

CAREER WOMEN

3,458,074	Career Women	\$55.00/M
855,073	Donors	+7.50/M
2,980,860	Bankcard Holders	+10.00/M

List Description

These women, aged 45-54, have established their careers in managerial, professional and executive positions and many are entering their peak earning years. Unlike any other generation before them, they face responsibilities of caring for aging parents and grandparents as well as careers, financial planning and investing for their children's education and their own retirement. This group of women, mostly married, with average household incomes of \$45,000, donate an average of \$1,200 annually to worthy causes. These well educated, on the go women tend to feel younger and healthier than ever, eating well and keeping fit. Working women are very likely to read magazines, shop through catalogs, buy life insurance, carry credit cards and join clubs. They are also more likely to travel abroad and be frequent flyers, accounting for 40% of all business travelers.

Source: demographics, mail order buyer data, psychographics, census data, modeled data, new mover data and transactional data.

Additional Selections

State, Zip, SCF	\$5.00/M	Dieters	15.00/M
Zip + 4	6.50/M	Internet Connected	25.00/M
Age	6.00/M	90 Day MOB Hotline	10.00/M
Income	6.00/M	Mortgage Holders	10.00/M
Children	5.00/M	Homeowners	5.00/M
Telephones	20.00/M	Running Charges	6.50/M
Sweepstakes Entrant	15.00/M	E-mail Fee	50.00
Travelers	15.00/M	Ftp Fee	50.00
Investors	15.00/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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