

SOCCER MOMS

1,943,208	Soccer Moms	\$55.00/M
1,622,578	12 Month MOB	+5.00/M
1,354,416	Bankcard Holders	+10.00/M

List Description

Women on this list are family oriented, upper middle class mothers in their thirties. This is very typical of the "Soccer Mom" type of person who is frequently carpooling teammates and siblings to practice, games and other activities. These moms, whether they are homemakers or have jobs outside of the home, are busy people but try to take the time to be involved in their children's hobbies and interests. With Soccer Moms and other lists including *Single Parents With \$\$*, *Half-Pints and Small-Frys* and *"Charge-It" Parents* you can easily reach families with offers for children's products, subscriptions, catalogs, music /video/book clubs as well as for travel and credit card offers. **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	Health & Natural Food Buyers	15.00/M
Age	6.00/M	Gift Buyers	15.00/M
Income	6.00/M	Sweepstakes Entrants	15.00/M
Length of Residence	5.00/M	90 Day MOB Hotline	10.00/M
Children by Age	7.50/M	MOB By Category	10.00/M
Homeowners	5.00/M	Running Charges	6.50/M
Travelers	15.00/M	E-mail Fee	50.00
Investors	15.00/M	Fip Fee	50.00
Apparel Shoppers	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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