

Consumers Choice - Swimming Pool & Hot Tub Owners

MID: 889906-000

----- SRDS UPDATED/CONFIRMED -----
 Jun 2, 2011

----- SELECTIONS WITH COUNTS -----
 Counts Thru: Jun 2011

Minimum order 250.00 or 3,000.

Selections	Counts	Price per/M
Universe	8,856,226	\$70.00
30 Day hotline	308,923	+15.00
3 Month hotline	994,215	+10.00
6 Month hotline	1,628,301	+15.00
Children present	4,116,002	+15.00
Above-ground pool	77,234	+15.00
In-ground	729,622	+15.00
Multiple pools	951	+15.00
Custom/freeform pools	1,162	+15.00
Hot tub/spa	272,560	+15.00
Sauna	6,658	+15.00
All pool owners	7,493,823	+15.00
Net name arrangement (minimum 25,000), 85%.		

----- OTHER SELECTIONS -----

Selections	Rate	Per	Unit	Note
Age	\$7.00	M	extra	
Age Of Children	\$15.00	M	extra	
Ethnicity	\$15.00	M	extra	
Gender	\$10.00	M	extra	
Geo Select	\$5.00	M	extra	
Home Owner	\$15.00	M	extra	
Income Select	\$7.00	M	extra	
Length Of Residence	\$15.00	M	extra	
Lifestyle Select	\$15.00	M	extra	
Marital Status	\$10.00	M	extra	
Occupation	\$15.00	M	extra	
Presence Of Children	\$10.00	M	extra	
Key Coding	\$3.00	M	extra	
30 Day Hotline	\$15.00	M	extra	
3 Month Hotline	\$10.00	M	extra	
6 Month Hotline	\$5.00	M	extra	
Run Charges	\$10.00	M	extra	

----- PERSONNEL -----

List Owner

Datamatrix Lists
 3530 Route 27, 2nd Floor
 Kendall Park, NJ 08824
 Phone: 732-940-1500
 Fax: 732-940-1501
 E-mail: sales@datamatrixlists.com

Contact	Title	Phone	Fax	E-mail
List Manager		732-940-1500	732-940-1501	sales@datamatrixlists.com

----- SUMMARY DESCRIPTION -----

Swimming pool and hot tub owners in America.
 60% male, 40% female.

----- DATACARD DESCRIPTION -----

THIS LIST OFFERS ACCESS TO A PRIME CONSUMER MARKET WITH OVER 95% HOMEOWNERS, 75% WITH CHILDREN, AND MEDIAN INCOME OF \$72,000. THE OWNERSHIP AND MAINTENANCE OF A POOL IS ALSO AN INDICATOR THAT THEY TAKE AN ACTIVE INTEREST IN THEIR FAMILY AND PROPERTY. ADDITIONALLY, THEY KEEP THEIR HOUSE AND PROPERTY WELL MAINTAINED TO PROVIDE AN AESTHETICALLY PLEASING SETTING FOR THEIR POOL AND FAMILY. THIS SEGMENT IS PERFECT FOR EVERYTHING FROM HOME IMPROVEMENT, LANDSCAPING, INTERIOR DESIGN AND CLEANING SERVICES TO VACATION OFFERS, NEW AUTOMOBILES, AND CHILDREN'S TOYS, PRODUCTS AND SERVICES. AS WELL, THESE INDIVIDUALS ARE EXCELLENT CANDIDATES FOR INSURANCE AND INVESTMENT OFFERS TO MAKE SURE THEIR LOVED ONES AND TREASURED HOMES ARE TAKEN CARE OF. AVERAGE INCOME: \$72,000.00

SRDS Classification

USA Consumer 558 Home & Home Service

----- LIST SOURCE -----

Source	Note
Compiled	Lifestyle Questionnaire

----- COMMISSION, CREDIT POLICY -----

15% commission to agencies. 30% commission to brokers.

----- METHOD OF ADDRESSING -----

Available Media	Rate	Per	Unit	Note
Pressure Sensitive Labels	\$15.00	M	extra	
Diskette	\$50.00	M	extra	
E-mail	\$50.00	M	extra	
Cartridge	\$50.00	M	extra	
CD-ROM	\$50.00	M	extra	
FTP	\$50.00	M	extra	

----- RESTRICTIONS -----

Telemarketing is not allowed. Net name is allowed. Exchange is not allowed. Reuse is allowed.

----- UPDATE SCHEDULE -----

Updated monthly.