

Su Casa readers appreciate their homes.



Su Casa readers have the money to spend with your business.

Net Worth

64% have a net worth in excess of \$250,000
40% have a net worth in excess of \$500,000
14% have a net worth in excess of \$2,000,000

Household Income

40% earn more than \$100,000 annually
24% earn more than \$125,000 annually



“One of the strongest and highest demographic groups we’ve ever encountered here at USA Data Corporation”
—Bruce Meberg, Senior Vice President

Readers at the buying stage of life:

Represented from all age groups with concentration amongst 40-60 year old.
64% women 36% men

Su Casa readers are educated:

64% have college degrees, 27% of total have completed graduate school.



Su Casa readers invest in their homes Su Casa readers value home ownership.

95% live in a single family home.
96% own their home

Su Casa readers appreciate their homes and invest accordingly.

90% actively and currently spend money on improving their home and living situation.
85% have a keen interest in the outdoor living, landscaping and gardening.

SuCasa readers respond to advertising and direct mail.

98% are active and considered heavy credit card users.
96% are responders to magazine and direct mail promotion.



This information is an exact analysis of each of our readers by matching names and addresses with known information. USA Data Corporation, New York, an independent 3rd party data collection company has supplied this information based on current readers. *Data collected September 2013.*