

American Workforce/Occupation Database

Total Universe: 52,547,890

Base Rate: \$65.00/M



visit us online at amerilist.com

Description Summary

The private section 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

Market Type

B2C, U.S. Consumer

List ID

ALD791

List Channels

Postal

Source

Lifestyle questionnaires, Controlled circulations, Opt-in e-mails, Internet/On-Line, Direct responses.

Output Options

Electronic, Printed

Update Cycle

Monthly

Minimum Order

Quantity: 5,000

Price: \$325.00

Net Name

Floor: 85%

Minimum Quantity: Inquire

Run Charge: Flexible

Exchanges

Available

Reuse

Available 50%

Cancellation Charges

All orders canceled after shipping will be billed at 50% of the original order, in addition to any applicable shipping charges.

Key Coding

Please Inquire

Commission

20% commission will be paid to registered agencies and brokers. Volume discounts are available.

Selects (may incur additional charges)

Age	\$5.00/M	Gender	\$5.00/M	Job Function	\$5.00/M	Net Worth	\$5.00/M
Dwelling Type	\$5.00/M	HH Income	\$5.00/M	Length of Residence	\$5.00/M	Phone	\$10.00/M
Ethnicity	\$20.00/M	Job Title	\$10.00/M	Marital Status	\$5.00/M		

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

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