

# AFRICAN AMERICAN WOMEN

3,253,700	African American Women	\$55.00/M
1,120,841	Presence of Children	+5.00/M
1,268,943	Bankcard Holders	+10.00/M

## List Description

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There are approximately 18 million African American women in the U.S., comprising over 50% of the total black population! Of those working full time, the median income is close to \$20,000 and 13% have an income over \$25,000. Black American women tend to enjoy shopping and often buy on impulse. Eighty percent look for reasonable prices and over 50% want long lasting, easy to use, quality products. Conventional African American women spend an average of \$1,000 a year on clothing and generally like to keep up with the latest styles and fashions. Black women who are heads of households make an average of 3.8 trips to one or more stores a week. Target this powerful market for health, beauty, and personal products, apparel, music/book clubs, subscriptions, credit cards and vacation offers.

**Source:** census data and first name African American ethnicity tables overlaid with mail order buyer, self reported, transactional and demographic data.

## Additional Selections

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State, Zip, SCF .....	\$5.00/M	Homeowners .....	5.00/M
Zip + 4 .....	6.50/M	MOB By Category .....	10.00/M
Age .....	6.00/M	6 Month/ 12 Month MOB .....	5.00/M
Income .....	6.00/M	90-Day MOB Hotline .....	10.00/M
Health & Natural Food Buyers .....	15.00/M	Travelers .....	15.00/M
Dieters .....	15.00/M	Running Charges .....	6.50/M
Magazine Buyers .....	10.00/M	E-mail Fee .....	50.00
Sweepstakes Entrants .....	15.00/M	Ftp Fee .....	50.00
Length of Residence .....	5.00/M	Cartridge Fee .....	25.00

All data have been verified and recorded, but we cannot guarantee accuracy or mailing results. FOCUS USA is a trademark.

*Please inquire about Customer Profiling, Modeling & Customer Re-Activation Analyses.*



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