

Workforce/Occupation Mailing List

Total Universe: **5,25,47,890**

Base Rate: **\$65.00/M**

Description Summary

The private sector continues to add jobs as the U.S. Economy rebounds... Now is the perfect time to target professionals. The AmeriList American Workforce/Occupation Database is one of the most comprehensive job function databases on the market today. This database provides consumer insights such as interests, activities, disposable income and purchasing power.

How Our Data is Compiled

Our data is compiled using more sources than any other compiled consumer database in the industry, including: Phone Directories, Surveys, US Census Data, Voter Registration, Product & Warranty Information, Credit Card Transactions, Mail Order Purchases, Real Estate, Magazine Subscriptions, as well as Deed & Transaction Data. Our compilation team processes the entire database against the National Change of Address (NCOA) file monthly. The list is also CASS certified to ensure further accuracy.

Consider the Facts

- ✓ In March, the health care industry added 19,000 jobs, the most of any single industry
- ✓ Payroll employment rose by 192,000 in 2013
- ✓ The average salary of the US workforce is \$50,054
- ✓ Asian-Americans tend to have the highest income followed by Caucasian-Americans, Hispanic-Americans, and finally African-Americans

Recommended Usage

Our American Workforce/Occupation Database is the perfect solution for Magazine Offers, Packaged Goods, Clothing, Credit Card Offers, Automobile Offers, Continuing Education, Job Training, Travel Offers, and much more.

Sample Mail Piece Required

Inquire

Market Type

Consumer Data

List Channels

Postal, Email, Telephone

Source

Proprietary, Survey/Self-Reported, Public Records & Direct Response

Output Options

Electronic, Printed

Update Cycle

Monthly

Minimum Order

Quantity: 5,000
Price: \$500.00

Net Name

Floor: 85%
Minimum Quantity: 25,000
Run Charge: \$10.00/M

Exchanges

Please Inquire

Reuse

Yes

Cancellation Charges

Yes, all orders canceled after shipping will incur a fee.

Commission

A standard 20% broker/agency commission is extended to all qualified trade partners.

Popular Selections (for additional selections please inquire)

Individual Age	Gender	Job Function	Net Worth
Dwelling Type	HH Income	Length of Residence	Phone
Ethnicity	Job Title	Marital Status	

For additional information or list counts, contact your representative or list manager at 1.800.457.2899