

# Fast Foodies Mailing List

Total Universe: **70,86,512**

Base Rate: **\$85.00/M**

## Description Summary

Indulge in your success when you utilize our Fast Foodies database. These consumers are customers of fast food restaurants, and are great candidates for many types of offers. They are always looking for coupons, deals, promotions, contests, and much more. Especially since fast food is so accessible, there is a demand for it everywhere, and millions of customers purchasing it every single day. You can reach these consumers by mail, phone, or email.

## How Our Data is Compiled

Our Fast Foodies Mailing List is derived from a multitude of public and proprietary feeds both online and offline including: surveys, self-reported individuals, and previous memberships/ purchase history. When you use our data, you are guaranteed accuracy and deliverability. Our compilation team processes the entire database against the National Change of Address (NCOA) file monthly. The list is also CASS certified to ensure further accuracy.

## Consider the Facts

- ✓ On any given day, about 36% of Americans consume fast food
- ✓ According to a study, 44.9% of adults ages 20 to 39 said that they consumed fast food on a given day, compared with 37.7% of adults 40 to 59, and 24.1% of adults 60 and older.

## Recommended Usage

This mailing list is recommended for many businesses and offers, such as fast food restaurants, snack companies, online apps, coupons, sweepstakes, and much more.

## Sample Mail Piece Required

Inquire

## Market Type

U.S. Consumer

## List Channels

Postal, Email, Telephone

## Source

Proprietary, Survey/Self-Reported, Public Records & Direct Response

## Output Options

Electronic, Printed

## Update Cycle

Monthly

## Minimum Order

Quantity: 5,000  
Price: \$500.00

## Net Name

Floor: 85%  
Minimum Quantity: 25,000  
Run Charge: \$10.00/M

## Exchanges

Please Inquire

## Reuse

Yes

## Cancellation Charges

Yes, all orders canceled after shipping will incur a fee.

## Commission

A standard 20% broker/agency commission is extended to all qualified trade partners.

**Popular Selections** (for additional selections please inquire)

Age  
Gender  
Geography

Ethnicity  
Dwelling Type  
Income

Occupation  
Net Worth  
Marital status

Presence of Children  
Buying Habits

For additional information or list counts, contact your representative or list manager at 1.800.457.2899