

**LANGUAGE PREFERENCE ETHNIC ORIGIN & RELIGIOUS AFFILIATION**

200,368,841  
 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  
 EMAIL ADDRESSES - INQUIRE 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

LANGUAGE SPOKEN:  
 ARABIAN=519,881 ENGLISH 199,231,211  
 MISC. ASIAN=4,209 ARMENIAN=39,787  
 INDIA=2,298 MISC. EAST EUROPEAN=1,601 UPDATED MONTHLY  
 GERMAN=337,731 FRENCH=462,211  
 ITALIAN=457,121 HISPANIC/SPANISH=12,357,002  
 PAKISTANI=113,417 JAPANESE=357,113  
 SWEDISH=33,198 POLISH=171,112  
 KOREAN=463,127 SAMOAN=592  
 TAGALOG/FILIPINO=25,112 VIETNAMESE=765,011  
 CZECHOSLOVAKIAN=20,986 CHINESE=821,337  
 DUTCH=33,971 NORWEGIAN=39,121  
 HUNGARIAN=123,123 GREEK=100,117  
 RUSSIAN=192,911 MIDDLE EASTERN=708,213  
 BULGARIAN=7,789 BANGLADESH=37  
 CAMBODIAN=44,012 BURMESE=12,597  
 ETHIOPIAN=43,110 ESTONIAN=2,997  
 ICELANDIC=4,901 FINNISH=79,231  
 HEBREW=215 INDONESIAN=2,012  
 LATVIAN=15,898 LAOTIAN=32,113  
 MALAYSIAN=351 LITHUANIAN=33,758  
 SRI LANKA=1,479 PORTUGUESE=245,211  
 TURKISH=35,991 THAI=43,921  
 DANISH=26,420 YUGOSLAVIAN=192  
 AFRICAN=83,563

ETHNIC CODE:  
 ARABIAN=1,010,342 ARMENIAN=279,241  
 MISC. ASIAN=9,973 MISC. EAST EUROPEAN=200,232  
 INDIAN=1,012,012 ENGLISH (BRITISH)=77,342,113  
 FRENCH=3,712,012 GERMAN=17,921,342  
 IRISH=17,112,082 ITALIAN=6,901,523  
 JAPANESE=897,392 PAKISTANI=179,762  
 POLISH=2,805,783 NATIVE AMERICAN=372,562  
 SWEDISH=19,232,102 MULTI ETHNIC=587,231  
 SAMOAN=1,911 KOREAN=815,243  
 VIETNAMESE=989,012 TAGALOG (FILIPINO)=1,569,112  
 CHINESE=2,040,132 CZECHOSLOVAKIAN=803,978  
 NORWEGIAN=1,247,012 DUTCH=2,931,011  
 GREEK=679,232 HUNGARIAN=1,647,233  
 MIDDLE EASTERN=273,211 RUSSIAN=995,689

(CONTINUED ON NEXT PAGE)

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

ETHNIC CODE: (CONT'D)

UKRANIAN=193,798	WELSH=4,467,213
BANGLADESH=2,013	BULGARIAN=27,011
BURMESE=19,791	CAMBODIAN=116,113
ESTONIAN=60,132	ETHIOPIAN=72,110
FINNISH=329,379	ICELANDIC=8,792
INDONESIAN=11,789	HEBREW=3,910,262
LAOTIAN=93,781	LATVIAN=52,736
LITHUANIAN=147,289	MALAYSIAN=2,011
PORTUGUESE=939,210	HAWAIIAN=58,001
ALASKAN=4,598	SRI LANKA=5,726
SWISS=94,782	THAI=80,002
TURKISH=83,792	YUGOSLAVIAN=201,998
DANISH=629,721	AFRICAN=326,213
AFRICAN AMERICAN=15,307,291	
HISPANIC (SPANISH)=19,375,269	

RELIGIOUS AFFILIATION:

BUDDHIST=3,407,232	CATHOLIC=59,210,312
GREEK ORTHODOX=639,142	HINDU=879,326
ISLAMIC=1,768,023	JEWISH=4,911,417
SIKH=160,173	LUTHERAN=168,210
MORMON=29,001	PROTESTANT=139,561,317
SHINTO=885,723	EAST ORTHODOX=1,567,771

COUNTRY OF ORIGIN:

MEXICO=14,612,317	CUBA=1,097,276
PUERTO RICO=2,987,523	BRAZIL=85,878
COLUMBIA=85,219	HONDURAS=22,921
GUATEMALA=19,726	EL SALVADOR=159,210
COSTA RICA=4,507	PANAMA=1,928
ECUADOR=24,771	VENEZUELA=1,928
ARGENTINA=1,998	PERU=9,797
SPAIN=31,726	DOMINICAN REPUBLIC=177,213

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

CONTACT LIST MANAGER EMAIL: scott@midwestdm.com