

# Teasley

## *Using Data to Improve Your Marketing*

FOR IMMEDIATE RELEASE:

Top Twenty U.S. Zip Codes for Americans with Arab or German ancestry

New York, New York, August 10, 2004 The top twenty ZIP codes in the United States in which to find Arab-Americans and the top twenty ZIP codes in the U.S. in which to find German-Americans are the subject of a new study released today by Teasley, a Manhattan-based company that specializes in helping marketers and advertising agencies use data and analysis to improve their marketing.

The release of the data comes after the New York Times ran an article on July 29<sup>th</sup>, 2004 discussing the fact that the U.S. Census Bureau provided the Department of Homeland Security with this type of information.

Brian Teasley, head of Teasley, said today, “Most marketers do not understand the best way to use data to identify and target their markets. That is what we help them do. The U.S. census helps identify which areas are most appropriate for products that are geared towards ethnic tastes. In the case mentioned by the New York Times, the Department of Homeland Security’s Customs and Border Protection Division is using the data to target areas in which to distribute information regarding U.S. traveling laws and restrictions ”

“It is important for American citizens to understand that this is publicly available data, provided by the U.S. Census Bureau”, says Teasley. Companies like Teasley and GeoLytics, who provided the data for these rankings, help people obtain and use the data.

The top zip codes (where pop. is over 1,000) with the highest percentage of Arab background include parts of Dearborn, Michigan, Deal and Patterson, New Jersey, and Brooklyn, New York. The top ZIP codes (where population is over 1,000) with the highest percentage of German Americans include areas of Ohio and Wisconsin.

The top zip codes in the U.S. with the highest percentage Americans with Arab ancestry are:

<b>ZIP</b>	<b>Location</b>	<b>Total Population</b>	<b>% Arab Ancestry</b>
1) 48126	– Dearborn, MI	46,576	52
2) 48120	– Dearborn, MI	7,442	49
3) 07723	– Deal, NJ	1,702	26
4) 48127	– Dearborn Heights, MI	35,600	12
5) 11209	– Brooklyn, NY	70,346	11
6) 07503	– Patterson, NJ	19,066	10
7) 22041	– Falls Church, VA	27,112	9

8) 11223 – Brooklyn, NY	78,053	7
9) 60415 – Chicago Ridge, IL	13,764	7
10) 60455 – Bridgeview, IL	15,984	7
11) 48211 – Detroit, MI	11,115	7
12) 15952 – Salix, PA	1,950	7
13) 48310 – Sterling Heights, MI	41,953	6
14) 07508 – Haledon, NJ	21,951	6
15) 14218 – Buffalo, NY	20,179	6
16) 60457 - Hickory Hills, IL	14,289	5
17) 48212 – Hamtramck, MI	45,980	5
18) 07306 - Jersey City, NJ	55,358	5
19) 95306 – Catheys Valley, CA	1,030	5
20) 22102 – Mclean, VA	18,554	5

The top twenty zip codes in the U.S. with the highest percentage of Americans with German ancestry are:

1) 45860 - Maria Stein, OH	2,346	76
2) 58523 – Beulah, ND	3,885	75
3) 45883 – Saint Henry, OH	3,685	75
4) 45388 – Yorkshire, OH	1,024	74
5) 53079 – Saint Cloud, WI	1,477	74
6) 45828 – Coldwater, OH	6,393	74
7) 53061 – New Holstein, WI	5,181	73
8) 62462 – Sigel, IL	1,291	73
9) 54484 – Stratford, WI	4,467	72
10) 50668 - Readlyn, IA	1,231	72
11) 58495 – Wishek, ND	1,542	72
12) 45844 – Fort Jennings, OH	3,660	72
13) 58545 – Hazen, ND	3,582	72
14) 68642 – Humphrey, NE	1,902	72
15) 45865 – Minster, OH	4,701	71
16) 53035 – Iron Ridge, WI	2,138	71
17) 16235 – Lucinda, PA	1,179	71
18) 45845 – Fort Loramie, OH	3,303	71
19) 53014 – Chilton, WI	7,798	71
20) 62218 – Bartelso, IL	1,461	71

The complete report (including percentages for the top 100 zip codes as well as all zip codes in the U.S.) can be downloaded at <http://www.teasley.net/>

About Teasley:

Teasley helps advertising agencies, marketers and marketing consultants use data and analysis to improve their marketing campaigns. Headquartered in New York City, their products include a “Help Us Now!” emergency analytical service. The company has experience in many areas including the travel, computer, software, CPG, and financial industries.

About GeoLytics:

Since 1996 GeoLytics has published detailed demographic and geographic data on CD-ROM for business, academic, non-profit, and government markets. They specialize in compressing large amounts of government data, and packaging it with innovative and easy-to-use software. GeoLytics delivers the highest performance/cost ratio for datasets including demographic data, TIGER cartographic files, Estimates, Projections and the Consumer Expenditure Survey. GeoLytics is the leading provider of public domain mapping and demographic data in the US.

For Immediate Release Contact:

Brian Teasley

646.414.1100

<http://www.teasley.net>