

Article number

**33831**

List name

**Young families [D]**

Number of items	Name	Price in EUR	Pricing unit
83,271	Total inventory	145.00	‰

Age group ranging from 20 to 40  
- Of which approximately 59 % male  
- Of which approximately 41 % 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

This group of people covers residents and apartments in multiple family homes (as of 6 properties) in the age group ranging from 20 - 40 years. These are usually younger couples, double income with or without children. They are often at the start of a new phase in life, accordingly their consumer behaviour and lifestyle are not yet established and defined.

There is a high demand for new ideas regarding decorating. If there are smaller children in the household, increased house-moving activity is to be reckoned with and this is reflected in the consumer behaviour. A majority wishes to live in their own four walls and is working towards this aim. All offers from the house and home, textiles, toys, car, credit and lottery sectors are welcome here.

Sales by:

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**SAZ Services AG**