

Canadian Consumer Database

Total Universe: 11,178,884
Base Rate: \$75.00/M



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Description Summary

Whether you're an American business looking to expand to Canada or a Canadian business looking to market to those in your backyard, AmeriList has you covered. The AmeriList Canadian Consumer Master File contains highly responsive consumer data for online, offline and multi-channel marketing campaigns.

This master file offers the most current and comprehensive Canadian consumer information and has a large variety of demographic variables to select from to help you increase your response rates or to enhance your in-house database.

How our Data is Compiled

Our Canadian Consumer Master File is compiled using multiple sources including: Lifestyle Questionnaires, Internet/On-Line Surveys, Off-line Surveys, Opt-in Email, Newsletters, Direct Response, Publications, Compiled Lists and Controlled Circulations.

Consider the Facts

- 46% of the Canadian population live in 6 major metropolitan centers
- 51% of Canadians have a post-secondary education
- 64% of Canadians have disposable incomes
- Canadians spend an average of 45.6 hours surfing the web per month
- 88% of Canadians have high speed internet
- Last year, Canadians spent \$22.3 billion on retail ecommerce
- Canadians spend an estimated 10% of their consumer dollars in the U.S.

Recommended Usage

Auction houses, auto loan creditors, beauty product manufacturers, cable and internet providers, credit card offers, educational institutions, electronic dealers, entertainment groups, financial services, fitness organizations, health services, home improvement companies, insurance agents, investment bankers, travel offers and more!

Popular Selections (for additional selections please inquire)

Age	\$10.00/M	Education	\$10.00/M	Job Description	\$5.00/M
HH Income	\$5.00/M	Gender	\$10.00/M	Home Owner	\$5.00/M
Lifestyle	\$5.00/M	Ethnicity	\$5.00/M	HH Type	\$10.00/M

Market Type

Canadian Consumers

List Channels

Postal, Telemarketing

List ID

ALD800

Source

Direct Response, Surveys, Mail Order Buyers

Output Options

Electronic, Printed

Update Cycle

Monthly

Minimum Order

Quantity: 5,000

Price: \$375.00

Net Name

Floor: 85%

Minimum Quantity: 50,000

Run Charges: \$3.00 / M

Exchanges

Please Inquire

Reuse

Please Inquire

Cancellation Charges

Please Inquire

Commission

A 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

Sales Leads • Mailing Lists • Email Marketing • Telemarketing Lists • List Management • List Brokerage • Data Processing

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