



# The Family Gene

The Family Gene will tell you all you need to know about the home and family, including pet ownership, car ownership and electrical product use. Compatible with the rest of the 'Gene' data files, it is easy to mix and match on selections, narrowing down to the perfect target audience.

## Profile

## Rates

### Age

30 - 74

### Credit Rating

Average - High

### Family

Families & Young and Mature

### Composition

Couples

### Employment

Professional/Blue Collar/White

### Type

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 Family 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 Family Gene Selections

## House & Home

DIY  
Gardening  
Home Furnishing  
House Age  
House Tenure  
House Type  
No. of Bedrooms  
Pet Ownership  
Cat Owner  
Dog Owner  
No. of Children  
Age of Children

## Cars

Car Ownership  
Annual Car Mileage  
Company Car  
Car Make  
New Car  
No. of Cars  
Car Ownership  
Private Car  
Used Car  
Computer Usage  
Computer Games  
Internet User  
Computer Owner

## Electrical Products & White Goods

Cable TV  
Camcorder  
CD  
Dishwasher  
Fax  
Hi-Fi  
Microwave  
Mobile Phone  
Photography  
Satellite  
TV  
Video

## 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.

