

KOREAN AMERICANS

405,385	Korean Americans	\$55.00/M
270,392	Bankcard Holders	+10.00/M
48,651	Speaks Korean	+10.00/M

List Description

Korean Americans tend to be a well educated group that values family, tradition, community and learning. Nearly 50% are homeowners with a median home value of \$280K. 80% of Korean Americans have their own business, which is the highest rate of business ownership among all racial and ethnic groups in the U.S. They are inclined to travel, exercise/play sports, dine out frequently, enjoy reading, entertainment, gambling, photography, music and concerts. Considering that Asian Americans represent a purchasing power of \$225 billion and 54% view shopping as a leisure time activity, this group has great marketing potential for a wide range of products and services, ranging from travel and telecommunications to credit cards, publishing and entertainment. **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	Book Buyers	10.00/M
Zip + 4	6.50/M	Length of Residence	5.00/M
Gender	6.00/M	Presence of Children	5.00/M
Age	6.00/M	First Names	10.00/M
Income	6.00/M	6 Month/ 12 Month MOB	5.00/M
Internet Connected.....	25.00/M	Running Charges	6.50/M
Travelers.....	15.00/M	E-mail Fee	50.00
Mortgage 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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