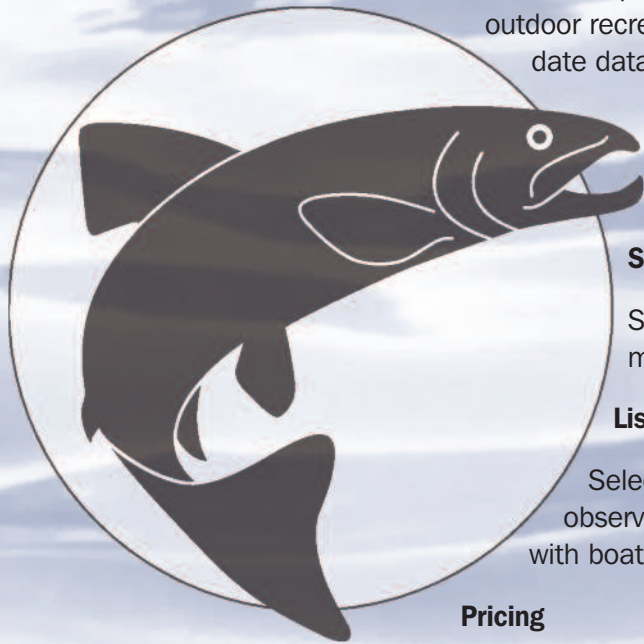


# AVID *Fishermen*

D A T A B A S E



**Info-Link** specializes in providing marketing information services to the outdoor recreation industry and has compiled and maintains an up-to-date database of people that fish.

These files has been mined in such a way that the most active participants can be isolated by virtue of how many years they have been observed fishing.

#### Source

State-issued fishing licenses. Historical observations measured over the last ten plus years.

#### List Details

Selects include saltwater fish and lobster. Number of years observed fishing, geography, resident/non-resident, cross-over with boat owner and/or hunting license databases.

#### Pricing

\$110/M (plus \$250 per order for lists under 25M). No minimum and no additional fees for delivery or key coding. Additional select fees only pertain to cross-over activities (boat owners, hunters). Discounts for quantities greater than 50,000.

**Please call us toll-free at 888-468-9687 for additional information.**

YEARS FISHING	COUNT	CUMULATIVE
10+	145,900	145,900
9	148,200	294,100
8	198,800	492,900
7	232,900	725,800
6	348,100	1,073,100
Total households with current licenses		5,587,800

