



# D&B Socio-Economic Business File

*Untapped Opportunity Within Minority and Women-Owned Businesses*

**CURRENT FILE COUNT: 18,459,966**

### FILE PROFILE

Acquire, service, retain and grow new high potential accounts in the fastest growing segment of the U.S. economy. Use D&B's Socio-Economic business database to increase the effectiveness of your sales and marketing initiatives.

- Determine opportunity and sales penetration in high growth/changing markets
- Refine prospect lists and target messages based on ethnicity or gender
- Market your products/services to fast growing market segments
- Locate companies that produce or sell ethnic or gender related products

Classification	Count
<b>Minority-Owned</b>	
• Black/African American	85,297
• Asian	93,930
• Hispanic	133,261
• Indian Subcontinent	16,607
• Native American	16,852
• No noted classification	7,198
<b>Women-Owned</b>	1,571,679
<b>Veteran-Owned</b>	86,059

### TERMS

Competitive Broker arrangements. Volume discounts for individual mailers and telemarketers.

### SELECTORS

Socio-Economic Business (in general) .....

Socio-Economic Business (specific type) .....

(Specific Socio-Economic Business classifications are:  
Black/African American, Asian, Hispanic/Latino,  
Indian Subcontinent and Native American)

*Call for information on additional selectors.*

### OUTPUT FORMATS

#### Mailing Labels

Pressure Sensitive.....

Multi-use FTP/E-mail .....

One-time-use FTP/Email.....

#### Telemarketing Records

Index Card.....

FTP/Email .....

*Please call for more information:*

**1.888.772.6947**

*We look forward to hearing from you!*