



MS INDEPENDENTS

Single, High Income Women, Purchases High End Clothing

Segment	Count	Price
Universe / Base Rate	2,655,520	\$85.00/M
Group: Luxury	1,852,481	+ \$14.00/M
Group: Fine Arts	1,327,414	+ \$14.00/M
Hobby: Gourmet Cooking	727,080	+ \$14.00/M
Travel: Casino	492,891	+ \$14.00/M

"MS. INDEPENDENTS". Loads of disposable income and no one to spend it on but herself! This single woman is a believer in "power purchases" such as high-end designer clothing. And she's as much a force at home as she is in the workplace, tuning in to DIY Network and reading blueprint magazine. "MS. INDEPENDENTS" are part of a new crop of consumer influencers who maintain a wider range of media behaviors, possess a higher degree of market smarts and attitude, and are highly skilled at spreading the word. As the next generation of consumer taxonomy emerges, keep your efforts focused on the cutting edge of segmentation evolution.

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LIST TYPE
 Consumer- mail, email,
 phone

SOURCE
 Direct Mail, Telemarketing,
 Direct TV, Modeled

GEOGRAPHY
 Domestic (US)

Counts through 11/03/2009

SELECTS

Age \$10.00 /M
 Cat Owners \$14.00 /M
 Median Home Value \$2.00 /M
 City \$2.00 /M
 Fine Arts \$14.00 /M
 Dieting/weight Control
 \$14.00 /M
 Group: Home Life \$14.00 /M

MINIMUM ORDER 5,000

FOR MORE INFORMATION PLEASE CONTACT

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