

**FISHING BOAT OWNERS —
INLAND WATER & COASTAL OFF-SHORE**

\$70/M
MIN. \$400

#204a-X0432-04-R
2005

- 1,728,536** *Inland Water Fishing Boat Owners*
- 943,737** *with Phones - \$20/M*
- 109,100** *Coastal Off-Shore Fishing Boat Owners*
- 60,800** *with Phones - \$20/M*

Owners of **Inland Water Fishing Boats** are avid sportsmen involved in hunting, fishing, and camping. Their boats are mostly outboard powered and aluminum.

Owners of **Coastal Off-Shore Fishing Boats** are skilled deep water fishermen, boaters, and navigators. Many of their boats are elaborately equipped with twin motors for safe return to shore (from 5 to 50 miles off-shore), fish-finding instruments, radar, and radio and navigation systems.

✓ **Boat Demographics**

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

✓ **Family Demographics**

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

INLAND WATER

48,759	AL	25,522	KY	20,966	ND
234	AK	66,997	LA	91,050	OH
23,767	AZ	36,013	ME	403	OK
79,099	AR	29,041	MD	26,358	OR
2,024	CA	35,700	MA	2,422	PA
10,049	CO	139,207	MI	232	RI
2,471	CT	220,216	MN	61,631	SC
295	DE	55,758	MS	564	SD
179	DC	39,303	MO	64,402	TN
136,708	FL	1,910	MT	1,761	TX
89,238	GA	10,855	NE	4,776	UT
91	HI	9,916	NV	269	VT
5,018	ID	5,556	NH	60,734	VA
7,021	IL	1,099	NJ	1,508	WA
3,434	IN	402	NM	17,108	WV
66,778	IA	46,331	NY	88,874	WI
458	KS	68,869	NC	232	WY

COASTAL OFF-SHORE

2,225	AL	228	KY	40	ND
55	AK	1,595	LA	3,827	OH
266	AZ	1,454	ME	17	OK
455	AR	6,061	MD	259	OR
1,032	CA	9,076	MA	1,140	PA
172	CO	3,333	MI	219	RI
1,057	CT	584	MN	2,368	SC
176	DE	1,429	MS	7	SD
107	DC	228	MO	580	TN
42,687	FL	19	MT	272	TX
3,705	GA	31	NE	92	UT
68	HI	169	NV	54	VT
28	ID	417	NH	6,369	VA
567	IL	1,265	NJ	218	WA
275	IN	14	NM	73	WV
145	IA	6,142	NY	566	WI
27	KS	6,816	NC	11	WY

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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