

Note: Results are shown with Movers included and OSIS included.

Your File

Welcome to your free interactive audit. Details of the file you submitted can be found below.

Job Number	18-9999
Client Name	
Job Name	
Original Data Files Submitted to Romax	Romax datafile.CSV
Additional Information	basic data checks, dedupe, industry suppressions
Date of Audit	Feb 16 2015 2:28PM

Data Counts & Unscreenables

The following is a summary of the submitted data:

Number of Records	58,203
Number of Complete Records to be Audited	52,127
Number of Overseas Found	5,563
Incomplete (unmailables)	28
Duplicates	485

Movers

The service can supply new addresses for 2,168 (4.16%) of your records.

Number of house movers with new addresses supplied	2,168 (4.16%)
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Suppressions

The service has matched to suppression services at three different levels: Forename, Initial and Surname.

	Cumulative Hits
Gone Aways	
Forename	2,902 (5.57%)
Initial	3,006 (5.77%)
Surname	8,986 (17.24%)
Deceased Persons	
Forename	69 (0.13%)
Initial	95 (0.18%)
Surname	1,631 (3.13%)
County Court Judgements	
Forename	174 (0.33%)
Initial	198 (0.38%)
Surname	415 (0.80%)

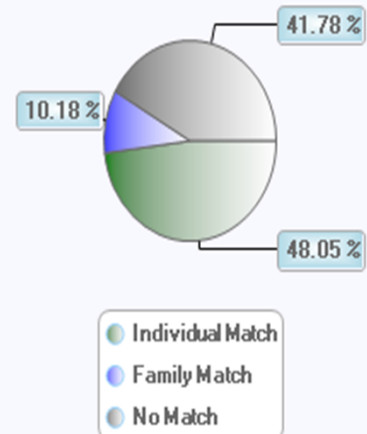
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Residency Validation Breakdown

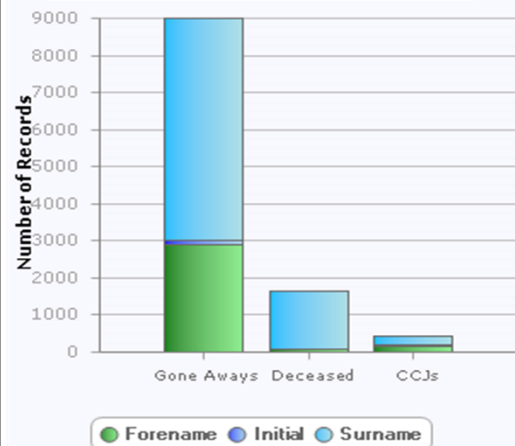


Preference Services

The service has checked your data against three preference services: Mail Preference Service (MPS), Telephone Preference Service (TPS) and Fax Preference Service (FPS).

Number of records that appear on MPS	5,584 (10.71%)
Number of records that appear on TPS**due to conditions of the BT OSIS licence this only includes records supplied by the client and not those appended by BT OSIS. Typically the match rate between BT OSIS and TPS can be between 30-80%.	0 (0.00%)
Number of records that appear on FPS	0 (0.00%)

Suppression Result Breakdown



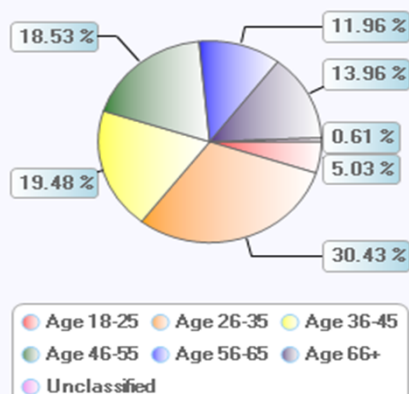
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Demographics

The service can enhance your data with a wide range of demographic and lifestyle information. For example, the table below lists the modelled age for your records:

Age 18-25	2,622 (5.03%)
Age 26-35	15,862 (30.43%)
Age 36-45	10,154 (19.48%)
Age 46-55	9,659 (18.53%)
Age 56-65	6,234 (11.96%)
Age 66+	7,277 (13.96%)
Unclassified	318 (0.61%)

Modelled Age Breakdown



Did you know?

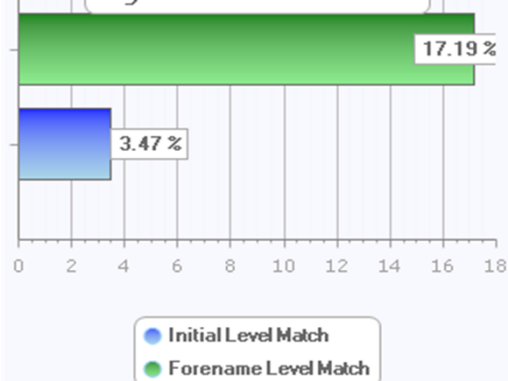
Most of the individuals on your file are Single Females, Age 26-35 with a personal income of £30,000 - £39,999 per year. They have lived in a Owner occupied property for 11 years and the property falls into the £68,001 to £88,000 council tax band.

Date of Birth

The service has been able to provide an actual date of birth for 10,768 (20.66%) of your records:

Number of records that have a DOB provided at forename level	8,960 (17.19%)
Number of records that have a DOB provided at initial level	1,808 (3.47%)

Age Results Breakdown



Telephone Numbers

The service has made the following matches for the telephone numbers supplied in your file:

Number of telephone numbers that match against the telephone number file	10,362
Number of telephone numbers that match against the OSIS All Service	29,690
Number of telephone numbers that require amendment to fit the latest area codes (Big Number Day changes)	0

Note: Results are shown with Movers included and OSIS included.

Gender

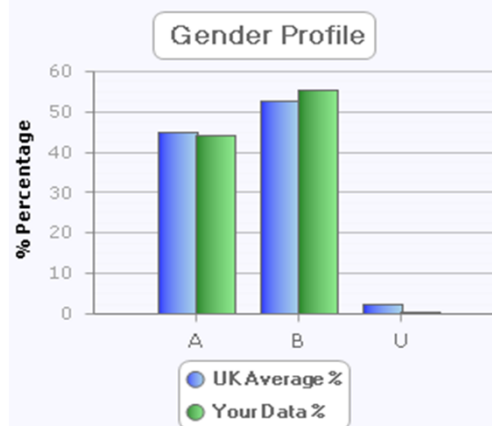
Gender is a person level demographic variable that identifies the gender of each individual living at an address.

Legend

A - Male

B - Female

U - Unknown



Key Facts

> Most of the individuals on your file are Female (55.33%)

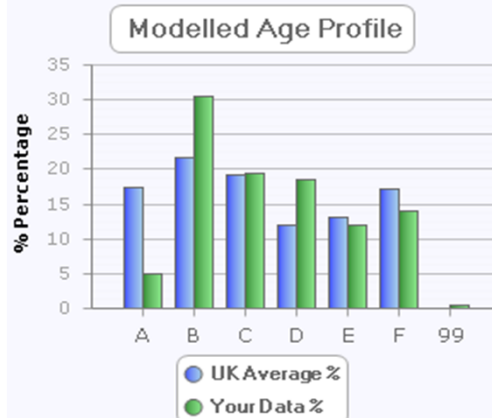
Note: Results are shown with Movers included and OSIS included.

Modelled Age

Modelled Age is a person level segmentation that identifies the likely age of each individual living at an address.

Legend

A - Age 18-25	E - Age 56-65
B - Age 26-35	F - Age 66+
C - Age 36-45	99 - Unclassified
D - Age 46-55	



Key Facts

- > Most of the individuals on your file have a modelled age in group B - Age 26-35 (30.43%)
- > Compared to the UK average the individuals on your file show the greatest tendency towards age group D - Age 46-55 (156.22% of the UK Average)

Note: Results are shown with Movers included and OSIS included.

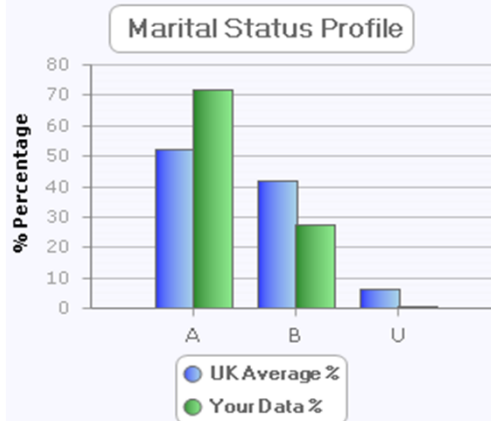
Marital Status

Marital Status is a person level demographic variable that identifies the marital status of each individual living at an address.

Legend

A - Single
B - Married

U - Unknown



Key Facts

- > Most of the individuals on your file are Single (71.81%)
- > Compared to the UK average the individuals on your file show the greatest tendency towards being Single (137.72% of the UK Average)

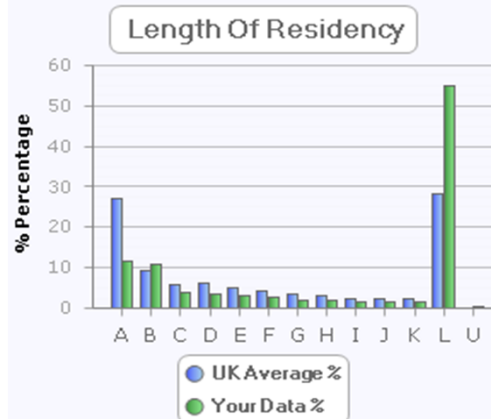
Note: Results are shown with Movers included and OSIS included.

Length of Residency

At person level, Length of Residency identifies the length of time that an individual has been at the same address.

Legend

A - Up to 1 year	H - 7 years
B - 1 year	I - 8 years
C - 2 years	J - 9 years
D - 3 years	K - 10 years
E - 4 years	L - 11 years
F - 5 years	U - Unknown
G - 6 years	



Key Facts

- > Most of the individuals on your file have been at their current address for 11 years (55.02%)
- > Compared to the UK average the individuals on your file show the greatest tendency towards length of residency group L - 11 years (194.09% of the UK Average)

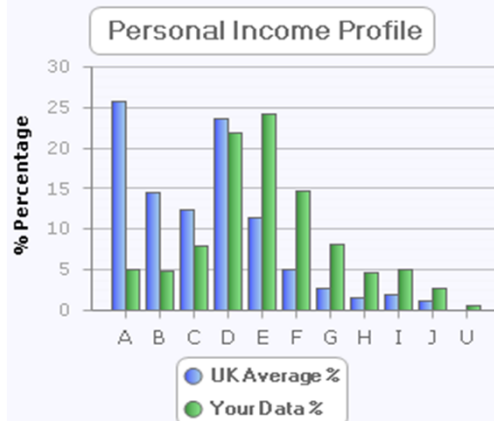
Note: Results are shown with Movers included and OSIS included.

Personal Income

Personal Income is a person level segmentation that identifies the likely income at the level of an individual.

Legend

A - <£10,000	G - £50,000 - £59,999
B - £10,000 - £14,999	H - £60,000 - £69,999
C - £15,000 - £19,999	I - £70,000 - £99,999
D - £20,000 - £29,999	J - £100,000+
E - £30,000 - £39,999	U - Unknown
F - £40,000 - £49,999	



Key Facts

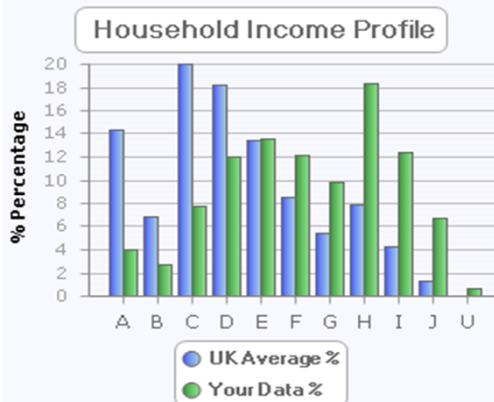
- > Most of the individuals on your file have a personal income of £30,000 - £39,999 (24.23%)
- > Compared to the UK average the individuals on your file show the greatest tendency towards the personal income group H - £60,000 - £69,999 (320.87% of the UK Average)

Household Income

Household Income is a household level segmentation that identifies the likely household income at an address.

Legend

A - <£15,000	G - £60,000 - £69,999
B - £15,000 - £19,999	H - £70,000 - £99,999
C - £20,000 - £29,999	I - £100,000 - £149,999
D - £30,000 - £39,999	J - £150,000+
E - £40,000 - £49,999	U - Unknown
F - £50,000 - £59,999	



Key Facts

- > Most of the individuals on your file have a household income of £70,000 - £99,999 (18.27%)
- > Compared to the UK average the individuals on your file show the greatest tendency towards the household income group J - £150,000+ (534.85% of the UK Average)

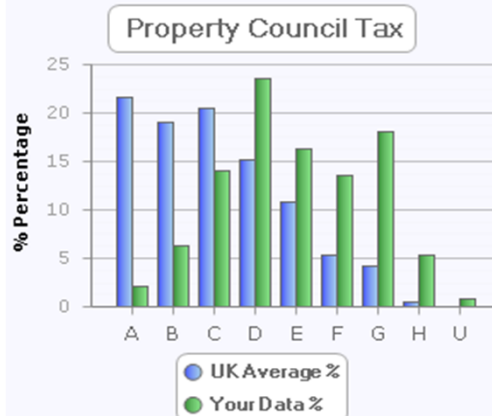
Note: Results are shown with Movers included and OSIS included.

Property Council Tax

Property Council Taxation is a household level segmentation based on actual council tax bands for the vast majority of residential properties in England, Wales and Scotland.

Legend

A - Up to £40,000	F - £120,001 to £160,000
B - £40,001 to £52,000	G - £160,001 to £320,000
C - £52,001 to £68,000	H - Over £320,000
D - £68,001 to £88,000	U - Unclassified
E - £88,001 to £120,000	



Key Facts

- > From your file, most of the individual's homes fall into Property Council Tax group D - £68,001 to £88,000 (23.58%)
- > Compared to the UK average the homes show the greatest tendency towards Property Council Tax group H - Over £320,000 (835.26% of the UK Average)

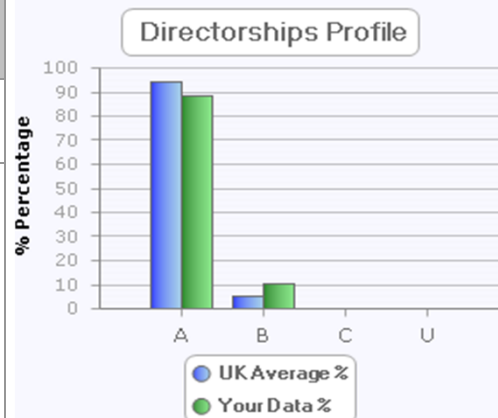
Note: Results are shown with Movers included and OSIS included.

Directorships

Directorships identifies individuals at an address who are company directors.

Legend

A - Not director
B - Director of small company (<50 employees)
C - Director of large company (>50 employees)
U - Unknown



Key Facts

> Compared to the UK average the individuals on your file show the greatest tendency towards group B - Director of small company (<50 employees) (197.49% of the UK Average)

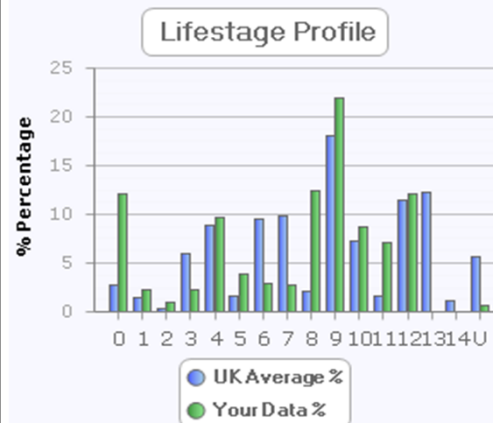
Note: Results are shown with Movers included and OSIS included.

Lifestage

Lifestage is a household level demographic segmentation that shows the combined stage of life and family status, including children.

Legend

0 - Very young family	8 - Mature homesharers
1 - Very young single	9 - Older family
2 - Very young homesharers	10 - Older single
3 - Young family	11 - Older homesharers
4 - Young single	12 - Elderly family
5 - Young homesharers	13 - Elderly single
6 - Mature family	14 - Elderly homesharers
7 - Mature singles	U - Unknown



Key Facts

- > Most of the individuals on your file fall into Lifestage band 9 - Older family (21.86%)
- > Compared to the UK average the individuals on your file show the greatest tendency towards Lifestage band 8 - Mature homesharers (609.37% of the UK Average)

Note: Results are shown with Movers included and OSIS included.

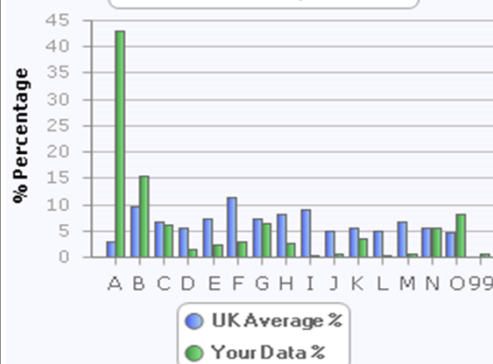
Mosaic

Mosaic UK classifies all UK consumers into 66 distinct lifestyle types and 15 groups which comprehensively describe their socio-economic and socio-cultural behaviour.

Legend

A - City Prosperity	F - Suburban Stability
B - Prestige Positions	G - Domestic Success
C - Country Living	H - Aspiring Homemakers
D - Rural Reality	I - Family Basics
E - Senior Security	J - Transient Renters
F - Suburban Stability	K - Municipal Challenge

Mosaic Group Profile



Key Facts

- > Most of the individuals on your file fall into Mosaic group A - City Prosperity (42.87%)
- > Compared to the UK average the individuals on your file show the greatest tendency towards Mosaic group A - City Prosperity (1541.96% of the UK Average)

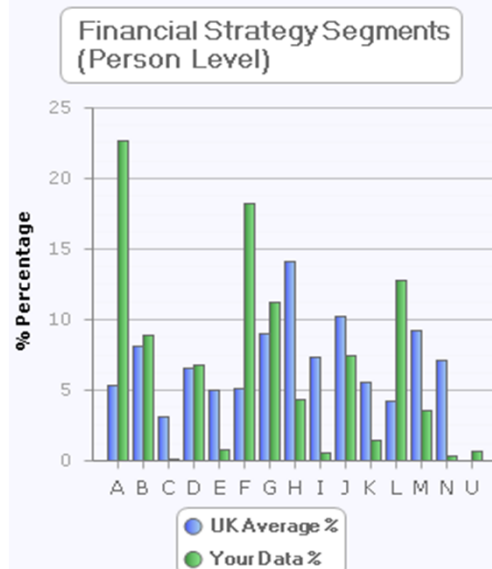
Note: Results are shown with Movers included and OSIS included.

Financial Strategy Segments

Financial Strategy Segments (Person Level) distinguishing between the financial behaviour of individuals living in the UK.

Legend

A - Bright Futures	H - Balancing Budgets
B - Single Endeavours	I - Stretched Finances
C - Young Essentials	J - Established Reserves
D - Growing Rewards	K - Seasoned Economy
E - Family Interest	L - Platinum Pensions
F - Accumulated Wealth	M - Sunset Security
G - Consolidating Assets	N - Traditional Thrift



Key Facts

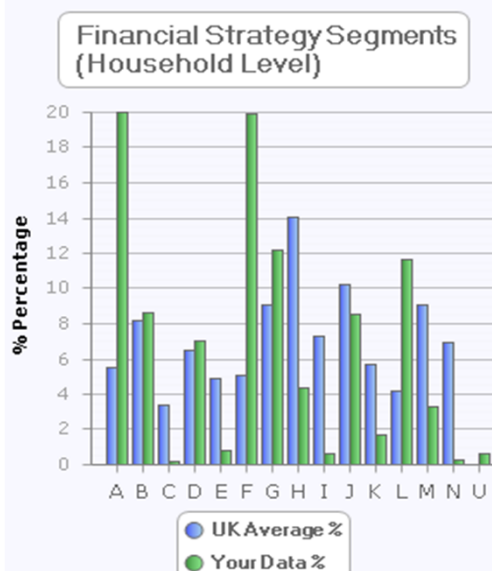
- > Most of the individuals on your file fall into Financial Strategy Segment A - Bright Futures (22.62%)
- > Compared to the UK average the individuals on your file show the greatest tendency towards Financial Strategy Segment A - Bright Futures (428.40% of the UK Average)

Financial Strategy Segments

Financial Strategy Segments (Household Level) distinguishing between the financial behaviour of households across the UK.

Legend

A - Bright Futures	H - Balancing Budgets
B - Single Endeavours	I - Stretched Finances
C - Young Essentials	J - Established Reserves
D - Growing Rewards	K - Seasoned Economy
E - Family Interest	L - Platinum Pensions
F - Accumulated Wealth	M - Sunset Security
G - Consolidating Assets	N - Traditional Thrift



Key Facts

- > Most of the households in your file fall into Financial Strategy Segment A - Bright Futures (19.99%)
- > Compared to the UK average the households in your file show the greatest tendency towards Financial Strategy Segment F - Accumulated Wealth (394.73% of the UK Average)

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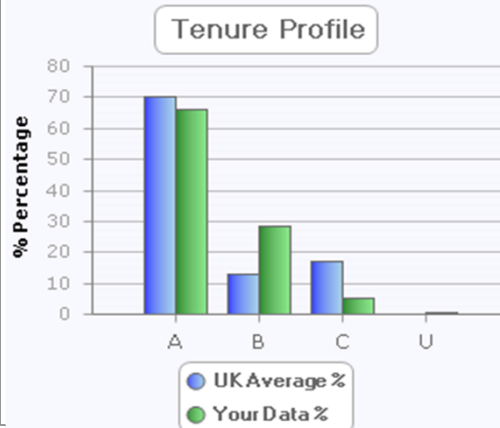
Tenure

Tenure is a household level demographic variable that identifies whether a property is owner occupied, council / housing association or privately rented.

Legend

A - Owner occupied
B - Privately rented

C - Council / housing association
U - Unclassified



Key Facts

> Compared to the UK average most of the individuals in your file show the greatest tendency towards Privately rented (216.95% of the UK Average) accommodation