
De-Mystifying the Asian American Market

Presented to the MRCC

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Who Are the Asian Americans?

The Asian American Market

- 11.9 million - 4.2% of the US population
 - 50+% in CA, NY, TX
 - 12% of California
 - 10% of NYC, 10% of LA, 30% of SF
 - Key secondary markets:
 - Chicago, DC-MD-VA, Houston/Dallas, Seattle, Philadelphia, Boston, Atlanta
- Fastest growing racial groups in the U.S.- 49% population growth since 1990 (White 5.8%, Black 15.8%, Native American 22.9%)
- Highest median HHI > \$9,000 ahead of non-Hispanic white
 - Asian \$55K, Non-Hispanic White \$46, Hispanic \$33k, Black \$30k
- Highest level of educational attainment: 44% BA or higher
 - Non-Hispanic White 28%, Black 17%, Hispanic 11%
- One of the highest rates of entrepreneurial activity
 - 1997: 893K businesses nationwide = \$302 billion in revenue
 - 1997: 11% of all businesses in CA, 8% of all businesses in NY

The Asian American Market

- Estimated annual buying power in 2001: \$254 billion

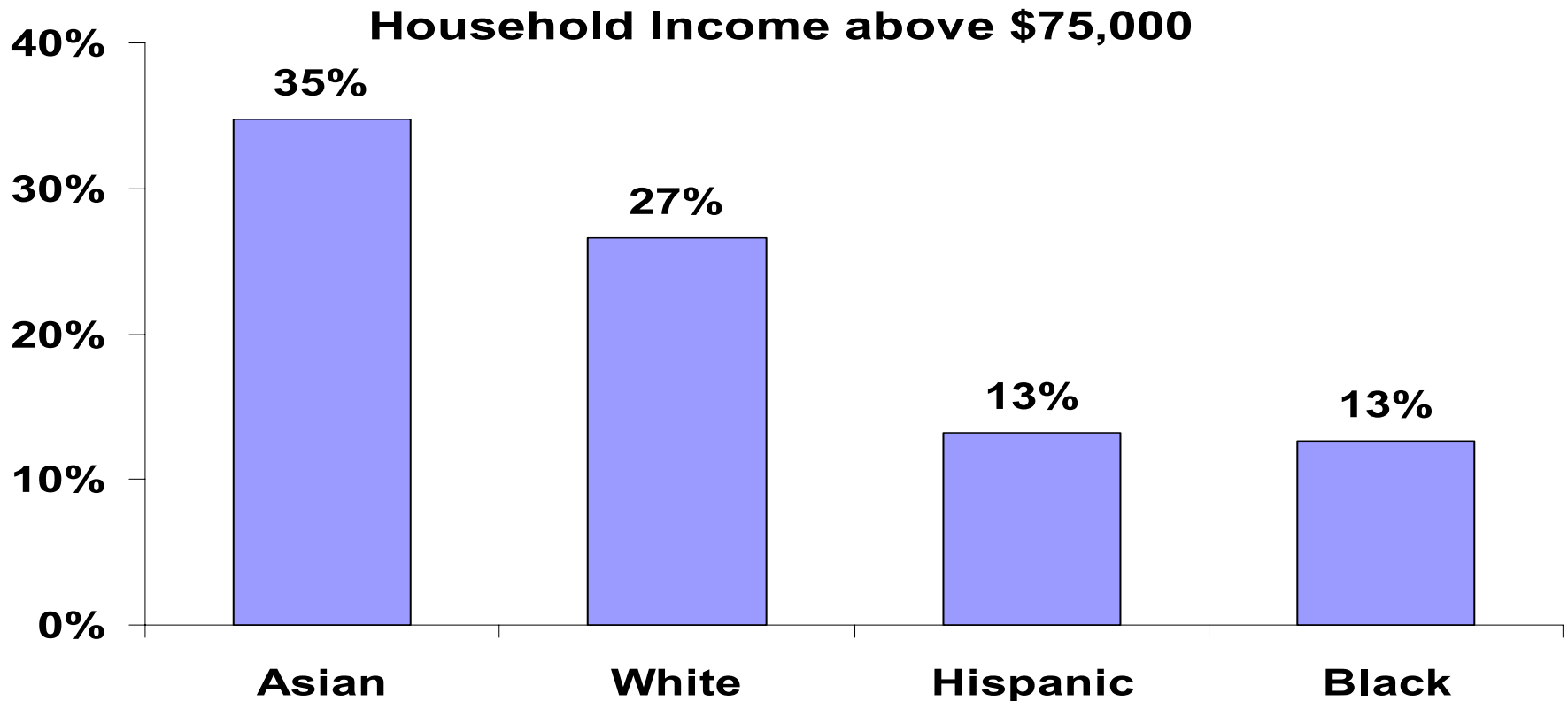
	Buying Power		% Change in Buying Power
	1990	2001	1990-2001
Asian	112,907,706	253,773,006	125%
Hispanic	207,538,258	452,370,095	118%
Total US	4,154,898,000	7,080,367,721	70%

- Asian/pacific islander population had the fastest purchasing power growth rate since 1990: 125%
- Although the Asian population is 1/3 the size of the Hispanic population, they command over half the buying power of Hispanics

Source: Selig Center for Economic Growth, 2000

The Asian American Market

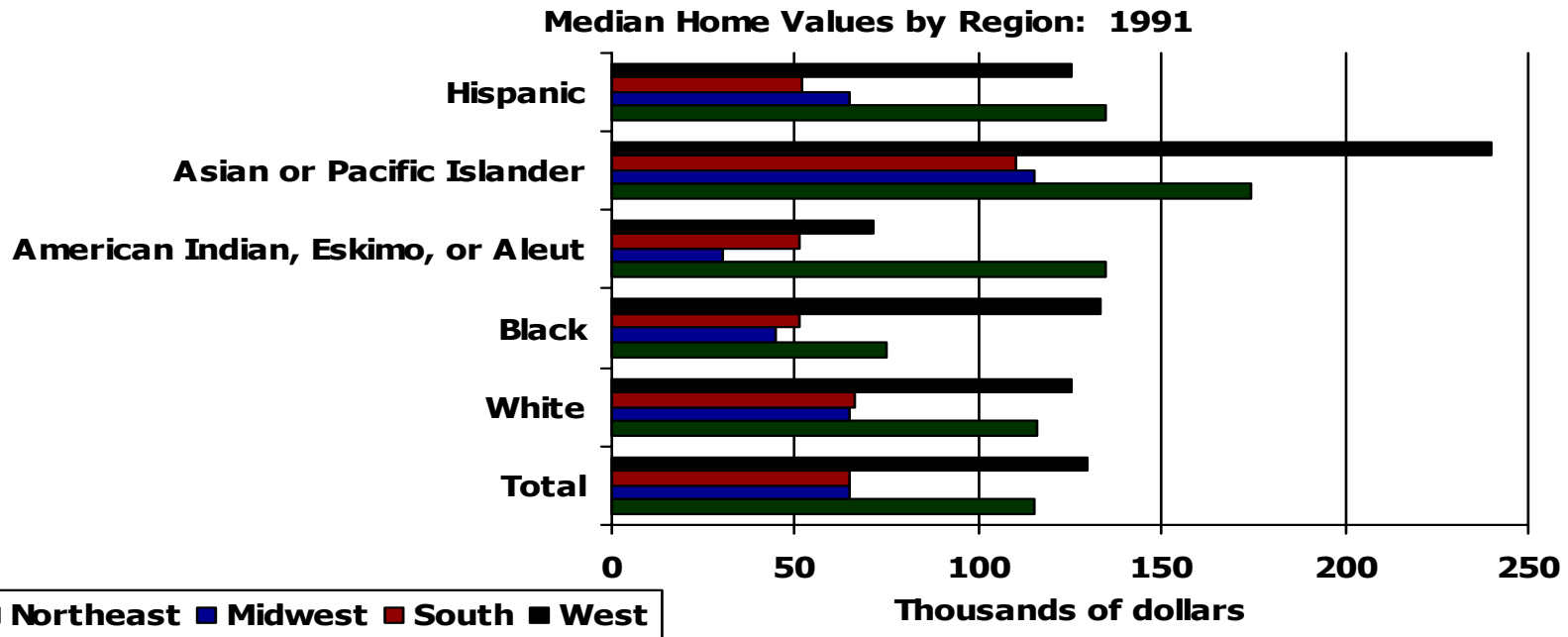
- Asian households are more likely than any other group to be in the \$75K or above annual income range.



Source: US Census Bureau, Census 2000

Asian-Americans & Homeownership

- 52% of Asian households are owner-occupied (Census 2000)
- Asian/ Pacific Islanders have the highest median home values of any group in the U.S.
- Asian/ Pacific Islander median home value in the Western U.S. is 86% higher than the median value for all homes in the West.



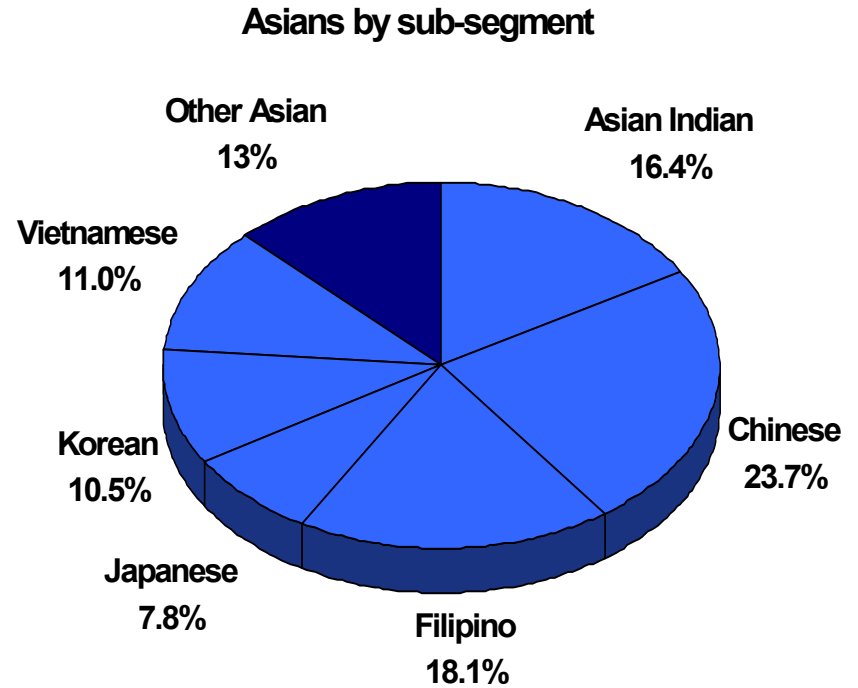
Source: Woodward, Jeanne M., America's Racial and Ethnic Groups: Their Housing in the Early Nineties, Bureau of the Census. Current Housing Reports, Series H121/94-3. U.S. Government Printing Office, Washington, DC, 1994 Pg. 22

Top Asian Groups in the U.S.

- 87.5% of Asian Americans are accounted for by the top six subsegments*:

In rank order by national population

- Chinese 2,432,585
- Filipino 1,850,314
- Asian Indian 1,678,765
- Vietnamese 1,122,528
- Korean 1,076,872
- Japanese 796,700



*Note: only includes Asians who reported a single race.

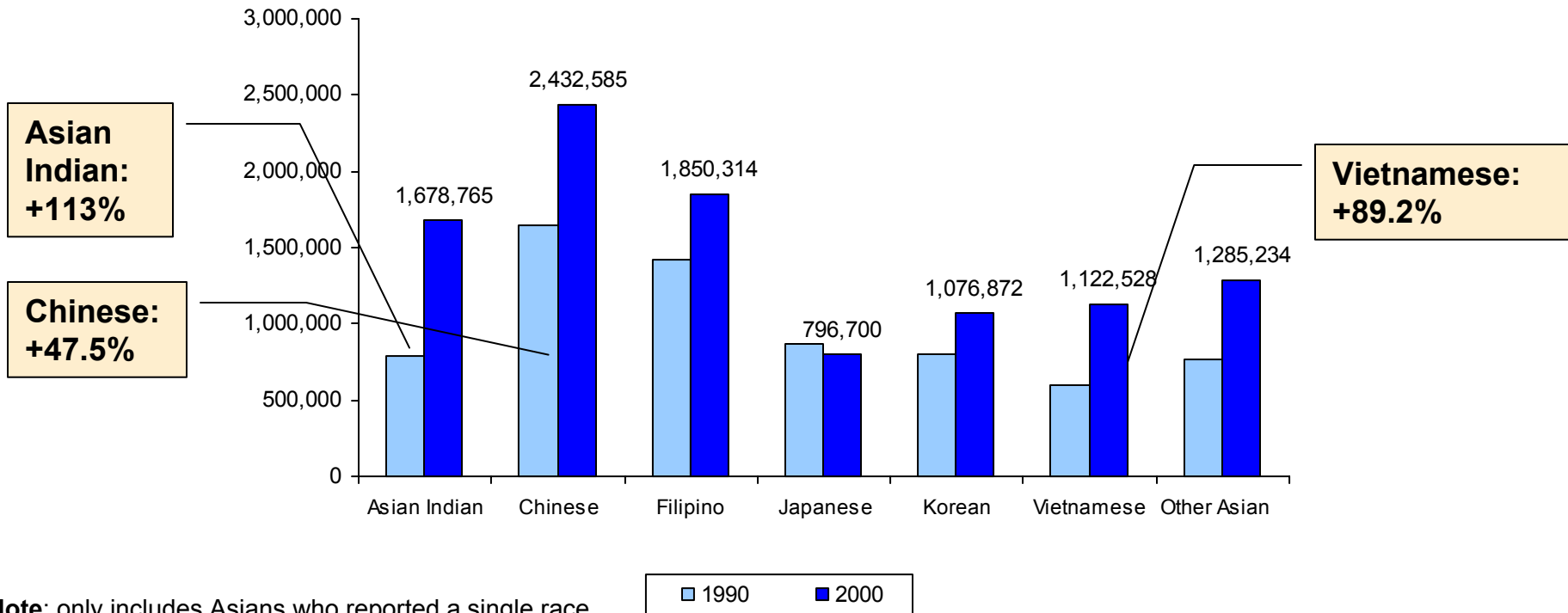
Source: US Census 2000

Growth of Asian Subsegments in the US: 1990 V. 2000

Among the top Asian subsegments*, Asian Indians, Vietnamese, and Chinese populations experienced the greatest growth since 1990

- Asian Indian population more than doubled in the ten year period

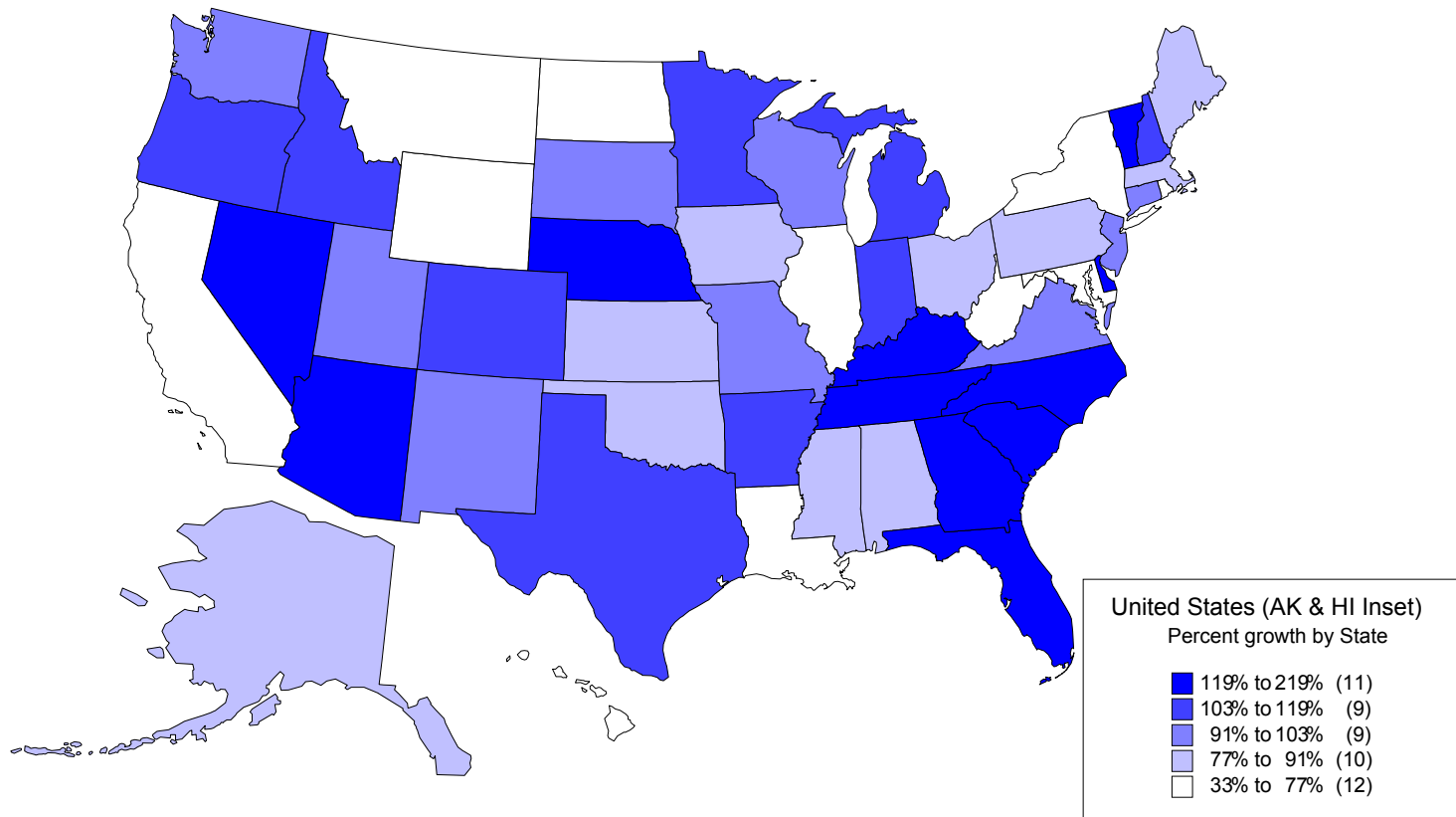
Population Growth by Asian Subsegments (1990 v. 2000)



*Note: only includes Asians who reported a single race.

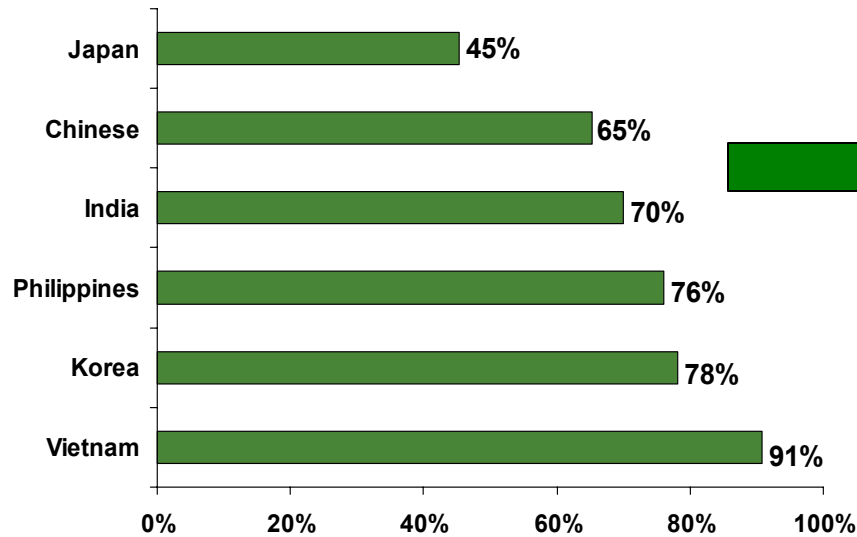
Growth of Asian Population by State: 1990 V. 2000

- Over the past ten years, every state in the US has seen a growth in it's Asian population of at least 33%
 - Of all the regions the south has had the fastest growth of Asians

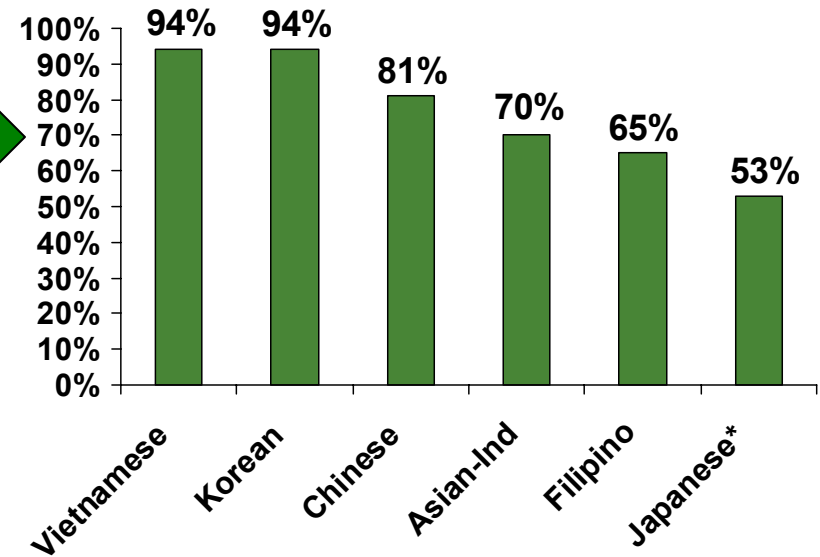


Asian-American Demography: Foreign Born & Language Preference

% Of Foreign Born



In-language Preference



The overwhelming majority of Asians are foreign born and exhibit a corresponding strong preference for in-culture/language communications.

***NOTE:** US Census statistics for Japanese are exclusive of Japanese expats/foreign students, approximately 250k in any given year. These groups are highly Japanese-language preferred.

Source: Foreign Born Current Population Survey, 2000; In-Language Preference Census 2000

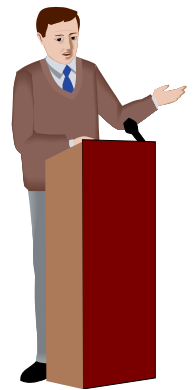
Asian American Media Landscape

- Asian American in-language preference for communications is evidenced by a rich in-language media environment

	PRINT		BROADCAST		TOTAL
	NEWSPAPERS	MAGAZINES	TELEVISION	RADIO	
Chinese	68	20	25	17	130
Vietnamese	34	45	12	11	102
Korean	46	16	16	13	91
Filipino	37	11	24	8	80
Indian	20	13	26	17	76
Japanese	20	18	23	5	66
TOTAL	225	123	126	71	545

Asian American Internet Usage

Clearly, Asian Americans have enthusiastically brought the Internet into their daily lives- not only as a source of information for school and news, but also as a way to enhance their social lives and as a source of have fun.



Tom Spooner
Research Specialist
Asian-Americans and the Internet

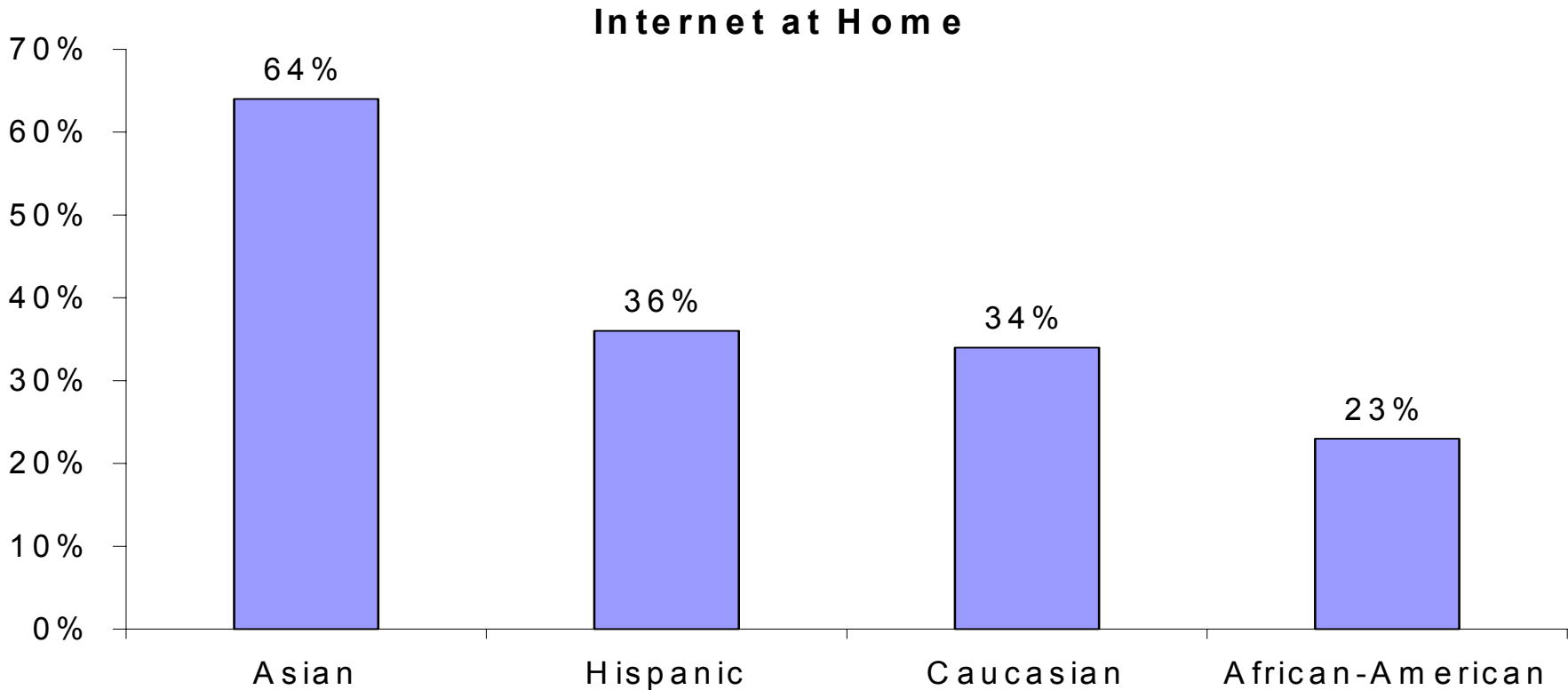
Source: Pew Internet and American Life Project, Diversity Inc., Dec 01'

Asian American Demography: Internet Usage

- Every survey reporting internet usage, by race or ethnicity, finds Asians to be the heaviest users.
 - Forrester Research, *The Digital Melting Pot*, 1999,
 - US Dept. of Commerce, National Telecommunications & Information Administration, *Falling Through the Net*, 1999
 - U.S. Census Bureau, Current Population Survey, 2000
 - Pew Internet & American Life Study, 2001

Asian American Demography: Internet Usage

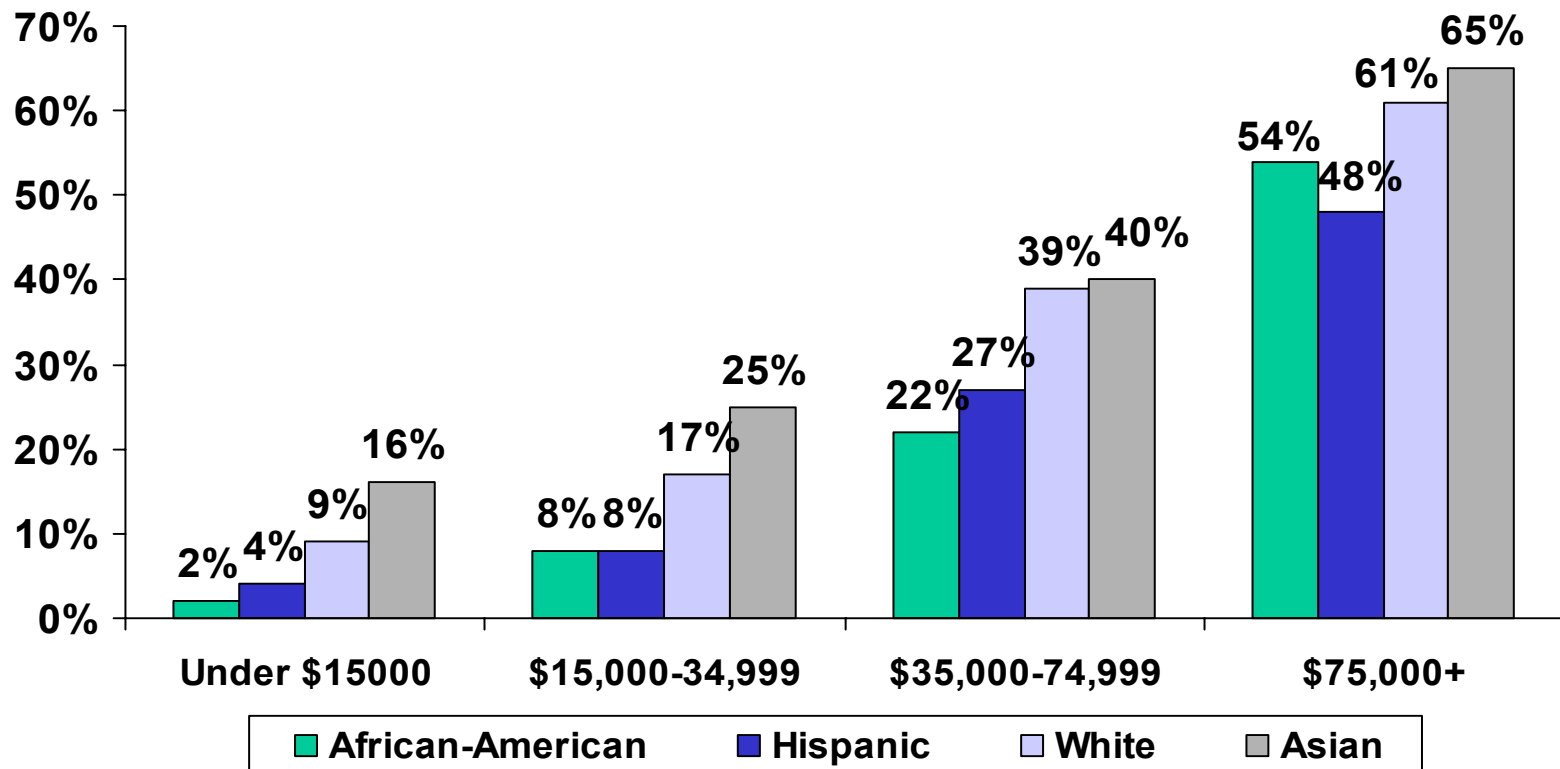
- 64% of Asians have internet at home
 - Almost twice that of any other group in 1999



Source: Forrester Research, *The Digital Melting Pot*, 1999

Asian American Demography: Internet Usage

- Within every income range, Asian-Americans exhibit the highest rate of internet usage

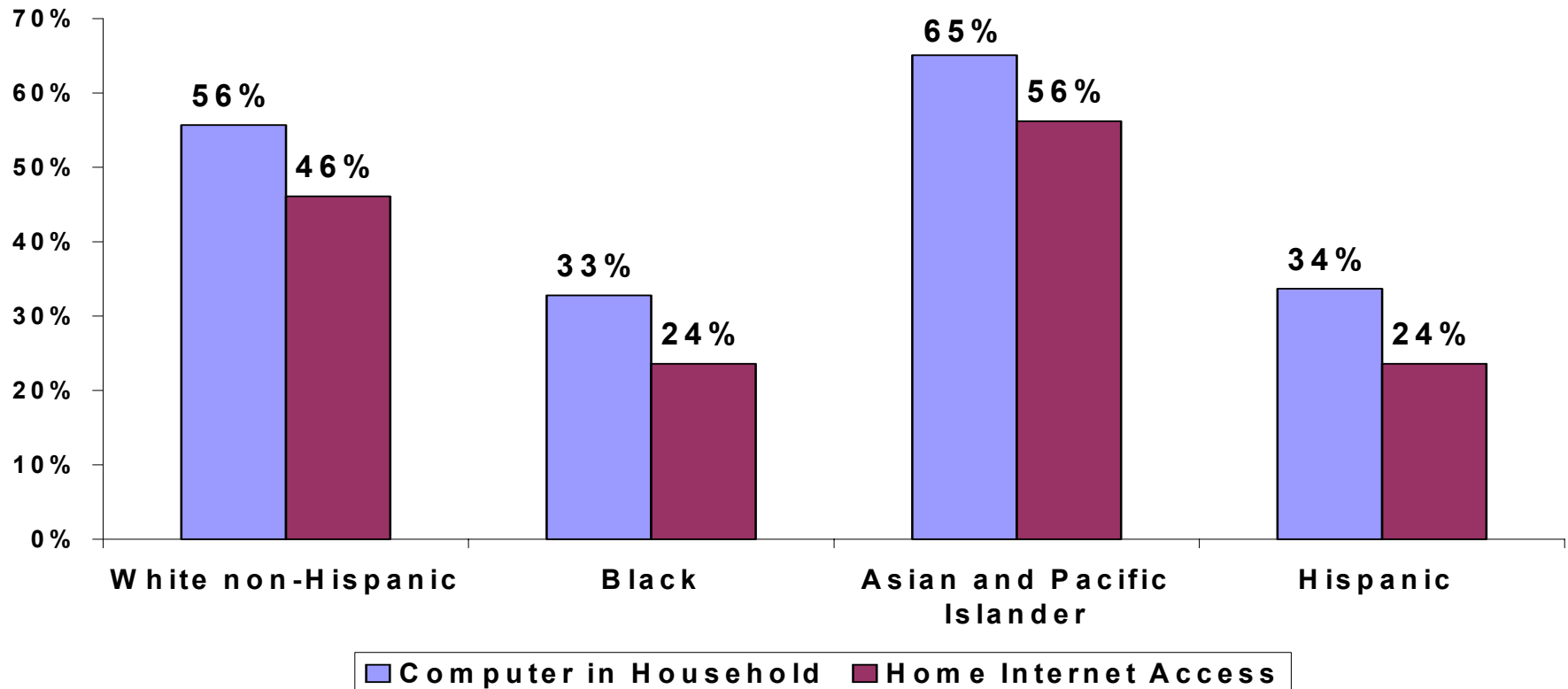


Source: 1999 US Dept. of Commerce, National Telecommunications & Information Administration, *Falling Through the Net*.

Asian-American Demography: Internet Usage

- Asian Americans are most likely, of all groups, to have a household computer and internet access

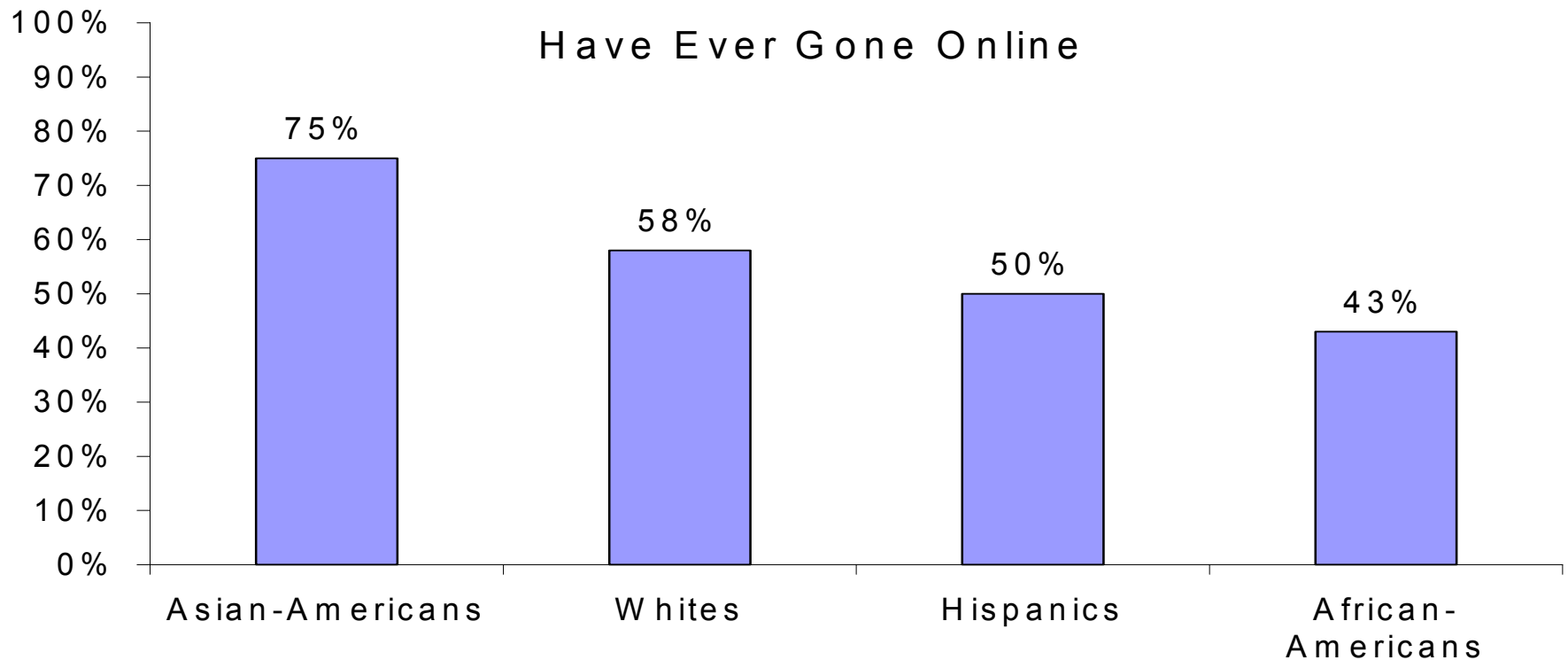
Household Computer & Internet Access



Source: U.S. Census Bureau, Current Population Survey, August 2000

Asian-American Demography: Internet Usage

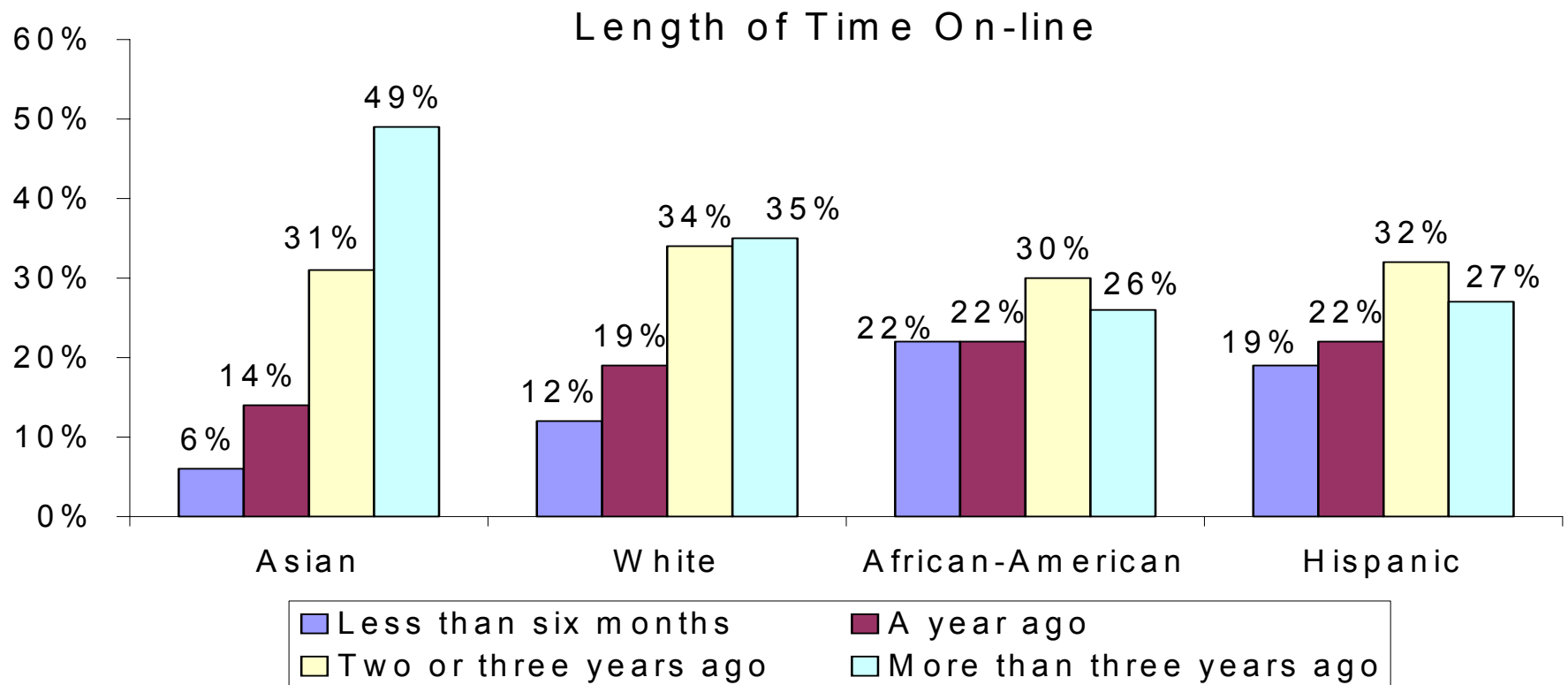
- 75% have gone online,
 - 20% more than the Whites



Source: Pew Internet and American Life Project, Dec 01

Asian-American Demography: Internet Usage

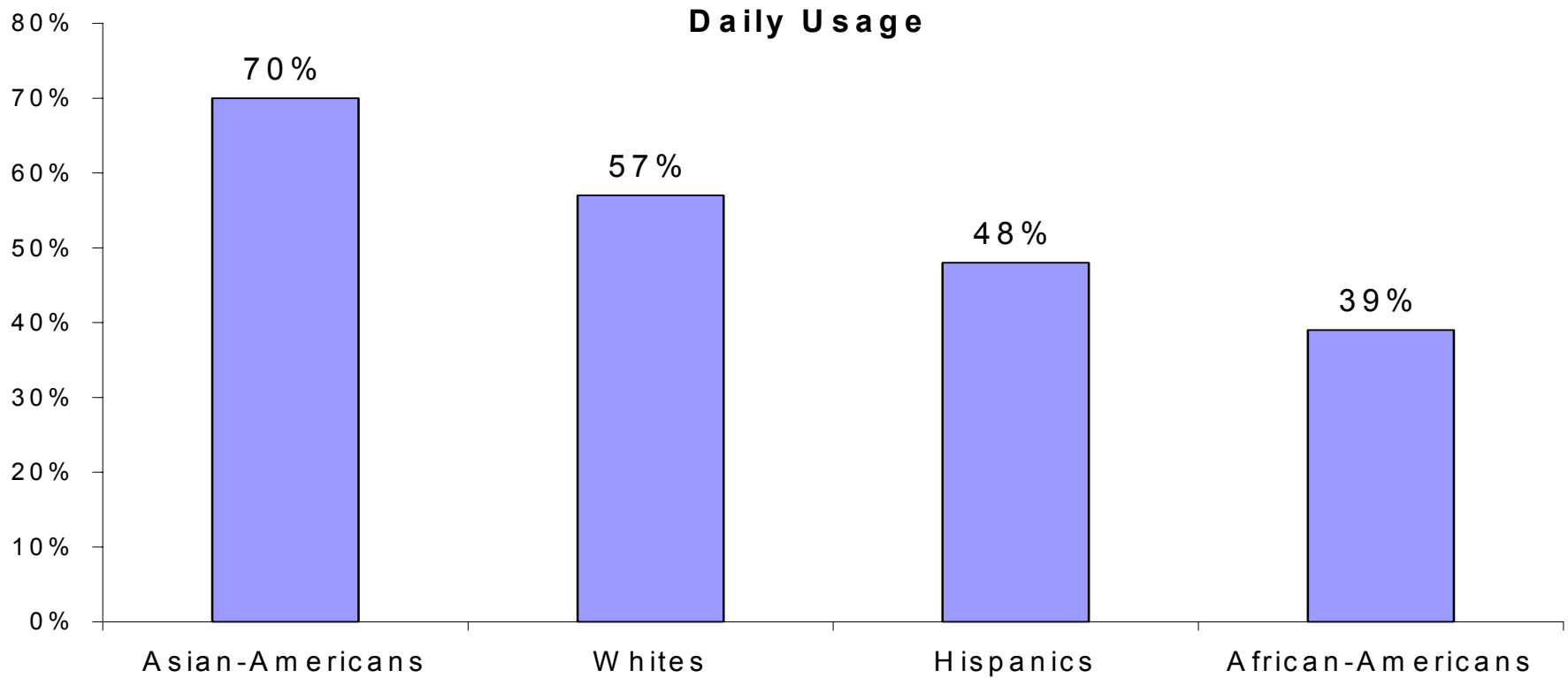
- Almost half of Asian Internet users have been online for more than three years



Source: Pew Internet and American Life Project, Dec 01

Asian-American Demography: Internet Usage

- Asian Americans are the heaviest everyday users



Source: Pew Internet and American Life Project, Dec 01

Asians and the Internet

- Other compelling data on Asian Internet behavior:
 - Almost 40% of Asian American daily internet users spend two or more hours online
 - Asian-Americans are 3X as likely to download music on a typical day than are whites
 - Asian-Americans make online purchases on a day-to-day basis at twice the rate of their peers in other racial or ethnic groups
 - Asian-American men are 4X as likely to trade stocks online than are whites

Source: Pew Internet and American Life Project, Dec 01'

***Asian Americans -
Geographic Distribution***

Asian-American Demography: Geographic Distribution

Over half of Asians live in three states: California, New York, Texas

90% of all
Asians live
in the top 20
states

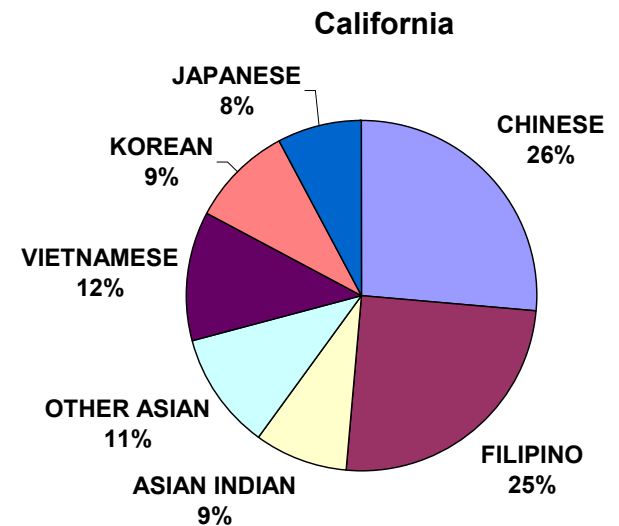
Rank	State	Asian	Cum %
1	California	3,697,513	36%
2	New York	1,044,976	46%
3	Texas	562,319	52%
4	Hawaii	503,868	57%
5	New Jersey	480,276	61%
6	Illinois	423,603	66%
7	Washington	322,335	69%
8	Florida	266,256	71%
9	Virginia	261,025	74%
10	Massachusetts	238,124	76%
11	Pennsylvania	219,813	78%
12	Maryland	210,929	80%
13	Michigan	176,510	82%
14	Georgia	173,170	84%
15	Minnesota	141,968	85%
16	Ohio	132,633	86%
17	North Carolina	113,689	88%
18	Oregon	101,350	89%
19	Colorado	95,213	89%
20	Arizona	92,236	90%

66% of all
Asians live in
the top 10
states

Source: U.S. Census Bureau, Census 2000

Asian-American Demography: Geography-California

- One-third of Asian Americans reside in California, accounting for 12% of state population
- Los Angeles County is the only one in the country with over a million Asians
- \$88 Billion in annual Asian buying power: Ranked #1 among all states

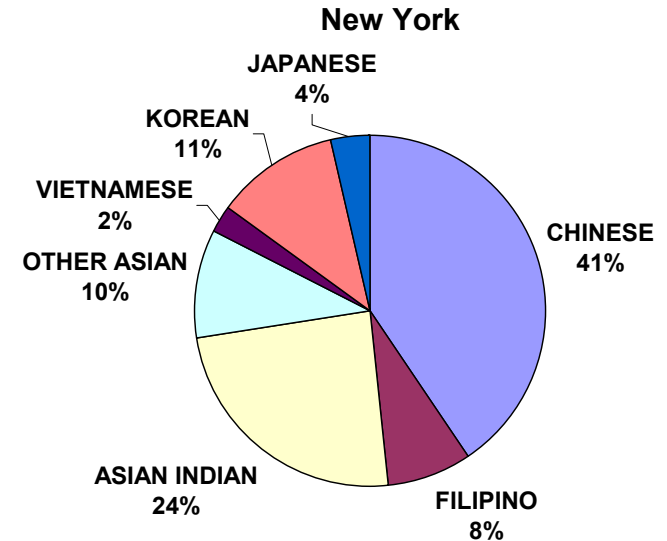


County	CHINESE	FILIPINO	VIETNAMESE	OTHER ASIAN	KOREAN	ASIAN INDIAN	JAPANESE	Grand Total	% of Asians in State
Los Angeles County, California	329,352	260,158	78,102	111,921	186,350	60,268	111,349	1,137,500	31%
Santa Clara County, California	115,781	76,060	99,986	22,623	21,647	66,741	27,257	430,095	12%
Orange County, California	59,717	48,946	135,548	28,521	55,573	27,197	31,283	386,785	10%
Alameda County, California	112,006	69,127	23,817	20,669	14,217	42,842	12,540	295,218	8%
San Diego County, California	30,750	121,147	33,504	23,600	12,004	10,148	18,649	249,802	7%
San Francisco County, California	152,620	40,083	10,722	11,527	7,679	5,524	11,410	239,565	6%
San Mateo County, California	48,996	59,047	2,308	6,522	4,573	10,535	9,703	141,684	4%
Sacramento County, California	30,455	24,516	16,372	33,466	4,955	13,227	11,908	134,899	4%
Contra Costa County, California	28,948	34,595	5,168	10,590	5,142	11,683	7,867	103,993	3%
San Bernardino County, California	12,580	25,919	10,003	12,515	7,407	7,368	4,425	80,217	2%
Grand Total	921,205	759,598	415,530	281,954	319,547	255,533	246,391	3,199,758	87%

Source: U.S. Census Bureau, Census 2000

Asian-American Demography: Geography-New York

- New York City represents 82% of Asians in the State
 - NYC has the highest concentration, of Asians for any city in the US: 10%
- \$27 Billion in Asian buying power



County	CHINESE	ASIAN INDIAN	KOREAN	OTHER ASIAN	FILIPINO	JAPANESE	VIETNAMESE	Grand Total	% of Asians in State
Queens County, New York	139,820	109,114	62,130	41,545	30,520	5,103	3,268	391,500	37%
Kings County, New York	120,662	25,404	6,210	21,243	6,534	2,355	3,410	185,818	18%
New York County, New York	86,974	14,630	10,848	7,737	8,654	14,325	1,370	144,538	14%
Nassau County, New York	16,320	23,793	8,339	4,907	7,085	1,978	718	63,140	6%
Westchester County, New York	7,850	14,107	4,457	3,001	4,882	6,731	339	41,367	4%
Bronx County, New York	6,585	15,258	3,845	6,113	4,695	580	3,044	40,120	4%
Suffolk County, New York	10,018	10,540	4,209	4,151	3,681	995	1,117	34,711	3%
Richmond County, New York	7,490	6,493	3,440	2,543	4,590	273	242	25,071	2%
Monroe County, New York	4,309	4,460	2,325	3,062	660	648	2,458	17,922	2%
Rockland County, New York	2,358	5,778	1,879	1,239	3,973	268	331	15,826	2%
Grand Total	402,386	229,577	107,682	95,541	75,274	33,256	16,297	960,013	91%

Source: U.S. Census Bureau, Census 2000

Category Opportunities

Category Opportunities - Current Activity

- Telecom
 - Historical and current leader in marketing to Asian Americans
 - Estimated to account for 50+% of spending by national advertisers
 - Promoting international long distance, local services, wireless, web-based communications
- Financial Services
 - Dramatic market growth in last 4 years
 - Players: Retail banks, insurance companies, full-service brokers, discount brokers, online brokers, money transfer services
- Other
 - Spirits marketers
 - National Retailers
 - Media Companies
 - Energy Suppliers
 - Federal & State-based programs (particularly in CA, NY)

Category Opportunities - Future Growth

- Automotive
 - Relatively low levels of activity - mostly in CA
 - Japanese makes, Ford Division, GM , Daimler
 - Asians more likely to purchase a car next 7-12 months
 - Asians more likely to buy new vs. used cars
 - Asians more likely to spend \$20K+ on a new car
 - Asians more likely to buy luxury makes
 - Computer (Hardware/Software)/Online Marketers
 - Extremely low levels of activity despite highest HH computer penetration and online usage of all groups in the US
 - Healthcare
 - Historic activity largely confined to HMOs and state-based health awareness
 - First-mover opportunities for OTC / DTC programs
 - analgesics, cold remedies, vitamins; key disease categories for DTC
 - Packaged Goods
 - First mover opportunities for most product categories
 - B2B - Wide open field for most product/service categories
-

***Researching the Asian American
Market***

Asian American Research

- Assessing the Market Potential
 - General Asian population demographics available via Census/INS data analysis
 - Published data for Asian is more limited than for Hispanic and African American
 - Data often reported at level of “Asian” and not by sub-group
 - Additional data may be available from regional Departments of Planning

Asian American Research

- Assessing the Market Potential
 - General Asian population psychographics available from a wide variety of sources
 - Asian American Almanac
 - Sociological / ethnographic studies
 - Asian community organizations
 - Asian, in-country research

Asian Market Research

- Strategies to Build Knowledge of Asian American Consumer Behavior From Internal Sources
 - Track sales performance and tap knowledge base of regional distribution/retail organizations in key Asian areas
 - Customer/prospect database Asian segmentation and profiling
 - Evaluate consumer learning from Asian, in-country operations

Asian Market Research

- Strategies to Build Knowledge of Asian American Consumer Behavior from External, Secondary Sources
 - Mainstream research with “Asian” reporting (DIRECTIONAL)
 - Asian American-specific secondary research
 - MSR
 - Various ethnic market reports/monitors - e.g. “The Minority Traveler” (US Travel Data Center), Yankelovich Asian Monitor (1992)
 - Asian media proprietary consumer studies
 - Reliable sources of category/brand info

Asian Market Research

- Building Knowledge of Asian American Consumer Behavior via Proprietary Research
 - Excellent way of assessing market opportunity
 - Existing strong pool of research vendors with Asian market qualitative/quantitative research expertise
 - Be aware that important differences DO exist in Asian research vs. general market. For example,
 - Phone surveys vs. mail surveys
 - Utility of certain projective techniques
 - Scaled responses in quantitative

***So many Asian groups....won't my
communications costs be
astronomical?***

Creative Options

Group-Specific Creative Development

vs.

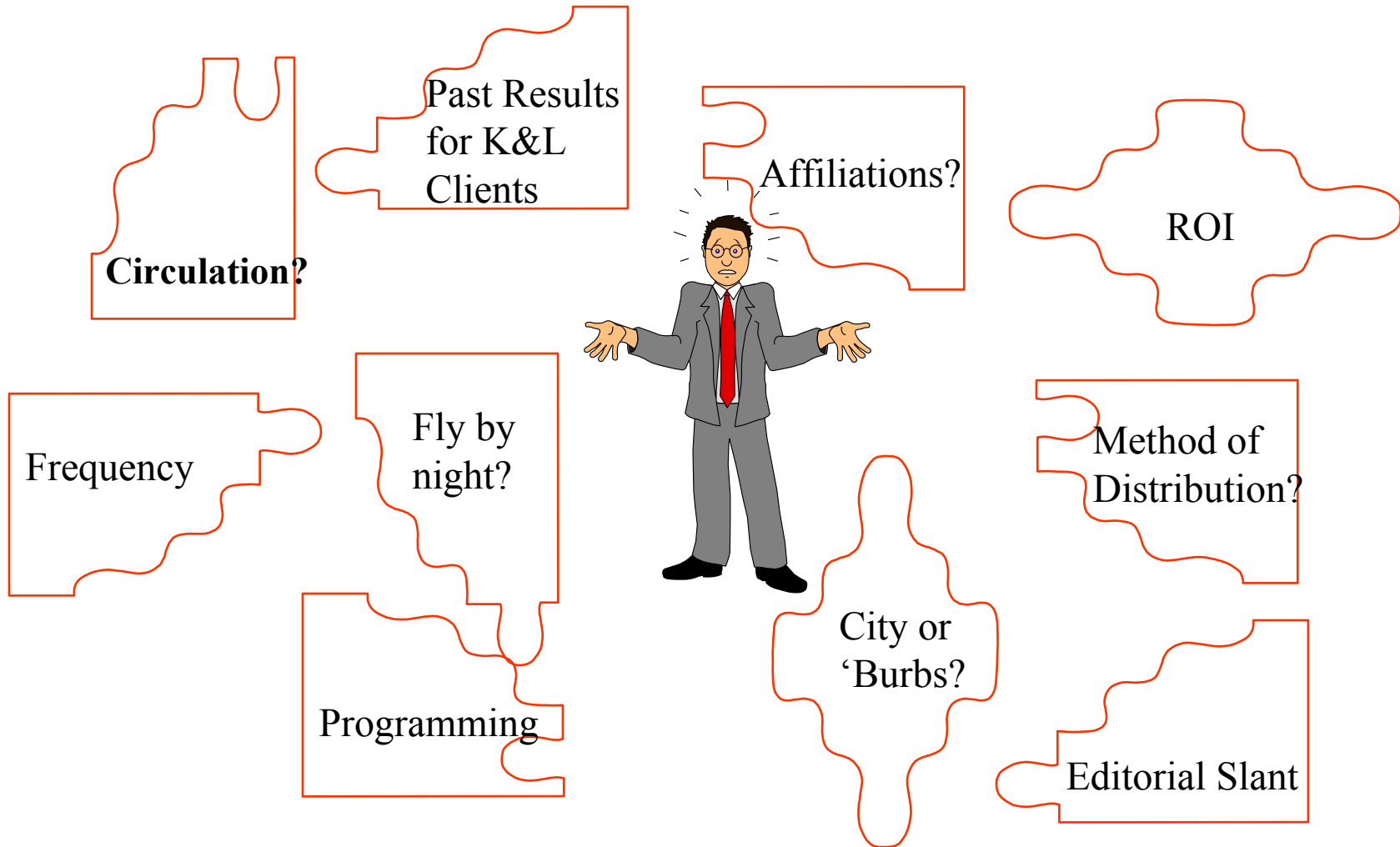
Pan-Asian Creative Development

***So many Asian groups....won't my
media costs be astronomical?***

Asian Media

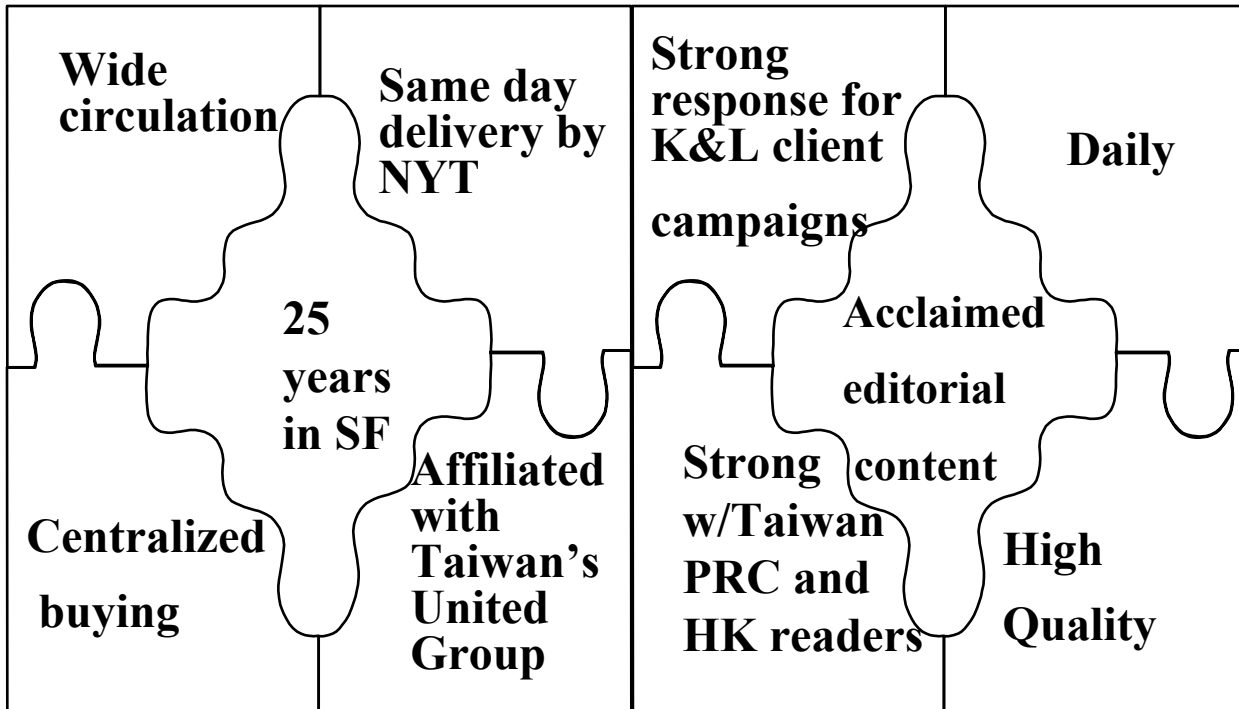
- With few exceptions, Asian American Media lacks independent audit or other forms of syndicated evaluation such as:
 - Ratings
 - GRPs
 - Audited circulation (for majority)
 - Syndicated research (Simmons, MRI)

Asian Media Challenges



The Solution

The World Journal San Francisco



Strong Option

Prototype Media Plan - 4 Month Test

Chinese - San Francisco (n=500K)

- **Print**
 - ***World Journal-SF edition:*** Top national/regional daily in US.
 - ***Sing Tao Daily-SF edition:*** Second national/regional daily in US.
 - ***China Press - SF edition:*** Strong regional daily in US.
- **Television**
 - ***KTSF TV:*** Leading multicultural station in Northern California
 - ***KPST66:*** Popular local Mandarin station. Imports programs from Taiwan and China. Some local production capability.
 - ***TVB:*** Leading TV station in HKG popular among Cantonese speaking audience
- **Radio**
 - ***KEST 1450 AM-SF:*** 12 hrs/day Chinese programming.
- **Event/Sponsorship**
 - ***SF Chinese Moon Festival community celebrations.***

Prototype Media Plan - Chinese SF

Media Cost (based on 16 week test : Sept. '02- Dec. '02)

Print (B/W full page)

World Journal: 2 x/week = 32 insertions

Sing Tao Daily: 2 x/week = 32 insertions

China Press: 2 x/week = 32 insertions

• *Television (:30)*

KTSF TV-26: 10 x/week = 160 spots

KPST: 9 x/week = 144 spots

TVB: 12 x/week = 192 spots

• *Radio (:60)*

KEST 1450 FM: 15x/week = 240 spots

• *FSI/POS* _____ **Frequency TBD** _____

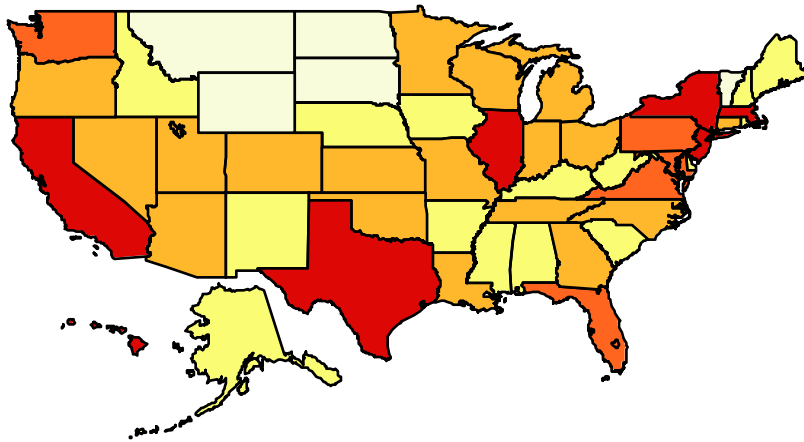
• *Events (Broadcast sponsorship, event presence)*

Chinese "Moon Festival" Event

Appendix

Chinese-Americans : Population & Distribution

- 2,432,585 Chinese reported by Census 2000



•Chinese Americans are the largest of all Asian segments and are made up of four distinct groups: Chinese from Taiwan, HKG, PRC, and SE Asia. They are divided by two major dialects: Mandarin and Cantonese.

Psychographics: Cautious in personal and business dealings, price-conscious, plan for the long term, strong emphasis on family and education.

Top 10 States

1. California
2. New York
3. Texas
4. New Jersey
5. Massachusetts
6. Illinois
7. Washington
8. Hawaii
9. Pennsylvania
10. Maryland

Chinese-Americans

- National Population of Single Race Chinese: 2,432,585
- Top 10 States

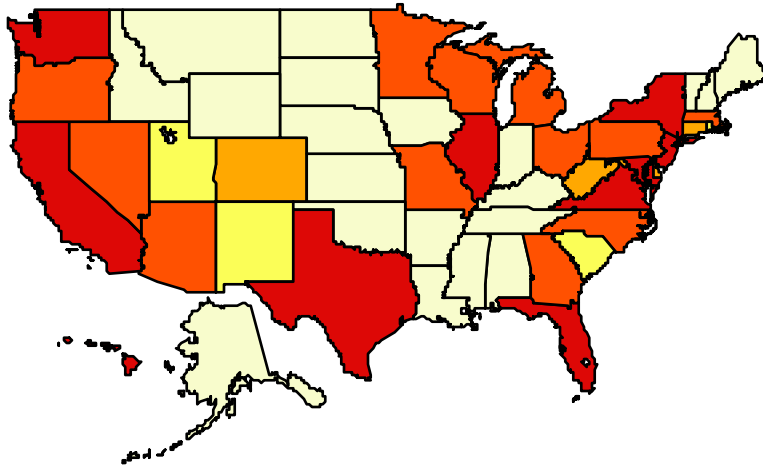
RACE	CHINESE ▾
Sum of POPULATION	
<u>STATE_</u>	Total
California	980,642
New York	424,774
Texas	105,829
New Jersey	100,355
Massachusetts	84,392
Illinois	76,725
Washington	59,914
Hawaii	56,600
Pennsylvania	50,650
Maryland	49,400
Grand Total	1,989,281

Top 10 DMAs

RACE	CHINESE ▾
Sum of POPULATION	
<u>DMA</u>	Total
NEW YORK	494,695
SAN FRANCISCO-OAKLAND-SAN JOSE	469,216
LOS ANGELES	416,492
BOSTON	83,224
CHICAGO	68,888
WASHINGTON, DC, HAGERSTOWN	62,465
HONOLULU	56,600
SEATTLE-TACOMA	54,431
PHILADELPHIA	53,823
HOUSTON	49,069
Grand Total	1,808,903

Filipino-Americans : Population & Distribution

- 1,850,314 Filipinos reported by Census 2000



Top 10 States

1. California
2. Hawaii
3. Illinois
4. New Jersey
5. New York
6. Washington
7. Texas
8. Florida
9. Virginia
10. Nevada

•In 1990, Filipinos were the second largest Asian-American group. The Philippines led all Asian nations in total immigration from 1980-90.

Psychographics: High rates of acculturation due to English competency, heritage/culture/values similar to Hispanics, strong sense of family and community preservation, highly religious (predominantly R. Catholic).

Filipino-Americans

- National Population of Single Race Filipino: 1,850,314
- Top 10 States

RACE	FILIPINO ▾
Sum of POPULATION	
<u>STATE</u>	Total
California	918,678
Hawaii	170,635
Illinois	86,298
New Jersey	85,245
New York	81,681
Washington	65,373
Texas	58,340
Florida	54,310
Virginia	47,609
Nevada	40,529
Grand Total	1,608,698

Top 10 DMAs

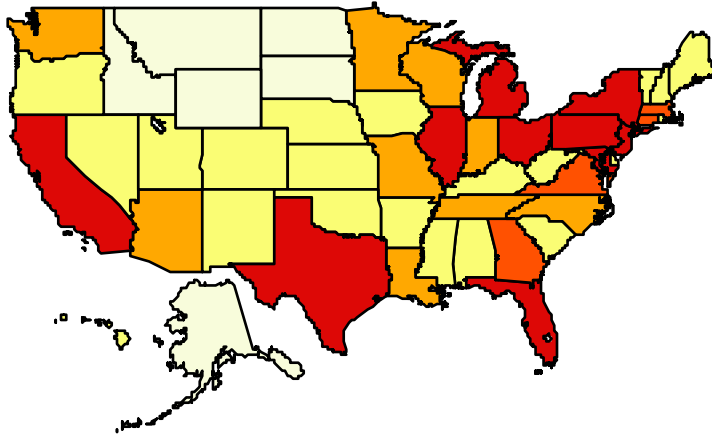
RACE	FILIPINO ▾
Sum of POPULATION	
<u>DMA</u>	Total
LOS ANGELES	382,109
SAN FRANCISCO-OAKLAND-SAN JOSE	321,737
HONOLULU	170,622
NEW YORK	154,331
SAN DIEGO	121,147
CHICAGO	82,728
SEATTLE-TACOMA	60,481
SACRAMENTO-STOCKTON-MODESTO	55,286
WASHINGTON, DC, HAGERSTOWN	38,263
HOUSTON	22,776
Grand Total	1,409,480

Asian Indians: Population & Distribution

- 1,678,765 Asian Indians reported by Census 2000

Top 10 States

1. California
2. New York
3. New Jersey
4. Texas
5. Illinois
6. Florida
7. Pennsylvania
8. Michigan
9. Maryland
10. Virginia



•Asian Indians are heterogeneous, speaking many different languages and coming from a variety of Indian cultural and religious backgrounds. Advertising is best executed in English with Indian national cultural cues woven in seamlessly.

Psychographics: National heritage, culture, and values are very important, extreme emphasis on education, highly price/value conscious but very loyal to strong brands.

Asian Indian-Americans

- National Population of Single Race Asian Indians: 1,678,765
- Top 10 States

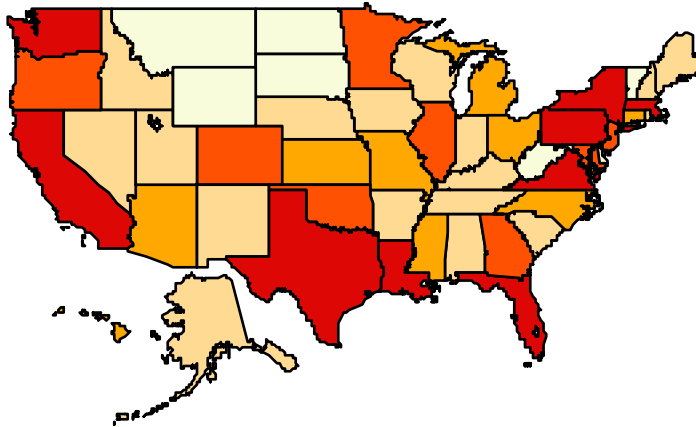
RACE	ASIAN INDIAN ▾
Sum of POPULATION	
STATE_	Total
California	314,819
New York	251,724
New Jersey	169,180
Texas	129,365
Illinois	124,723
Florida	70,740
Pennsylvania	57,241
Michigan	54,631
Maryland	49,909
Virginia	48,815
Grand Total	1,271,147

Top 10 DMAs

RACE	ASIAN INDIAN ▾
Sum of POPULATION	
DMA	Total
NEW YORK	388,178
SAN FRANCISCO-OAKLAND-SAN JOSE	143,484
CHICAGO	116,856
LOS ANGELES	108,850
WASHINGTON, DC, HAGERSTOWN	70,246
PHILADELPHIA	63,758
HOUSTON	52,356
DALLAS-FT.WORTH	50,024
DETROIT	44,561
BOSTON	43,610
Grand Total	1,081,923

Vietnamese-Americans: Population & Distribution

- 1,122,528 Vietnamese reported by Census 2000



Top 10 States

1. California
2. Texas
3. Washington
4. Virginia
5. Massachusetts
6. Florida
7. Pennsylvania
8. Georgia
9. New York
10. Louisiana

- A large percentage of Vietnamese consist of refugees.

Vietnamese are well educated and have the highest in-language preference.

- **Psychographics:** Quality conscious and value seekers, strong political beliefs, extremely strong tendency for cultural and community preservation, strong emphasis on family and education.

Vietnamese-Americans

- National Population of Single Race Vietnamese: 1,122,528
- Top 10 States

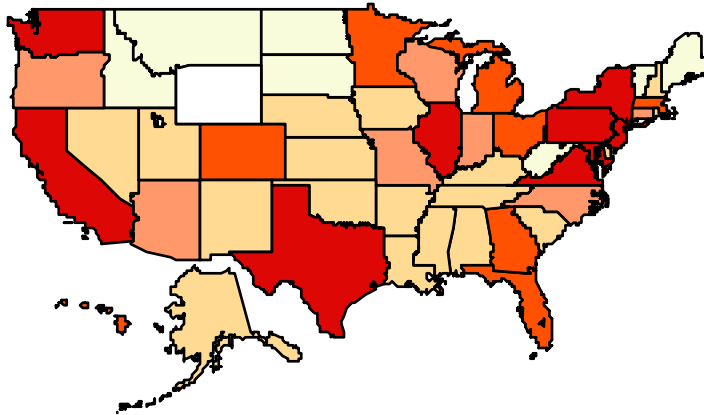
RACE	VIETNAMESE
Sum of POPULATION	
STATE_	Total
California	447,032
Texas	134,961
Washington	46,149
Virginia	37,309
Massachusetts	33,962
Florida	33,190
Pennsylvania	30,037
Georgia	29,016
Louisiana	24,358
New York	23,818
Grand Total	839,832

Top 10 DMAs

RACE	VIETNAMESE
Sum of POPULATION	
DMA	Total
LOS ANGELES	234,379
SAN FRANCISCO-OAKLAND-SAN JOSE	146,303
HOUSTON	65,258
DALLAS-FT.WORTH	47,223
WASHINGTON, DC, HAGERSTOWN	42,764
SEATTLE-TACOMA	41,069
SAN DIEGO	33,504
BOSTON	32,713
PHILADELPHIA	28,182
ATLANTA	25,766
Grand Total	697,161

Korean-Americans: Population & Distribution

- 1,076,872 Koreans reported by Census 2000



Top 10 States

1. California
2. New York
3. New Jersey
4. Illinois
5. Washington
6. Texas
7. Virginia
8. Maryland
9. Pennsylvania
10. Georgia

•The most homogeneous of the top Asian subgroups, the majority of Koreans came from similar socioeconomic backgrounds. High number of immigrants came to US as complete family units.

Psychographics: Often value emotion more than logic, prefer name brands to lower price, independent and aggressive, strong emphasis on family and education.

Korean-Americans

- National Population of Single Race Koreans: 1,076,872
- Top 10 States

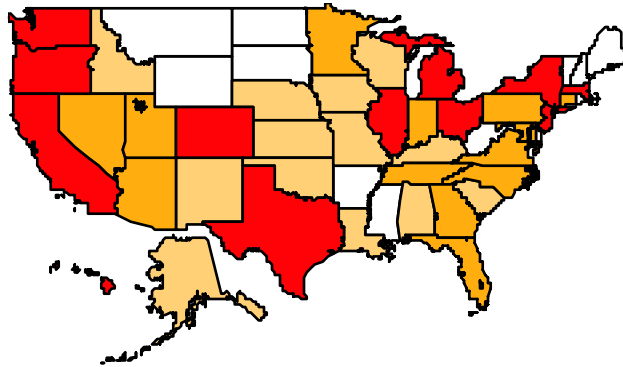
RACE	KOREAN ▾
Sum of POPULATION	
<u>STATE_</u>	Total
California	345,882
New York	119,846
New Jersey	65,349
Illinois	51,453
Washington	46,880
Texas	45,571
Virginia	45,279
Maryland	39,155
Pennsylvania	31,612
Georgia	28,745
Grand Total	819,772

Top 10 DMAs

RACE	KOREAN ▾
Sum of POPULATION	
<u>DMA</u>	Total
LOS ANGELES	259,479
NEW YORK	166,981
SAN FRANCISCO-OAKLAND-SAN JOSE	56,807
WASHINGTON, DC, HAGERSTOWN	54,717
CHICAGO	46,201
SEATTLE-TACOMA	42,698
PHILADELPHIA	32,769
HONOLULU	23,536
ATLANTA	23,389
DALLAS-FT. WORTH	18,237
Grand Total	724,814

Japanese-Americans : Population & Distribution

- 796,869 Japanese reported by Census 2000, additional 250K semi-permanent each year



Top 10 States

1. California
2. Hawaii
3. New York
4. Washington
5. Illinois
6. Texas
7. New Jersey
8. Oregon
9. Colorado
10. Michigan

•Japanese have the highest numbers of 2nd and 3rd generation Americans. The current population includes acculturated, newly immigrated, students, and intra-company transfers (expats).

Psychographics: Value consensus over individual opinion, value name brands over price, strong family values, strong emphasis on education.

Japanese-Americans

- National Population of Single Race Japanese: 796,869
- Top 10 States

RACE	JAPANESE
Sum of POPULATION	
<u>STATE_</u>	Total
California	288,854
Hawaii	201,764
New York	37,279
Washington	35,985
Illinois	20,379
Texas	17,120
New Jersey	14,672
Oregon	12,131
Colorado	11,571
Michigan	11,288
Grand Total	651,043

Top 10 DMAs

RACE	JAPANESE
Sum of POPULATION	
<u>DMA</u>	Total
HONOLULU	201,753
LOS ANGELES	156,958
SAN FRANCISCO-OAKLAND-SAN JOSE	74,688
NEW YORK	48,468
SEATTLE-TACOMA	31,224
SACRAMENTO-STOCKTON-MODESTO	20,533
SAN DIEGO	18,649
CHICAGO	17,990
WASHINGTON, DC, HAGERSTOWN	10,485
BOSTON	10,360
Grand Total	591,108