



# MARKETING ADVISORY GROUP, INC.

*"Your Direct Marketing Boutique"*

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# MAILING LIST DATA INFORMATION

## New York

(available by County & Zip Code)

\*(balance counts can be segmented)

### Household Income

\$50,000 - \$99,999	=	2,294,153
\$100,000 - \$150,000	=	675,293
\$150,000 & over	=	562,765

### Number of Children

One	=	952,948
Two	=	439,733
Three	=	189,167

### Ages

6 - 17	=	1,210,776
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### Ethnic

African American	=	485,404
Asian	=	257,377
Hispanic	=	828,869
Jewish	=	290,787
*Balance	=	5,444,750

### Religion

Catholic	=	2,532,850
Jewish	=	330,454
Protestant	=	3,049,335
*Balance	=	1,385,976

### Gender

Male	=	629,604
Female	=	581,172

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## New Jersey

(available by County & Zip Code)

\*(balance counts can be segmented)

### Household Income

\$50,000 - \$99,999	=	1,242,501
\$100,000 - \$150,000	=	353,502
\$150,000 & over	=	426,588

### Number of Children

One	=	479,895
Two	=	239,286
Three	=	107,068

### Ages

6 - 17	=	644,652
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### Ethnic

African American	=	195,319
Asian	=	96,165
Hispanic	=	416,551
Jewish	=	112,021
*Balance	=	2,585,632

### Religion

Catholic	=	1,308,850
Jewish	=	127,802
Protestant	=	1,333,400
*Balance	=	630,576

### Gender

Male	=	335,219
Female	=	309,433

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# Connecticut

(available by County & Zip Code)

\*(balance counts can be segmented)

## Household Income

\$50,000 - \$99,999	=	512,596
\$100,000 - \$150,000	=	130,256
\$150,000 & over	=	165,627

## Number of Children

One	=	198,690
Two	=	102,688
Three	=	44,958

## Ages

6 - 17	=	268,934
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## Ethnic

African American	=	40,056
Asian	=	21,867
Hispanic	=	137,117
Jewish	=	33,492
*Balance	=	1,236,482

## Religion

Catholic	=	591,753
Jewish	=	38,245
Protestant	=	585,496
*Balance	=	253,089

## Gender

Male	=	139,846
Female	=	129,088

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# Pennsylvania

(available by County & Zip Code)

\*(balance counts can be segmented)

## Household Income

\$50,000 - \$99,999	=	1,508,714
\$100,000 - \$150,000	=	420,310
\$150,000 & over	=	260,340

## Number of Children

One	=	752,342
Two	=	376,340
Three	=	177,888

## Ages

6 - 17	=	1,017,652
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## Ethnic

African American	=	283,468
Asian	=	63,505
Hispanic	=	169,161
Jewish	=	126,230
*Balance	=	4,311,502

## Religion

Catholic	=	1,176,367
Jewish	=	144,306
Protestant	=	2,739,726
*Balance	=	891,623

## Gender

Male	=	529,179
Female	=	488,473

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# Balance of United States

(available by County & Zip Code)

\*(balance counts can be segmented)

## Household Income

\$50,000 - \$99,999	=	30,361,531
\$100,000 - \$150,000	=	9,700,637
\$150,000 & over	=	6,614,728

## Number of Children

One	=	13,960,136
Two	=	6,404,150
Three	=	2,805,311

## Ages

6 - 17	=	17,352,564
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## Ethnic

African American	=	6,025,165
Asian	=	2,219,034
Hispanic	=	9,934,947
Jewish	=	1,673,342
*Balance	=	78,961,508

## Religion

Catholic	=	24,024,234
Jewish	=	1,905,269
Protestant	=	59,526,713
*Balance	=	13,303,829

## Gender

Male	=	9,023,333
Female	=	8,329,231

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