



User Example

Title Snapshot Report

Constituent ID	Match Level	Client ID	Client Name	Primary Addressee	Title	First Name	Middle Name	Surname	Suffix	Address Lines	Postcode	Deceased	Deceased Date	Wealthband	Region	Gender	Age	Age Band
1079834	I	Ex10001	Mr Adrian Sample	Mr Adrian Sample	Mr	Adrian	Dennis	Sample		Address appears here in actual report	PR4 4GE	No		A: £50m+	North West	Male	08/12/1940	F: 66+
1079835	I	Ex10002	Mr A N Other	Mr A N Other	Mr	Andrew	N	Other			TN39 4HX	No		E: £1m - £5m	South East	Male	08/09/1952	E: 56 - 65
1079836	H	Ex10003	Mr John Brown	Mrs Mabel Brown	Mrs	Mable		Brown			CV37 9UR	No		F: Unknown	West Midlands	Female		G: Unknown
1079837	I	Ex10004	Ms Hannah Example	Ms Hannah Example	Ms	Hannah		Example			NW3 7UP	No		C: £10 - £25m	Central London	Male	19/06/1943	F: 66+
1079838	I	Ex10005	Sir Robert Fictitious	Sir Robert Fictitious	Sir	Robert	Charles	Fictitious			CT20 2DJ	No		E: £1m - £5m	South East	Female	04/02/1974	C: 36 - 45
1079839	I	Ex10006	Miss Maria Monday	Miss Maria Monday	Miss	Maria		Monday			B93 9LP	No		B: £25m - £50m	West Midlands	Male	14/07/1949	E: 56 - 65
1079840	H	Ex10007	Mrs E G Fable	Mr Albert F Fable	Mr	Albert	Frederick	Fable			OX14 2QF	No		E: £1m - £5m	South East	Male	12/10/1961	D: 46 - 55
1079841	I	Ex10008	Mr John Falsehood	Mr John P Falsehood	Mr	John	Peter	Falsehood		Address appears here in actual report	BS6 7QG	Yes	29/11/2008	E: £1m - £5m	South West	Male	22/11/1952	E: 56 - 65
1079842	H	Ex10009	Lord Brenton Makeup	Lady Pauline Makeup	Lady	Pauline		Makeup			W12 9HU	No		D: £5m - £10m	Central London	Male	18/09/1959	D: 46 - 55
1079843	I	Ex10010	Mrs Katharine Cookup	Mrs Katharine Cookup	Mrs	Katharine	Paula	Cookup			SW7 2BZ	No		E: £1m - £5m	Central London	Male	16/08/1943	F: 66+

Example continued

Constituent ID	Charity Trustee	Donor	Company Director	PLC Director	FTSE 350 Director	Grant Making Trustee	Influential	Aristocracy	Livery Company Member	National Gardens Scheme	VCT Investor	Million Pound Property	Primary Business Organisation	Primary Business Profession
1079834	No	Yes	Yes	Yes	Yes	No	Yes	No	No	No	No	E: £1m - £1.5m		
1079835	No	No	No	No	No	No	No	No	No	No	No		Sportsman	Professional Cricketer
1079836	No	No	No	No	No	No	No	No	No	Yes	No			
1079837	Yes	No	Yes	No	No	Yes	No	No	Yes	No	No	C: £2m - £2.5m	Example Charitable Trust	
1079838	No	No	No	No	No	No	No	No	No	No	No			
1079839	No	No	Yes	Yes	Yes	No	No	No	No	No	No	B: £2.5m - £3m	XYZ Plc	
1079840	No	No	No	No	No	No	No	No	No	No	No			
1079841	Yes	Yes	Yes	Yes	No	Yes	No	No	No	Yes	No			
1079842	No	Yes	No	No	No	No	Yes	Yes	No	No	No	E: £1m - £1.5m	Hideaway Chambers	Barrister
1079843	No	No	No	No	No	No	Yes	No	No	No	No		Imagineering Ltd	Architect

WID Variable	Description
Constituent ID	Unique identifier of Constituent in the Wealth Intelligence Database
Match Level	I (Individual) or H (Household). For a household match to be made, an individual with the same surname and address as quoted on the donor list must exist. If forenames also match, this will be an individual match.
Client ID	The unique reference number (URN) from the supplied data file
Client Name	The name of the individual in the supplied data file
Title 1 / Title 2	Name details of the matching record on the Wealth Intelligence Database
First Name	
Middle Name	
Surname	
Suffix 1/Suffix 2	Qualifications / Honours etc.
Address 1	Address details as supplied to Prospecting For Gold
Address 2	
Address 3	
Address 4	
Address 5	
Postcode	UK Postal Code
Deceased	Yes if Constituent deceased
Deceased Date	Date of death of Constituent if known
Wealthband	<p>The researched estimated 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 Wealthbands, 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>

WID Variable	Description
Region	Region of the UK derived from Postal Area
Gender	Male, Female or Unknown
Date of Birth	Date of birth of Constituent (where known)
Age Band	Banded age of Constituent, derived from date of birth
Charity Trustee	This individual is currently or has in the past been recorded on the Charity Commission website as a trustee of a charity, or their own charitable trust.
Grant-making Trustee	This person is either a current or past trustee of a grant-making trust or the settlor of their own charitable trust – one of around 7,500 grant-making trusts and foundations in the UK, which together give a total of £2 billion in grants each year.
Company Director	This person has registered either at the current time or in the past as a Director at Companies House.
PLC Director	This person has registered either at the current time or in the past as a Director of a Public Limited Company at Companies House.
FTSE 350 Director	This person has registered either at the current time or in the past as a Director of a Company listed on the FTSE 350 Exchange at Companies House.
Donor	This individual has been thanked in a charity's annual report or website, seen in a reputable newspaper or online source as having made a donation to a charitable or political party, or is settlor of a personal charitable trust with the specific intention to give to charitable causes. The value of the gift is often not publicly available although the level of gift will typically vary with the size of the charity or appeal. Please be aware that individuals without this flag may also have given significant sums in the past but have not been captured.
Influential	The attribute 'Influential' is attached to individuals listed in the leading UK Directories.
Aristocracy	This person is a member of the British Peerage (those with the titles of duke, marquis, earl, viscount or baron) or their descendent.
Livery Co Member	This person is one of the current or previous Senior Members, Members of the Courts, Wardens and Masters of one of the 108 trade associations based in the City of London. They will typically have good networks of other high-profile individuals.
National Gardens Scheme	This individual is one of the current or previous group that opens 3,600 gardens to the public (most of them private) to raise money for cancer, caring and gardening charities. They normally own substantial properties, and are a good source of venues for local event planning.
VCT Investor	This individual is known to previously 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, and are a good indicator of substantial liquid wealth.
Million Pound Property	The quoted address appears to have a current value in excess of £1 million, based on known sale price and published property price indices. A value band is quoted where applicable.
Primary Business Organisation	Primary, significant or recent business name, where known
Primary Business Profession	Primary, significant or recent profession, where known