

Postal Data

Lifestyles Online consumer data offers marketing teams one of the richest sources of postal information available. Collected exclusively on our proprietary websites, data is of the highest standard with dozens of unique selections available (overleaf), adding approximately 150,000 unique records every month. With over 4 million PAF validated postal addresses and the majority of records Electoral Roll verified, Lifestyles Online Postal Data consistently outperforms other lifestyle data suppliers. Please contact us for further details.

Location

England	3,806,986	84.8%
Scotland	314,402	7.0%
Wales	214,980	4.8%
N. Ireland	94,743	2.1%
Eire	58,922	1.3%

Total: 4,490,033

Age

18 - 24	1,137,069	25.7%
25 - 29	692,159	15.6%
30 - 34	544,505	12.3%
35 - 44	950,213	21.5%
45 - 54	606,900	13.7%
55 +	492,794	11.1%

Total: 4,423,640

Home Ownership:

Home Owners	418,900	27.6%
Privately Rented	942,168	62.0%
Council	158,058	10.4%

Total: 1,519,126

Gender

Male	1,727,319	42.5%
Female	2,334,207	57.5%

Total: 4,061,526

Presence of Children

No	2,704,710	62.0%
Yes	1,657,246	38.0%

Total: 4,361,956

Income

Under £5,000	422,867	13.1%
£5,000 - £9,999	149,620	4.6%
£10,000 - £14,999	497,686	15.4%
£15,000 - £19,999	396,009	12.3%
£20,000 - £24,999	422,720	13.1%
£25,000 - £29,999	299,570	9.3%
£30,000 - £39,999	624,765	19.3%
£40,000 - £49,999	294,203	9.1%
Over £50,000	123,112	3.8%

Total: 3,230,552

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

Please contact us to find out more:

T: 01225 326887 **E:** simon.akers@lifestylesonline.co.uk **W:** www.lifestylesonline.co.uk

Lifestyles Online are well placed to provide targeted postal campaigns to assist with your direct mail initiatives. With over 130 selections available and captured real-time on our network, we continually collect factual intelligence and append insight on to our consumer universe. These lifestyle trends, coupled with core demographic information and regular data refreshing and address verification, ensure we are in a great position to tailor the perfect file for your campaigns.

Leisure activities enjoyed regularly:

Betting	284,605
Bingo	345,847
Books	2,840,156
Fashion	1,866,487
Fine Food / Cooking	396,112
Gardening	1,459,941
Going to the Gym	579,305
Golf	56,945
Homecraft	406,942
Lottery / Scratch Cards	3,842,664
Wines	92,483
World Travel	1,974,633

Have or considering a Credit Card:

Have	3,421,887
Consider / Switch	1,982,048

Have or considering a loan:

Have	1,701,544
Consider	814,106

Currently donate to Charities:

Medical	281,566
Children	480,259

Would consider donating to:

Medical	158,663
Overseas / Aid	242,747
Animal	65,504
Children	289,554
Other	48,512

Insurance Renewal:

Motor	578,517
Home	481,730

Full monthly breakdown also available.

Mail Order Buyers:

Groceries (Online)	940,059
Fashion	1,257,804
Other	385,909

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