

ConsumerResponse No Checking Account

4,657,345
822,333

TOTAL UNIVERSE / BASE RATE \$95.00/M
Monthly Hotline +\$10.00/M
Emails +\$20.00/M

LIST TYPE

Consumer



postal

email

Description:

Almost 10% of American households are without a checking account. These unbanked consumers may not have the financial resources to maintain a checking account, may be trying to avoid debt collectors, or may have even been blacklisted by major banks for poor financial decisions in the past.

The consumers on ConsumerResponse No Checking Account have responded to a non-incentivized online survey answering specific questions about their personal lifestyle, buying habits, and lifestyle changes. The survey data is updated monthly to provide the latest up-to-date information about these consumers. Our ConsumerResponse No Checking Account consumers are highly responsive and actively seeking new products and services.

SELECTS

Age	\$6.00/M
CSI (Credit Score Index)	\$15.00/M
Ethnicity by Type	\$10.00/M
Gender	\$6.00/M
Income	\$6.00/M
Presence of Children	\$5.00/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

DEMOGRAPHICS

52% Female
41% Male
Median Age: 40
Median Household Income: \$30,000

ADDRESSING

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



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