

# FEMALE BIG SPENDERS

4,385,151	Female Big Spenders	\$55.00/M
1,243,724	Retail Shoppers	+10.00/M
2,466,630	Catalog Shoppers	+10.00/M
2,048,858	Online Shoppers	+20.00/M



## List Description

Women account for more than 70% of all consumer spending in the U.S. and over 60% of women shop by mail. This list represents highly responsive, catalog, retail and internet shopping women with considerable disposable income. Today's on-the-go, busy woman, whether she holds an executive position or is a stay-at-home mom, has less leisure time than ever before. These women carry many responsibilities and because they welcome time-saving ways to shop, they love to shop by mail and online. In fact, convenience ranks the highest as the reason people shop by catalog. Target these women for catalog offers, credit cards, children's products, electronics and more. **Source: demographics, modeled data, new mover data and transactional**



**psychographics, census data,**

## Additional Selections

State, Zip, SCF .....	\$5.00/M	Upscale/Premium Card Holders .....	10.00/M
Zip + 4 .....	6.50/M	Magazine Buyers .....	10.00/M
Age .....	6.00/M	Art & Antique Buyers .....	15.00/M
Income .....	6.00/M	Collectibles .....	15.00/M
Homeowners .....	5.00/M	Music Interest By Type .....	15.00/M
Ethnicity .....	10.00/M	MOB By Category .....	10.00/M
Children .....	5.00/M	Travelers .....	15.00/M
Health & Natural Food Buyers .....	15.00/M	Retail Shoppers (By type of store) .....	15.00/M
Dieters .....	15.00/M	Running Charges .....	6.50/M
Pet Owners .....	10.00/M	Ftp Fee .....	50.00
Book Buyers .....	10.00/M	E-mail Fee .....	50.00
Personal Beauty Care Product Buyers .....	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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