

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/M
260,000	Above Ground	\$15/M
234,000	Vinyl In-Ground	\$15/M
283,339	Spa or Hot Tub	\$15/M

ID NUMBERS

MANAGER	
NEXTMARK ID	356015
MIN ID	
SRDS ID	

MEDIA TYPE

Consumer	 
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SOURCE

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

GEOGRAPHY

United States

OPT-IN

MAINTENANCE

MARKET ENTRY	10/03/2012
NEW TO MANAGER	10/01/2012
COUNTS THROUGH	09/01/2014

DATA CARD MAINTENANCE

NEW TO SYSTEM	10/03/2012
LAST UPDATE	09/10/2014
NEXT UPDATE	12/31/2014
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.

PROFILE

SELECTS

AGE	\$10/M
AGE OF CHILDREN	\$10/M
GENDER/SEX	\$10/M
GEO SELECT	\$5/M
HOME VALUE	\$10/M
INCOME SELECT	\$10/M
MARITAL STATUS	\$10/M
PRESENCE OF CHILDREN	\$10/M

MANAGER

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

GENDER

MALE	50%
FEMALE	50%

AVERAGE INCOME

VALUE	0
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MINIMUM ORDER

MINIMUM QUANTITY	3,000
MINIMUM PRICE	\$250

COMMISSIONS

BROKER	30%
AGENCY	15%

NET NAME ARRANGEMENTS

NET NAME IS ALLOWED

FLOOR	85
MINIMUM QUANTITY	25,000
RUN CHARGES	\$10/M

EXCHANGES

EXCHANGE IS NOT ALLOWED

REUSE

REUSE IS ALLOWED

MINIMUM QUANTITY	0
RUN CHARGE	\$0/M

CANCELLATION

CHARGES	\$0/M
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KEY CODING

KEY CODING IS AVAILABLE

CHARGES \$3/M

ADDRESSING

FTP \$75/F

EMAIL \$50/F

SPECIAL INSTRUCTIONS

CONTACTS

CONTACT	ROLE	EMAIL	PHONE	FAX
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