



THE ANNUAL GIVING DATABASE™

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Annual Giving Database  
Preliminary Match Report

Prepared for Example  
Month 2010



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## MATCH SUMMARY

The Annual Giving Database (AGD) is a database of 400,000 UK properties where the owner(s) are of the correct age and profile, and the property of sufficient value, to consider high level annual donations. All figures quoted in this report are **properties** (i.e. individual addresses); your supplied donor file may contain one or more individuals recorded at each property.

Records supplied	97,611
Unique Properties Represented Where your address can be matched to current Post Office address records	95,028
Properties Matched	3,421
Match Rate The Legacy Prospect Database has approximately 2% of all UK Properties	3.6%

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 donation 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. Property Value Band

The following table shows a count of matched properties in your supplied data file, according to the property value.

Tree	Households
Property Value	3,421
--£500,001 to £600,000	954
--£600,001 to £800,000	1,317
--£800,001 to £1,000,000	858
--Over £1 million	292



## 2. Age Profile

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

Tree	Households
Age Profile	3,421
---Age 26-30	92
--- ---£500,001 to £600,000	30
--- ---£600,001 to £800,000	32
--- ---£800,001 to £1,000,000	19
--- ---Over £1 million	11
---Age 31-35	223
--- ---£500,001 to £600,000	70
--- ---£600,001 to £800,000	98
--- ---£800,001 to £1,000,000	42
--- ---Over £1 million	13
---Age 36-40	483
--- ---£500,001 to £600,000	143
--- ---£600,001 to £800,000	175
--- ---£800,001 to £1,000,000	128
--- ---Over £1 million	37
---Age 41-45	777
--- ---£500,001 to £600,000	229
--- ---£600,001 to £800,000	279
--- ---£800,001 to £1,000,000	208
--- ---Over £1 million	61
---Age 46-50	948
--- ---£500,001 to £600,000	240
--- ---£600,001 to £800,000	397
--- ---£800,001 to £1,000,000	236
--- ---Over £1 million	75
---Age 51-55	898
--- ---£500,001 to £600,000	242
--- ---£600,001 to £800,000	336
--- ---£800,001 to £1,000,000	225
--- ---Over £1 million	95



## 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.

Tree	Households
Regional Age Profile	3,421
---Central London	650
--- ---Age 26-30	37
--- ---Age 31-35	67
--- ---Age 36-40	129
--- ---Age 41-45	156
--- ---Age 46-50	129
--- ---Age 51-55	132
---East Anglia	100
--- ---Age 26-30	1
--- ---Age 31-35	4
--- ---Age 36-40	13
--- ---Age 41-45	20
--- ---Age 46-50	25
--- ---Age 51-55	37
---East Midlands	96
--- ---Age 31-35	3
--- ---Age 36-40	7
--- ---Age 41-45	23
--- ---Age 46-50	27
--- ---Age 51-55	36
---Greater London (Excl Central London)	511
--- ---Age 26-30	16
--- ---Age 31-35	32
--- ---Age 36-40	66
--- ---Age 41-45	116
--- ---Age 46-50	156
--- ---Age 51-55	125
---North West	237
--- ---Age 26-30	4
--- ---Age 31-35	13
--- ---Age 36-40	31
--- ---Age 41-45	56
--- ---Age 46-50	69



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Tree	Households
--- ---Age 51-55	64
---Northern Regions	42
--- ---Age 31-35	5
--- ---Age 36-40	7
--- ---Age 41-45	11
--- ---Age 46-50	10
--- ---Age 51-55	9
---Scotland	139
--- ---Age 26-30	4
--- ---Age 31-35	7
--- ---Age 36-40	23
--- ---Age 41-45	35
--- ---Age 46-50	26
--- ---Age 51-55	44
---South East	994
--- ---Age 26-30	16
--- ---Age 31-35	62
--- ---Age 36-40	137
--- ---Age 41-45	216
--- ---Age 46-50	303
--- ---Age 51-55	260
---South West	251
--- ---Age 26-30	6
--- ---Age 31-35	11
--- ---Age 36-40	24
--- ---Age 41-45	47
--- ---Age 46-50	78
--- ---Age 51-55	85
---Welsh Regions	110
--- ---Age 26-30	2
--- ---Age 31-35	8
--- ---Age 36-40	10
--- ---Age 41-45	25
--- ---Age 46-50	38
--- ---Age 51-55	27
---West Midlands	177
--- ---Age 26-30	3
--- ---Age 31-35	6
--- ---Age 36-40	25
--- ---Age 41-45	43
--- ---Age 46-50	54
--- ---Age 51-55	46
---Yorkshire & Humberside	114
--- ---Age 26-30	3
--- ---Age 31-35	5



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Tree	Households
--- ---Age 36-40	11
--- ---Age 41-45	29
--- ---Age 46-50	33
--- ---Age 51-55	33



## 4. Regional Property Value

A count by UK Region (based on postcode) and property value

Tree	Households
Regional Property Value	3,421
--Central London	631
--- ---£500,001 to £600,000	199
--- ---£600,001 to £800,000	172
--- ---£800,001 to £1,000,000	185
--- ---Over £1 million	75
--East Anglia	114
--- ---£500,001 to £600,000	41
--- ---£600,001 to £800,000	27
--- ---£800,001 to £1,000,000	41
--- ---Over £1 million	5
--East Midlands	116
--- ---£500,001 to £600,000	40
--- ---£600,001 to £800,000	41
--- ---£800,001 to £1,000,000	33
--- ---Over £1 million	2
--Greater London (Excl Central London)	488
--- ---£500,001 to £600,000	91
--- ---£600,001 to £800,000	225
--- ---£800,001 to £1,000,000	125
--- ---Over £1 million	47
--North West	189
--- ---£500,001 to £600,000	45
--- ---£600,001 to £800,000	101
--- ---£800,001 to £1,000,000	36
--- ---Over £1 million	7
--Northern Regions	49
--- ---£500,001 to £600,000	13
--- ---£600,001 to £800,000	24
--- ---£800,001 to £1,000,000	10
--- ---Over £1 million	2
--Scotland	144
--- ---£500,001 to £600,000	72
--- ---£600,001 to £800,000	46
--- ---£800,001 to £1,000,000	13
--- ---Over £1 million	13
--South East	1,049
--- ---£500,001 to £600,000	295
--- ---£600,001 to £800,000	379
--- ---£800,001 to £1,000,000	308
--- ---Over £1 million	67



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Tree	Households
---South West	246
--- ---£500,001 to £600,000	92
--- ---£600,001 to £800,000	65
--- ---£800,001 to £1,000,000	76
--- ---Over £1 million	13
---Welsh Regions	102
--- ---£500,001 to £600,000	32
--- ---£600,001 to £800,000	62
--- ---£800,001 to £1,000,000	6
--- ---Over £1 million	2
---West Midlands	156
--- ---£500,001 to £600,000	27
--- ---£600,001 to £800,000	90
--- ---£800,001 to £1,000,000	34
--- ---Over £1 million	5
---Yorkshire & Humberside	137
--- ---£500,001 to £600,000	40
--- ---£600,001 to £800,000	60
--- ---£800,001 to £1,000,000	34
--- ---Over £1 million	3



## PART THREE – SUBSETS BY AGD 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 value, and shows those households where the occupant is single.

Tree	Households
Household Status	3,421
--- ---Multiple Occupancy	2,607
--- ---£500,001 to £600,000	743
--- ---£600,001 to £800,000	985
--- ---£800,001 to £1,000,000	693
--- ---Over £1 million	186
--- ---Single Occupancy	802
--- ---£500,001 to £600,000	241
--- ---£600,001 to £800,000	310
--- ---£800,001 to £1,000,000	195
--- ---Over £1 million	56
--- ---Unknown Occupancy	12
--- ---£500,001 to £600,000	2
--- ---£600,001 to £800,000	5
--- ---£800,001 to £1,000,000	4
--- ---Over £1 million	1



## 6. Director Profile

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

Tree	Households
Director Profile	3,421
---Director of large company (>50 employees)	138
--- ---£500,001 to £600,000	21
--- ---£600,001 to £800,000	62
--- ---£800,001 to £1,000,000	38
--- ---Over £1 million	17
---Director of small company (<50 employees)	1,124
--- ---£500,001 to £600,000	266
--- ---£600,001 to £800,000	456
--- ---£800,001 to £1,000,000	309
--- ---Over £1 million	93
---Not director	2,159
--- ---£500,001 to £600,000	695
--- ---£600,001 to £800,000	799
--- ---£800,001 to £1,000,000	535
--- ---Over £1 million	130