

AFRICAN AMERICAN MASTERFILE

10,107,436 African Americans \$55.00/M

Focus USA African American Masterfile

There are currently more than 36 million African Americans in the U.S. This group has an enormous spending power of over \$500 billion annually. Women head over 40% of the country's 8.7 million Black households. 81% of these women live in metropolitan areas and they typically spend an average of \$1,000 a year on clothing! In general, African Americans have a median income of \$28,000 and tend to spend more on personal care services and on a variety of products such as boys clothing, television rentals, meat, fish and sugar.

The African American Masterfile can be used in combination with available selections to create a tailored made list that best suits the mailer's offer.

Keeping the direct marketer's primary need in mind: To accurately target the Ethnic market, we bring Ethnicity segmentation to an even higher level. Focus has developed highly targeted lists from within our African American database that can also be combined with any selection(s) to ensure that the offer is reaching qualified and responsive prospects. **Source: census data and first name African American ethnicity tables overlaid with mail order buyer, self reported, transactional and demographic data.**

African American Lists:

1,628,240	African American Credit Prospects
3,008,816	Black Families With Children
3,253,700	African American Women
3,449,204	Black Bankcard Holders
2,088,160	Affluent Black Homeowners
327,992	African Americans Online

Sample Selections (please inquire about others)

Gender	6.00/M
Age	6.00/M
Income	6.00/M
Length of Residence	5.00/M
Children	5.00/M
Bankcard Holders	10.00/M
Bankcards New-To-File	15.00/M
Credit Activity Hotline	15.00/M
Donors (By type)	7.50/M
Education	5.00/M
Electronic Product Buyers (By category)	10.00/M
Frequent Flyers.....	15.00/M
Homeowner/Renter	5.00/M
Internet Connected.....	25.00/M
Investors (By type)	15.00/M
Magazine Buyers.....	10.00/M
Marital Status.....	5.00/M
MOB- 30 Day Hotline	15.00/M
MOB (By category)	10.00/M
New Movers	15.00/M
Retail Cards New-To-File.....	15.00/M
Retail Shoppers (By type of store).....	15.00/M
Single Parents.....	5.00/M
Sports Interest.....	10.00/M
Travelers.....	15.00/M
Upscale/Premium Card Holders.....	10.00/M

Focus USA offers over 300 selections. Please inquire about availability of selects on individual lists.

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



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