

Self-Employed Consumers

Total Universe: 15,011,284

Base Rate: \$125.00/M

Description Summary

These consumers take the phrase "be your own boss" to a new level. The individuals included in this file work for themselves. There is a lot that goes into becoming your own employer and that includes a lot of products and services that are necessary during that process. Marketers such as insurance agencies, communication services, recruiting firms and more, could be interested in reaching this responsive group of go-getters. Our postal, telemarketing, and email data is updated every month to ensure accuracy and deliverability.

How Our Data Is Compiled

Our Self-Employed Consumers 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

- About 33% of all full-time working Americans are self-employed
- The areas of the U.S. that have the highest self-employment rates are the West and Southwest.

Recommended Usage

This mailing list is recommended for a variety of offers and promotions, including, but not limited to: financial advising, insurance, office supplies, recruiting agencies, hiring managers, travel accommodations, and more.

Popular Selections (for additional selections please inquire)

Age
Gender
Geography
Ethnicity

Net Worth
Income
Occupation
Dwelling Type

Education Level
Marital Status
Presence of Children
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: \$625.00

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