

WEALTHY "YUPPIES"

\$65/M
MIN. 5,000

#004a-X0137-06-R
2005

392,566 Wealthy "Yuppies"
193,984 with Home Phone Numbers

A continuously updated selection from the *WEALTHY AMERICANS DATABASE*. This list of "yuppies" includes affluent executives, business professionals, entrepreneurs and socialites all under the age of 40. This wealthy group spends freely on cars, clothes, electronics and vacations.

SELECTIONS - \$5/M ADDITIONAL

- ✓ By Age 3,914 under 25
 - 14,065 Age 25-29
 - 106,306 Age 30-34
 - 82,532 Age 35-39
 - 185,766 Age 40-44
- ✓ By Presence of Children - Families w/Children – 159,987
- ✓ By Gender – 269,509 Males 88,123 Females

ALSO SELECTABLE - \$5/M ADDITIONAL

- ✓ 120,483 Hardcore Investors
- ✓ 226,025 Homeowners
- ✓ 49,255 Liberal Contributors
- ✓ 251,289 Mail Responsive
- ✓ 110,876 \$250K+ Income
- ✓ 37,809 Millionaires
- ✓ 1,228 Multi-Millionaires
- ✓ 151,182 Professionals
- ✓ 95,720 Speculative Investors

FW

Zip Sequence
4-up Cheshire

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P-S Labels - \$6/M
Mag Tape - \$25
Disk/Email/CD/FTP - \$50/L

State - \$2.50/M
SCF - \$2.50/M

Keying - \$2/M
Title Address - \$2/M

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Phones - \$20/M

CASS Certified

4,623 AL	5,419 KY	1,278 ND
1,328 AK	6,409 LA	21,061 OH
5,902 AZ	1,586 ME	5,010 OK
2,478 AR	13,374 MD	4,213 OR
26,931 CA	17,539 MA	14,581 PA
8,093 CO	15,027 MI	1,424 RI
13,164 CT	10,322 MN	4,796 SC
1,236 DE	2,698 MS	896 SD
1,321 DC	7,614 MO	8,112 TN
25,882 FL	1,186 MT	30,173 TX
11,984 GA	2,305 NE	3,149 UT
1,441 HI	1,778 NV	604 VT
1,773 ID	2,744 NH	12,065 VA
16,860 IL	9,022 NJ	7,472 WA
7,046 IN	1,819 NM	1,414 WV
3,781 IA	16,260 NY	9,874 WI
3,990 KS	9,041 NC	585 WY

★★★ *Celebrating Our 33rd Anniversary* ★★★



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