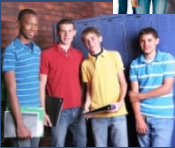


Ethnicity

- Ethnicity is an individual's identity with or membership in a particular racial or cultural group.
- Many ethnic and religious groups in the U.S. maintain a strong cultural identity.
- Immigrants are often attracted to communities from their own ethnicity, communities in which many traditional cultural features are maintained.
- An individual's ethnicity is not in all circumstances related to ones "country of origin". Deepak Banerjee may have been born in England, but his ethnicity is Indian and his religion is Hindu.



Contact Us

The Gadberry Group
801 Technology Dr Ste D
Little Rock, AR 72223

(501) 907-7100

<http://www.gadberry.net>



The Gadberry Group is the premium provider of U.S. household geo-demographic data products. Gadberry's products are superior to products that rely on summarized data such as 2000 census data or postal data as their primary source. It is also unlike compiled consumer data that is built primarily for direct marketing use, doesn't represent all occupied households, nor is it built to be trended with historic census data. Gadberry's products reveal ground truth about today's population and demographic trends – not an estimate of what may be happening using traditional methods.

Because MicroBuild® uses household level demographic data as its primary source it can be extended with other powerful demographic characteristics. Each of the MicroBuild products delivers on the MicroBuild promise of current, accurate, and precise information. No other product even comes close. MicroBuild demographic products are available for all census and postal geographies.

MicroBuild_{HE} – Household Ethnicity

Gadberry Group's MicroBuild_{HE} defines ethnic grouping at the household level by census block or block group by utilizing the industry-leading ethnic encoding engine by **Ethnic Technologies**. Attributes include ethnicity, race, country-of-origin, assimilation index and language preference.

MicroBuild_{HE} is produced by encoding name and address data for all occupied US households. The encoded results are normalized to census 2000, distributed to MicroBuild household counts, and aggregated beginning at census block level based on strict sampling thresholds.

MicroBuild_{HE} is the only product on the market that can provide current, accurate, and precise ethnic, racial, and cultural characteristics for location based analysis.

MicroBuild_{HE} Data Packages Include:

- Summary level – the Summary Package includes household and population counts for each of the census ethnic groups - White, Black, Hispanic, Asian, American Indian, Hawaiian/Pacific Islander, 2 or More Races, and Other. The Summary Package provides counts for 2000, Current Year, and 5 Year Projections (block group only). The Summary Package also provides data that describes the region of origin such as East, Central, and Western Asia, and Eastern and Western European.
- Hispanic detail – the Hispanic Detail package provides household and population counts 21 countries of origin and language preference. Hispanic Detail also provides four Assimilation Index values describing the degree the Hispanic households have adapted to the US language and culture.
- Asian detail – the Asian Detail package provides 31 countries of origin, language and religious preference.
- Best Latitude/Longitude – when delivered at block level, Gadberry's proprietary address weighted block centroids are provided which identify the average location for households in an area, a powerful aid in determining population centers in larger geographies.
- Sampling Statistics – when delivered at block level, sampling statistics are provided to describe the sampling level and percentage of the block group households contained within the block.

Hispanic Highlights

(based on U.S. Census information)

- The Hispanic population reaches 44.3 million in 2006, 14.8% of the total U.S. population.
- Total consumer spending by Hispanics was \$736 billion in 2006.
- Between 2002 and 2020 their growth rate is projected to be 2.8% a year .
- By 2020 Hispanics will make up 18.9% of the total U.S. population.
- Projected income growth per household will be 4.8% per year and personal consumption spending will average 9.1% growth through the year 2020.

Contact Us

The Gadberry Group
801 Technology Dr Ste D
Little Rock, AR 72223

(501) 907-7100

<http://www.gadberry.net>



Hispanic Assimilation

Assimilation is the process whereby a minority group gradually adopts the customs and attitudes of the prevailing culture. Assimilation is also the state of change that occurs when a new immigrant enters the country and adapts to the surrounding environment.

As they become more adapted and comfortable within their new environment, the immigrants will no longer seem to be immigrants. Their lifestyle characteristics will be more in line with that of the general population because of their higher level of assimilation.

Assimilation is a level in which a Hispanic individual or household has adapted to our language and way of living. Ethnicity, language preference, income, dwelling unit size and geographic locators are used as variables along with our expert system rules to match a Hispanic individual with one of our assimilation index codes. With each level of assimilation the individuals spending habits, socio-economic status, communication preference and other lifestyle characteristics differ.

Delivery

▪ Distributions

Available for all census and postal geographies as a flat file that can be seamlessly integrate the comprehensive and accurate demographics into your existing in-house GIS software and analytical models.

▪ Magnify visualization and reporting

You can receive the data as an integrated solution via Magnify, Gadberry's data visualization and mapping application. With Magnify, users can assess new and existing locations and create reports using the most current MicroBuild data. Because it is a hosted solution there is no software to buy or maintain and data updates are seamless.

▪ Customer database enhancement

Values can be appended for each customer or prospect household record through Gadberry's enhancement service. Clients can then use the demographic characteristics to profile their customer and prospect data and identify their best customers and target new customers.

▪ List selection

MicroBuild_{HE} values can be used to create targeted marketing lists from Gadberry's marketing services.