

Publishing - Consumersketch from Consumersketch

About the list owner:

Consumersketch is a leading provider of data about consumers to the direct marketing industry. Our information is gathered from surveys recently completed by actively spending individuals and used to create a unique database delivering an accurate overview of the UK population; their hobbies, interests, spending pattern and lifestyle.

Consumersketch is part of a privately owned group and is the main database brand name of Psychographics Ltd. They have been operating independently since 1994. Other databases in the same group included Freshsketch and Totalsketch.

Data Protection Act registration number:

Z4771771

About this list:

Our surveys of actively spending individuals detail their lifestyle and personality, providing a clear picture of all tastes, budgets and activities for more accurate target marketing. This list holds pure fresh recent information with selectability including age, income, number and ages of children, occupation and type of home, charities and newspaper readership, types of hobbies, sporting activities and other interests.

Geographical coverage:

UK only

Target audience / usage:

Consumersketch has a high success rate especially in sectors such as finance, publishing, charities, mail order and media.

Method of compilation:

Our data is compiled from surveys which are designed and handled by our sister company, who last year processed over 3 million surveys. Paper-based surveys within the travel and leisure sectors are the most popular, but increasingly data is being sourced by telephone, SMS and online.

MarketingFile receives this data from the list owner:

Monthly

This version of the data was made available on:

07 January 2016

Approx. number of households:

2,848,500

Approx. number of named individuals:

5,275,800

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 an unlimited number of times within a 12 month period from the date of purchase.

Pricing: as at 07 January 2016

Contact Information	No. of Records	One-time use	Multiple Use
Name and address	up to 2.5k	£180 per '000 (18p each)	£340 per '000 (34p each)
	over 2.5k	£160 per '000 (16p each)	£320 per '000 (32p each)
	over 10k	£150 per '000 (15p each)	£300 per '000 (30p each)
	over 50k	£140 per '000 (14p each)	£270 per '000 (27p each)
	over 100k	£120 per '000 (12p each)	£240 per '000 (24p each)
Contact Name	up to 2.5k	£50 per '000 (5p each)	£100 per '000 (10p each)
	over 2.5k	£50 per '000 (5p each)	£90 per '000 (9p each)
	over 50k	£40 per '000 (4p each)	£80 per '000 (8p each)
	over 100k	£40 per '000 (4p each)	£70 per '000 (7p each)
Land Telephone No	up to 2.5k	£160 per '000 (16p each)	£270 per '000 (27p each)
	over 2.5k	£140 per '000 (14p each)	£260 per '000 (26p each)
	over 10k	£120 per '000 (12p each)	£240 per '000 (24p each)
	over 50k	£110 per '000 (11p each)	£220 per '000 (22p each)
	over 100k	£110 per '000 (11p each)	£190 per '000 (19p each)
Mobile Telephone No	up to 2.5k	£110 per '000 (11p each)	£220 per '000 (22p each)
	over 2.5k	£100 per '000 (10p each)	£210 per '000 (21p 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)	£150 per '000 (15p each)
Email Address	up to 2.5k	£150 per '000 (15p each)	n/a
	over 2.5k	£140 per '000 (14p each)	n/a
	over 10k	£130 per '000 (13p each)	n/a
	over 50k	£120 per '000 (12p each)	n/a

over 100k

£100 per '000 (10p 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)	
Town	Select by town (e.g. Hitchin)	
Postal County	Select by postal county (e.g. Hertfordshire)	
Postal Area	Select by postal area (e.g. SG)	
Postal District	Select by postal district (e.g. SG4)	
Postal Sector	Select by postal sector (e.g. SG4 9)	
Property Type		
	Bungalow	4,304
	Detached	18,385
	Flat	2,938
	Maisonette	570
	Semi-Detached	31,358
	Terraced	12,820
	Unknown	2,778,038
Home Ownership		
	Other	8,451
	Own House	61,768
	Own House (No Mortgage)	697,473
	Own House (With Mortgage)	868,398
	Rented Accommodation	17,847
	Renting Privately	196,367
	Renting Through Council	151,444
	Unknown	592,897
	With parents	246,205
Length of Residency (years)	Select by length of occupancy (e.g. 2 to 3 years)	
Household Income		
	Unknown	20,296
	Upto £10K	109,454
	£10K to £15K	240,282
	£15K to £20K	266,746
	£20K to £25K	384,572
	£25K to £30K	330,945
	£30K to £35K	363,309
	£35K to £40K	238,138
	£40K to £50K	333,730
	£50K to £60K	177,493
	£60K to £70K	153,121
	£70K to £80K	66,783
	£80K Plus	163,544
Number of Children		
	Unknown	1,800,312
	1 child	478,493
	2 children	419,086
	3 children	103,879
	4 children	45,812
	5+ children	831
Child's Year of Birth	Select by child's year of birth	

Individual-level selections:**Number of records**

Magazines - Subject Areas	Select by types of magazines read	
Newspapers Read	Select by newspapers read (e.g. The Times)	
Car Make	Select by make (e.g. BMW)	
Car Make and Model	Enter Make (eg Ford) or Model (eg Focus) required	
Marital Status		
	Couple	194,621
	Divorced	125,171
	Family	103,365
	Married	1,577,222
	Other	14,736
	Separated	166
	Single	390,595
	Single - Living With Partner	382,290
	Unknown	2,420,061
	Widowed	67,550
Occupation / Profession		
	Administrator	20,208
	Armed Forces/Police	1,719

	Craftsman/Tradesman	157,554
	Director	25,575
	Educational	10,793
	Educational/Medical	9,653
	Housewife	19,791
	Junior Management	88,379
	Managerial	39,488
	Medical	2,986
	Middle Management/Executive	37,768
	Office/Clerical	195,705
	Other	156,276
	Other non-manual/Sales/Foreman/Skilled trade	61,296
	Personal service worker/Unskilled manual	109,760
	Plant And Machine Operator / Driver	24,164
	Public Services	29,058
	Retired	60,160
	Self Employed	23,108
	Senior Management/Professional	364,400
	Service Industry (Retail / Leisure)	80,900
	Student	10,140
	Technical (Programmer / Technician / Nurse)	60,902
	Unknown	3,685,994
Gender		
	Female	2,823,543
	Male	2,422,097
	Unknown	30,137
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 Email	No, Email is not available for purchase.	3,704,060
	Yes, Email is available for purchase.	1,571,717

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).

MarketingFile Ltd, 8 Arlington Court, Whittle Way, Arlington Business Park, Stevenage, SG1 2FS, UK

www.marketingfile.com | t: 0845 345 7755 | e: info@marketingfile.com