are registered as a Director; this opens up the possibility of individual or corporate donations.
	PLC Director – they are registered as a Director of a public limited company; this opens up the possibility of individual or corporate donations.
	Donor - This individual has been thanked in a charity's annual report or website, seen in a reputable newspaper or online source as having made a donation to a charitable or political party, or is settlor of a personal charitable trust with the specific intention to give to charitable causes. The value of the gift is often not publicly available although the level of gift will typically vary with the size of the charity or appeal. Please be aware that individuals without this flag may also have given significant sums in the past but have not been captured.
	Influential– Individual has known influential contacts, or has an entry in publications such as Debrett's/Who's Who
	Livery Co Member – Senior Member; Members of the Courts, Wardens and Masters of one of the 108 trade associations based in the City of London. These individuals typically have good networks of other high-profile individuals.
	National Gardens Scheme - Opens 3,600 gardens to the public (most of them private) to raise money for cancer, caring and gardening charities. These individuals have a propensity to support charities, normally own substantial properties, and could be a good source of venues for local event planning.
	Shareholder– Individual is known to be a shareholder
	VCT Investor – Indicates that the individual is known to invest in Venture Capital Trusts, approved by HMRC which subscribes for shares in, or lends money to, small unquoted companies. VCTs and their investors enjoy certain tax reliefs. They are “high risk, high reward” shares, often indicating substantial liquid wealth.
Standard Profile Availability	General Comment : All profiles are reviewed and checked at time of purchase for any available information new to the public domain.
	Produced - A Standard Profile has recently been produced for this individual.
	Possible - Sufficient information has been gathered about this individual to suggest that a Standard Profile is possible in most instances.
	Likely - Although we hold less information about these individuals; we expect that after further research a Standard Profile can be produced for a significant proportion of this category.
	Unlikely - The lack of information available in the public domain suggests that Standard Profiles will only be possible in a minority of cases.