

# Snowbirds / Seasonal Residents Database

**Total Universe: 151,400**

**Base Rate: \$95.00/M**

## Description Summary

Birds aren't the only ones flying south for the winter! There are many U.S. citizens who have two places of residence and go back and forth between them during specific seasons. These consumers are eligible for many types of offers and promotion since they are traveling to more than one residence. There is a large population on the east coast, particularly, who move from NY to Florida during the winter time. This popular demographic in any area of the U.S. can be carefully segmented to target exactly who you're looking to market to. Don't miss out on this valuable group of consumers who are likely to be great candidates for a variety of offers!

## How Our Data Is Compiled

Our Snowbirds / Seasonal Residents Mailing List is derived from a multitude of public and proprietary feeds both online and offline including: lifestyle 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. This list is also CASS certified to ensure further accuracy.

## Consider The Facts

- The majority of snowbirds are between the ages of 50 and 69. This generation is known to be very active and they tend to be wealthy, well-educated and adept to the snowbird lifestyle very well.
- Thousands of snowbirds head to Florida, Arizona and Texas every year. Las Vegas, Hawaii, California and Costa Rica are also some of the most desired snowbird destinations.
- In Texas, snowbirds go by a different name: "winter Texans"

## Recommended Usage

This mailing list is recommended for various offers and promotions, such as any type of transportation, flights, trains, cruises, automobiles, RVs, motorcycles, pool companies, home furnishings and decor, retail, sports equipment, entertainment, and much more.

## Popular Selections (for additional selections please inquire)

Age  
Gender  
Geography  
Dwelling Type(s)  
Number of Residences

Ethnicity  
Income  
Net Worth  
Hobbies & Interests  
Type of Vehicle

Occupation  
Marital Status  
Presence of Children  
Buying Habits  
Airline Travel

## Market Type

U.S. Consumer

## List Channels

Postal, Email & Telemarketing

## Source

Compiled, Self-Reported

## 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

Please Inquire

## Commission

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

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