

Green Living Households Mailing List

Total Universe: 1,371,543

Base Rate: \$95.00/M

Description Summary

The green movement is upon us, and it's here to stay. The Green Living Households database consists of individuals and families who are making a conscious effort to "go green." These consumers care about the products they use and how their lifestyle can affect the environment. Environmentally-friendly brands have had great success with the Green Living Households database. This list consists of individuals and families who are making a conscious effort to "go green." Because they feel so strongly about protecting the environment, their purchases, their homes, and their families center around "going green." The mindset is "to think globally you must act locally". These environmentally-conscious consumers fill their home with products that are organic, natural, environmentally-friendly, and free of elements that are harmful to the earth.

How Our Data Is Compiled

Our Green Living Households Mailing List is derived from a multitude of public and proprietary feeds both online and offline including: surveys, self-reported individuals, and previous memberships/ purchase history. When you use our data, you are guaranteed accuracy and deliverability. Our compilation team processes the entire database against the National Change of Address (NCOA) file monthly. The list is also CASS certified to ensure further accuracy.

Consider The Facts

- About 71% of Americans consider the environment when they shop
- Younger adults tend to be more concerned about the environment

Recommended Usage

This database is recommended for many offers, such as gardening, organic foods, alternative fuel offers, hybrid and transportation alternatives, natural fiber clothing, vitamin supplements, and many more.

Popular Selections (for additional selections please inquire)

Location
HH Income

Presence of Children
Buying Habits

Hobbies
Dwelling Type

Market Type

U.S. Consumer

List Channels

Postal, Email & Telemarketing

Source

Compiled, Self-Reported

Update Cycle

Monthly

Minimum Order

Quantity: 5,000
Price: \$325.00

Net Name

Floor: 85%
Minimum Quantity: 25,000
Run Charges: \$10.00 / M

Exchanges

Please Inquire

Reuse

Please Inquire

Cancellation Charges

Please Inquire

Sample Mail Piece Required

Please Inquire

Commission

Standard 20% broker/agency commission is extended to all trade partners

For additional information or list counts, contact your representative or list manager at 1.800.457.2899