

Interpreting the Results from Intact

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The items in the table are ordered as the results would appear when all services have been selected and the .all file is downloaded. If only some services have been selected, then only those will appear in the output file. The service that needs to be selected is given at the top of each part of the table.

Field name	Value	Description
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Service: All

Autocounter	Numerical value	Unique reference number (counting upwards from 1) added by Intact
Guide	String of numbers and letters	Reference number added by Intact when the Data Audit is processed. Used to ensure the downloaded results are from the same run as the received audit email

Service: All

URN	As submitted	Field flagged as Reference ID during mapping
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Service: All

Title	As submitted	Field flagged as Title during mapping
InitialsForename	As submitted	Field flagged as Initials / Forename during mapping
Surname	As submitted	Field flagged as Surname during mapping
Name	As submitted	Field flagged as Name during mapping

Service: All

Company	As submitted	Field flagged as Company Name during mapping
Address1	As submitted	Field flagged as Address Line 1 during mapping
Address2	As submitted	Field flagged as Address Line 2 during mapping
Address3	As submitted	Field flagged as Address Line 3 during mapping
Address4	As submitted	Field flagged as Address Line 4 during mapping
Town	As submitted	Field flagged as Town during mapping
County	As submitted	Field flagged as County during mapping
Postcode	As submitted	Field flagged as Post Code during mapping

Service: All

Tel1	As submitted	Field flagged as Telephone Number 1 during mapping
Tel2	As submitted	Field flagged as Telephone Number 2 during mapping
Tel3	As submitted	Field flagged as Telephone Number 3 during mapping
Fax	As submitted	Field flagged as Fax during mapping

Service: Telephone Number Changes

UpdatedTel1	Telephone number	Updated telephone number for that in Tel1 because of "The Big Number" changes
UpdatedTel2	Telephone number	Updated telephone number for that in Tel2 because of "The Big Number" changes
UpdatedTel3	Telephone number	Updated telephone number for that in Tel3 because of "The Big Number" changes
UpdatedFax	Fax number	Updated fax number for that in Fax because of "The Big Number" changes

"The Big Number" was a change to London, Portsmouth, Southampton, Cardiff, Coventry, and Northern Irish telephone numbers on 22/04/2000. More information can be found on the [Ofcom](http://www.ofcom.org.uk) website, www.ofcom.org.uk.

Service: All

TelPrefix1	As submitted	Field flagged as Telephone Number Area code 1 during mapping
TelPrefix2	As submitted	Field flagged as Telephone Number Area code 2 during mapping
TelPrefix3	As submitted	Field flagged as Telephone Number Area code 3 during mapping
FaxPrefix	As submitted	Field flagged as Fax Area code during mapping

Service: Telephone Number Changes

UpdatedPrefix1	Telephone area code	Updated area code for that in TelPrefix1 because of "The Big Number" changes
UpdatedPrefix2	Telephone area code	Updated area code for that in TelPrefix2 because of "The Big Number" changes
UpdatedPrefix3	Telephone area code	Updated area code for that in TelPrefix3 because of "The Big Number" changes
UpdatedFaxPrefix	Fax area code	Updated area code for that in FaxPrefix because of "The Big Number" changes

"The Big Number" was a change to London, Portsmouth, Southampton, Cardiff, Coventry, and Northern Irish telephone numbers on 22/04/2000. More information can be found on the [Ofcom](http://www.ofcom.org.uk) website, www.ofcom.org.uk.

Service: Telephone Number Changes

BigNumber1	Y	Field flagged as Telephone Number 1 during mapping has been altered because of "The Big Number" changes
	N	Field flagged as Telephone Number 1 during mapping has not been altered because of "The Big Number" changes
BigNumber2	Y	Field flagged as Telephone Number 2 during mapping has been altered because of "The Big Number" changes
	N	Field flagged as Telephone Number 2 during mapping has not been altered because of "The Big Number" changes
BigNumber3	Y	Field flagged as Telephone Number 3 during mapping has been altered because of "The Big Number" changes
	N	Field flagged as Telephone Number 3 during mapping has not been altered because of "The Big Number" changes
BigNumberFax	Y	Field flagged as Fax during mapping has been altered because of "The Big Number" changes
	N	Field flagged as Fax during mapping has not been altered because of "The Big Number" changes

"The Big Number" was a change to London, Portsmouth, Southampton, Cardiff, Coventry, and Northern Irish telephone numbers on 22/04/2000. More information can be found on the [Ofcom](http://www.ofcom.org.uk) website, www.ofcom.org.uk.

Service: Postcode Address File (PAF)

PAFCompany	Company	Company name on the Royal Mail's PAF file
PAFAdd1	Address	PAF address line 1
PAFAdd2	Address	PAF address line 2
PAFAdd3	Address	PAF address line 3
PAFAdd4	Address	PAF address line 4
PAFTown	Town	PAF town
PAFCounty	County	PAF county
PAFPostcode	Postcode	PAF postcode
PAFDPS	2 character code (one letter and one number)	Delivery Point Suffix – Uniquely identifies a property within a postcode
PAFIndicator	V	Verified – The supplied address is the same as the address on the Royal Mail's PAF file
	C	Close Verified – A full address match has been accurately located. There were differences between the supplied address and the Royal Mail's PAF file.
	F	Failed – The supplied address could not be matched against the Royal Mail's PAF file
	I	Foreign Address – The supplied address contains a country name that is not part of the United Kingdom

The PAF is a constantly evolving file of addresses from the Royal Mail. It contains about 27 million addresses and can be used for both the verification and correction of address records, enabling improved accuracy for mailings and provision of addresses in a consistent format.

Service: House Movers

NCOAAdd1	Address	Address line 1 from the National Change of Address file
NCOAAdd2	Address	Address line 2 from the National Change of Address file
NCOAAdd3	Address	Address line 3 from the National Change of Address file
NCOAAdd4	Address	Address line 4 from the National Change of Address file
NCOATown	Town	Town from the National Change of Address file
NCOACounty	County	County from the National Change of Address file

NCOAPostcode	Postcode	Postcode from the National Change of Address file
NCOADPS	2 character code (one letter and one number)	Delivery Point Suffix – Uniquely identifies a property within a postcode
NCOAIndicator	C	Changed – The name/address has been found on the NCOA file and a new address has been returned
	U	Unchanged – The name/address has not been found on the NCOA file

The National Change of Address (NCOA) file comes from the Post Office and identifies those people who have recently moved house. It contains approximately 11.4 million people, and is believed to be growing at 1.2 million records a year.

Service: Mailing Preference Service (MPS)

MPSIndicator		
	Y	The name and address were found on the MPS file
	N	The name and address were not found on the MPS file

MPS is a service provided by the Direct Marketing Association (DMA) that allows people and small businesses to register so that they do not to receive targeted direct mail. Identifying and excluding those individuals can save money on postage where there is little or no chance of a response. There are currently more than 1.8 million addresses registered to this service.

Service: Telephone Preference Service (TPS)

Tel1Suppression	Y	The number in the Tel1 field was found in the TPS file
	N	The number in the Tel1 field was not found in the TPS file
Tel2Suppression	Y	The number in the Tel2 field was found in the TPS file
	N	The number in the Tel2 field was not found in the TPS file
Tel3Suppression	Y	The number in the Tel3 field was found in the TPS file
	N	The number in the Tel3 field was not found in the TPS file
OSISTPS1	Y	The number in the OSISTel1 field was found in the TPS file
	N	The number in the OSISTel1 field was not found in the TPS file
OSISTPS2	Y	The number in the OSISTel2 field was found in the TPS file
	N	The number in the OSISTel2 field was not found in the TPS file
OSISTPS3	Y	The number in the OSISTel3 field was found in the TPS file
	N	The number in the OSISTel3 field was not found in the TPS file
OSISATPS1	Y	The number in the OSISATel1 field was found in the TPS file
	N	The number in the OSISATel1 field was not found in the TPS file
OSISATPS2	Y	The number in the OSISATel2 field was found in the TPS file
	N	The number in the OSISATel2 field was not found in the TPS file
OSISATPS3	Y	The number in the OSISATel3 field was found in the TPS file
	N	The number in the OSISATel3 field was not found in the TPS file

TPS is a service provided by the Direct Marketing Association (DMA), allowing individuals to specify that they do not wish to be contacted by telephone for telemarketing purposes. There are currently over six million customers registered on the file, and under an act of law, calling anyone registered on TPS will result in a fine of up to £5,000.

Service: Telephone Number Lookup (OSIS)

OSISTel1	Telephone number	New or enhanced telephone number for Tel1 from OSIS
OSISIndicator1	V	Tel1 has been verified
	U	An updated number for Tel1
	I	A new number has been inserted
	S	A number was submitted in Tel1 but there was no match to OSIS
	N	A number was not submitted in Tel1 and there was no match to OSIS
	F	The number in Tel1 did not have the correct format
OSISTel2	A	The number in Tel1 had an incorrect area code
	Telephone number	New or enhanced telephone number for Tel2 from OSIS
OSISIndicator2	V	Tel2 has been verified
	U	An updated number for Tel2
	I	A new number has been inserted
	S	A number was submitted in Tel2 but there was no match to OSIS
	N	A number was not submitted in Tel2 and there was no match to OSIS
	F	The number in Tel2 did not have the correct format
OSISTel3	A	The number in Tel2 had an incorrect area code
	Telephone number	New or enhanced telephone number for Tel3 from OSIS

OSISIndicator3	V	Tel31 has been verified
	U	An updated number for Tel3
	I	A new number has been inserted
	S	A number was submitted in Tel3 but there was no match to OSIS
	N	A number was not submitted in Tel3 and there was no match to OSIS
	F	The number in Tel3 did not have the correct format
	A	The number in Tel3 had an incorrect area code

OSIS (Operator Services Information System) is the central BT/Oftel database of residential and business telephone numbers. The service can be used to add or validate an existing number.

Service: Deduplication File (DEDUPE)

IndividualId	Numerical value	The numerical value is the same as the value in Autocounter unless the record is a person level (full name and address) duplicate. When the record is a duplicate the IndividualId will be the same as another record.
FamilyId	Numerical value	The numerical value is the same as the value in Autocounter unless the record is a family level (surname and address) duplicate. When the record is a duplicate the FamilyId will be the same as another record.
HouseholdId	Numerical value	The numerical value is the same as the value in Autocounter unless the record is a household level (full address) duplicate. When the record is a duplicate the HouseholdId will be the same as another record.

Names and addresses are verified against the National Canvase. The National Canvase is a list of names and addresses compiled by Experian containing those people who have not opted out of the Electoral Register, supplemented by other sources. The product can detect and flag duplicates at three different levels of granularity. At the lowest level, it will detect and flag duplicated individuals, at the second level it will flag family matches where it finds two or more records for the same family group (at the same address). At level three it will flag households where individuals, not necessarily with the same family name, share an address

Service: Fax Preference Service (FPS)

FaxSuppression	Y	The number in the Fax field was found in the FPS file
	N	The number in the Fax field was not found in the FPS file

FPS is a service provided by the Direct Marketing Association (DMA), allowing individuals to specify that they do not wish to be contacted by fax for marketing purposes. There are more than 1.5 million numbers registered on the file and under an act of law, calling anyone registered on FPS will result in a fine of up to £5,000.

Service: (P)Gender

(P)Gender	0	Male
	1	Female
	U	Unknown

Gender is a person level demographic variable that identifies the gender of each individual living at an address. Gender is applied to the UK Consumer Dynamics Database using a lookup table containing approximately 12,000 forenames. If the forename is inconclusive in establishing definite male or definite female gender (because some names are ambiguous), or the forename is not found (as may be the case with very rare or unusual forenames), then the person's gender is flagged as unknown.

Service: (P)Age

(P)Age	0	18-25
	1	26-35
	2	36-45
	3	46-55
	4	56-65
	5	65+
	U	Unknown

This information allows the person to be banded by age and is taken from Experian's lifestyle data. For any ages they do not hold, propensity modelling is used to fill the gaps. The propensity modelling takes into account the person's forename (as some names can be clustered into groups of similar ages), the household composition and the length of residency.

Service: (P)Marital Status

(P)MaritalStatus	0	Single
	1	Married
	U	Unknown

This information is taken from Experian's lifestyle data. For any status' they do not hold, propensity modelling analyses the combination of adults living at the same address and looks at their surnames, genders and ages.

Service: (P)Length of Residency

(P)LengthOfResidency	0	Up to 1 year
	1	1 year
	2	2 years
	3	3 years
	4	4 years
	5	5 years
	6	6 years
	7	7 years
	8	8 years
	9	9 years
	10	10 years
	11	11 years or more
U	Unknown	

This service gives information relating to the length of time the individual has been living at the specified address (since they turned 18). The figures are taken from the UK Consumer Segmentation database and are incremented by one every year a person remains on the database at the same address. The information is supplemented by Experian's lifestyle data and propensity modelling is used for any unknown values.

Service: (P)Directorships

(P)Directorships	0	Not a director
	1	Director of a small company (less than 50 employees)
	2	Director of a large company (more than 50 employees)
	U	Unknown

Names and addresses of directors are supplied by Companies House and are matched to the UK Consumer Segmentation Database. This is supplemented with Experian's lifestyle data and propensity modelling and will give information about whether a person in the household holds any directorships.

Service: (P)Financial Strategy Segments Type/Group

Household Level Group		Household Level Type		Person Level Type	
A	Successful Start	A01	Up & Coming Elite	A01a	Toby
				A01b	Claudia
		A02	Professional Solos	A02a	Mike
				A02b	Gill
		A03	Opportunities and Overdrafts	A03a	Matt
A03b	Jo				
B	Happy Housemates	B04	Looking to the future	B04a	Muhammad
				B04B	Salma
		B05	Limited Livelihoods	B05a	Mehmet and Amina
		B06	Carefree Kick-off	B06a	Rob and Abigail
		B07	Books and Beer	B07a	Tom and Sophie
C	Surviving Singles	C08	Getting By Alone	C08a	Jason
				C08b	Tara
		C09	Solitary Effort	C09a	Pete or Jane
D	On the Bread Line	D10	Straining the Budget	D10a	Lee or Kelly
		D11	Child-raising Challenge	D11a	Shane
				D11b	Donna
D12	Poor Prospects	D12a	Ahmed or Leanne		
E	Flourishing Families	E13	Fully Committed Funds	E13a	Giles
				E13b	Philippa

		E14	Independent Investors	E14a	Sanjay
				E14b	Alison
		E15	Confident Consumers	E15a	Justin and Kirstie
F	Credit-hungry Families	E16	Family Focused Finance	E16a	Spencer
				E16b	Justine
		F18	Overspending Optimists	F18a	Darren
				F18b	Claire
		F19	Savvy Big Spenders	F19a	Shaun
				F19b	Tracy
F20	Downscale Mortgagees	F20a	Dale		
		F20b	Lyndsey		
G	Gilt-edged Lifestyles	G22	Cream of the Crop	G22a	Rupert and Camilla
		G23	Corporate Top Dogs	G23a	Roger and Penelope
				G23b	Oliver and Bryony
		G24	Smart Money	G24a	Deepak
				G24b	Nisha
		G25	Property Tycoons	G25a	Robin and Tessa
				G25b	Benedict
G26	Conservative Accumulators	G26a	Felicity		
H	Mid-life Affluence	H27	Asset-rich Achievers	H27a	Gerald and Celia
				H27b	Bethany and Euan
				H27c	Clive
		H28	Dependable Comfort	H28a	Marilyn
				H28b	Holly and Benjamin
				H28c	Angus
		H29	Rat Race Escapees	H29a	Bethan
				H29b	Rhys and Rhian
				H29c	Graham
I	Modest Mid-years	I30	Conventional Progression	I30a	Linda
				I30b	Gemma and Luke
				I30c	Stephen
		I31	Cautious Borrowers	I31a	Denise
				I31b	Carley and Aaron
				I31c	Leslie and Rosa
				I31d	Gwen and Eddie
J	Advancing Status	J32	Venerable Workforce	J32a	Melvyn
				J32b	Glenis
		J33	Family Values	J33a	Adam and Katie
				J33b	Roy and Valerie
				J33c	
J34	On Course for Retirement	J34a			
K	Ageing Workers	K35	Inadequate Provisions	K35a	Archibald and Kathleen
		K36	Pennywise Economy	K36a	Terence
		K37	Sunset Singles	K37a	Maureen and Rodney
				K37b	Brian
				K37c	Noreen
		K38	Seasoned State Reliance	K38a	Stacey and Craig
L	Wealthy Retirement	L39	Greys in the Pink	L39a	Edgar and Sybil
		L40	Well-off Down-traders	L40a	Lionel or Ursula
				L40b	Sidney
		L41	Vintage Couples	L41a	Betty
				L41b	Reginald or Peggy
M	Elderly Deprivation	M43	Old-fashioned Prudence	M43a	Herbert
		M44	Shoestring Seniors	M44a	Ivy
				M44b	Horace or Jessie
		M45	Pensioners in Need	M45a	Clarence or Elsie
				M45b	

This is a person level segmentation developed by Experian to help financial services companies target their products. FinancialStrategySegmentsType is a fine level classification and FinancialStrategySegmentsGroup is a coarser level system based on the individual types. More information on the type of person falling into each type and group can be found on [Financial Strategy Segments.pdf](#).

Service: (P)Surname Origin

(P)SurnameOrigin	00	English and Unidentified
	01	Irish
	02	Scottish
	03	Welsh
	04	Balkan
	05	Cypriot/Greek
	06	French
	07	Italian

	08	Jewish
	09	Polish
	10	Scandinavian
	11	Spanish
	12	African
	13	Chinese
	14	Hindi
	15	Muslim
	16	Sikh
	17	Hindi or Muslim
	18	Hindi, Muslim or Sikh
	19	Non-UK unknown
SurnameOriginCC	0	UK and Republic of Ireland
	1	European
	2	Non-European
	3	Non-UK unknown

Surname Origin is a person level segmentation that classifies each individual in the UK into 4 groups and 20 types based upon analysis of the geographic / ethnic origins of family names. Additional information can be found in [SurnameOrigin.pdf](#)

Service: (P)Personal Income (Banded)

	Band	Description	Person %
(P)Personallncome(Banded)	0	< £5,000	9.67
	1	£5,000 - £7,999	14.96
	2	£8,000 - £11,999	18.26
	3	£12,000 - £14,999	9.86
	4	£15,000 - £19,999	15.04
	5	£20,000 - £24,999	11.75
	6	£25,000 - £24,999	7.61
	7	£30,000 - £39,999	8.19
	8	£40,000 - £49,999	3.00
	9	£50,000 +	1.67

This identifies an individual's likely income. The data is sourced from the responses to Experian's consumer surveys and from responses to MORI's Financial Tracking Survey. Where the information was predicted, Experian Person and Household level demographics, Mosaic UK, Mosaic UK Factors and Relevant Census information were used. The information can be found on [Personal Income.pdf](#).

Service: (P)Financial Stress

(P)FinancialStress	0	Less than £0 (No CCJs)
	1	£1-£50
	2	£51-£100
	3	£101-£150
	4	£151-£250
	5	£251-£500
	6	£501-£1000
	7	£1001 or more
	U	Unknown

This identifies an individual's potential to become over-stretched and struggle with further payments. Additional information can be found in [FinancialStress.pdf](#)

Service: (H)Property Council Tax

	Band	Code	Valuation Range by Country		
			England	Wales	Scotland
			A	0	Up to £40,000
(H)PropertyCouncilTax	B	1	£40,001 - £52,000	£30,001 - £39,000	£27,001 - £35,000
	C	2	£52,001 - £68,000	£39,001 - £51,000	£35,001 - £45,000
	D	3	£68,001 - £88,000	£51,001 - £66,000	£45,001 - £58,000
	E	4	£88,001 - £120,000	£66,001 - £90,000	£58,001 - £80,000
	F	5	£120,001 - £160,000	£90,001 - £120,000	£80,001 - £106,000
	G	6	£160,001 - £320,000	£120,001 - £240,000	£106,001 - £212,000
	H	7	Over £320,000	Over £240,000	Over £212,000
	-	U		Unclassified	

Property Council Taxation is a household level segmentation based on actual council tax bands for each residential property in England, Wales and Scotland (Northern Ireland does not use the Council Taxation system). Property Council Taxation is provided as a valuation band in the range A to H. The value is based upon the open market value of the property as at 1st April 1991. Property Council Taxation brings a genuine new dimension to understanding individual household wealth and financial status, providing a unique measure of relative property value (e.g. house 1 is in band A compare to its neighbour in band C). Property Council Taxation can be used in consumer profiling, modeling and local market planning applications.

Service: (H)Tenure

(H)Tenure	0	Owner occupied
	1	Privately rented
	2	Council/housing association
	U	Unknown

This information is taken from Experian's lifestyle data and gives an indication of the likely tenure of the residence. For any information that is not held by Experian, propensity modelling is used to fill the gaps. Propensity modelling is used to say that, according to their data, there is a higher propensity for the property to have a particular tenure, but a definite answer is not known.

Service: (H)MosaicScotlandHouseholdType/Group

		Group	Type
(H)MosaicScotlandHouseholdType	01	A Upper Echelons	A01 Captains of Industry
			A02 Wealth of Experience
			A03 New Influentials
	02	B Families on the Move	B04 Successful Managers
			B05 White Collar Owners
			B06 Emerging High Status
			B07 New Suburbanites
			B08 Settling In
			B09 Military Might
	03	C Small Town Propriety	C10 Songs of Praise
			C11 Ageing in Suburbia
			C12 Blue Collar Owners
	04	D Country Lifestyles	D13 Towns in Miniature
			D14 Rural Playgrounds
			D15 Agrarian Heartlands
			D16 Isolated Farmsteads
			D17 Scenic Wonderland
			D18 Far Away Islanders
	05	E Urban Sophisticates	E19 Prestige Tenements
			E20 Studio Singles
			E21 Rucksack and Bicycle
			E22 College and Campus
			E23 Inner City Transience
	06	F Town Centre Singles	E24 Cosmopolitan Chic
F27 30 Something Singles			
F28 Small Town Pride			
07	G Renters Now Owning	F29 Dignified Seniors	
		G30 Sought after Schemes	
	08	H Low Income Families	G31 Planners Paradise
			H33 Smokestack Survivors
			H34 Quality City Schemes
			H35 Lathe and Loom
	09	I State Beneficiaries	H36 Indebted Families
			I37 Pockets of Poverty
			I38 Mid Rise Breadline
			I39 Room and Kitchen
10	J Shades of Grey	I40 Families in the Sky	
		J41 Elders 4-in-a-Block	
		J42 Greys in Small Flats	
		J43 Skyline Seniors	
		J44 Twilight Infirmary	

This is a household level classification using the same types and groups as Scotland MOSAIC, but recognising that the characteristics of some households vary from this postcode average. Approximately 25% of households have been allocated the same Scotland MOSAIC and Scotland MOSAIC Household types. The information is sourced from Experian's Lifestyle data and more information on the different types and groups can be found on [Scotland Mosaic Household.pdf](#).

Service: (H)MosaicUKHouseholdType/Group

	Group	Type
(H)MosaicUKHouseholdType/Group	A Symbols of success	A01 Global Connections
		A02 Cultural Leadership
		A03 Corporate Chieftains
		A04 Golden Empty Nesters
		A05 Provincial Privilege
		A06 High Technologists
		A07 Semi-Rural Seclusion
	B Happy families	B08 Just Moving In
		B09 Fledgling Nurseries
		B10 Upscale New Owners
		B11 Families Making Good
		B12 Middle Rung Families
		B13 Burdened Optimists
		B14 In Military Quarters
	C Suburban comfort	C15 Close to Retirement
		C16 Conservative Values
		C17 Small Time Business
		C18 Sprawling Subtopia
		C19 Original Suburbs
	D Ties of community	C20 Asian Enterprise
		D21 Respectable Rows
		D22 Affluent Blue Collar
		D23 Industrial Grit
		D24 Coronation Street
		D25 Town Centre Refuge
		D26 South Asian Industry
	D27 Settled Minorities	
	E Urban Intelligence	E28 Counter Cultural Mix
		E29 City Adventurers
		E30 New Urban Colonists
		E31 Caring Professionals
E32 Dinky Developments		
F Welfare borderline	E33 Town Gown Transition	
	E34 University Challenge	
	F35 Bedsit Beneficiaries	
	F36 Metro Multiculture	
	F37 Upper Floor Families	
	F38 Tower Block Living	
	F39 Dignified Dependency	
F40 Sharing a Staircase		
G Municipal dependency	G41 Families on Benefits	
	G42 Low Horizons	
	G43 Ex-Industrial Legacy	
H Blue collar enterprise	H44 Rustbelt Resilience	
	H45 Older Right to Buy	
	H46 White Van culture	
	H47 New Town Materialism	
I Twilight subsistence	I48 Old People in Flats	
	I49 Low Income Elderly	
	I50 Cared for Pensioners	
	I51 Sepia Memories	
J Grey perspectives	J52 Childfree Serenity	
	J53 High Spending Elders	
	J54 Bungalow Retirement	
	J55 Small Town Seniors	
	J56 Tourist Attendants	
K Rural isolation	K57 Summer Playgrounds	
	K58 Greenbelt Guardians	
	K59 Parochial Villagers	
	K60 Pastoral Symphony	
	K61 Upland Hill Farmers	

UK Mosaic is a classification system designed by Experian. HType places each household in the UK into a finely banded classification and HHGroup into a more coarse classification. UKFactor Percentiles place 1% of the households of the UK in each of the 100 numbers from 0 to 99. 0 is the lowest percentile and 99 the highest, so a score of 99 would represent the 1% of houses that have the highest "wealth" score. UKfactor Deciles are similar to percentiles, but they place 10% of the houses in the UK in each of 10 categories. More information can be found on the [UK Mosaic.pdf](#).

Service: (H)MosaicNorthernIrelandHouseholdType/Group

	Group	Type
(H)MosaicNorthernIrelandHouseholdType (H)MosaicNorthernIrelandHouseholdGroup	A Wealth and wisdom	A01 Business Leadership
		A02 Monied Empty Nesters
		A03 Cultural Avant Garde
	B Better off families	B04 High Achievers
		B05 Public Service Ethos
		B06 Commuting Country
	Ageing suburbanites	C07 Community Stalwarts
		C08 Stable Family Semis
		C09 Multi-Family Semis
		C10 Middle of the Road
		C11 Suburban Retirement
		C12 Centres of Tourism
	D Younger nestmakers	D13 Small Town Success
		D14 Rural Fringe
		D15 Young Mortgagees
		D16 Barracks Life
	E Small town renters	D17 New Areas
		E18 Small Town Estates
	F Students and singles	E19 Blue Collar Thrift
		F20 Terraced Melting Pot
		F21 Local & Commercial
	G Poor seniors and solos	F22 Student Culture
		G23 High Rise Residents
		G24 Pensioners in Flats
		G25 Market Town Seniors
	H Housing exec tenants	G26 Breadline Pensioners
		H27 Proud Traditions
		H29 Moving Up, Staying On
		H30 Cycles of Poverty
	I Farming communities	I31 Remote, Some Industry
		I32 Rural Entrepreneurs
		I33 Marginal Farmland
		I34 Rural, Some Commuting
		I35 Farming Heartland
		I36 Ancestral Memories

This is a geodemographic classification providing the most detailed information about people living in Northern Ireland. It classifies all consumers into one of 9 groups and 36 types. It is designed specifically to identify those characteristics that make living in Northern Ireland different from the rest of the UK. 54% of the data used to build Mosaic Northern Ireland is sourced from the Northern Ireland Statistics and Research Agency. Additional information can be found in [MosaicNorthernIreland.pdf](#)

Service: (H)Household Income (banded)

(H)HouseholdIncome(Banded)	0	<£10,000
	1	£10,000-£14,999
	2	£15,000-£19,999
	3	£20,000-£24,999
	4	£25,000-£29,999
	5	£30,000-£39,999
	6	£40,000-£49,999
	7	£50,000-£59,999
	8	£60,000-£74,999
	9	£75,000 and above

This identifies the likely household income at an address, or an average over each postcode. Additional information can be found in [HouseholdIncome.pdf](#)

Service: (H)Family Lifestage

(H)FamilyLifestage	00	Very young family
	01	Very young single
	02	Very young homesharers
	03	Young family
	04	Young single
	05	Young homesharers
	06	Mature family
	07	Mature singles
	08	Mature homesharers
	09	Older family
	10	Older single
	11	Older homesharers
	12	Elderly family
	_U	Unknown

This is a household level demographic segmentation that shows the combined stage of life and family status, including children. The information is derived by analysing the combination of adults and children living in a household and the age of the individuals. Additional information can be found in [FamilyLifestage.pdf](#)

Service: (H)Financial Strategy Segments Type/Group

Household Level Group		Household Level Type		Person Level Type	
A	Successful Start	A01	Up & Coming Elite	A01a	Toby
				A01b	Claudia
		A02	Professional Solos	A02a	Mike
				A02b	Gill
		A03	Opportunities and Overdrafts	A03a	Matt
		A03b	Jo		
B	Happy Housemates	B04	Looking to the future	B04a	Muhammad
				B04B	Salma
		B05	Limited Livelihoods	B05a	Mehmet and Amina
		B06	Carefree Kick-off	B06a	Rob and Abigail
		B07	Books and Beer	B07a	Tom and Sophie
C	Surviving Singles	C08	Getting By Alone	C08a	Jason
				C08b	Tara
		C09	Solitary Effort	C09a	Pete or Jane
D	On the Bread Line	D10	Straining the Budget	D10a	Lee or Kelly
		D11	Child-raising Challenge	D11a	Shane
				D11b	Donna
		D12	Poor Prospects	D12a	Ahmed or Leanne
E	Flourishing Families	E13	Fully Committed Funds	E13a	Giles
				E13b	Philippa
		E14	Independent Investors	E14a	Sanjay
				E14b	Alison
		E15	Confident Consumers	E15a	Justin and Kirstie
		E16a	Spencer		
		E16b	Justine		
F	Credit-hungry Families	F18	Overspending Optimists	F18a	Darren
				F18b	Claire
		F19	Savvy Big Spenders	F19a	Shaun
				F19b	Tracy
		F20	Downscale Mortgagees	F20a	Dale
		F20b	Lyndsey		
G	Gilt-edged Lifestyles	G22	Cream of the Crop	G22a	Rupert and Camilla
		G23	Corporate Top Dogs	G23a	Roger and Penelope
				G23b	Oliver and Bryony
		G24	Smart Money	G24a	Deepak
				G24b	Nisha
		G25	Property Tycoons	G25a	Robin and Tessa
		G26a	Benedict		
		G26b	Felicity		
		G26c	Joshua and Rosie		
H	Mid-life Affluence	H27	Asset-rich Achievers	H27a	Gerald and Celia
				H27b	Bethany and Euan
		H28	Dependable Comfort	H28a	Clive
				H28b	Marilyn
				H28c	Holly and Benjamin
		H29	Rat Race Escapees	H29a	Angus
				H29b	Bethan

				H29c	Rhys and Rhian
I	Modest Mid-years	I30	Conventional Progression	I30a	Graham
				I30b	Linda
				I30c	Gemma and Luke
			Cautious Borrowers	I31a	Stephen
				I31b	Denise
I31c	Carley and Aaron				
J	Advancing Status	J32	Venerable Workforce	J32a	Leslie and Rosa
				J32b	Gwen and Eddie
		J33	Family Values	J33a	Melvyn
				J33b	Glenis
				J33c	Adam and Katie
		J34	On Course for Retirement	J34a	Roy and Valerie
K	Ageing Workers	K35	Inadequate Provisions	K35a	Archibald and Kathleen
		K36	Pennywise Economy	K36a	Terence
		K37	Sunset Singles	K37a	Maureen and Rodney
		K38	Seasoned State Reliance	K38a	Brian
				K38b	Noreen
K38c	Stacey and Craig				
L	Wealthy Retirement	L39	Greys in the Pink	L39a	Edgar and Sybil
		L40	Well-off Down-traders	L40a	Lionel or Ursula
		L41	Vintage Couples	L41a	Sidney
				L41b	Betty
L42	Low Cash Flow Elders	L42a	Reginald or Peggy		
M	Elderly Deprivation	M43	Old-fashioned Prudence	M43a	Herbert
				M43b	Ivy
		M44	Shoestring Seniors	M44a	Horace or Jessie
		M45	Pensioners in Need	M45a	Clarence or Elsie

This is a person level segmentation developed by Experian to help financial services companies target their products. FinancialStrategySegmentsType is a fine level classification and FinancialStrategySegmentsGroup is a coarser level system based on the individual types. More information on the type of person falling into each type and group can be found on [Financial Strategy Segments.pdf](#).

Service: Telephone Number Lookup plus XD (OSIS)

OSISA1	Telephone number	New or enhanced telephone number for Tel1 from OSIS All
OSISAIndicator1	V	Tel1 has been verified
	U	An updated number for Tel1
	I	A new number has been inserted
	S	A number was submitted in Tel1 but there was no match to OSIS All
	N	A number was not submitted in Tel1 and there was no match to OSIS All
	F	The number in Tel1 did not have the correct format
	A	The number in Tel1 had an incorrect area code
OSISA2	Telephone number	New or enhanced telephone number for Tel2 from OSIS All
OSISAIndicator2	V	Tel2 has been verified
	U	An updated number for Tel2
	I	A new number has been inserted
	S	A number was submitted in Tel2 but there was no match to OSIS All
	N	A number was not submitted in Tel2 and there was no match to OSIS All
	F	The number in Tel2 did not have the correct format
	A	The number in Tel2 had an incorrect area code
OSISA3	Telephone number	New or enhanced telephone number for Tel3 from OSIS All
OSISAIndicator3	V	Tel31 has been verified
	U	An updated number for Tel3
	I	A new number has been inserted
	S	A number was submitted in Tel3 but there was no match to OSIS All
	N	A number was not submitted in Tel3 and there was no match to OSIS All
	F	The number in Tel3 did not have the correct format
	A	The number in Tel3 had an incorrect area code
TelType	N	The telephone number could not be found on the OSIS All file

	DE	The number is a normal OSIS number and can be found through Directory Enquiries
	DQR	The number is a Directory enQuery record that is not in the telephone book, but is available from Directory Enquiries
	XD	The number is an Ex Directory record

OSIS (Operator Services Information System) is the central BT/Oftel database of residential and business telephone numbers. The service can be used to add or validate an existing number. This service differs from Telephone Number Lookup (OSIS) because it contains Directory enquiry numbers and, and it is possible to flag (but not append the numbers for) ex-directory records.

Service: National Canvasse

NCVerified	N	No Match
	I	Individual Match – The name and address was matched to the National Canvasse.
	F	Family Match – The surname and address matched the National Canvasse, but forename was not matched.

The National Canvasse utilises the most recently available databases to provide a complete picture of the UK adult population. Experian have compiled the data as a replacement for the full Electoral Roll, as this is no longer available for marketing purposes.

Service: Deceased Persons

DeadFInd	F	Forename, surname and address matched to the deceased persons list
	N	No match to the deceased persons list
DeadIInd	F	Forename, surname and address matched to the deceased persons list
	I	Initial, surname and address matched to the deceased persons list
	N	No match to the deceased persons list
DeadSInd	F	Forename, surname and address matched to the deceased persons list
	I	Initial, surname and address matched to the deceased persons list
	S	Surname and address matched to the deceased persons list
	N	No match to the deceased persons list

610,000 people died in the UK in 2003. The data is sourced from the Mortascreen file, The Deceased Register (TDR) and Experian Deceased. Experian Deceased contains details of all deceased persons in England, Scotland and Wales whose estates have gone to Probate.

Service: Goneaways

GAFInd	F	Forename, surname and address matched to the goneaways list
	N	No match to the goneaways list
GAIInd	F	Forename, surname and address matched to the goneaways list
	I	Initial, surname and address matched to the goneaways list
	N	No match to the goneaways list
GASInd	F	Forename, surname and address matched to the goneaways list
	I	Initial, surname and address matched to the goneaways list
	S	Surname and address matched to the goneaways list
	N	No match to the goneaways list

The Absolute Movers file from Experian, Universal Suppression Service (USS) and NCOA files are used to identify the 13% of the UK population moving each year.