

Datamatrix 2017



Consumers Choice- Swimming Pool & Hot Tub Owners

One of the most current and complete listings of swimming pool and hot tub owners in the United States. Available by multiple demographic variables. 30% BROKER COMMISSION!



SEGMENTS

5,600,000	Total Universe / Universe Rate	\$85.00/M
283,339	Spa or Hot Tub	+ \$15.00/M

ID NUMBERS

Manager ID	
NextMark ID	356015
mIn ID	
SRDS ID	

MEDIA TYPE

Consumer  

SOURCE

Multi Sourced, Government records, Compiled lists, Masterfile enhanced, Homeowner Data

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	10/03/2012
New to Manager	10/01/2012
Counts Through	01/01/2018

DATA CARD MAINTENANCE

New To System	10/03/2012
Last Update	01/08/2018
Next Update	03/31/2018
Update Frequency	QUARTERLY

DESCRIPTION

This list offers access to a prime consumer market with over 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. Visit our website at www.datamatrixlists.com.

SELECTS

AGE	\$10.00/M
AGE OF CHILDREN	\$10.00/M
GENDER/SEX	\$10.00/M
GEO SELECT	\$5.00/M
HOME VALUE	\$10.00/M
INCOME SELECT	\$10.00/M
MARITAL STATUS	\$10.00/M
PRESENCE OF CHILDREN	\$10.00/M

MANAGER

Datamatrix Lists
<http://www.datamatrixlists.com>

GENDER

Male **50%**

AVERAGE INCOME

Value **not available**

MINIMUM ORDER

Minimum Quantity	3,000
Minimum Price	\$250.00

COMMISSIONS

Broker	30%
Agency	15%

NET NAME ARRANGEMENTS

Net Name is allowed	
Floor	85%
Minimum Quantity	25,000
Run Charges	\$10.00/M

Female

50%

EXCHANGES

Exchange is not allowed

REUSE

Reuse is allowed

Minimum Quantity **0**
Run Charge

CANCELLATION

Charges

KEY CODING

Key Coding is available

Charges **\$3.00/M**

ADDRESSING

EMAIL **\$50.00/F**
FTP **\$75.00/F**

SPECIAL INSTRUCTIONS

CONTACTS

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact