



Pet Owners

Americans lavish their pets with love and attention. Contact these attentive owners of cats and dogs.

Segments

25,267,000	Total Available Owners	\$55.00
13,785,000	Cat Owners	
20,241,000	Dog Owners	
18,264,000	Pet Owners with Children	+\$2.50

Price per 1000 records is for single use of data. Call for additional usage.
Order Minimum: \$200 plus Output Format Charges (up to 3,363 records)

Description

Pets enhance people's lives, so they in turn pamper them with attention and purchases. These households are perfect candidates for veterinarian/medical services, pet sitting services, specialty gifts, pet food and pet-friendly travel offers - to name a few. You can help people say "I want to come back as one of my pets".

Data is compiled through self reported and other proprietary sources.
File is selectable by zip, state, county, radius or Congressional District.

Additional Selections

Adult Age	\$2.50	Expectant or Newborn Babies	\$35.00
Income	\$2.50	Special Interests	\$7.00
Number of Children	\$2.50	Single Parent	\$7.50
Children's Age Ranges	\$2.50	Ethnicity	\$15.00
Homeowner/Renter	\$2.50	Mail Order Buyers	\$6.00

Priced per 1000 records – Select charges apply toward \$200 minimum order

Formats

Internet Delivery of file	\$35.00	Delivered in CSV/Excel or dBase
Mailing Labels	\$10/1000	\$50 Minimum, plus shipping
CD ROM	\$75.00	Plus Shipping

Contact

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List Brokers and other resellers are eligible for discounts. Call to inquire.