

AFFLUENT BLACK HOMEOWNERS

2,088,160	Affluent Black Homeowners	\$55.00/M
1,461,712	Presence of Children	+5.00/M
1,252,896	Presence of Mortgage	+10.00/M

List Description

Over 13% of Black American households have incomes of \$50,000 or more. With the rapid growth of African Americans moving to the suburbs over the past few years, there are more than 8 million who have made their home in suburban neighborhoods. Those living in suburban areas tend to be more professionally and educationally oriented and generally have more disposable income than blacks living in the metropolitan areas. Affluent Black individuals are very likely to believe in the American dream and are very proud of their heritage. African Americans living in the suburbs appear eager to pursue and enjoy the good life, often spending on quality clothing, cars and other upscale products. Target these affluent people for premium credit cards, financial and insurance offers as well as for subscriptions, video/book/CD clubs and travel offers.

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

Additional Selections

State, Zip, SCF	\$5.00/M	Magazine Buyers	10.00/M
Zip + 4	6.50/M	Travelers	15.00/M
Gender	6.00/M	Investors	15.00/M
Age	6.00/M	6 Month/ 12 Month MOB	5.00/M
Income	6.00/M	90 Day MOB Hotline	10.00/M
Bankcard Holders	10.00/M	MOB By Category	10.00/M
Length of Residence	5.00/M	Running Charges	6.50/M
Internet Connected.....	25.00/M	E-mail Fee	50.00
Music Interest By Type.....	15.00/M	Fip Fee	50.00
Donors	7.50/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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