

BASS FISHING BOAT OWNERS/FISHERMEN

\$70/M
MIN. \$400

#204a-X0431-04-R
2005

963,462 Bass Fishing Boat Owners/Fishermen
522,590 with Phones - \$20/M

These **BASS FISHING BOAT OWNERS/FISHERMEN** are avid boaters and sportsmen, with over one third participating in bass fishing tournaments. The boats are well-equipped with powerful engines, trolling motors, electronic instrumentation, and extensive ranges of fishing gear.

✓ **Boat Demographics**

Boat Size — \$5/M	Reg Date — \$10/M	Propulsion Type — \$5/M
Boat Mfr/Hull ID — \$45/M	Reg Expiration — \$10/M	Multi-Boat Hslds — \$20/M
Hull Material - \$5/M	Reg Out-of-State — \$20/M	Motor Type — \$5/M
		Yr Built — \$5/M

✓ **Family Demographics**

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

★ **ALSO AVAILABLE** ★

- ✓ **Internet Users** — \$15/M
- ✓ **Fishing License Holders** – See separate card.

FW

Zip Sequence
4-up Cheshire

★★★★★★★★★★★★

Geography - \$5/M

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

★★★★★★★★★★★★

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

★★★★★★★★★★★★

Phones - \$20/M

**SAMPLE MAILING
PIECE REQUIRED**

BASS FISHING BOAT OWNERS/FISHERMEN

51,813 AL	64,634 FL	45,647 LA	6,347 NE	39,145 OH	1,069 TX
135 AK	73,125 GA	8,920 ME	3,840 NV	301 OK	2,474 UT
12,030 AZ	43 HI	12,010 MD	1,536 NH	9,625 OR	89 VT
50,526 AR	1,262 ID	10,311 MA	369 NJ	1,002 PA	36,928 VA
1,410 CA	4,724 IL	39,329 MI	116 NM	73 RI	521 WA
4,872 CO	1,533 IN	112,221 MN	16,194 NY	50,714 SC	9,515 WV
669 CT	30,574 IA	28,057 MS	53,235 NC	263 SD	43,065 WI
85 DE	322 KS	26,933 MO	8,554 ND	62,429 TN	97 WY
58 DC	24,281 KY	898 MT			

UPDATES: New information is added 3 times per year at which time the file is also NCOA processed & CASS certified.
SOURCE: List is compiled via state registration records.



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