



Master Swimming Pool Owners

This national list of swimming pool owners is selectable with a robust set of demographic criteria and household characteristics.

Segments

5,878,000	Nationwide Pool Owners	\$60.00
86,500	Purchased Home in Past Year	+\$10.00
3,550,000	Families with Children	+\$5.00
3,335,000	Home Valued at \$250,000 or More	+\$15.00

Price per 1000 records is for single use of data. Call for additional usage.
Order Minimum: \$200 plus Output Format Charges (up to 3,333 records)

Description

Homeowners with swimming pools require a wide range of services. Reach the decision makers in single family homes. Whether you are looking for families with children or affluent empty nesters, this list will deliver.

Data is compiled through government, self-reported and additional proprietary sources. Absentee owners are also available.

Selectable by zip, state, county, radius or Congressional District.

Additional Selections

Adult Age	\$5.00	Recent Empty Nester	\$35.00
Children's Age Ranges	\$5.00	Congressional District	\$10.00
Number of Children	\$5.00	Expectant or Newborn Babies	\$35.00
Presence of Children	\$5.00		
Ethnicity	\$15.00		

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.