



## LISTED HOMES

52,571 occupants of listed buildings

### Available Selections

Gender  
Geography  
Share Value  
House Value  
Credit Information  
Telephone Numbers

### Data Costs

*per thousand*

Rental ... £150  
Charity Rate ... £120

Selections, each ... £10  
Telephone Numbers ... £50

Broker Commission 15%

### Output & Delivery

Email ... £30 only  
CD-ROM ... £50 only  
S/A Labels ... £25 per 1000

Nett names available on  
20,000+, run on charge £10  
per 1000

*Minimum order: 5000 records*

*All costs exclude VAT*

*DMA List Warranty: 003692*

All lists are seeded to detect  
unauthorized use. Orders subject  
to our Terms & Conditions.

Listed buildings in the UK are protected by law, on the grounds of age, rarity, architectural merit, and method of construction. An interesting group of buildings - such as a model village or a square - may also be listed.

Recently verified and updated, this list is a unique and accurate source of individuals living in these types of properties. The database is compiled from a listed buildings register, and then matched against a consumer database to verify ownership, and to remove businesses and non-residential properties in the process.

These individuals are predominantly affluent in profile, particularly mature professionals, with a wide variety of upmarket interests and the spending power to match.

Profile information is as follows:

- 55% Female
- Keen and knowledgeable home improvers
- High proportions of professional and retired individuals
- An age selection is available

The rules governing improvements to listed buildings are particularly rigorous, and this file will be of particular interest to anyone offering related services. However it will also prove highly effective for a wide spectrum of upmarket offers including finance, general home improvements, mail order, home furnishings, and charities/fundraising.

All data is MPS cleaned prior to supply. Telephone numbers are run against the TPS file.

Please see overleaf for more breakdowns.

Call Thinking Data on 0844 736 2512  
or email [think@thinking-data.co.uk](mailto:think@thinking-data.co.uk)

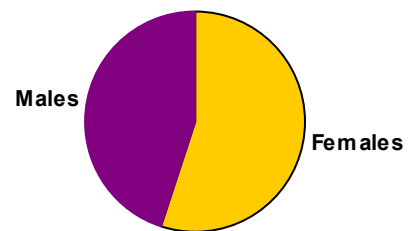


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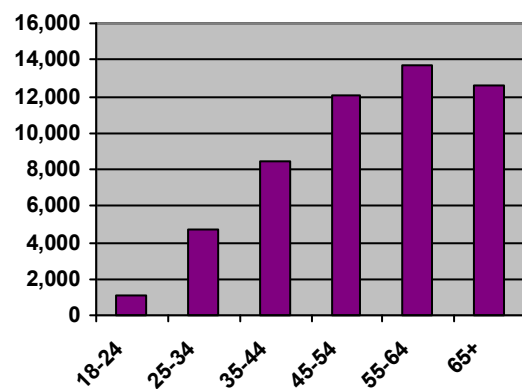
### Gender

Males	23,656
Females	28,914



### Age Band

18-24 years	1,051
25-34 years	4,731
35-44 years	8,411
45-54 years	12,091
55-64 years	13,668
65+ years	12,617



### House Value

Up to £200,000	1,577
£200,000 to £300,000	3,679
£300,000 to £400,000	16,822
£400,000 to £500,000	16,297
£500,000 to £600,000	9,462
£600,000+	4,731

