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Hispanic Software

The Future

The Hispanic population currently accounts for 15% of the total US population and is projected to rise to 30% by 2050, according to the US Census Bureau's estimation. In response to this growth ASDE has developed a new Hispanic Sampling Software for the US market that targets the Hispanic population segment.

The Solution

The software provides directory listed numbers of households that have Hispanic surnames, generated at random, in standard geographies. It is available for lease on a monthly basis, enabling you to draw directory listed samples on an unlimited basis for a fixed monthly fee.

The software is convenient to use and easy to install on your own PC. It can also be customized according to your specific geographies.

