Mailing List Reviews: Some Guidelines for Consideration

1. Know the county demographic profile; can you identify the racial makeup of the county by number and percentage?
http://quickfacts.census.gov/qfd/states/49/49005.html
2. Do you know the numbers of males and females in the community?
3. Do you know the age cohorts within the community/
4. Based on this information are you able to identify mailing list names which demonstrate that the list is inclusive within parity guidelines of all who live within the county, including racial groups and gender.

	Percentage Make-up	County Population
White Male		
White Female		
Black Male		
Black Female		
Am Indian Male		
Am Indian Female		
Hispanic Male		
Hispanic Female		
Asian Male		
Asian Female Other		

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