

## Renters

Target the American renter market with ease.

The *renting* population tends to include active singles, single parents, young families, prospective home buyers, and those aging Americans who want to trim their household size. Their needs are varied and with additional demographics you can easily target the most desirable households. This dynamic list of renters is updated monthly.

Total Universe: (35,000,000+)  
**\$30.00/M**

### Selections

Dwelling Type	County	Number of Children	Children's Ages
Education	SCF	Presence of Children	<b>\$15.00/M extra</b>
Gender	State	Occupation	
Head of Household	<b>Each \$5.00/M extra</b>	<b>Each \$7.50/M extra</b>	
Home Value			
Household Income	Mileage Radius	Ethnicity	
Length of Residence	ZIP Code	Exact Age	
Marital Status	<b>Each \$6.00/M extra</b>	PRIZM <sup>®</sup> NE	
Median Age		Telephone Numbers	
<b>Each \$5.00/M extra</b>		<b>Each \$10.00/M extra</b>	

### Best Uses

Automotive	Credit Cards	Insurance	Retail/Services
Banking	Entertainment/Travel	Investment	Storage Facilities
Clothing	Health/Fitness	Magazine/Newspaper	
Consumer Products	Home Accessories	Restaurant/Fast Food	

### Other

Delivery:  
 • Shipping generally occurs within 48 hours from receipt of all required materials.

Requirements:  
 • Minimum test: 5,000 names.  
 • Sample mail piece and mail dates.  
 • Purchase order or signed order confirmation.  
 • Prepayment or payment of previous orders if applicable.



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