



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	8,754
Records on our database with an individual match to a record supplied	77
Records on our database with a household (family) match to one or more records supplied*	101
Total records on our database with a match to records supplied	178

* 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.

Tree	Constituent Records
National Overview	77
--A £50m+	1
--C £10m - £25m	4
--D £5m - £10m	8
--E £1m - £5m	60
--F Unknown	4



2. Regional Overview

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

Tree	Constituent Records
Regional Overview	77
---Central London	1
--- ---E £1m - £5m	1
---East Anglia	55
--- ---A £50m+	1
--- ---C £10m - £25m	3
--- ---D £5m - £10m	6
--- ---E £1m - £5m	42
--- ---F Unknown	3
---East Midlands	1
--- ---E £1m - £5m	1
---Greater London (Excl C London)	2
--- ---C £10m - £25m	1
--- ---E £1m - £5m	1
---North West	1
--- ---F Unknown	1
---Northern Regions	1
--- ---D £5m - £10m	1
---South East	16
--- ---D £5m - £10m	1
--- ---E £1m - £5m	15



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.

Tree	Constituent Records
Age Profile	77
---Unknown Age	14
--- ---E £1m - £5m	13
--- ---F Unknown	1
---C 36 - 45	3
--- ---D £5m - £10m	1
--- ---E £1m - £5m	2
---D 46 - 55	12
--- ---C £10m - £25m	1
--- ---D £5m - £10m	1
--- ---E £1m - £5m	10
---E 56 - 65	23
--- ---A £50m+	1
--- ---D £5m - £10m	4
--- ---E £1m - £5m	17
--- ---F Unknown	1
---F 66+	25
--- ---C £10m - £25m	3
--- ---D £5m - £10m	2
--- ---E £1m - £5m	18
--- ---F Unknown	2



4. Constituent Attributes

This table shows how many matched individuals in each Wealthband are charity trustees, known charity donors (i.e. they have made a gift of at least £5,000 to a single charity or their own charitable trust, or have been reported as a significant donor to a particular appeal), 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. “Profile Possible” denotes that we are able to supply a more detailed profiling of this person, whilst “Profile Available” denotes that substantive information is already held.

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

Tree	Constituent Records
Constituent Attributes	72
---A £50m+	1
--- ---Company Director	1
--- ---Shareholder	1
--- ---Profile Available	1
---C £10m - £25m	4
--- ---Company Director	4
--- ---Shareholder	3
--- ---VCT Shareholder	2
--- --- Profile Available	4
---D £5m - £10m	8
--- ---Charity Trustee	1
--- ---Company Director	6
--- ---Influential	3
--- ---Livery Co Member	2
--- ---Shareholder	3
--- --- Profile Available	8
---E £1m - £5m	55
--- ---Charity Trustee	2
--- ---Company Director	30
--- ---Donor	3
--- ---Grant Making Trustee	1
--- ---Influential	10
--- ---Livery Co Member	2
--- ---National Gardens Scheme	1
--- ---Shareholder	32
--- ---VCT Shareholder	12
--- --- Profile Available	37
--- --- Profile Possible	18
---F Unknown	4
--- ---Charity Trustee	1



Tree	Constituent Records
--- ---Company Director	1
--- ---Donor	4
--- ---Grant Making Trustee	1
--- ---Influential	1
--- ---National Gardens Scheme	3
--- --- Profile Available	2
--- --- Profile Possible	2



5. Year of Last Gift

The following table shows the number of matched records within each Wealthband against the year the donor last gave to your organisation, from information supplied with the source data.

Tree	Constituent Records
Last Gift Year	77
---Pre 2005	25
--- ---C £10m - £25m	1
--- ---D £5m - £10m	5
--- ---E £1m - £5m	19
---2005 to 2008	30
--- ---C £10m - £25m	2
--- ---D £5m - £10m	2
--- ---E £1m - £5m	24
--- ---F Unknown	2
---2009 to 2010	22
--- ---A £50m+	1
--- ---C £10m - £25m	1
--- ---D £5m - £10m	1
--- ---E £1m - £5m	17
--- ---F Unknown	2



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.

Tree	Constituent Records
National Overview	101
---B £25m - £50m	1
---C £10m - £25m	4
---D £5m - £10m	12
---E £1m - £5m	81
---F Unknown	3

7. Regional Overview

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

Tree	Constituent Records
Regional Overview	101
---Central London	4
--- ---D £5m - £10m	1
--- ---E £1m - £5m	3
---East Anglia	78
--- ---B £25m - £50m	1
--- ---C £10m - £25m	2
--- ---D £5m - £10m	8
--- ---E £1m - £5m	65
--- ---F Unknown	2
---East Midlands	1
--- ---C £10m - £25m	1
---South East	18
--- ---C £10m - £25m	1
--- ---D £5m - £10m	3
--- ---E £1m - £5m	13
--- ---F Unknown	1



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.

Tree	Constituent Records
Age Profile	101
---Unknown Age	38
--- ---B £25m - £50m	1
--- ---C £10m - £25m	1
--- ---D £5m - £10m	1
--- ---E £1m - £5m	32
--- ---F Unknown	3
---C 36 - 45	5
--- ---D £5m - £10m	1
--- ---E £1m - £5m	4
---D 46 - 55	10
--- ---C £10m - £25m	1
--- ---D £5m - £10m	1
--- ---E £1m - £5m	8
---E 56 - 65	26
--- ---D £5m - £10m	2
--- ---E £1m - £5m	24
---F 66+	22
--- ---C £10m - £25m	2
--- ---D £5m - £10m	7
--- ---E £1m - £5m	13



9. Constituent Attributes

This table shows how many matched individuals in each Wealthband are charity trustees, known charity donors (i.e. they have made a gift of at least £5,000 to a single charity or their own charitable trust, or have been reported as a significant donor to a particular appeal), 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. “Profile Possible” denotes that we are able to supply a more detailed profiling of this person, whilst “Profile Available” denotes that substantive information is already held.

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

Tree	Constituent Records
Constituent Attributes	87
---B £25m - £50m	1
--- ---Profile Available	1
---C £10m - £25m	4
--- ---Charity Trustee	1
--- ---Company Director	3
--- ---Grant Making Trustee	1
--- ---Influential	1
--- ---Shareholder	3
--- ---VCT Shareholder	2
--- ---Profile Available	4
---D £5m - £10m	12
--- ---Charity Trustee	7
--- ---Company Director	5
--- ---Donor	3
--- ---Grant Making Trustee	1
--- ---Influential	5
--- ---National Gardens Scheme	1
--- ---Shareholder	9
--- ---VCT Shareholder	5
--- ---Profile Available	12
---E £1m - £5m	68
--- ---Charity Trustee	6
--- ---Company Director	25
--- ---Donor	8
--- ---Grant Making Trustee	2
--- ---Influential	9
--- ---Livery Co Member	2
--- ---National Gardens Scheme	6
--- ---Shareholder	40
--- ---VCT Shareholder	27



Tree	Constituent Records
--- ---Profile Available	35
--- ---Profile Possible	33
---F Unknown	2
--- ---Shareholder	1
--- ---Profile Available	1
--- ---Profile Possible	1



10. Year of Last Gift

The following table shows the number of matched records within each Wealthband against the year the donor last gave to your organisation, from information supplied with the source data.

Tree	Constituent Records
Last Gift Year	101
---Pre 2005	18
---C £10m - £25m	1
---D £5m - £10m	5
---E £1m - £5m	11
---2005 to 2008	42
---B £25m - £50m	1
---C £10m - £25m	2
---D £5m - £10m	4
---E £1m - £5m	35
---2009 to 2010	41
---C £10m - £25m	2
---D £5m - £10m	3
---E £1m - £5m	35
---F Unknown	3



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.

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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.
	Donor - They have made a gift of at least £5,000 to a single charity or their own charitable trust, or have been reported as a significant donor to a particular appeal.
	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.
	Profile Available – Indicates an standard profile is available for this record
Profile Possible – Indicates that a standard profile should be available for this record in the majority of cases.	