



## Consumer Satisfaction File

**8 Million Consumers | 2.4 Million Tel No's**  
**1.4 Million Mobile No's | 1 Million Email's**

Unlike most lifestyle databases, our 8 million Consumer Satisfaction File isn't based on estimates and equations; just fact. And it is these rare, golden nuggets of information, which are responsible for making our clients campaigns so successful.

Created on point of contact (holiday documentation/customer satisfaction forms/guarantee cards), this unique file represents a huge step forward in the provision of accurate data. But we offer more than that, we also provide extreme targeting. The file is overlaid with over 150 selection criteria, so you can reach all the people you want, and none of the people you don't.

Reach Your Target Audience in the Comfort of Their Own Home  
Get your message to individuals away from the noise of the office. This file targets people at home and covers a large cross section of society, with particular focus on the more active consumer, complete with disposable income; providing the route to your ideal market.

### Data Hygiene

This file is continually updated to ensure maximum accuracy, as well as constantly passed through the MPS, TPS and FPS. We're so confident about the accuracy of our data, we offer a huge 98% deliverability guarantee. We also broadcast to our entire opt-in email list 5 times a year to remove any bad addresses, ensuring you get the best deliverability possible on your order.

### Why is Whichlist.com Different?

**Firstly**, our policy is honesty and clarity to our clients. We supply what we say we will and If we cannot do it, we say so

**Secondly**, our counts are provided in 2 hours and orders within 5 hours. Amending and advising to ensure success is our main objective

**Thirdly**, we understand that price is second to quality and accurate targeting. But we still can offer the best value prices on the UK market

**Finally**, as a family company we strive to build up friends within our client base. That means we can talk and solve any problems amicably and quickly

### Popular Selections

- Gender
- Age
- Month of Birth
- Children - By Age / Gender
- Income
- Status – Married / Single
- Geographical
- Email Address
- Mobile Numbers
- Telephone Numbers
- Insurance – Home (by month)
- Insurance – Motor (by month)
- Insurance- Medical (private or company)
- Insurance – Travel (by month)
- Homeowners / Renting
- Years at Property
- Occupation
- Credit Cards (by type)
- Charity Donors (by type)
- Have Computer
- Have Broadband
- Internet Purchases (by type)
- Mail Order Buyers (by type)
- Fly Business / Personal
- Fly Frequency
- Holiday Destination
- Holiday Type
- Holiday Length
- Pet Owners
- Newspaper Readership (by type)
- Magazine Readership (by Type)



## Consumer Satisfaction File

### Regional Analysis

Region	% of file	Region	% of File
Scotland	9.00%	North West	17.00%
North East	14.00%	Wales	6.00%
West Midlands	11.00%	East Midlands	5.00%
East Anglia	5.00%	South West	8.00%
South East	11.00%	Greater London	6.00%
Central London	4.00%	Northern Ireland	2.00%
Southern Ireland	2.00%		

### Male/ Female Analysis

Gender	% of file
Female	54.40%
Male	45.60%

### Delivery & Formats

All data can be supplied in a variety of formats to meet your requirements. These formats include:

- Excel (Default)
- CSV
- Access
- Other formats may be arranged on request.

We can supply data by the following methods:

- Email (Default)
- Self Adhesive Labels
- Compact Disc

If you are planning an Email campaign, we also offer a broadcasting service at competitive prices.



### Leisure Interests

- Angling
- Gambling / Betting
- Bingo
- Collectors
- Cooking
- Dancing
- Do It Yourself
- Dining Out
- Fashion / Clothes / Jewellery
- Football
- Gardening
- Golf
- Gourmet Food
- Health Foods
- Investment
- Keep Fit
- Motor Sports
- Music / Records
- Photography
- Pubs
- Reading
- Rugby
- Sightseeing
- Skiing
- Slimming / Diets
- Sport
- Theatre / Arts
- TV / Video
- Walking / Hiking
- Wildlife