

# SAVVY SINGLE WOMEN

4,059,566	Savvy Single Women	\$55.00/M
1,790,372	Aged 50+	+6.00/M
1,079,432	Presence of Children	+5.00/M

## List Description

Approximately 50% of all women in the U.S. are either divorced, separated, widowed or have never been married. This list of singles represents a diverse group of women aged 18+. They tend to be affluent, well-educated, Internet/computer savvy and deeply influenced by friends and family. Unlike previous generations of women they are getting more involved in financial services, investing, real estate, home repairs, purchasing cars, business travel, etc. For example: 18% of all home buyers are single women, over 37% of all home improvement purchases are made by women and singles in general account for nearly one fourth of all travelers. Single women represent a prime market for travel/vacation, frequent flyer clubs, credit cards, investing, dining out, entertainment, insurance, catalog shopping and much more. **Source: demographics, mail order buyer data, psychographics, census data, modeled data, new mover data and transactional data.**

## Sample Selections (please inquire about others)

State, Zip, SCF .....	\$5.00/M	MOB By Category .....	10.00/M
Zip + 4 .....	6.50/M	Health & Fitness Subscribers .....	10.00/M
Age .....	6.00/M	Computer Owners .....	20.00/M
Income .....	6.00/M	Investors .....	15.00/M
Homeowners .....	5.00/M	Travelers .....	15.00/M
Children by Age .....	7.50/M	Pet Owners .....	10.00/M
Bankcard Holders .....	10.00/M	Running Charges .....	6.50/M
Apparel Shoppers .....	15.00/M	E-mail Fee .....	50.00
Art & Antique Buyers .....	15.00/M	Ftp Fee .....	50.00
Collectibles .....	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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