

can you afford not to target your largest potential market?

make 80% of travel decisions

make or influence 85% of auto purchases

make 80% of all healthcare decisions

make 80% of all clothing purchases

make 80% of all family decisions

own 38% of businesses

sign 80% of all checks

make 88% of all retail purchases

purchase 61% of all major home repair products

control 75% of household finances



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