

Fact Sheet



Matrix Investor Database

Matrix Green / Ethical Investors

270,000 Names – Base Price £160 Per 1,000

270,000 investors who have invested in companies that have been recognised as “Ethical” or “Socially Responsible” companies based upon the FTSE4Good Index and various other leading sources of research into this key investment growth area. These affluent investors with a “social conscience” tend to have a keen interest in environmental issues and a higher propensity to donate to charities.

Source:

270,000 Investors gained from the share registers of:

- Investment Trusts
- FTSE All-Share
- AIM Stocks
- FTSE4Good
- Venture Capital Trusts

Costs:

Base Data Rental	£160 per 1,000
File set-up	£50
Matrix Selections	No charge (up to 3 selections)
Experian Selections	£30/000

(Discounted 25% for Registered Charities)

Selection Options:

Matrix	Experian
• Geography	• Age
• Sex	• Household Income
• Profiling	• Property Value
• Size of Investments	• Council Tax Band
• Number of Investments	• Financial Strategy Segments
• Period of Investment	• Length of Tenure
• Type of Investment	

Matrix-Data Solutions offers a wide range of products and services:

Matrix-Data	The UK’s best financial intermediary, investor and high net worth databases
Matrix-Clarity	Single Customer View and web-based analytics solutions
Matrix-Insight	Customer and channel analysis, data integration and consultancy
Matrix-Action	Comprehensive on and offline marketing and statutory communication solutions

OUR TRACK RECORD

This database has been utilised successfully in the following market sectors:

- Investment Banks
- Online Banks
- Stockbrokers
- Charities
- Holiday and Travel
- Retail
- Magazine Subscriptions
- Gambling Companies

GEOGRAPHICAL SPLIT

South East	54,411
Yorkshire	42,420
Greater London	27,252
South West	24,472
North West	23,887
Central London	20,802
Scotland	20,726
West Midlands	15,018
East Midlands	9,835
Wales	9,503
Northern Regions	8,532
Nothern Ireland	8,049

GENDER SPLIT

Male	64%
Female	36%