

# ECO - THE GREEN DATABASE

1,033,200 environmentally-aware consumers



## Description

The Eco data file has been built with the intention of providing access to consumers who are committed to living a “green” lifestyle, who bring an awareness of global ecological and environmental issues to their everyday lives.

Although these issues affect and interest many of us, it requires a certain amount of affluence and free time to seriously commit to this type of lifestyle, and hence the Eco profile tends to be both wealthy and older:

- Typically aged 55+ years
- 55% Female
- 45% Male
- Predominantly home owners

Built from a combination of lifestyle and transactional data, Eco uses a diverse range of interests and pastimes to build a complete view of the prospects in question. Areas covered include:

- Organic and wholefood buyers
- Fairtrade product buyers
- Ethical investors
- Supporters of ecological and nature charities
- Outdoor pursuits enthusiasts
- Various other interests in both rural and green issues

Naturally, Eco is highly recommended for a wide range of campaigns covering green and ethical products and services. It will also be extremely effective for related fundraising campaigns, and other issues connected to nature and the countryside.

Data is regularly cleaned and updated, and all files are screened against the MPS file prior to supply.

## Available Selections

Gender	House Value
Age	Share Portfolio Value
Geography	Wine Segment

## Data Costs

Postal Rental	£125 per thousand
Charity Rate	£110 per thousand

*Broker Commission 15%*

## Selection Costs

Each Selection	£10 per thousand
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## Output & Delivery

Email	£35
CD-ROM	£50
S/A Labels	£25 per thou + P&P
Delivery Time	2-3 working days

*Minimum order quantity: 5,000 records*

*All costs exclude VAT*

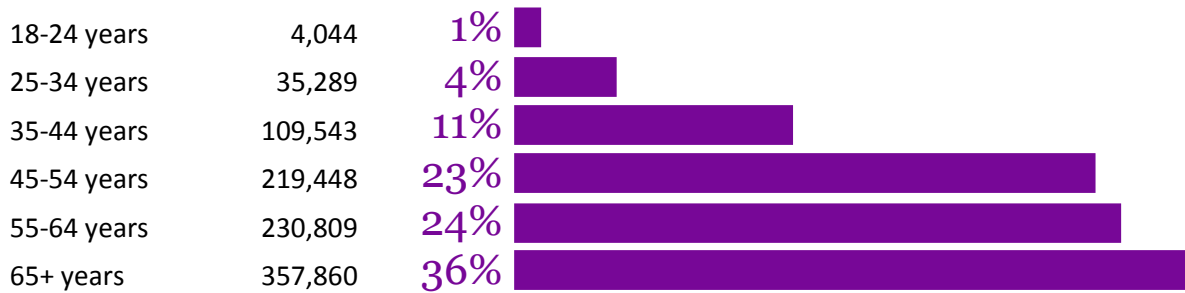
*DMA List Warranty No: 003692*

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



*For more details call 0844 736 2512  
or email [think@thinking-data.co.uk](mailto:think@thinking-data.co.uk)*

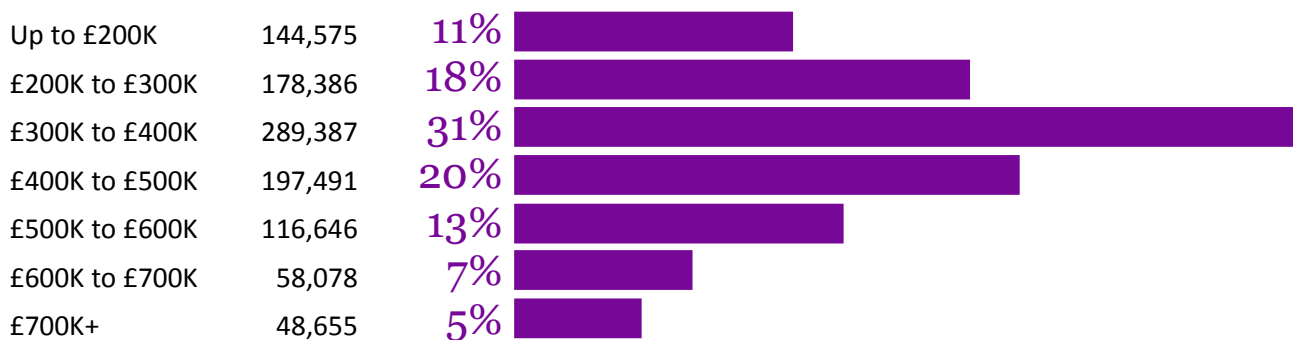
### Age Band



### Gender



### House Value



Please call us on **0844 736 2512** for more detailed counts and breakdowns.