

Cat Owners Database

Total Universe: 14,055,181

Base Rate: \$65.00/M



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Description Summary

This targeted list of cat owners combines data from many sources. Because cat owners are so dedicated to their pet, these consumers are constantly making purchases for their feline friends like grooming, toys, pet supplies, kennels, training, and more. Accompanying the joy that comes with owning a cat, their fur and clean-up can become costly. Many cat owners seek out carpet cleaning services, furniture repair/refurbishing, and more. Cat owners are committed to keeping their cats healthy and happy, so having access to this cat marketing list could be beneficial to many types of businesses.

How Our Data Is Compiled

Our Cat Owners Database is derived from a multitude of public and proprietary feeds both online and offline including: surveys, self-reported individuals, and previous memberships/ purchase history. When you use our data, you are guaranteed accuracy and deliverability. Our compilation team processes the entire database against the National Change of Address (NCOA) file monthly. The list is also CASS certified to ensure further accuracy.

Consider The Facts

- Approximately 35% of all households in the United States have a cat
- Americans spend approximately \$5 billion on holiday presents for their pets

Recommended Usage

Marketing to cat owners would be useful for pet stores, grooming companies, cat food companies, toy companies, cat apparel companies, carpet and furniture cleaning, exterminators and veterinary services, and much more. This Cat Owners Database can be used for direct marketing to help businesses looking to make contact with cat lovers.

Market Type

U.S. Consumers

List Channels

Postal, Email & Telemarketing

Source

Self-Reported

Geography

Domestic U.S.

Output Options

Electronic, Printed

Update Cycle

Monthly

Minimum Order

Quantity: 5,000

Price: \$325.00

Net Name

Floor: 85%

Minimum Quantity: 25,000

Run Charges: \$10.00 / M

Exchanges

Please Inquire

Reuse

Please Inquire

Cancellation Charges

Please Inquire

Sample Mail Piece Required

Yes

Commission

Standard 20% broker/agency commission is extended to all trade partners

Popular Selections (for additional selections please inquire)

Age
Gender
Geography
Lifestyle

Income
Occupation
Marital Status
Presence of Children

Presence of Pets
Buying Habits
Hobbies
Phone

For additional information or list counts, contact your representative or list manager at 1.800.457.2899