

FEMALE INVESTORS

1,565,618 Female Investors \$65.00/M
117,656 Monthly Hotline +10.00/M

List Description

Women today are financially savvy and much more confident about investing than they were in the past. In fact, 47% of all investors are women and nearly 1/2 of all female investors are the primary decision-makers for their family's investments. At some point in their lives 9 out of 10 women will be solely responsible for their financial situation. Currently women control nearly 85% of all household income. Considering that many women may eventually be responsible for the care of their aging parents, paying for their children's education and providing for their own retirement it's no wonder that they are turning to investing. Given that 43% of all Americans with total assets of \$500,000+ are women, and women-owned businesses account for 1/3 of all U.S. businesses this is a market that should be tapped!

Source: mail order buyer, self reported and transactional data.

Additional Selections

State, Zip, SCF	\$5.00/M	Internet Connected	25.00/M
Zip + 4	6.50/M	Bankcard Holders	10.00/M
Age	6.00/M	Travelers	15.00/M
Occupation	5.00/M	6 Month/ 12 Month MOB	5.00/M
Income	6.00/M	Premium Card Holders	10.00/M
Length of Residence	5.00/M	90 Day MOB Hotline	10.00/M
Homeowners	5.00/M	Running Charges	6.50/M
Children	5.00/M	Ftp Fee	50.00
News & Financial Subscribers	10.00/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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