

# U.S. Medicaid Households



**Total Universe: 22,004,102**

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

## Description Summary

The AmeriList Active Medicaid Recipients database is a multi-sourced consumer database of current Medicaid households. Medicaid is a cooperative federal/state assistance program that in conjunction with CHIP (Children’s Health Insurance Program) and SNAP (The Supplemental Nutrition Assistance Program) provide a number of support benefits to eligible low-income households, seniors and disabled families. These are often some of the most food-insecure and financially vulnerable Americans, many who survive way below the poverty line. It is estimated that there are between 70 million to 75 million current Medicaid recipients in the U.S. In order to qualify, recipients must meet the income eligibility requirements. This file provides direct marketers with contact information for postal, telephone and email marketing programs.

## How Our Data Is Compiled

Our data is compiled through a wide range of public and proprietary sources such as: Phone Directories, Surveys, State Board Records, Medicare/Medicaid Government Data, Medical & Healthcare Plans, Click Response Advertisements, Insurance Questionnaires, Seminar Attendees, US Census Data, Voter Registration, Product & Warranty Information, Credit Card Transactions, Mail Order Purchases, Real Estate, Magazine Subscriptions, National Feeds, Predictive Modeling, as well as various other online and offline sources. In addition, the data is enhanced with detailed demographics from our national consumer database that provides a deeper level of segmentation. The database is updated monthly using NCOA processing, CASS certification and a number of different data quality tools that ensure accuracy and quality.

## Consider The Facts

- Qualified Medicaid recipients generally fall within income levels of \$10K - \$30K dependent on family composition.
- An estimated 70 -75 million Americans are currently enrolled in Medicaid programs.
- Approximately 40% of the recipients are children.
- Eligibility is reviewed each year and qualification is based on income, disability and age, as well as other criteria.

## Recommended Usage

The AmeriList Medicaid Recipients database is the perfect solution for a variety of marketing offers such as: Apparel, Auctions, Auto Loans, Bankruptcy, Beauty, Business Opportunity Seekers, Cable and Internet Services, Collectibles and Gifts, Credit Cards, Dating Services, Debt Consolidation, Education, Electronics, Entertainment, Fitness, Health, Home Improvement, Insurance, Investments, Mortgages, Tax Services, Travel, Weight Loss, Healthcare & Medical, Housing, Community and Nonprofit, Financial Assistance, and much more.

## Popular Selections (for additional selections please inquire)

Emails	\$40.00/M	Ethnicity	\$5.00/M	Lifestyle Selects	\$5.00/M
Telephone	\$10.00/M	Income	\$5.00/M	Marital Status	\$5.00/M
Date of Birth	\$5.00/M	Age	\$5.00/M	Language	\$5.00/M

### Market Type

U.S. Consumer

### List Channels

Postal, Email & Telemarketing

### Source

Compiled, Self-Reported

### Update Cycle

Monthly

### Minimum Order

Quantity: 5,000

Price: \$425.00

### Net Name

Floor: 85%

Minimum Quantity: 25,000

Run Charges: \$10.00 / M

### Exchanges

Not Available

### Reuse

Not Available

### Cancellation Charges

Please Inquire

### Mail Piece Required

Sample Mail Piece Required

### Commission

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

### Output Options

Printed, Electronic

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