

**BOAT OWNERS — INTERNET USERS**

\$70/M  
MIN. \$400

#204-X0000-04-R  
2002



**588,671 Boat Owners — Internet Users**  
**360,881 with Phones - \$20/M**

A brand new unique segment from our Boat Owners – Individuals Masterfile.

In addition to owning one or more boats, these individuals use the Internet to surf, play games and make purchases. Extensive demographic selections are available to help define your exact market.

✓ **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

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

★★★★★★★★★★★★

**Geography - \$5/M**

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

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**P-S Labels - \$7.50/M**  
**Mag Tape - \$25**  
**Cartridge - \$30**  
**Disk/E-Mail/**  
**CD Rom - \$50/L**

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**Phones - \$20/M**

**588,671 BOAT OWNERS - INTERNET USERS**

10,506 AL	64,718 FL	15,183 LA	4,266 NE	34,047 OH	7,830 TX
2,447 AK	23,037 GA	8,264 ME	5,077 NV	3,282 OK	3,360 UT
8,705 AZ	449 HI	11,756 MD	5,849 NH	6,890 OR	952 VT
11,424 AR	3,098 ID	14,242 MA	7,064 NJ	11,879 PA	19,832 VA
16,294 CA	11,642 IL	38,971 MI	929 NM	1,089 RI	6,498 WA
8,063 CO	6,470 IN	29,477 MN	27,452 NY	15,731 SC	4,655 WV
14,032 CT	10,991 IA	8,416 MS	25,164 NC	772 SD	25,684 WI
2,409 DE	1,173 KS	16,071 MO	3,717 ND	16,372 TN	1,706 WY
168 DC	8,544 KY	2,024 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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**FRED WOOLF LIST CO., INC.**

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**Celebrating Our 30<sup>th</sup> Anniversary**

Mailing List Compilers, Brokers and Managers

You name the list — We list the names