

# ASIAN AMERICAN CHILDREN

1,022,195	Asian American Children	\$55.00/M
735,981	Children By Age	+7.50/M
715,537	12 Month MOB	+5.00/M

## List Description

Asian American families, particularly those with children, place a great deal of importance on family, education and community. Often the whole family gets involved in a child's education; parents oversee homework and give support and older children help younger siblings with assignments. Asian American children have a tendency to feel at ease with various electronic products and many have computers, video games and other home entertainment gadgets in their households. Target these families for educational products, insurance, telecommunications, subscriptions, book/music/video clubs, catalog shopping, credit cards, video games and software, travel, financial offers, etc. *\*Children can also be selected individually from each of Focus USA's 5 Asian American lists.* Total counts for children for each group are listed below. **Source: proprietary surname/first name formula and census data overlaid with mail order buyer, self reported, transactional and demographic data.**

Korean American Children .....	86,615
Filipino American Children .....	27,713
Chinese American Children .....	240,282
Japanese American Children .....	267,521
Asian Indian American Children .....	300,654

## Additional Selections

State, Zip, SCF .....	\$5.00/M	Internet Connected .....	25.00/M
Zip + 4 .....	6.50/M	Magazine Buyers .....	10.00/M
Gender .....	6.00/M	6 Month/ 12 Month MOB .....	5.00/M
Income .....	6.00/M	MOB By Category .....	10.00/M
Length of Residence .....	5.00/M	Running Charges .....	6.50/M
Homeowners .....	5.00/M	E-mail Fee .....	50.00
Children By Nationality .....	10.00/M	Ftp Fee .....	50.00
Bankcard Holders .....	10.00/M	Cartridge Fee .....	25.00

All data have been verified and recorded, but we cannot guarantee accuracy or mailing results. FOCUS USA is a trademark.

*Please inquire about Customer Profiling, Modeling & Customer Re-Activation Analyses.*



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