

# Hispanic Donors

	971,088	Hispanic Donors	\$55.00/M
	47,543	Monthly Hotline	+10.00/M
<b>NEW</b>	200,721	Emails	+20.00/M

## List Description

Hispanic Americans tend to hold strong cultural and community ties and actively "give back" to their families, neighbors, churches and those in need. More than 70% of Hispanics earning \$40,000 or more are donors. The Hispanic donors on this file have a median age of 35 and a median income of \$34,000. They are likely to be married homeowners who have completed high school and have had some college education. Those who were born in the U.S. or who have lived here for a long time tend to give more to charity. Mail is the leading method of communicating fundraising efforts to Hispanics - 1 in 5 individuals who receive a mail piece make a donation. Reach these Hispanic American donors with various fundraising campaigns ranging from health, religious, political and environmental to child-related and cultural.

**Source: proprietary surname formula and census data overlaid with mail order buyer, self reported, transactional and demographic data.**

**\*Hispanic donors may also be selected by Spanish Speaking households.**

## Additional Selections

State, Zip, SCF .....	5.00/M	Donors - Religious .....	7.50/M
Zip + 4 .....	6.50/M	Donors - Health .....	7.50/M
Gender .....	6.00/M	Donors - Political .....	7.50/M
Age .....	6.00/M	Donors - Child Related .....	7.50/M
Income .....	6.00/M	Bankcard Holders .....	10.00/M
Length of Residence .....	5.00/M	Sports Interest .....	7.50/M
Homeowners .....	5.00/M	Running Charges .....	6.50/M
Sweepstakes Entrants .....	7.50/M	E-mail Fee .....	50.00
Presence of Children .....	5.00/M	Ftp Fee .....	50.00
MOB by Category .....	7.50/M	E-mail Transmission .....	300.00/F

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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