

30-DAY CONSUMERS HOTLINE FILE

6,438,519 30-Day Consumers Hotline Masterfile \$70.00/M

List Description

The internet savvy individuals on this file have purchased products and services and/or responded to various offers within the last 30-days. These consumers have a median age of 37 and a median income of \$50,000.

Source: online direct response overlaid with demographic, lifestyle, MOB and transactional data.

Hotlines by Category (inquire about category prices)

Age 18-24	407,637	Golf Interest.....	713,676
Age 25-34	982,447	Hispanic American.....	419,723
Age 35-44	1,370,645	African American	325,412
Age 45-54	1,350,217	Asian American	106,584
Age 55+ (Seniors)	1,351,584	New Movers	5,589
Income <15K	254,440	Do-It-Yourselfers	2,103,363
Income 15 - 24K	542,676	Grandparents	673,052
Income 25-50K	1,986,173	Cat Owners	1,043,705
Income 50 - 75K	1,450,335	Dog Owners	1,458,068
Income 75K+	1,682,562	Single Parents	370,009
Presence of Children	2,710,824	Travelers	2,129,171
Pres of Child 0-3	545,198	Computer Owners	3,958,305
Pres of Child 4-6	393,713	Fishing Interest	570,702
Pres of Child 7-9	389,175	Hunting Interest	346,405
Pres of Child 10-12	468,132	Cooking	1,611,051
Pres of Child 13-17	1,100,637	Gardening	2,116,063
Homeowner	3,583,304	Crafts	1,766,522
Health and Fitness	2,385,615	Home Decorating	1,280,663
Electronics	2,906,581	Singles	1,007,353
Bankcard holders	5,086,789	Opportunity Seekers.....	1,867,547

All data have been verified and recorded, but we cannot guarantee accuracy or mailing results. FOCUS USA is a trademark.



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