

Email Data

Lifestyles Online consumer email data is some of the most recent and selectable data available on the market today. With over 2.3 million active email addresses and approximately 150,000 new UK email addresses added every month, Lifestyles Online email data has consistently been viewed as some of the best available in the UK market. Data is collected from proprietary websites and validated using technology that ensures the account is live and responsive.

Location

England	2,003,856	83.0%
Scotland	184,707	7.7%
Wales	114,126	4.7%
N. Ireland	52,019	2.2%
Eire	58,922	2.4%

Total: 2,413,630

Age

18 - 24	719,302	30.2%
25 - 29	391,417	16.4%
30 - 34	290,667	12.2%
35 - 44	476,640	20.0%
45 - 54	290,535	12.2%
55 +	214,380	9.0%

Total: 2,382,941

Marital Status

Single	867,583	38.6%
Married	904,253	40.3%
Divorced / Separated	101,866	4.5%
Widowed	14,543	0.6%
Cohabiting (other)	357,460	15.9%

Total: 2,245,705

Gender

Male	937,769	42.0%
Female	1,293,015	58.0%

Total: 4,061,526

Number of Children

None	1,288,371	57.5%
1	496,580	22.2%
2	349,553	15.6%
3	65,289	2.9%
4 or more	39,031	1.7%

Total: 2,238,824

Income

Under £5,000	223,776	12.8%
£5,000 - £9,999	94,822	5.4%
£10,000 - £14,999	276,485	15.8%
£15,000 - £19,999	220,256	12.6%
£20,000 - £24,999	227,099	13.0%
£25,000 - £29,999	160,566	9.2%
£30,000 - £39,999	325,187	18.6%
£40,000 - £49,999	152,397	8.7%
Over £50,000	66,327	3.8%

Total: 1,746,715

Data can be targeted using a wide range of selections. Popular selections include: Charity Donors, Mail Order Buyers, Telecoms, Utilities and Insurance Renewals.

Please contact us to find out more:

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