

Total Names: 476,000
0-12 months: 476,000

ConsumerSelect



Background

ConsumerSelect is an up and coming collator of consumers habits, attitudes and shopping trends which has resulted in a depth of data normally attributed to a large lifestyle data gatherer. Initially, data is collected from consumers who come into contact with brand owners at key touch points of the shopping transition. Consumers are often incentivised to provide their personal information through competitions, money off vouchers and are then sent a full survey to complete. This file has regular updates and the total volume have all completed full surveys providing you with a selectable file making a perfect marketing tool for any advertiser.

Key Characteristics

- MPS Screened
- File continually updated
- Fully Post-coded
- Highly selectable



Profile

Predominantly cohabiting or married females with children. They are aged 35-69. With an average income in excess of £15k and are frequent mail order buyers, whilst tending to be brand loyal are often tempted by new products and services that deliver cost benefits or are aspirational.

Lifestyle Analysis

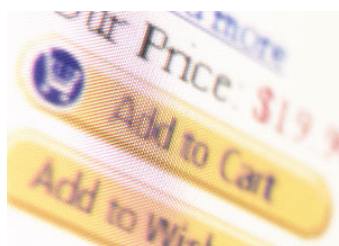
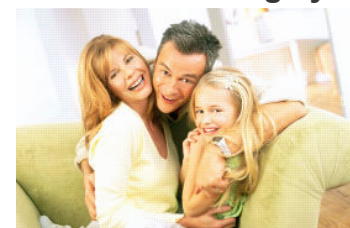
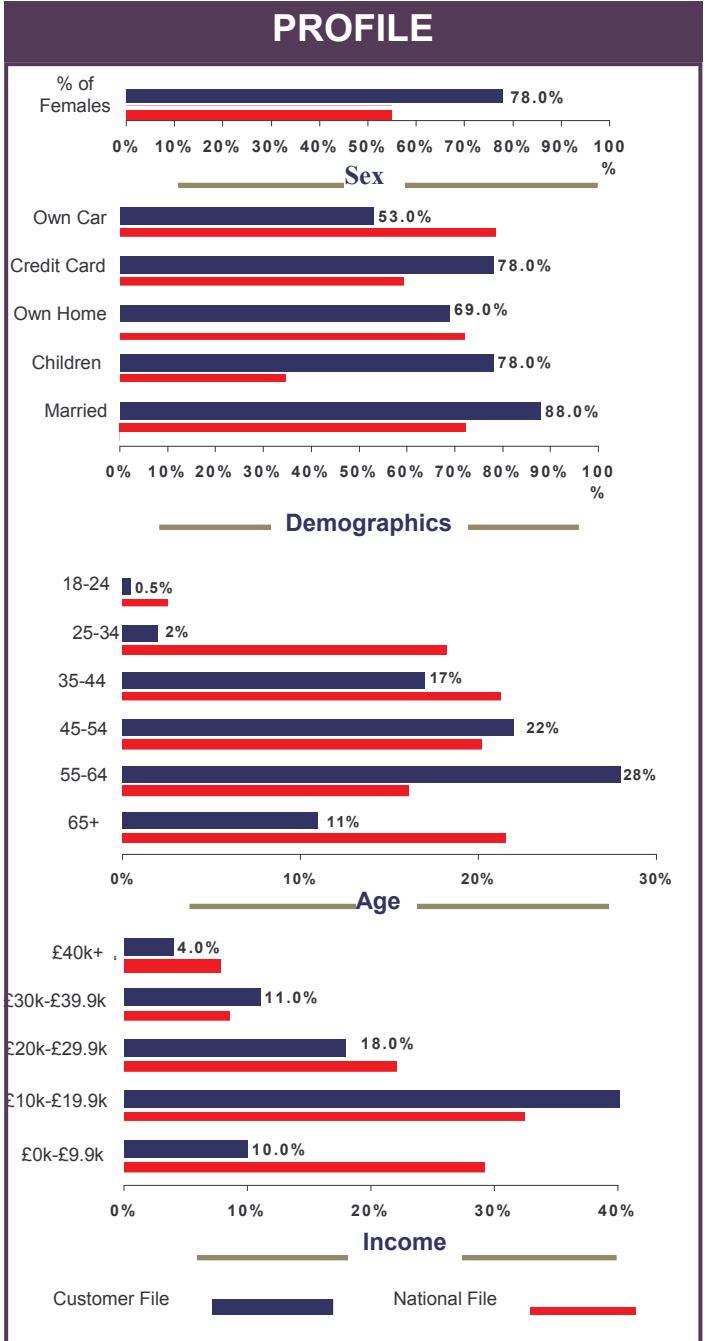
Using detailed profiling and analysis techniques we are able to establish high lifestyle scores in:

- Mail order buyers
- Cooking
- Pets
- Lotteries/Competitions
- Wines
- Gardening
- Eating out
- Donate to Charity
- Use the Internet to shop
- Slimming & Fitness



This is a great file to target the heart of British Consumerism, families primarily who are not on a tight budget, but are bargain hunters, brand conscious and are responsive to incentives and direct offers.

Call now to arrange your test.



Call Steve or Ben
now for details on: 01256 692372
Or e-mail: sales@tri-direct.co.uk



LIST RATES & ORDERING INFORMATION

ConsumerSelect

RATE & VOLUME

- 0-12 Months
- AcceleRATE per 100,000 records
- Charity Discount

Prices per 1000 Ex VAT

£95.00
£8,075
£15/'000

SELECTIONS all at £8.50/'000

- Prefix/ Marital Status/ Household Status/ DOB/ Presence of Children/DOB of Child-Childs Gender/ Weekly spend value of Shopping/ Groceries delivered at home
- PC/Internet Access/ Supermarket & Store Name/ Loyalty Cards held/
- White Goods Owned/Newspaper Readership/Book Genre/Occupation/
- Spouse Occupation/Number of Income Earners in Household/Total Family Income
- Interactive Shopping/ Home or work internet use/ Main use of internet/
- Types of TV Programs watched/ Interests & Hobbies/ Holiday Type/ Co Car
- No of holidays p.a./ No of weeks abroad/ No of Cars in household/ Makes of car/
- Music Genre/ Smoker/Wear dentures, Glasses, hearing aid, contact lenses/
- Interested in Loss of income protection/Interested in hearing aids/
- Interested in back pain relief/ Bank or BS account/ Homeowner/ No of years left on mortgage/ Mortgage type/ Mortgage Repayment Type/ interested in a loan
- Interested in better Mortgage rate/ Investment & Savings type/ No of credit cards held
- Type of cards held/ Value of investments held/ Type of home/ No of bedrooms/ time at address/ age of home/ interested in switching utility provider/ Name of charity donate to
- Charity interest/ Type of Pets/ Mobile phone provider/ Mail order buyer/
- Save for Christmas Hampers/ Mail order by Internet
- **1 in N Free of Charge**
- **Premium Selections all at £60 /'000**
- Insurance Renewal Month—Buildings/ Contents/ Motor
- Email Address / Telephone Number/ Mobile telephone number

PRODUCTION CHARGES

- Run on charge £8.00/'000
- Email £20.00 per order
- Postal Delivery – 3 working days £40.00 per order

GENERAL

- Minimum order 5,000 records
- Net names on 20,000 plus. Actual volume mailed to be notified within 3 months of order delivery, or the net name agreement becomes null and void
- File held randomly
- MPS Screened every 90 days
- List owner warranty no. applied for
- 15% commission to recognised DMA (UK) brokers unless otherwise agreed
- All orders can only be accepted under our terms and conditions, which are available on request.
- The above details are correct at time of print, however please contact our sales team to confirm rates prior to placing an order.

Updated 18/10/2006