

HISPANIC BANKCARD HOLDERS

3,763,557	Hispanic Bankcard Holders	\$55.00/M
2,860,304	12 Month MOB	+5.00/M
2,270,554	Presence of Children	+5.00/M

List Description

The Hispanic population has purchasing power of more than \$500 billion. Roughly half of all Hispanic Americans are bankcard holders who tend to be well assimilated and have been living in the U.S. for a while. With a median household income of \$33,000, they spend over 82% of it on family and household needs. These people have the means, especially with the help of their credit cards, to spend. Target these credit card holders for subscriptions, electronic products, additional credit card offers, as well as bank loan 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	Internet Connected	25.00/M
Zip + 4	6.50/M	Mortgage Holders	10.00/M
Gender	6.00/M	MOB By Category	10.00/M
Age	6.00/M	90 Day MOB Hotline	10.00/M
Income	6.00/M	Homeowners	5.00/M
Length of Residence	5.00/M	Running Charges	6.50/M
Pet Owners.....	15.00/M	E-mail Fee	50.00
Travelers.....	15.00/M	Ftp Fee	50.00
Sweepstakes Entrants	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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