

AsianIQ™: Asian-American Research

Insights on Multicultural Markets

BrandIQ Asian-American research is a robust, projectable, and scalable means of understanding the myriad of dynamic and influential Asian-American communities:

- Efficient evaluation of the effectiveness of Asian-American multicultural marketing efforts
- Reliably track brand and advertising awareness, attitudes, preferences, and usages among Asian-American first generation (defined as born outside the U.S.) households



Why do you need to target Asian-Americans?

According to the Census Bureau, the U.S. Asian population reached nearly 15 million in 2010

Median household income is \$66,935 for single-race Asians, the highest among all race groups

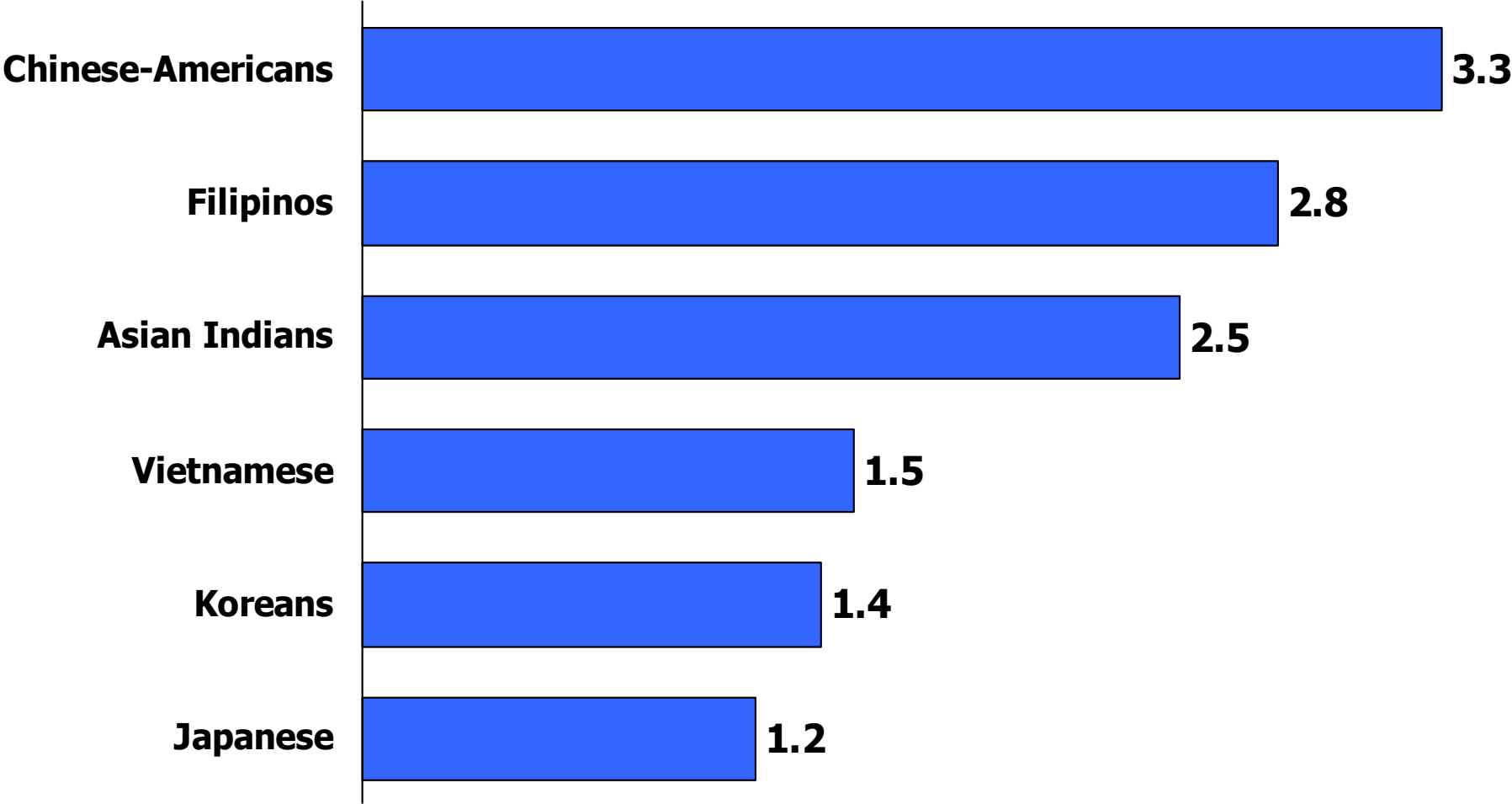
Next to Spanish, Chinese is the most widely spoken non-English language in the country, with 2.5 million speakers

Asian buying power measured \$509 billion in 2009, which is an increase of 337% from 1990-2009. This increase is more than double the total population's buying power increase

Asian buying power is forecasted to reach \$697 billion by 2014

Asian-American consumers have traditionally spent more than the average U.S. household on housing, food, education, vehicle purchases, public transportation, furniture, footwear and clothing, and pensions and insurance.

Asian American Population, In Millions



The Ten States With Largest Asian-American Populations Account for 75% of the Asian-American Buying Power

1.	California	\$163 billion
2.	New York	\$51 billion
3.	Texas	\$34 billion
4.	New Jersey	\$32 billion
5.	Illinois	\$23 billion
6.	Hawaii	\$22 billion
7.	Washington	\$17 billion
8.	Florida	\$15 billion
9.	Virginia	\$15 billion
10.	Massachusetts	\$13 billion

The Top Ten States With The Largest Growth of Asian-American Buying Power

	State	% Increase 2000-2009
1.	Wyoming	187
2.	Nevada	154
3.	North Dakota	146
4.	Arizona	140
5.	Arkansas	130
6.	Florida	128
7.	South Dakota	126
8.	District of Columbia	124
9.	Delaware	123
10.	New Hampshire	121

How BrandIQ Can Help Your Company Reach The Asian-American Consumer

