CONSUMPTION JUNCTION

What's your function as Asian American consumers?
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PURCHASING POWER

$459 BILLION → **Total annual Asian purchasing power in 2007.** That exceeds the Gross Domestic Product (GDP) of all but 17 countries in the world in 2007.

WHICH KIDS GET ALLOWANCE?

- **62%** Asian Americans (average: $13.70)
- **58%** Hispanics ($12.20)
- **56%** African Americans ($11.30)
- **54%** Whites ($9.20)

Asian Americans have the most discretionary income **($25,400)** of all ethnic groups, compared to **$20,800** for whites, and **$15,200** for blacks.

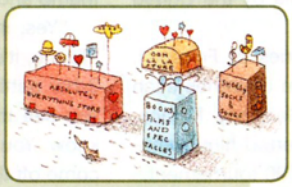
Asian American purchasing power grew 71% between 2000 and 2007.

Sources: Selig Center for Economic Growth, The University of Georgia, May 2007; U.S. Multicultural Kids Study 2004; Cultural Access Group Bureau of Labor Statistics; Selig Center for Economic Growth, third quarter 2007.

RETAIL

Asian Americans visit eluxury.com at a rate of over SIX TIMES MORE than the average Internet user.

NEARLY 1/3 of Asian Americans shop at a department store at least 1-3 TIMES A WEEK.



26% of Asian Americans **buy what they think their white neighbors will approve of**, compared to 12% for Hispanics and blacks.

	ASIANS	OTHERS
Shop at ethnic markets for non-food items:	35%	8%
Shop online:	32%	18%
Shop in department stores:	45%	30%
Shop in convenience stores:	39%	24%
Do home shopping (TV or catalog):	18%	9%
Shop at discount warehouse clubs:	48%	36%

Sources: Quantcast.com; InterTrend Knowledge Center study 2006; Mintel/Greenfield Online, October 2007

ONLINE SHOPPING

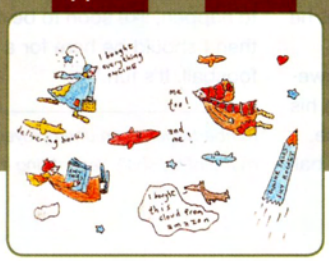
$138
Average online shopping expenditure in the last 12 months

$180 (2005) → **$230** (2006)

Average online spending in the Vietnamese segment increased dramatically from $180 in 2005 to $230 in 2006.

The number of Asian Americans ***shopping online*** doubled between 2005 and 2006.

The top products purchased online among Asian Americans are apparel and books.



Source: InterTrend 2006 study

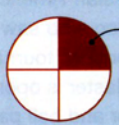
MEDIA

78% of Asian Americans consume both ethnic (in-language) and English media.

12% consume **SOLELY ETHNIC MEDIA**

28% are Korean

Print has the highest ranked penetration across all ethnic segments, with the exception of Filipino (who consume television at a higher rate).



Asian Americans who prefer ethnic media to mainstream media—the lowest rate of all minority groups.

Three areas where Young Asian Americans are influencing American trends:

- > technology/gadgetry
- > anime/manga and
- > video gaming

First-generation Asian American youth prefer POP or TOP 40. Second-generation youth tune into HIP-HOP and ALTERNATIVE music.

Second-generation Asian American youth are twice as likely than their first generation counterparts to learn about trends via word of mouth. First-generation Asian American youth turn mostly to TV to learn about new trends.

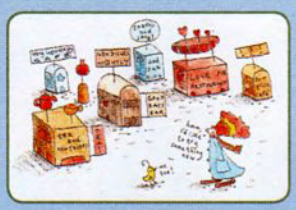
FOOD

Offer free samples!

The most effective strategy for getting Asian Americans to try new products or brands in the store.

Korean Americans consume the least amount of American foods, while Japanese and Filipinos consumed the highest amounts.

ASIAN AMERICANS ARE MORE LIKELY TO TRY A NEW RESTAURANT OR BAR ON A WEEKLY BASIS THAN ALL RACIAL/ETHNIC GROUPS (20% VS. 7%).



OVER 44%

of Asian Americans shop at organic/natural stores like Whole Foods or Wild Oats, compared to 23% for all respondents.

Asian Americans spend 44% more on fresh fruits and 76% more on fresh vegetables than Whites.

Grocery Brands Asian Americans Use and Love

Nestle	46%
Haagen Dazs	44%
Dreyer's	42%
Breyer's	39%
Yoplait	39%

22%

Asian respondents who go "grocery shopping with family members for entertainment" more than once a week (compared to 11% for all respondents.)

Sources: InterTrend Communications, Inc., 2006 study; U.S. Census Consumer Expenditure Survey, 2006; Mintel/Greenfield Online October 2007; Marketing to the Emerging Majorities, February 2007

GREEN

65%

Asian Americans said they "make a conscious effort to recycle."
(Compared to 57% for the general population).

Source: Mintel/Greenfield Online, October 2007

CARS

JAPANESE AUTO BRANDS are a top choice among Asian Americans, with Toyota and Honda having the highest ownership.

40%

Purchases made by Asian Americans, according to a 1997 survey of sales managers at BMW, Mercedes-Benz, Volvo and Acura in California.

Automakers spend about **$250 million a year** to advertise in Hispanic media, yet spend just $20 million a year advertising in Asian American media.

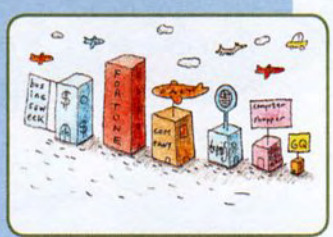
Sources: 2006 InterTrend study; "Ethnic Marketing Moving to Fast Track as Population, Buying Power of Minorities Grows", *Automotive News*, September 2005; Mintel/Greenfield Online, October 2007

Of the 100-plus hours of international films most Time Warner systems carry per month, almost **75% come from Indian, Korean, Chinese and Japanese sources.**

Asian American youth are secret fans of "easy listening." Lite FM is a hidden passion.

MAGAZINES WITH HIGHEST ASIAN AMERICAN READERSHIP (By percentage of readership)

Fortune	6.2	Allure	4.4
BusinessWeek	6.2	PC World	4.2
Fast Company	5.6	Details	4.1
Tennis	5.6	GQ	4.1
Computer Shopper	5.5		
Popular Photo & Imaging	5.4		
PC Magazine	5.3		
W	5.3		
Forbes	5.0		
Best Life	4.8		
My Business	4.8		
Spin	4.6		
Entrepreneur	4.4		



Sources: InterTrend 2005 STUDY; Bendixen & Associates for New California Media, 2005 study; New American Dimensions and InterTrend Communications, 2006 study; New American Dimensions and InterTrend Communications, 2006 study; "In the Year of the Pig, Cable Is Getting Fat on Asian VOD," cable360.net, January 22, 2007; New American Dimensions and InterTrend Communications, 2006 study; Snap Dragon Consulting cited in PRNewswire, 2/14/07; Mediamark Research, Inc., Spring 2004

TECH/NET

Asian Americans Aged 25–34 = HEAVIEST INTERNET USERS.

Asian Indians and Chinese spend the most hours on the Internet.

Asians are much more likely to have purchased a laptop/notebook computer, MP3 player, PDA or camcorder within the past month.

Source: InterTrend 2006 study; Mintel/Greenfield Online, October 2007