
Additional Data Guide

United Kingdom With Names

On Demand

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Introduction

Names Data Information

This guide provides an overview of the United Kingdom with Names (GBN) Additional Dataset.

For general information about the United Kingdom (GBR Address) data, see the United Kingdom Data Guide. For information about a specific Additional Dataset, see the relevant Additional Data Guide.

You must have the GBR Address Dataset installed to use the GBN Additional Dataset.

GBN Names Additional Dataset

Dataset Code:	GBN
Data Source:	Experian ConsumerView Database. All data, extracts and updates © Experian Ltd.
Update Frequency:	Monthly

Experian ConsumerView is a comprehensive database of UK consumers that includes data from the following sources:

- The Edited Electoral Register (this excludes individuals who have opted out of having their names and addresses published).
- Experian's own data assets.
- Partner organisations.

Use of the United Kingdom With Names Additional Dataset is governed by the *Special Terms And Conditions Relating To Names Data*. Refer to this document, or consult your Experian QAS Account Manager for details.

The ADS is updated on a monthly basis (except the QAS NameTracer Pro specific files, which are updated quarterly), resulting in more regular updates than were traditionally available with the Electoral Register. Also individual data records will only be included within Experian ConsumerView where there has been activity at the individual's address for the past 12 months (for example, an application for a credit card in that individual's name). Additionally, if an individual is matched with the same address according to numerous data sources, this provides a high-degree of confidence in the validity of that individual's identity.

About This Data

Area Covered

The Names Additional Dataset contains information for addresses in the following areas:

Name of Dataset	England	Scotland	Wales	N. Ireland	Isle of Man	Channel Islands
GBR Names	√	√	√	√	√	

Address Elements

The following address elements are specific to the GBN Names data files. For a full list of address elements, see the GBR Data Guide.

Address Element	Example	Element Code
Title	Mr	N23
Forename	Robert	N21
Submitted Forename	Bob	N21
Middle Initial	S	N22
Surname	Watts	N11

About DataPlus Information

Certain layouts contain lines for the available DataPlus sets. For description of available layouts for On Demand ...

In addition to these DataPlus sets, GBN Names Data can also use the DataPlus sets that are available for GBR data. See the GBR Data Guide for details of these DataPlus sets.

DataPlus Sets for GBN Names Data

The following DataPlus sets are available with GBN Names data:

- GBR Date of Birth (page 5)
- GBR Individual Length of Residency (page 5)
- GBR Names Source Code (page 6)
- GBR PAF Match Quality (page 7)

GBR Date of Birth

Identifier: GBRNDB

The GBRNDB DataPlus set returns the date of birth for a given name.

Date of birth information is obtained from Experian ConsumerView.

Element	Code	Description
Date of Birth	Date	Date of birth in DD/MM/YYYY format.

GBR Individual Length of Residency

Identifier: GBRNLR

The GBRNLR DataPlus set returns the length of residency, in years, for a given name at a given address.

Length of residency information is obtained from Experian ConsumerView. The data is produced by matching new ConsumerView data against the previous year's data. However, in order to be matched each year, the first name and surname must be spelled exactly the same way in both files.

Element	Code	Description
Years of Residency	Years	Number of continuous years that the individual has been at the given address on Experian ConsumerView. A value of 1 indicates that they are new at this address.

GBR Names Source Code

Identifier: GBRNSC

The GBRNSC DataPlus set returns details about the information source for a given name. The Name Source Code, Name Source and Name Verified are returned.

Element	Code	Description
Name Source Code	SourceCode	Source of Names data. The first digit of the code is "1" for the Electoral Register and "2" for other data sources. The second digit of the code is "1" if Experian have verified the name against another data supply or "0" if not.
Name Source	SourceName	Description of the source data; either "Electoral Register" or "Other Data Source".
Name Verified	Verified	Value always either "Yes" or "No", depending on whether the name has been verified against another data supply.

GBR PAF Match Quality

Identifier: GBRQAL

The GBRQAL DataPlus set returns a quality assessment of the match made for a given address between the PAF data and the raw GBRNAM data supplied to Experian QAS. The more confident Experian QAS is in the match between the raw data supplied and the PAF address data, the better the match quality that is returned.

Element	Code	Descripton	
PAF Quality of Address	Address	0	Full postal address match.
		1	Exact organisation and full postal address match.
		2	Close organisation and full postal address match.
		3	Full premise-level match - additional organisation or sub-premise information exists on PAF.
		4	Partial premise level match - non-PAF sub-premise information added.
		5	Street level match - non-PAF premise information added.
PAF Quality of Postcode	Postcode	6	Place level match - non-PAF premise and street information added.
		9	Address unmatched.
		0	Postal code match.
		1	Postal code added.

Using This Data

This section provides tips for address searching when using QAS Pro On Demand.

These searches are accurate at the time of documentation. However, search results may differ depending on the data release you are using.

With QAS Pro On Demand

Scenarios

The following table indicates the relevant search examples for each On Demand scenario and search engine that supports GBR With Names data.

Scenario	Search Engine	For example searches, see:
Web: Address Capture	Single Line flattened	Single Line search examples on page 19.
Intranet: Rapid Addressing - Single Line	Single Line hierarchical	Single Line search examples on page 19.
Intranet: Rapid Addressing - Standard	Typedown Single Line hierarchical	Typedown examples on page 19. Single Line search examples on page 19.

Available Layouts

In addition to the layouts available for GBR data (see the GBR Data Guide), the following additional layouts available for use with GBRNAM data:

- QADefault (see page 11)
- DataPlus (see page 12)
- Mosaic (see page 13)
- Salesforce (see page 14)
- SeparatedElements (see page 15)
- StrictPostal (see page 16)

The following additional layout is available if you are using GBR Names data with GBR Business data:

- QADefault (GBR With Names and Business) (see page 16)

The following additional layout is available if you are using the GBR Names dataset with the GBR Not Yet Built dataset:

- QADefault (GBR With Names and Not Yet Built) (see page 17)

The following additional layout is available if you are using the GBR Names dataset with the GBR Business dataset and the GBR Not Yet Built dataset:

- QADefault (GBR With Names, Business and Not Yet Built) (see page 18)

QADefault (default)

This is the same as the GBR QADefault layout, but with title and names data included on the first line.

Address Line	Address Element	Description
1	N23, N21, N22, N11	Title, Forename, Middle Initial, Surname.
2	<auto>	Lines 2 and 3 contain the details of the organisation, sub-premises, premises, building name and street address/PO Box.
3	<auto>	
4	L21	TOWN. The postal town is returned in capital letters.
5	L11	County.
6	C11	Postcode.

DataPlus

This is the same as the QADefault layout, with additional DataPlus items added to the last five lines.

Address Line	Address Element	Description
1	N23, N21, N22, N11	Title, Forename, Middle Initial, Surname.
1	<auto>	Lines 2 and 3 contain the details of the organisation, sub-premises, premises, building name and street address/PO Box.
2	<auto>	
3	L21	TOWN. The postal town is returned in capital letters.
4	L11	County.
5	C11	Postcode.
6	DataPlus Element	Dat of Birth
7	DataPlus Element	Years of Residency
8	DataPlus Element	Name Source COde
9	DataPlus Element	Name Source
10	DataPlus Element	Name Verified

Mosaic

This is the same as GBR Mosaic, but with title and names data included on the first line.

Address Line	Address Element	Description
1	N23, N21, N22, N11	Title, Forename, Middle Initial, Surname.
2	<auto>	Lines 2 and 3 contain the details of the organisation, sub-premises, premises, building name and street address/PO Box.
3	<auto>	
3	L21	TOWN. The postal town is returned in capital letters.
5	L11	County.
6	C11	PostCode.
7	DataPlus item	MOSAIC Type Code.
8	DataPlus item	MOSAIC Type Name.
9	DataPlus item	MOSAIC Group Code.
10	DataPlus item	MOSAIC Group Name.

Salesforce

United Kingdom With Names address layout for use with QAS for salesforce.com.

Address Line	Address Element	Description
1	N23	Title.
2	N21	Forename.
3	N22	Middle initial.
4	N11	Surname.
5	<auto>	Line 1 contains the details of the organisation, sub-premises, premises, building name and street address/PO Box.
6	L21	TOWN. The postal town is returned in capital letters.
7	L11	County.
8	C11	Postcode.
9	X11	COUNTRY.

SeparatedElements

This is the same as GBR SeparatedElements, but with title and names data included on the first four lines

Address Line	Address Element	Description
1	N23	Title.
2	N21	Forename.
3	N22	Middle initial.
4	N11	Surname.
5	O11	Organisation name.
6	O21	Organisation Department.
7	B11	Whole PO Box; for example, PO Box 12.
8	P22	Sub-building name.
9	P21	Sub-building number; for example, 1G.
10	P12	Building name; for example George West House.
11	P11	Building number; for example, 27a.
12	S21	Whole Dependent thoroughfare; for example, Gorse View.
13	S11	Whole thoroughfare; for example, Peak Lane.
14	L41	Double dependent locality.
15	L31	Dependent locality.
16	L32	Submitted postally non-required locality. This will only be returned if it was included as a search term.
17	L21	TOWN. The postal town is returned in capital letters.
18	L11	County.
19	C11	Postcode.

StrictPostal

This is the same as GBR StrictPostal, but with title and names data included on the first line.

Address Line	Address Element	Description
1	N23, N21, N22, N11.	Title, Forename, Middle Initial, Surname.
2	<auto>	Lines 1 and 2 contain the details of the sub-premises, premises, building name and street address/PO Box.
3	<auto>	
4	L21	Town.
5	C11	Postcode.

QADefault (GBR With Names and Business)

This is the same as the QADefault layout, but with the organisation name added to the first line.

Address Line	Address Element	Description
1	N23, N21, N22, N11	Title, Forename, Middle Initial, Surname, Organisation.
2	<auto>	Lines 2 and 3 contain the details of the organisation, sub-premises, premises, building name and street address/PO Box.
3	<auto>	
4	L21	TOWN. The postal town is returned in capital letters.
5	L11	County.
6	C11	Postcode.

QADefault (GBR With Names and Not Yet Built)

This is the same as the QADefault layout, but with the Not Yet Built DataPlus item on the last line.

Address Line	Address Element	Description
1	N23, N21, N22, N11	Title, Forename, Middle Initial, Surname.
2	<auto>	Lines 2 and 3 contain the details of the organisation, sub-premises, premises, building name and street address/PO Box.
3	<auto>	
4	L21	TOWN. The postal town is returned in capital letters.
5	L11	County.
6	C11	Postcode.
7	DataPlus item	Not Yet Built

QADefault (GBR With Names, Business and Not Yet Built)

This is the same as the QADefault layout, but with the orgnaistion name added to the first line and the Not Yet Built DataPlus item on the last line.

Address Line	Address Element	Description
1	N23, N21, N22, N11	Title, Forename, Middle Initial, Surname, Organisation.
2	<auto>	Lines 2 and 3 contain the details of the organisation, sub-premises, premises, building name and street address/PO Box.
3	<auto>	
4	L21	TOWN. The postal town is returned in capital letters.
5	L11	County.
6	C11	Postcode.
7	DataPlus item	Not Yet Built

Search Examples: Typedown

The following table provides a list of these example search types:

- Returning Names information from an address picklist
- Locating Names information at street level

Search Type	Example
Locating Names information from an address picklist	<ol style="list-style-type: none">1. Enter the location, solihull, and press Enter.2. Enter the first part of the streetname, lighthorne, and press Enter. In this example this is enough to uniquely identify Lighthorne Road.3. Enter the premises number, 56, and press Enter. One premise match is displayed, together with the names of all residents at that address.4. Select the required resident and press Enter to return the full address.
Locating Names information at street level	<ol style="list-style-type: none">1. Enter the location, manchester, and press Enter.2. Enter the first part of the street name, kingsley. From the picklist, select Kingsley Road, Manchester, and press Enter. This will display all premises and names data for the selected street. Alternatively, you can type in the name of the resident you are looking for, to return matches with only that name.3. Click on the required resident, and press Enter. The name and full address are returned.

Search Examples: Single Line

The following table provides a list of these example search types:

- Returning Names information with a full address known

Search Type	Explanation
Returning Names information with a full address known	<ol style="list-style-type: none"><li data-bbox="482 181 994 240">1. Enter the premises number followed by the postcode, 7, eh64hu, and press Enter.<li data-bbox="482 245 994 308">2. Select the resident's name from the picklist that appears to return the full address.