

**ATV (ALL-TERRAIN VEHICLE) OWNERS**

\$75/M  
MIN. \$400

2009

**797,770** *ATV (All-Terrain Vehicle) Owners*  
**327,000** *with Phones - \$20/M Add'l*

An *exciting newly updated database* of individuals who own ATVs — *small 4-wheel drive vehicles* used mainly for off-road recreation. These rugged vehicles are also used on farms, ranches, and in rural areas for work and/or transport. These ATV owners enjoy many outdoor activities and are excellent prospects for sporting goods, hunting and camping offers, general outdoors equipment, as well as gift offers, magazines, and entertainment.

**SELECTIONS AVAILABLE - PRICES AS SHOWN**

✓ **Family Demographics**

- |                              |                               |
|------------------------------|-------------------------------|
| Mail Order Buyers — \$10/M   | Home Value — \$15/M           |
| Age — \$10/M                 | Occupation — \$5/M            |
| Income — \$10/M              | Donors — \$10/M               |
| Credit Card Holders — \$10/M | Children in Household — \$5/M |
| Dwelling Type — \$5/M        | Catalog Buyers — \$15/M       |
| Gender — \$5/M               | Home Owners/Renters — \$5/M   |
| Length of Residence — \$5/M  | Pet Owners — \$5/M            |
| Marital Status — \$5/M       | Net Worth — \$20/M            |

**ALSO AVAILABLE**

- ✓ 600,216 Snowmobile Owners

FW

**Zip Sequence**  
**4-up Cheshire**

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**Geography - \$5/M**

**Keying - \$3/M**

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**P-S Labels - \$10/M**

**Disk/Email/CD/FTP - \$50/L**

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**Phones - \$20/M**

**ATV OWNERS**

3,787 AL	5,135 FL	36,241 LA	1,653 NE	28,369 OH	46,162 TX
1,434 AK	3,796 GA	20,653 ME	1,122 NV	3,074 OK	32,132 UT
8,106 AZ	226 HI	4,146 MD	874 NH	8,247 OR	769 VT
3,956 AR	8,973 ID	1,812 MA	2,539 NJ	44,554 PA	3,068 VA
7,456 CA	7,477 IL	78,304 MI	1,004 NM	375 RI	2,602 WA
2,513 CO	12,333 IN	185,287 MN	27,217 NY	1,879 SC	13,969 WV
918 CT	8,771 IA	3,121 MS	4,631 NC	2,217 SD	73,294 WI
393 DE	2,014 KS	36,733 MO	4,497 ND	18,123 TN	2,750 WY
73 DC	17,343 KY	11,648 MT			

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