

# FocusOn New Movers: Renters

6,434,069	TOTAL UNIVERSE / BASE RATE	\$95.00/M
451,133	Monthly Hotline	+\$10.00/M
136,444	Weekly Hotline	+\$15.00/M
	Emails	+\$20.00/M

## LIST TYPE

Consumer



## SELECTS

### Description:

The consumers on FocusOn New Movers: Renters are in the midst of a significant lifestyle change. They have just moved into a rental property and need a wide variety of products and services including household items, furniture, telecom, insurance, loans and credit cards. These consumers include those never having owned a home, those who don't want the expense of owning a home, as well as those who do not qualify for a mortgage.

The FocusOn New Movers: Renters database is the most comprehensive, freshest, and cleanest New Mover database on the market today. Additionally, FocusOn New Movers: Renters is updated **weekly** providing mailers with the advantage of being "**First to Market**" - giving mailers the benefit of staying ahead of the competition by being the first to contact targeted prospects.

### Some Interesting Stats:

- 37% of U.S. Households are Renter-Occupied.
- 51% of the population living in Renter-Occupied Housing are under 30 years of age.
- 42% of the households have 5 or more units.
- Over 50% of Renters have a household income under \$40,000.

### Source:

New Phone & Utility Connects, Financial Transaction Change of Address, Publication Subscription Change of Address, Private Consumer File Change of Address

### 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.



### Focus USA

95 North State Route 17, Suite 109  
Paramus, NJ 07652  
Tel: (201) 489-2525  
Fax: (201) 489-4499  
E-mail: [info@focus-usa.com](mailto:info@focus-usa.com)  
Web: [www.focus-usa.com](http://www.focus-usa.com)

Age	\$6.00/M
Credit Card Holders	\$10.00/M
CSI (Credit Score Index)	\$15.00/M
Donors	\$7.50/M
Gender	\$6.00/M
Income	\$6.00/M
Mail Order Buyers	\$7.50/M
Marital Status	\$5.00/M
Presence of Children	\$5.00/M
Previous Address	\$10.00/M
State, Zip, SCF	\$5.00/M

Please inquire for additional selects.

## MINIMUM ORDER

Postal: 10,000

Email: 20,000

## DEMOGRAPHICS

47% Female  
46% Male  
Median Age: 29  
Median Household Income: \$34,000

## ADDRESSING

Email	\$50.00/F
FTP	\$50.00/F
Running Charges	\$8.00/M
ZIP+4	\$6.50/M