

BIG-SPENDING HISPANICS

659,464 Big-Spending Hispanics \$55.00/M
31,938 30 Day MOB Hotline +10.00/M

List Description

With an annual purchasing power of over \$500 billion Hispanic Americans represent a significant opportunity for marketers! Approximately one third of Hispanics have incomes over \$50,000. More than 40% of all Hispanics are mail order buyers with the most ordered items being clothing, house wares, gift items and cosmetics. In general, Hispanic Americans tend to be brand loyal and are willing to pay more for quality products and services. Research has shown that Hispanic households spend more on groceries, telephone service, clothing, athletic footwear, cosmetics, electronics, toys & games and foreign travel. They also tend to watch TV, go out dancing, visit theme parks, go to the movies and become members of music clubs more often than non-Hispanics. The consumers on this file are big spenders whether they shop via catalog, retail or online. These big-spending Hispanics make excellent candidates for credit cards, financial and insurance offers, travel, continuity clubs, telecommunications, catalog shopping and more!

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	New Movers	15.00/M
Zip + 4	6.50/M	Donors	7.50/M
Age	6.00/M	Travelers	15.00/M
Income	6.00/M	Running Charges	6.50/M
Gender	6.00/M	E-mail Fee	50.00
Presence of Children	5.00/M	Ftp Fee	50.00
Bankcard Holders	10.00/M	CD-ROM	50.00
Homeowners	5.00/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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