



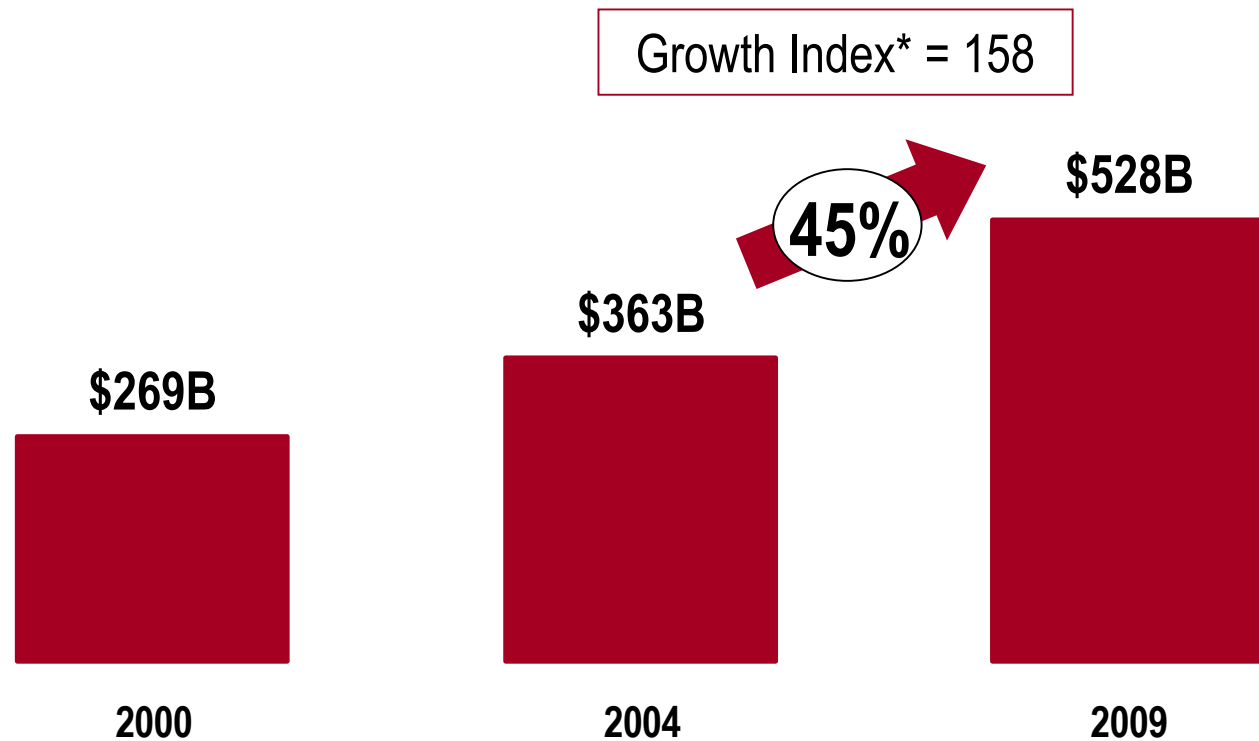
A Profile on Asian Americans

Compliments of:



THE FASTEST GROWING BUYING POWER!

- Between 2004 and 2009, the buying power of Asian Americans will outpace the growth of any other ethnic groups.



TREMENDOUS BUYING POWER

- Asian American consumers have \$41 billion more buying power than all consumers in the state of New Jersey, the 7th largest state in the U.S.
- Although the Asian population is one-third the size of the Hispanic population, it commands over half the buying power of the U.S. Hispanic market (\$686.3).

<u>Rank</u>	<u>State</u>	<u>Total Buying Power (billion)</u>
1	California	\$1,089.7
2	New York	632.6
3	Texas	628.7
4	Florida	487.3
5	Illinois	402.7
6	Pennsylvania	373.0
	<i>U.S. Asian Buying Power</i>	<i>\$363.2</i>
7	New Jersey	321.9

A LARGE SEGMENT OF THE U.S. POPULATION

<u>Race</u>	<u>Persons</u>
<u>2000 Census</u>	
Asian Alone	10,242,998
Asian Alone or in combination (AOIC)	11,898,828
Native Hawaiian and Other Pacific Islander (NHPI) Alone	398,835
NHPI AOIC	874,414
Asian Pacific American AOIC	12,504,636
 <u>2003 Census Estimates</u>	
Asian Alone	11,924,912
Asian Alone or in combination (AOIC)	13,502,956
Native Hawaiian and Other Pacific Islander (NHPI) Alone	495,335
NHPI AOIC	959,603
Asian Pacific American AOIC	n/a

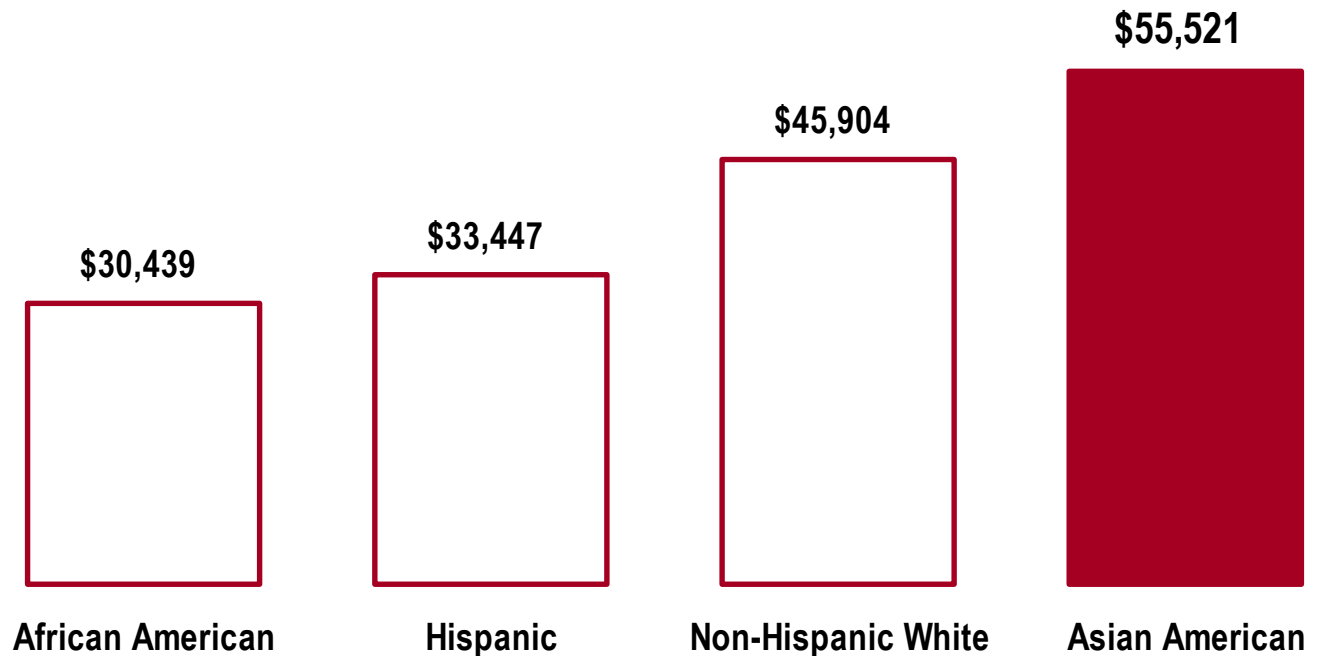
ASIAN AMERICANS BY TOP 10 ETHNICITIES

	ALONE			AOIC	
	#	% Comp	Cum%	#	% Comp
Total Asian	10,242,998	100%		11,898,828	100%
Chinese	2,432,585	24%	24%	2,865,232	24%
Filipino	1,850,314	18%	42%	2,364,815	20%
Asian-Indian	1,678,765	16%	58%	1,899,599	16%
Korean	1,076,872	11%	69%	1,228,427	10%
Vietnamese	1,122,528	11%	80%	1,223,736	10%
Japanese	796,700	8%	87%	1,148,932	10%
Cambodian	171,937	2%	89%	206,052	2%
Pakistani	153,533	1%	91%	204,309	2%
Laotian	168,707	2%	92%	198,203	2%
Hmong	169,428	2%	94%	186,310	2%

MOST AFFLUENT

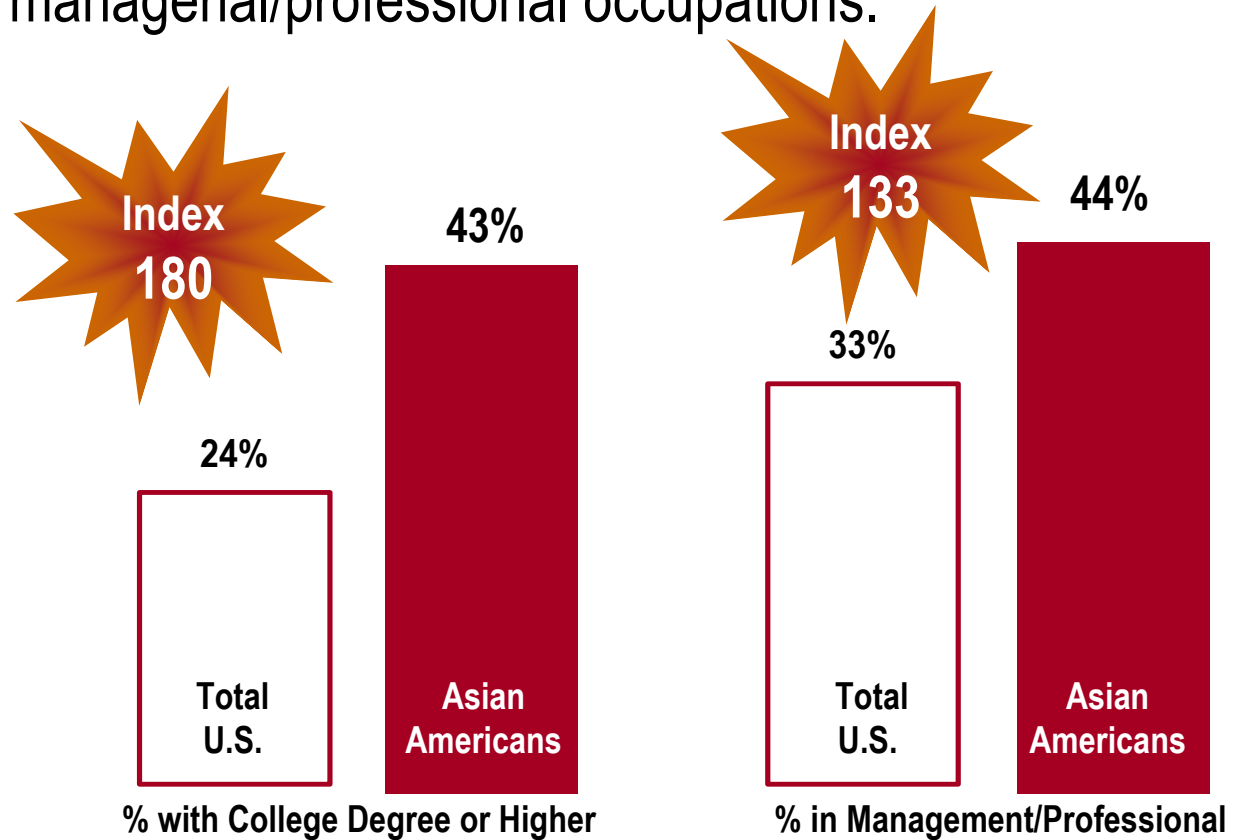
MEDIAN HOUSEHOLD INCOME IN U.S.

- The median HH income of Asian Americans is 32% higher than the total US population.
- 35% of Asian households have incomes of \$75,000 or more, and 24% have \$100,000 or more.



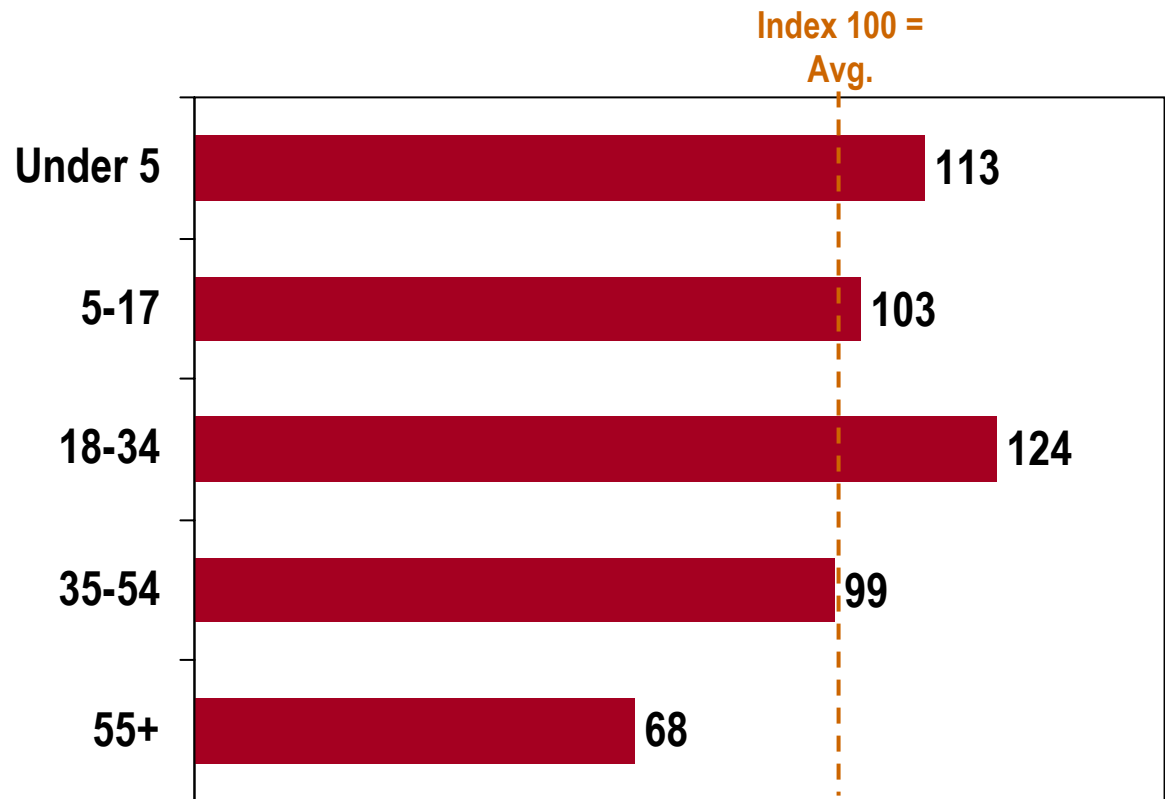
HIGHLY EDUCATED & PROFESSIONAL

- Asian American adults over-index the total U.S. with educational attainment and managerial/professional occupations.



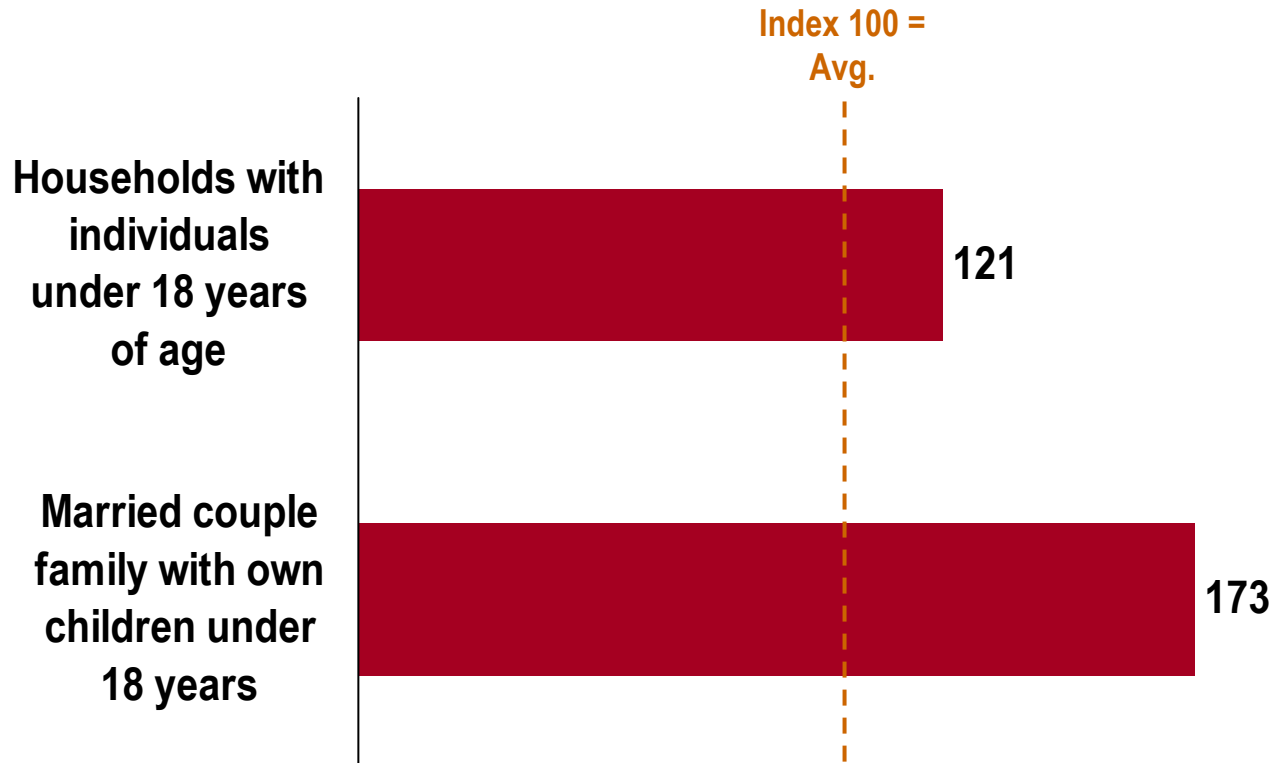
YOUNG CONSUMERS

- With a median age of 31 years, Asian American population is 4 years younger than the U.S. population as a whole.



FAMILIES WITH CHILDREN

- Asian Americans index high for being married and having children.



TOP 20 ASIAN-AMERICAN STATES

- Half of Asians live in three states: California, New York, Texas
- 74% of all Asians live in the top 10 states
- 89% of all Asians live in the top 20 states

Rank	State	Asian AOIC	Cum %
1	California	4,563,499	34%
2	New York	1,336,374	44%
3	Texas	753,105	49%
4	Hawaii	728,945	55%
5	New Jersey	603,396	59%
6	Illinois	547,665	63%
7	Washington	443,576	66%
8	Florida	395,169	69%
9	Virginia	354,277	72%
10	Massachusetts	309,153	74%
11	Pennsylvania	290,340	76%
12	Maryland	274,886	79%
13	Michigan	249,550	80%
14	Georgia	238,274	82%
15	Ohio	193,817	84%
16	Minnesota	187,574	85%
17	North Carolina	164,782	86%
18	Oregon	149,080	87%
19	Colorado	144,580	88%
20	Arizona	144,242	89%

TOP 20 ASIAN-AMERICAN COUNTIES

Rank	County Name	State	Total County Population	Total Asian AOIC Population	Percent
1	Los Angeles County	CA	9,519,338	1,245,019	13.1
2	Honolulu County	HI	876,156	539,384	61.6
3	Santa Clara County	CA	1,682,585	462,261	27.5
4	Queens County	NY	2,229,379	433,553	19.4
5	Orange County	CA	2,846,289	423,911	14.9
6	Alameda County	CA	1,443,741	326,949	22.6
7	San Diego County	CA	2,813,833	295,346	10.5
8	Cook County	IL	5,376,741	287,551	5.3
9	San Francisco County	CA	776,733	253,477	32.6
10	King County	WA	1,737,034	217,351	12.5
11	Kings County	NY	2,465,326	206,272	8.4
12	Harris County	TX	3,400,578	193,059	5.7
13	Sacramento County	CA	1,223,499	159,302	13.0
14	New York County	NY	1,537,195	156,710	10.2
15	San Mateo County	CA	707,161	156,605	22.1
16	Fairfax County	VA	969,749	140,224	14.5
17	Contra Costa County	CA	948,816	121,969	12.9
18	Middlesex County	NJ	750,162	109,778	14.6
19	Montgomery County	MD	873,341	107,785	12.3
20	Middlesex County	MA	1,465,396	100,456	6.9

TOP 10 ASIAN-AMERICAN DMA'S

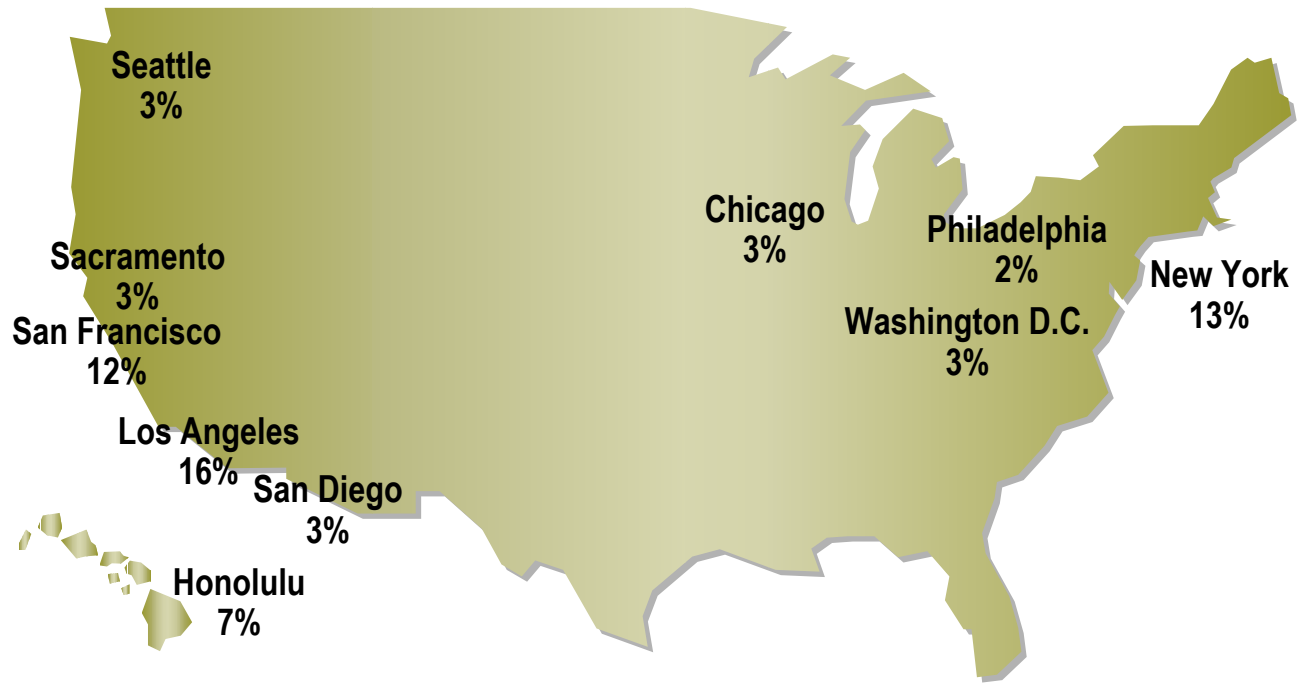
DMA	Total Population	Asian AOIC	Alone or in Combination					
			Asian Indian	Chinese	Filipino	Japanese	Korean	Vietnamese
TOTAL U.S.	281,421,906	11,898,828	1,899,599	2,865,232	2,364,815	1,148,932	1,228,427	1,223,736
LOS ANGELES	17,053,235	1,914,209	126,636	479,736	448,015	204,262	274,334	253,182
NEW YORK	20,181,238	1,549,094	441,006	526,461	173,585	57,795	175,495	28,850
SAN FRANCISCO	6,928,334	1,422,376	157,518	516,078	376,367	104,006	64,511	158,034
HONOLULU	1,211,390	703,205	3,145	170,684	275,714	296,662	41,351	10,040
CHICAGO	8,820,957	426,967	123,538	76,179	94,041	23,825	49,298	17,699
WASHINGTON DC	5,629,516	379,898	81,426	72,381	49,125	16,340	61,971	47,329
SEATTLE	4,201,907	353,236	25,609	68,106	83,243	48,597	51,041	45,054
SACRAMENTO	3,208,417	313,587	42,221	56,106	75,323	31,128	11,040	28,105
SAN DIEGO	2,813,833	295,346	12,145	39,103	145,132	29,028	14,404	35,512
PHILADELPHIA	7,866,731	266,556	70,630	60,684	27,379	9,708	36,577	31,784

EASY TO REACH: LARGEST ASIAN MARKETS

% DISTRIBUTION OF ASIAN AMERICANS

- Two-thirds of Asians living in the U.S. are concentrated in 10 markets.

100% = Total U.S. Asian Population



DID YOU KNOW?

	<u>Asian Index</u>
■ Member of private fitness club	136
■ Use contact lens cleaning solutions	161
■ Use facial cleansing creams, lotions, gels	136
■ Have mutual fund/brokerage accounts	124
■ In the past 3 months:	
- Attended 6 or more movies	148
- Shopped at home electronics stores	128
- Shopped at office supply/computer stores	123
■ Agree a lot with statement:	
- Normally buy cars brand new	148
- Prefer food presented as an art form	211
- I go shopping frequently	129
- I vacation somewhere different every time	124
- I love the idea of traveling abroad	177