



## Minority and Ethnic Households

Ethnic minority households are amongst the fastest growing segments of American consumers.

### Segments

28,929,802	Total Non-European Available	\$55.00
10,496,700	African American	
13,176,600	Hispanic	
3,300,100	Asian	

Price per 1000 records is for single use of data. Call for additional usage.  
Order Minimum: \$200 plus Output Format Charges (up to 3,636 records)

### Description

Today's ethnic minority population often has higher education and buying power from previous generations making them a prime target for a wide variety of offers.

Various ethnic groups have often been found to have a propensity to identify with others with similar heritage. The file has is broken out by ethnicity including non-European and European regions:

African American	Italian
Arabic	Jewish
Asian	Northern European
Asian / Non-Oriental	Polynesian
French	Scottish/Irish
German	Southern European
Hispanic	

This file has been enhanced to include many self-reported interests that can help focus your campaign. Call to inquire.

Data is compiled through public and proprietary sources. Sophisticated techniques have been applied to identify by survey, first and last name, and census reporting.

File is selectable by zip, state, county, radius or Congressional District.

### Additional Selections

Adult Age	\$2.50	Religion	\$10.00
Income	\$2.50	Language Preference codes	\$10.00
Number of Children	\$2.50	Ethnic Country Code	\$15.00
Children's Age Ranges	\$2.50	Education Completed	\$7.00
Homeowner/Renter	\$2.50	Veteran	\$7.50
Home Market Value	\$10.00	Political Party	\$7.00
Net Worth	\$25.00	Occupation	\$5.00
Hispanic Country of Origin	\$15.00	Generations in Household	\$2.00
African American Professionals	\$10.00	Special Interests (each)	\$7.00

Priced per 1000 records – Select charges apply toward \$200 minimum order

## Formats

Internet Delivery of file	\$35.00	Delivered in CSV/Excel or dBase
Mailing Labels	\$10/1000	\$50 Minimum, plus shipping
CD ROM	\$75.00	Plus Shipping

## Contact

**ListAbility, Inc.**

**866-446-2055**

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