

# Quality Data:

## Quality Data for Market Research

REaD Group are an award winning data and insight company with nearly 30 years experience in the data industry.

REaD Group are well placed to support market research agencies in sourcing and targeting the right profile and volume of individuals – to deliver great results and insight for your clients.

REaD hold the most comprehensive view of active online and offline marketable consumers in the UK containing **over 50 million** individuals.

With over **900** selectable variables, our data combines transactional history, lifestyle choices, hobbies and interests, behavioural insights and geo-demographics to help deliver highly targeted surveys for your clients.

- Demographics – age, household composition, income
- Location – postcode, house type and size, Utilities providers, TV region
- Lifestyle – interests, hobbies, financial products, media preferences

REaD Group Random Direct Dial (RDD) technology supports telephone surveys with landline and mobile selections with overlaid geography attributes including GOR and TV Regions available.

- The most comprehensive data universe in the UK
- Unrivalled data due diligence and strict compliance processes
- Unique Permissions Library provides confidence that the data is permissioned
- Highly responsive and proven to drive engagement
- Screened against our market leading data cleaning suite to ensure the data is of the highest quality



**Contact your REaD Group Account Team today for further details and a quote**

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Want to know more?  
**CONTACT US TODAY**

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