

Home Insurance Prospect File from The Trading Floor

About the list owner:

The Trading Floor are rapidly growing a database from a wide selection of household names in the insurance market place, enhanced with a number of mail order selections. The result is a constantly refreshed database of automotive insurance and mail order enquirers across the UK. The database is proving popular with both motor manufacturers and dealers who have found it to be highly responsive with exceptionally high accuracy levels.

Trade bodies of which a member:

Direct Marketing Association

Data Protection Act registration number:

Z9422925

About this list:

The Home Insurance Prospect File offers a consolidated data pool gathered from multiple data sources. Data is selectable by standard demographics as well as other selections.

Geographical coverage:

UK

Target audience / usage:

Anyone interested in contacting households about their home insurance.

Method of compilation:

Insurance quote enquiries via internet, high street and call centres

MarketingFile receives this data from the list owner:

Quarterly

This version of the data was made available on:

26 November 2015

Approx. number of households:

14,976,500

Approx. number of named individuals:

24,396,700

Do purchases require approval?

Yes

Can I preview sample records?

No

Summary Licence Information:

Data for single use may be used once only within a 6 month period from the date of purchase.

Data for multiple use may be used up to 3 times within a 12 month period from the date of purchase.

Pricing: as at 26 November 2015

Contact Information	No. of Records	One-time use	Multiple Use
Name and address	up to 2.5k	£230 per '000 (23p each)	£460 per '000 (46p each)
	over 2.5k	£220 per '000 (22p each)	£430 per '000 (43p each)
	over 10k	£200 per '000 (20p each)	£410 per '000 (41p each)
	over 50k	£180 per '000 (18p each)	£390 per '000 (39p each)
	over 100k	£150 per '000 (15p each)	£360 per '000 (36p each)
	over 250k	£120 per '000 (12p each)	£330 per '000 (33p each)
	over 500k	£100 per '000 (10p each)	£300 per '000 (30p each)
Contact Name	any	£50 per '000 (5p each)	£100 per '000 (10p each)
Land Telephone No	up to 2.5k	£120 per '000 (12p each)	£240 per '000 (24p each)
	over 2.5k	£110 per '000 (11p each)	£220 per '000 (22p each)
	over 10k	£100 per '000 (10p each)	£200 per '000 (20p each)
	over 50k	£90 per '000 (9p each)	£180 per '000 (18p each)
	over 100k	£80 per '000 (8p each)	£160 per '000 (16p each)
	over 250k	£70 per '000 (7p each)	£140 per '000 (14p each)
	over 500k	£50 per '000 (5p each)	£120 per '000 (12p each)
Mobile Telephone No	up to 100k	£60 per '000 (6p each)	£100 per '000 (10p each)
	over 100k	£40 per '000 (4p each)	£70 per '000 (7p each)
Email Address	up to 2.5k	£200 per '000 (20p each)	n/a
	over 2.5k	£180 per '000 (18p each)	n/a
	over 10k	£160 per '000 (16p each)	n/a
	over 50k	£140 per '000 (14p each)	n/a
	over 100k	£120 per '000 (12p each)	n/a
	over 250k	£100 per '000 (10p each)	n/a
	over 500k	£80 per '000 (8p each)	n/a

The following selections are available for this list:

Household-level selections:

Number of records

Distance (Postal District)	Select an area centred on a postal district (e.g. SG4)	
Distance (Postal Sector)	Select an area centred on a postal sector (e.g. SG4 9)	
Postal District	Select by postal district (e.g. SG4)	
Postal Sector	Select by postal sector (e.g. SG4 9)	
Town	Select by town (e.g. Hitchin)	
Postal County	Select by postal county (e.g. Hertfordshire)	
Home Ownership	No, is not a Home Owner	620,383
	Yes, is a Home Owner	1,844,331
Home Insurance	January	1,037,800
	February	957,389
	March	1,191,269
	April	1,158,996
	May	1,193,785
	June	1,327,625
	July	1,314,794
	August	1,413,943
	September	1,299,847
	October	1,282,512
	November	1,208,491
	December	1,133,812

Individual-level selections:

Number of records

Gender	Female	12,742,872
	Male	11,526,162
Marital Status	Unknown	12,814,802
	Married	7,471,387
	Single	3,058,408
	Divorced / Separated	299,921
	Widowed	81,840
	Living With Partner	645,313
	Civil Partnership	24,934
Year of Birth	Select by year of birth (e.g. 1950-1970)	
Can be contacted by Telephone	Select if telephone number is available for purchase	
Can be contacted by SMS message	No, mobile number cannot be used for SMS messaging	7
	Yes, mobile number can be used for SMS messaging	5,352,243
Can be contacted by Email	No, Email is not available for purchase.	19,473,997
	Yes, Email is available for purchase.	4,922,608

Notes:

Record counts are correct at time of publication, but may vary as it is possible for records to be added and deleted from the database. Where no count is given the possible permutations are excessive for this document. You can perform accurate counts for all selection criteria on the MarketingFile website.

Whilst every care has been taken to ensure the accuracy of this information, MarketingFile accepts no liability for any errors or omissions.

For further information please contact customer support on 0845 345 7755 (local rate).

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