

AFFLUENT HISPANICS

3,008,634	Affluent Hispanics	\$55.00/M
1,408,041	Bankcard Holders	+10.00/M
692,287	Income \$75,000+	+6.00/M

List Description

People on this list have annual incomes of \$50,000+, compared with a median income of \$29,000 for all Hispanics. These individuals have the means to enjoy a comfortable lifestyle and are ready to spend more for high quality merchandise. They appreciate upscale products ranging from VCR's, stereos, cars, and apparel to household products. They are likely to dine out, travel and take part in recreational activities frequently. Target these prosperous Hispanics for upscale products, insurance, credit cards and other financial products, telecommunications, fundraising, travel and video/book/CD club offers. **Source: proprietary surname/first name formula and census data overlaid with mail order buyer, self reported, transactional and demographic data.**

Additional Selections

State, Zip, SCF	\$5.00/M	Collectibles.....	15.00/M
Zip + 4	6.50/M	Electronic Product Buyers	10.00/M
Gender	6.00/M	Length of Residence	5.00/M
Age	6.00/M	6 Month/ 12 Month MOB	5.00/M
Income	6.00/M	90 Day MOB	10.00/M
Children	5.00/M	Homeowners	5.00/M
Internet Connected.....	25.00/M	Running Charges	6.50/M
Travelers.....	15.00/M	E-mail Fee	50.00
Investors.....	15.00/M	Ftp Fee	50.00
Art & Antique Buyers.....	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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