

Black Families With Children

3,012,277	Black Families With Children	\$55.00/M
1,210,423	Emails	+20.00/M
1,596,507	Bankcard Holders	+10.00/M



List Description

Among the 9 million Black families in the U.S. the average family size is 3 people compared to 2.6 for non-Black families. A large segment of African American families live in metropolitan areas and are very likely to rent and live in apartments. Families with children tend to spend more than other households without children. With a large number of families being dual-income, these on-the-go parents generally look for convenience and fair prices when shopping. Among 18-45 year olds, 40% have a family income over \$25,000. Target these families for music/book clubs, subscriptions, bank and retail card offers, rent-with-option-to-buy merchandise, educational products, insurance and sweepstakes offers.

Source

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

Payment: Visa and Mastercard accepted.
Pre-payment required for new clients.
Cancellation fees apply.

Minimum Order:
Postal: 10,000
Email: \$1,700.00

Selections

State, Zip, SCF	5.00/M
Zip + 4	6.50/M
Gender	6.00/M
Age	6.00/M
Income	6.00/M
Length of Residence	5.00/M
Children By Age	7.50/M
Homeowners	5.00/M
Pet Owners	7.50/M
Music Interest By Type	7.50/M
Sweepstakes Entrants	7.50/M
Travelers	7.50/M
Electronic Product Buyers	7.50/M
Sports Interest	7.50/M
Book Buyers	7.50/M
MOB By Category	7.50/M
Retail Shoppers (By type of store)	7.50/M

Please inquire for more available selects.

Addressing

Running Charges.....	8.00/M
FTP Fee	50.00/F
E-mail Fee	50.00/F



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