Boat Owner Lists Prospect Masterfile

The Boat Owner Lists Prospect Masterfile is a highly targeted and responsive marketing database of individuals who own or operate personal or recreational watercraft. This file includes verified data on boat type, size, usage, ownership status, and lifestyle interests, making it an ideal audience for marine-focused brands, luxury marketers, and outdoor lifestyle advertisers.

Whether you're marketing marine products, insurance plans, maintenance services, or travel experiences, this masterfile gives you direct access to boating enthusiasts with the means and interest to spend on their passion.

Key Facts

- Over 12 million registered recreational boats in the U.S.
- 65% of boat owners spend more than $3,000 annually on marine accessories and maintenance.
- 70% of boat owners also own trucks, SUVs, or trailers for hauling.
- 55% of owners participate in water-related activities such as fishing, cruising, or watersports.
- The average boat owner has a household income exceeding $100,000/year.
- 60% of owners engage with marine product content online or via catalogs.

Popular Usage

- Marketing Marine Supplies, Accessories, and Electronics
- Promoting Boat Insurance, Financing, and Warranties
- Advertising Marinas, Docking Services, and Storage Facilities
- Selling Luxury Travel Packages, Fishing Excursions, and Charters
- Promoting Boat Maintenance, Repair, and Upgrade Services
- Marketing Outdoor Apparel, Footwear, and Lifestyle Gear
- Advertising Waterfront Real Estate or Boat Clubs
- Offering Memberships to Boating and Yacht Enthusiast Groups

Products and Services

Marketing Lists | Direct Mail Marketing | Email Marketing | Mobile Advertising | Social Media Advertising | GEO-Link | 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

2,407,696

Base Rate

$180/M

Minimum Order *

5,000

Data Type

Consumer Database

Recommended Selects

- Boat Size
- Boat Usage Behavior
- Boat Ownership Duration
- Household Income
- Lifestyle Interests
- Lakefront / Coastal
- Inland Waterways
- State
- Zip Code
- Home Ownership Status
- Marital Status
- Children in Household

Data Profile

- Comprehensive
- Accurate
- Updated Monthly
- Ethically Compiled

** High Volume Discounts are Available*

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(888) 578-3282

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