

# Dual Income, No Kids Database



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**Total Universe: 7,404,339**

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

## Description Summary

There is a large population of adults who earn two incomes and do not have children. These consumers are great candidates for a variety of offers, specifically offers that are more likely to be utilized by people who don't have the added expenses that come with having kids. Travel, luxury automobiles, and real estate are just some of many great industries to market to these individuals, as they are responsive to many offers. Take advantage of the most accurate and up-to-date information on the market for your next mailing, telemarketing, or email campaign. Don't miss out on this valuable group of prospects!

## How Our Data Is Compiled

Our Dual Income, No Kids Mailing List is derived from a multitude of public and proprietary feeds both online and offline including: lifestyle 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. This list is also CASS certified to ensure further accuracy.

## Consider The Facts

- A dual income, no kids household can afford a couple more flexibility on their time, and may be able to accommodate a schedule that includes longer work days and business travel.
- In 2014, 47.6% of women ages 15 to 44 reported being child-free, compared to 46.5% in 2012.

## Recommended Usage

This mailing list is recommended for many types of industries and offers, including but not limited to travel, entertainment, real estate, insurance, technology, luxury brands, furniture, automobiles, restaurants and hotels, and much more.

## Popular Selections (for additional selections please inquire)

Age  
Gender  
Geography  
Education Level

Ethnicity  
Income  
Net Worth  
Donors

Occupation  
Marital Status  
Donors  
Buying Habits

### Market Type

U.S. Consumer

### List Channels

Postal, Email & Telemarketing

### Source

Compiled, Self-Reported

### Update Cycle

Monthly

### Minimum Order

Quantity: 5,000  
Price: \$325.00

### Net Name

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

### Exchanges

Please Inquire

### Reuse

Please Inquire

### Cancellation Charges

Please Inquire

### Sample Mail Piece Required

Please Inquire

### Commission

Standard 20% broker/agency commission is extended to all trade partners

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

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