

# VIETNAMESE AMERICANS

579,701	Vietnamese Americans	\$55.00/M
100,228	Presence of Children	+5.00/M
260,803	Speaks Vietnamese	+10.00/M

## List Description

Asian Americans are a rapidly growing segment of the U.S. population that is expected to triple to reach 40 million by the year 2050. Approximately 80% of Vietnamese Americans are foreign born and have the least likelihood of all Asian Americans to speak English at home. In fact, about 70% speak their native language exclusively. Family, tradition, education and community are likely to be of great importance to this group. Vietnamese Americans tend to maintain strong ties not only to their cultural background but also to their homeland, therefore spending more on telecommunications than others. Asian American households have median incomes of \$45,000 with 15% of these households having three or more income earners - \$10,000 above the national average. They also have a higher tendency than the general population to own computers, with 50% having Internet access.

**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	Bankcard Holders .....	10.00/M
Zip + 4 .....	6.50/M	6 Month/ 12 Month MOB .....	5.00/M
Gender .....	6.00/M	MOB by Category .....	10.00/M
Age .....	6.00/M	Running Charges .....	6.50/M
Income .....	6.00/M	Mag Tape Fee .....	25.00
Travelers .....	15.00/M	E-mail Fee .....	50.00
Mortgage Holders .....	10.00/M	Ftp Fee .....	50.00
Length of Residence .....	5.00/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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