

ConsumerResponse Life Event Triggers

18,356,274
1,148,548

TOTAL UNIVERSE / BASE RATE
Monthly Hotline
Emails

\$95.00/M
+\$10.00/M
+\$20.00/M

LIST TYPE

Consumer



postal

email

Description:

The only constant in life is change. Life-changing - or trigger - events have an enormous impact on consumer buying behavior. Whether consumers are getting married, having a baby, or buying a first home, all will have specific needs for products and services. The individuals on ConsumerResponse Life Event Triggers have responded to a non-incentivized online survey answering specific questions about their personal lifestyle, buying habits, and lifestyle changes. They've indicated what event is happening and when. The survey data is updated monthly to provide the latest up-to-date information about these consumers. Inquire for counts for specific life event triggers.

SELECTS

Age \$6.00/M
CSI (Credit Score Index) \$15.00/M
Gender \$6.00/M
Income \$6.00/M
State, Zip, SCF \$5.00/M

Select any of the following events from ConsumerResponse Life Event Triggers:

Looking for Jobs
Continuing ED
Divorced
Empty Nest
Graduating from College

Moving
Newly Engaged
Newlyweds
Prenatal
Retirees

Source:

Online Survey/Self-Reported

Additional Notes:

Payment: VISA and MasterCard accepted.

Pre-payment: Required for NEW clients.

Cancellation: Orders canceled after mail date requires payment in full. Orders canceled after processing or shipping, but prior to mail date, will incur a \$150 flat charge and \$10/M run charges. Canceled orders prior to processing are subject to a \$150 flat charge.

Please inquire for additional selects.

MINIMUM ORDER

Postal: 10,000
Email: 20,000

ADDRESSING

Email \$50.00/F
FTP \$50.00/F
Running Charges \$6.50/M
ZIP+4 \$6.50/M



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