Boat Owner List
Prospect Masterfile

The Boat Owner List Prospect Masterfile is a premier resource for marketers targeting boat owners across the United States. This comprehensive database provides detailed insights into individuals who own a variety of watercraft, including yachts, sailboats, speedboats, and fishing vessels. With data points such as boat type, usage, ownership duration, and geographic location, this masterfile allows for highly targeted marketing campaigns tailored to the unique interests and purchasing behaviors of boat owners.

Whether your goal is to promote marine products, luxury services, or insurance solutions, this masterfile ensures accurate and impactful outreach to a high-value, lifestyle-driven audience.

Key Facts

- 12 million registered recreational boats in the U.S.
- 65% of boat owners spend over $3,000 annually on maintenance, accessories, and upgrades.
- 40% of boat owners purchase luxury marine services such as charters and dockage annually.
- 75% of boat owners are concentrated in coastal and Great Lakes states.
- The average boat owner spends $5,500 annually on boating-related activities.
- 55% of boat owners participate in fishing, while 30% use their boats for leisure cruising.
- 70% of boat owners prefer digital communication for marine-related offers.

Popular Usage

- Marketing Marine Equipment and Accessories
- Promoting Boat Insurance and Warranty Programs
- Advertising Docking and Marina Services
- Selling Luxury Yacht Charters and Vacation Packages
- Offering Boat Maintenance, Repair, and Storage Services
- Marketing Fishing Gear and Sporting Equipment
- Promoting Navigation Systems and Marine Electronics
- Advertising Boat Shows and Community Events

Products and Services

Marketing Lists | Direct Mail Marketing | Email Marketing | Mobile Advertising | Social Media Advertising | GEO-Lift | Turn-Key Solutions

Sources of Data

Online Registration | Lifestyle Surveys | Government Records | SEC Filings | Annual Reports | Occupant Data | Voter Registration | Telemarketing | Publication Subscribers | Purchase History | White pages | Associations

Total Universe

839,808

Base Rate

$180/M

Minimum Order *

5,000

Data Type

Consumer Database

Recommended Selects

- Boat Type
- Boat Size
- Boat Ownership Duration
- Household Income
- Age
- State
- Zip
- Home Ownership Status
- Lifestyle Choices
- Education
- Retirement Status
- Marital Status

Data Profile

- Comprehensive
- Accurate
- Updated Monthly
- Ethically Compiled

** High Volume Discounts are Available*

Call to Learn More

(888) 578-3282

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