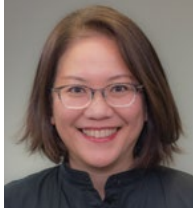


DIVERSE INTELLIGENCE SERIES | 2018

# ASIAN-AMERICANS

## DIGITAL LIVES AND GROWING INFLUENCE





**Mariko S. Carpenter**  
Vice President, Strategic  
Community Alliances

# FOREWORD

As we sit within striking distance of 2020, technology continues to disrupt every industry, but for Asian-Americans, this is an exciting time. They are embracing new apps, trying new devices, and creating content on new platforms. Thanks to the democratization of media, Asian-Americans are making successful careers—building their own powerful brands—as social media influencers and content creators. Through their smartphones, tablets and multimedia devices, they have a real-time connection to people and culture in Asia, making Asian-Americans the true bridge between the East and the West.



**Andrew McCaskill**  
Senior Vice President,  
Global Communications  
and Multicultural  
Marketing

Asian-Americans are a consumer group whose buying power has grown the fastest of all racial groups since 2000, reaching \$986 billion in 2017 and projected to be \$1.3 trillion by 2022.\* Asian-Americans are expanding their influence and voicing their preferences as customers, audiences and voters like never before. Thus, understanding Asian-Americans has become more important for any organization servicing the American public.

Nielsen's sixth report on Asian-American consumers, *Asian-Americans: Digital Lives and Growing Influence*, reveals an in-depth profile of this consumer group built on rich data compiled from multiple Nielsen verticals. For brands and marketers, this report will serve as the tool to connect with Asian-American consumers, gain their loyalty and grow the business.



**Rebecca K. Roussell**  
Senior Director,  
Diverse Intelligence  
Series

The report highlights Asian-American consumers as predictive adopters of new media and technology—which platforms consumers use to watch their favorite shows, what they buy online, and which apps they choose to enhance their everyday lives. Within this diverse group is also a strong and powerful Asian-American Millennial generation whose profile differs from their elders and from their non-Hispanic White Millennial counterparts. Asian-Americans are also capturing the spotlight and becoming influencers as food bloggers, social media personalities, and sports stars.

Today's social and political environment has fueled Asian-Americans to galvanize towards having better representation and a stronger voice. Asian-American organizations across all sectors are gaining momentum, particularly those in the media industry. This is especially important given that what we see on TV and in film influences how we perceive the world to be. This report will empower Asian-American organizations with data that demonstrates their expanding influence.

Nielsen has been a longtime champion of Diversity and Inclusion, ensuring that our work is reflective of the diverse communities that make up the U.S. market. We are proud to present this report in support of that commitment.

\*Source: Selig Center for Economic Growth, 2017

# EXECUTIVE SUMMARY

Growing faster than the general population and maintaining income and education rates higher than any other racial or ethnic group, Asian-Americans continue to make gains as tech-enabled influencers with unlimited potential. Asian-Americans have the added advantage of maintaining ties with brands based in their native countries that are global leaders in smartphone manufacturing, social media and online commerce. They outpace non-Hispanic Whites in ownership of the latest digital devices and are also more likely to use their digital devices. They are early adopters and are loyal to the brands they deem perform well. Asian-Americans are also more likely to use their digital devices to purchase products online, listen to music and radio, watch TV or movies and carry out other daily lifestyle functions. With Asian-Americans' confidence and economic standing poised to gain even more traction, companies and brands will be wise to heed the needs and aspirations of these trending, tech-savvy consumers.

**Thriving and Diverse.** Representing a plethora of ethnic and cultural traditions, Asian-Americans differ greatly from each other, not only along lines of ancestral background, nativity and language, but also by economic status and generation. Asian-American Millennials ages 18 to 34 are very different from their 35 and older counterparts. The differences are deeper than just generational. The mindset and backgrounds of younger U.S.-born versus older foreign-born is also a factor.

**Ascendant Ambiculturalists.\*** Millennial Asian-Americans are spearheading a generational shift toward an increasingly intercultural American mainstream. Younger Asian-Americans are more likely than their 35 and over elders to speak English well (92% vs. 73%), and speak English at home (37% vs. 24%). Asian-Americans 18-34 are also more likely than their older cohorts to be U.S. born (45% vs. 17%) and identify themselves as being of more than one race (17% vs. 9%), which will only fuel their propensity to fearlessly explore and celebrate new hybrids and manifestations of their evolving American and Asian identities.

**An Economic Jolt.** Previously, from 2000 through 2017, Asian-American buying power increased 257%, exceeding the increases in buying power for all other racial and ethnic groups. Today, Asian-American buying power is \$986 billion and is projected to reach \$1.3 trillion in 2022 (a 7% increase). In addition, the most recent Consumer Expenditure Survey (2015-2016), indicated that Asian-American households, overall, spent more than the average U.S. household, reflecting their higher mean household incomes.

\*Note: Ambicultural(s) is a registered service mark of EthniFac ts, LLC, and is used with their permission.

**Mobile Motivators.** Smartphones and other mobile devices are core to the Asian-American lifestyle and identity. Thirty-three percent of Asian-Americans agree that their cell phone is an extension of their personality (over-indexing by 38% to non-Hispanic Whites) and 73% agree text messaging is an important part of their daily life (over-indexing by 17% to non-Hispanic Whites). Asian-Americans also are 68% more likely to use a computer or a smartphone, which further exemplifies their influential digital voice.

**Globally Connected.** Asian-Americans have affinity for apps and communication platforms that allow them to stay in touch with friends and relatives in Asian countries (and elsewhere), where advanced digital devices and tech-driven services have been integrated into many aspects of everyday life for decades. Asian-Americans have three times the active reach for Skype than do non-Hispanic Whites and more than four times the active reach for WhatsApp. Additionally, Asian-Americans use Internet sites and search engines that reflect strong ties to their country of origin or ancestry, including foreign-based shopping, news, music, search and social media platforms such as Sina, WeChat and Baidu from China, Hotstar and The Indian Express from India, Bayan Mall from the Philippines, and Alikpop, which is Korean from the U.S.

**Millennial Mastery of Online Shopping.** Millennial Asian-Americans are particularly avid online shoppers and over-index their non-Hispanic White counterparts on purchasing in many categories. Computer hardware and software, airline tickets and consumer electronics are the categories where Asian-American Millennials over-index non-Hispanic White Millennials the most (by 63%, 53% and 52%, respectively). Clothing/Accessories is the most purchased Millennial Asian-American category with their purchases outpacing their non-Hispanic White Millennial counterparts by 13%.

**Growing Mainstream Influence.** The presence of Asian-Americans on TV and other digital media platforms has increased. Of the top 10 broadcast network TV shows preferred by Asian-Americans, two of them (ABC's "The Good Doctor" and CBS' "The Big Bang Theory") have Asian-Americans in leading roles. Based on N-Score data, Nielsen's celebrity marketability measurement service, Asian-American actors, actresses, and social media influencers resonate with the general population. In a reflection of the increasing diversity and intercultural attitudes of young Americans, celebrities who launched on YouTube like Michelle Phan, Ryan Higa, Lilly Singh, and Freddie Wong all exceed the norm in likability, dependability, being a good role model, and social media savvy.

# CONTENTS

## SECTION I

**ASIAN-AMERICAN ASCENDANCY:  
THE NUMBERS TELL THE STORY ..... 7**

- Income and Education Leaders .....9
- Potent Buying Power Growth ..... 10
- The Unique Profile of Asian-American Households ..... 12
- The Shaping of a Strong and Powerful Millennial Generation ..... 13

## SECTION II

**ASIAN-AMERICANS ARE LEADERS  
IN CONNECTED CONSUMPTION ..... 16**

**Asian-American Online Behaviors Are Defining the Future**

- Technology Bellwethers .....17
- Highest Device Ownership and Purchases .....18
- Early Adopters: Defining the Future of Devices and Technologies .....19
- A Strong Mobile Connection ..... 20
- Internet Is the Primary Source for Entertainment,  
Services and Connection Source ..... 21

**Maintaining, Adapting and Adopting Online Connectivity in Daily Life**

- Maintaining Cultural Ties by Staying Connected .....24
- Smartphone Apps with the Highest Reach Among Asian-Americans ..... 25
- Unparalleled Networking on Social Media .....27
- How to Reach Asian-Americans ..... 28

**Online Spending**

- Top Asian-American Millennial Online Purchasing Categories ..... 30
- Growth in Online Dollars per Buyer ..... 31
- Non-Food Home Items Purchased Online ..... 32

**TV Watching**

- Favorite Broadcast Network Programs ..... 34
- Favorite Cable Programs ..... 35

## SECTION III

### ASIAN-AMERICANS CAPTURING THE SPOTLIGHT ..... 38

Pan-Asian Cuisine and Food Bloggers .....	39
Social Media Personalities .....	41
Asian-American Olympic Preeminence .....	42
Avid Sports Fans .....	43

## SECTION IV

### REPRESENTATION MATTERS NOW MORE THAN EVER ..... 46

Asian-American Star Power .....	47
The Path to Equality for Asian-Americans in Hollywood .....	48
Political Representation Is Imperative .....	49
The Challenge of Economic Disparities .....	50

### CONCLUSION ..... 52

### METHODOLOGIES ..... 53

---

#### EDITOR'S NOTE

For the purposes of this report, the term Asian-Americans includes Pacific Islanders. The data is not segmented by ethnicity, unless stated otherwise.

Nielsen Measurements: 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.



# SECTION I

## ASIAN-AMERICAN ASCENDANCY: THE NUMBERS TELL THE STORY



As their buying power increases and they outpace the U.S. general population in income, educational attainment and population growth, Asian-Americans represent a consumer group integral to any brand growth strategy.



**WITH A POPULATION OF 21.8 MILLION,  
ASIAN-AMERICANS CURRENTLY  
REPRESENT 7% OF THE TOTAL U.S.  
POPULATION.**

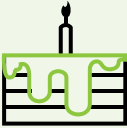

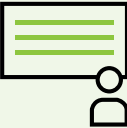
Since 2006 the Asian-American population has grown 43%, which is a more rapid growth than that of any other U.S. race or ethnicity. Much of that growth has come from immigration, which has been steadily increasing over the past decades. For instance, between 2011 and 2016, 2.8 million Asian immigrants came to the U.S., representing 35% of the total U.S. immigration for that period.



# INCOME AND EDUCATION LEADERS

Asian-Americans have a mean income of \$44,887, higher than their non-Hispanic White counterparts (\$37,863), according to the U.S. Census. On measures of education, 52% of their population has at least a bachelor's degree, and 87% of their high school graduates enroll in college, making Asian-Americans the most affluent and most educated of any U.S. race or ethnicity. This higher relative income and education for Asian-Americans holds true among immigrants as well; those Asian immigrants who entered between 2011 and 2016, had a mean income of \$31,308 and 62% held at least a bachelor's degree. Additionally, although more than half (56%) of total Asian-Americans are foreign born, 81% of all Asian-Americans speak English well. The industry in which the largest number of Asian-Americans are employed is the professional, scientific, technical and management sector (14%), followed by health care (12%).

## ASIAN-AMERICAN DEMOGRAPHIC COMPARISONS

	ASIAN-AMERICAN	NON-HISPANIC WHITE	TOTAL U.S.
 <b>MEAN AGE</b>	<b>35</b>	42	38
 <b>MEAN INCOME (AGES 18+)</b>	<b>\$44,887</b>	\$37,863	\$35,006
 <b>COLLEGE ENROLLMENT OF HIGH SCHOOL GRADUATES (2014-2016)</b>	<b>87%</b>	72%	72%

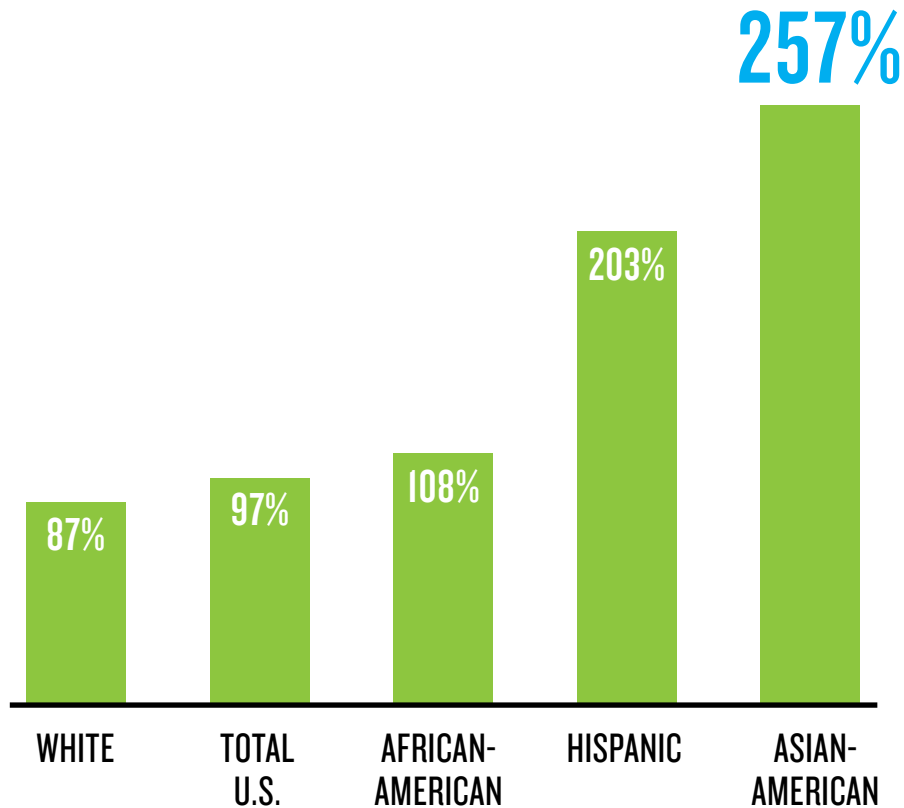
Source: U.S. Census American Community Survey 2016



# POTENT BUYING POWER GROWTH

Due to Asian-Americans' strong immigration, relative youthfulness (with an average age of 35), and higher educational attainment and income, Asian-American buying power is expected to grow from its current \$986 billion (representing 6.8% of the total U.S. buying power) to \$1.3 trillion (7.7%) in 2022. The 257% increase in Asian-American buying power from 2000 through 2017 exceeds the increases in buying power for all other racial and ethnic groups.

## NATIONAL BUYING POWER GROWTH, 2000-2017



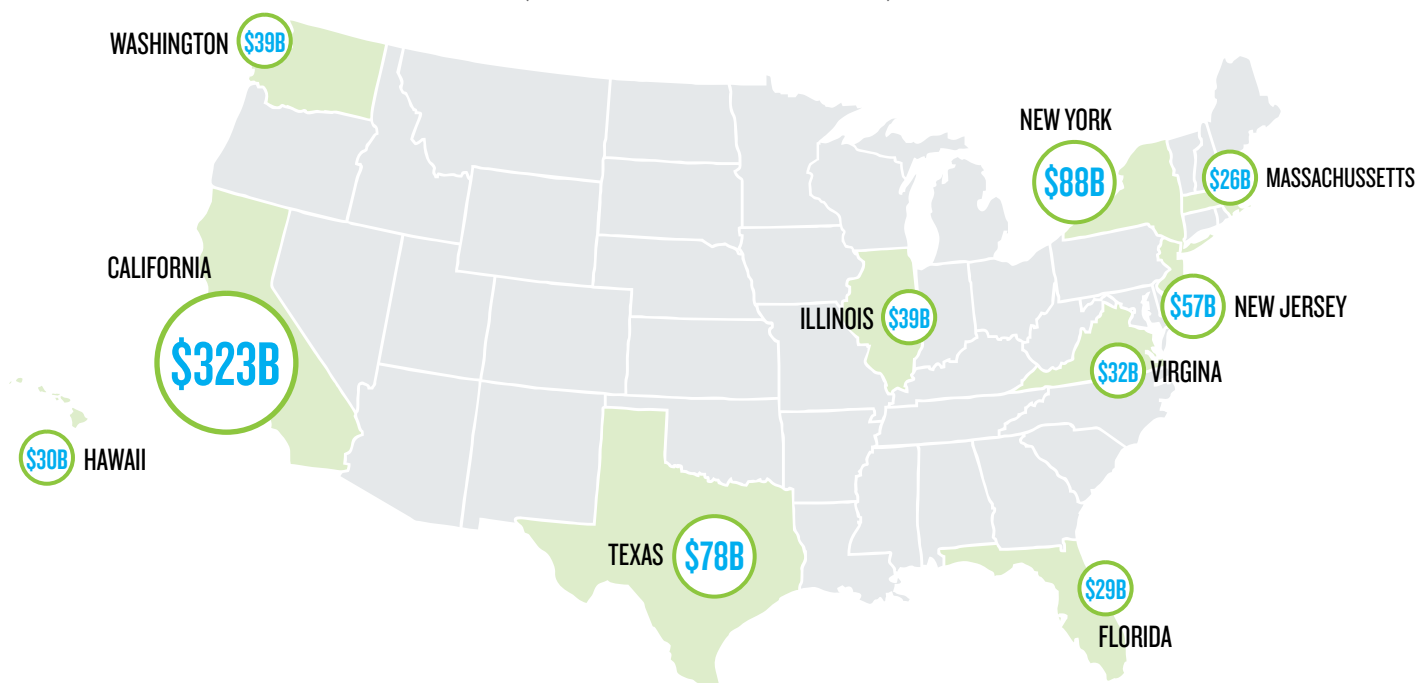
Source: Selig Center for Economic Growth, 2017



Asian-American spending is much more focused geographically than that of the total U.S. consumer market. In 2017, California had the largest Asian-American consumer market with \$323 Billion, and the other 10 states with the largest Asian-American consumer markets accounted for 75% of Asian-American buying power.

## LARGEST ASIAN-AMERICAN CONSUMER MARKETS

(BUYING POWER, IN BILLIONS)







Source: Selig Center for Economic Growth, 2017

# THE UNIQUE PROFILE OF ASIAN-AMERICAN HOUSEHOLDS

The households of Asian-Americans look very different from other U.S. households, particularly those of non-Hispanic Whites. Besides having a higher household income (\$110,523 vs. \$86,221 for non-Hispanic White only households), they are more likely to include a married couple (63% vs. 50%), have children under 18 in the house (39% vs. 26%) and be multigenerational (27% of individuals vs. 15.3%).\* Asian-American households are also larger on average than those of any other race or ethnicity (2.9 persons vs. 2.3 for non-Hispanic White only) and less likely to be a non-family household where people live alone or with others who are not family members (25% vs. 37%).

Asian-American households are the U.S. households most likely to have internet (93%), and according to the most recent Consumer Expenditure Study (2015-2016), they spent more money than the average U.S. household, reflecting their higher mean household incomes.

## ASIAN-AMERICAN HOUSEHOLD ANALYSIS

	ASIAN-AMERICAN HOUSEHOLDS	NON-HISPANIC WHITE HOUSEHOLDS	TOTAL U.S. HOUSEHOLDS
 <b>HOUSEHOLDS WITH ACCESS TO THE INTERNET</b>	<b>93%</b>	86%	85%
 <b>MEAN HOUSEHOLD SIZE</b>	<b>2.90</b>	2.30	2.49
 <b>MEAN HOUSEHOLD INCOME</b>	<b>\$110,523</b>	\$86,221	\$80,720
 <b>MEAN ANNUAL HOUSEHOLD EXPENDITURE</b>	<b>\$61,400</b>	\$57,002	\$53,510

Source: U.S. Census American Community Survey 2016

\*Note: For the purposes of this report, multigenerational includes those living in households with three or more generations living together; children and their grandparents living together, with or without the children's parents; and adult children, age 25+ living with a parent. Based on EthniFacts analysis of 2016 ACS data.



# THE SHAPING OF A STRONG AND POWERFUL MILLENNIAL GENERATION

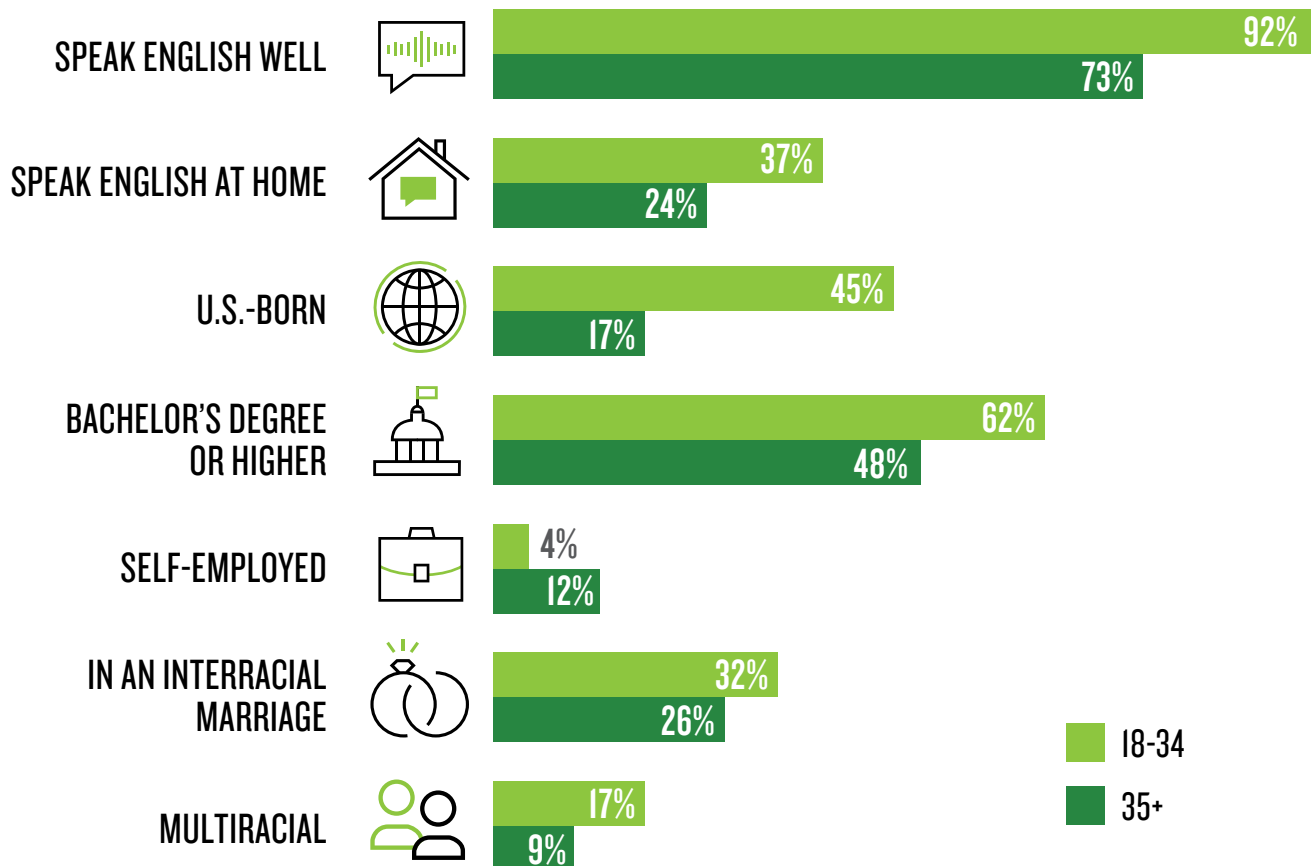
Thriving and ethnically diverse, Asian-Americans differ greatly from each other, not only in terms of ancestral background and nativity, but also by generation. The average age of Asian-Americans is 35 years. Those ages 18 to 34, are very demographically different from their 35 and older counterparts, and this younger generation is one of the main reasons Asian-Americans are leaders in everything from technology usage and media consumption, to e-commerce.

The primary differences between the generations pertain to nativity and language. Forty-five percent of Asian-Americans ages 18 to 34 are U.S.-born, compared with only 17% of those who are older. Consistent with that are the differences in knowing and using the English language: 92% of 18-to 34-year-old Asian-Americans speak English well or very well and 37% speak only English at home, while only 73% of those 35 and older speak English well or very well and 24% speak only English at home.

Another difference between the age groups involves race. Among 18-to 34-year-old Asian-Americans, 17% are multiracial, while only 9% of those who are 35 and older are of two or more races. Perhaps reflecting their own diversity, younger Asian-Americans are also more likely to enter into an interracial marriage. Thirty-two percent of married 18-to-34-year-old Asian-Americans are in an interracial marriage while 26% of those 35 and older are.

Education also differs greatly between the generations. Asian-Americans in the 18-to-34 age group are much more likely to have at least a bachelor’s degree (62%) than Asians 35 and older (48%). Additionally, 34% of Asian-Americans ages 18 to 34 make \$50,000 or higher in annual wages or self-employment income, while, despite longer periods in the workforce, only 32% of ages 35 and older do.

## AMBICULTURAL\* ASIAN-AMERICAN MILLENNIALS



Source: U.S. Census

\*Note: Ambicultural(s) is a registered service mark of EthniFac ts, LLC, and is used with their permission.

# SECTION I TAKEAWAYS

- 1** Asian-Americans are integral to any brand's growth strategy. Factors such as the highest income, and the most rapid population and buying power growth of any U.S. race or ethnicity, make Asian-Americans an important consumer group to reach.
- 2** Asian-American households have higher household incomes, are larger in size and are more likely to include a married couple, have children under 18 in the house, and be multigenerational than other U.S. households.
- 3** Asian-Americans differ greatly from each other, not only in terms of ancestral background and nativity, but also by generation. Asian-American Millennials, ages 18 to 34, are more likely than their 35 and older counterparts to be U.S.-born, speak English, be in an interracial marriage, to have a bachelor's degree or higher and to make \$50,000 or more annually.



# SECTION II

ASIAN-AMERICANS ARE  
LEADERS IN CONNECTED  
CONSUMPTION



# ASIAN-AMERICAN ONLINE BEHAVIORS ARE DEFINING THE FUTURE

## TECHNOLOGY BELLWETHERS

Relative to the general population, Asian-Americans have a voracious appetite for cutting-edge technology, making them attractive to marketers building a digital customer base. Perhaps enabled by their higher average income and educational achievement, or influenced by the fact that many countries in Asia are technologically advanced, Asian-Americans are extremely engaged with technology, typically over-indexing against their non-Hispanic White peers. The success of Asian technology companies like Samsung, Sony and LG is well documented. Sixty-seven percent of Asian-Americans agree that they are fascinated by new technology (over-indexing against non-Hispanic Whites by 19%), and 62% enjoy reading about new technology products (over-indexing by 21%). The majority (61%) of Asian-Americans also say they prefer products that offer the latest in new technology (over-indexing by 17%), and 35% agree that they are among the first of their friends and colleagues to try new technology products and that they like to have a lot of gadgets (over-indexing by 37% and 26%, respectively).\*

**67% OF ASIAN-AMERICANS AGREE THAT THEY ARE FASCINATED BY NEW TECHNOLOGY.**



\*Source: Nielsen Scarborough USA+ 2017 Release 1, Reissue 09-18-2017, Total (Dec 2015 - Apr 2017); Base: Total Adults 18+ Projected: 249,644,942 Respondents: 207,374. Gfk/MRI Attitudinal Insights; Agree completely or somewhat.











## HIGHEST DEVICE OWNERSHIP AND PURCHASES

**ASIAN-AMERICANS ASSIDUOUSLY RESEARCH TECH PRODUCTS BEFORE BUYING THEM, AS WELL AS INFLUENCE OTHERS REGARDING TECH PURCHASES.**




Asian-Americans take pride in finding the latest digital gadgets and showing them off to friends and family. Asian-American households over-index against non-Hispanic Whites by 105% for VoIP (Voice Over Internet Protocols) ownership, 66% for smart watches, 39% for streaming media players, 18% for game consoles, 17% for smart TVs, 16% for smartphones, 13% for HD radios and 4% for computers.\* One-third of Asian-Americans (33%) agree that they want others to say “wow” when they see their electronics (over-indexing non-Hispanic Whites by 44%), according to Nielsen Scarborough. In addition, 70% agree that technology helps make their life more organized (over-indexing by 18%). These drivers are likely just a couple of the reasons why the majority of Asian-Americans (66%) are willing to pay more for top-quality electronics (over-indexing by 15%).\*

### ASIAN-AMERICAN HOUSEHOLDS OVER-INDEX AGAINST NON-HISPANIC WHITES BY:\*




-  **105%** FOR VOIP OWNERSHIP
-  **66%** FOR SMART WATCHES
-  **39%** FOR STREAMING MEDIA PLAYERS
-  **18%** FOR GAME CONSOLES
-  **17%** FOR SMART TVS
-  **16%** FOR SMARTPHONES
-  **13%** FOR HD RADIOS
-  **4%** FOR COMPUTERS

## KNOWLEDGEABLE AND INFLUENTIAL BUYERS

**BEFORE BUYING TECHNOLOGY OR ELECTRONICS, ASIAN-AMERICANS:**

<p><b>73%</b></p> <p>DO AS MUCH RESEARCH AS POSSIBLE</p> 	<p><b>72%</b></p> <p>LIKE TO READ REVIEWS BEFORE BUYING TECHNOLOGY OR ELECTRONICS</p> 	<p><b>67%</b></p> <p>ENJOY LEARNING ABOUT TECHNOLOGY OR ELECTRONIC PRODUCTS FROM OTHERS</p> 
--	---	---

**AFTER BUYING TECHNOLOGY OR ELECTRONICS, ASIAN-AMERICANS:**

<p><b>61%</b></p> <p>RECOMMEND IT TO PEOPLE THEY KNOW</p> 	<p><b>44%</b></p> <p>GIVE ADVICE TO OTHERS LOOKING TO BUY TECHNOLOGY OR ELECTRONICS PRODUCTS</p> 	<p><b>44%</b></p> <p>DISCUSS THEIR KNOWLEDGE OF TECHNOLOGY OR ELECTRONIC PRODUCTS WITH OTHERS</p> 
--	--	---

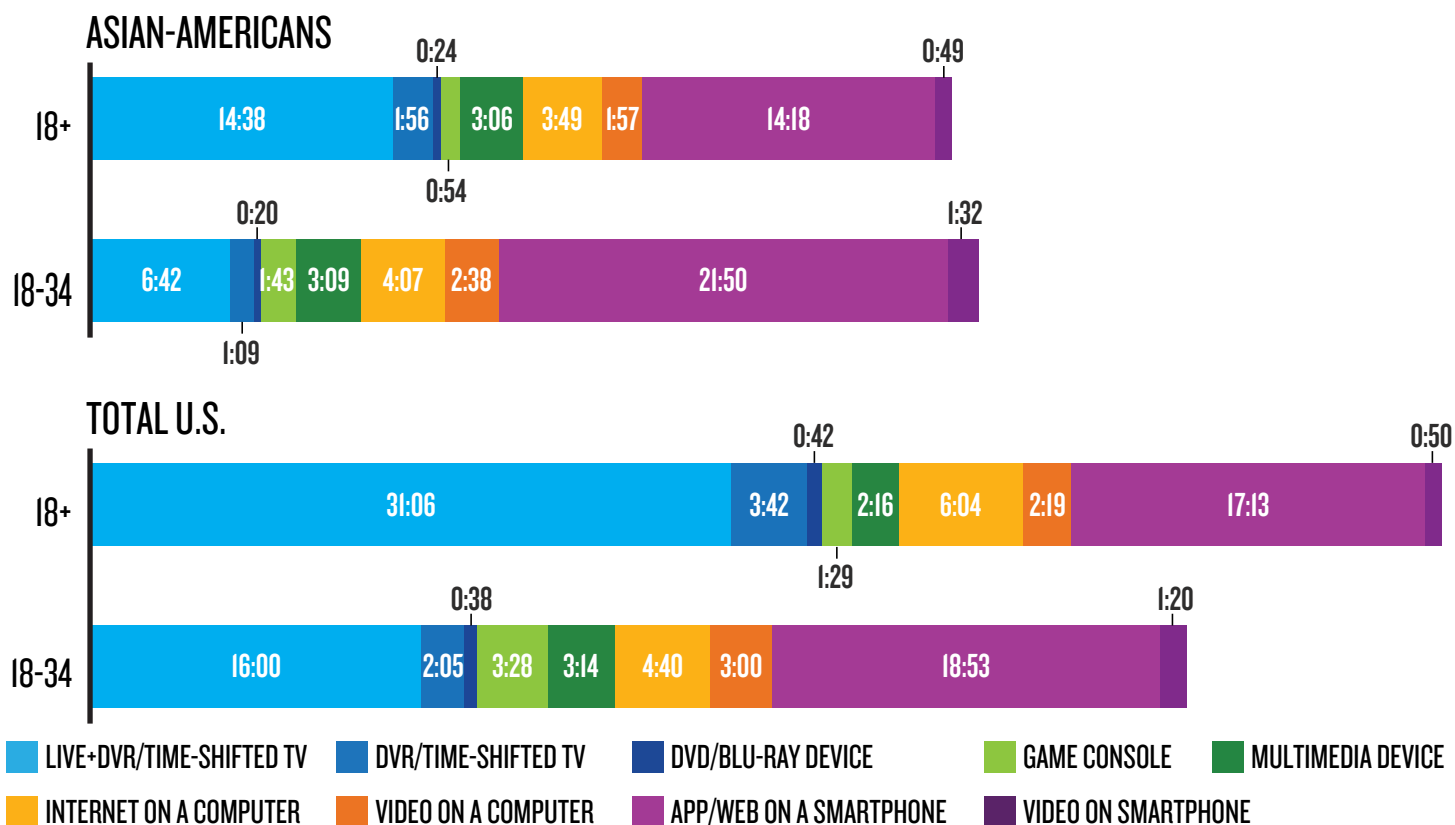
\*Source: Nielsen Scarborough USA+ 2017 Release 1, Reissue 09-18-2017, Total (Dec 2015 - Apr 2017); Base: Total Adults 18+ Projected: 249,644,942 Respondents: 207,374. Gfk/MRI Attitudinal Insights; Agree completely or somewhat.

# EARLY ADOPTERS: DEFINING THE FUTURE OF MEDIA CONSUMPTION

Asian-Americans are becoming the earliest adopters of new ways of viewing content, outpacing the total population with regard to penetration across some of the newest technologies. Overall, Asian-Americans spend most of their media time watching traditional TV (defined as including live television usage plus any playback viewing, which is primarily on DVR) or using apps or the internet on their smartphone. Asian-American Millennials (ages 18–34) spend the majority of their digital time (51%)—and more time than Asian-Americans of other generations—on apps and the internet on a smartphone. They also spend more time than older Asian-Americans on watching video on their smartphone and using game consoles.

Relative to one year earlier, all age groups of Asian-Americans are spending less time on live and DVR TV. Additionally, total Asian-Americans (ages 18+), as well as ages 18 to 34 are spending less time on internet on a computer, and more time on other devices and uses such as multimedia devices, video on a computer, video on a smartphone, apps and web on a smartphone.

## WEEKLY TIME ON DEVICE, BY AGE



Source: Live + DVR/time-shifted TV, DVR/time-shifted TV, DVD/Blu-ray device, game consoles, multimedia devices 03/27/2017–06/25/2017 via Nielsen NPOWER/ National Panel, Radio 06/16/16–06/21/17 via RADAR 134, Computer 04/01/2017–06/25/2017 via Nielsen Netview and Nielsen VideoCensus, Mobile 04/01/2017–06/25/2017 via Nielsen Electronic Mobile Measurement



## A STRONG MOBILE CONNECTION

Ninety-four percent of Asian-American households own a cell phone (as compared to 86% of the total population), and 88% of Asian-Americans agree that they carry their cell phone everywhere they go, a rate 7% higher than for non-Hispanic Whites. Thirty-three percent of Asian-Americans even agree that their cell phone is an extension of their personality (over-indexing by 38%) and 73% agree that text messaging is an important part of their daily life (over-indexing by 17%).\*

The majority (64%) of Asian-Americans think of their mobile phone as a source of entertainment (over-indexing non-Hispanic Whites by 36%), with 56% expecting the quality of video on their cell phone to be as good as that on their TV (over-indexing by 23%). Sixty-one percent are interested in watching video clips on their cell phone (over-indexing by 44%), and 33% are interested in watching live TV on it (over-indexing by 42%), indicating that TV content is not what Asian-Americans are shifting away from. Rather, they want more mobile options for watching their favorite shows. Some Asian-Americans (17%) would even be willing to pay a monthly subscription fee to receive live TV on their cell phone, a rate 38% higher than for non-Hispanic Whites. On the whole, though, 88% of Asian-Americans agree that having one mobile device that can do everything is very convenient (over-indexing by 11%).\*

**94% OF ASIAN-AMERICAN HOUSEHOLDS OWN A CELL PHONE.**

\*Source: Nielsen Scarborough USA+ 2017 Release 1, Reissue 09-18-2017, Total (Dec 2015 - Apr 2017); Base: Total Adults 18+ Projected: 249,644,942 Respondents: 207,374. Gfk/MRI Attitudinal Insights; Agree completely or somewhat.

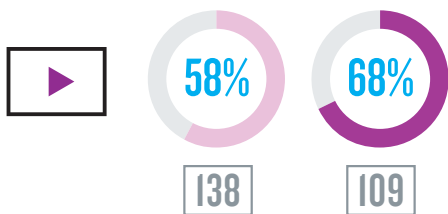
# INTERNET IS THE PRIMARY ENTERTAINMENT, SERVICES AND CONNECTION SOURCE

Asian-Americans over-index by 31% against non-Hispanic Whites for agreeing the internet is a main source of entertainment for them (68% agree, up from 56% just four years earlier). They also over-index on every form of online entertainment and over-index by 24% for agreeing that going online is one of their favorite things to do with their free-time (66% agreed, vs. 57% in 2013). Aside from watching video clips, movies, TV shows and sports online, they also listen to music, play games and follow podcasts online. Asian-Americans ages 18 to 34 also over-index for most ways of using the Internet or apps, but they under-index against their non-Hispanic White peers for playing fantasy football, downloading or purchasing music and listening to an online music service.\*

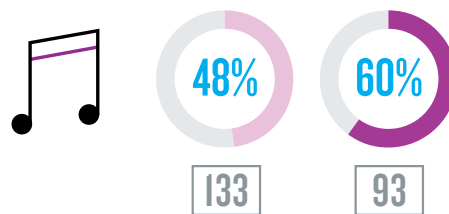
## TOP WAYS INTERNET OR APPS WERE USED IN LAST 30 DAYS ON ANY DEVICE

### ENTERTAINMENT

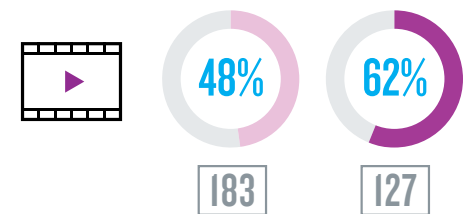
#### VIDEO CLIPS (YouTube, etc.)



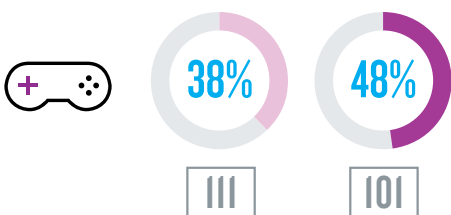
#### LISTEN TO ONLINE MUSIC SERVICE (Last.fm, Pandora, Spotify, etc.)



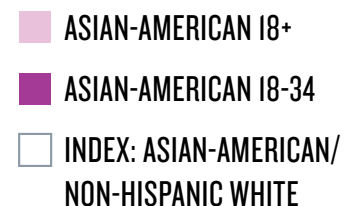
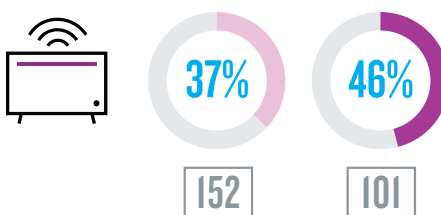
#### MOVIES (Watch or download)



#### GAMES (Play or download)



#### WATCH TV PROGRAMS USING ONLINE SUBSCRIPTION SERVICE



Source: Nielsen Scarborough USA+ 2017 Release 1, Reissue 09-18-2017, Total (Dec 2015 - Apr 2017); Base: Total Adults 18+ Projected: 249,644,942 Respondents: 207,374

\*Source: Nielsen Scarborough USA+ 2017 Release 1, Reissue 09-18-2017, Total (Dec 2015 - Apr 2017); Base: Total Adults 18+ Projected: 249,644,942 Respondents: 207,374. Gfk/MRI Attitudinal Insights; Agree completely or somewhat.



**66% OF ASIAN-AMERICANS AGREE THEY WOULD FEEL DISCONNECTED WITHOUT THE INTERNET.**

Asian-Americans also are more likely than non-Hispanic Whites to use the internet to stay connected: 66% of Asian-Americans agree they would feel disconnected without the internet (over-indexing by 24%), up from 60% in 2013. Eighty-six percent of Asian-Americans agree that the internet is a great way to communicate with family and friends (over-indexing by 7%), while 46% agree (up from 38% in 2013) that the internet is a good way to meet new people (over-indexing by 35%). For Asian-Americans, staying connected online is not only about social networking and messaging, but also about keeping up with the news and reading the latest blogs. Asian-Americans ages 18 to 34 also over-index against their non-Hispanic White peers for most digital connectedness, but they under-index for using the internet or apps to find local and community events.\*

Staying connected and being entertained aren't the only ways Asian-Americans use the internet. Those who are 18 and older over-index against non-Hispanic Whites for every type of online activity, including using websites and apps for practical tasks such as travel reservations, banking, shopping, looking up business information, seeking employment, looking for medical services, taking college courses and finding weather, traffic and map information. The percentage of Asian-Americans using the internet for each of these individual reasons has increased since 2013; only the use for music downloads or purchases has decreased.\*

Asian-Americans ages 18 to 34 also over-index against non-Hispanic Whites of the same age for using the internet or apps for practical tasks. The exceptions are finding a business address or phone number, and other unspecified uses, for which they are slightly under par.

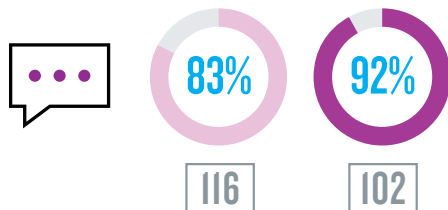
\*Source: Nielsen Scarborough USA+ 2017 Release 1, Reissue 09-18-2017, Total (Dec 2015 - Apr 2017); Base: Total Adults 18+ Projected: 249,644,942 Respondents: 207,374. Gfk/MRI Attitudinal Insights; Agree completely or somewhat.

# TOP WAYS INTERNET OR APPS WERE USED IN LAST 30 DAYS ON ANY DEVICE

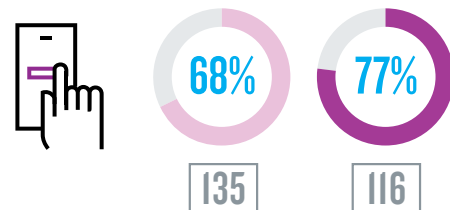
## CONNECTEDNESS

### SOCIAL NETWORKING

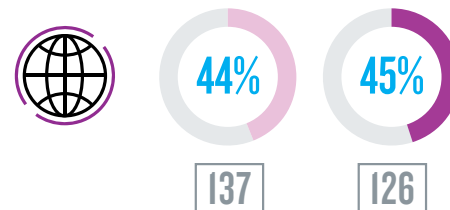
(Facebook, Twitter, LinkedIn, etc.)



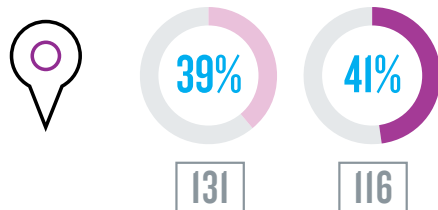
### INSTANT MESSAGING



### NATIONAL NEWS

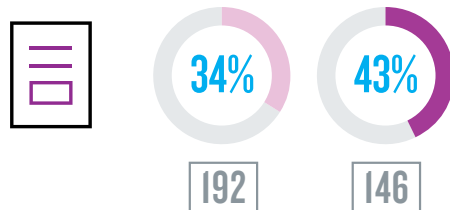


### LOCAL NEWS



### BLOGS

(Read or contributed to)

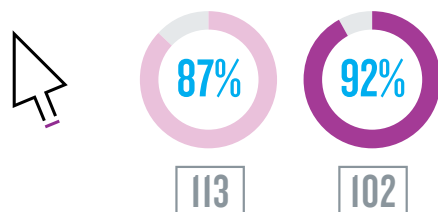


■ ASIAN-AMERICAN 18+  
■ ASIAN-AMERICAN 18-34  
■ INDEX: ASIAN-AMERICAN/  
 NON-HISPANIC WHITE

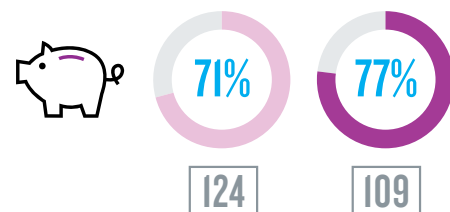
## SERVICES

### SEARCH

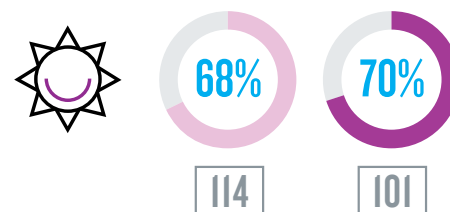
(Google, Yahoo!, etc.)



### BANKING

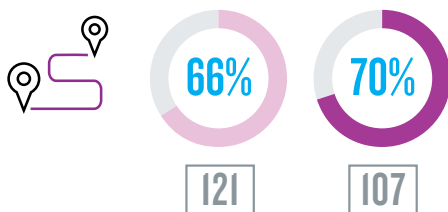


### WEATHER

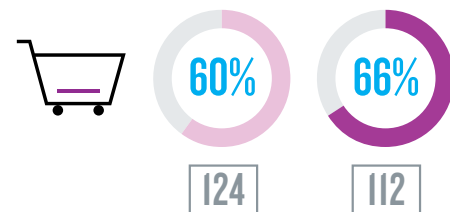


### MAPS/GPS

(Google Maps, MapQuest, etc.)



### SHOPPING



■ ASIAN-AMERICAN 18+  
■ ASIAN-AMERICAN 18-34  
■ INDEX: ASIAN-AMERICAN/  
 NON-HISPANIC WHITE

Source for both graphics: Nielsen Scarborough USA+ 2017 Release 1, Reissue 09-18-2017, Total (Dec 2015 - Apr 2017); Base: Total Adults 18+ Projected: 249,644,942 Respondents: 207,374



# MAINTAINING, ADAPTING AND ADOPTING ONLINE CONNECTIVITY IN DAILY LIFE

## MAINTAINING CULTURAL TIES BY STAYING CONNECTED

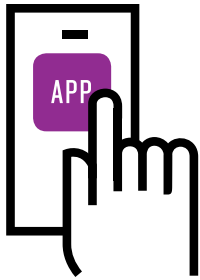
Similar to the mainstream U.S., more Asian-Americans use Google Search, YouTube, MSN, Facebook, Gmail, Yahoo, Amazon and Microsoft than use any other websites. Still, how and why Asian-Americans use internet sites and search engines could be highly influenced by strong ties to the user's country of origin or ancestry. Many of the websites used widely among Asian-Americans are either of Asian origin or specifically designed with Asian-Americans in mind. The largest ancestry groups within the Asian-American population are Chinese (19%), Asian Indian (18%), Filipino (13%), Vietnamese (8%) and Korean (7%). So it follows that many of the popular websites are from those countries of origin or specifically targeted to Americans of those ancestries.

Popular sites and apps from China include Sohu and Baidu (search engines), Sina (a social network), Tencent QQ (an instant messenger), WeChat (chat app) and Alibaba, Aliexpress and Taobao (online shopping sites). In addition to the Chinese sites being more technologically advanced than their U.S. counterparts, the heavy censorship of U.S. sites in China, means using the Chinese sites allow Asian-Americans to better communicate with Chinese family, friends and businesses. Another popular app used to connect with others is Kakao Talk (a Korean chat app).

Indian websites that are popular among Asian-Americans include India Times and The Indian Express (news sources), as well as Hotstar (an Indian TV and movie entertainment platform). Other sites that get substantial traffic from Asian-Americans are Kissasian (a site for Asian movies and TV shows from many countries), DotPH (a Filipino domain name site), Naver (a Korean search engine) and AliKpop (a U.S.-originated Korean pop site).\*

\*Source: Nielsen NetView: Demographic Targeting (Internet Applications Included, Adult Sites Excluded). June 2017. U.S.

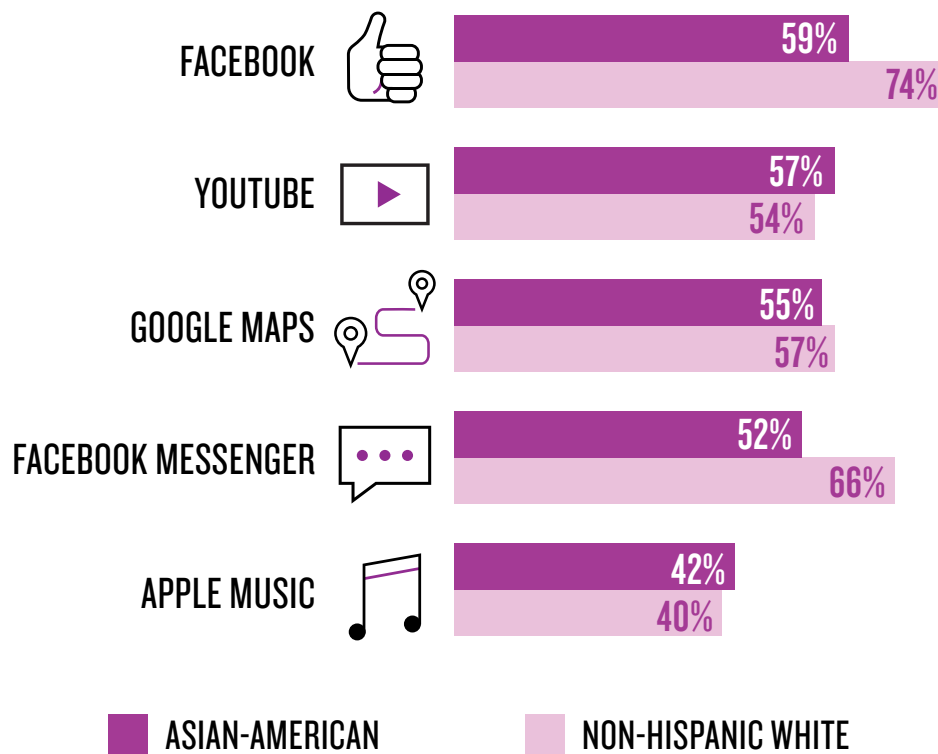




## SMARTPHONE APPS WITH THE HIGHEST REACH AMONG ASIAN-AMERICANS

When it comes to the most popular smartphone apps, Asian-Americans aged 18 and older are closely aligned with the rest of the U.S. population. The five smartphone apps with the highest active reach among Asian-Americans are Facebook, YouTube, Google Maps, Facebook Messenger and Apple Music.

### APPS WITH HIGHEST ACTIVE REACH FOR ASIAN-AMERICANS\* (AGES 18+)

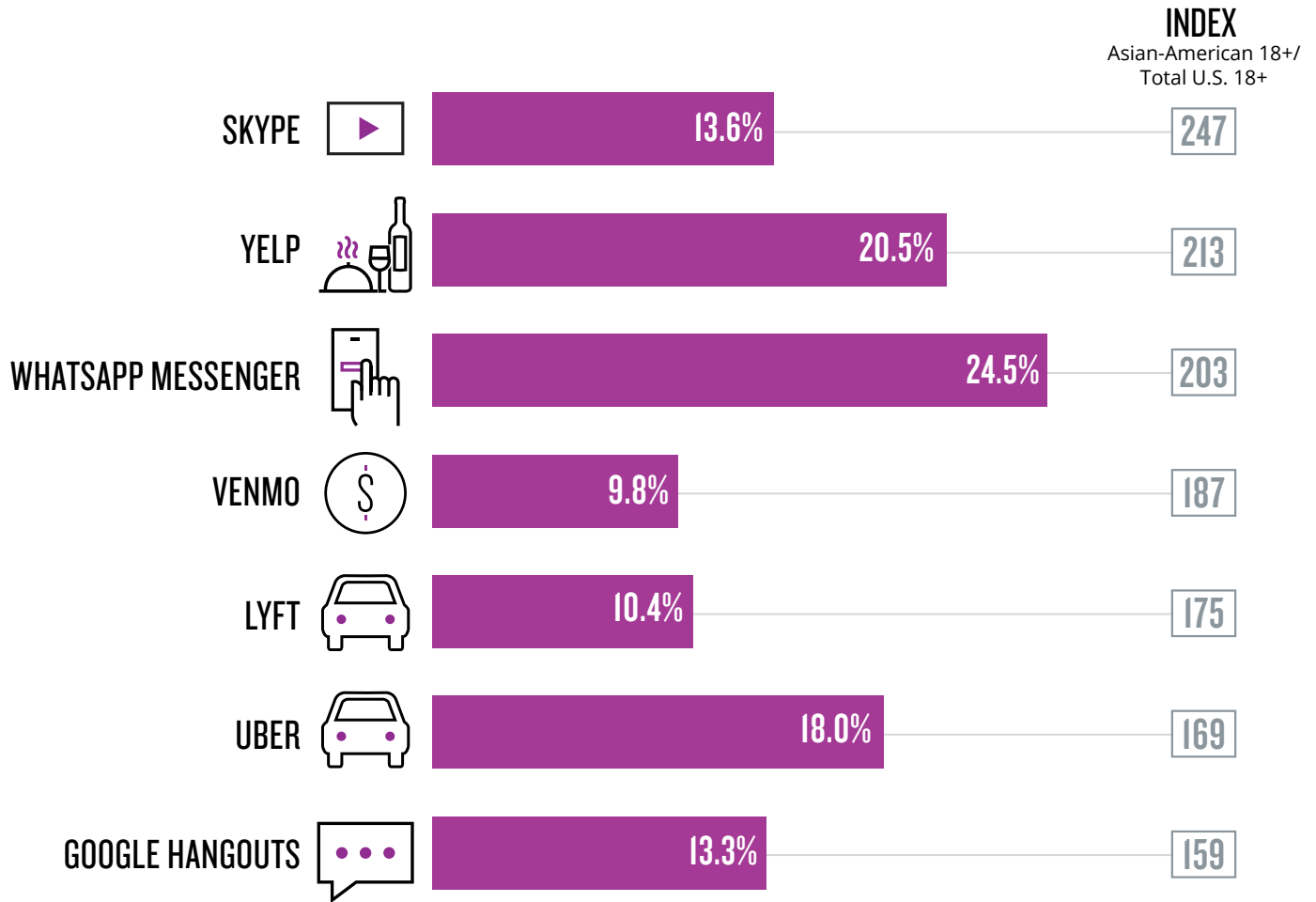


\*Apps popular globally in Asian countries, such as WeChat and Line, are not included in this measurement. Those listed are based on data collected and apps measured in the U.S.

Source: Nielsen Mobile NetView Smartphone Apps, June 2017.

## HIGHEST OVER-INDEXING SMARTPHONE APPS TOP 40 HIGHEST REACH\*

(ACTIVE REACH, ASIAN-AMERICAN 18+)



\*Apps popular globally in Asian countries, such as WeChat and Line, are not included in this measurement. Those listed are based on data collected and apps measured in the U.S.

Source: Nielsen Mobile NetView Smartphone Apps, June 2017.

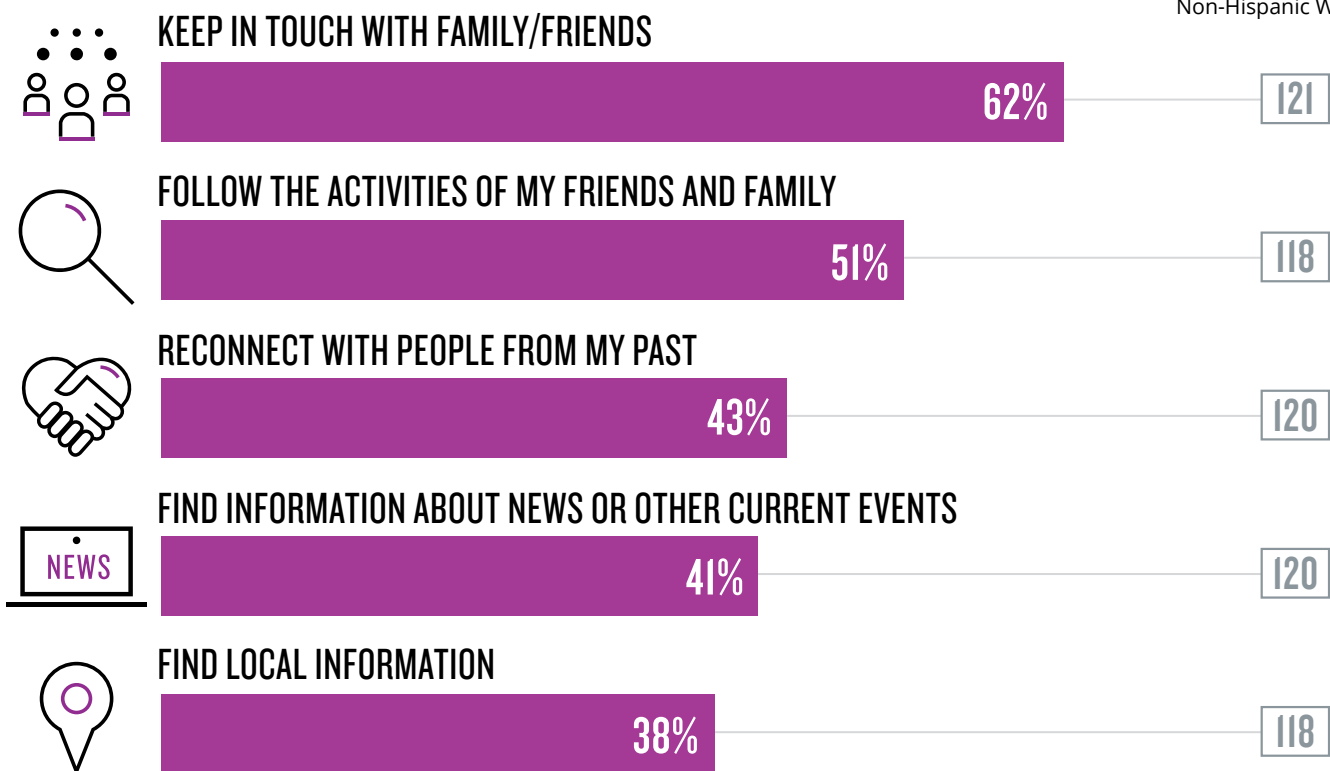
Asian-Americans aged 18 and older over-index against the Total U.S. on 18 of the top 40 smartphone apps they use. Those top apps where Asian-Americans over-index the most include Skype, Yelp, WhatsApp and Venmo, which each have more than double the active reach, as well as Lyft, Uber and Google Hangouts; each with more than 60% higher active reach. Most of their over-indexing apps help them to stay connected, use shared transportation, mobile banking, provide user recommendations and entertainment, which personifies how Asian-Americans have adapted the latest tech conveniences to meet their lifestyles.

# UNPARALLELED NETWORKING ON SOCIAL MEDIA

Asian-Americans are extremely active on social media, as evidenced by their top apps. They over-index against non-Hispanic Whites for all reasons for visiting or using social-networking sites. The greatest difference when compared to non-Hispanic Whites is that 28% of Asian-Americans use social networking sites to meet or network with professional contacts, over-indexing by 56%. The top reason that Asian-Americans use social-networking sites, however, is to keep in touch with family and friends. Forty-two percent like to keep their personal pages updated with information about their life (over-indexing by 41%), and 55% say instant messaging also keeps them in touch with friends (over-indexing by 24%). Asian-Americans ages 18 to 34 also over-index against their non-Hispanic White peers for all reasons for visiting or using social-networking sites, with the exception of meeting or networking with professional contacts.\*

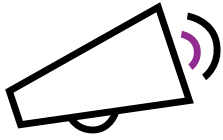
## IMPORTANT REASONS FOR VISITING OR USING SOCIAL NETWORKING WEBSITES: ASIAN-AMERICANS, AGES 18+

**INDEX**  
Asian-American 18+/  
Non-Hispanic White 18+



Source: Nielsen Scarborough USA+ 2017 Release 1, Reissue 09-18-2017: Gfk/MRI Attitudinal Insights Total (Dec 2015–Apr 2017); Base: Total Adults 18+ Projected: 249,644,942 Respondents: 207,374; Gfk/MRI Attitudinal Insights, very important or somewhat important.

\*Source: Nielsen Scarborough USA+ 2017 Release 1, Reissue 09-18-2017, Total (Dec 2015 - Apr 2017); Base: Total Adults 18+ Projected: 249,644,942 Respondents: 207,374.



## HOW TO REACH ASIAN-AMERICANS

Asian-Americans over-index against non-Hispanic Whites for finding various types of useful information in mobile phone and internet advertising, while they slightly under-index for TV advertising. The information source that the largest percentage of Asian-Americans identify as useful or meaningful is internet advertising. Asian-Americans ages 18 to 34 similarly over-index against non-Hispanic Whites of the same age for mobile and internet advertising; they also over-index against their peers for finding useful information in advertising on TV.\*

## USEFULNESS OF SOURCES OF PURCHASE INFORMATION: ASIAN-AMERICANS 18+

PROVIDES MEANINGFUL INFORMATION ABOUT THE PRODUCT USE OF OTHER CONSUMERS			INDEX Asian-American 18+/ Non-Hispanic White 18+
	ADVERTISING ON MOBILE PHONES .....	24%	140
	ADVERTISING ON THE INTERNET .....	38%	126
	ADVERTISING ON TV .....	35%	99
PROVIDES USEFUL INFORMATION ABOUT BARGAINS			
	ADVERTISING ON MOBILE PHONES .....	26%	136
	ADVERTISING ON THE INTERNET .....	44%	124
	ADVERTISING ON TV .....	39%	99
PROVIDES USEFUL INFORMATION ABOUT NEW PRODUCTS AND SERVICES			
	ADVERTISING ON MOBILE PHONES .....	24%	130
	ADVERTISING ON THE INTERNET .....	43%	117
	ADVERTISING ON TV .....	49%	94

Source: Nielsen Scarborough USA+ 2017 Release 1, Reissue 09-18-2017: Gfk/MRI Attitudinal Insights Total (Dec 2015–Apr 2017); Base: Total Adults 18+ Projected: 249,644,942 Respondents: 207,374; Gfk/MRI Attitudinal Insights, very important or somewhat important.

\*Source: Nielsen Scarborough USA+ 2017 Release 1, Reissue 09-18-2017, Total (Dec 2015 - Apr 2017); Base: Total Adults 18+ Projected: 249,644,942 Respondents: 207,374.

**85% OF ASIAN-AMERICANS  
HAVE MADE AN ONLINE  
PURCHASE IN THE LAST 30  
DAYS, 19% HIGHER THAN  
NON-HISPANIC WHITES.**

## ONLINE SPENDING









Asian-Americans are leaders in incorporating digital devices into their daily routines, and among those ages 18 and older, 86% agree that the internet is a great way to buy products (over-indexing non-Hispanic Whites by 10%). Online purchasing is integral to their lives, as evidenced by the fact that the average amount spent by Asian-Americans on internet purchases in the last 12 months is \$1,151, which is 20% higher than online spending by their non-Hispanic White counterparts, according to Nielsen Scarborough. Additionally, Asian-Americans over-index in all dollar categories over \$500 for internet purchases in the last 12 months. Fifty-three percent of Asian-Americans spent \$500 or more online (over-indexing against non-Hispanic Whites by 37%), and 37% spent \$1,000 or more online (over-indexing by 55%). These numbers are up from 42% and 28%, respectively, in 2013.\*

\*Source: Nielsen Scarborough USA+ 2017 Release 1, Reissue 09-18-2017, Total (Dec 2015 - Apr 2017); Base: Total Adults 18+ Projected: 249,644,942 Respondents: 207,374. Gfk/MRI Attitudinal Insights; Agree completely or somewhat.

## TOP ASIAN-AMERICAN MILLENNIAL ONLINE PURCHASING CATEGORIES

Asian-American Millennials are particularly avid online shoppers and over-index against their non-Hispanic White counterparts on purchasing in many categories. Among Asian-American Millennials, the most-purchased category is clothing and accessories, outpacing non-Hispanic White Millennials' purchases by 13%. The categories where Asian-American Millennials over-index against non-Hispanic White Millennials by the most are computer hardware and software (over-indexing by 63%), airline tickets (by 53%) and consumer electronics (by 52%).

## TOP ITEMS PURCHASED ONLINE BY ASIAN-AMERICANS, BY AGE (AGES 18+ AND 18-34, PURCHASED IN LAST 12 MONTHS)

	ASIAN - AMERICAN 18+ (REACH)	INDEX: ASIAN-AMERICAN 18+/ TOTAL U.S. NON-HISPANIC WHITE 18+	ASIAN-AMERICAN 18-34 (REACH)	INDEX: ASIAN-AMERICAN 18-34/ TOTAL U.S. NON-HISPANIC WHITE 18-34
 CLOTHING OR ACCESSORIES	52%	128	58%	113
 AIRLINE TICKETS	41%	167	41%	153
 BOOKS	36%	116	38%	104
 OTHER TRAVEL RESERVATIONS (Hotels, auto rental, etc.)	32%	136	29%	117
 HEALTH AND BEAUTY ITEMS	26%	159	29%	137
 MOVIE TICKETS	26%	175	30%	126
 GROCERIES	25%	134	25%	134
 CONSUMER ELECTRONICS	23%	134	23%	152

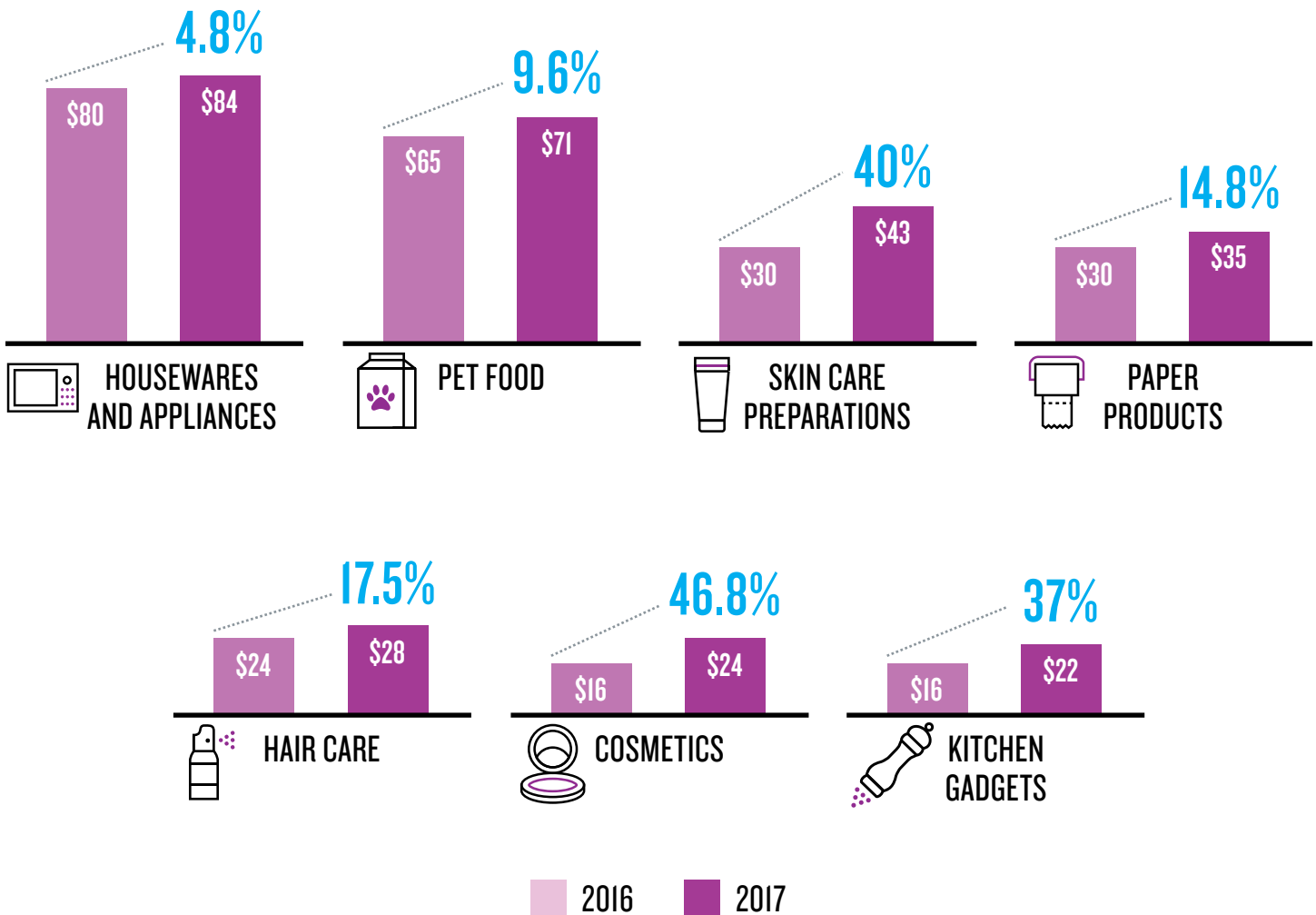
Read as: Fifty-eight percent of Asian-American Millennials (18-34) purchased clothes or accessories online in the past year which is 13% more than their non-Hispanic White counterparts during the same time period.

\*Source: Nielsen Scarborough USA+ 2017 Release 1, Reissue 09-18-2017, Total (Dec 2015 - Apr 2017); Base: Total Adults 18+ Projected: 249,644,942 Respondents: 207,374.

## GROWTH IN ONLINE DOLLARS PER BUYER

Asian-Americans were early adopters of online shopping, but the growth of their online consumption is sustained and impactful. The average amount that Asian-Americans spend online has grown tremendously year over year, as well as in select non-food home categories in 2017. For example, the average amount spent on skin care for online shoppers grew 40% in 2017 over the previous year, kitchen gadgets grew 37%, cosmetics grew 47%, and hair care grew 18%.

### TOTAL ONLINE SHOPPING: AGES 18+ WHO BUY GIVEN CATEGORY (ANNUAL DOLLAR SPEND PER BUYER)








Source: Homescan, Total U.S., 52 Weeks Ending, 1/13/18 vs. YAG (Year Ago)

## NON-FOOD HOME ITEMS PURCHASED ONLINE

Asian-American households are heavy buyers of non-food items for the home, utilizing online providers to get exactly what they want with increased satisfaction and ease of comparison shopping. Asian-Americans over-index against non-Hispanic Whites for dollars per buyer spent online on many categories, including hair care, oral hygiene, skin care, housewares, computer and electronic products, and household supplies.

### TOTAL ONLINE SHOPPING: ASIAN-AMERICANS, AGES 18+ (ANNUAL DOLLAR SPEND PER BUYER)

	ASIAN - AMERICAN	NON-HISPANIC WHITE	INDEX: ASIAN-AMERICAN/ NON-HISPANIC WHITE
 SKINCARE PREPARATIONS	\$43	\$32	134
 ORAL HYGIENE	\$33	\$23	141
 HAIR CARE	\$28	\$24	117
 HOUSEWARES AND APPLIANCES	\$84	\$74	114
 COMPUTER/ELECTRONIC PRODUCTS	\$93	\$84	111

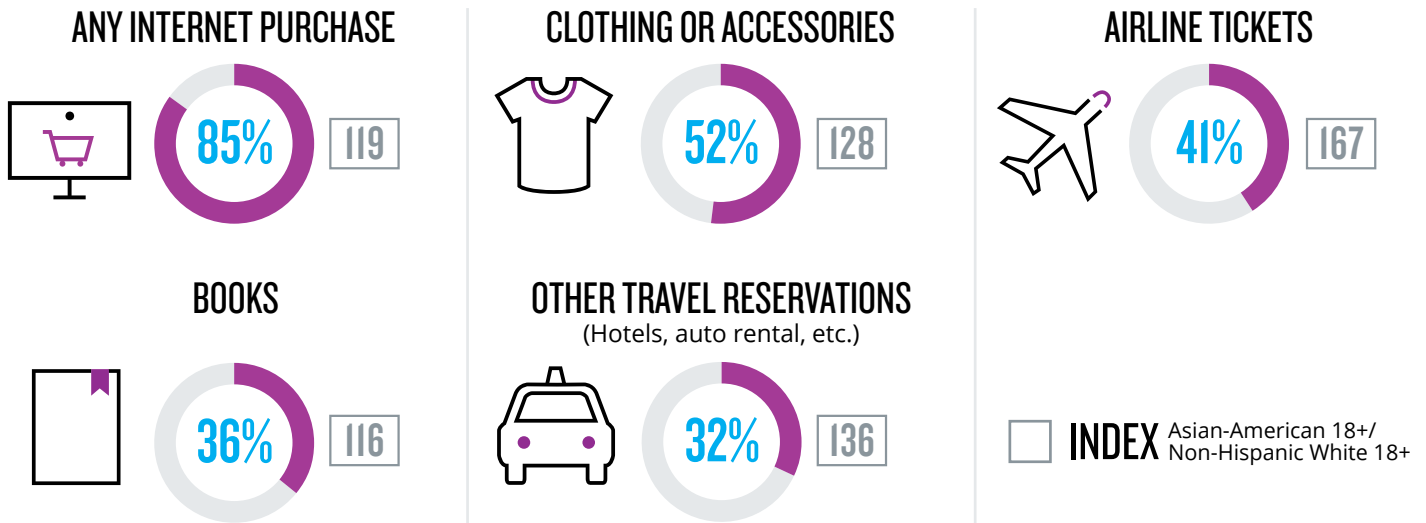
Read as: Asian-Americans spent \$43 on skin care preparation products online last year, 34% more than their non-Hispanic White counterparts.

Source: Homescan, Total U.S., 52 Weeks Ending, 1/13/18 vs. YAG (Year Ago)



# TOP NON-GROCERY ITEMS PURCHASED USING THE INTERNET

(PAST 12 MONTHS, AGES 18+)



Read as: Eighty-five percent of Asian-Americans made an internet purchase in the last 12 months, and they were 19% more likely to do so than their non-Hispanic White counterparts.

Source: Nielsen Scarborough USA+ 2017 Release 1, Reissue 09-18-2017, Total (Dec 2015–Apr 2017); Base: Total Adults 18+ Projected: 249,644,942 Respondents: 207,374

Eighty-six percent of Asian-Americans agree that the internet is a great way to buy products (over-indexing against non-Hispanic Whites by 10%). In addition, 76% use the Internet to buy hard-to-find products (over-indexing by 17%).\*

Pricing and special offers are an important component of online purchases. Seventy-two percent of Asian-Americans like to compare prices across different sites before purchasing something online (over-indexing by 9%), and 73% prefer purchasing online for a fixed price, as opposed to bidding auction-style (over-indexing by 13%). While 72% say the offer of free shipping attracts them to a shopping website (over-indexing by 7%), one-third of Asian-Americans (33%) say they purchase products online only when they have a coupon or promotional code for the site (over-indexing by 10%).\*

Retailers and online purveyors should be aware of the tremendous importance that Asian-Americans place on gathering purchase information through online means. Ninety percent agree the internet is a great way to gather information on products and services they are considering purchasing (over-indexing by 4%). Before purchasing a product online, 75% typically read online reviews submitted by others (over-indexing by 14%). Following a purchase, 32% of Asian-Americans like to share their opinions about products and services by posting reviews and ratings online (over-indexing by 23%).\*

\*Source: Nielsen Scarborough USA+ 2017 Release 1, Reissue 09-18-2017, Total (Dec 2015 - Apr 2017); Base: Total Adults 18+ Projected: 249,644,942 Respondents: 207,374. Gfk/MRI Attitudinal Insights; Agree mostly or somewhat.



## PRICING AND SPECIAL OFFERS ARE AN IMPORTANT COMPONENT OF ONLINE PURCHASES FOR ASIAN-AMERICANS.



**72%** LIKE TO COMPARE PRICES ACROSS DIFFERENT SITES BEFORE PURCHASING SOMETHING ONLINE



**73%** PREFER PURCHASING ONLINE FOR A FIXED PRICE, AS OPPOSED TO BIDDING AUCTION-STYLE



**72%** SAY THE OFFER OF FREE SHIPPING ATTRACTS THEM TO A SHOPPING WEBSITE



**33%** SAY THEY PURCHASE PRODUCTS ONLINE ONLY WHEN THEY HAVE A COUPON OR PROMOTIONAL CODE FOR THE SITE

\*Source: Nielsen Scarborough USA+ 2017 Release 1, Reissue 09-18-2017, Total (Dec 2015 - Apr 2017); Base: Total Adults 18+ Projected: 249,644,942  
Respondents: 207,374. Gfk/MRI Attitudinal Insights; Agree mostly or somewhat.

# TV WATCHING

Shopping isn't the only activity moving online. Sixty-two percent of Asian-Americans watch or download movies or TV programs from the internet on their computer, smartphone or tablet (over-indexing by 63%).\* As shown earlier in this report, Asian-Americans of all ages may be spending less time than one year ago on live and DVR TV, and they may be spending less time on TV than the total population. Nevertheless, they are all still spending a high number of hours (most of their digital time) watching TV programming through traditional means or online streaming.

## FAVORITE BROADCAST NETWORK PROGRAMS

Top non-sports broadcast network shows include "The Good Doctor," "The Big Bang Theory," "This Is Us," "Will and Grace," "Young Sheldon," and "NCIS." Also in the top ten are competition shows "Dancing With the Stars" and "The Voice" (both showings), as well as the news show "60 Minutes." Networks should take note that the top four Asian-American preferred series include Asian-Americans: "The Good Doctor," "The Big Bang Theory," and "Dancing With the Stars" have Asian-Americans in prominent roles, while "This Is Us" has a diverse cast and has episodes that feature Asian performers and themes.

## FAVORITE CABLE PROGRAMS

When watching cable TV, Asian-Americans are often tuned in to a news-type program. Of the top non-sports cable shows (with five or more telecasts) among Asian-Americans, six are news related. "The Walking Dead" and "The Librarians" are the top fictional shows that aren't movies.

\*Source: Nielsen Scarborough USA+ 2017 Release 1, Reissue 09-18-2017, Total (Dec 2015 - Apr 2017); Base: Total Adults 18+ Projected: 249,644,942  
Respondents: 207,374.



## TOP BROADCAST NETWORK SHOWS WITH FIVE OR MORE TELECASTS (ASIAN-AMERICANS 18+)

	NETWORK	PROGRAM	ASIAN-AMERICAN VIEWERS (000)
1	ABC	The Good Doctor	575
2	CBS	The Big Bang Theory	560
3	NBC	This Is Us	499
4	ABC	Dancing With The Stars	496
5	NBC	Will & Grace	454
6	CBS	60 Minutes	431
7	NBC	The Voice	430
8	NBC	The Voice (Tue.)	417
9	CBS	Young Sheldon	402
10	CBS	NCIS	401

Source: Nielsen NPOWER Cable Program Rankings 4Q 2017, 09/25/2017-12/31/2017, Live+7 Days (+168 Hours)  
TV with Digital | Linear with VOD (Excluding Sports)

## TOP CABLE SHOWS WITH FIVE OR MORE TELECASTS (ASIAN-AMERICANS 18+)

	NETWORK	PROGRAM	ASIAN-AMERICAN VIEWERS (000)
1	MSNBC	Rachel Maddow Show	70
2	AMC	Walking Dead	66
3	CNN	Erin Burnett Outfront	60
4	CNN	Anderson Cooper 360	58
5	CNN	Fareed Zakaria: GPS	56
6	CNN	Situation Room	56
7	Hallmark Channel	Hall Original Movie	55
8	CNN	Reliable Sources	55
9	Turner Network Television	The Librarians	54
10	AMC	Karate Kid Friday	53

Source: Nielsen NPOWER Cable Program Rankings 4Q 2017, 09/25/2017-12/31/2017, Live+7 Days (+168 Hours)  
TV with Digital | Linear with VOD (Excluding Sports)

## SECTION II TAKEAWAYS

- 1** Relative to the general population, Asian-Americans are extremely engaged with new technology, and over-index for both ownership of most tech devices and their willingness to pay more for top quality electronics. These traits make Asian-Americans the ideal consumers for marketers who understand that diligent product research and referrals heavily influence their tech purchases.
- 2** Asian-Americans are spending more time on multimedia devices, and apps and web on a smartphone. The majority of Asian-Americans think of their mobile phone as a source of entertainment, and thus expect high quality video features and desire more mobile options for watching their favorite shows.
- 3** The apps most commonly used by Asian-Americans are the same as those used by the general population, but Asian-Americans over-index the most for WhatsApp, Skype, Yelp, Venmo, Lyft and Uber.
- 4** Asian-Americans are extremely active on social media, and over-index against non-Hispanic Whites for all reasons for visiting or using social networking sites. They over-index the most in using social networking to meet or network with professional contacts, but the top reason they use social networking sites is to keep in touch with family and friends.
- 5** The average amount spent by Asian-Americans on internet purchases in the last year is 20% higher than average online spending by non-Hispanic Whites. Asian-Americans also over-index for dollars per buyer spent online on many non-food groceries, including hair care, skin care, computer and electronic products.
- 6** Pricing and special offers are an important component of Asian-Americans online purchasing behavior; they over-index for comparing prices across different sites, preferring to purchase for a fixed price, being attracted by free shipping and purchasing only when they have a coupon or promotional code. Asian-Americans also place tremendous importance on gathering purchase information through online means, and reading and writing product and service reviews.



# SECTION III

## ASIAN-AMERICANS CAPTURING THE SPOTLIGHT



Asian-Americans are having a huge impact on what America eats, watches, reads and listens to. From chefs and food bloggers to YouTube stars, graphic novelists, entrepreneurs, actors and athletes, Asian-Americans are not only making their mark, but are also remaking the American mainstream in their image.

## PAN-ASIAN CUISINE AND FOOD BLOGGERS

Asian-Americans have had a tremendous impact on the U.S. food scene, particularly in the last 15 years. While the history of Asian-American cuisine goes back to the California Gold Rush, the rise of contemporary Asian-American cuisine is said to have begun in 2004 with the opening in New York of Momofuku Noodle Bar by Korean-American chef, David Chang. Unlike the Asian fusion of the early 1990s, which primarily involved non-Asian chefs adding Asian ingredients into otherwise Western dishes, Asian-American cuisine is made by Asian-Americans (of all ancestries) who came to the U.S. as children or were born to immigrant parents; it is a unique representation of the life they have lived both as typical Americans surrounded by numerous cultures and as heirs to the often-idealized Asian culture of their ancestry. Instead of being westernized Asian cuisine or Asianized American cuisine, it is a new flavor language spoken well only by those fluently ambicultural.

Asian-American restaurants are booming across the country, with Filipino food, fast-casual Indian and upscale Korean representing the latest dining out trends. But online, Asian-American food blogs such as NomNom Pale, Girl Eat World, My Name is Yeh, My Korean Kitchen, Damn Delicious, Kawaling Pinoy and Angel Wong's Kitchen are influencing the food scene in this country. Asian cultures tend to be very food-centric, and thus food has a social aspect to it. These bloggers are capturing large audiences because of their interesting and sharable content. Additionally, Asian-Americans over-index non-Hispanic Whites by 51% for reading restaurant reviews, by 124% for using Yelp, and by 92% for reading or contributing to blogs, according to Nielsen Scarborough. Food blogging seems a natural fit for the culture.

## ASIAN-AMERICANS ARE 92% MORE LIKELY THAN NON-HISPANIC WHITES TO READ OR CONTRIBUTE TO BLOGS.

Many Asian-American food bloggers have gone on to further influence the nation with extensions such as cookbooks, TV shows, product endorsements, and food magazine contributions. One of the reasons Asian-American bloggers have gained such followings, aside from their obvious talent, is that being Asian-American adds a certain "authenticity" when they are reviewing Asian restaurants or commenting on foods during their travels to Asia and other countries. And their recipes, though influenced by their life and experience as Americans, are in fact authentically Asian—Asian-American, that is. And U.S. audiences are eating them up, literally.







Lilly Singh

# SOCIAL MEDIA PERSONALITIES

Food bloggers aren't the only Asian-American social media stars influencing the U.S. mainstream market. YouTube giants Michelle Phan, Ryan Higa, Lilly Singh, Freddie Wong, and Markplier, are well known and liked by followers of all races and ethnicities. Based on Nielsen's N-Score product, which measures the overall marketability of celebrities, it is clear that the influence of these social media stars span beyond just Asian-Americans. The strong connection and trust that they have with their audience attract marketers who are eager to align with these influencers to build brand awareness. Many of these Asian-American social media celebrities are successfully building careers that expand into other media channels and platforms.

## ASIAN-AMERICAN SOCIAL MEDIA STARS HAVE U.S. MAINSTREAM INFLUENCE

	MICHELLE PHAN	RYAN HIGA	LILLY SINGH	FREDDIE WONG	MARKIPLIER	SOCIAL MEDIA PERSONALITY NORM
OVERALL N-SCORE	62	62	58	60	57	57
AWARENESS	20	13	13	13	12	13
LIKABILITY	66	72	63	69	63	63
INFLUENTIAL	25	20	19	28	33	24
ROLE MODEL	20	23	22	18	18	18
TRENDSETTER	21	19	13	17	18	17

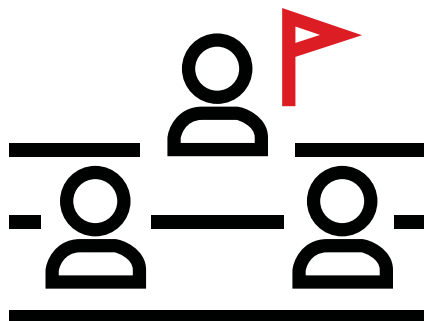
Read as: Michelle Phan has an N-Score of 62 (out of 100) among the general population (ages 13+). The average social media personality has a score of 57.  
Source: Nielsen N-Score, 2017

# ASIAN-AMERICAN OLYMPIC PREEMINENCE

Forty-seven percent or 8.9 million of Asian-Americans watched the 2018 Winter Olympics.\* However, Asian-Americans not only watched the Winter Olympics, they also captured the spotlight with their athletic prowess and intercultural fluidity. Of the 244 athletes who represented Team USA in South Korea, just under 6% (14) were Asian-American, representing six different Asian ethnicities. Though there have been Asian-American athletes competing in past Winter Olympics, including gold medalists Kristi Yamaguchi and Michelle Kwan, the sheer number competing this year, particularly in the very visible sports of figure skating and snowboarding, as well as the medals being brought home by Maia and Alex Shibutani (Bronze medal, figure skating) and Chloe Kim (Gold Medal, snowboarding), are challenging the outdated assumptions about Asian-Americans and sports.

Despite their diverse backgrounds, every one of these Olympic athletes is representative of what it means to be Asian-American. By embracing their ancestral cultures, while remaining Americans through and through, they are shining role models not only for Asian-American young people, but also for the nation as a whole.

Korean American, Chloe Kim, who took home snowboarding gold in Pyeongchang, is a poster child for Asian-American youth who are balancing and fearlessly mixing the elements of their cultural and American identities. Born and raised in California, she's an overachieving American teen who sports blonde hair, loves churros and Chipotle, enjoys shopping, and has dreams of becoming a veterinarian. But she also speaks Korean, has competed in Korea, loves bulgogi, and is into K-pop. "Chloe Kim" was the top search term on Naver, South Korea's largest search portal, and the Seoul Broadcasting system aired a mini-documentary that billed her by her Korean name "Sun Kim." Still, Kim is celebrating her dual-culture celebrity. "I'm proud of my Korean heritage, but I want people to know I'm American," she told ESPN.



\*Note: Represents 2018 Winter Olympics content aired on NBC and NBC Sports Network (NBCSN).



## AVID SPORTS FANS

Asian-Americans aren't only changing the face of sports but also the fan base. According to Nielsen Scarborough, 40% of Asian-Americans agree that they watch sports shows of some kind. When watching cable TV, Asian-Americans are most often tuned in to a sports program. Of the top 16 cable shows (with five or more telecasts) among Asian-Americans, all are NFL, MLB, NBA and WWE programs. This varies little by age group. When looking at the top network shows with five or more telecasts, sports (specifically football) take the top five spots and seven out of the top ten.

Additionally in 2017, two Asian-Americans took top honors at major golf competitions. An average of 3.7 million U.S. viewers saw Kim Si-woo (Korean American) win the Players Championship (NBC) on May 14. Later that summer on July 2, about 800,000 U.S. viewers watched Dainelle Kang (Korean American) win the KPMG Women's PGA Championship (NBC).\*

## OPPORTUNITY FOR SPORTS MARKETERS

Marketers of the NBA and MLB have seen the affinity of their sports teams among Asian-Americans, and have launched programs specifically to attract Asian-American fans. The NBA and several of its teams are turning to Lunar New Year and Bollywood—the Sacramento Kings have hosted a Bollywood Night; the Golden State Warriors Filipino Heritage Night; and the Toronto Raptors Asian Night.

The NBA also organizes a league-wide Lunar New Year celebration with themed events at multiple NBA team home arenas, along with special Lunar New Year warm-up gear and uniforms for the players to wear. These efforts also make sense because China is one of the largest international markets for the NBA. In addition, the NBA's team ownership is becoming diverse as well. Lizhang Jiang (Chinese) is now the owner of Minnesota Timberwolves and Vivek Ranadivé (Asian-Indian) is the owner of the Sacramento Kings.

\*Source: Nielsen Sports, Year in Sports Media Report, U.S. 2017

## TOP BROADCAST NETWORK SPORTS SHOWS WITH FIVE OR MORE TELECASTS (ASIAN-AMERICANS 18+)

	NETWORK	PROGRAM	ASIAN-AMERICAN AA%	ASIAN-AMERICAN PROJECTED VIEWERS (000)
1	NBC	NBC Sunday Night Football	5.0%	738
2	FOX	FOX NFL Sunday-National	4.7%	702
3	CBS	CBS NFL National	4.6%	684
4	CBS	CBS+NFL Network Thursday Night Football	3.9%	578
5	FOX	FOX NFL Sunday-Single	3.9%	577

Source: Nielsen NPOWER Broadcast Program Rankings Q4 2017 TV with Digital | Linear with VOD. Average Audience percent (AA%), the percent of Asian-American P18+ viewing a TV program during the average minute.

## TOP CABLE SPORTS SHOWS WITH FIVE OR MORE TELECASTS (ASIAN-AMERICANS 18+ )

	NETWORK	PROGRAM	ASIAN AMERICAN AA%	ASIAN-AMERICAN VIEWERS (000)
1	ESPN	NFL Regular Season	3.09%	458
2	Fox Sports 1 (FS1)	MLB American League Championship (ALCS)	1.96%	291
3	TBS	National League Championship Series (NLCS)	1.89%	280
4	ESPN	College Football Bowl Studio L	1.50%	223
5	NFL	Thursday Night Football	1.11%	165
6	TBS	MLB Division Series	1.03%	152
7	Fox Sports 1 (FS1)	MLB American League (AL) Division Series	1.00%	149
8	NFL	Thursday Night Football	0.97%	144
9	TNT	NBA Basketball	0.88%	131
10	Fox Sports 1 (FS1)	MLB American League Championship Series (ALCS) Post Game	0.82%	121

Source: Nielsen NPOWER Cable Program Rankings 4Q 2017, 09/25/2017–12/31/2017, Live+7 Days (+168 Hours) TV with Digital | Linear with VOD. Average Audience percent (AA%), the percent of Asian-American P18+ viewing a TV program during the average minute.

## SECTION III TAKEAWAYS

- 1** Asian-Americans are influencing the mainstream. In particular, they have had a tremendous impact on the U.S. food scene in recent years—from the boom of Asian-American cuisine, to the prevalence of Asian-Americans with successful online food blogs, which have also led to cookbooks, TV shows, product endorsements and food magazine contributions. Beyond just food blogs, Asian-American social media stars perform well with the general population.
- 2** Asian-Americans are also changing both the face of sports and the fan base. The 14 Asian-Americans who competed on Team USA in the 2018 Winter Olympics, and the medals brought home, are challenging old misconceptions about Asian-Americans and sports. Additionally 40% of Asian-Americans agree that they watch sports shows. In fact, when watching both cable and network TV, Asian-Americans are most often tuned in to a sports program.



# SECTION IV

REPRESENTATION MATTERS

NOW MORE THAN EVER



## ASIAN-AMERICAN STAR POWER

While roles in mainstream Hollywood are still harder to come by for Asian-Americans, from a sales perspective this should certainly not be the case. While like most people, Asian-Americans are spending less time on live or DVR TV, they over-index against non-Hispanic Whites by 83% for watching downloaded movies, by 52% for watching TV shows using a subscription service, and by 75% for buying movie tickets online. They also over-index by 7% for having attended a movie at a theater once in the last three months, and by 23% for having attended once in the last 30 days. Asian-Americans over-index at even higher rates for having seen movies in theaters more often. Additionally, Asian-Americans over-index against non-Hispanic Whites by 63% for going to the movies on opening weekend, by 13% for going within the first two weeks, and by 10% for going after the first two weeks. Also, Asian-American actors and actresses are perceived well among the total population (ages 13+).



Daniel Dae Kim

## THE PATH TO EQUALITY FOR ASIAN-AMERICANS IN HOLLYWOOD

It hasn't been easy—but no path to equality ever is. While we are beginning to see more heightened awareness of diversity in Hollywood, programs with lead Asian-American casts are still far and few in between. Those include ABC's "Fresh Off the Boat, with Randall Park and Constance Wu; Netflix's "Master of None" with Aziz Ansari; and ABC's "Designated Survivor" with Maggie Q.

Though limited, their roles signify progress as they are not portraying the stereotypical Asian characters.

Asian-American actors and actresses also command high scores on Nielsen's N-score, which measures the overall marketability of celebrities used by marketers and content creators. These scores dispel the myth that Asian-American actors do not resonate with the American public.

Actress Mindy Kaling has a higher overall N-Score than the actress norm among the general population (ages 13+); in particular, a high awareness score indicates that she is well known. Maggie Q has a high likability N-Score, and Ming-Na Wen scores high likability and being seen as a role model.

Actors Daniel Dae Kim and John Cho also score at or above the norm for their overall score, as well as for likability. Daniel Dae Kim scores high for likability, while John Cho has won over audiences by being a good role model.

### N-SCORES FOR ASIAN-AMERICAN HOLLYWOOD ACTRESSES AND ACTORS

	MAGGI Q	MINDY KALING	MING-NA WEN	ACTRESS NORM	DANIEL DAE KIM	JOHN CHO	ACTOR NORM
<b>OVERALL N-SCORE</b>	63	71	69	70	71	72	71
<b>AWARENESS</b>	21	43	29	40	42	45	43
<b>LIKABILITY</b>	70	70	76	69	72	73	71
<b>INFLUENTIAL</b>	9	27	26	26	23	22	28
<b>ROLE MODEL</b>	15	28	26	23	20	23	20
<b>TRENDSETTER</b>	15	19	14	15	11	11	13

Read as: Maggie Q has an N-Score of 63 (out of 100) among the general population (ages 13+). The average actress has a score of 70.

Source: Nielsen N-Score, 2017



# POLITICAL REPRESENTATION IS IMPERATIVE

As we approach the midterm elections in 2018, it is important to note the accomplishments made by Asian-Americans in the 115th Congress, sworn in at the beginning of 2017. In total, there were 18 Asian-Americans and Pacific Islanders, an all-time record, up from the prior high of 14 members in the 114th Congress, according to the Congressional Asian Pacific American Caucus.

These new Senators and Representatives included Sen. Kamala Harris (D-Calif.), the first Indian-American woman elected to the Senate (she is also of Jamaican decent); Sen. Tammy Duckworth (D-Ill.), the first Thai American elected to the Senate; Rep. Pramila Jayapal (D-Wash.), the first Indian-American woman elected to the House of Representatives; Rep. Stephanie Murphy (D-Fla.), the first Vietnamese-American woman to be elected to Congress; and Rep. Grace Meng (D-N.Y.) is not new, however, she is the first Asian-American member of Congress from New York state.

Despite this progress, however, underrepresentation prevails at all levels of government. Congress, for example, numerically should have 37 Asian-Americans (of the 535 total Representatives and Senators, based on the 2016 American Community Survey of the U.S. Census, the latest population numbers), but there are only 18 Asian-Americans and Pacific Islanders in the 115th Congress. This coming November, 33 Senate seats and all 435 House seats are up for election and it is said there will be a record number of Asian-American candidates (up to 60 expected) running for political office.



# THE CHALLENGE OF ECONOMIC DISPARITIES

Although Asian-Americans have higher average individual and household incomes than other racial and ethnic groups, there is a notable income disparity between Asian-Americans of different ancestries. Asian ethnicities with the highest average individual incomes include Asian Indians (\$64,996), Sri Lankans (\$57,622) and Taiwanese (\$56,107) while the ethnicities with the lowest individual incomes include Marshallese (\$18,339), Bhutanese (\$20,901), and Samoan (\$24,965). Other Asian ethnicities' average incomes fall within this gap.

Clearly Asian immigrants and refugees from disadvantaged backgrounds or those with less education need different services and opportunities than more highly educated Asian-Americans. This is one of the many reasons greater representation from Asian-Americans of diverse backgrounds is needed in government, but also in the form of powerful and influential role models in a variety of industries.

# SECTION IV TAKEAWAYS

- 1** Even in today's highly visible fields, Asian-Americans, are still underrepresented in areas such as entertainment. The case for increasing Asian-American representation in the entertainment industry is supported by the fact that Asian-Americans over-index for watching downloaded movies, TV shows using a subscription service and going to movie theaters. Also, Asian-American actors and actresses are well-regarded by the general population based on our celebrity marketability measurement platform.
- 2** Despite recent progress, Asian-American representatives of diverse backgrounds are needed at the federal government level, not only as role models to Asian-American youth, but also to help narrow the economic disparities between Asian-Americans of different ancestries.

# CONCLUSION

As they continue to grow and consolidate gains in education, buying power and consumer clout, Asian-Americans are evolving in ways that reflect an ability to merge traditional cultural values with tech-enabled modern lifestyles. Thanks at least in part to their pace-setting proclivity for cutting-edge technology and social media connectivity, Asian-Americans are becoming increasingly able and willing to take their place in the spotlight and join the national conversation as influential trendsetters in media, sports and digital content creation and consumption.

And while Asian-Americans as a group are finding strength and resilience in their cultural roots, younger Asian-Americans are paving the way forward as they merge and mix with an increasingly intercultural American mainstream. Looking ahead, Asian-American consumers will only become more desirable and critical for advertisers and marketers looking to sustain their brand and business strategies in ways that will be relevant both today and into 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 hand-held scanners and/or a mobile app 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 13, 2018. Panel and survey supported materials are offered in English and no Asian languages.

## **Nielsen Scarborough**

Scarborough USA+ 2017 Release 1, Reissue 9-18-2017, Total (December 2015 - April 2017); Base: Total Adults 18+ Projected: 249,644,942 Respondents: 207,374; Gfk/MRI Attitudinal Insights. 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.

## **N-Score**

NScore is Nielsen's syndicated Talent Analytics application that enables users to evaluate the endorsement or casting potential for personalities across various industries. NScore aligns fans of celebrities with their affinity towards specific behaviors, brands or media consumption. By polling U.S. consumers on a weekly basis on specific attributes, awareness, and sentiment, NScore provides metrics that help inform a personality's ability to move products, enhance brand reputation and add value to content. The survey is offered in English and Spanish 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, usercentric 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.

# CONTRIBUTORS

Thank you to all the contributors to this report:

## **NIELSEN**

Angela Talton, Chief Diversity Officer

Cheryl Grace, Senior Vice President, U.S. Strategic Community Alliances and Consumer Engagement

Lara Colton, Senior Research Analyst, Client Services

Brian Campbell, Senior Research Executive

Taylor Maloney, Senior Research Analyst, AAL Northeast (Co-Lead)

Tiffany Dorris, Associate Client Director, Retail Analytics

Andrew Lucas, Associate Client Manager, Sanofi - Client Consulting

Joseph Forston, Vice President, External Affairs

Lorraine Carrasco, Director, External Affairs

## **NIELSEN EXTERNAL ADVISORY COUNCIL SUB-COMMITTEE MEMBERS**

Sharmila Fowler, Director, D&I Strategic Alignment, McDonald's Corp.

Ninez A. Ponce, MPP, PhD, Professor, University of California at Los Angeles

Frank Washington, CEO, Crossings TV

## **ETHNIFACTS**

Mike Lakusta

Guy Garcia

Arwen Zemborain

## ABOUT NIELSEN

Nielsen Holdings plc (NYSE: NLSN) is a global measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide. Our approach marries proprietary Nielsen data with other data sources to help clients around the world understand what's happening now, what's happening next, and how to best act on this knowledge. For more than 90 years Nielsen has provided data and analytics based on scientific rigor and innovation, continually developing new ways to answer the most important questions facing the media, advertising, retail and fast-moving consumer goods industries. An S&P 500 company, Nielsen has operations in over 100 countries, covering more than 90% of the world's population. For more information, visit [www.nielsen.com](http://www.nielsen.com).



**THE SCIENCE BEHIND WHAT'S NEXT™**



nielsen

THE SCIENCE BEHIND WHAT'S NEXT™