

Customers First Asian American Master File

1,3900,000 Total Universe \$50/M
41,000 Monthly \$60/M

There are over 14 million Asian Americans living in the U.S. today. Asian Americans are the most affluent and educated of all ethnic groups, and as such, should be of special interest to marketers. Asian Americans spend nearly double the money that the mainstream consumers spend on entertainment products and services that make their lives easier and better: cable television, latest electronic gadgets, travel abroad, and education. Educated and technologically savvy, 83% of Asian consumers in the U.S. consider themselves investors.

Census Bureau 2007 statistics show that Asian Americans made more money than any other ethnic group in the U.S. including Caucasians, with an average household income of \$66,900. With over \$250 billion in spending power this segment of the population should not be overlooked.

Each record is CASS Certified and includes the consumers Full Name, Address with Zip Code +4, and Phone where applicable.
Telemarketing Inquire

Please contact list manager for further information:

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SELECTS:

Gender	\$5/M
Age	\$5/M
Martital Status	\$5/M
Home Owner/Renter	\$5/M
Length of Residence	\$5/M
Income	\$5/M
Credit Score	\$5/M
Credit Card Holder	\$5/M
Presence of Children	\$5/M
Occupation	\$5/M
Education	\$5/M
PC-Owner	\$5/M
Magazine Buyers	\$5/M
Donor/Contributors	\$5/M
Cell Phone Owners	\$5/M
Business Owners	\$5/M
Monthly Hotline	\$10/M

Shipping

CD	\$35./F
Email	\$50/F
FTP	\$50/F

Minimum Order: 5,000