

Telephone Data

With over 850,000 fully opted-in consumer records available and a large number of key selections on the file, Lifestyles Online Telephone Data is quickly becoming a mainstay for many of the UK & Ireland's direct marketing campaigns. Over 30,000 unique records are being added monthly and these are validated at point of collection. The whole file has matching email and postal data to assist with cross-channel initiatives.

Location

England	746,234
Scotland	69,766
Wales	43,272
Northern Ireland	21,194

Total: 880,466

Eire	418,073
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Age

18 - 24	203,117
25 - 29	131,584
30 - 34	106,857
35 - 44	214,597
45 - 54	106,857
55 +	81,246

Total: 844,258

Have or considering a loan

Have	326,753
Considering	158,961

Total: 485,714

Gender

Male	374,442
Female	508,675

Total: 883,117

Presence of Children

Yes	379,740
No	503,377

Total: 883,117

Income

Under £5000	49,454
£5000 - £20,000	394,753
£20,000 - £30,000	206,649
£30,000 - £50,000	176,623
£50,000 +	55,636

Total: 883,115

Currently donate to charities

Medical	52,987
Children	91,844

Total: 144,831

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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