

- High consumption rates with an affinity for luxury items and brands
- 5th highest Asian demographic in the U.S.
- Population focused primarily in major areas

Rank	Top 10 DMAs	Korean Households
1	Los Angeles CA	114,690
2	New York NY	80,581
3	Washington DC (Hagerstown MD)	32,516
4	San Francisco-Oakland-San Jose CA	26,765
5	Seattle-Tacoma WA	24,210
6	Chicago IL	22,540
7	Philadelphia PA	18,985
8	Atlanta GA	15,617
9	Honolulu HI	11,826
10	Dallas-Ft.Worth TX	11,703



Based on Rentrak data (2010 Census), 2011 estimates, Korean Ancestry