

LANGUAGE PREFERENCE ETHNIC ORIGIN & RELIGIOUS AFF

198,229,289

PROSPECT BASE		\$55.00/M	
LANGUAGE SPOKEN	ADD	\$10.00/M	GENDER: CAN SELECT
COUNTRY OF ORIGIN	ADD	\$10.00/M	
RELIGIOUS AFILIATION	ADD	\$10.00/M	
ETHNIC CODE	ADD	\$10.00/M	ADDRESSING: SEE SELECTIONS

UNIQUE MONTHLY DATABASE OFFERING ETHNIC ORIGIN, RELIGIOUS AFFILIATION, ETHNIC ID CODE AND LANGUAGE PREFERENCE OF INDIVIDUALS LIVING AND WORKING IN THE USA. THIS DIVERSIFIED PROSPECT BASE OFFERS PINPOINT ETHNIC ACCURACY COMBINED WITH INDIVIDUAL AND HOUSEHOLD DEMOGRAPHICS TO DEVELOP A TARGETED PROSPECT LIST FOR YOUR SPECIAL OFFER.

KEYING: 5.00/M

MINIMUM ORDER:
5,000 OR \$350.00

SAMPLE REQUIRED

<u>LANGUAGE SPOKEN:</u>	ENGLISH	197,581,993	
ARABIAN=472,619	ARMENIAN=39,118		
MISC. ASIAN=4,163	MISC. EAST EUROPEAN=1,568		UPDATED MONTHLY
INDIA=2,247	FRENCH=461,063		
GERMAN=336,519	HISPANIC/SPANISH=12,332,315		
ITALIAN=453,543	JAPANESE=354,338		
PAKISTANI=112,324	POLISH=170,692		
SWEDISH=32,905	SAMOAN=579		
KOREAN=461,840	VIETNAMESE=764,091		
TAGALOG/FILIPINO=24,997	CHINESE=819,379		
CZECHOSLOVAKIAN=20,357	NORWEGIAN=38,810		
DUTCH=33,681	GREEK=99,424		
HUNGARIAN=121,949	MIDDLE EASTERN=706,121		
RUSSIAN=191,789	BANGLADESH=34		
BULGARIAN=7,440	BURMESE=12,330		
CAMBODIAN=43,938	ESTONIAN=2,889		
ETHIOPIAN=41,823	FINNISH=77,185		
ICELANDIC=4,861	INDONESIAN=1,950		
HEBREW=210	LAOTIAN=31,813		
LATVIAN=15,395	LITHUANIAN=32,959		
MALAYSIAN=347	PORTUGUESE=243,199		
SRI LANKA=1,464	THAI=43,641		
TURKISH=35,673	YUGOSLAVIAN=175		
DANISH=26,168	AFRICAN=83,392		

<u>ETHNIC CODE:</u>	ARMENIAN=274,482
ARABIAN=1,001,342	MISC. EAST EUROPEAN=199,564
MISC. ASIAN=9,678	ENGLISH (BRITISH)=77,308,720
INDIAN=1,006,158	GERMAN=17,433,473
FRENCH=3,616,365	ITALIAN=6,899,582
IRISH=16,809,102	PAKISTANI=178,452
JAPANESE=894,642	NATIVE AMERICAN=371,279
POLISH=2,778,003	MULTI ETHNIC=580,800
SWEDISH=17,480,594	KOREAN=810,688
SAMOAN=1,768	TAGALOG (FILIPINO)=1,563,757
VIETNAMESE=986,501	CZECHOSLOVAKIAN=803,133
CHINESE=2,038,952	DUTCH=2,922,582
NORWEGIAN=1,233,482	HUNGARIAN=1,641,066
GREEK=676,515	RUSSIAN=993,253
MIDDLE EASTERN=271,564	WELSH=4,463,669
UKRANIAN=193,041	

(CONTINUED ON NEXT PAGE)

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LANGUAGE PREFERENCE ETHNIC ORIGIN & RELIGIOUS AFF (CONT'D)

ETHNIC CODE: (CONT'D)

BANGLADESH=1,951	BULGARIAN=26,862
BURMESE=19,169	CAMBODIAN=115,712
ESTONIAN=59,861	ETHIOPIAN=71,751
FINNISH=326,475	ICELANDIC=8,740
INDONESIAN=11,554	HEBREW=3,903,258
LAOTIAN=93,020	LATVIAN=52,115
LITHUANIAN=145,287	MALAYSIAN=1,931
PORTUGUESE=938,786	HAWAIIAN=57,975
ALASKAN=4,569	SRI LANKA=5,258
SWISS=94,188	THAI=79,713
TURKISH=83,392	YUGOSLAVIAN=201,873
DANISH=628,549	AFRICAN=324,192
AFRICAN AMERICAN=15,305,317	
HISPANIC (SPANISH)=19,372,103	

RELIGIOUS AFFILIATION:

BUDDHIST=3,406,941	CATHOLIC=59,181,755
GREEK ORTHODOX=638,233	HINDU=876,178
ISLAMIC=1,767,059	JEWISH=4,862,415
SIKH=159,284	LUTHERAN=166,850
MORMON=28,868	PROTESTANT=139,456,053
SHINTO=884,611	EAST ORTHODOX=1,564,220

COUNTRY OF ORIGIN:

MEXICO=14,423,134	CUBA=1,093,876
PUERTO RICO=2,980,627	BRAZIL=85,358
COLUMBIA=84,421	HONDURAS=22,029
GUATEMALA=19,169	EL SALVADOR=158,809
COSTA RICA=4,105	PANAMA=1,951
ECUADOR=24,053	VENEZUELA=1,281
ARGENTINA=1,916	PERU=9,419
SPAIN=31,011	DOMINICAN REPUBLIC=176,731

ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE ARE REQUIRED TO BE PAID IN FULL. ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

SOURCE: SURVEYS AND PUBLIC RECORD

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
EDUCATION LEVEL	\$10.00/M
AGE, INCOME, NET WORTH	\$10.00/M
CHILDREN PRESENT	\$10.00/M
POLITICAL PARTY	\$10.00/M
CREDIT/INVESTMENTS	\$10.00/M
HOBBIES/LIFESTYLES/SPORTS	\$10.00/M
MAIL ORDER PRODUCTS/TYPE	\$10.00/M
MUSIC, READING	\$10.00/M
OCCUPATION/TYPE	\$10.00/M
TRAVEL TYPE/DONOR TYPE	\$10.00/M
ELECTRONIC DELIVERY	\$50.00

** USAGE **

COVENANT HOUSE

CONTACT LIST MANAGER EMAIL: scott@midwestdm.com

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