

A Fresh Take

▶ Staying ahead of evolving dynamics in the marketplace and our culture

An American Phenomenon: The Growing Influence and Value of Asian American Consumers



Asian Americans are rising tastemakers with more robust buying power than the average American household

Why is this important to marketers?

As the **fastest growing** of the nation's four **largest** ethnic groups, their population has nearly doubled over the last decade. Additionally, their comparatively **higher household income** and **education level** is fueling the segment's spending power. These factors combined have helped strengthen Asian Americans' **influence on media and culture** through the rise of popular programming and content.

Marketers have an opportunity to drive **incremental growth** by **authentically** connecting with Asian Americans who are a fast-growing, **lucrative** group with the propensity to influence trends and opinions.

Asian Americans have a powerful influence on culture, however they are often misrepresented in media



Asian Americans' influence on mainstream media has been growing significantly, as illustrated by the rising popularity of TV programs and movies featuring Asian characters and culture

ADWEEK

October 13, 2021

Netflix Says Squid Game Is Already Its Most-Watched Show Ever

111 million households have sampled the South Korean survival drama

DEADLINE

September 24, 2021

'Shang-Chi' Eclipsing 'Black Widow' Today As Highest-Grossing Film During Pandemic At Domestic B.O.

CB comicbook

June 28, 2021

Wish Dragon Director on Making an Authentically Chinese Story for a Global Audience

Hollywood REPORTER

September 3, 2018

'Crazy Rich Asians' Becomes Most Successful Studio Rom-Com in 9 Years at the U.S. Box Office

Jon M. Chu's groundbreaking film 'Crazy Rich Asians' has become the top-grossing Hollywood studio romantic comedy in nearly a decade at the North American box office after finishing the long Labor Day with an estimated total of \$117 million.

Post Magazine

July 4, 2021

Kim's Convenience on Netflix, starring Simu Liu, keeps the laughs coming, and the compassion

BBC

February 10, 2020

Oscars 2020: South Korea's Parasite makes history by winning best picture

VARIETY

March 14, 2021

Box Office: 'Raya and the Last Dragon' Repeats No. 1 With \$5.5 Million

Entertainment

January 20, 2020

Awkwafina Is Nora From Queens looks to put a new kind of Asian-American family on screen

The New York Times

November 15, 2021

First Asian American Muppet Arrives on 'Sesame Street'

Ji-Young, a guitar-playing Korean American character, will bring rock music and conversations about racism to the long-running children's show starting on Thanksgiving Day.

THEGAMER

August 2, 2020

My Hero Academia Is America's 2nd "Most Wanted" TV Series Right Now

It seems like popular anime series My Hero Academia has done a pretty good job of going "plus ultra" recently.

THE ECONOMIC TIMES

October 25, 2021

Korean series 'Dr Brain', featuring 'Parasite' star Lee Sun-kyun, to premiere on Apple TV Plus

The Guardian

October 3,

The Mindy Project: Mindy Kaling's quirky, irreverent sitcom is an ode to romance

thejapanimes

April 26, 2021

'Demon Slayer' sets U.S. record for best foreign language film opening weekend

Despite their strong presence in popular culture, Asian Americans are often misrepresented or underrepresented, which highlights the need for more authentic inclusion both on screen and behind the scenes



% of surveyed members of API communities
in the entertainment industry...

...who believe representation means 'Portraying a group of people in an authentic way on screen'

98%

...who feel representation in Hollywood is inadequate


On Screen

93%

Behind the Scenes

95%

Source: Geena Davis Institute on Gender in Media, *I am Not a Fetish or Model Minority: Redefining What it Means to Be API in the Entertainment Industry*, August 2021. Data based on online survey of 329 respondents who identified as API (Asian Pacific Islander).



“The more **positive role models** we have, the more positive news and things that we have, the better that we can **see ourselves reflected in society**, and then that **helps us elevate ourselves** to a higher level”

Jimmy Wong
Star of Netflix's *Wish Dragon*
CNET, 7/12/21

Representation and relatability are key components of attracting Asian American audiences to TV programs, which underscores the importance of creating content with diverse casts and storylines

% of Asian A18+ who agree with the following statements

'I'm more likely to watch a TV show with compelling storylines that feature topics **relevant to my life**'

(i.e., social issues, family & community values, etc.)

50%

vs. Non-Asian A18+ Population: **44%**

'I'm more likely to watch a show if I find the **main TV personalities or characters relatable**'

46%

vs. Non-Asian A18+ Population: **42%**

Source: VAB / Dynata 'Multicultural Video Engagement Survey,' August 2019. Q7: What qualities make you more likely to watch a TV program? Select any or all that apply . Asian American/Pacific Islander = 100 Respondents; Non-Asian Population = 902 respondents.

Asian Americans are also most likely to feel underrepresented in advertising, with 62% saying they ‘rarely’ or ‘never’ see people who look like them

▶ 73% of Asian Americans say brands need to **create culturally diverse advertising** in order to stay relevant in an increasingly more diverse society

% who said they feel they’re rarely, if ever, represented in advertising materials*

62%

Asian Americans

41%

Hispanic Americans

32%

Black Americans

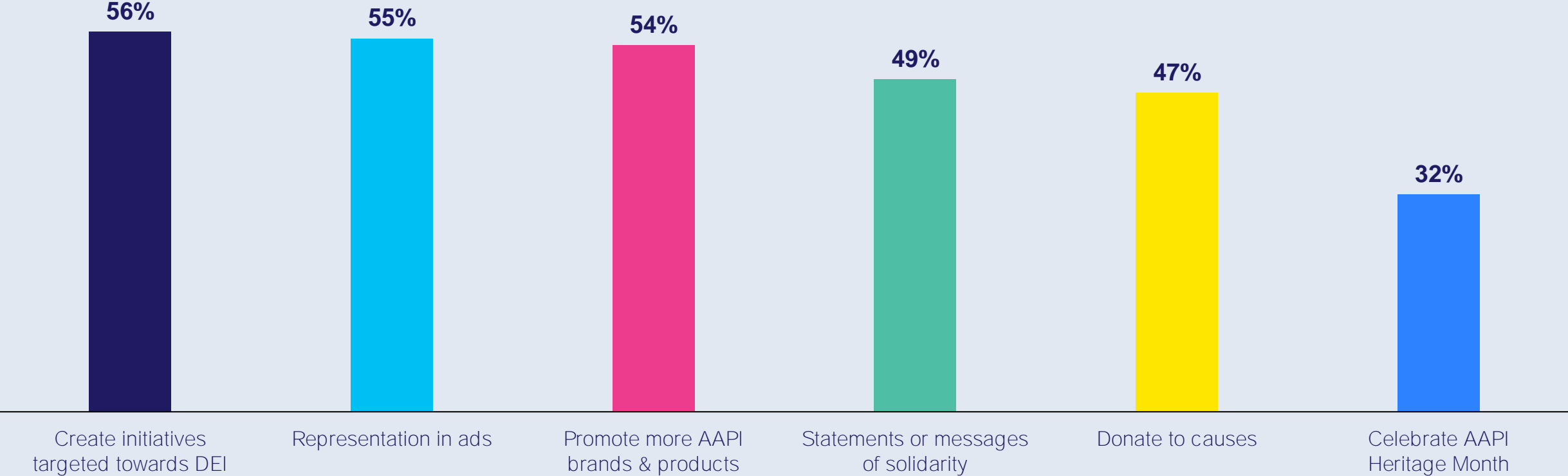
24%

White Americans

Source: MRI-Simmons Spring 2021 Doublebase, ‘It is important for companies to create advertising that is culturally diverse in order to stay relevant’ [any agree]. Morning Consult, data based on survey of among 1,000 Asian adults (conducted October 12-19, 2020), 999 Hispanic adults (conducted October 14-19, 2020), 2,000 Black adults (conducted June 18-26, 2020), and 1,722 white adults (conducted June 18-21, 2020), with margins of error of +/-2% to +/-3%. *Like TV commercials and sponsored content posts on social media.

To authentically engage with influential Asian American consumers, brands can act by developing DEI-targeted initiatives, increasing representation in ads and promoting relevant products

Meaningful Actions to Support the AAPI Community
% of respondents



Source: Ipsos, Fresh Lab U.S. Online Syndicated Community, 2021 (n=117 self-identified AAPI respondents). 'AAPI': Asian American Pacific Islander.

Asian Americans are a diverse and fast-growing segment with higher education and income levels, making them an attractive audience for advertisers





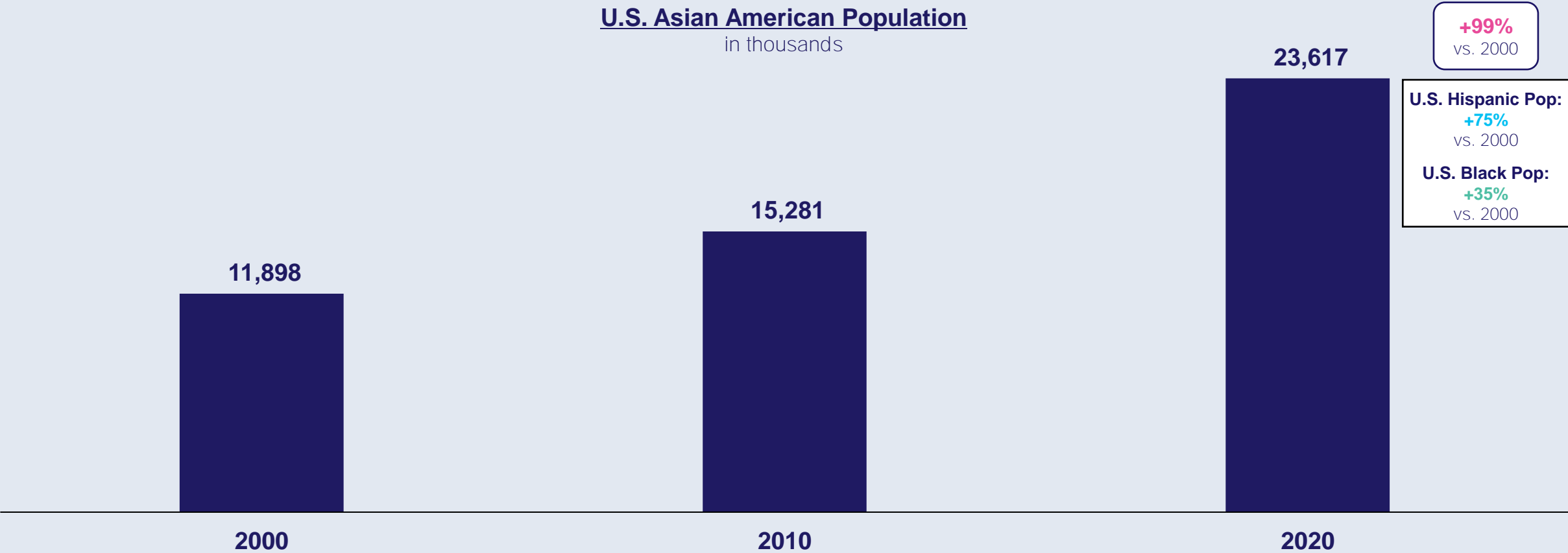
“When people think Asians in America, they think California, Hawaii. But this population is not a West Coast phenomenon. **It’s now an American phenomenon**”

Neil G. Ruiz

Associate Director of Race & Ethnicity Research, Pew Research Center

New York Times 8/21/21

Asian Americans are the fastest growing multicultural segment of the U.S. population having doubled in size over the last twenty years



Source: VAB analysis of U.S. Census Bureau data, Population by Race Alone or in Combination and Age for the United States: 2000, Current Population Survey, Annual Social and Economic Supplement, 2010, Monthly Population Estimates by Age, Sex, Race, and Hispanic Origin for the United States: April 1, 2010 to July 1, 2020.

More than half of Asians in the U.S. were born outside of America, representing a significant segment of the country's immigrant population

▶ Asians are projected to become the nation's **largest immigrant group**, surpassing Hispanics by 2055

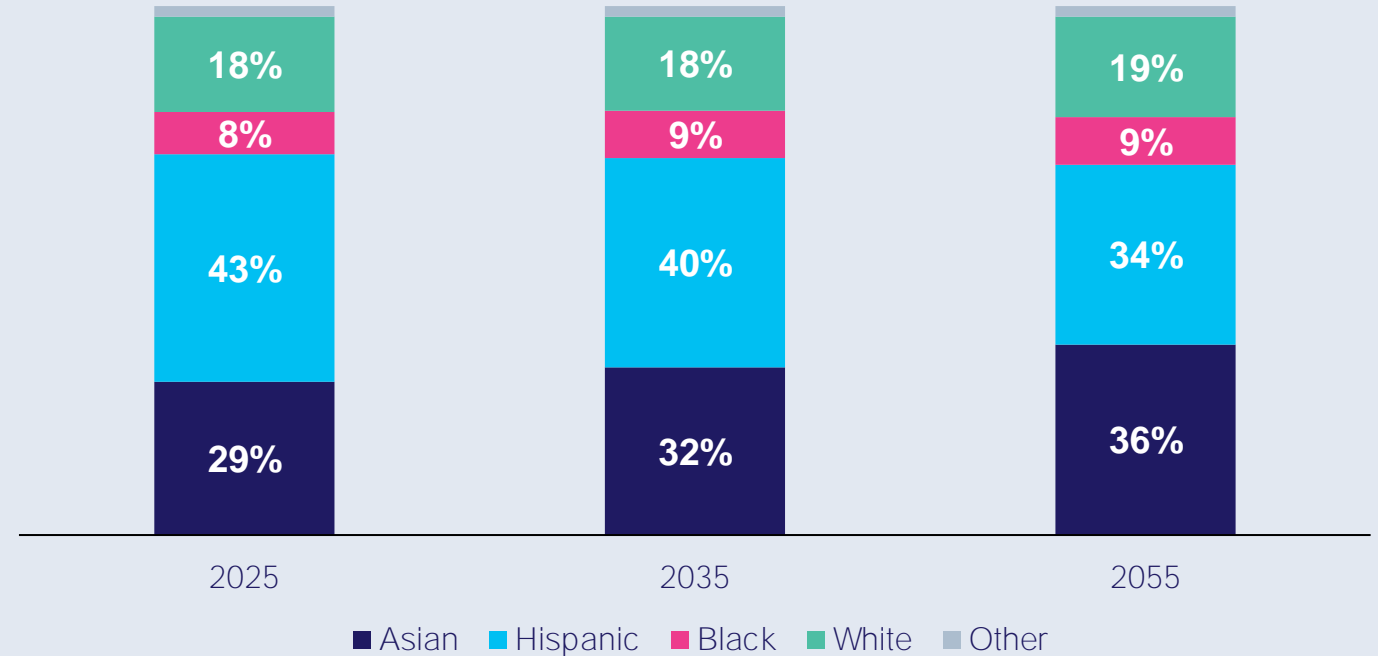


57%

of Asian Americans were born outside of the U.S.

vs. **14%** of all Americans

% of U.S. Immigrant Population



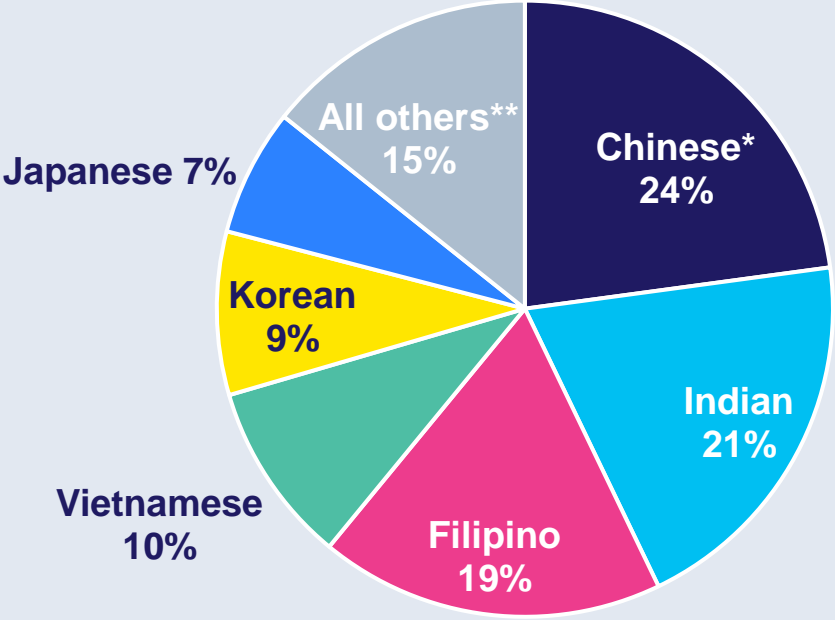
Source: Pew Research Center, *Key facts about Asian Americans, a diverse and growing population*, 4/29/21. Pew Research Center estimates for 1965-2015 based on adjusted census data; Pew Research Center projections for 2025-2065. Note: White, Black and Asian populations include those who report being only one race and are not Hispanic. Asians include Pacific Islanders. **Hispanics are of any race.** 'Other' races shown but not labeled.

Asians in the U.S. are culturally diverse, representing more than 20 different countries across East Asia, Southeast Asia and the Indian subcontinent

▶ However, just six of the origin groups account for **85%** of the U.S. Asian population



% of U.S. Asian Population by Country of Origin



Source: Pew Research Center analysis of 2019 American Community Survey 1-year estimates (Census data). Note: "All Others" includes the category "Other Asian, not specified". Figures do not add to 100% because individuals identifying with more than one Asian group are included in all groups. *Includes those identifying as Taiwanese. **Includes Pakistani, Thai, Cambodian, Hmong, Laotian, Taiwanese, Bangladeshi, Nepalese, Burmese, Indonesian, Sri Lankan, Malaysian, Mongolian, Bhutanese and Okinawan.

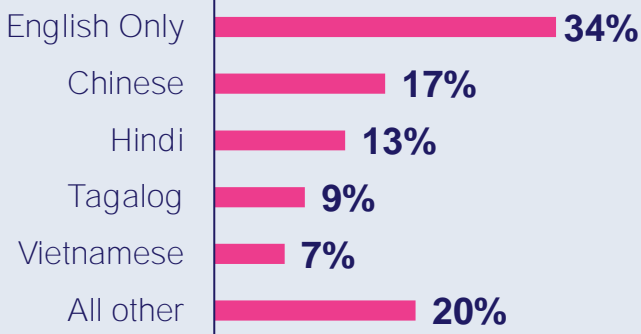
While one-third of the U.S Asian population speaks only English at home, the remaining two-thirds speak another language, highlighting the importance of in-language entertainment and advertising to engage with them

All U.S. Asians

% who are proficient in speaking English



% who speak the following languages at home

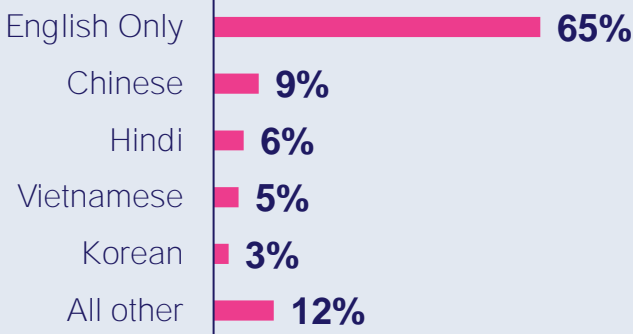


U.S. Born Asians

% who are proficient in speaking English

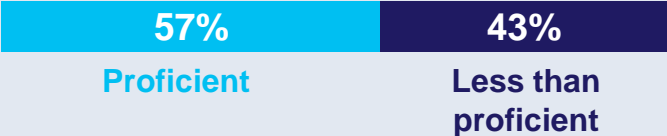


% who speak the following languages at home

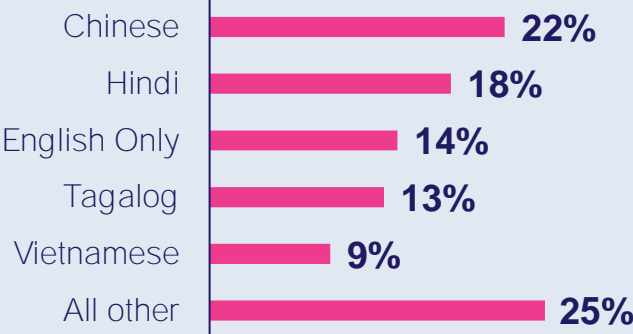


Foreign Born Asians

% who are proficient in speaking English

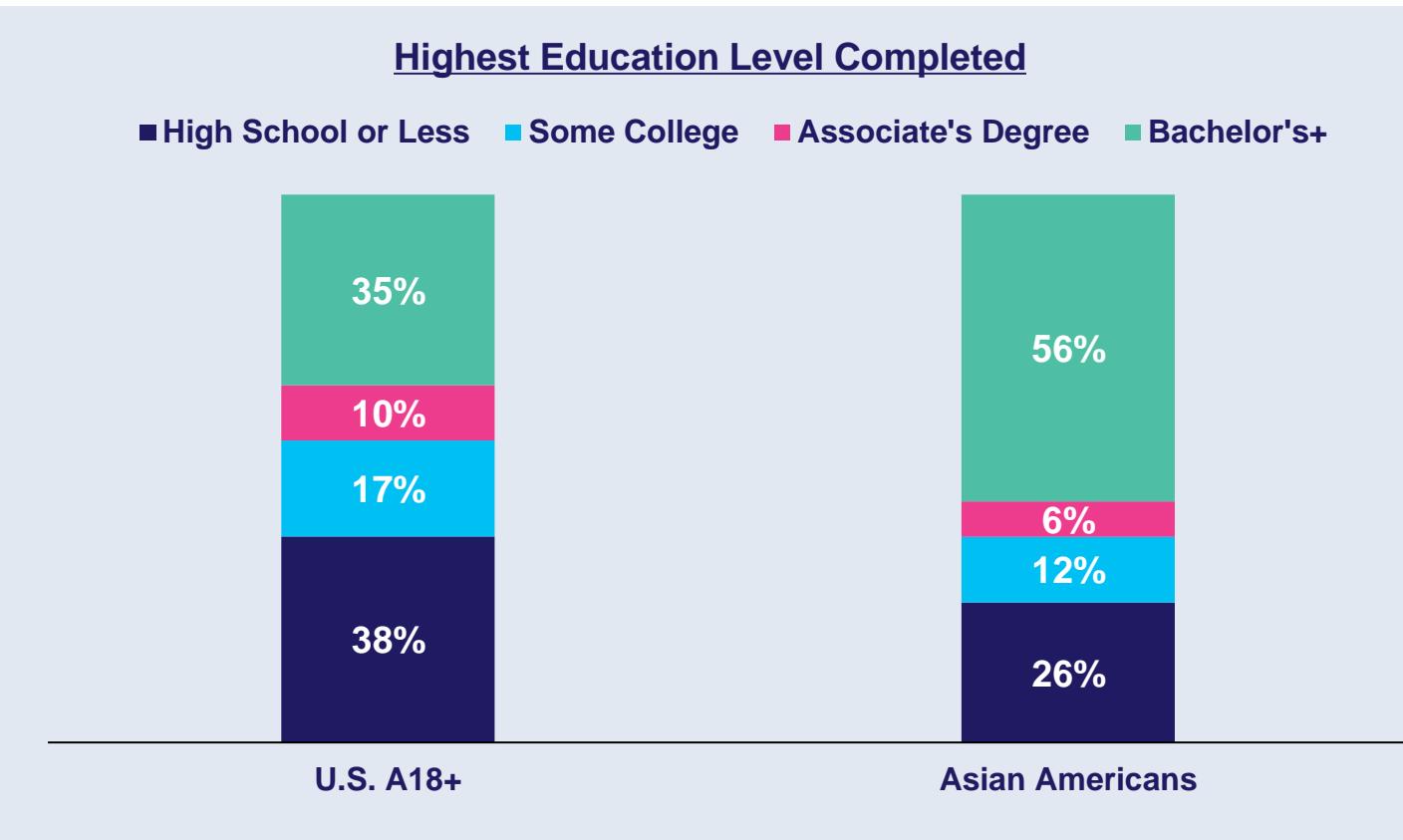


% who speak the following languages at home



Source: Pew Research Center analysis of 2017-2019 American Community Survey (OPUMS). Data represents Asian Americans ages 5 and older. Note: figures for all Asians include mixed-race and mixed-group populations, regardless of Hispanic origin. Top five spoken languages shown. Those who are proficient in English include those who say they speak “only English” or speak the language “very well”. Chinese includes languages such as Cantonese and Mandarin. Hindi includes languages such as Urdu and Bengali.

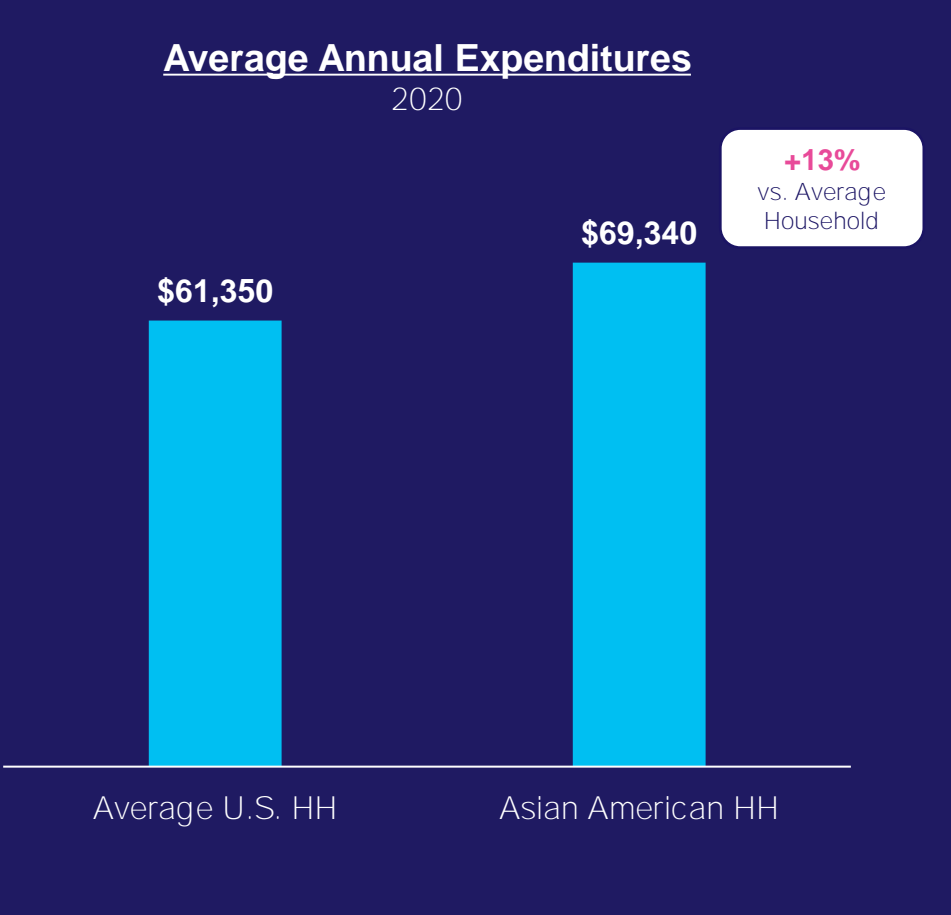
Their higher household income and education level compared to the average adult makes them a very valuable consumer segment for marketers



Source: U.S. Census Bureau, Current Population Survey, 2021 Annual Social and Economic Supplement (CPS ASEC). U.S. Census Bureau, Current Population Survey, 2020 Annual Social and Economic Supplement. *Bachelor's+ includes Bachelor's degree, Master's degree, Professional degree or Doctoral degree.




Driven by their greater buying power and discretionary spending, Asian Americans are influential shoppers with an appetite for new trends and products

▶ **34%** of Asian adults 18+ (vs. 25% of non-Asian adult 18+ pop) say that people often **come to them for advice before buying** new things



'I'm usually / always the first among my friends / colleagues to try.....'

% of Asian A18+ who agree

	New Food products	37% (120 index)
	New Technology products	34% (133 index)
	New Products or services	34% (122 index)
	New Clothing styles	21% (140 index)

(xxx) = index vs. Non-Asian A18+ Population

Source: VAB analysis of Consumer Expenditure Survey data, U.S. Bureau of Labor Statistics, 2020. VAB analysis of MRI-Simmons Spring 2021 Doublebase. Based on respondents who agree (top 2 box – strongly agree or somewhat agree).

Asian Americans are a highly connected audience, creating a strong opportunity for advertisers to engage them

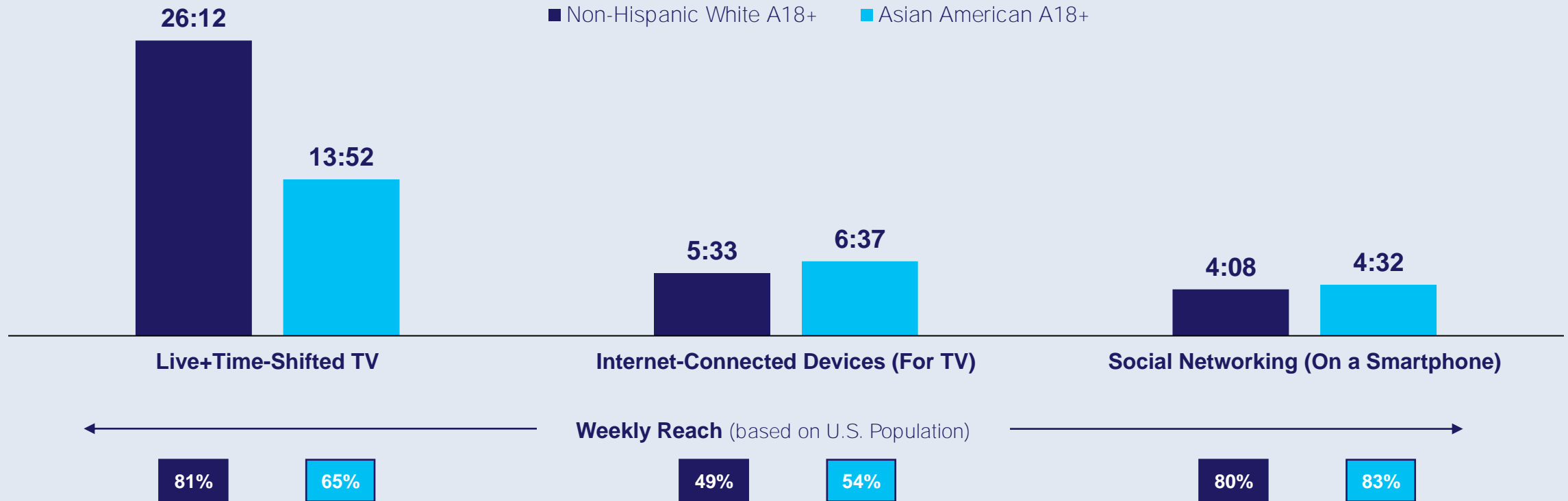


Asian Americans are ‘well-connected,’ spending more time per week streaming video and social networking than non-Hispanic Whites

P18+ Average Weekly “Time Spent” – Q3 ’20

(Hrs:Mins Among U.S. Population)

■ Non-Hispanic White A18+ ■ Asian American A18+

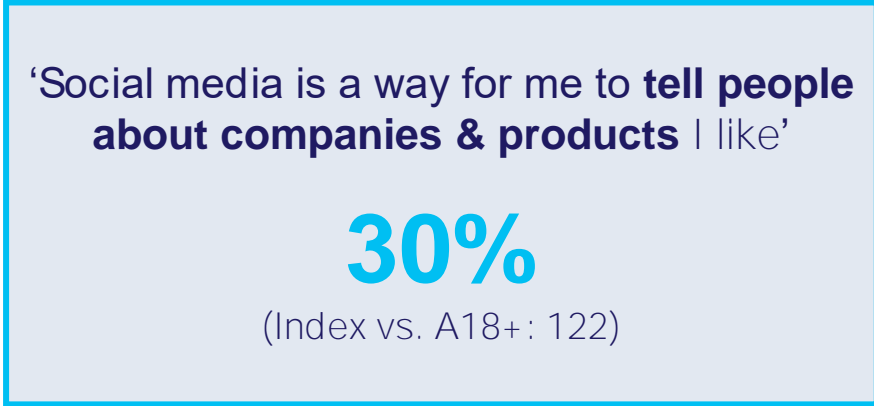
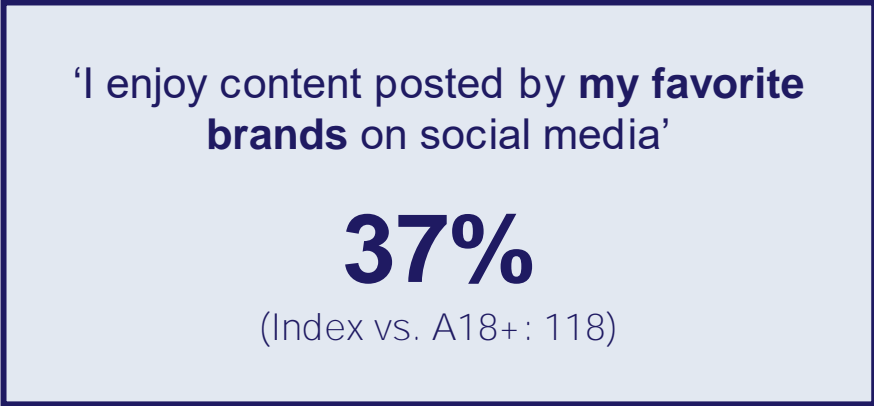


Source: Nielsen, *Hope and Action: The Growing Influence of Asian Americans*, May 2021. Nielsen Total Audience Report, March 2021, hours:minutes among users, P18+. Internet Connected Device = devices connected to the TV that are used to stream content such as Apple TV, Roku, Google Chromecast, Amazon Fire TV, Smartphone, Computer/Laptops, etc. (inclusive of smart TV app usage).

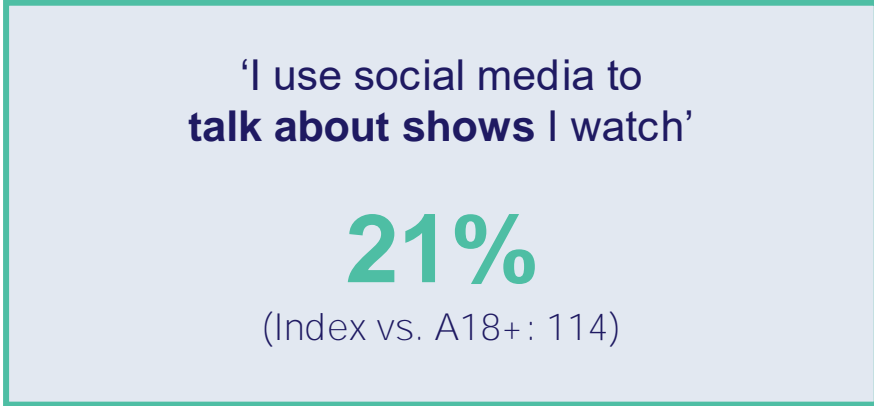
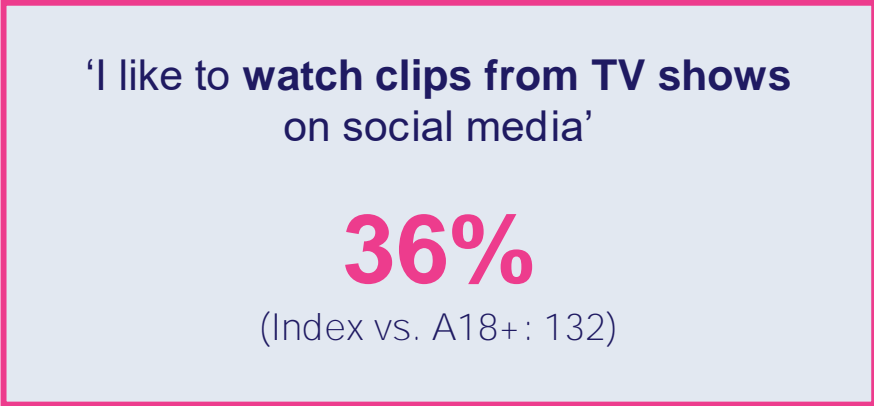
Asian Americans act as influencers, often using social media platforms to engage with brands and promote their favorite TV programs

% of Asian adults 18+ who agree with the following statements

Brand Interactions



TV Program Interactions

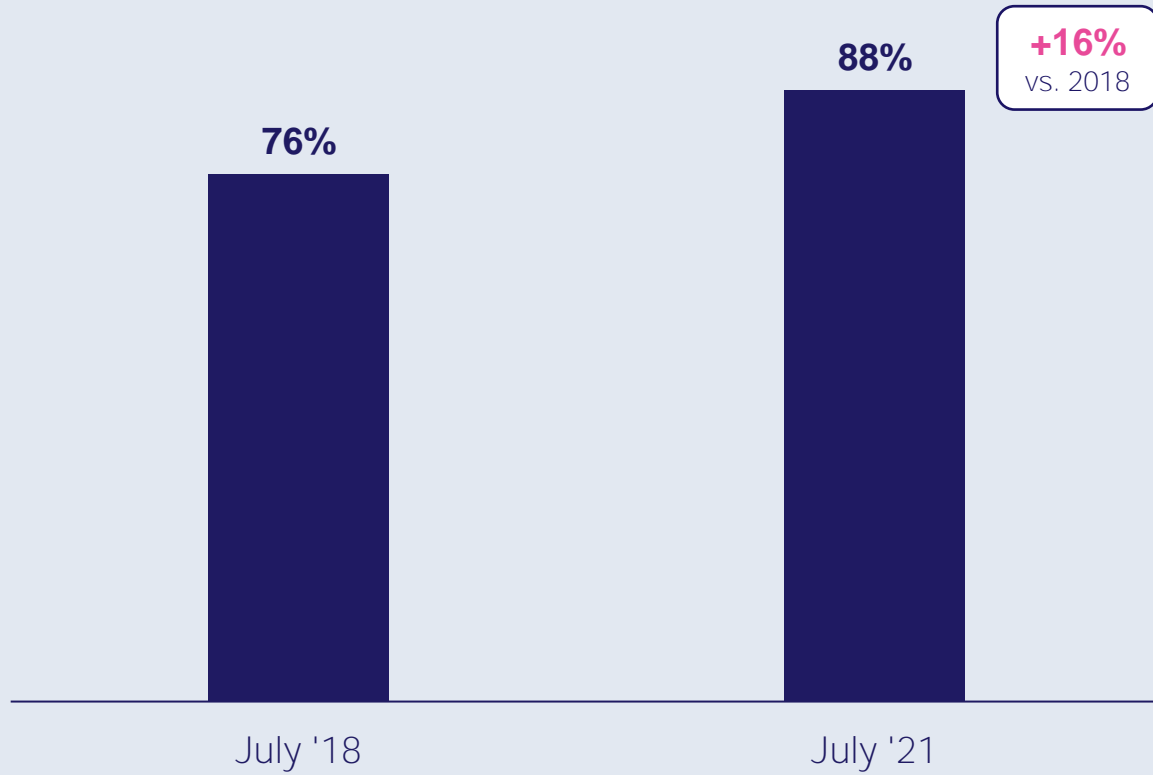


Source: VAB analysis of MRI-Simmons Spring 2021 Doublebase; P18+. Based on respondents who agree (top 2 box – strongly agree or somewhat agree).

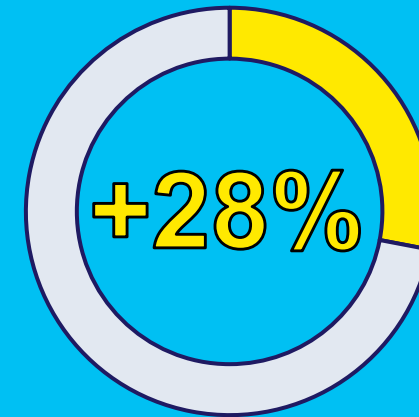
With an appetite for the newest video content, Asian Americans are increasingly turning to streaming services to access more entertainment

- ▶ Their desire for content has drawn Asian American audiences to **free, ad-supported streaming services**, and the growth in their use of these services is outpacing that of subscription streaming services making them a **viable target for marketers' streaming campaigns**

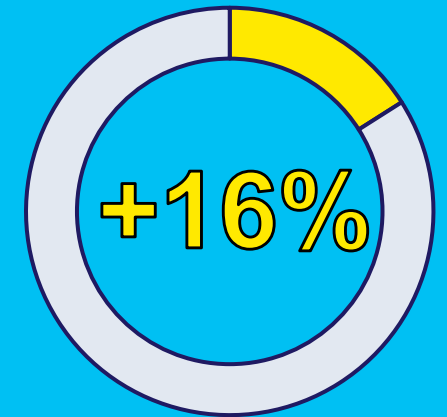
% of Asian adults 18+ that have 'streamed in the past 12 months'



% change in Asian adults 18+ streamers who have access to a...
July '18 vs. July '21



Free / Ad-Based
streaming service



Subscription
streaming service

Source: VAB analysis of MRI-Simmons Cord Evolution Study, July 2018 vs. July 2021. Access to free/ad-based vs. subscription streaming service: Base = 'Streamed in the past 12 months.' Free Streaming services (e.g., Pluto TV, YouTube, Tubi, etc.). Subscription services may include ads or limited ad load tiers.

Key Marketer Takeaways

- ▶ The Asian American population, which continues to outpace the growth of all other ethnic groups in the U.S., is ripe for greater marketer engagement. This diverse segment has nearly doubled in size over the last decade alone, and with comparatively high household incomes and discretionary spend, they have grown significantly in value.
- ▶ Marketers can connect authentically by recognizing the nuances of this influential and diverse community, striving for greater representation of Asian Americans in both media and advertising and investing in relevant platforms like ad-supported streaming services.

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A Fresh Take On
Engaging Black Consumers



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How Diversity & Inclusion Drives Brand Outcomes



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Discover

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