



## Business Demographics Used In Defining Mailing Lists

We use the following list of demographics to help our customers in selecting a business list for direct mail. Our hope is that providing this to you will help you better define your target lists, increasing your marketing effectiveness.

Demographic Name	Description	Comments
Contact Name Year Born	The year that the main contact was born.	Can be used to gain insight on the contact. Also can be used in variable printing. Your creative elements might be different for someone born in 1975 as opposed to 1945.
Cottage Industry	The cottage industry refers to home-based businesses or companies that are operating out of a residence.	If you are contacting mainly small businesses and having a one-person show is relevant.
Employee Size by Location (Actual or Range)	You can either find out how many employees a company has that falls within a certain pre-defined range (e.g. 25-100 employees) or you need to know exactly how many employees a company has on site.	Employee Range works well when you are using it as a parameter for selecting lists (e.g. I only want to talk to companies with 100 employees or more). Actual employee numbers cost more to get, but give you more detailed information about the company than employee range gives you.
Employee Size, Company Wide	The total number of employees a company has across all branch offices or other locations.	If you are advertising to a local office, it may be helpful to know how large their parent company is in terms of employees.
First Year in Business	Allows you to find businesses in their first year under the current ownership. It does not identify how long the company has been in business.	If you are promoting items that are particularly desirable to new businesses, this is a helpful demographic.
Franchise Code Indicator	Ability to include or exclude franchises.	If you know the decision-maker you are looking for is not at a franchise location, omitting franchise sites is helpful.
Import/Export Business Indicator	Businesses that import or export goods outside of the US.	
Legal Status	Allows you to choose corporations, partnerships, and/or proprietorships.	

Location Type	Is this a single location, headquarters of a business, or a branch office?	For example, if you know the decision-maker you are looking for is only located at a headquarters, omitting the non-HQ locations is helpful.
Manufacturing Indicator	Whether manufacturing is conducted at this site.	
Minority-Owned Business	Identifies companies that are at least 51% owned by minorities.	
Own/Rent	Whether the company owns or rents their business space.	
Owner-Ethnicity	Allows you to identify if the ownership of the company is Hispanic, Asian, African-American or other minority.	You can variably place images of Asian people on the portion of your mailing that goes to Asian-owned companies; a picture of Hispanic people that goes to Hispanic-owned companies, etc.
Owner – Woman Owned	Defined as a single location business where a female holds the title of ownership.	
Personal Computers – Estimated Number	Estimated number of computers that the company uses.	The number of computers can tell you a lot about a company; how tech-savvy they are, if they are more of a services industry, etc.
Primary Business Type Code	Lists the primary SIC Code.	Tracking your responses based on the business SIC code can help you fine-tune future targets.
Public/Private Indicator	Is this company public or privately held?	
Sales Volume (Actual or Range)	You can either find out annual sales that falls within a certain pre-defined range (e.g. \$10 million – 99 million per year) or you need to know exact annual sales.	An easy way to limit your list size. If you have too many names on your list, you can always increase the minimum sales volume requirement.
Small Business Indicator	Allows you to select small businesses only.	
Square Footage	You can define a range of the square footage the business occupies.	
Subsidiary Indicator	Select whether or not the company is a subsidiary.	

This is only meant as a tool to get you started. It is a simplified way of describing the demographic selections on a business list. Some of the demographics listed above will not be reported for all companies. Also, specialty lists allow you to choose from a nearly unlimited set of additional demographics. Please make sure to speak with your Daniels Graphics sales representative or contact John Holladay at [jholladay@groupdaniels.com](mailto:jholladay@groupdaniels.com) before making your final decision on a critical list.

Daniels Graphics also provides Consumer Lists.