

Article number

42986

List name

Home owners - single family home [D]

Number of items	Name	Price in EUR	Pricing unit
1,799,177	Single family home	160.00	‰

Age group ranging from 35 to 75

- Of which approximately 82 % male

- Of which approximately 18 % female

Minimum invoice: Net, at least 50 % of the supplied volume, at least 5,000 addresses

Selection costs: EUR 9.00 ‰ on the delivered volume, at least EUR 185.00 fixed rate

Home owners are becoming an ever larger target group. People want to achieve the dream of owning their own property with their own garden as early as possible. This situation is creating one of the strongest consumer groups, which has an above-average need for goods and services from the moment they move into their new property. And this need hardly goes down at all in the decades that follow. While at the start the focus is on furnishings, it soon switches to things to do with the garden, renovation and maintenance.

The growing family that home owners often also have further increases their consumption needs. The selections available include those that provide information on the age of the building. This allows targeted offers to be made in connection with renovations and repairs.

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