

Hispanic & Latino Senior Homeowners



Total Universe: 3,185,552
Base Rate: \$65/M

Description Summary

If your business is targeting homeowners who are Hispanic or Latino, this database could be just what you're looking for. For more than 20 years, Senior Source List has specialized in direct mail, telemarketing, and email lists geared toward Baby Boomers, active adults and seniors. Our data has helped thousands of companies reach the prospects they needed to improve their bottom line. The Senior Source Hispanic & Latino Senior Homeowner mailing list is unique because it consists of over 2 million bona-fide households over 50, whose assets, income and willingness to spend make them excellent prospects for a host of offers.

How Our Data Is Compiled

Our Hispanic & Latino Senior Mailing List is derived from a multitude of public and proprietary feeds both online and offline including: surveys, self-reported individuals, and previous memberships/ purchase history. When you use our data, you are guaranteed accuracy and deliverability. Our compilation team processes the entire database against the National Change of Address (NCOA) file monthly. The list is also CASS certified to ensure further accuracy.

Consider The Facts

- Approximately 45.4% of Hispanic and Latino seniors are homeowners, compared to 55% who rent
- In 2016, Hispanics and Latinos of any age accounted for 75% of the net growth in overall U.S. homeownership

Recommended Usage

This mailing list could be useful for a variety of offers, such as travel offers, real estate, retail, healthcare, home improvement, contracting, financial, technology, automobile, and more.

Popular Selections (for additional selections please inquire)

Age
Gender
Ethnicity

Geography
Income
Net Worth

Dwelling Type
Marital Status
Presence of Children

Market Type

U.S. Consumers

List Channels

Postal, Telemarketing, Email

Source

Self-Reported

Output Options

Electronic, Printed

Update Cycle

Monthly

Minimum Order

Quantity: 5,000

Price: \$325.00

Net Name

Floor: 85%

Minimum Quantity: 25,000

Run Charges: \$10.00 / M

Exchanges

Please Inquire

Reuse

Please Inquire

Cancellation

Please Inquire

Sample Mail Piece Required

Please Inquire

Commission

Standard 20% broker/agency commission is extended to all trade partners

For additional information or list counts, contact your representative or list manager at 1.800.457.2899

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