

Looking for Health Insurance

2,233,712
116,374

TOTAL UNIVERSE / BASE RATE \$85.00/M
Monthly Hotline +\$10.00/M
Emails +\$20.00/M

LIST TYPE

Consumer



Description:

Thirty million Americans still cannot afford health insurance and 21% of them cannot afford prescription drugs. The consumers on the Looking for Health Insurance file responded to an incentivized online survey answering specific questions about their personal lifestyle, buying habits, and lifestyle changes. These individuals have indicated that they are looking for individual health insurance because they are underinsured or don't have insurance at all. Some already applied for health insurance and have been turned down. The consumers on Looking for Health Insurance are excellent candidates for other incentive offers, health insurance, discount medical programs/prescription cards, debt consolidation/payday loans, and more.

SELECTS

Age \$6.00/M
Gender \$6.00/M
Homeowner/Renter \$5.00/M
Income \$6.00/M
Presence of Children \$5.00/M
State, Zip, SCF \$5.00/M

Source:

Incentivized Online Survey

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

49% Female
47% Male
Average Age: 45
Median Household Income: \$49,000

ADDRESSING

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



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