

IDEAL CUSTOMERS FOR EVERY BUSINESS

Lifestyle Media Group makes finding the right consumerbase simple. Our active, opted-in membership of over 3 million UK households guarantees we can find you the perfect customer whatever your business.

CONSUMER DEMOGRAPHIC BREAKDOWN

age ranges

The broad appeal of our service and content continues to attract a wide audience of highly engaged, regular users, each of whom must provide their DOB when creating an account.

18-20	36,304
20-29	568,634
30-39	848,310
40-49	720,291
50-59	471,241
60+	363,495

gender split



Male Members	Female Members
902,483 users	2,105,792 users
30% of database	70% of database

affluences



Our database boasts a wide spectrum of affluences and social groups. This allows us to promote and represent businesses to tailored, targeted consumer markets.

Affluent Achievers	678,250
Rising Prosperity	737,214
Comfortable Communities	694,969
Financially Stretched	256,514
Urban Adversity	641,328

lifestages

Consumers at different lifestages exhibit different purchasing trends. We take this into consideration in order to maximise the success of any campaign.



Young singles	391,684
Young families	929,955
Older families	817,098
Empty nests & seniors	869,538

LIFESTYLE INTERESTS AND PREVIOUS PURCHASING ACTIVITY

Knowing the retail history and personal interests of potential new customers helps you capitalise on your conversion potential. Our system allows us to track the purchasing trends, retail history and travel preferences of every member who uses our service. This information can be used to further target specific markets, segment consumers by lifestyle choice and profile your marketing to a select group. Below is a summary of our database's retail and travel activity.

RETAIL ACTIVITY

industry	interested shoppers
activities, arts and crafts	300,000
gardening, nurseries and landscaping	670,000
furniture, DIY and indoor design	440,000
clothes and fashion	1,200,000
health, sports and fitness	230,000
children, baby and toddler	790,000
organic, alternative and natural products	130,000
food and drink	315,000



TRAVEL HISTORY

holiday theme	travellers	location	travellers
winter sports	210,000	uk and ire	1,300,000
beach resorts	890,000	europa	975,000
activity and adventure	265,000	asia	680,000
camping and self-catering	380,000	far east	290,000
family holidays	1,185,000	australasia	485,000
independent travel	420,000	north america	510,000
couples and romantic	180,000	south america	345,000
all-inclusive	370,000	the poles	70,000

