

ConsumerResponse Masterfile

86,431,641 TOTAL UNIVERSE / BASE RATE \$95.00/M
 9,771,808 Monthly Hotline +\$10.00/M
 Emails +\$20.00/M

LIST TYPE

Consumer



Description:

The consumers on our ConsumerResponse Masterfile have responded to various non-incentivized online surveys. These highly responsive consumers have answered specific questions about their personal lifestyle, buying habits, product and service needs and desires as well as lifestyle changes. Consumers are driven to the various survey sites to take the self-reported surveys, as well as delivering the surveys to the existing databases of opt-in consumers via email. Surveys are sent out based on what the consumer has responded to previously from banner ads, search engines, opt-in email responses, etc. The survey data is updated monthly to provide the latest up-to-date information about our ConsumerResponse Masterfile consumers. Listed below are the segments available and monthly hotline counts.

Active Military/Veterans = 5,818	Graduating from College in 2017 = 289,312
Ailments (inquire for specific type) = 1,511,432	Health and Fitness = 338,724
Apparel Shoppers = 161,902	Home Improvement = 393,436
Auto Insurance = 641,894	Investors = 205,407
Business Opp Seekers = 384,342	Looking for Health Insurance = 1,380,153
Caring for Elderly Parent = 685,485	Looking for Life Insurance = 82,485
Changing Jobs/Looking for Job = 89,344	Moving = 315,711
Continuing ED = 626,811	Newly Engaged = 197,337
Divorced = 266,459	Newlyweds = 69,752
Empty Nest = 545,211	No Checking Accounts = 822,333
First Home Purchase = 207,293	Prenatal = 271,175
Get Rich Quick/Money Making Opportunist = 437,243	Retirees = 33,313
Graduating from College = 105,378	Second Marriage = 500,816

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

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



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ADDRESSING

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