

We at Pages LA use the internet to maximize the buying power of ethnic communities in Los Angeles. Our marketing approach is based on the changes in the population of Los Angeles alongside the knowledge and respect of the traditions of its established communities.

With significant demographic changes in the ethnic and racial make-up of Los Angeles, ethnic minority groups are steadily becoming the majority. In 2000 the total population of Los Angeles was 9,578,960. The largest minority group was the Hispanic who constituted 4,273,914, followed by the Asian at 1,165,096 and African American at 910,077. Only 3,045,819 of Los Angeles was Caucasian. By 2050 the total population in Los Angeles will grow to 13,061,787; the Hispanic community will increase to 8,405,036 and the Asian to 2,109,318, while African American will decrease to 583,499 and Caucasian to 1,587,993. By this demographic trend, by 2050 the majority of the population in Los Angeles will be Hispanic and Asian.

This changed ethnic make-up of Los Angeles directly relates to the increased buying power of these ethnic communities. Consider these facts:

- Hispanic buying power is expected to reach \$1.2 trillion in 2011
- African-American buying power is expected to reach \$1.1 trillion by 2011
- Asian-American buying power is expected to reach \$622 billion by 2011

Alongside those "old" ethnic groups, "new" ones such as the Armenian, Jewish, Russian and Persian have emerged and redefined the market. For example, the Russian-speaking American market is characterized by a large, rapidly growing, and well-educated base of US-Russian citizens. This population represents the second largest segment after Mexican-born at 10.4% of 28.4 million foreign-born Americans and shares various favorable characteristics such as a better education, a substantially higher per capita income and a higher level of wealth.

More so, since the late 1980's, Los Angeles has been home to the world's second largest Jewish population. In Los Angeles County, People of Jewish faith constitute more than half of all Jews in California and 8.38% of the entire U.S. Jewish population. This makes them an important market with strong buying power.

Therefore, it is not an accident that these "new" ethnic communities in Los Angeles have produced some of the richest Americans. For example, Forbes magazine lists Kirk Kerkorian (Los Angeles, CA), who is Armenian, as the 7th richest man in America. Sumner Redstone (Beverly Hills, CA) and Eli Broad (Los Angeles, CA) are Jewish and are listed correspondingly on 41st and 42nd place.

But what are the ethnic communities that Pages LA currently works with? Here are brief descriptions: