



PLAYERS: SWEEPSTAKES & COMPETITIONS

967,000 entrants

Available Selections

Gender
Geography
Share Value
House Value
Credit Information
Telephone Numbers
Type of Player

Data Costs

per thousand

Rental ... £110
Charity Rate ... £100

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.

This highly-responsive transactional file is comprised of individuals who have entered competitions and sweepstakes. They are not simply responders, but have all paid an entry fee, and returned their entry.

The file is compiled from two separate sources, one of which provides us with sweepstake entrants and the other with people who have purchased low priced gifts and entered a competition. Average spend to enter is £8.50 for the Competition file, and £10 for Sweepstake entrants. Total volumes are as follows:

- Sweepstakes: 808,278
- Competitions: 159,621

Since the file is made up of actual entrants, it is particularly responsive for both direct mail and telemarketing campaigns.

Due to the nature of the gifts and prizes, the income and wealth profiles are lower and the number of females is significantly higher than males, particularly on the Competition File. The general profile of the list is as follows:

- Income predominantly £15,000 - £20,000
- High proportions of council, ex-council and lower value housing
- Tabloid newspapers readers

This file will prove suitable for a wide variety of consumer offers, including savings and loans, subscriptions, mail order offers and catalogue shopping. Furthermore, because of the nature of the file, it will also be effective for sweepstake-based fundraising campaigns, and for any other competition-driven promotions.

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

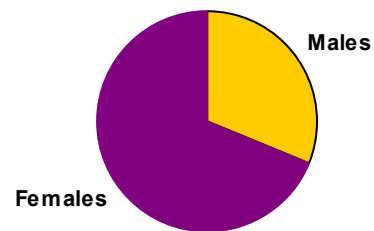


PLAYERS: SWEEPSTAKES & COMPETITIONS

748,000 entrants

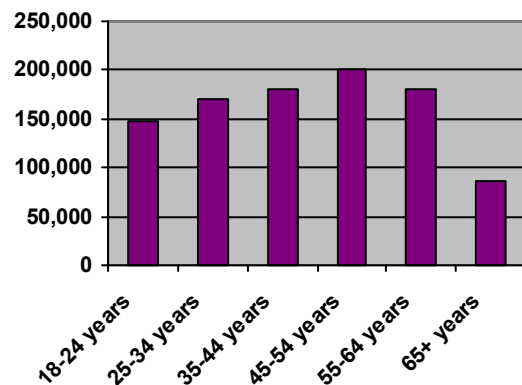
Gender

	Competitions	Sweepstakes
Males	70,233	234,400
Females	89,387	573,877



Age Band

	Competitions	Sweepstakes
18-24 years	17,558	129,324
25-34 years	25,539	145,490
35-44 years	27,135	153,572
45-54 years	31,924	169,738
55-64 years	35,116	145,490
65+ years	22,346	64,662



House Value

	Competitions	Sweepstakes
Up to £200K	52,674	290,980
£200K to £300K	38,309	226,317
£300K to £400K	30,327	169,738
£400K to £500K	17,558	72,745
£500K to £600K	14,365	32,331
£600K+	6,384	16,165

