

**BOAT OWNER HOUSEHOLDS —
WOMEN BY NAME**

\$65/M
MIN. \$400

#204a-X0333-04-R
2005

**715,114 Boat Owner Households - Women by Name
336,088 with Phones - \$20/M**

This list is a unique segment from our Boat Owners - Individuals masterfile. These are Women by Name in Households which own Boats, including *boats registered in the name of the female*, and *boats registered in the name of the male (spouse name provided)* - selectable as shown below.

Excellent prospects for all types of offers including outdoors, travel, sporting goods, clothing, gifts.

✓ **Family Demographics**

- | | |
|-----------------------------|---------------------------------|
| Mail Order Buyers: | Home Value — \$15/M |
| 6 Mo — \$12.50/M | Occupation — \$5/M |
| 12 Mo — \$10/M | Donors — \$10/M |
| Age — \$10/M | Children in Household — \$5/M |
| Income — \$10/M | Catalog Buyers — \$15/M |
| Credit Card — \$10/M | Home Owners/Renters — \$5/M |
| Dwelling Type — \$5/M | Pet Owners — \$5/M |
| Gender — \$5/M | Net Worth — \$20/M |
| Length of Residence — \$5/M | Presence of Motorcycle — \$20/M |
| Marital Status — \$5/M | Presence of SUV/Pickup — \$20/M |

✓ **Additional Boat Demographics**

- | | |
|----------------------------------|------------------------------------|
| Registration Date — \$10/M | Registration Out-of-State — \$20/M |
| Registration Expiration — \$10/M | Multi-Boat Households — \$20/M |

ALSO AVAILABLE

- ✓ Internet Users — \$15/M

FW

Zip Sequence /4-up Cheshire
★★★★★★★★★★★★★★
Geography - \$5/M

Prizm - \$10/M
Microvision - \$10/M
Keying - \$2/M

★**Boat Demographics**★
Boat Mfr/Hull ID-\$45/M
Hull Material - \$5/M
Propulsion Type - \$5/M
Motor Type - \$5/M
Yr Built - \$5/M

★★★★★★★★★★★★★★
P-S Labels - \$7.50/M
Mag Tape - \$25
Cartridge - \$30
Disk/Email/CD/FTP - \$50/L

**SAMPLE MAILING
PIECE REQUIRED**

BOAT OWNER HOUSEHOLDS - WOMEN BY NAME

13,883 AL	80,526 FL	18,212 LA	8,772 NE	36,899 OH	15,023 TX
4,523 AK	23,052 GA	11,844 ME	5,798 NV	3,500 OK	3,825 UT
12,189 AZ	380 HI	11,490 MD	5,831 NH	8,470 OR	967 VT
12,321 AR	6,344 ID	13,415 MA	5,732 NJ	10,866 PA	26,998 VA
14,312 CA	10,896 IL	47,545 MI	797 NM	896 RI	5,545 WA
11,897 CO	6,221 IN	50,271 MN	34,783 NY	18,464 SC	6,535 WV
15,996 CT	12,243 IA	8,211 MS	26,341 NC	1,145 SD	24,045 WI
3,417 DE	1,256 KS	26,455 MO	3,775 ND	18,156 TN	3,932 WY
226 DC	9,932 KY	3,882 MT			

UPDATES: New information is added 3 times per year at which time the file is also NCOA processed and CASS certified.

SOURCE: List is compiled via state registration records.

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