

Ethnic Households Contact ethnic credit card shoppers.

This national file of ethnic credit users is enhanced with consumer response data and includes virtually every nationality imaginable.

Total Universe: **\$50.00/M**

African Am.	23,000,000+	Greek	575,000+	Italian	8,400,000+	Russian	875,000+
Chinese	2,300,000+	Hebrew	4,000,000+	Japanese	750,000+	Scottish	14,800,000+
Dutch	3,500,000+	Hispanic	19,700,000+	Korean	725,000+	Swedish	1,350,000+
French	6,500,000+	Indian	800,000+	Polish	2,400,000+	Vietnamese	690,000+
German	18,500,000+	Irish	16,500,000+	Portuguese	720,000+	Welsh	3,600,000+

* Additional unique ethnic households available.

Selections

Dwelling Type	County	Bank Cardholders	Ethnicity (included)
Education	SCF	Homeowners	Exact Age
Gender	State	Number of Children	Mail Order Buyers
Head of Household	Each \$5.00/M extra	Occupation	PRIZM [®] NE
Home Value		Presence of Children	Telephone Numbers
Household Income	Mileage Radius	Renters	Each \$10.00/M extra
Length of Residence	ZIP Code	Retail Card Shoppers	
Marital Status	Each \$6.00/M extra		
Median Age			
Each \$5.00/M extra		Each \$7.50/M extra	

Other

Delivery:

- Shipping generally occurs within 48 hours from receipt of all required materials.

Requirements:

- Minimum test: 5,000 names.
- Sample mail piece and mail dates.
- Purchase order or signed order confirmation.
- Prepayment or payment of previous orders if applicable.



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