

precision

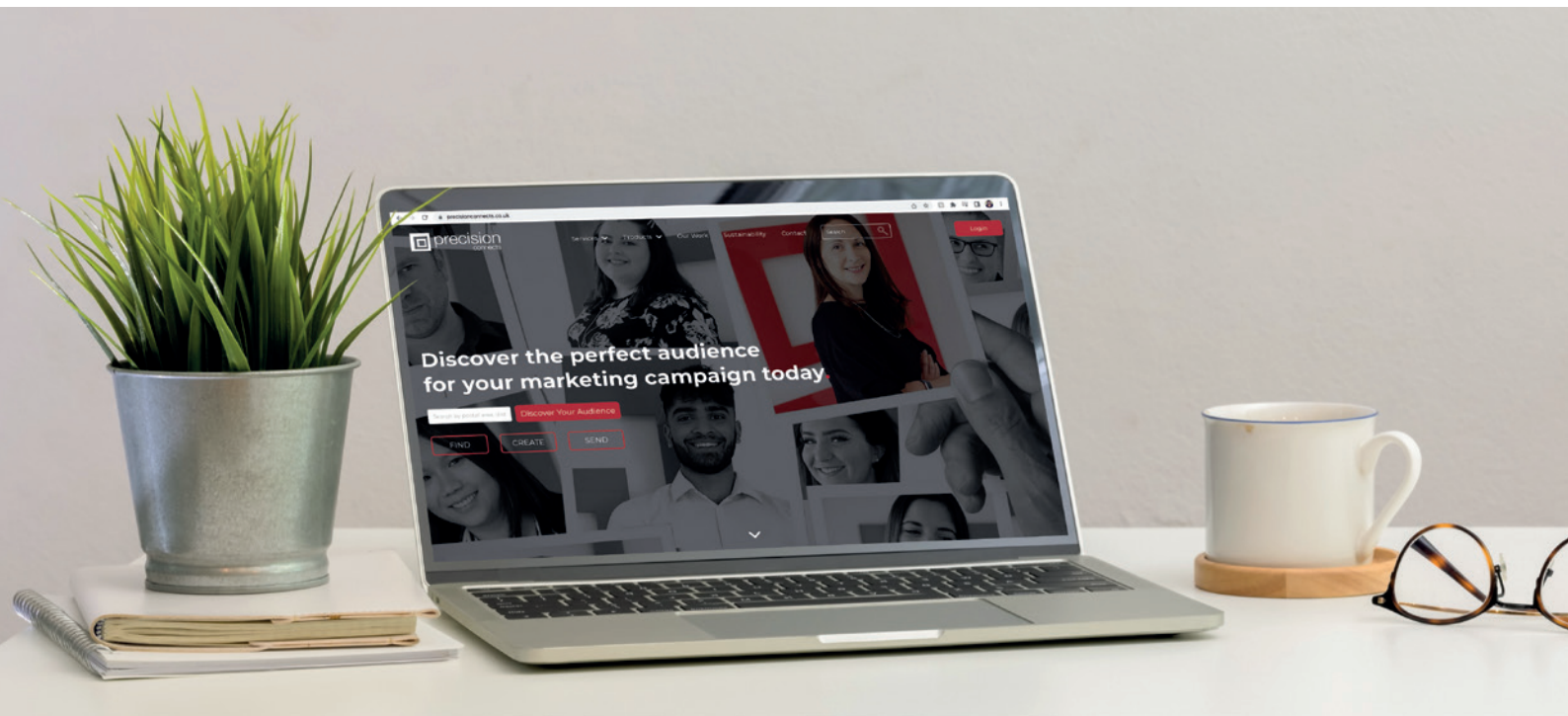
Precision Connects

Targeting Filters Guide

An overview of creating targeted data

0808 123 123 5

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Welcome to Precision Connects.

Whether you're looking to send marketing material to homeowners, students, or to advertise your new store – our data and campaign purchasing options are vast, flexible, and are adapted to your bespoke needs. Our data guide will provide you with a breakdown of these filters, and suggests some scenarios which you may wish to use these filtered results in.



Popular data filters - **Property**

Property Type

Detached
Semi-detached
Terraced
Flats

No. Bedrooms

1 bedroom
2 bedrooms
3 bedrooms
4 bedrooms
5 plus bedrooms

Property Age

Built pre 1900	Built 1961 to 1975
Built 1901 to 1920	Built 1976 to 1990
Built 1921 to 1940	Built 1991 to 2005
Built 1941 to 1960	Built 2006 or later

Tenure

Owned outright
Owner occupied
Private rental
Social rental

Years at address

0-2 years
3-5 years
6-9 years
10+ years

EPC Rating (Current)

EPC Rating A	EPC Rating E
EPC Rating B	EPC Rating F
EPC Rating C	EPC Rating G
EPC Rating D	

Property Value

Valued 0 - £2m+

EPC Rating (Potential)

EPC Rating A	EPC Rating E
EPC Rating B	EPC Rating F
EPC Rating C	EPC Rating G
EPC Rating D	



Popular data filters - **Financial Health / Employment Status**

Annual Income

- Income under £10k p.a.
- Income £10k - £20k p.a.
- Income £20k - £30k p.a.
- Income £30k - £40k p.a.
- Income £40k - £50k p.a.
- Income £50k - £75k p.a.
- Income £75k - £100k p.a.
- Income £100k + p.a.

Investments

- No Investments
- Investments up to £500
- Investments £500 - £2.5k
- Investments £500 - £10k
- Investments £2.5k - £10k
- Investments £2.5k - £25k
- Investments £10k+
- Investments £25k+
- Investments £100k+

Savings

- Savings up to £500
- Savings £500 - £2.5k
- Savings £500 - £10k
- Savings £2.5k - £10k
- Savings £10k - £25k
- Savings £10k+
- Savings £25k+
- Savings £100k+

Mortgages

- No mortgage
- Mortgage
- Mortgage for 10+ years
- Repayment mortgage
- Off-set mortgage

Debt

- No loans, debts or credit issues
- Has a loan
- Has 2+ loans
- Unsecured loan
- Unsecured debt £15k+

Banking

- Has basic bank account
- Has standard bank account
- Has fee-paying bank account
- Has premium bank account
- Has a current account with a neo challenger bank

Pension

- Has pension scheme
- Has pension scheme organised through company
- Has pension scheme organised personally
- Plans to use other investments for retirement
- Plans to access pension fund flexibly



Popular data filters - **Financial Health / Employment Status**

Mortgages (Other)

Began saving to fund house purchase by living in family home in the past year
 Contributed towards a child/dependents deposit for a mortgage in the past year
 Received contribution towards a deposit for a mortgage in the past year

Financial Switching

Is likely to take out or switch supplier of life and pensions in next 12 months
 Is likely to take out or switch supplier of mortgages in next 12 months

Employment status

Employed
 Unemployed
 Work at Home

Retirement Income

State pension
 Company pension -
 final salary scheme
 Savings/
 investments/
 property
 Other

Job role

Director / Managerial
 Professional
 Office Worker
 Retired
 Self Employed
 Service Sector
 Skilled Manual Worker



Popular data filters - **Demographics**

Age

18-24	55-59
25-29	60-64
30-34	65-69
35-39	70-74
40-44	75-79
45-49	80-84
50-54	85+

Social Grade

Social Grade A
Social Grade B
Social Grade C1
Social Grade C2
Social Grade D
Social Grade E

Demographics

Couple household
Relationship: single (including previously married)
Works at home full time

Popular data filters - **Household**

Household Size

Household size - 1 Person
Household size - 2 Persons
Household size - 3 to 4 Persons
Household size - 5 plus Persons

Household size

Household size 1 Person
Household size 2 Persons
Household size 3-4 Persons
Household size 5 plus Persons

Family

No children at home
1 child at home
2 children at home
3+ children at home
Children aged 0-4 years old
Children aged 5-10 years old
Children aged 11-15 years old
Children aged 16+ years old



Popular data filters - Lifestyle

Holiday

- Activity/Outdoor Sports
- Coach Tour
- Cruise
- Package
- Weekend Short Break
- Caravan

Interests

- Eating Out
- Exercise/Sports
- Playing Golf
- Hiking/Climbing/Other Outdoor Pursuits
- Pets
- Meditation/Mindfulness

Attitudes

- Takes regular exercise
- Switching utilities suppliers is well worth the effort

Socialising

- Visited premium pubs in the past 12 months
- Visited mass pubs in the past 12 months
- Visited value pubs in the past 12 months
- Visits value restaurants - most often
- Visits mass restaurants - most often
- Visits premium restaurants - most often

Green Lifestyle

- Believes there is too much concern with the environment
- Takes positive steps to reduce energy use
- Is worried about pollution and congestion caused by cars
- Makes a conscious effort to recycle
- Prefer to eat vegan food
- Takes own re-usable cup to a coffee shop/cafe
- Car shares journey to work



Popular data filters - **Vehicles**

Normal Commute

Public Transport
Private Transport
Other (Walk, Cycle, Other)

Number of Cars

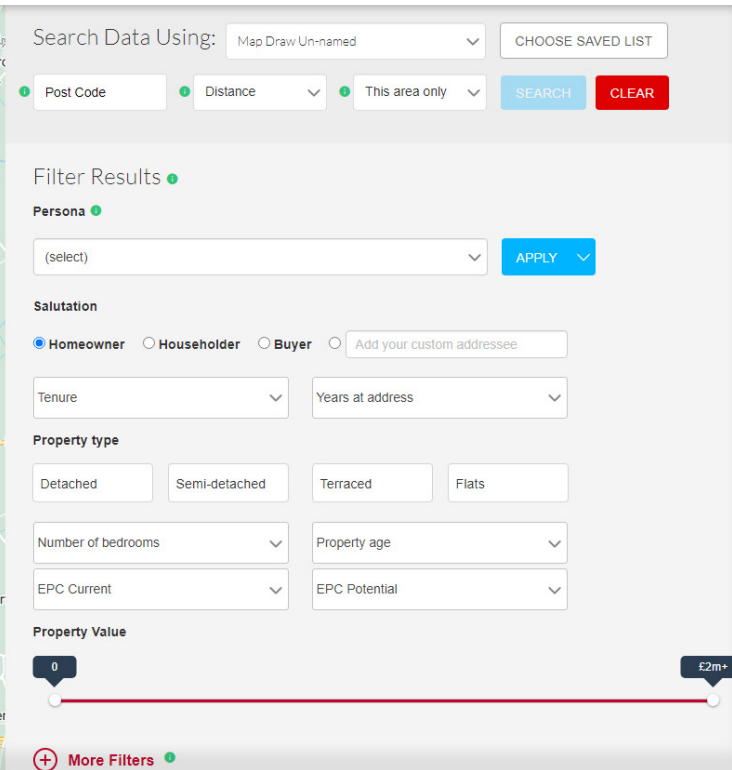
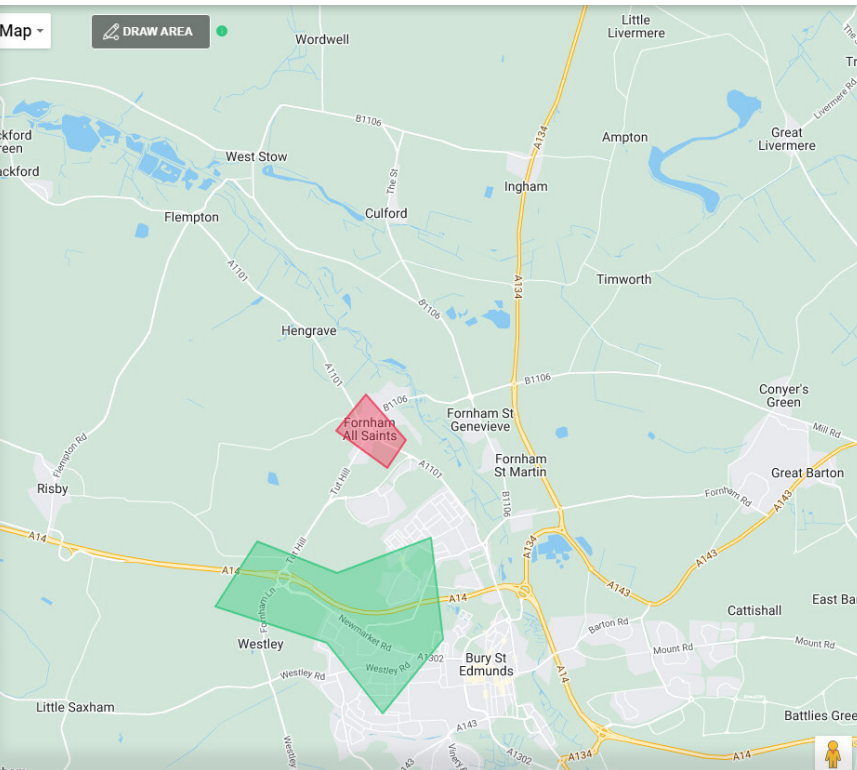
0 Cars
1 Cars
2 Cars
3+ Cars

Main Car Type

Hatchback
Estate
Saloon
Luxury
Other

Main Car Fuel

Main car uses traditional fuel
Main car is hybrid or electric



Filtered Data Examples

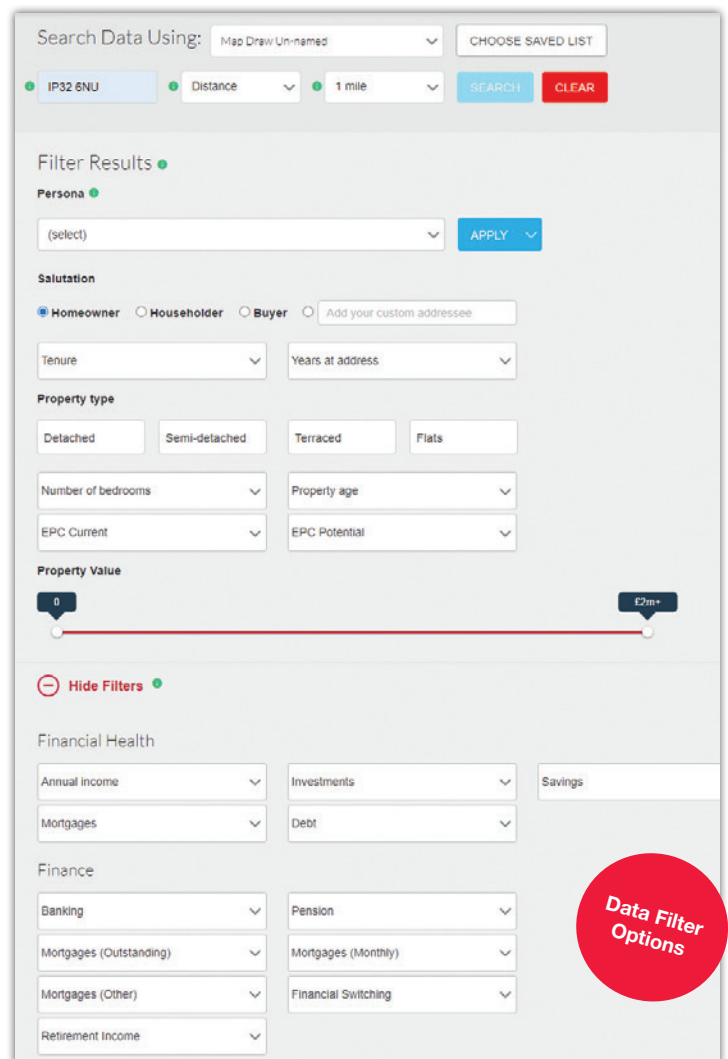
By using our Map Draw tool, you can select the exact area you wish to target. Below, we share some scenarios of how you can apply our filters to a specific audience.

First time buyers

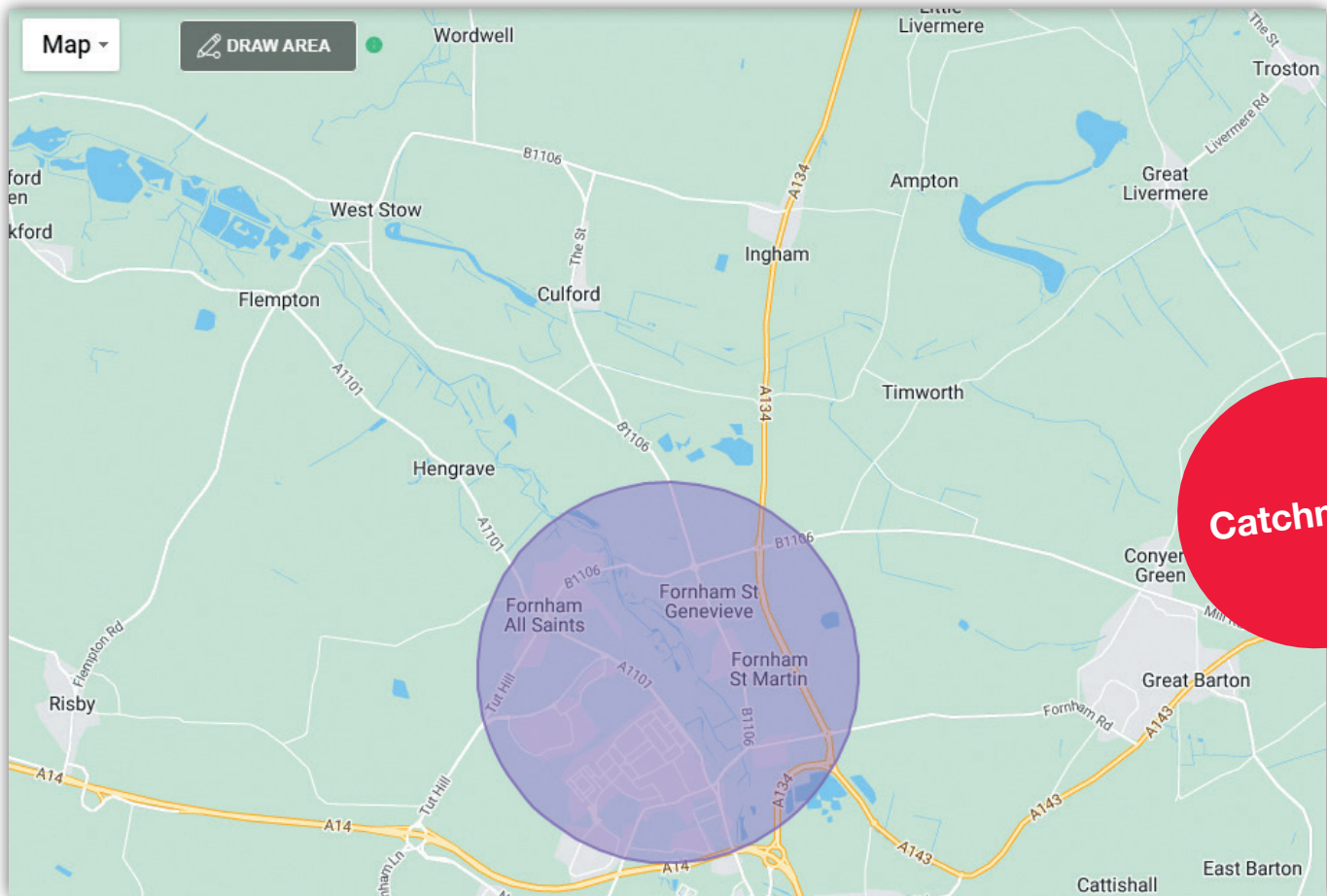
- **Tenure:** Private renting
- **Annual Income:** £30k+
- **Age:** 20-44 years old
- **Debt:** No loans, debts or credit issues

Downsizers

- **Tenure:**
 - Owned outright
 - Owner occupied
- **Years at address:** 5+ years
- **Age:** 55 years old plus
- **Family:** No children at home
- **Property value:** e.g. £500k+



Data Filter Options



Filtered Data Examples

Retirement

- **Tenure:**
 - Owned outright
 - Owner occupied
- **Years at address:** 5+ years
- **Age:** 65+ years old plus
- **Family:** No children at home
- **Property Value:** e.g. £500k+

Affluent households

- **Tenure:**
 - Owned outright
 - Owner occupied
- **Age:** 30 years+
- **Annual Income:** £75K+
- **Property value:** e.g. £500k+
- **Acorn Profiles:** Affluent Achievers

Home Improvement

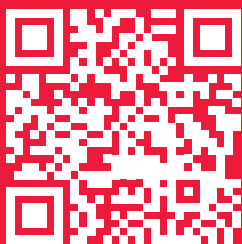
- **Tenure:**
 - Owned outright
 - Owner occupied
- **EPC Current:** Rating D-G

General catchment

- **Postcode or area:** Select Radius
- **Age:** if required
- **Annual Income:** if required

School / Education catchment

- **Postcode of school or education facility:** Select Radius
- **Family:** Select appropriate age of children
- **Annual Income:** if required



**Scan to start
your next campaign.**



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