

Single Parents Mailing List

Total Universe: **1,30,82,311**

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

Description Summary

Being a single mother or father is not uncommon among American consumers. At times, this situation can prove to be a challenge, for others, it may not be. Single parents qualify and are eligible for many different types of promotions and offers from various industries. Whether it be offers pertaining to their children, or pertaining to themselves, there is a lot to be gained by having access to our Single Parents Database. Our data is updated on a monthly basis to ensure that our clients are receiving the highest-quality data on the market. Don't miss out on this valuable group of prospects!

How Our Data is Compiled

Our Single Parents Mailing List is derived from a multitude of public and proprietary feeds both online and offline including: census records, 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

- ✓ About 26% of American children are being raised by single parents.
- ✓ 55% of those children were living with a separated, divorced, or widowed parent, while 45% were living with a never-married parent

Recommended Usage

This mailing list is recommended for a wide variety of offers, including, but not limited to: real estate, finance, insurance, education, restaurants, entertainment, apparel, automobiles, dating services, 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
Income
Occupation

Education Level
Dwelling Type
Age of Children

Buying Habits
Hobbies & Interests

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