

**OTHER SELECTIONS**

Nth name,  
key coding 5.00/M  
phone where available,  
gender, age, net  
worth, income,  
45.00/M per select

**METHOD OF ADDRESSING**

Diskette, 35.00 fee;  
e-mail, 35.00 fee.  
CD-Rom, 75.00 fee  
FTP download

**FORMATTING**

Excel 00  
Excel 97  
CSV  
ASCII

**MAINTENANCE**

Updated monthly.

Minimum record order  
is 5,000.

Data Verified:  
Daily

# Casino & Online Gamblers

## Database of American Gambling Hobbyists

**SUMMARY DESCRIPTION**

Gambling has become the fastest growing entertainment sector in America since 1990. The boom has continued into the new millennium with a blossoming participation in online sports books and poker rooms. This file is comprised of gambling hobbyists in both virtual casinos and the brick and mortar variety.

**LIST SOURCE**

registration data , purchase data, self reporting, and demographic data overlay

**Price and Quantity**

Total 12 Month Universe ..... 792,297 Total  
With Telephones ..... 344,241 Total

Online Gambling Participants ..... 435,763 Total  
With Telephones ..... 196,094 Total

Casino Gambling Participants ..... 506,992 Total  
With Telephones ..... 226,146 Total

Base price ..... \$180/M (name and address only)  
with Telephone ..... \$ 80/M additional

Call a  
Certified Data Consultant  
The List Company  
1-877-247-4770



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