

JAPANESE AMERICANS

787,549	Japanese Americans	\$55.00/M
464,654	Bankcard Holders	+10.00/M
135,260	Speaks Japanese	+10.00/M

List Description

Japanese American households are generally well-educated and upscale. 37% of these individuals are in managerial and professional positions and they have a higher than average likelihood for business ownership. These households often include extended family members, especially grandparents. Family and education are very important as well as maintaining socioeconomic and cultural ties to Japan. Japanese Americans have per-capita incomes of \$19,373 compared to the \$14,143 national average and they save an average of 22% of their income. With a median age of 30, Japanese American consumers tend to feel at ease in our hi-tech world of VCR's, cell phones, pagers, computers, telephone answering machines, microwaves, etc. On the average they also watch more TV than the general population and, of all the Asian American groups they drink the most beer, wine and coffee. This fast-growing market should not be overlooked for various offers including investments, insurance, subscriptions, telecommunications, travel and credit card offers.

Source: proprietary surname/first name formula and census data overlaid with mail order buyer, self reported, transactional and demographic data.

Additional Selections

State, Zip, SCF	\$5.00/M	First Names.....	10.00/M
Zip + 4	6.50/M	Travelers.....	15.00/M
Gender	6.00/M	Electronic Product Buyers	10.00/M
Age	6.00/M	6 Month/ 12 Month MOB	5.00/M
Income	6.00/M	90 Day MOB Hotline	10.00/M
Children	5.00/M	Running Charges	6.50/M
Length of Residence	5.00/M	E-mail Fee	50.00
Sweepstakes Entrants	15.00/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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