

effectv

COMCAST
ADVERTISING

FREEWHEEL

Understanding Asian American Audiences and How to Reach Them

What marketers should know about this diverse population

The Asian American community is an increasingly crucial audience segment for marketers to reach. The fastest-growing racial or ethnic group in the U.S., its annual buying power now tops \$1 trillion. And while there's immense diversity among Asian Americans – in backgrounds, habits, and experiences – there are some clear trends. As consumers and viewers, their tech-savviness is key. Compared to the overall population, they tend to be more connected, shop online more frequently, and leave more product reviews. In general, they also spend a greater portion of their time with digital media rather than traditional outlets like linear TV. To reach this important segment, brands need inclusive and multiscreen advertising strategies.



01 Population

Asian Americans make up about **7.4%** of the U.S. population,¹ with **22.6M** Americans of Asian descent, alone or in combination with other races.

This community is growing faster than any other major racial or ethnic group.

From 2000 to 2019:²



The Asian American population grew **81%** while the total U.S. population grew **16%**.

If this growth trend continues, by **2065**, Asian Americans will make up the largest minority population, surpassing the Hispanic population.³



Much of the Asian American population is concentrated in a few areas of the country, with three states accounting for **44%** of the population.⁴

California
29%

Texas
7%

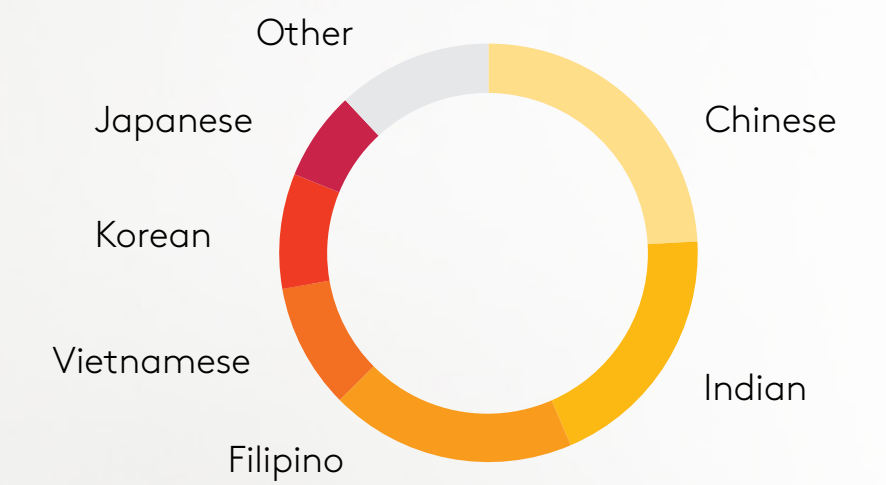
New York
8%

Other
56%



Within the Asian American community is a great deal of diversity. Members of this group speak more than **100 languages**, represent more than **50 ethnic groups**, and practice a variety of religions.⁵ And there's no predominant country of origin.

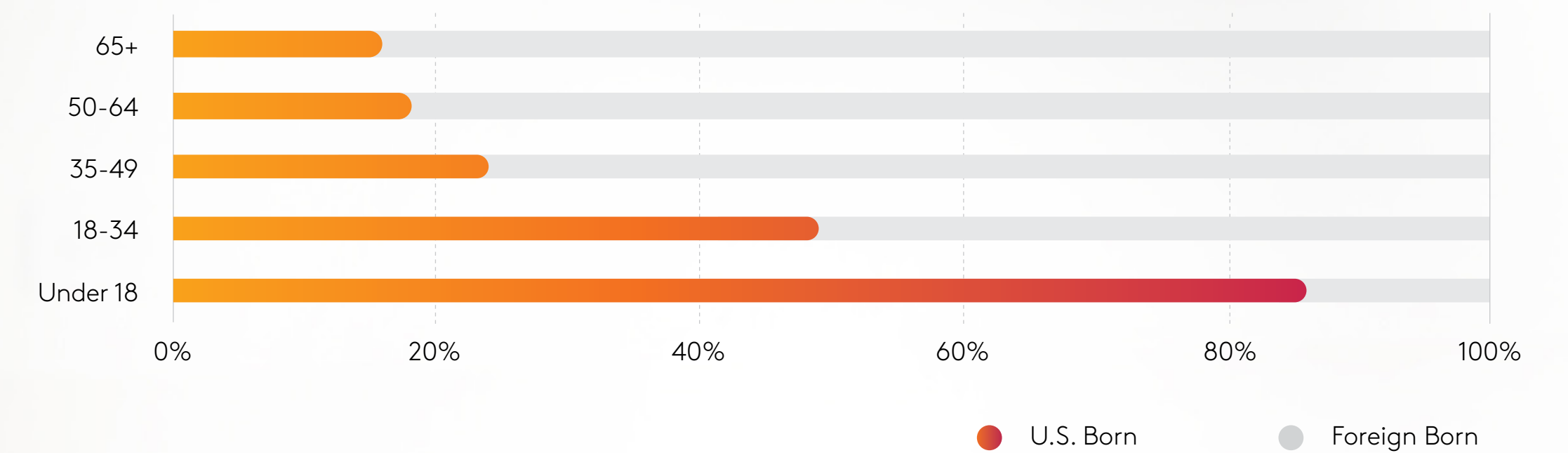
Asian Americans' Ancestry:⁶



There's also diversity at the generational level.

Overall, more than **two-thirds** of Asian Americans are foreign-born.³ But younger generations are much more likely to have been born in the U.S.⁷

Asian Americans' U.S. Nativity by Age⁷





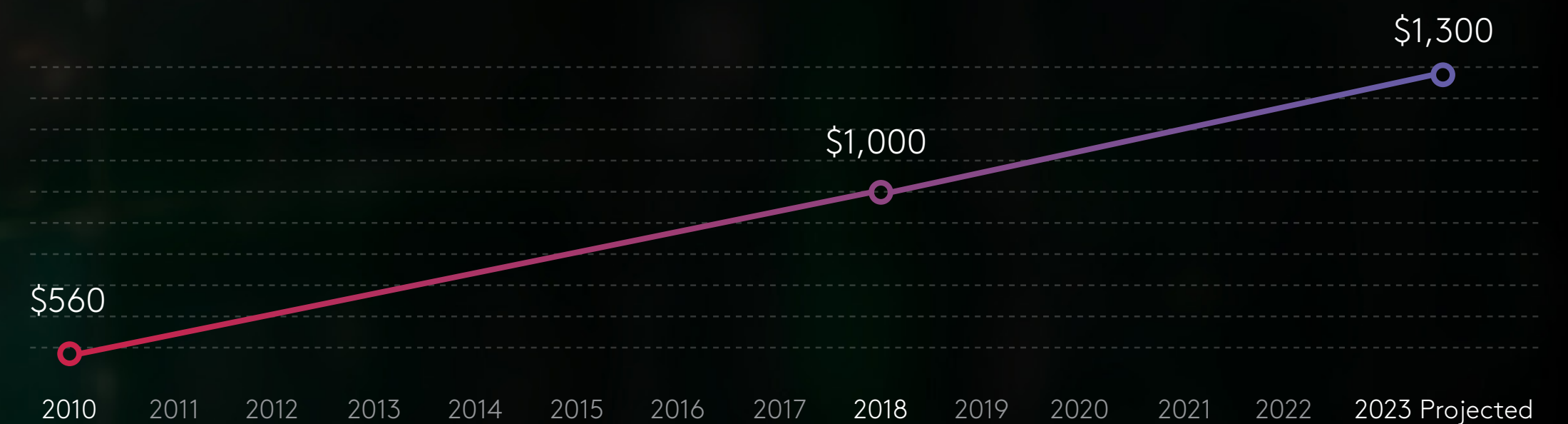
02 Buying Power and Lifetime Value

The diversity among the Asian American population naturally leads to diversity in education levels, occupations, wages, and buying power.

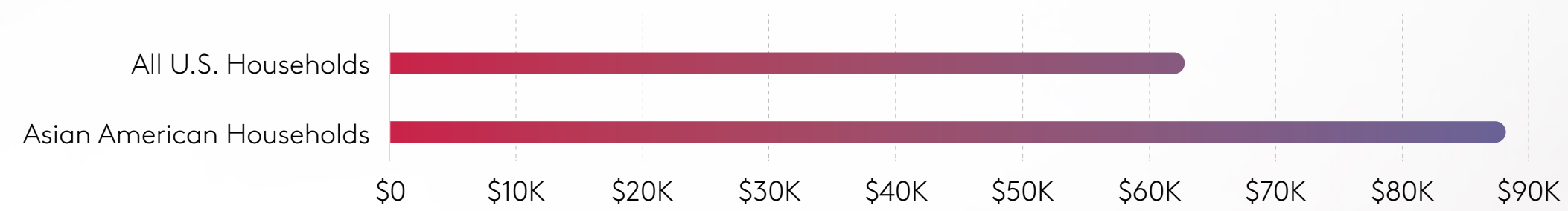
For example, Indian Americans are among the most highly educated – with 75% holding Bachelor’s degrees – and among the highest earners – with a median household income of **\$119,000**.⁸ This is in sharp contrast to other groups, in which as few as 23% have Bachelor’s degrees and the median income is as little as **\$44,400**.⁹

As a whole, however, the Asian American community has immense economic influence. Members of this population, on average, have high household incomes and significant buying power.

Asian Americans’ Buying Power (Billions)⁷



Median Household Income¹⁰



Additionally, the Asian American population skews younger and has a longer life expectancy than the general population. This translates to **28%** more years of effective buying power at an individual level.⁷

	Asian Americans	Total U.S. Population
Life Expectancy	86.7	78.9
Average Age	35.4	38.7
Years of Effective Buying Power	51.3	40.2





03 Product Recommendations⁷

Asian Americans overall are likely to show loyalty to and provide recommendations for brands and products they like.



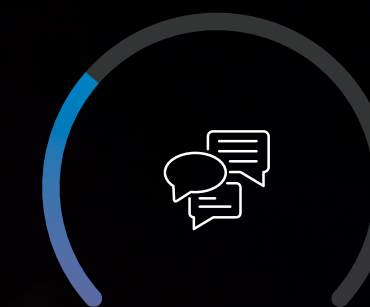
43%
make electronics
recommendations



71%
make food product
recommendations



67%
make car
recommendations



32%
like to post
reviews online

What's likely to earn recommendations? Asian Americans value both high quality and a good deal.



70%
say they buy
based on quality,
not price



69%
say they're willing to
pay more for high-
quality items



68%
say their top goal when
shopping is to save as
much money as possible

04 Online Shopping⁷

Asian Americans are avid online shoppers.

87% have made an online purchase in the last year, 23% higher than the average U.S. adult

68% shop online each month

This is in part because they tend to be more connected than the general population.

99% have internet access

99% say the internet is a great tool for gathering information on products and services

Asian Americans' strong ties to other countries also contribute to greater online shopping, which provides easy access to products directly from Asia.

73% use the internet to buy hard-to-find products

Members of this group are significantly more likely than the average population to make online purchases in key categories, including:

Consumer Electronics

96% more likely

Computer Hardware/Software

96% more likely

Airline Tickets

74% more likely

Groceries

66% more likely

Mobile Apps

61% more likely

Clothes and Fashion

30% more likely



05 Social Causes

2020 was a pivotal year for the Asian American community. Although Asian Americans have always experienced the effects of discrimination, the coronavirus pandemic has prompted an explosion of hate and violence against those of Asian descent – especially those with roots in countries like China and Japan – and raised a plethora of social justice issues. Now, more than ever, consumers expect brands to get involved and speak up.

Among Asian Americans polled at the start of the pandemic:¹¹



79% expect brands to speak up about where they stand on social issues



65% expect brands to take part in public discourse on social issues like racial injustice

And this group generally rewards brands that take a stance:

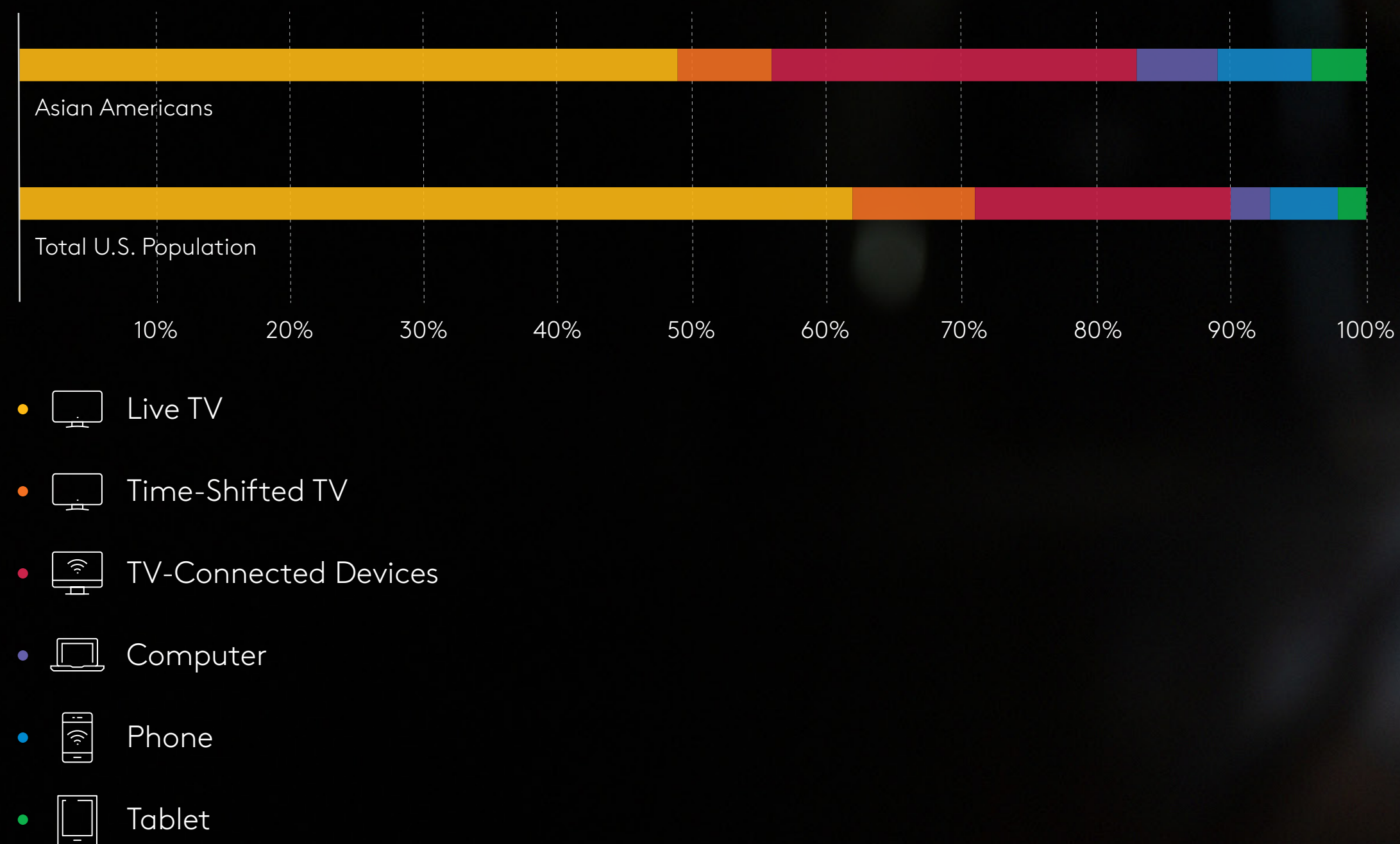


54% of Asian Americans say they are more likely to purchase brands that support causes they care about⁶



06 Multiscreen Viewing Time

Asian Americans spend an average of more than 27 hours per week with TV and video content.¹¹ A significantly higher portion of this time is spent with streaming content, as compared to the general population's viewing trends.¹²



Streaming Habits:

Asian American households are **93%** more likely than the average U.S. household to connect to TV through broadband-only connections.⁷

82% of Asian Americans subscribe to at least one streaming service, **14%** higher than the total population.¹³

78% of Asian American TV viewers stream content, compared to **65%** of all TV viewers.¹⁴

1 in 4 Asian Americans stream exclusively.¹⁴

Streaming is so popular in the Asian American community in part because of representation and languages spoken.

Among Asian-language viewers, **59%** frequently use streaming services to access Asian-language content.¹⁴

6 of the top 10 streamed programs among Asian Americans featured diverse casts.¹³





07 Sports and News Programming¹⁵

As with viewers overall, much of Asian Americans' TV time is spent with sports and news programming. In fact, among Comcast households with Asian Americans, nearly a quarter of their linear viewing time is spent with news.

Most popular networks by reach:

1. CNN
2. TNT
3. ESPN

Among Comcast households with Asian Americans

These households are also more likely than the average Comcast household to tune into sports networks.

MLB Network

227% more likely

NFL Network

104% more likely

Golf Channel

191% more likely

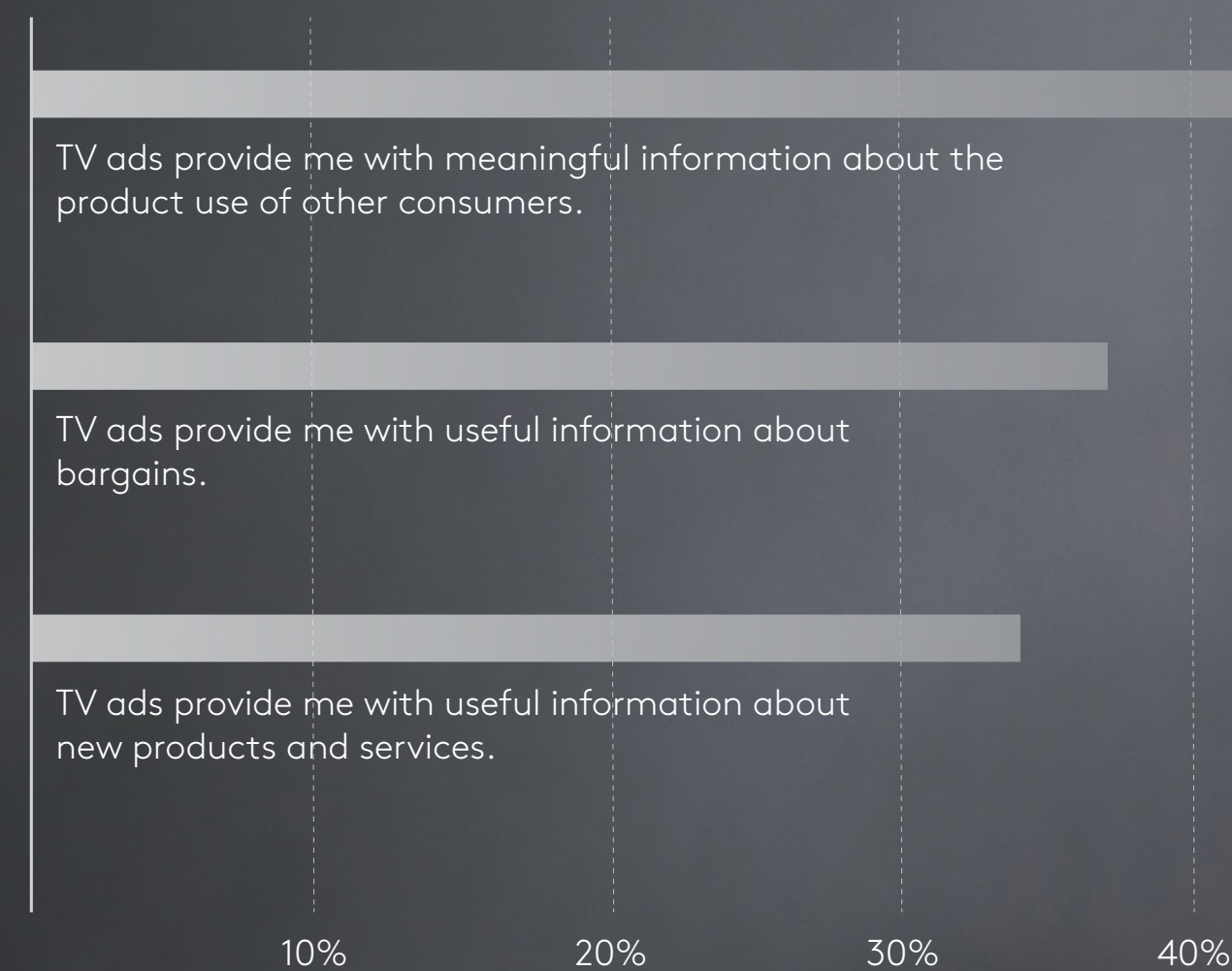
ESPN2

101% more likely

08 Culturally Relevant Advertising

Advertising has a big influence on Asian American consumers, and TV advertising is one of the most effective mediums to reach this group.

% Agree⁷



However, when it comes to representation, Asian Americans feel brands are falling short.¹⁶

62% of Asian Americans say they're rarely represented in advertising.

70% of Asian American women say they want to see Asian Americans in ads portrayed in more modern and diverse ways.

When marketers make an effort to be inclusive, consumers respond.

36% of Asian Americans say they're more likely to buy products that feature Asians or other people of color in their ads.¹⁷

In general, when consumers see culturally relevant advertising, they are:¹⁸

3x more likely to find the ad relevant

1.5x more likely to seek additional information

2.7x more likely to try a brand

1.5x more likely to repurchase a brand

2.8x more likely to recommend a brand



Sources:

1. United States Census, 2020.
2. Budiman, Abby and Neil G. Ruiz, "Asian Americans are the fastest-growing racial or ethnic group in the U.S.," Pew Research Center, 9 April 2021, <https://www.pewresearch.org/fact-tank/2021/04/09/asian-americans-are-the-fastest-growing-racial-or-ethnic-group-in-the-u-s/>.
3. Imada, Bill, "Asian-American representation today is an investment for tomorrow," University of Southern California Annenberg, 5 March 2020, <https://annenberg.usc.edu/research/center-public-relations/usc-annenberg-relevance-report/asian-american-representation-today>.
4. World Population Review, "Asian American Population by State," 2021, <https://worldpopulationreview.com/state-rankings/asian-population>.
5. Bleiweis, Robin, "The Economic Status of Asian American and Pacific Islander Women," Center for American Progress, 4 March 2021, <https://www.americanprogress.org/issues/women/reports/2021/03/04/496703/economic-status-asian-american-pacific-islander-women/>.
6. López, Gustavo, Neil G. Ruiz, and Eileen Patten, "Key facts about Asian Americans, a diverse and growing population," Pew Research Center, 8 Sept. 2017, <https://www.pewresearch.org/fact-tank/2017/09/08/key-facts-about-asian-americans/>.
7. Nielsen, "Informed Influencers and Powerful Purchasers: The Asian American Consumer Journey," 2019.
8. Budiman, Abby, "Indians in the U.S. Fact Sheet," Pew Research Center, 29 April 2021, <https://www.pewresearch.org/social-trends/fact-sheet/asian-americans-indians-in-the-u-s/>.
9. Budiman, Abby, "Burmese in the U.S. Fact Sheet," Pew Research Center, 29 April 2021, <https://www.pewresearch.org/social-trends/fact-sheet/asian-americans-burmese-in-the-u-s/>.
10. Schneider, Mike, "Location, education propel Asian income growth in US," Associated Press, 10 Dec. 2020, <https://apnews.com/article/race-and-ethnicity-census-2020-hispanics-education-united-states-f46817bb88d45bd220104822bbdccc6ec>.
11. Christie, Dianna, "Kantar: Consumers want brands to take stance on social issues, but demographic divides remain," Marketing Dive, 11 June 2020, <https://www.marketingdive.com/news/kantar-consumers-want-brands-to-take-stance-on-social-issues-but-demograp/579618/>.
12. Nielsen, "The Nielsen Total Audience Report," Aug. 2020.
13. Nielsen, "Engaging Asian American Consumers at the Dawn of a New Decade," 2020.
14. Srivastav, Taruka, "Asian TV viewers are the most likely to use streaming services," The Drum, 11 Sept. 2019, <https://www.thedrum.com/news/2019/09/11/asian-tv-viewers-are-the-most-likely-use-streaming-services>.
15. Comcast viewership data, 2021 Q1.
16. Meyers, Alyssa, "Even Amid Diversity Push, Brands Are Still Failing to Make Consumers Feel Represented in Ads," Morning Consult, 15 Dec. 2020, <https://morningconsult.com/2020/12/15/hispanic-api-marketing-advertising/>.
17. "Asian American Advertising," 2021, <https://asianamericanadvertising.com/consumers>.
18. Association of National Advertisers. "The ANA's AIMM Introduces the Cultural Insights Impact Measure™ (CIIM™) Proving that Cultural Relevance Drives Real Brand Results." 18 Sept. 2019. <https://www.prnewswire.com/news-releases/the-ana-aimm-introduces-the-cultural-insights-impact-measure-ciim-proving-that-cultural-relevance-drives-real-brand-results-300920266.html>.