Motherhood Database

Total Universe: **3,22,42,292**

Base Rate: **$85.00/M**

Description Summary

Did you know, moms are the gateway to sales? Women make approximately 85% of all purchasing decisions for the household. Often the women making the decisions is a mom. Mom is not only buying for herself; she's also buying for the baby, the teenager, the pet and for the entire soccer team. Now, hereâ€™s the real kickerâ€¦ Mom is not just buying diapers and baby wipes, she's purchasing electronics, cars and beauty products. She is also on the market for an fun-filled summer camp, a reputable pediatrician and an accredited private school.

The AmeriList Motherhood Database contains highly responsive consumer data for multi-channel marketing campaigns. This file consists of mothers in the U.S. with one or more children who are looking for products and services that will enhance her familyâ€™s life.

How Our Data is Compiled

Our data is compiled using more sources than any other compiled consumer database in the industry, including: Phone Directories, Surveys, US Census Data, Voter Registration, Product & Warrenty Information, Credit Card Transactions, Mail Order Purchases, Real Estate, Magazine Subscriptions, as well as Deed & Transaction Data.

Consider the Facts

- 85% of purchases are made by women
- 80.5% of decision makers are between ages of 30-50 years old
- 28.5% of decision makers have incomes between $40,000 and $60,000
- 46.5% of decision makers have a household income over $60,000
- 71.5% own their home or condo

Recommended Usage

Our Motherhood Database is the ideal solution for summer camps, pediatricians, private schools, childcare facilities, toy companies, electronic companies, car dealers and party planners.

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 canceld 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)

Child's Age $5/M
HH Income $5/M
Marital Status $5/M
Home Owner $10/M

Length of Residence $5/M
Home Value $5/M
Ethnicity $5/M
Gender $5/M

Religion $10/M
Credit Card Type $10/M
Net Worth Ranking $5/M
Pet Owners $5/M

Interests $10/M
Occupation $5/M

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

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