



The Leisure Gene

As the name suggests, The Leisure Gene provides insight into the nation's preferred leisure activities. Whatever their hobbies or interests and whatever your message, we can match you up with prospects who are open and receptive to your proposition — whether they be model train enthusiasts, film buffs, music fans or amateur astrologists. Add the other 'Gene' data files for even closer targeting.

Profile

Rates

Age	30 - 64
Credit Rating	High
Family Composition	Couples, Singles and Young Families
Employment Type	Professional/White Collar/Blue Collar

Base Rental	£90/000
Selections	£5/000
CAMEO Selections	£10/000
Run on Charge	£10/000
Production/Delivery	£30
Minimum Order	£750
Agency Commission	20%



The Gene Pool

prospective customer targeting made simple

Working Together:

The Leisure Gene is just one of the components of The Gene Pool, where 'targeted and specific' is the name of the game. Selections made from each individual 'Gene' combine across the entire 'Pool' to enable you to create a unique dataset of highly targeted and relevant potential customers, specific to your requirements. Taking the basic information of age, gender and preferred response channel from The Gene Pool, alongside the more detailed lifestyle information held within the 'Genes', will lead you or your client to a pool of individuals who are likely to be highly receptive to your products and services.

Counts and Data Delivery:

We always aim for efficiency at TRG Strata. If you work to tight deadlines then we will work to tighter ones, getting accurate counts and data to you on time.

Generally we advise allowing 24 hours for basic counts (48 hours for previous order exclusions or more complex counts) and 3 days for data delivery. If, however, your counts or data needs are more urgent, give us a deadline and we will do everything possible to meet it.

Fresh Data:

The Gene Pool is built from highly responsive names and addresses from all walks of life. The file is sourced from electoral roll data, unique information and exclusive data contributor relationships. The file is constantly updated, with no record older than 12 months.

The Leisure Gene Selections

Entertainment

Betting
Bingo
Cinema
Eating Out
Pub
Ten Pin Bowling
Theatre
Wine

Interests & Hobbies

Blues / Jazz
Bridge
Classical Music
Clothes & Jewellery
Collectibles
Collect Coins/ Stamps
Collect Plates
Computer Games
Cooking
Cosmetics
Crosswords
Dancing
DIY
Education
Fashion
Fine Art
Further Education
Gardening
General Music
Gourmet Food
Home Furnishing
Home Study Course
Languages
Lotteries
Loyalty Card User
Music
Pools
Pop Music
Reading
Records
Sewing
Shopping
Sightseeing
Volunteering
Wildlife

The Gene Pool is brought to you by TRG Strata:

TRG Strata is the respected, capable and friendly face of List and Insert Management. We pride ourselves on our professionalism, extensive experience, in depth knowledge and personable approach to business - all of which enables us to deliver a superior level of service and account management. Our clients tell us that this is what differentiates us from our competitors and why they continue to use us time and time again. The Gene Pool is powered by Callcredit Information Group Marketing Solutions.

