

Propensity Data

Demographics

Dwelling



Bedrooms: 1, 2, 3, 4 or 5 Plus
Home Age: Pre 1920.
Home Age: 1920 to 1945.
Home Age: 1946 to 1979.
Home Age: 1980 and Later.
Moving House: Likely to Move.

Family



Children: Aged 0 to 4.
Children: Aged 5 to 10.
Children: Aged 11 to 15.
Children 16 Plus: Living at Home.
Children Under 18: No of Kids 0, 1, 2, 3 or 4 Plus
Children Under 18: Living at Home.

Occupation



Job: Manager.
Job: Manager, Professional, Director.
Job: Manual Worker.
Job: Professional.
Job: Retired.
Job: Self Employed.
Job: Shop Worker.
Job: Skilled Worker/Tradesman.
Job: Student.
Job: Houseperson.
Job: Unemployed.
Job: Office Worker.
Occupation: White Collar.
Occupation: Blue Collar.

Health



Health Problems: Asthma/Hayfever.
Health Problems: Arthritis/Rheumatism.
Health Problems: Back Pain.
Health Problems: Migraine/Headaches.
Health Problems: Diabetes.
Sight Hearing: Contact Lenses.

Home Improvements



Home Improve: Conservatory Already Have.
Home Improve: Double Glazing Already Have.
Home Improve: Driveway Already Have.
Home Improve: Fitted Bathroom Already Have.
Home Improve: Fitted Kitchen Already Have.
Home Improve: Loft Conversion Already Have.
Home Improve: Carpets Already Have.

Finance

Cards



Accounts Cards: Store Card Have.
Accounts Cards: Gold Card Have.
Accounts Cards: Pay Card in Full Always.
Accounts Cards: Pay Card in Full Usually.
Accounts Cards: Pay Card in Full Rarely.
Accounts Cards: Pay Card in Full Never.
Accounts Cards: American Express/Diners Club Have.
Credit/Charge Cards: Have.
Credit Card:
Monthly Spend £501 Plus (vs £0-£200).
Credit Card Monthly Balance:
Pay in Full-Never (vs Always).
Have 1 credit card.
Have 2-3 credit cards.
Have 4+ credit cards.
Have 0% APR card.

Loan



Difficulty obtaining credit (credit card-mort-loan) through no apparent fault.
Have Mortgage.
Have a Loan.
Consider a Loan.
Reduce Monthly Payments: Interested.

Insurance



Health Ins': Permanent Disability Consider.
Health Ins': Temp Disability/Accident Consider.
Health Ins': Fatal Illness Consider.
Health Ins': Private Have.
Health Ins': Company Have.
Car Ins': Under £299 Annual Cost.
Car Ins': £300 and Over Annual Cost.

Investments



Income For Retirement: Adequate.
Income For Retirement: Inadequate.
Investments: Child Savings Have.
Investments: Lump Sum Investment Have.
Investments: Mortgage Remortgage Have.
Investments: Regular Savings Have.
Investments: Will Have.
Investments: Investment Trust Have.
Investments: Life Assurance Have.
Investments: Stocks&Shares/Unit Trusts Have.
Investments: ISAs Have.
Investments: Personal Pension Have.

Propensity Data

Generic

Channel



Already Use
Phone/PC/Mobile/Internet/Interactive TV banking.
Consider
Phone/PC/Mobile/Internet/Interactive TV banking.

Change



Changing Bank Account: Yes/Consider.
Consider Changing Credit Card.
Changed Credit Card.
Changed Electricity/Gas.
Changed Mortgage.
Changed Mobile.
Changed Telephone.
Changed ISP.

Groceries

Pets



Cats: Yes.
Dogs: Yes.

Supermarket



Shops: Asda.
Shops: Safeways/Morrisons.
Shops: Sainsbury/Savacentre.
Shops: Tesco.
Shops: Waitrose/John Lewis.
Shops: Marks and Spencer.
Shops: Co-Op.
Shops: Kwik Save.
Shops: Aldi.
Main Shopping Spend
<£30. or £30-50. or £50-70. or £70+.

Leisure

Sports



Sports: Cricket.
Sports: Fishing.
Sports: Football.
Sports: Golf.
Sports: Skiing.
Sports: Tennis.
Sports: Cycling.
Sports: Watersports.

Leisure continued

Charities



Charity Concerns: Animal Welfare.
Charity Concerns: Blind.
Charity Concerns: Children.
Charity Concerns: Deaf.
Charity Concerns: Environment.
Charity Concerns: Human Rights.
Charity Concerns: Religious.
Charity Concerns: Homeless.
Charity Concerns: Medical.
Charity Concerns: Disabled Handicapped.
Charity Concerns: Disaster Relief.
Charity Concerns: Elderly.
Charity Donate by Standing Order/Direct Debit.
Charity Donate by Cheque.
Charity Donate by Credit Card.
Charity Donate by Payroll.
Charity Donate by Gift Aid.
Charity Donate by Charities Aid Foundation
Card or Voucher.
Charity Donate by Other.

Interests



Books Read: Romantic Fiction.
Interests: Antiques Fine Art.
Interests: Betting.
Interests: Books Reading.
Interests: Collectables.
Interests: Cookery.
Interests: DIY.
Interests: Doing the Pools.
Interests: Sewing Needlework.
Interests: Theatre Arts.
Interests: Wines.
Interests: Going to the Pub.
Interests: Bingo.
Interests: Competitions.
Magazine: Magazines Subscribe.
Leisure-Enjoy On Regular Basis-Home Computing.

Technology

Technology



Online Internet Service: Have.
Your Home-Email - Is This-At Home, Work or Other.
Your Home-Personal Computer Use
- Pc, Apple, Laptop or Other Have.
Your Home-Buy Mobile Phone - Have.
Is your mobile phone prepaid.
Is your mobile phone contract.
Receiving info/offers via SMS.
Receiving info/offers via Email.
Broadband at home - Have.

Propensity Data

Home Shopping

Internet



Bought Goods/Services - Never Internet.
Bought Goods/Services - Once Internet.
Bought Goods/Services - 2+ Times Internet.
Bought Goods/Services - 2-3 Times Internet.
Bought Goods/Services - 4+ Times Internet.
Have Purchased-Books (General) Internet.
Have Purchased-Children's Clothes Internet.
Have Purchased-Computer Games Internet.
Have Purchased-Fashion Wear Internet.
Have Purchased-Music (Tapes, CDs, Rec's) Internet.
Have Purchased-Videos/DVDs Internet.
Have Purchased-Wines Internet.

Mail Order/Telephone



Mail Order:-
Have Purchased.
Multiple Purchases.

Purchase Mail Order:-
Videos Have.
Books Have.

Home Shopping:-
Bought Goods/Services - Never Mail/Telephone.
Bought Goods/Services - Once Mail/Telephone.
Bought Goods/Services - 2-3 Times Mail/Telephone.
Bought Goods/Services - 4+ Times Mail/Telephone.
Have Purchased-Children's Clothes Mail/Telephone.
Have Purchased-Computer Games Mail/Telephone.

Purchase Mail Order:-
Fashion Wear Have.
Wines Have.
Music Tapes/CDs etc, Have.
Gardening Products Have.

Media continued

Newspaper



Newspaper: Popular.
Newspaper: Mid Market.
Newspaper: Broadsheet.
Newspaper: Sunday Popular.
Newspaper: Sunday Mid Market.
Newspaper: Sunday Broadsheet.
Express.
Daily Mail.
Mirror.
Daily Telegraph.
Financial Times.
Guardian.
Independent.
Daily/Sunday Newspapers Read-Record.
Scotsman.
Daily Star.
Sun.
Times.
Day News Buy-Everyday.
Day News Buy - Mon, Tues, Wed, Thur, Fri. or Sat
News Delivered-Yes.
Buy Sunday News-1-2 Times A Month.
Buy Sunday News-3-4 Times A Month.
Buy Sunday News-Less Often.
Independent on Sunday.
Mail on Sunday.
News of the World.
Observer.
Scotland on Sunday.
Sunday Express.
Sunday Mirror.
Sunday Post.
Sunday Sport.
Sunday Telegraph.
Sunday Times.
The People.
Wales on Sunday.

Media

TV



Leisure-Cons-Cable TV.
Leisure-Cons-Digital TV.
Leisure-Have-Cable TV.
Leisure-Have-Digital TV.

Travel

Holiday Destination



Holiday Outside UK: Taken.
Holiday Overseas: 1 per Year.
Holiday Overseas: 2 or More per Year.
Holiday Where: Australia/New Zealand Taken.
Holiday Where: Caribbean/Taken.
Holiday Where: USA Taken.
Holiday Where: UK Taken.
Holiday Where: Rest of World Taken.
Holiday Where: Europe Non Mediterranean Taken.

Business



Business Flights: 1 to 5 Last 3 Years.
Business Flights: 6 Plus Last 3 Years.

over 250 Profiles

Propensity Data

Travel continued

Holiday Type

Holiday Type: Weekend/Short Break Taken.
Holiday Type: Activity Taken.
Holiday Type: Cruise Taken.
Holiday Type: Coach Tour Taken.
Holiday Type: Self Catering/Villa/Cottage Taken.

Motor

Car Ownership

Car Company: Answer.
Car Private: Answer.
Car Status: New.
Car Status: Used.
Car Details: Car Owner.
No of Cars in Household: 1.
No of Cars in Household: 2.
No of Cars in Household: 2+ (vs 0).
No of Cars in Household: 3 or More.
Car Replacement
Car Details: Registration Letter Last 3 Years.
Car Details: Registration Letter Over 3 Years.
Next Car: Replacement 0-6 months.
Next Car: Replacement 6-12 months.

Financial

Next Car: Financed.
Next Car: One-Off Payment.
Next Car: Leasing.

Utilities

Energy

Electricity: Quarterly Bill Under £75.
Electricity: Quarterly Bill £75 to £99.
Electricity: Quarterly Bill £100 to £150.
Electricity: Quarterly Bill £150 Plus.
Gas: Quarterly Bill Under £75.
Gas: Quarterly Bill £75 to £99.
Gas: Quarterly Bill £100 to £150.
Gas: Quarterly Bill £150 Plus.
Gas: Quarterly Bill £150 Plus (vs under £75).

Mobile

Mobile: Quarterly Bill Under £75.
Mobile: Quarterly Bill £75 to £99.
Mobile: Quarterly Bill £100 to £150.
Mobile: Quarterly Bill £150 Plus.

Telephone

Telephone: Quarterly Bill Under £75.
Telephone: Quarterly Bill £75 to £99.
Telephone: Quarterly Bill £100 to £150.
Telephone: Quarterly Bill £150 Plus.
Telephone: Quarterly Bill £150 Plus (vs under £75).
Phone International: Make.

Targeted Mailing & Telemarketing Lists & Data Analysis & Appending

Lists Built to Order

No 'Off The Shelf' Data Supplied

ProfilePLUS 
Targeted Consumer Lists

For a free 'no obligation' count and quotation contact one of our specialist list managers.

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