

DIVERSE INTELLIGENCE SERIES | 2017

ASIAN AMERICAN WOMEN

DIGITALLY FLUENT WITH AN
INTERCULTURAL MINDSET





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FOREWORD

More and more, Asian American influences are having a profound and recognizable impact on mainstream U.S. culture.

Look at *matcha*, the Japanese word for green tea, a simple Google search yields 34 million results. Likewise, the 11.4 million subscribers to Southeast Asian comedian, Lilly Singh's, popular YouTube channel, and MAC Cosmetics' new beauty line collaboration with Korean fashion duo, Steve J and Yoni P, are further affirmation that Asian American women are defining "what's hot" and trending across continents. From the global phenomenon that is K-pop, to the rising popularity of Filipino cuisine, the wide diversity of Asian culture is evident in American fashion, food, cosmetics, entertainment and beyond.

Asian American Women: Digitally Fluent with an Intercultural Mindset, Nielsen's fifth report on Asian American consumers, provides new insights on this young, emerging consumer force in America. Different from *multicultural*, which refers to a society that contains several cultural or ethnic groups, Asian American women are *intercultural*, which describes a deep understanding and affinity for all cultures. With 26% of Asian American women marrying outside the Asian community, they are creating biracial families and showing new preferences for what they eat, watch and how they use technology.

Asian American women are embracing new products, trends and experiences. For instance, they over index on travel to the Middle East, Latin America and Canada as compared to non-Hispanic White women. They are fast to adopt new technologies, particularly apps that are popular with millennials, such as Snapchat for social, Venmo for digital wallet and Waze for navigation. Their love of discovery is also true in music, where Asian American women subscribe to online music services 30% more than the total population.

For marketers and advertisers, this combination of youth, digital fluency and an intercultural mindset, makes Asian American women a powerful consumer segment. The recent Korean beauty phenomenon is a perfect example of Asian American women's digital influence. What began as passionate consumers posting on social channels, exploded into magazines and has ultimately influenced store shelves. The growing Asian American consumer influence is multigenerational, as well; the latest doll from American Girl is Z Yang, a Korean American girl who aspires to be a filmmaker.

Nielsen's Diverse Intelligence Series is a valuable source to help readers improve their cultural IQ around communities of color. With this detailed look at Asian American women, we see the opportunity for retailers, manufacturers, marketers, content creators and civic groups to develop a deeper contextual understanding of Asian American communities and eventually develop authentic relationships with those consumers.

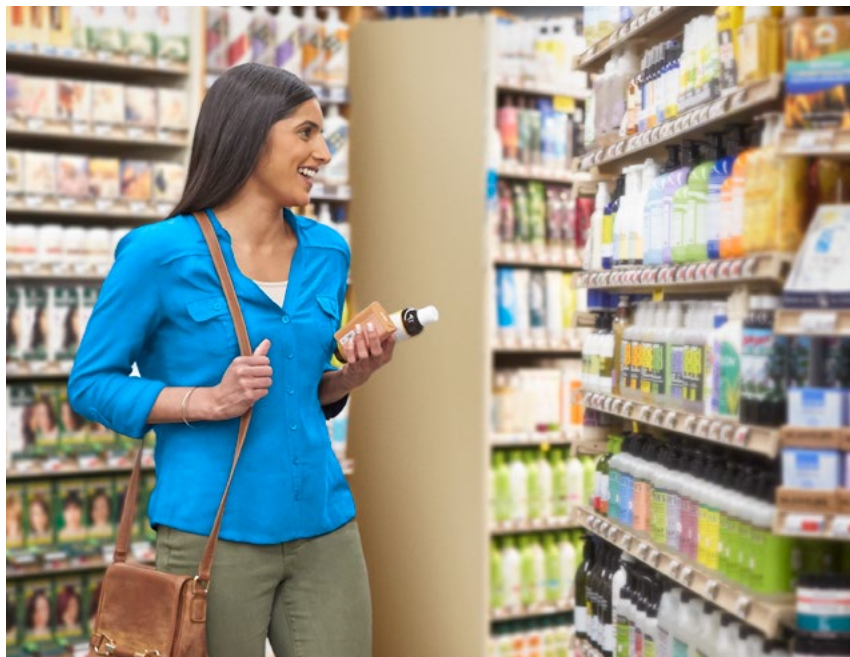
EXECUTIVE SUMMARY

Asian American women are poised to continue making economic and social gains in an increasingly multicultural U.S. These women are showing their ability to move the needle across a wide spectrum of demographic, lifestyle and consumer market categories, all while balancing their desire to make progress while remaining vanguards of their cultural heritage.

Fresh Is Best – Asian American women’s healthy eating habits are evidenced by their grocery-buying and cooking preferences. In fact, 81% of Asian American women agree they are always looking for new ways to live a healthier life. And their sentiments toward fresh products align: 78% agree they prefer cooking with fresh food, 71% agree they try to buy foods grown locally where they live and 50% of Asian American women agree they regularly eat organic food.*

Savvy Shoppers – Asian American women are price conscious, however, they will pay what is needed if it is a brand they trust. Buying in bulk is important, too. Asian American women shop at warehouse and club stores 26% more than non-Hispanic White women.

Inner and Outer Beauty – Eastern holistic wellness, which emphasizes balance and harmony between mind, body and spirit, is a well-developed example of Asian cultural influence on the American mainstream. The meteoric growth of yoga, originating from Asian Indian culture, and the high profile of K-beauty products, originating from Korea, are two of the most recent illustrations of this influence.



* Source: Nielsen Scarborough USA+ 2016 Release 1, GfK/MRI Attitudinal Insights (February 2015–April 2016), Base: Total Adults 18+; Projected: 246,843,172; Respondents: 203,267.

Tech Titans – Asian American women are leaders within households that have various technologies, including device ownership and app usage. They have the highest smartphone penetration of women from any racial or ethnic group and over-index against the total U.S. population by 7% for smartphone ownership. They are also avid users of Instagram, Facebook, YouTube and other video platforms to create and share culturally relevant content that is often times a challenge to find in mainstream media.

Resizing the Prize – The influence of the Asian American female shopper magnifies the size of the Asian American market. It can be effectively quantified to meet the needs of marketers by segmenting consumers across a spectrum of intercultural affinity. Intercultural Affinity (ICA) segmentation allows marketers and manufacturers to gauge influence among all consumers, regardless of race or ethnicity, based on consumers' likelihood to buy and consume products and content outside of their root culture.

An Immigrant Edge – Comprising 19% of all immigrants who came to the U.S. between 2010 and 2015, Asian American females are the largest group of recent immigrants, exceeding even Hispanic males, the second-largest group. Female Asian immigrants outnumber their male counterparts and are more likely to emigrate to the U.S. through the family-based immigration system.

EDITOR'S NOTE

For the purpose of this report, Asian American is defined to include all who identify on the U.S. Census as Asian, Native Hawaiian or Pacific Islander, whether alone or in combination with some other race.

As noted in the methodologies section of this report, the sample design of our research is not managed in Asian language, however, as a result of our efforts to accommodate non-English speaking respondents, our panelists include English and non-English language speaking populations.



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SECTION I

A DAY IN THE LIFE: BUYING
AND MEDIA CONSUMPTION



81%

OF ASIAN AMERICAN WOMEN AGREE
THEY ARE ALWAYS LOOKING FOR NEW
WAYS TO LIVE A HEALTHIER LIFE.

THE IMPORTANCE OF HEALTHY LIVING

American women who are of Asian and Pacific Island ancestry, hereafter referred to collectively as Asian American women, are very concerned with how they take care of themselves, inside and out, and they excel in that area just as they do in education and career. Eighty-one percent of Asian American women agree they are always looking for new ways to live a healthier life (3% higher than non-Hispanic White women). In that effort, 64% of Asian American females agree they follow a regular exercise routine (8% higher than non-Hispanic White women), 65% agree they make sure to take time for themselves each day (6% higher), 61% agree herbal medicines are effective (on par), and 48% agree they prefer alternative medicine (9% higher).*

Asian American women's healthy eating habits are evidenced by their grocery-buying and cooking habits. Seventy-eight percent of Asian American women agree they prefer cooking with fresh food (1% lower than non-Hispanic Whites); 50% of Asian American women agree they regularly eat organic foods (27% higher than non-Hispanic White women), and 42% don't allow junk food in their home (24% higher).*

In fact, Asian Americans spend 16% more total dollars on average in the fresh-produce department relative to non-Hispanic Whites, and they over-index in both percentage of buying households and dollars per buyer for a host of healthy fresh fruits and vegetables, including garlic, kiwi, spinach, mushrooms, herbs, and grapefruit, as well as nuts.

Sixty-four percent of Asian American women say they would rather prepare a meal than eat in a restaurant, 81% say they cook meals frequently, 72% say they enjoy being creative in the kitchen, and 62% say dinners in their home are planned ahead of time.*

* Source: Nielsen Scarborough USA+ 2016 Release 1, Gfk/MRI Attitudinal Insights (February 2015–April 2016), Base: Total Adults 18+; Projected: 246,843,172; Respondents: 203,267.



ASIAN AMERICANS BUY MORE FRESH PRODUCE AND FRUITS

FRESH PRODUCE AND COOKING STAPLES, ANNUAL BASKET RING INDEX

	Index: Total Asian to Non-Hispanic White Buying Households	Index: Total Asian to Non-Hispanic White Dollars per Buyer
Fresh sprouts	476	83
Fresh garlic	208	194
Fresh kiwi	189	108
Fresh spinach	135	115
Fresh mushrooms	129	117
Fresh herbs	118	111
Fresh grapefruit	114	122
Fresh oranges	113	124
Fresh cauliflower	111	104
Fresh vegetables, remaining	111	128

Read as: Asian American households buy 89% more fresh kiwi and spend 8% more for dollars per buyer than non-Hispanic White households on this item.

Source: Homescan Total Outlets, Total Panel, January 17, 2016–January 14, 2017.

EMPHASIS ON BEAUTY AND HEALTH

Another significant area where Asian American women demonstrate the importance they place on taking care of themselves is in their purchases of health and beauty products, as well as other personal items. Sixty percent say they generally wear sunscreen (9% higher than non-Hispanic White women) and 42% agree they often use natural or organic beauty products (10% higher). Sixty-four percent bought cosmetics or perfumes (13% higher than non-Hispanic White women), and 69% bought skin-care items (17% higher) in the last 12 months.*

These sentiments are evidenced by Asian American women's purchasing habits down the health and beauty aisles. Asian American women of different ages over-index on dollars spent per buyer on several health, beauty, and personal care categories, including fragrances, oral hygiene, vitamins and bath needs.

Recently, Asian American women's passion for beauty has led to a cross-cultural influence and popularity in Korean beauty products. We will explore this trend further in Section II.



ASIAN AMERICAN WOMEN'S BEAUTY PURCHASES, BY AGE

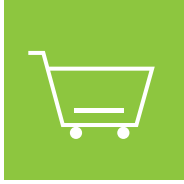
ASIAN AMERICAN WOMEN INDEX VS. NON-HISPANIC WHITE WOMEN OF THE SAME AGE, DOLLARS PER BUYER

	18-34	35-44	45-54	55+
Total health and beauty aids	121	106	99	107
Women's fragrances	183	125	144	128
Skin care preparations	153	153	147	141
Oral hygiene	142	163	135	143
Vitamins	141	115	111	112
Personal soap and bath needs	127	136	128	124
Cosmetics	131	108	90	106
Diet aids	154	61	73	106
Ethnic health and beauty aids	122	120	95	44
Feminine hygiene	95	93	114	140
Hair care	119	104	97	118
Medications and remedies	115	86	80	90

Read as: Asian American women, 18-34, spend 21% more on health and beauty aids than non-Hispanic White women of the same ages.

Source: Homescan Total Outlets, Total Panel, January 17, 2016-January 14, 2017.

* Source: Nielsen Scarborough USA+ 2016 Release 1, GfK/MRI Attitudinal Insights (February 2015-April 2016), Base: Total Adults 18+; Projected: 246,843,172; Respondents: 203,267.



DEEP CULTURAL INFLUENCE IN THE GROCERY STORE

In addition to influencing their focus on health and beauty, Asian American women's cultural beliefs on wellness also exert a strong influence on their eating habits. Although 82% of Asian American women say they enjoy trying different types of foods, 67% agree cultural heritage is an important part of who they are, and 69% agree that their children continuing their family's traditions is important to them. So, it follows that an Asian American woman's shopping cart often contains traditional foods from her ancestral homeland.*

**69% OF ASIAN AMERICAN WOMEN AGREE
THAT THEIR CHILDREN CONTINUING
THEIR FAMILY'S TRADITIONS IS
IMPORTANT TO THEM.**

Yet some of the items often found in the Asian section of grocery stores may be more geared toward non-Asian customers who have been influenced by Asian culture than they are towards Asian Americans seeking authenticity. For example, 34% of Asian American buying households purchase frozen Asian-inspired entrées (versus 44% of non-Hispanic White households), and 39% of Asian American buying households purchase dry noodles and dumplings (versus 44% non-Hispanic White households).

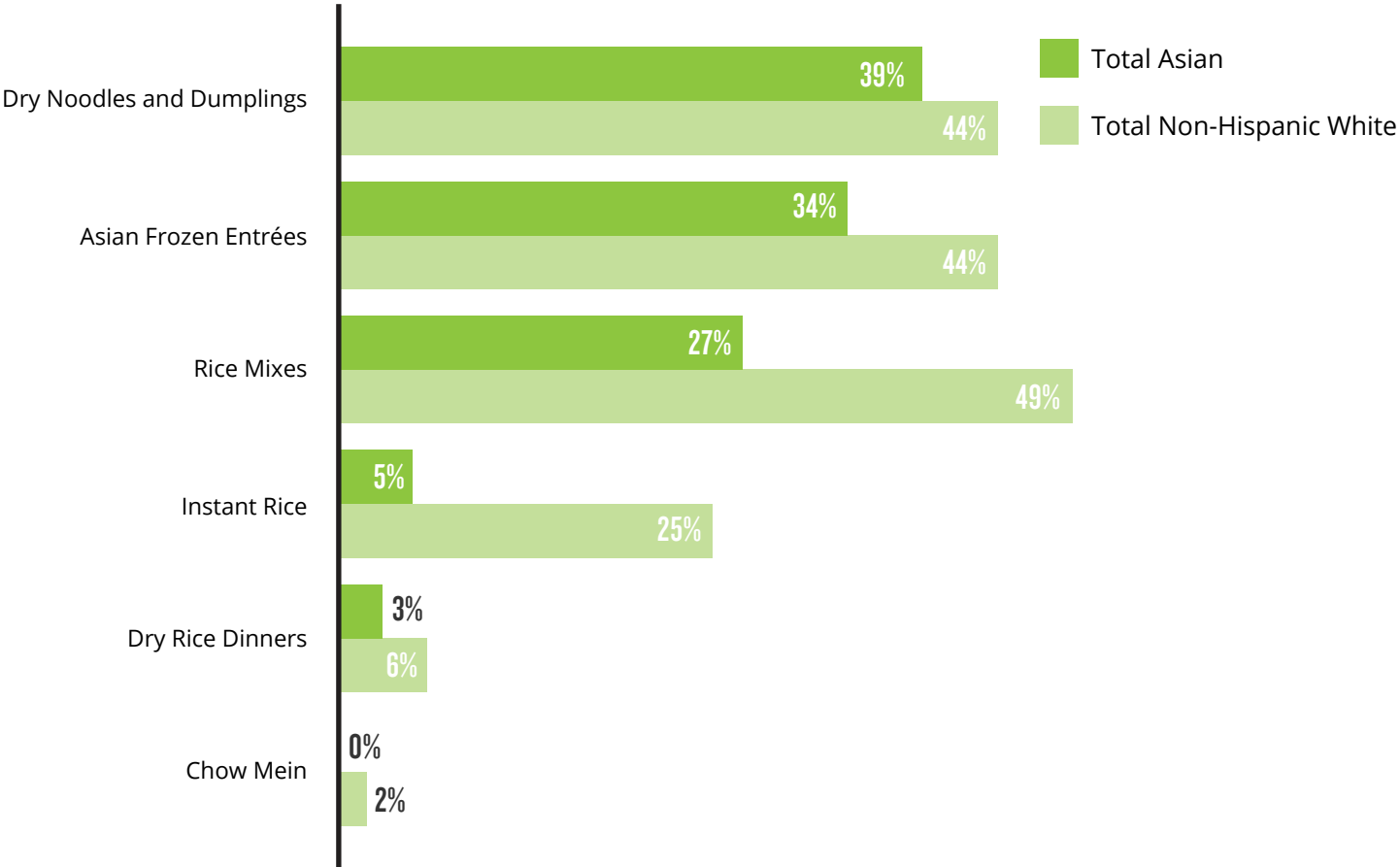
Asian food products that were traditionally available only at Asian specialty stores are now available at select mainstream grocery stores. This includes dried goods and spices, such as noodles, rice and curry powder, but also expanding into the produce areas and prepared food sections. This trend is expected to continue as other races and ethnicities in the U.S. develop more discerning tastes as this country continues to become more multicultural.

Asian American women are savvy shoppers and brand loyal. Seventy-six percent agree that if a product is made by a brand they trust, they'll buy it, even if it is slightly more expensive, however, 76% also agree their number one goal when shopping is to save as much money as possible. That may be why 66% agree their grocery store offers low prices on all products every day, and why 67% agree that if a food item is on sale, they buy multiple units to stock up.* This group also over-indexes for shopping at warehouse club stores by 26% against non-Hispanic Whites.

* Source: Nielsen Scarborough USA+ 2016 Release 1, GfK/MRI Attitudinal Insights (February 2015–April 2016), Base: Total Adults 18+; Projected: 246,843,172; Respondents: 203,267.



ASIAN-INSPIRED FOODS ARE CROSS-CULTURAL



Read as: Thirty-four percent of Asian American buying households purchase frozen Asian-inspired entrées, versus 44% of non-Hispanic White households.

Source: Homescan Total Outlets, Total Panel January 17, 2016 - January 14, 2017.

THE HIGHEST SPENDERS ON TRAVEL

A higher expenditure for Asian Americans, relative to the total population, is travel. Asian Americans spend an average of \$2,412 annually on travel, representing 4% of their total expenditures, a dollar amount that is the largest average travel spend of any racial or ethnic group. Asian Americans with incomes over \$70,000 annually spend an average of \$3,684 per year on travel. Besides high rates of vacation and business travel, some Asian American women are traveling to visit or take care of family, including elderly parents, who may be in Asia. In the last 12 months, 61% of Asian American women have flown with airline (52% higher than non-Hispanic White women), 69% have stayed in a hotel or motel (11% higher) and 35% have rented a car (42% higher).*

ASIAN AMERICAN WOMEN TRAVEL MORE ABROAD THAN NON-HISPANIC WHITE WOMEN TO PLACES LIKE LATIN AMERICA, THE MIDDLE EAST AND CANADA.

In the last three years, 11% of Asian American women have taken a cruise (10% higher than non-Hispanic White women), and 54% have traveled outside the continental U.S. (67% higher), with Europe being the top destination, followed by Canada and Asia. Asian American women traveled to Asia more than nine times the amount non-Hispanic White women did. Asian American women over-index against non-Hispanic White women for all non-continental-U.S. major destinations, including Latin America. Part of this foreign travel is due to the fact that 12% of Asian American women took a foreign business trip during the last three years (2.6 times the percentage of non-Hispanic White women). Additionally, 14% of Asian American women took a domestic business trip in the last 12 months (55% higher).*

As Asian American women travel extensively, they are experiencing new cultures that are feeding their intercultural spirit. It can be expected that upon return from these travels, Asian American women are sharing their discoveries and perspectives digitally with their social communities.



* Source: Nielsen Scarborough USA+ 2016 Release 1, Gfk/MRI Attitudinal Insights (February 2015–April 2016), Base: Total Adults 18+; Projected: 246,843,172; Respondents: 203,267.



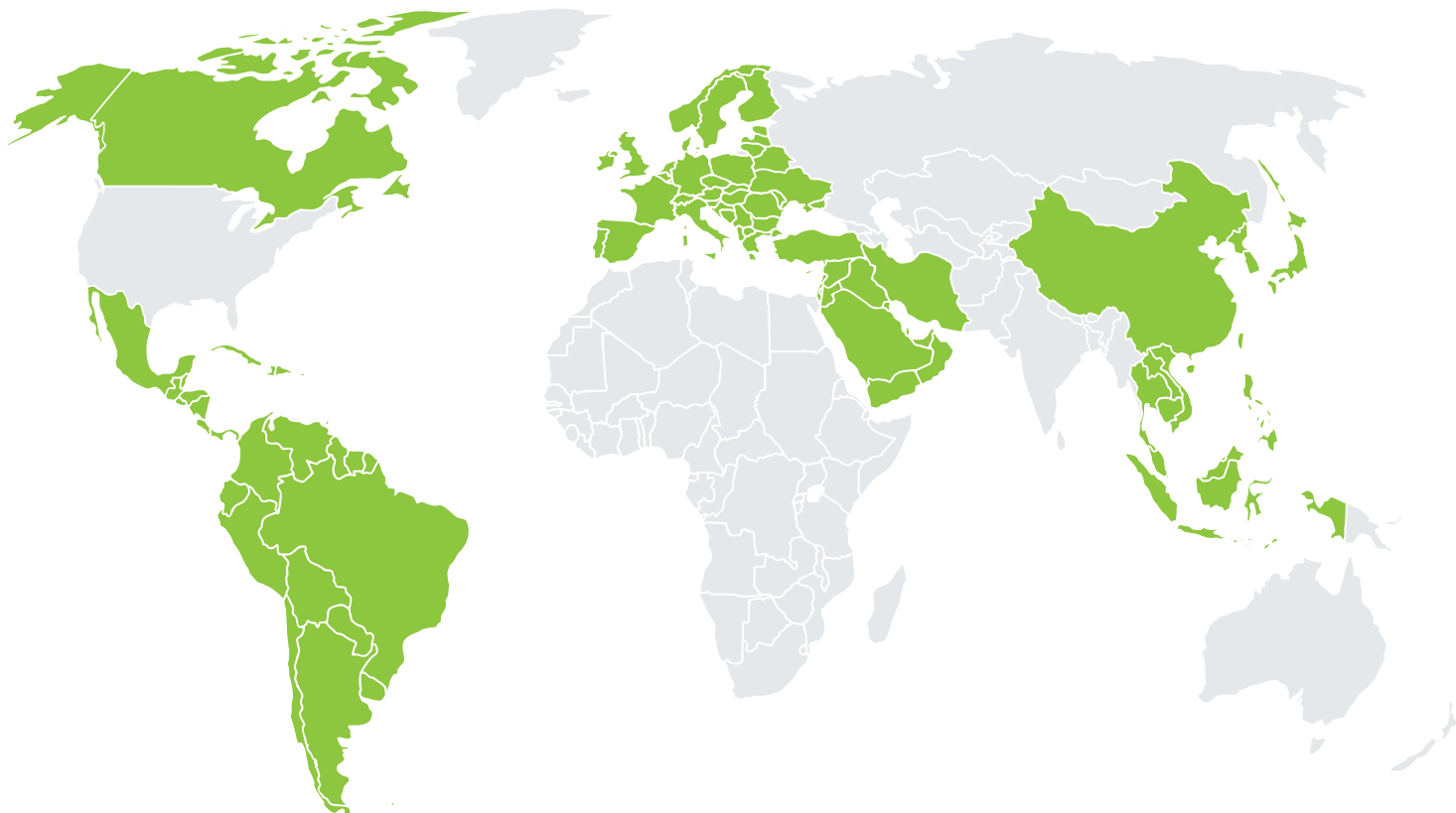
PLACES VISITED BY ASIAN AMERICAN WOMEN IN THE LAST THREE YEARS

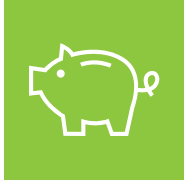
PERCENT OF ASIAN AMERICAN WOMEN 18+ MORE LIKELY TO TRAVEL
VS. NON-HISPANIC WHITE WOMEN 18+

Places Traveled	% More Likely to Visit
Japan, China or Southeast Asia	+936% MORE (9X)
Middle East	+290% (NEARLY 3X)
Latin America	+83% MORE
Canada	+74% MORE
Hawaii	+71% MORE
Europe	+56% MORE
Mexico	+39% MORE
Caribbean	+10% MORE
Alaska	+9% MORE

Read as: Asian American women, who are 18 and older, are 83% more likely to travel to Latin American than Non-Hispanic White women of the same age.

Source: Nielsen Scarborough USA+ 2016 Release 1, (February 2015–April 2016); Base: Total Adults 18+; Projected: 246,843,172; Respondents: 203,267. Agree completely or somewhat.





SAVVY IN FINANCIAL MATTERS AND GENEROUS IN GIVING

Asian American women are astute financial consumers. For example, 80% agree they always know broadly how much is in their bank account. However, most Asian American women are risk-avoidant: 54% agree the stock market is too risky, and 61% agree it is better to put their money in a low-risk investment even if the return may not be as great. That may be why 86% of Asian American women agree investing in the future is important. These attitudes were most likely passed down from parents, since 58% of Asian American women agree the way they deal with their finances reflects how their parents dealt with theirs, and 69% agree their parents tended to be savers.*

ASIAN AMERICAN WOMEN DONATED MONEY FOR EDUCATIONAL CAUSES IN THE LAST YEAR, 25% HIGHER THAN NON- HISPANIC WHITE WOMEN.

Sixty-three percent of Asian American women have household investments (on par with non-Hispanic White women): 43% have a 401(k) retirement savings plan (23% higher than non-Hispanic White women), and 9% have a second home or additional real estate property (1% higher).*

Additionally 9% of Asian American women say their household has a college savings plan, which is 71% higher than non-Hispanic White women and is indicative of the very important role education plays in Asian Americans' lives. Another form of investment that the majority of Asian women (54%) have is home ownership, with 9% planning to buy a house in next 12 months (65% higher than non-Hispanic White women).*

Asian American women also over-index against their non-Hispanic White female counterparts as philanthropic givers. In the last 12 months, 19% of Asian American women say their household donated money to educational or academic organizations (25% higher than for non-Hispanic White women), 15% gave to social-care or welfare organizations (5% higher) and 12% gave to arts or cultural organizations (20% higher).*

* Source: Nielsen Scarborough USA+ 2016 Release 1, Gfk/MRI Attitudinal Insights (February 2015–April 2016), Base: Total Adults 18+; Projected: 246,843,172; Respondents: 203,267.

LEADERS IN TECHNOLOGY: DEVICE OWNERSHIP AND USAGE

Asian American women are leaders in technology, device ownership and app usage. They have a high smartphone penetration and over-index against the total U.S. population by 7% for smartphone ownership.

Asian American women also over-index against the total U.S. for computer, tablet and video game ownership; and having access to high-speed Internet and subscription video on-demand services. They are also more likely to be within Broadcast-only and Broadband-only households, and are less likely to have a cable TV subscription.

ASIAN AMERICAN WOMEN OWN MORE SMARTPHONES THAN ANY OTHER WOMAN OF ANY RACE.

Although they over-index on ownership, Asian American women spend significantly less time on devices than the average of the total female population. The exception is time spent on multimedia devices, indicating that a greater portion of their tech time is spent on active rather than passive tech activity.

The time Asian American women spend on devices varies by age. While all age groups spend less time on TV compared to total women, it is where Asian American women spend the most time consuming content. Those 50 and older spend almost three times as much time on TV as millennials, who spend more time than their older counterparts on game consoles and multi-media devices. Asian American women in the 35–49 age group spend more time than other Asian American women on internet and video on a PC.



ASIAN AMERICAN WOMEN WEEKLY VIEWING HABITS, BY AGE

WEEKLY TIME SPENT BY DEVICE

	18-34 Hour(s):Minutes(s)	35-49 Hour(s):Minutes(s)	50+ Hour(s):Minutes(s)
Live + DVR/Time-Shifted TV	8:22	14:21	23:35
DVR/Time-Shifted TV	1:24	2:02	2:42
DVD/Blu-Ray Device	0:40	0:41	0:30
Game Console	1:09	0:45	0:10
Multimedia Device	3:19	2:51	3:14
Internet on a PC	2:57	4:34	1:48
Video on a PC	1:25	2:47	0:49

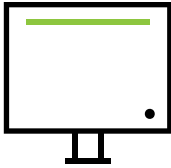
Read as: Asian American women, 18-34, watch live TV and DVR/time-shifted TV for eight hours, 22 minutes weekly.

Source: Live + DVR/time-shifted TV, DVR/time-shifted TV, DVD/Blu-Ray device, game consoles, multimedia devices, June 27, 2016–September 25, 2016, via Nielsen NPOWER/National Panel; PC July 1, 2016–September 30, 2016, via Nielsen Netview; mobile July 1, 2016–September 30, 2016, via Nielsen Electronic Mobile Measurement. Women 18+.

WHAT'S BEING WATCHED: BROADCAST AND CABLE TV VIEWING

On primetime broadcast and cable (excluding specials and sports), Asian American women watch multiple genres, including variety, reality, drama and shows with diverse casts. Five of the top 10 broadcast TV shows that Asian American women do watch are variety shows, including *America's Got Talent*, *The Voice*, and *Dancing with the Stars*. All of the fictional shows on this segment's most-watched list, have very diverse multicultural casts, and two have Asian American lead characters: *The Big Bang Theory* stars Indian American actor Kunal Nayyar, and *Designated Survivor* stars both actress Margaret Quigley (who is part Vietnamese) and Indian-American actor Kal Penn. Some of the other highly rated TV shows with Asian American leads fall further down the list, but are still in the top 20, including *Hawaii Five-O* and *Quantico*, both with leading Asian American actors.





TOP PRIMETIME BROADCAST TV PROGRAMS AMONG ASIAN AMERICAN WOMEN

Channel	Broadcast TV Program	Asian American Females 18+ (Rating)	Asian American Females 18+ (Total Viewers)
NBC	America's Got Talent (Wednesday)	4.73	344,000
CBS	The Big Bang Theory	4.44	323,000
NBC	America's Got Talent (Tuesday)	4.37	318,000
NBC	This Is Us	4.34	315,000
NBC	The Voice (Tuesday)	4.33	314,000
NBC	The Voice	4.23	307,000
ABC	Designated Survivor	3.85	280,000
ABC	Dancing With The Stars	3.80	276,000
ABC	Scandal	3.74	271,000
ABC	Grey's Anatomy	3.18	231,000
ABC	Modern Family	3.16	230,000
ABC	How To Get Away With Murder	3.15	229,000
NBC	Better Late Than Never	3.10	226,000
FOX	Empire	3.09	224,000
NBC	Saturday Night Live	3.00	218,000
CBS	NCIS	3.00	218,000
CBS	Hawaii Five-0	2.95	214,000
ABC	Quantico	2.77	201,000
CBS	Bull	2.74	199,000
NBC	Blacklist	2.69	195,000

Source: Nielsen NPOWER. Broadcast, August 29, 2016–January 29, 2017, Live + 7 Days (+168 Hours) | TV with Digital | Linear with VOD Primetime (Excluding Specials and Sports).

Among primetime cable TV shows (excluding specials and sports), politics, reality, drama and cooking shows ruled for Asian American women in the fall 2016 season. Three of the top 10 rated cable shows for Asian American women included debates, election or inauguration coverage, all of which had lower ratings among non-Hispanic White females. The remaining top 20 shows include *The Walking Dead*, which once again has a diverse, multicultural cast and an Asian American main character in Steven Yeun. Reality TV shows like *Project Runway* and *Top Chef* highlight two lifestyle elements in entertainment important to Asian American women: fashion and food.

TOP PRIMETIME CABLE TV PROGRAMS AMONG ASIAN AMERICAN WOMEN

Channel	Cable TV Program	Asian American Females 18+ (Rating)	Asian American Females 18+ (Total Viewers)
AMC	Walking Dead	4.68	340,000
CNN	Election Night In America	4.67	339,000
CNN	Debate Night In America	2.32	169,000
FX	American Horror Story	1.66	121,000
AMC	Fear The Walking Dead	1.57	114,000
CNN	Presidential Inauguration	1.53	111,000
AMC	Talking Dead	1.50	109,000
BRAVO	Real Housewives Beverly Hills	1.47	107,000
BRAVO	Top Chef	1.42	103,000
BRAVO	Real Housewives Of Orange County	1.41	102,000
TNT	Rizzoli & Isles	1.33	96,000
USA	Suits	1.27	92,000
AMC	Walking Dead Sneak	1.21	88,000
HBO Prime	Westworld	1.18	86,000
TNT	Major Crimes	1.18	86,000
TNT	The Last Ship	1.13	82,000
Showtime Prime	Homeland (Season 6)	1.10	80,000
MSNBC	Presidential/Vice Presidential Debates*	1.09	79,000
Food Network	Worst Cooks 10	0.99	72,000
Lifetime	Project Runway	0.95	69,000

Source: NIELSEN NPOWER. Cable, August 29, 2016–January 29, 2017, Live + 7 Days (+168 Hours) | TV with Digital Linear with VOD Primetime (Excluding Specials and Sports).

*Note: These numbers reflect an average between three Presidential debates (September 26, October 9, and October 19) and one Vice Presidential debate (October 4) in 2016.

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PROLIFIC CONTENT CREATORS

While there are many discussions regarding the representation of Asian Americans, there are still opportunities for more inclusion of Asian characters on TV. That's where online comes in. In particular, the democratized platform of YouTube, with an active reach of 55% among Asian American females, is where a young generation of Asian Americans have bypassed studio execs and casting agents to create their own content for millions of loyal fans of all racial and ethnic backgrounds. Top YouTube stars such as Freddie Wong and Ryan Higa each have millions of followers, as does Michelle Phan, a Vietnamese-American whose beauty tips and makeup tutorial videos earned her the spot of the woman with the most subscribed-to channel on YouTube, as well as a contract as a Lancôme company spokeswoman. Other Asian American women breaking records in that medium include Korean American fashion blogger Jenn Im and comedians Nora Lum (aka Awkwafina) and South Asian Lilly Singh.

55% OF ASIAN AMERICAN WOMEN USE YOUTUBE.

One of the biggest successes on YouTube, regardless of race or ethnicity, is Wong Fu Productions. Its videos are indie shorts, which feature primarily Asian casts, including many of Hollywood's top Asian stars. Wong Fu's cofounders, Philip Wang and Wes Chan, used YouTube as a springboard and have gone on to create and produce a feature film, the TV show *Single by 30* and even the K-pop chart topper "Dong Saya Dae," by BgA (Boys Generally Asian).

Another medium in which Asian Americans, particularly Asian American women, dominate is Instagram, with a 46% active reach* among Asian American women. Japanese-Korean-American interior designer and fashion blogger Aimee Song is followed by 4.3 million on Instagram alone. Other top Asian American female social-media trendsetters include Chriselle Lim, Eugénie Grey, Jessica Ricks, Wendy Nguyen, Irene Kim, Olivia Lopez and Rumi Neely, all of whom have large Instagram followings and massive influence on mainstream America.

* Source: Nielsen Mobile Netview, Platform Smartphone, All devices (iOS and Android) 18+, Females, Asian or Pacific Islander, November 2016.



ASIAN AMERICAN WOMEN OVER-INDEX AGAINST TOTAL WOMEN BY 56% IN USAGE FOR APPLE MUSIC AND 59% FOR SPOTIFY.

THE MOST POPULAR APPS

Eighty-three percent of Asian American women—a share 19% greater than total U.S. adults—have used a social networking site in the past 30 days. Asian Americans are using these tools not only to promote their original content and to socialize with friends, but also to keep in touch with family and friends in Asia. This often-daily contact with people “back home,” who are sharing the latest trends in Asia, greatly influences the styles of Asians in the U.S., including those of the social-media trendsetters.

Beyond just social networking, other communications platforms are important to Asian American women as well. They over-index on Skype, GroupMe, WhatsApp Messenger and Google Hangouts, as well as other texting or calling tools with lower usage. Though not technically a communication tool, Yelp, with 30% usage, is another app widely used by Asian American women, who over-index relative to total women by 301%. WeChat and Line, both with just over 7% usage among Asian American women,* are popular apps in Asia that are growing in popularity in the U.S. Asian Americans use these global apps to connect with friends and family overseas. At 70%, Facebook has the highest usage of any social-networking app, but Asian American women under-index relative to total women. Asian American women also under-index for usage relative to total women for Twitter and Pinterest, are on par for YouTube and Instagram, and over-index by 23% for Snapchat.

Money management apps are also popular. Sixty-six percent of Asian American women say they use online banking (22% higher than the total adult population), 48% say they use online bill paying (25% higher), and 34% say they use mobile banking (38% higher).** So it is no surprise that Asian American women over-index for a variety of banking apps. Their usage is 53% higher for Chase, 276% higher for Venmo, and 50% higher for Bank of America mobile banking.

Music apps are extremely popular among Asian American women, with 37% having used an online music service in the past 30 days, a share 30% greater than for the total population. For active reach, Asian American women over-index against total women by 56% for Apple Music and 59% for Spotify.

Maps and weather apps are also popular among Asian American women. Sixty-four percent of Asian American women have used a weather site in the last 30 days, 15% higher than for the total population. The usage of the weather app among Asian American women is 35%, which is 32% higher than for total women. They also over-index for usage with Apple Maps by 34% and Waze by 16%.

* Source: Global Social Platforms, eMarketer, 2016.

** Source: Nielsen Scarborough USA+ 2016 Release 1, (February 2015 - April 2016); Base Total Adults 18+; Projected: 246,843,172, Respondents: 203,267.



APPS WITH THE HIGHEST ACTIVE REACH (USAGE) AMONG ASIAN AMERICAN FEMALES

	Active Reach (Usage), Percent of Asian American Females 18+	Index, Active Reach (Usage) of Asian American Females 18+ to Total U.S. Females 18+
Yelp	30%	301
Apple Music	52%	156
Maps (Apple)	39%	134
Weather (Apple)	35%	132
Snapchat	34%	123
Instagram	46%	102
YouTube	55%	101
Twitter	23%	96
Google Maps	49%	90
Amazon	34%	89
Facebook	70%	87
Facebook Messenger	65%	87
Pinterest	23%	70
Google	25%	47
GMail	30%	67

Read as: Fifty-two percent of Asian American women, 18 and older, use Apple Music, which is 56% more than non-Hispanic White women of the same age.

Source: Nielsen Mobile Netview, Platform Smartphone, All Devices (IOS and Android) 18+, Female, Asian or Pacific Islander, November 2016.

SECTION I TAKEAWAYS



Asian American women's concern for health and wellness is evident in their buying behaviors. These savvy women over-index against non-Hispanic Whites in dollars spent per buyer on fresh produce, as well as a whole host of fresh fruits, nuts, various types of cookware, and a number of ingredients used in home cooked meals.



Many of the Asian-inspired items often found in the cultural section of grocery stores may be more geared toward non-Asian customers who have been influenced by Asian culture. It is part of a cultural influence on mainstream shoppers. Consider this, non-Hispanic White households purchase more frozen Asian-inspired entrées—44% versus 34% for Asian American buying households.



No matter if it is business or pleasure, Asian American women are avid travelers. In the last 12 months, 61% of Asian American women have flown with an airline, 69% have stayed in a hotel or motel and 35% have rented a car. In the last three years, 54% have traveled outside the continental U.S. Asian American women over-index against non-Hispanic White women for all non-continental-U.S. major destinations.



Asian American women over-index against the total U.S. population for smartphone, computer, tablet, and video game ownership, as well as having access to high-speed internet and subscription video on-demand services. Although they over-index on ownership, Asian American women spend significantly less time on devices than the average female, with the exception of time spent on multimedia devices.



Asian American women watch multiple program genres. The top primetime broadcast shows (excluding specials and sports) include variety, drama and shows with diverse casts. Among the top primetime cable TV programs (excluding specials and sports), politics, drama and cooking shows rounded out the first half of the 2016-2017 season. Many Asian American women also turn to web and mobile-based platforms such as YouTube for Asian-curated content. More than half (55%) of Asian American women who are 18 and older use the platform.



SECTION II

GROWING MAINSTREAM INFLUENCE

ASIAN AMERICAN IDENTITY: FULLY IMMERSED IN TWO WORLDS

**73% OF ASIAN
AMERICAN WOMEN
ARE INTERESTED IN
LEARNING ABOUT
FOREIGN CULTURES.**

As Asian immigrants arrived in this new land, Asian women have played a pivotal role in balancing the desire to fit into U.S. society with retaining the customs of their homeland. And today, what it means to be Asian in America has become more varied and nuanced. Native-born and younger Asian American women are leading the way in exploring and defining ambicultural* lifestyles, defined as effortless duality in being 100% American and 100% of one's root culture, thereby unconditionally embracing both their American and their Asian identities.

Like other multicultural women who are trying to balance traditional influences and traditions with increasingly modern attitudes and expectations, Asian American women are moving into the mainstream with a new-found level of confidence and assuredness. Sixty-seven percent agree their cultural heritage is an important part of who they are, and 69% agree passing those values on to their children and families also is important to them. And like many other Americans of all races and ethnicities who share an interest and affinity for cultures that are not their own, Asian American women consider themselves "very sociable" (69% agree compared to 67% of non-Hispanic White women) and interested in learning about foreign cultures (73% agree compared to 63% of non-Hispanic Whites).**

While core cultural values and traditions remain strong across all genders and generations, women and younger Asian Americans see their backgrounds through the lens of an evolving, increasingly multicultural American mainstream. First-generation Asian Americans, whose parents worked hard to be able to provide them with a good education, are now looking for ways to give back to their communities through social volunteerism and by supporting social causes. And while older Asian Americans tended to downplay their cultural traditions and values, their youthful descendants are more inclined to proudly share their culture with others through personal contacts and social media.

* Note: Ambicultural is a registered service mark of EthniFacts, LLC, and is used with their permission.

** Source: Nielsen Scarborough USA+ 2016 Release 1, (February 2015–April 2016) GfK/MRI Attitudinal Insights, Base: Total Adults 18+; Projected: 246,843,172; Respondents: 203,267.

EASTERN HEALTH AND BEAUTY TRENDS INFLUENCING THE MAINSTREAM

Eastern holistic wellness, connecting the mind, body and spirit together through natural and holistic relaxation and healing methods, is a well-developed example of Asian cultural influence on the American mainstream. The meteoric growth of yoga, originating from Asian Indian culture, and the high profile of K-beauty products, originating from Korea, are two of the most prominent illustrations of this influence on the mainstream.

THE GROWTH OF YOGA, ORIGINATING FROM ASIAN INDIAN CULTURE, AND THE MAINSTREAM POPULARITY OF K-BEAUTY PRODUCTS, ORIGINATING FROM KOREA, ARE TWO OF THE MOST RECENT ILLUSTRATIONS OF ASIAN MAINSTREAM INFLUENCE.

Yoga in America has evolved from niche activity to mainstream. Tracing back over 5,000 years, yoga came to the attention of the West in the mid-20th century along with other elements of Asian Indian philosophy, becoming popular as physical exercise in the 1980s and catapulting in popularity since then. The number of people who practice some form of yoga in America has grown from 20 million in 2012 to over 36 million today, fueling a \$16 billion industry with a 60% increase in spending over the last five years.*

* Source: 2016 Yoga in America Study Conducted by Yoga Journal and Yoga Alliance.



**IN 2015, AT
\$2.4 BILLION,
SOUTH KOREA
BECAME THE
FOURTH-LARGEST
EXPORTER OF
BEAUTY PRODUCTS
IN THE WORLD.**

Yoga has become big business, complete with designer yoga wear, mats, towels, luxury retreats and \$100-a-day juice cleanses often reaching an affluent audience with high disposable income and purchasing power. Twenty-six percent of Asian women do yoga or pilates (52% higher than non-Hispanic White women).^{**}

The Korean beauty phenomenon is a perfect example of Asian American women's digital influence. What began as passionate consumers posting on social channels, exploded into magazine articles and has ultimately influenced store shelves where affordable Korean beauty products are now available at popular big-box retailers, drug stores and beauty retail stores. What's new and different from past Asian influences that have come to the U.S., is how digital has aided in the speedy access to these influences today.

K-beauty is an umbrella term for South Korean skin care, makeup and bath-and-body products, as well as elaborate skin-care regimens incorporating as many as 10 or more steps. Sheet masks, essences, mud packs, cushion compacts, balms, serums and clay peels—many with bright colors, exotic names and intriguingly shaped bottles—have attracted mainstream loyalists of all ages to this phenomenon. Brick-and-mortar stores and online retailers alike are featuring these products, helping South Korea become the fourth-largest exporter of beauty products in the world, at \$2.4 billion in 2015.^{***}

^{**} Source: Scarborough USA+ 2016 Release 1, (February 2015–April 2016); Base: Total Adults 18+; Projected: 246,843,172; Respondents: 203,267. Agree completely or somewhat.

^{***} Source: The World Factbook, Central Intelligence Agency, 2016.

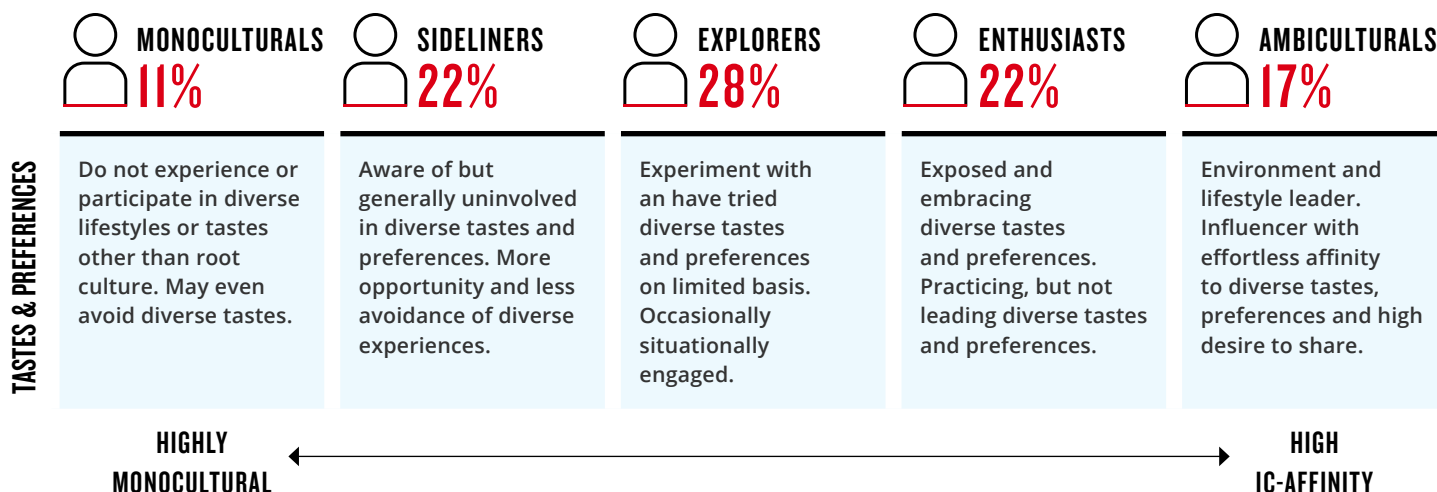
INTERCULTURAL AFFINITY (ICA): CAPTURING THE EXPANDING ASIAN MAINSTREAM INFLUENCE

Asian influence on mainstream U.S. shoppers can be effectively measured to meet the needs of savvy marketers by segmenting consumers across a spectrum of intercultural affinities. Intercultural Affinity (ICA) segmentation allows marketers and manufacturers to gauge influence among all consumers, regardless of race or ethnicity and including non-Hispanic Whites, based on consumers' likelihood to buy and consume products and content outside of their root culture. High ICA consumers, led by Ambiculturals and Enthusiasts, are most likely to consume outside of their root culture and to share their tastes and preferences. They are the first general market consumers to try new multiculturally-influenced products, very often leading these products to become mainstream.

High ICA consumers of all races and ethnicities index very high for consumption of Asian influenced categories such as Bulk Rice and Asian Inspired Noodles and Sauces. Their consumption should be included in marketing plans by retailers and manufacturers when working to maximize the size and potential of Asian American categories' sales.

INTERCULTURAL AFFINITY (ICA) MODEL

AGGREGATES CONSUMERS FROM ALL RACES AND ETHNICITIES BY THEIR AFFINITY TO CULTURES OTHER THAN THEIR OWN ROOT CULTURE



Source: Nielsen+EthniFacts Intercultural Affinity (ICA) Model

SECTION II TAKEAWAYS



Eastern holistic wellness is a well-developed example of Asian cultural influence in the American mainstream. The growth of yoga, originating from Asian Indian culture, and the mainstream popularity of K-beauty products, originating from Korea, are two of the most recent illustrations of Asian mainstream influence.



Asian American influence on mainstream U.S. shoppers is increasing and can be effectively measured and predicted to aid marketers in reaching all potential consumers. The Intercultural Affinity (ICA) segmentation model allows marketers and manufacturers to gauge influence among all consumers, regardless of race or ethnicity, based on consumers' likelihood to buy and consume products and content outside of their root culture.



SECTION III

SIGNIFICANT GROWTH,
EXPANDING FOOTPRINT AND
INCREASINGLY NATIVE BORN

SIGNIFICANT GROWTH IN POPULATION AND INFLUENCE

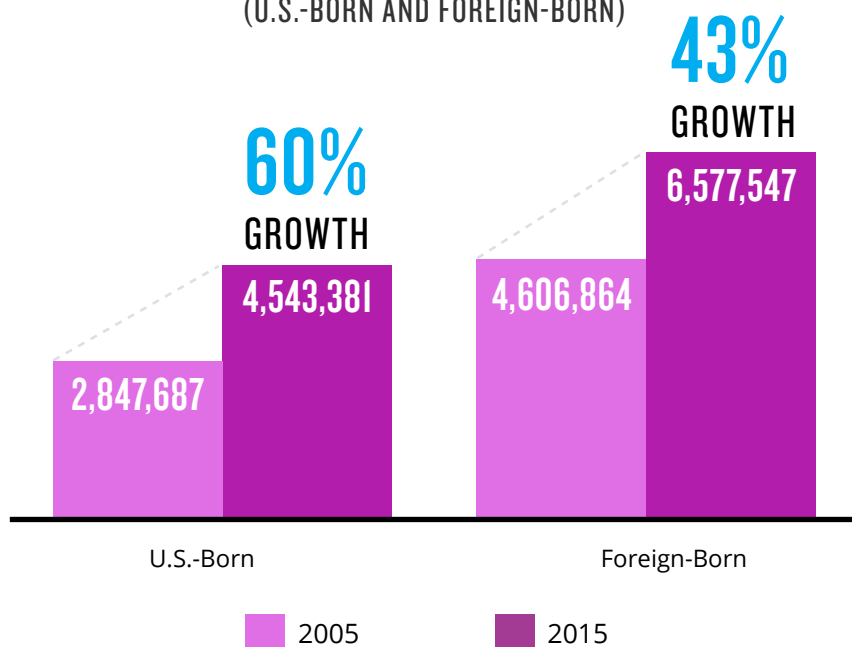
The 21.3 million Americans, who are of Asian and Pacific Island ancestry, represent 6.6% of the total population. While still the smallest U.S. racial group, they are the fastest growing, having increased 47% in the last 10 years (as compared to the growth rate of Hispanics, 35%; African-Americans, 21%; and non-Hispanic Whites, 3% for the same time period). Asian Americans live in and have growing populations throughout all 50 states, however almost half live in just three states: California (31%), New York (9%) and Texas (7%).

Asian American women born in the U.S. are young, with 78% of the group being under the age of 34. Asian American women are currently 3.5% of the total population and 6.8% of all U.S. females. The Asian American female population has grown 49% since 2005 and 19% since 2010. More than three-quarters of Asian American females are U.S. citizens by either birth or naturalization. While more than half of the Asian American female population are foreign-born, the U.S.-born Asian American female segment has grown 60% since 2005, a higher rate than the foreign-born Asian American females (43%).

**THE TOTAL
ASIAN AMERICAN
FEMALE
POPULATION
HAS GROWN 49%
SINCE 2005 AND
19% SINCE 2010.**

ASIAN AMERICAN FEMALE POPULATION GROWTH IN THE U.S.

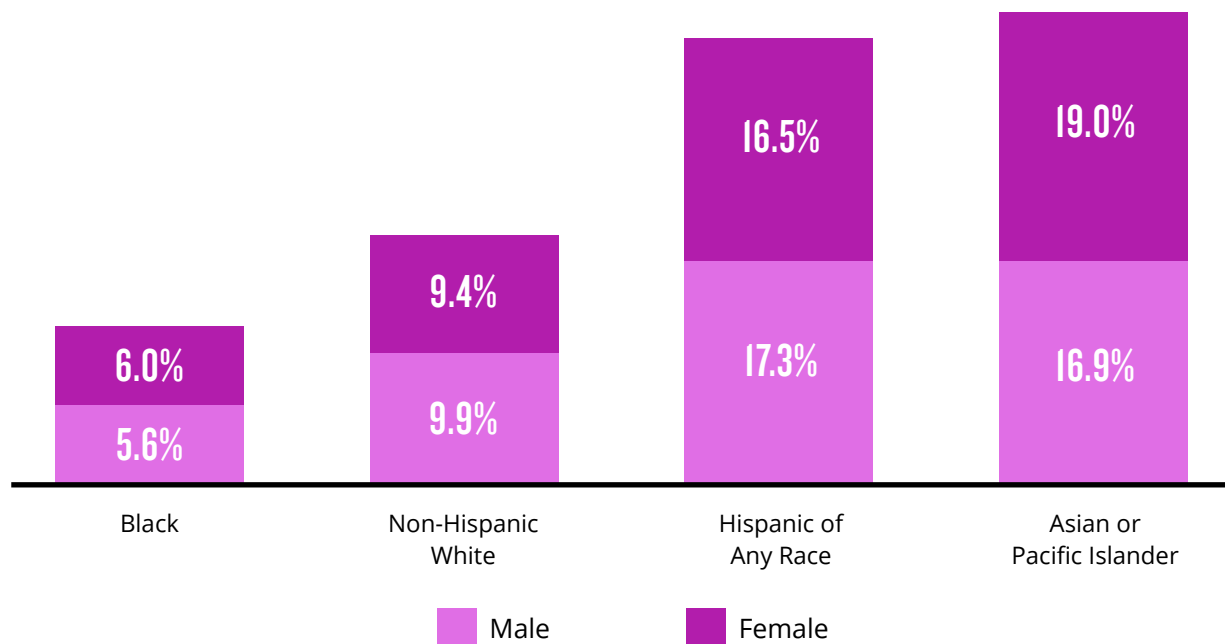
(U.S.-BORN AND FOREIGN-BORN)



Source: U.S. Census Bureau, American Community Survey (ACS), One-Year Public Use Microdata Sample (PUMS), 2015, generated by EthniFacts, accessed via ftp (December 7, 2016).

ASIAN WOMEN HAVE HIGHEST IMMIGRATION PERCENTAGE IN THE U.S.

(PERCENTAGE OF TOTAL U.S. IMMIGRANTS, 2010-2015)



Source: U.S. Census Bureau, American Community Survey (ACS), One-Year Public Use Microdata Sample (PUMS), 2015, generated by EthniFacts, accessed via ftp (December 7, 2016).

Female Asian immigrants outnumber their male counterparts and are more likely to immigrate to the U.S. through the family-based immigration system. Comprising 19% of all immigrants who came to the U.S. between 2010 and 2015, Asian American females are the largest group of recent immigrants, exceeding even Hispanic males (17.3%), the second-largest group. These recent Asian female immigrants who entered the U.S. represent 13% of the total Asian American female population. The majority of them came from India (25%), China (23%) and the Philippines (12%). It is important to note that according to the Census American Community Survey, since 2013, China and India have both surpassed Mexico as sources of U.S. immigration. One aspect of this increase can be attributed to an influx of Asian students in the U.S. Students from China, India, and South Korea alone represent about half of all U.S. foreign students (over 400,000) per year. Additionally, nearly half of those students stay to work in the U.S. after graduation; primarily in STEM (science, technology, engineering and math) fields.

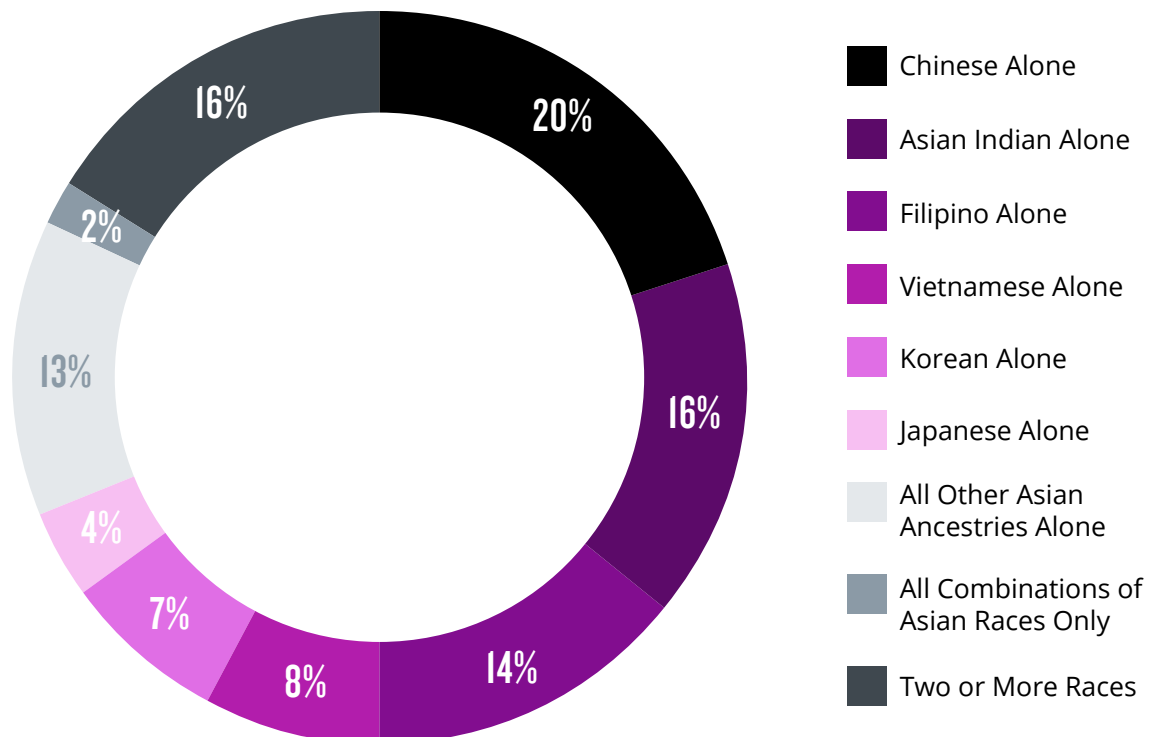
THE MAJORITY OF RECENT ASIAN AMERICAN FEMALE IMMIGRANTS CAME FROM INDIA (25%), CHINA (23%) AND THE PHILIPPINES (12%).

Language continues to function as a bridge to—and reaffirmation of—Asian Americans' cultural heritage. Only 33% of Asian American females over the age of five speak only English at home. The other 67% speak one of more than 52 different languages in the home.

The desire and propensity to mix with other races and ethnicities is evidenced by the fact that 26% of married Asian American women are married to a person of a different race (versus only 3% of non-Hispanic White women), and an additional 6% are married to Asians of a different ancestral background. Of the 32% of Asian American women who are married to someone of a different race or Asian ancestry, the majority (66%) of these women are married to non-Hispanic Whites, 8% to Hispanics, 5% to non-Hispanic Blacks, 14% to Asians of a different ancestry, 1% to non-Hispanic others, and 7% to those of mixed race. Additionally, the share of multiracial Asian American females has grown from 11% of the Asian American female population to 16% in the last ten years.

CHINESE ANCESTRY HIGHEST AMONG ASIAN AMERICAN FEMALES

(ANCESTRY OF ASIAN-AMERICAN FEMALES, 2015)



Source: U.S. Census Bureau, American Community Survey (ACS), One-Year Public Use Microdata Sample (PUMS), 2015, generated by EthniFacts, accessed via ftp (December 7, 2016).

WITH AN AVERAGE OF

2.92 PEOPLE

PER HOUSEHOLD, ASIAN AMERICANS HAVE THE
SECOND-LARGEST HOUSEHOLD SIZE OF ANY
U.S. RACIAL OR ETHNIC GROUP.



LARGER MULTIGENERATIONAL HOUSEHOLDS

Thirty-three percent (33%) of Asian American households have four or more people, versus 18% of non-Hispanic White households. With an average of 2.92 people per household, Asian Americans have the second-largest household size of any U.S. racial or ethnic group, which is slightly less than Hispanics with the largest household size of 3.23, African-Americans with 2.47 and non-Hispanic Whites with 2.30 people per household.

The larger household sizes of Asian Americans reflect the greater presence of children. Thirty percent (30%) of Asian American women live with their own children who are age 17 or younger. In comparison, only 23% of non-Hispanic White women live with their minor children, age 17 and younger. Similar to non-Hispanic White women, 5% of Asian American women aged 15–50 had a baby in the previous 12 months.

Multigenerational households are another factor in larger household size: 6.4% of total Asian American households are multigenerational. In comparison, only 2.4% of non-Hispanic White households are. The share of Asian American multigenerational households increases to 9% when looking only at family households where the members are related) and to 12% when looking only at households headed by a single mother.

NATIVITY CORRELATES TO AGE AND MARITAL STATUS

With an average age of 36, Asian American females are older than other multicultural female groups, but still younger than the average age of non-Hispanic Whites which is 43.

When we look at age through the lens of nativity, the picture changes significantly. Seventy-eight percent of U.S.-born Asian American females are 34 or younger, while 70% of foreign-born Asian American females are ages 35 or older.

78% OF U.S.-BORN ASIAN AMERICAN WOMEN ARE UNDER THE AGE OF 34.

Age is not the only factor that differs by nativity; marriage does as well. Overall, 55% of Asian American women over the age of 15 are married, and 34% have never been married. U.S.-born Asian American women are much more likely than their foreign-born counterparts (56% versus 19%) to have never been married. Segmented by age, only 21% of U.S.-born Asian American women between the ages of 18 and 34 are married, compared with 51% of the foreign-born in that age range. At ages 34 to 49, 22% of U.S.-born Asian American women have still never married compared to only 10% of those who are foreign-born.

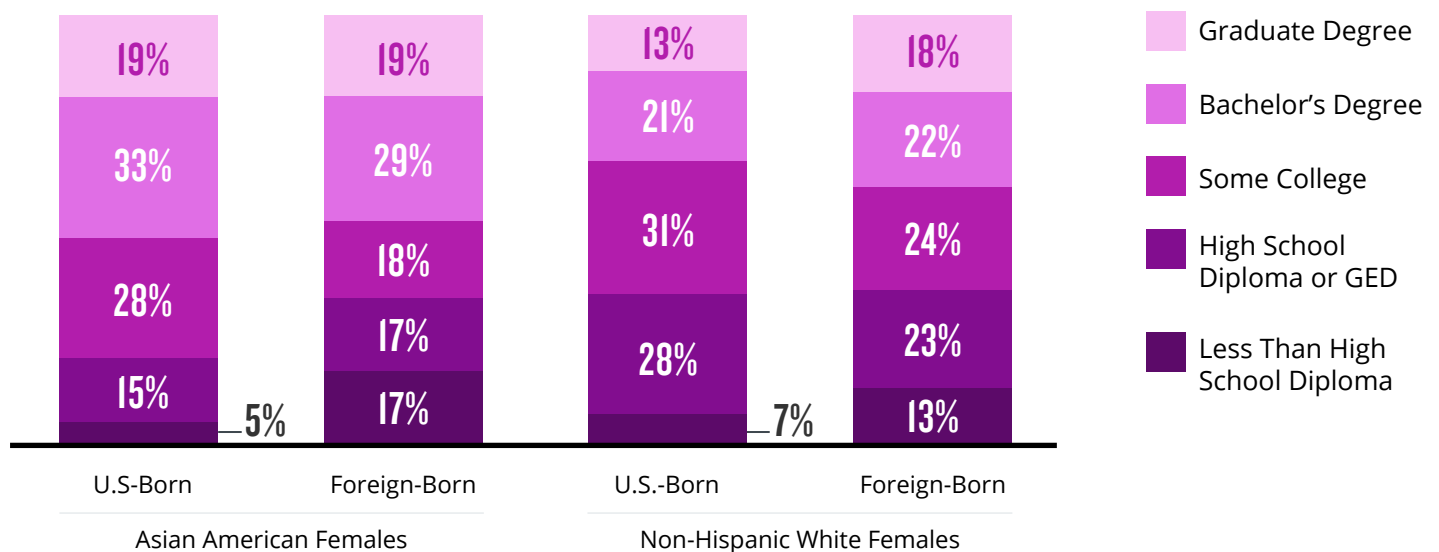
EDUCATION IS PARAMOUNT

Asian American women also are the most highly educated of all U.S. women: 49% of those 25 and older have a bachelor's degree or higher, compared with only 34% of non-Hispanic White women. Both U.S.-born and foreign-born Asian American women have higher education levels than other American women, with 52% of the U.S.-born and 48% of the foreign-born having a college degree or higher.

While for some, the education gap may be attributed to higher socioeconomic status and the opportunities that affords, the primary drivers of Asian American women's academic success are often work ethic, and the social support systems that help transform their work into achievement. In addition being raised in tight communities that emphasize education and share information and resources, many Asian American children are influenced by strong familial goals to succeed. Much has been written about "Tiger Moms," who set high expectations, enforce a disciplined work ethic, and teach that hard work does pay off. While the effects of this pressure on children can be debated, the achievement statistics cannot. Moreover, while the overall statistics for Asian American women leading the way in education are strong, there are subgroups of the Asian American population with much opportunity to still advance.

ASIAN AMERICAN WOMEN LEAD IN HIGHER EDUCATION ATTAINMENT

(FEMALE EDUCATION BY RACE AND NATIVITY)



Source: U.S. Census Bureau; American Community Survey (ACS), One-Year Public Use Microdata Sample (PUMS), 2015, generated by EthniFacts, accessed via ftp (December 7, 2016). Ages 25+

HIGHEST BUYING POWER GROWTH AND WHERE IT'S SPENT

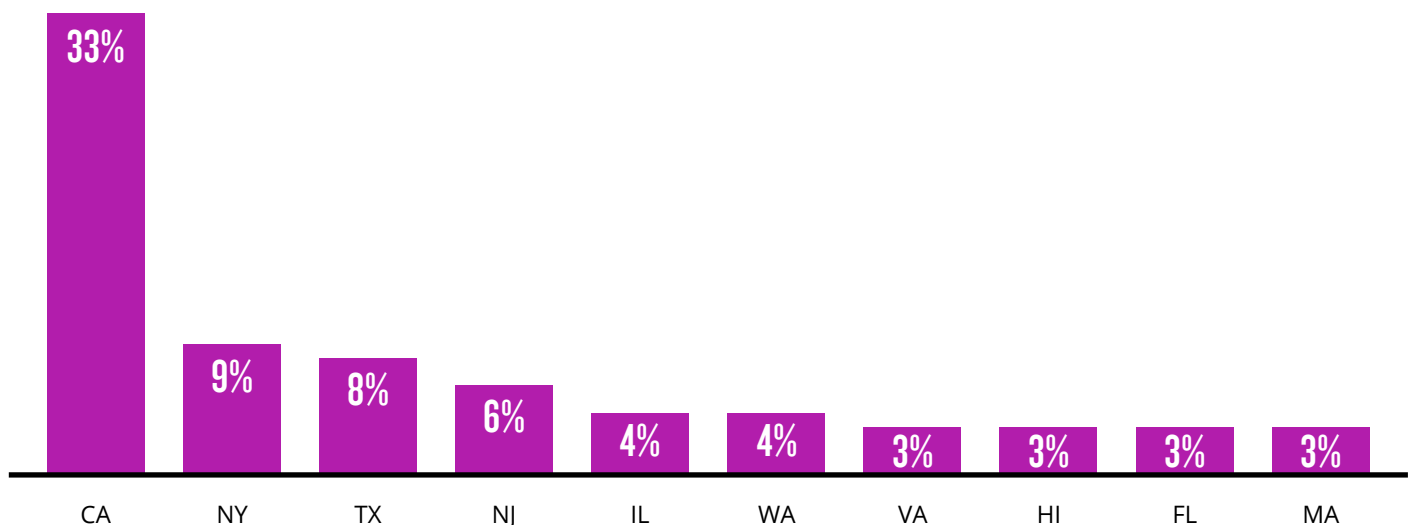
**ASIAN AMERICAN
BUYING POWER
HAS GROWN
222% FASTER
THAN THAT OF
THE U.S. AS A
WHOLE.**

Asian American buying power was \$891 billion in 2016 (6.4% of the U.S. total) and is expected to reach \$1.2 trillion (7.3% of the U.S. total) by 2021. Having grown 222% since 2000, Asian American buying power has grown faster than that of the U.S. as a whole (87%).

The primary reason for this rapid economic growth of the Asian American market is, of course, the growth in the total Asian American population (72% between 2000 and 2016). Additionally, because it is a relatively young population, more Asian Americans are entering the workforce, and fewer are retiring. And because Asian Americans have the highest education level of any U.S. ethnic or racial group, they have careers with high earning potentials or are successful entrepreneurs.

Three-quarters (75%) of Asian American spending is concentrated in 10 states. The largest Asian American consumer market in 2016 was California, at \$291 billion and comprising 33% of the total U.S. Asian market. New York was the next largest at \$79 billion and 9% of the total U.S. Asian market.

ASIAN AMERICAN PERCENT OF TOTAL BUYING POWER, BY STATE



Source: Selig Center for Economic Growth, *The Multicultural Economy 2016*.

HIGHER INCOME AND EMPLOYMENT

Achievements by Asian American women are increasingly important to overall Asian American gains in household income, employment and entrepreneurship. The income levels of all ethnic and racial groups have been rising steadily over the last decade, but the average income of Asian American households grew 36% between 2005 and 2015, versus only 28% for non-Hispanic White-only households. Asian American households have had consistently higher incomes than any other group. Thirty-nine percent of Asian American households have incomes over \$100,000, compared to 27% of non-Hispanic White-only households.*

The average Asian American household income is \$105,604, compared to \$84,075 for non-Hispanic White-only households. The higher average income for Asian American households is due to both household makeup with more wage earners in the household and higher individual incomes of the household members. Driven primarily by foreign-born Asian Americans, 63% of Asian American households are married couples, versus only 50% of non-Hispanic White-only households.

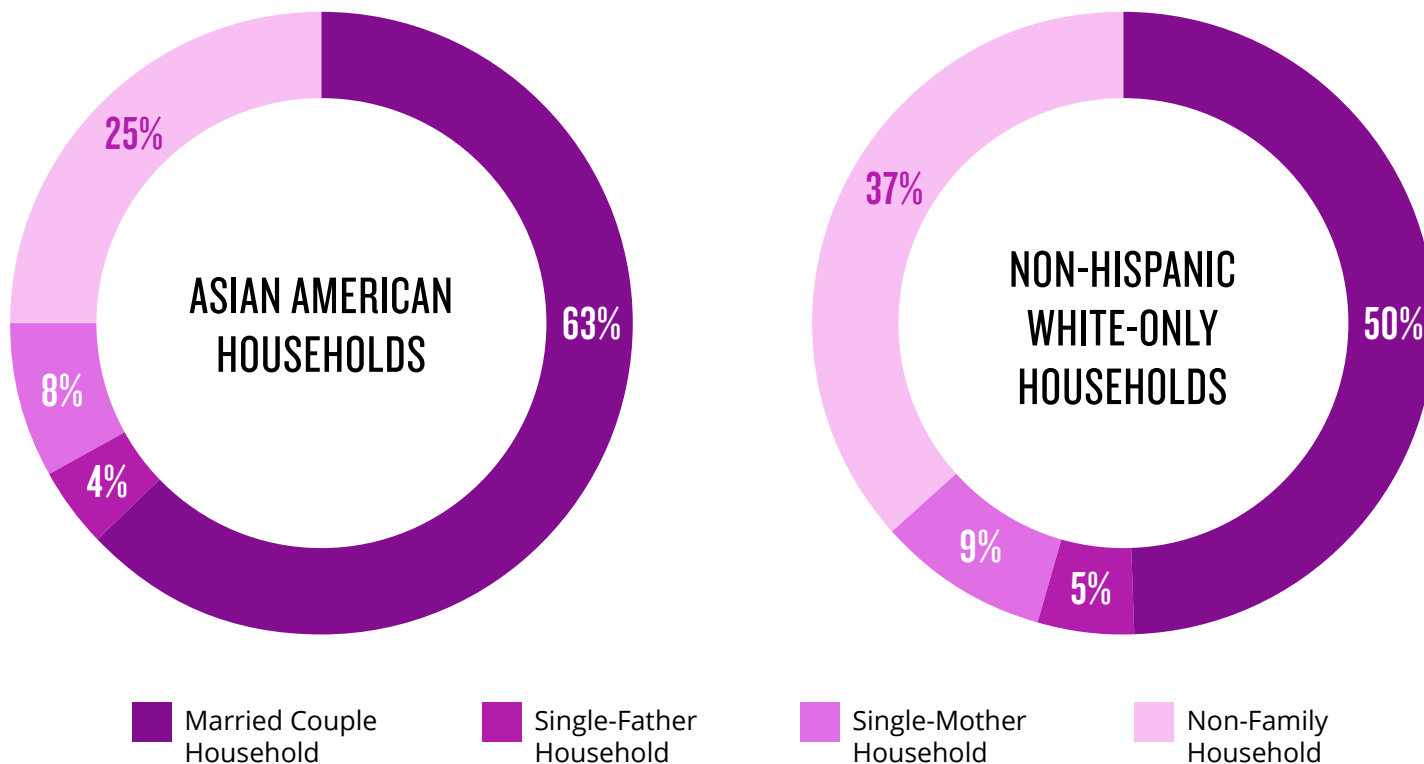
**39% OF ASIAN
AMERICANS HAVE
HOUSEHOLD
INCOMES OF
OVER \$100,000.**



* Source: U.S. Census Bureau, American Community Survey (ACS), One-Year Public Use Microdata Sample (PUMS), 2015, generated by EthniFacts, accessed via ftp (December 7, 2016).

ASIAN AMERICANS HAVE MORE MARRIED-COUPLE HOUSEHOLDS

(HOUSEHOLD MAKE-UP BY RACE, 2015)



Source: U.S. Census Bureau, American Community Survey (ACS), One-Year Public Use Microdata Sample (PUMS), 2015, generated by EthniFacts, accessed via ftp (December 7, 2016).

Among those Asian American married-couple households, 55% have both spouses in the workforce, versus 51% of total households and 50% of non-Hispanic White-only households. Additionally, only 11% of Asian American married-couple households have neither spouse working, in contrast to 18% of total married-couple households and 21% of non-Hispanic White-only married-couple households.

Additionally, Asian American women ages 25 and older have higher individual incomes than other women. Twenty-three percent of Asian American women earn \$50,000 or more annually, compared with only 17% of all women and 18% of non-Hispanic White women. Asian American women still earn less than Asian American men, though; 40% of Asian American men earn \$50,000 or more annually.



The top industries of employment for Asian American women are health care (18%); professional, scientific and tech services (12%); arts, entertainment and recreation (12%); retail trade (11%) and educational services (10%). Although 63% of Asian American women say they often find themselves in a leadership position (a number 17% higher than non-Hispanic White women) and, as mentioned, they have higher average incomes than other women, 54% still say that juggling family and work demands is very stressful for them. That stress, or perhaps the fact that 46% of Asian American women say their goal is to make it to the top of their profession (a number 40% higher than non-Hispanic White women), may be why 24% say they plan to look for a new job within the next 12 months, and 27% used the internet to do a job search in the last 30 days (a number 94% higher than for non-Hispanic White women).** These responses may also point to why so many Asian American women have started their own businesses.

**46% OF ASIAN AMERICAN WOMEN SAY
THEIR GOAL IS TO MAKE IT TO THE TOP OF
THEIR PROFESSION.**

* Source: Nielsen Scarborough USA+ 2016 Release 1, GfK/MRI Attitudinal Insights (February 2015 - April 2016). Base: Total Adults 18+. Projected: 246,843,172; Respondents: 203, 267. Agree completely or somewhat.

HIGH LEVELS OF ENTREPRENEURSHIP AND JOB CREATION

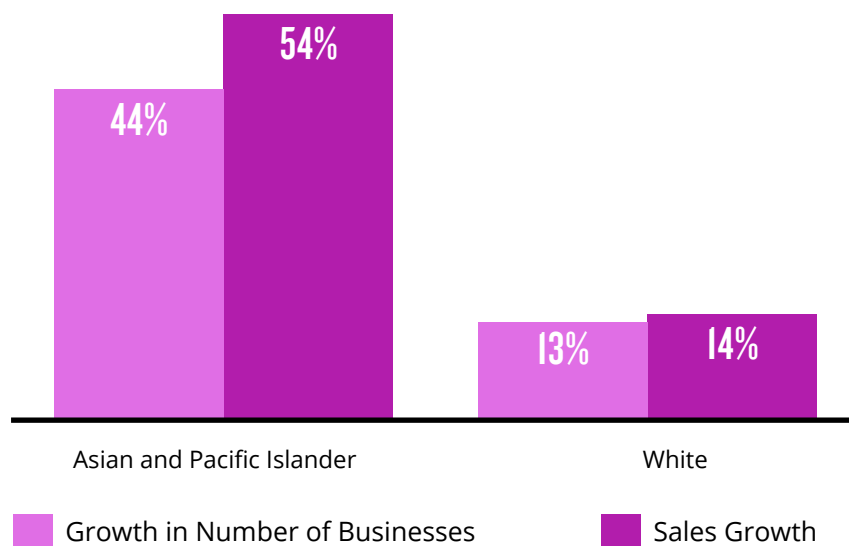
**39% OF ASIAN
AMERICAN
WOMEN ARE
ENTREPRENEURS,
OWNING THE
MAJORITY
OF ASIAN
AMERICAN-OWNED
BUSINESSES.**

Just as multicultural women are leading their male counterparts in entrepreneurial zeal and achievement, Asian women are making strides as business owners and employers, outperforming women overall in the growth rate of female-owned firms. Most recent U.S. Census data shows Asian American women are the majority owners in just under 750,000 businesses with combined sales of over \$136 billion. Asian women are also the majority owners of 39% of Asian American owned businesses. When taking into account businesses that are equally male and female owned, Asian women are majority or equal owners of 43% of Asian-owned businesses.

The number of Asian female-majority-owned businesses increased by 44% in the most recent five years and had an increase in sales of 54% over the same period. In comparison, the number of all female-majority-owned businesses grew by only 27% and had a sales increase of only 19%. The industries with the most Asian female-owned businesses are health care and social assistance (13% of Asian female-owned businesses) and professional, scientific and technical (13%), followed by retail trade (9%).

ASIAN AMERICAN FEMALE OWNED BUSINESSES SOAR IN GROWTH AND SALES

(GROWTH OF FEMALE-OWNED BUSINESSES, BY RACE OF MAJORITY-OWNER 2007 TO 2012)



Source: U.S. Census Bureau, Survey of Business Owners, 2007 and 2012.

SECTION III TAKEAWAYS



The Asian American female population is a very diverse segment of this society, which has grown 49% since 2005. At 19%, Asian American women have the highest immigration percentage in the U.S. The largest groups of Asian American women are of Chinese (20%), Asian Indian (16%) and Filipino (14%) ancestry. Sixteen percent of the Asian American female population is multiracial.



The U.S.-born Asian American female population has grown at a faster rate (60%) since 2005 than foreign-born Asian American females (43%). Seventy-eight percent of U.S.-born Asian American females are age 34 or younger, while 70% of foreign-born Asian American females are ages 35 or older.



Attitudes toward marriage have distinct cultural differences between the generations of Asian American women. Twenty-one percent of U.S.-born Asian American women between the ages of 18 and 34 are married, compared with 51% of the foreign-born in that same age range. Thirty-two percent of Asian American women who are married are wed to someone of a different race or Asian ancestry.



Asian American women are the most highly educated of all U.S. women. Both U.S.-born and foreign-born Asian American women have higher education levels than other American women, with 52% of the U.S.-born and 48% of the foreign-born having a college degree or higher.



Asian American women ages 25 and older also have higher individual incomes than other women with 23% of Asian American women earning \$50,000 or more annually.



Asian American women are the majority owners in about 750,000 businesses with combined sales of over \$139 million. The number and sales of Asian female-majority-owned businesses are increasing at a higher rate (44% and 54%, respectively, 2007 to 2012) than those of White females and total females.

SUMMARY STATISTICS*

ASIAN AMERICAN FEMALES

MEAN AGE: 36

PERCENT MARRIED (AGE 15+): 55%

NATIVITY: FOREIGN BORN = 59%; U.S. BORN = 41%

ENGLISH SPOKEN WELL OR VERY WELL: 78%

AVERAGE HOUSEHOLD INCOME: \$105,604

SHARE OF POPULATION WITH AVERAGE INDIVIDUAL INCOME OF \$50,000+: 23%

AVERAGE HOUSEHOLD SIZE: 2.92

EDUCATION (BACHELOR'S DEGREE OR HIGHER, AGE 25+): 49%

* Source: U.S. Census Bureau, American Community Survey (ACS), On e-Year Public Use Microdata Sample (PUMS), 2015, generated by E thniFacts, accessed via ftp (December 7, 2016).

CONCLUSION

Asian American women are advancing on multiple fronts, from food and wellness to business ownership to technology. As part of the most diverse and fastest-growing ethnic and racial groups in the U.S., the visibility and influence of Asian American women will only continue to grow exponentially in myriad ways.

Asserting themselves with a new-found level of confidence and assuredness, Asian American women are the vanguards of their cultural heritage. Their cultural heritage is an important part of who they are and passing those values on to their children and families is important to them. While core cultural values and traditions remain strong across all genders and generations, women and younger Asian Americans see their backgrounds through the lens of an evolving, increasingly multicultural American mainstream.

Astute marketers who understand the outsize influence of Asian American women as consumers and those highly influenced by them can activate strategies to meet their unique needs and will be the first to benefit from this cutting-edge opportunity. Further, the strategies employed to meet these needs will increasingly be necessary to remain on the forefront of meeting the needs of a different American mainstream—one that is increasingly diverse and multicultural. Rapidly expanding their footprint beyond traditional enclaves and forging ahead in education and entrepreneurship, Asian American women will continue to help lead the way into a vibrant, diverse U.S. economy of the future.

METHODOLOGIES

Insights used in this report were sourced from the following Nielsen analytical tools and solutions. All tools offer their own representative levels of consumer insights and behavior across Asian American and total respondents (based on data collection, survey/panel design, and/or fusion approaches). Although the sample design is not controlled by Asian language, we make significant efforts to accommodate non-English speaking respondents, and as such, our Asian panelists include both English and non-English language speaking populations.

Nielsen Homescan Panel Data

The Homescan national panel consists of a randomly dispersed sample of households that is intended to be representative of, and projectable to, the Total U.S. market. Panel members use handheld scanners to record items with a UPC code purchased from any outlet. The Homescan Panel has been fused with the Intercultural Affinity Segmentation model creating a sample of households that are representative of the models consumer segments. Data for this report is based on Homescan panel data from the following period: 52 weeks ending, January 14, 2017. Panel and survey supported materials are offered in English and no Asian languages.

Nielsen Scarborough USA+ 2016 Release 1, Gfk/MRI Attitudinal Insights (February 2015–April 2016)

Base: Age of respondent summaries: Adults 18+ - Projected 246,843,172,
Respondents: 203,267

By integrating 400+ attitudinal statements and segmentations with Nielsen Scarborough's syndicated data set, this analysis reflects consumer psychographics in the studied categories. The Scarborough study is a sample balanced for the Asian population only in Honolulu; the survey is offered in English and is not offered in any Asian languages.

Nielsen NPOWER

Audience estimates based on a nationally representative panel of people whose televisions are metered with a device called the National People Meter (NPM), which passively detects exposures to codes embedded in content. A comprehensive questionnaire is also collected of the panel and is conducted in English.

Nielsen Electronic Mobile Measurement

Nielsen's Electronic Mobile Measurement (EMM) is an observational, user-centric approach that uses passive metering technology on smartphones to track device and application usage on an opt-in convenience panel recruited online and in English. Results are then reported out through Nielsen Mobile NetView 3.0.

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ABOUT NIELSEN

Nielsen Holdings plc (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers watch and buy. Nielsen's Watch segment provides media and advertising clients with Nielsen Total Audience measurement services for all devices on which content — video, audio and text — is consumed. The Buy segment offers consumer packaged goods manufacturers and retailers the industry's only global view of retail performance measurement. By integrating information from its Watch and Buy segments and other data sources, Nielsen also provides its clients with analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries, covering more than 90% of the world's population. For more information, visit www.nielsen.com.



The background of the entire image is a vibrant blue with a 3D, wavy, undulating pattern that resembles ocean waves or a topographical map. The waves are layered, creating a sense of depth and movement. The lighting is soft, highlighting the ridges and casting subtle shadows in the valleys of the waves.

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