

Legacy Prospect Database
Preliminary Match Report

Prepared for Example
Month 2010



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MATCH SUMMARY

The Legacy Prospect Database (LPD) is a database of 350,000 UK properties where the owner(s) are of the correct age and profile, and the property of sufficient value, to consider legacy donation. 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	67,463
Unique Properties Represented Where your address can be matched to current Post Office address records	65,047
Properties Matched	2,732
Match Rate The Legacy Prospect Database has approximately 1.7% of all UK Properties	4.2%

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. 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	2,732
--£500,001 to £600,000	724
--£600,001 to £800,000	1,103
--£800,001 to £1,000,000	691
--Over £1 million	214



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	2,732
---Age 56-60	520
--- ---£500,001 to £600,000	141
--- ---£600,001 to £800,000	199
--- ---£800,001 to £1,000,000	138
--- ---Over £1 million	42
---Age 61-65	709
--- ---£500,001 to £600,000	207
--- ---£600,001 to £800,000	277
--- ---£800,001 to £1,000,000	180
--- ---Over £1 million	45
---Age 66-70	446
--- ---£500,001 to £600,000	107
--- ---£600,001 to £800,000	200
--- ---£800,001 to £1,000,000	110
--- ---Over £1 million	29
---Age 71-75	363
--- ---£500,001 to £600,000	88
--- ---£600,001 to £800,000	150
--- ---£800,001 to £1,000,000	99
--- ---Over £1 million	26
---Age 76+	694
--- ---£500,001 to £600,000	198
--- ---£600,001 to £800,000	279
--- ---£800,001 to £1,000,000	174
--- ---Over £1 million	43

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	2,732
---Central London	330
--- ---Age 56-60	80
--- ---Age 61-65	88
--- ---Age 66-70	49
--- ---Age 71-75	33
--- ---Age 76+	80
---East Anglia	101
--- ---Age 56-60	21
--- ---Age 61-65	29
--- ---Age 66-70	18
--- ---Age 71-75	8
--- ---Age 76+	25
---East Midlands	84
--- ---Age 56-60	14
--- ---Age 61-65	25
--- ---Age 66-70	23
--- ---Age 71-75	9
--- ---Age 76+	13
---Greater London (Excl Central London)	429
--- ---Age 56-60	85
--- ---Age 61-65	105
--- ---Age 66-70	64
--- ---Age 71-75	70
--- ---Age 76+	105
---North West	187
--- ---Age 56-60	40
--- ---Age 61-65	49
--- ---Age 66-70	26
--- ---Age 71-75	28
--- ---Age 76+	44
---Northern Regions	50
--- ---Age 56-60	7
--- ---Age 61-65	14



Tree	Households
--- ---Age 66-70	7
--- ---Age 71-75	9
--- ---Age 76+	13
---Scotland	81
--- ---Age 56-60	11
--- ---Age 61-65	27
--- ---Age 66-70	14
--- ---Age 71-75	9
--- ---Age 76+	20
---South East	833
--- ---Age 56-60	145
--- ---Age 61-65	228
--- ---Age 66-70	132
--- ---Age 71-75	114
--- ---Age 76+	214
---South West	281
--- ---Age 56-60	47
--- ---Age 61-65	59
--- ---Age 66-70	50
--- ---Age 71-75	40
--- ---Age 76+	85
---Welsh Regions	110
--- ---Age 56-60	23
--- ---Age 61-65	17
--- ---Age 66-70	22
--- ---Age 71-75	15
--- ---Age 76+	33
---West Midlands	143
--- ---Age 56-60	26
--- ---Age 61-65	46
--- ---Age 66-70	22
--- ---Age 71-75	16
--- ---Age 76+	33
---Yorkshire & Humberside	103
--- ---Age 56-60	21
--- ---Age 61-65	22
--- ---Age 66-70	19
--- ---Age 71-75	12
--- ---Age 76+	29

4. Regional Property Value

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

Tree	Households
Regional Property Value	2,732
---Central London	330
--- ---£500,001 to £600,000	86
--- ---£600,001 to £800,000	104
--- ---£800,001 to £1,000,000	99
--- ---Over £1 million	41
---East Anglia	101
--- ---£500,001 to £600,000	40
--- ---£600,001 to £800,000	21
--- ---£800,001 to £1,000,000	32
--- ---Over £1 million	8
---East Midlands	84
--- ---£500,001 to £600,000	17
--- ---£600,001 to £800,000	37
--- ---£800,001 to £1,000,000	28
--- ---Over £1 million	2
---Greater London (Excl Central London)	429
--- ---£500,001 to £600,000	66
--- ---£600,001 to £800,000	227
--- ---£800,001 to £1,000,000	107
--- ---Over £1 million	29
---North West	187
--- ---£500,001 to £600,000	34
--- ---£600,001 to £800,000	104
--- ---£800,001 to £1,000,000	39
--- ---Over £1 million	10
---Northern Regions	50
--- ---£500,001 to £600,000	12
--- ---£600,001 to £800,000	20
--- ---£800,001 to £1,000,000	13
--- ---Over £1 million	5
---Scotland	81
--- ---£500,001 to £600,000	42
--- ---£600,001 to £800,000	24
--- ---£800,001 to £1,000,000	8
--- ---Over £1 million	7
---South East	833
--- ---£500,001 to £600,000	244
--- ---£600,001 to £800,000	285
--- ---£800,001 to £1,000,000	246
--- ---Over £1 million	58



Tree	Households
---South West	281
--- ---£500,001 to £600,000	95
--- ---£600,001 to £800,000	93
--- ---£800,001 to £1,000,000	74
--- ---Over £1 million	19
---Welsh Regions	110
--- ---£500,001 to £600,000	54
--- ---£600,001 to £800,000	47
--- ---£800,001 to £1,000,000	9
---West Midlands	143
--- ---£500,001 to £600,000	31
--- ---£600,001 to £800,000	84
--- ---£800,001 to £1,000,000	24
--- ---Over £1 million	4
---Yorkshire & Humberside	103
--- ---£500,001 to £600,000	20
--- ---£600,001 to £800,000	59
--- ---£800,001 to £1,000,000	22
--- ---Over £1 million	2

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 value, and shows those households where the occupant is single.

Tree	Households
Household Status	2,732
---Multiple Occupancy	2,072
--- ---£500,001 to £600,000	517
--- ---£600,001 to £800,000	806
--- ---£800,001 to £1,000,000	592
--- ---Over £1 million	157
---Single Occupancy	658
--- ---£500,001 to £600,000	193
--- ---£600,001 to £800,000	269
--- ---£800,001 to £1,000,000	140
--- ---Over £1 million	56
---Unknown Occupancy	2
--- ---£500,001 to £600,000	1
--- ---£600,001 to £800,000	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	2,732
---Director of large company (>50 employees)	56
--- ---£500,001 to £600,000	11
--- ---£600,001 to £800,000	23
--- ---£800,001 to £1,000,000	15
--- ---Over £1 million	7
---Director of small company (<50 employees)	669
--- ---£500,001 to £600,000	135
--- ---£600,001 to £800,000	281
--- ---£800,001 to £1,000,000	178
--- ---Over £1 million	75
---Not director	2,007
--- ---£500,001 to £600,000	592
--- ---£600,001 to £800,000	776
--- ---£800,001 to £1,000,000	501
--- ---Over £1 million	138