

# HISPANICS & SPORTS

1,298,272	Hispanics & Sports	\$55.00/M
467,378	Presence of Children	+5.00/M
49,350	Watch Sports On TV	+10.00/M

## List Description

The Hispanics on this file enjoy sports whether as spectators or active participants. They have a median age of 25 and a median income of \$26,000. 87% of all Hispanics watch sports on TV, 45% listen to sports on the radio and 20% play sports on a team. The individuals on this file make excellent candidates for sporting goods, travel, financial and insurance offers as well as for catalog and online shopping, continuity clubs, subscriptions for Spanish cable TV networks, sports magazines 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	Sports Interest By Type .....	10.00/M
Zip + 4 .....	6.50/M	Electronic Product Buyers .....	10.00/M
Gender .....	6.00/M	Gift Buyers .....	15.00/M
Age .....	6.00/M	6 Month/ 12 Month MOB .....	5.00/M
Income .....	6.00/M	90 Day MOB .....	10.00/M
Homeowners .....	5.00/M	Retail Shoppers .....	10.00/M
Internet Connected.....	25.00/M	Running Charges .....	6.50/M
Travelers.....	15.00/M	E-mail Fee .....	50.00
Book Buyers.....	10.00/M	Ftp Fee .....	50.00
Bankcard Holders .....	10.00/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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