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# ENGAGING ASIAN AMERICAN CONSUMERS AT THE DAWN OF A NEW DECADE

The Asian American Diverse  
Intelligence Series 2020





# FOREWORD

As Nielsen’s thought leader on Asian-American consumer insights, I have often heard marketers say that Asian Americans are too diverse and thus too hard to reach. That may have been the case in the past when Asian Americans represented disparate immigrant groups, but that has definitely changed. For marketers, this is the moment to seize the opportunity.

Asian Americans are a diverse community, who has found its footing. After decades of being perceived as the foreigners, Asian Americans now represent a galvanized and influential community that is helping to shape the American mainstream. Through their creativity, hard work, determination, and patriotism, Asian Americans are contributing to the strength of the democracy of this country and enriching its cultural landscape. No longer a disparate community of immigrants, but a growing cultural entity with its own preferences and needs, marketers and content creators must overcome their paralysis by analysis, and take action.

In an era of amplified consumer power and voice, the emotional connection and trust between brands and their customers have never been more important. Gone are the days when having the best product, the best price or the best customer service alone was enough for brands to thrive. We see this ever so clearly navigating the world-changing corona virus pandemic that we face today. Brands have had to shift from selling to people to caring for people; sending messages of hope, donating goods, producing masks, and other unprecedented measures. It has been the brands that have authentic connections with their customers that have been successful at staying relevant, top-of-mind, and well positioned for the recovery.

Brand marketers of today are pushed to go beyond the traditional measures of customer segmentations and invest in understanding their customers as people. What are their values? Who is their trusted source of information? What societal issues do they care about? Answering these questions will be important as America becomes more diverse and customer loyalty becomes more elusive.

Engaging Asian-American Consumers at the Dawn of a New Decade serves as a resource for marketers to recognize the opportunities within Asian-American consumer segment. This report leverages Nielsen’s vast consumer data, offering exclusive insights in combination with the cultural context that will help brands to successfully engage with this community in a relevant way. The study explores Asian-American consumer behaviors that are setting the pace for two important industry trends: First, the media platforms that are winning among Asian Americans amid The Streaming War and the content that is capturing their attention. Second is the gaming industry that is breaking boundaries as entertainment, and how Asian Americans are integral to its ecosystem as gamers, spectators, and content creators. The trajectory of growth on all fronts signals Asian Americans to play a dynamic role in shaping American culture in 2020 and beyond.



**Mariko Carpenter**  
VP, Strategic Community Alliances  
Nielsen

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## EDITOR’S NOTE

For the purpose of this report, Asian American is defined to include all who identify on the U.S. Census as Asian, Native Hawaiian or Pacific Islander, whether alone or in combination with some other race. Also, in this report, Asian American is only hyphenated when it is used as a compound adjective preceding a noun; Asian Americans, as a noun phrase, is not hyphenated.

Nielsen Measurements: As noted in the methodology section of this report, the sample design of our research is not managed in Asian languages; however, as a result of our efforts to accommodate non-English-speaking respondents, our panelists include English- and non-English-speaking populations.

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# ASIAN AMERICANS ARE POPULARIZING NEW PLATFORMS FOR CONTENT THEY WANT.

Nothing has been more disrupting to the media industry in recent decades than the proliferation of streaming services, which has led to what's become known as the Streaming Wars. For consumers, it means more content than they can ever imagine; 646,153 unique content programs to be exact in 2019. Luckily for content creators and distributors, Americans are spending more time with media than ever before. During the third quarter of 2019, time spent with media for Americans increased by 1 hour and 24 minutes a day versus the prior year.

No doubt, as the Streaming Wars continue the battle for audiences will only intensify. As early adopters of technology, Asian Americans are more digitally connected and trying new platforms and services, making them a valuable audience segment to content creators and distributors alike.



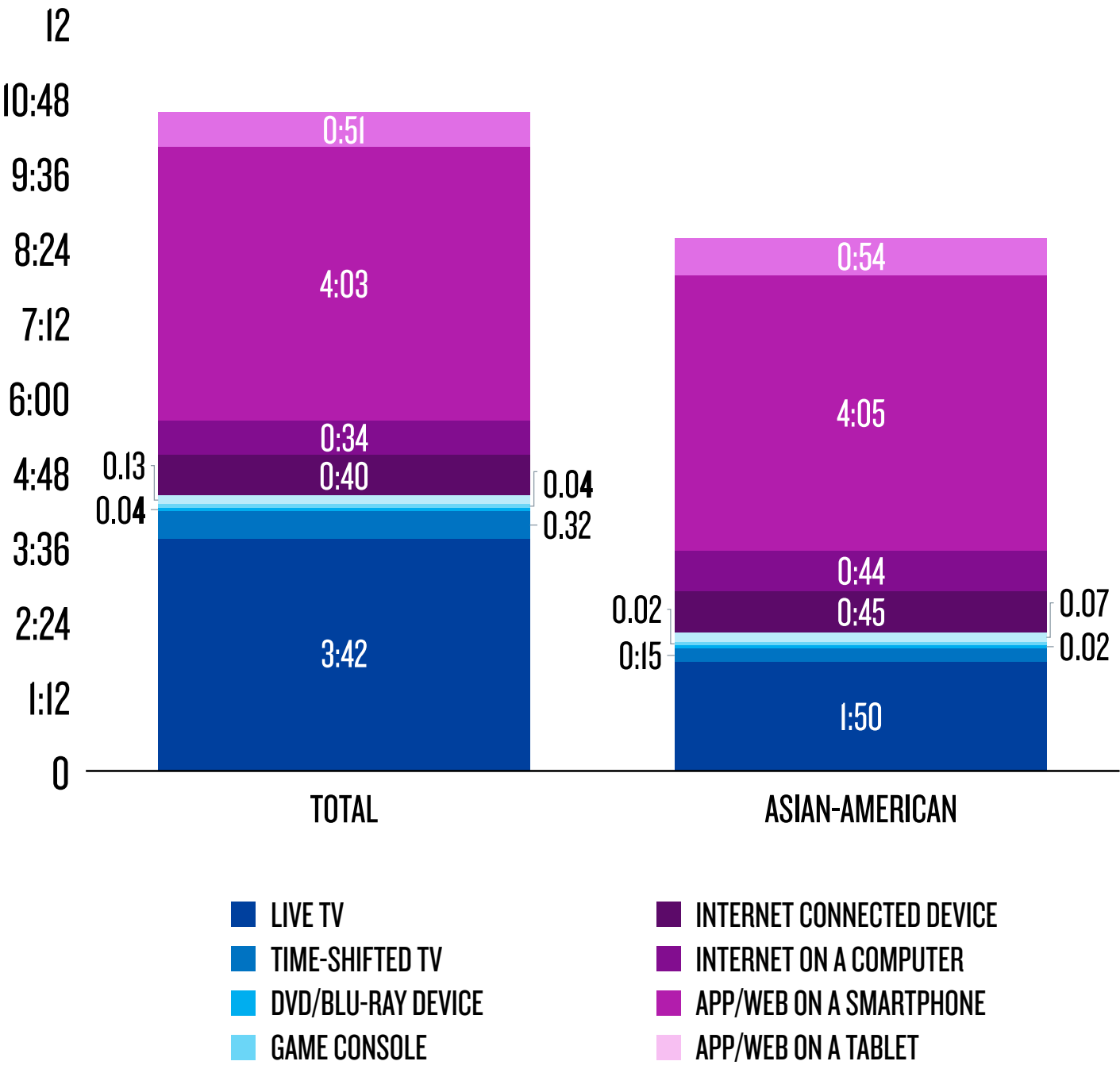


Asian-American households spend significantly more time on digital devices than on live TV compared to the total population. In fact, 66% of time spent is on computers, smartphones and tablets for Asian Americans, the highest ratio among all consumer segments.

This is also the group that is engaging more on TV-connected devices that require internet connection like Apple TV, Amazon Fire and Roku at 49% versus 44% of the total population. The variance in the usage is particularly true for older Asian Americans, ages 55+ that over index by 33% versus the U.S. average. Asian-American households are 40% more likely to be multigenerational, where elders living in those households are more likely to use the technology shared by others in the households.



AVERAGE HOURS PER DAY SPENT PER ADULT



Source: Nielsen Total Audience Report April 2020



# ASIAN AMERICANS ARE LEADING CORD-CUTTERS.

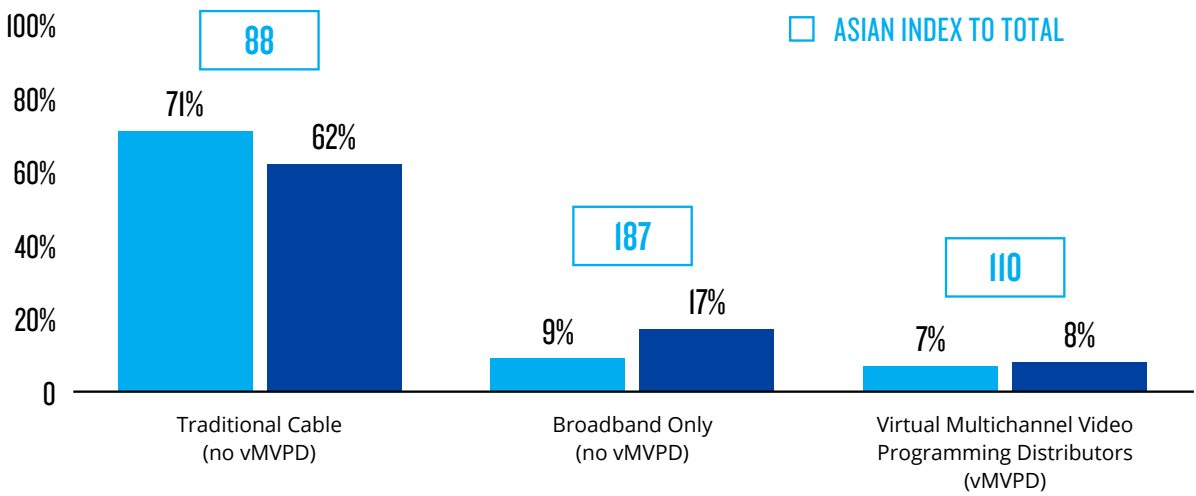
While traditional cable still dominates as the live TV option, Asian Americans are cutting the cord at a rate that is almost twice that of the total population and are relying more on broadband-only. Broadband is growing across all customer segments year over year. Asian Americans are trying newer virtual multichannel video programming distributors (vMVPD) services like Sling TV, Hulu + Live TV, YouTube TV and AT&T TV Now to access live TV. These internet-based alternatives and supplements to live TV are appealing to Asian Americans who are open to exploring new ways to access content. For marketers and content creators alike, understanding the shift towards these new services to access TV programming is important to fully understand how and where to reach Asian Americans.

# ASIAN AMERICANS ARE SUPPORTING STREAMING PLATFORMS FOR THEIR DIVERSE CONTENT.

The Asian-American community has shown strong support of culturally-relevant content on streaming platforms. Likewise, streaming platforms like Netflix have shown more commitment and investment in producing diverse content that is representative of the U.S. population compared to Hollywood studios. Notable Asian American-led content on include Netflix comedy specials featuring Asian American comedians like Ronny Chieng, Jo Koy and Ken Jeong and episodic series like *Ugly Delicious* (Netflix), *Wu Assassins* (Netflix) and *Pen 15* (Hulu), feature Asian American leads. The top most-watched episodic series among Asian Americans on Netflix also reflect a diverse lead cast, such as *V Wars*, *Lost in Space* and *I Am Not Okay With This*.

**82% OF ASIAN AMERICANS** SUBSCRIBE TO AT LEAST ONE STREAMING SERVICE, COMPARED TO **72% OF THE TOTAL POPULATION**

TV SERVICES COMPARISON: TOTAL US VS ASIAN AMERICANS



Source: NPOWER TV Access Q4 2019

TOP STREAMED PROGRAMS FOR ASIAN AMERICANS

TOP SCRIPTED SERIES		TOP MOVIES & SPECIALS	
1	WITCHER, THE	1	IRISHMAN, THE
2	LOCKE & KEY*	2	6 UNDERGROUND
3	VIRGIN RIVER	3	SPENSER CONFIDENTIAL
4	STRANGER, THE*	4	RONNY CHIENG ASIAN COMEDN
5	CROWN, THE	5	EL CAMINO
6	V WARS**	6	KLAUS
7	LOST IN SPACE**	7	MARRIAGE STORY
8	I AM NOT OKAY WITH THIS**	8	CHAPPELLE: STICKS & STONE
9	MINDHUNTER	9	TALL GIRL
10	OCTOBER FACTION**	10	KNIGHT BEFORE CHRISTMAS

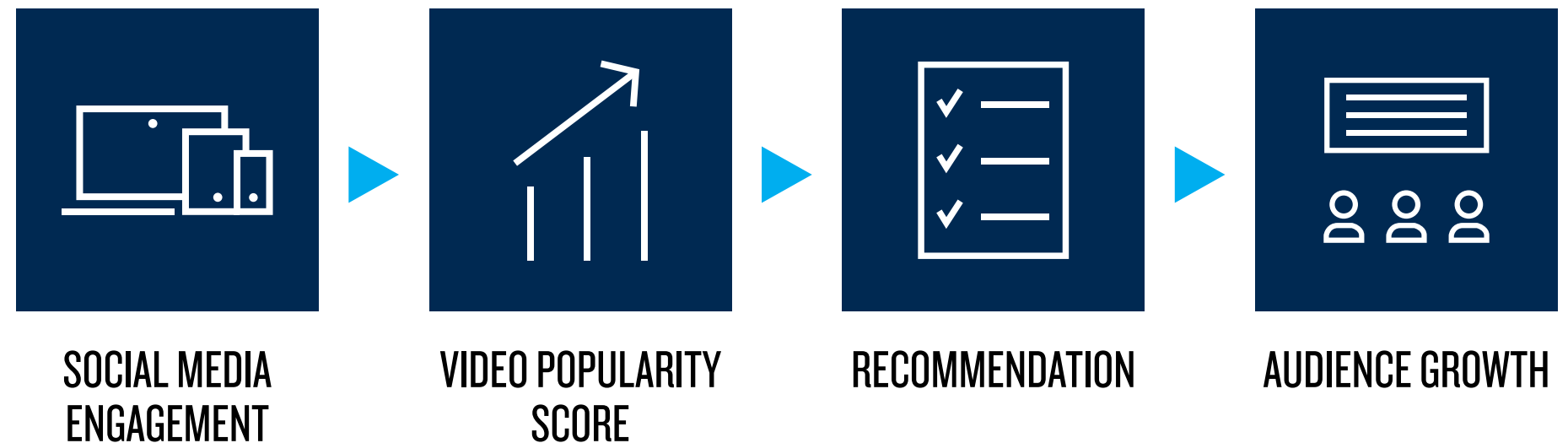
\*\* Diverse Lead Cast \* Diverse Cast  
 Source: Nielsen NPOWER. Nielsen's SVOD Content Ratings, Netflix Originals, P+18, 09/01/2019 - 03/15/2020



# ASIAN-AMERICAN AUDIENCES BOOST SHOW POPULARITY THROUGH SOCIAL ENGAGEMENT.

As an audience that's savvy in social media, with 84% of Asian Americans on social media daily (versus 75% total population), Asian Americans are fueling social engagement around their favorite programming.

With the fragmentation of media and proliferation of content, social media engagement has become an important driver for success for programs. Beyond the platform's power of word-of-mouth, which is the most effective channel for content discovery, social engagement today is also a measure incorporated into a show's popularity, such as in Gracenote's video popularity score that is used to promote content. This is particularly important on streaming platforms where content popularity, along with other data points such as view history, is used in recommendation algorithms. This makes Asian-American viewers more influential and valuable to content creators, and more desirable for advertisers seeking an engaged audience. It is also true that some Asian-led programs that are relatively small in audience size yield high popularity scores – with stars like Sandra Oh and Awkwafina leading social conversations among their massive social network along with their Asian-American fans.



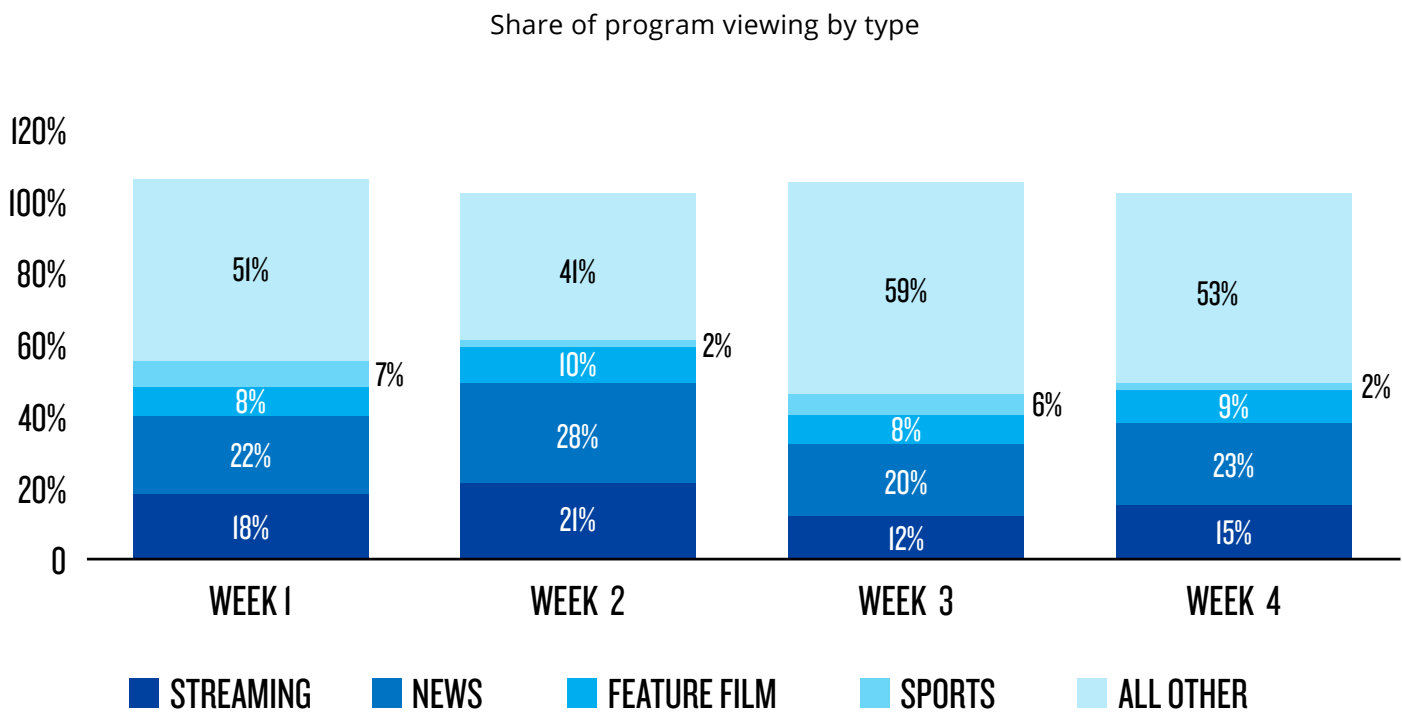


# ASIAN AMERICANS ARE GOING BEYOND LIVE TV TO GET THE NEWS.

As one would expect in any crisis, Americans all tuned into the news as soon as the corona virus pandemic was declared and Asian Americans were no exception. In fact, the time spent watching the news grew by 27% for Asian Americans during the three weeks in March, versus 15% for Non-Hispanic Whites. Asian Americans were also armed with information about the severity of the pandemic through Asian news outlets that contributed to their eagerness to stay informed. In-language over-the-air (OTA) broadcasting plays an important role in Asian-American communities, as they are the trusted source for local information at no cost to their viewers.

Even prior to the pandemic, Asian-American viewers were keen on the news and seeking it across their preferred media channels. As a content genre, News ratings rank higher for Asian-American viewers than Sports Event and Drama. Andrew Yang’s run for Presidency as the first Asian-American Democrat probably contributed to more interest among Asian-American viewers. While support for Andrew Yang among Asian Americans may have varied, his presence on the debate stage signaled the possibility for all Asian Americans in the public sector.

## DISTRIBUTION OF PROGRAM MINUTES MARCH 2020



Source: Nielsen National TV Panel, Total Day, all measured programming across Broadcast, Cable, Syndication, and SVOD (Subscription Video On-Demand)

## TOP 10 CABLE AND BROADCAST SHOWS FOR ASIAN AMERICANS

CABLE		BROADCAST	
1	CNN/UNI DC DEM DEBATE	1	AGT CHAMPIONS
2	CNN/NYT COL DEM DEB CLOSE	2	AMERICA'S GOT TALENT-WED
3	CNN/NYT COL DEM DEB OPEN	3	AMERICA'S GOT TALENT-TUE
4	CNN/DM REG DEM DEB CLOSE	4	VOICE
5	CNN/DM REG DEM DEB OPEN	5	VOICE-TUE
6	CNN/NYT COLUM DEM DEBATE	6	MASKED SINGER, THE
7	STATE OF THE UNION 2020	7	AMERICAN IDOL
8	DEMOCRATIC DEBATE	8	THIS IS US
9	CNN/DESMOINES REG DEM DEB	9	SATURDAY NIGHT
10	SOTU DEMOCRATIC RESPONSE	10	60 MINUTES

Source: Nielsen NPOWER. P2+, 9/24/18-9/22/19, Live+7 Days, excluding Sports, Specials and Awards Shows.



# Q&A

## VIETNAMESE AMERICANS ARE THE FASTEST GROWING ASIAN-AMERICAN POPULATION. MEET THERESA WRIGHT, VP MEDIA SALES & MARKETING, LITTLE SAIGON TV, A VIETNAMESE LANGUAGE MEDIA OUTLET

### Q: What role do you play within the Asian American Community?

A: Little Saigon TV (LSTV), established in 1999, is the top Vietnamese-language television channel serving the largest concentration of Vietnamese in the U.S. We broadcast 24 hours throughout Los Angeles, San Bernardino, and Orange County, California. We also livestream on [littlesaigontv.com](https://www.littlesaigontv.com) and selectively on Facebook and YouTube, reaching other Vietnamese communities throughout the U.S. Besides broadcasting, we also host culturally relevant festivals and events to build the Vietnamese American community.

With COVID-19, our viewers are relying on LSTV more than ever to provide culturally-relevant information while sheltering in place. We've been seeing an increase in phone calls, emails, and in viewership on YouTube, Facebook, and online. Without Vietnamese-language television broadcasting, our community will lose critical firsthand information to stay healthy and safe.

### Q: Asian Americans are consuming more digital media. How are you transforming your business to stay relevant?

A: We are growing our use of social media platforms such as Facebook Live and YouTube to reach an audience beyond our immediate broadcasting area in California.

### Q: For marketers looking to engage with the Vietnamese American Community, how would in-language media channels enhance their marketing plan?

A: Many Vietnamese American consumers are more comfortable buying products in their native language, especially those who speak limited English. Advertising on Vietnamese language media channels will help you reach a bigger market. The Vietnamese diaspora comprises about 2.2 million individuals who were either born in Vietnam or reported Vietnamese ethnicity or ancestry\*. Vietnamese immigrants are less likely to be proficient in English than the overall foreign-born population. In 2017, 66% of Vietnamese reported limited English proficiency, compared to 42% of all immigrants.

Marketers should also advertise in both Vietnamese and English, as many Vietnamese live in multigenerational households speaking both languages. We've found that adding subtitles has proven to be successful — some older Vietnamese Americans use subtitles to learn English and vice versa for the younger generation.

### Q: What type of news and information does your outlet offer that advertisers cannot get from general market American news sources?

A: We provide more news from Vietnam, as well as current events, global and local, from the Vietnamese American perspective. The Vietnamese diaspora is far-reaching. As the culture is very family-centric, they want to know what's happening in the world, how their loved ones are being affected and how they can help. LSTV coverage includes community news associated with Vietnamese communities in the U.S. and abroad.

Vietnamese communities have their own cultural nuances that affect how they understand marketing messages. Translating English messaging into Vietnamese is notoriously difficult and expertise is required to do so correctly. Vietnamese Americans also have a different vocabulary than their counterparts abroad. We can ensure that the right Vietnamese American-specific language is used to correctly convey a translated message.

Little Saigon TV also provides live coverage of many Vietnamese American community cultural festivals and events, and we've connected advertisers with local celebrities with greater appeal to Vietnamese Americans to be brand ambassadors.

### Q: As we sit at the dawn of a new decade, what are you most excited about?

A: Traditional broadcast is changing and the Vietnamese American community is turning more to online/digital outlets. Our move to using more social media platforms, allows us to provide real-time updates as the viewers are looking for information quickly.

Older Vietnamese Americans are also changing their lifestyle. They are using more electronic devices such as tablets, laptops, and mobile devices to look for news and information; and also trying new food and exploring American culture. We're excited about their influence in strengthening our community with values like a strong belief in family, frugality, community and education.

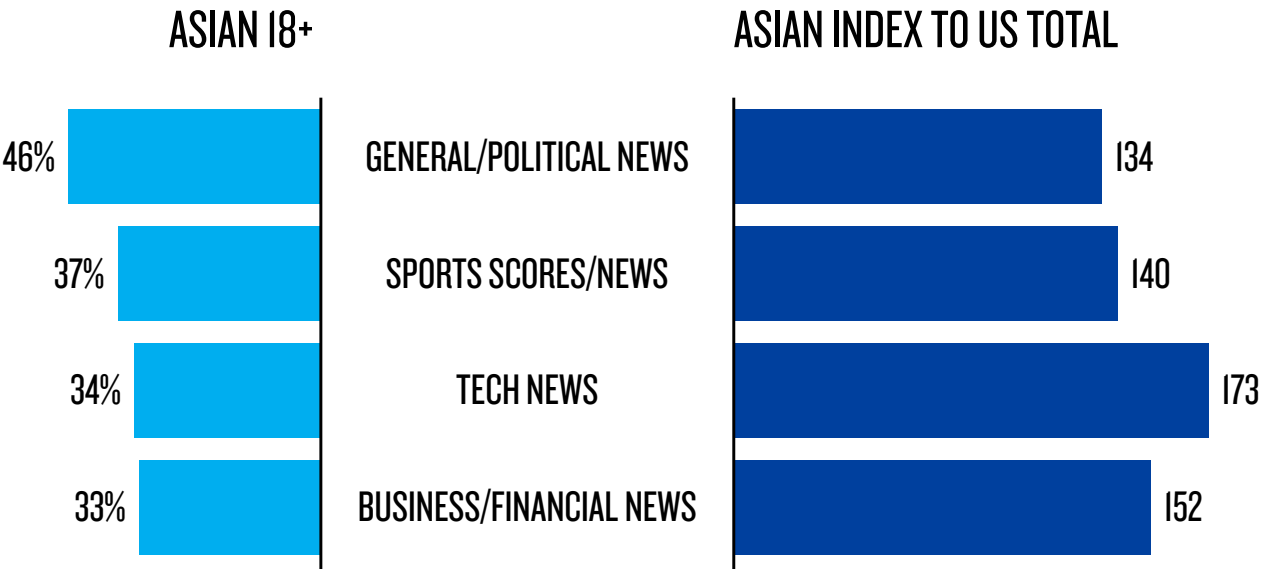
With Asian Americans spending a significant amount of their day on social media, where over half spend more than one-hour per day social networking, it is not surprising that they are 15% more likely to use social media for their news versus the average.

Streaming of radio and podcasts are also other ways that Asian Americans are getting the news. In general, Asian Americans are streaming radio at a rate 42% higher than the average (35%), and downloading audio podcasts at a rate that is 69% higher (20%).



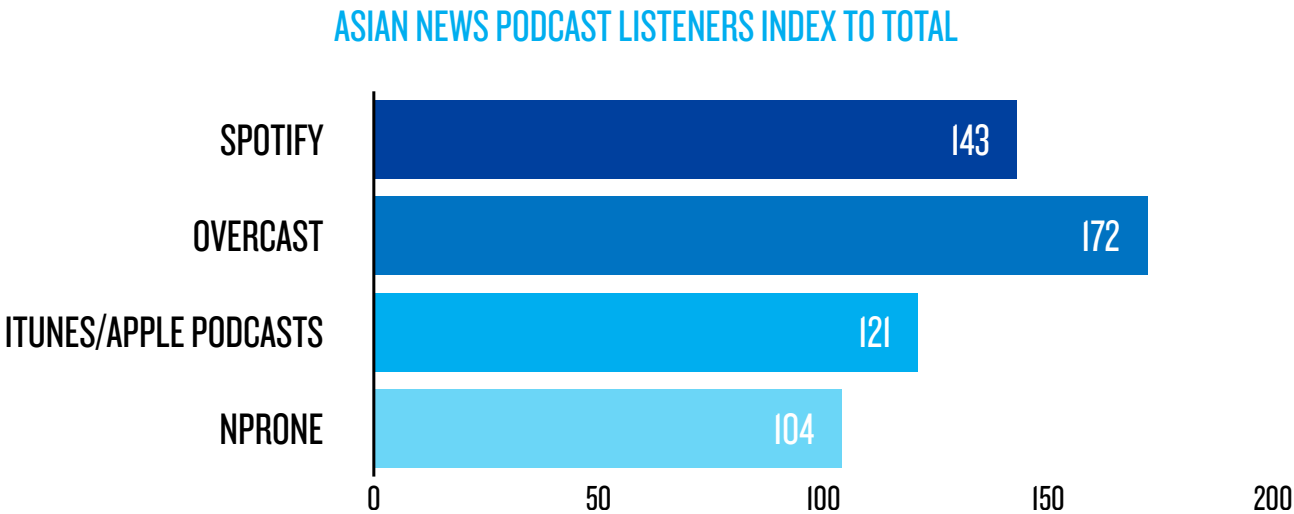
ASIAN AMERICANS ARE  
 15% MORE LIKELY TO USE SOCIAL  
 MEDIA FOR THEIR NEWS

WAYS USED INTERNET/APPS IN PAST 30 DAYS



Source: Scarborough Research PRIME Lingo 2019 Release 2 Total (Jul 2018-Nov 2019)

APPS/WEBSITES/PLATFORMS USED TO LISTEN TO PODCASTS

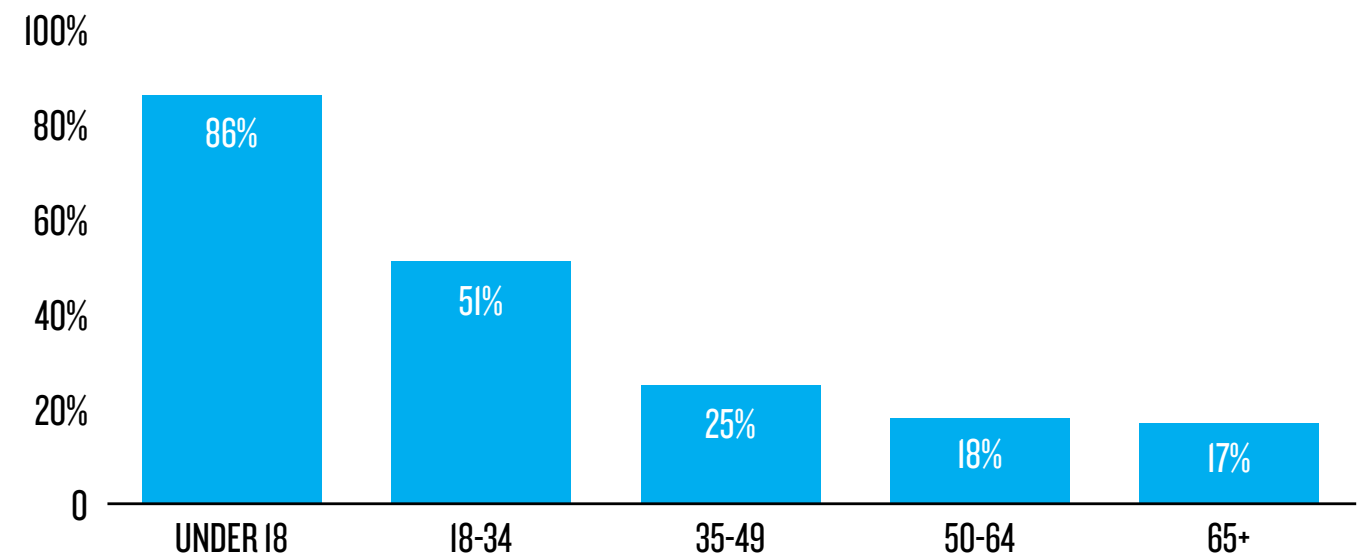


Source: Scarborough Podcast Recontact Study (Listeners Only) 2019 Release 1 Total (Jan 2018-May 2019)



Asian Americans’ high level of engagement with the news reflects a community whose perception and behaviors are influenced by the news media. A source that is also important to the community is the over-the-air (OTA), in-language local news. Moreover, showing interest in issues impacting our society is fundamental to playing a role in community life and civic engagement. With a rapid increase in U.S. born Asian Americans, representing 86% of those under the age of 18, who understand the privileges and responsibilities that come as American citizens, there is a growing representation of Asian Americans at all levels of the political process from community service to elected office.

U.S. BORN ASIAN AMERICANS BY GENERATION



Source: 2018 American Community Survey, 1 Year Estimates Asian alone or in Combination

The community is also supported by great non-profit organizations such as APAICS, OCA and LEAP that are focused on driving civic engagement and cultivating a pipeline of leaders to be the voice for Asian Americans. As we approach the 2020 presidential election, courting Asian-American voters will be very important to political advertisers. Asian Americans experienced a record increase in new voters during the last presidential election cycle and are poised to make a strong showing at the ballot box in 2020.



GROWING UP IN THIS COUNTRY, **U.S. BORN ASIAN AMERICANS** HAVE A CLOSER CONNECTION TO THE CURRENT ISSUES IN THE NEWS.





# ASIAN AMERICANS ARE BIG PLAYERS IN THE GAMING INDUSTRY—MARKETERS' BIG FRONTIER.

Asian influence is particularly strong in the U.S. gaming industry, which is experiencing exponential growth as so many Americans are sheltered in place, hungry for sports and entertainment. The U.S. saw a 45% increase in time spent playing video games over a week in late March 2020 when most of the country was shut down. With professional sports also at a halt, NASCAR held its first ever eNASCAR iRacing Pro Invitational Series race that was broadcasted on Fox Sports 1. The **broadcast** drew 903,000 viewers (P2+), making it the most watched linear esports broadcast in history. With uncertainty on what may come of spectator sports post COVID-19, esports presents an opportunity for sports leagues to engage with their fans, opening up new opportunities for advertising sponsors.





# ESPORTS IS A GLOBAL INDUSTRY WITH STRONG TIES TO ASIA

By 2021, esports viewers in the U.S. are projected to surpass all American sports league viewers except the NFL, which will open up tremendous opportunities for brands to connect with engaged audiences at scale. Asia has been the driving force in growing the industry, with the largest game company in the world, Tencent, headquartered in Shenzhen, China. Tencent is full or partial owner of many top American game developers, such as Riot Games, Epic Games and Activision Blizzard, creators of massively popular games in the U.S. like Fortnite, Call of Duty, Overwatch and World of Warcraft.

For marketers, the gaming industry is already attracting big brands that aim to engage with younger audiences. Traditionally, more gamers are male, but this has started to shift with the increase in women and the age of gamers today. What began as a field of mostly endemic advertisers now reflects broader advertising partners – from Panera Bread partnering with **NBA 2K League** and **Coca Cola** partnering with the Pittsburgh Knights for the launch of their new drink Coke Energy, to U.S. Air Force partnering with the **Call of Duty League**. Much like sponsors of mainstream sports teams, the reach for these partners is massive and includes exposure at live events that take place in arenas and stadiums, as well as live streaming on channels like Twitch and YouTube.

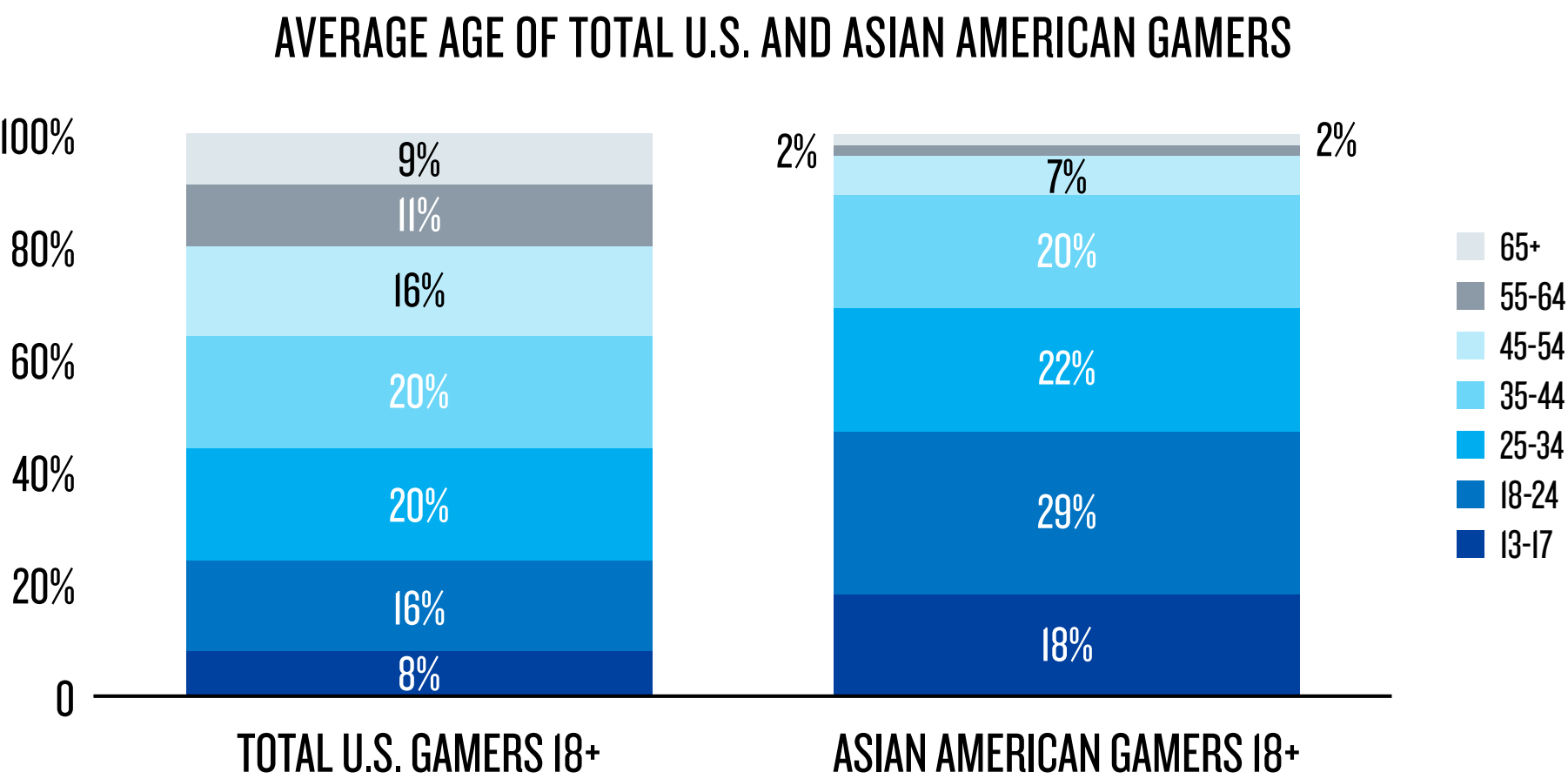


## GLOBAL ESPORTS REVENUE IS PROJECTED TO REACH \$7 BILLION BY 2023.



# ASIAN-AMERICAN GAMERS ARE YOUNG.

With the industry’s strong ties to Asia, it is no surprise that Asian Americans are playing an influential role; both as gamers as well as spectators. Asian-American households own more video game related products than the total U.S. population. In addition to over-indexing on smartphones (+4%) and computers (+14%), Asian Americans are 14% more likely to own a gaming console and 37% more likely to own Virtual Reality (VR) headsets that are mainly used for gaming. Asian-American gamers are younger with 69% falling between ages 13-34 versus 44% of U.S. Gamers.



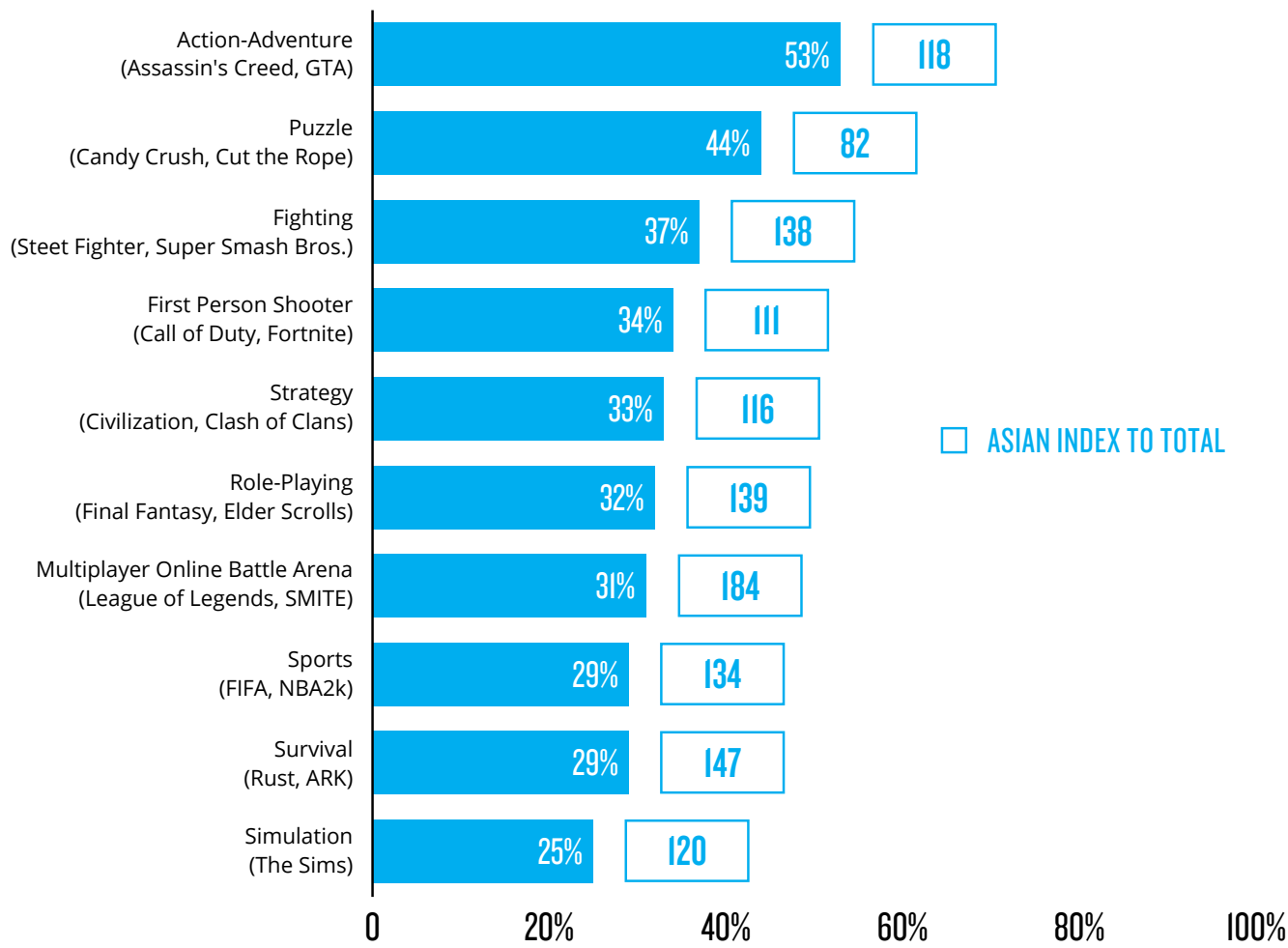
ASIAN AMERICANS ARE 14% MORE  
LIKELY TO OWN A GAMING CONSOLE  
THAN THE TOTAL U.S. POPULATION

Source: 2019 SuperData General Consumer Survey: U.S. Gamers



The types of games played by Asian Americans show the variety of devices that are used to play games. For example, 44% have played puzzle games in the past three months like Candy Crush, which is primarily played on a smartphone. Additionally, 33% have recently played strategy games like Civilization and 19% have played online casino games, which are usually played on a computer.

TYPES OF GAMES PLAYED BY ASIAN GAMERS IN PAST 3 MONTHS



Source: 2019 SuperData General Consumer Survey: US Gamers

TOP GAMES PLAYED IN PAST 3 MONTHS

PLAYED IN PAST 3 MONTHS...	ASIAN GAMERS	TOTAL US GAMERS
MINECRAFT	33%	20%
CANDY CRUSH SAGA*	26%	34%
FORTNITE*	24%	21%
POKEMON GO*	23%	15%
GRAND THEFT AUTO V	18%	21%
NBA 2K19	17%	13%
SUPER SMASH BROS. ULTIMATE*	17%	11%
SIMS 4	15%	12%
CLASH OF CLANS*	14%	10%
ROBLOX	14%	9%

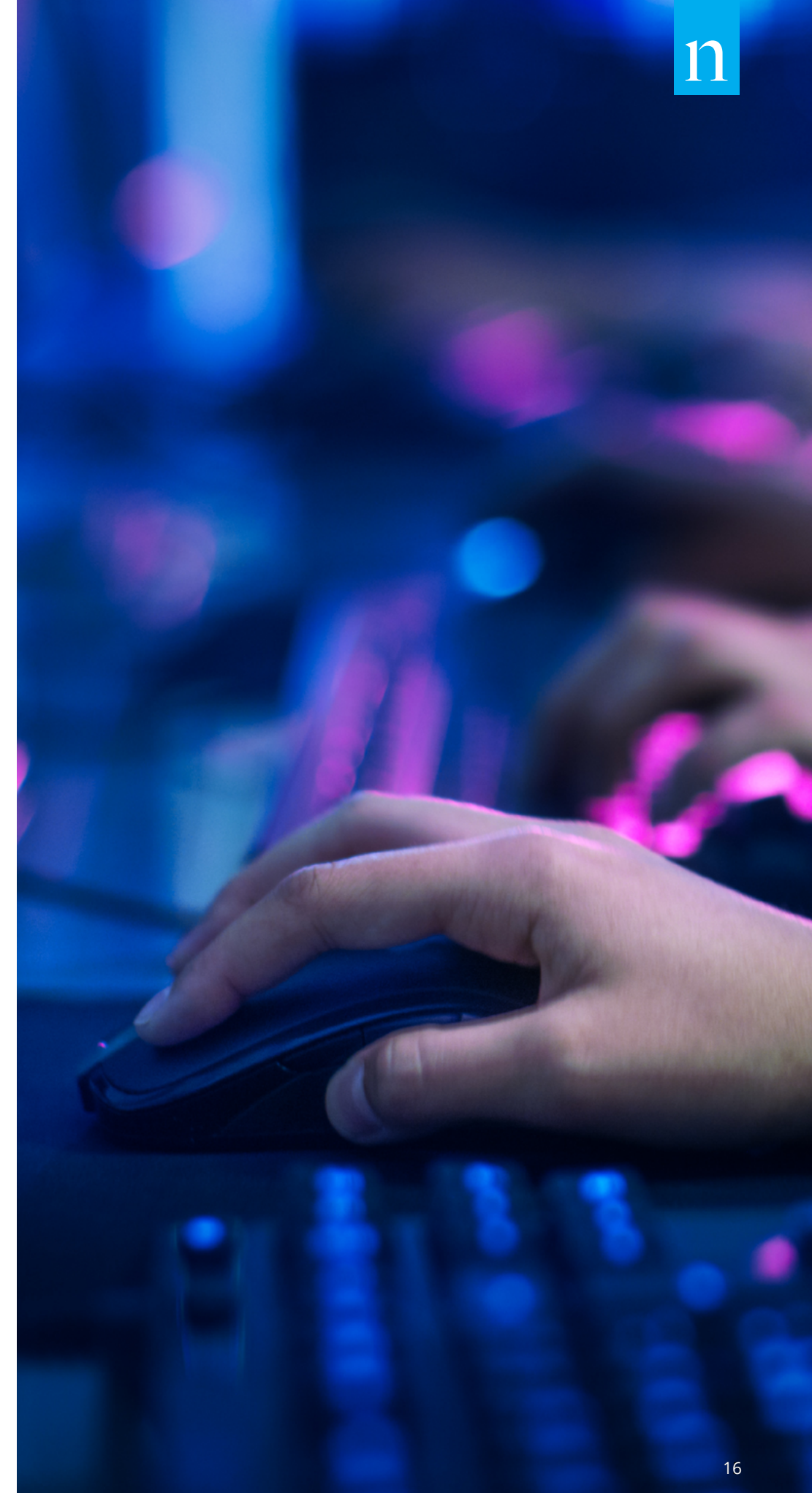
\*Fully or Partly Owned by Asian Companies

Source: Source: 2019 SuperData General Consumer Survey: US Gamers

# PROMINENT GAMING INFLUENCERS ARE ASIAN AMERICANS.

Asian Americans are at the forefront as online influencers who have made a lucrative career streaming gaming content that include playing video games. Two of the top ten highest-paid gamers in the world are Asian American, according to [Forbes](#): Mark Edward Fischbach, known as Markiplier, whose mother is Korean and Evan Fong, known as VanossGaming, whose father is Chinese and mother Korean. Jeremy Wang, known as Disguised Toast, is another famous Asian-American gamer who has amassed a huge fan base on Twitch and made headlines last November by signing an exclusive deal with Facebook Gaming. With new platforms like Facebook Gaming and Microsoft Mixer entering into a market that was dominated by Amazon's Twitch, it can be said that there is another kind of streaming war taking place.

**2 OF THE TOP 10**  
HIGHEST-PAID GAMERS IN THE WORLD  
ARE ASIAN AMERICAN



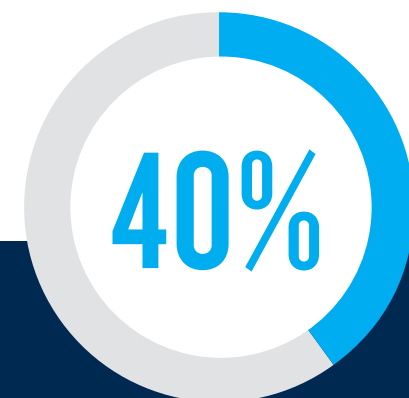
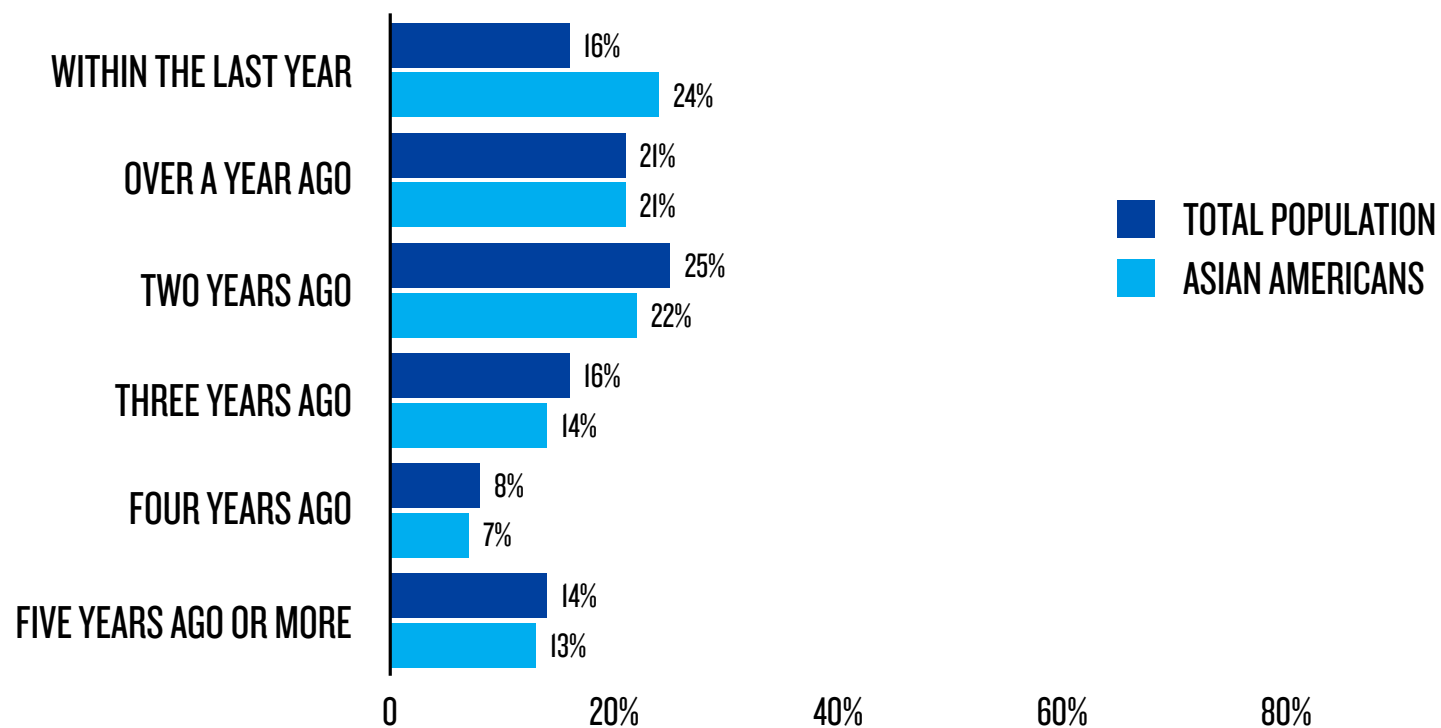


# ASIANS AND ASIAN AMERICANS ARE WELL REPRESENTED AMONG PROFESSIONAL GAMERS TOO

Asians and Asian Americans have also been well represented as professional competitive players in esports, which generated \$950.6 million in revenue in 2019, and expected to reach \$1 billion this year. Three of the Top 10 highest earning U.S. professional esports players are Asian American, with Saahil “Universe” Arora ranking number two as the second highest earning professional gamer in the world. Strong representation at the professional level and notable increases in prize money are sure to fuel the enthusiasm in gaming among young Asian Americans. Over 200 colleges in the U.S. are now participating in esports leagues with many offering scholarships, as well as a growing number of high schools adopting esports programs.

Among Asian-American gamers, over 1 in 4 say they watched an esports tournament livestream in the last three months, and 53% of Asian gamers say they have watched three hours or more of esports in a typical week. Asian Americans are leading the shift to online and mobile gaming as they are 84% more likely to play multiplayer online games.

## ASIAN AMERICANS HAVE BEEN FOLLOWING ESPORTS FOR LONGER



OF ASIAN AMERICAN GAMERS  
SPEND MORE THAN 5 HOURS A  
WEEK WATCHING GAMING VIDEO  
CONTENT.





# ASIAN AMERICANS ARE AT AN INFLECTION POINT: THE OPPORTUNITY FOR MARKETERS IS RIPE.

There's been a sea change in how Asian Americans are perceived in the U.S. For a long time, Asian-American characters were mainly a martial artist or the awkward nerd; and when it wasn't a speaking character, an owner of a convenient store or a laundromat – and always the foreigner.

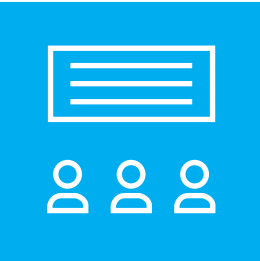




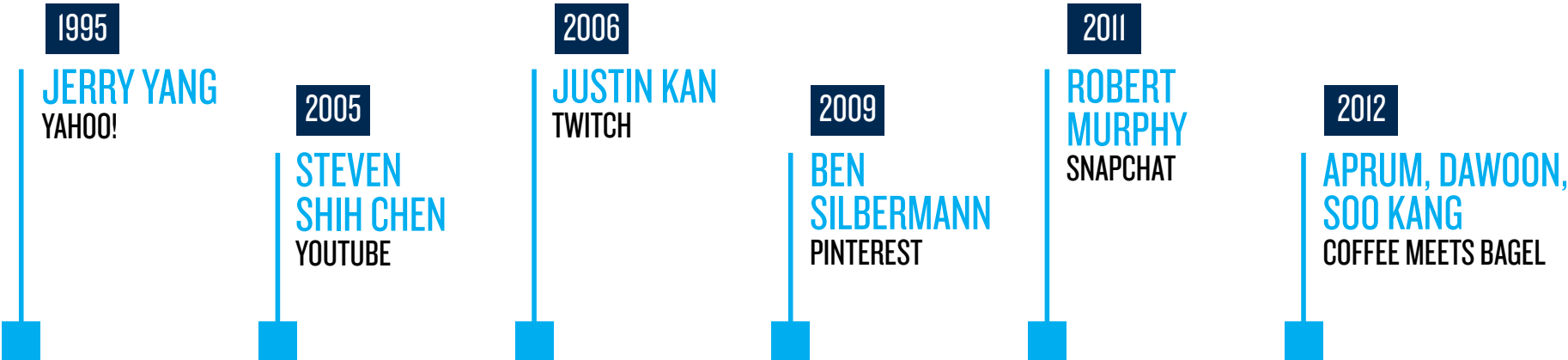
There were some notable moments along the way, like Connie Chung’s appointment as the co-anchor of the CBS Evening News in 1993 and the all-Asian cast feature, The Joy Luck Club in 1994. But a pivotal time came in the early 2000s. When Harold and Kumar demolished the image of Asian Americans as nerdy and sexless at the box office, the world was also introduced to YouTube. This was a defining moment for Asian-American content creators and our community at large. Asian-American artists had the creative freedom to tell their stories on the video-sharing network, void of gatekeepers found in Hollywood. Many of the original YouTubers were children of immigrants and as diverse as the community was, we began to see a strong connection in our shared Asian-American experiences; of being bi-cultural, longing to belong and calling upon a home country that was far away. Through this content, Asian Americans began defining their own representation, shifting from self-interest to Asian-American interest.

As more Asian-American content creators were sharing their authentic and unabashed experiences on social media, the bigger their audience grew of all backgrounds, capturing the interest of Hollywood. In 2007, the percentage of Asian-speaking **characters** in U.S. films was 3.4%. By 2018, that number had grown to 8.2%. The success of the Korean movie, Parasite, making history as the first non-English-language movie to win the Academy’s top award in 2020, also reflects American filmgoers’ comfort level with subtitles. While there is a lot more work to be done in the area of inclusion in Hollywood, social media platforms democratized the art of storytelling, boosting Asian American representation along the way.

While Asian-American content creators were cracking the code of storytelling on social media platforms, it is important to note that Asian Americans were also behind the development of these social platforms. There are also ties to Asia, notably TikTok, that has exploded among Gen Z. TikTok is owned by the Chinese company ByteDance and has already drawn big brands such as Mountain Dew and Walmart to engage on the platform.



IN 2007, THE PERCENTAGE OF  
ASIAN-SPEAKING CHARACTERS  
IN U.S. FILMS WAS 3.4%.  
BY 2018, THAT NUMBER HAD  
GROWN TO 8.2%.



# ASIAN AMERICANS HAVE FOUND A VOICE THAT CAN BE HEARD

The recent success of Asian-led projects, notably *Crazy Rich Asians*, *Bao*, *The Farewell*, *Always Be My Maybe*, *Parasite* and *Mira, Royal Detective* reflect the exceptional talent in their craft of storytelling, and the Asian-American community voting with their wallet for more authentic stories to be told by us and played by us. We have also seen a rise in Asian-American activism, most recently combatting the rise in anti-Asian racism that began through fear of the Coronavirus that was touted as the Chinese virus. Not to mention, the Asian-American community condemning brands that have missed the mark on cultural nuances, resulting in enormous financial consequences. What is clear is that Asian Americans are not the community that will stand quietly as once perceived but a community that has a voice that will be heard.

## REACHING ASIAN AMERICANS THROUGH CULTURALLY-RELEVANT CONTENT

Asian Americans are not only watching culturally-relevant content on streaming platforms, but seeking the same on other channels. *Awkwafina's Nora* from Queens (Comedy Central) is a new series that is based on her real life as a twenty-something Asian American in New York City's outer borough of Queens, NY. The series premier has been heavily supported by Asian American viewers.





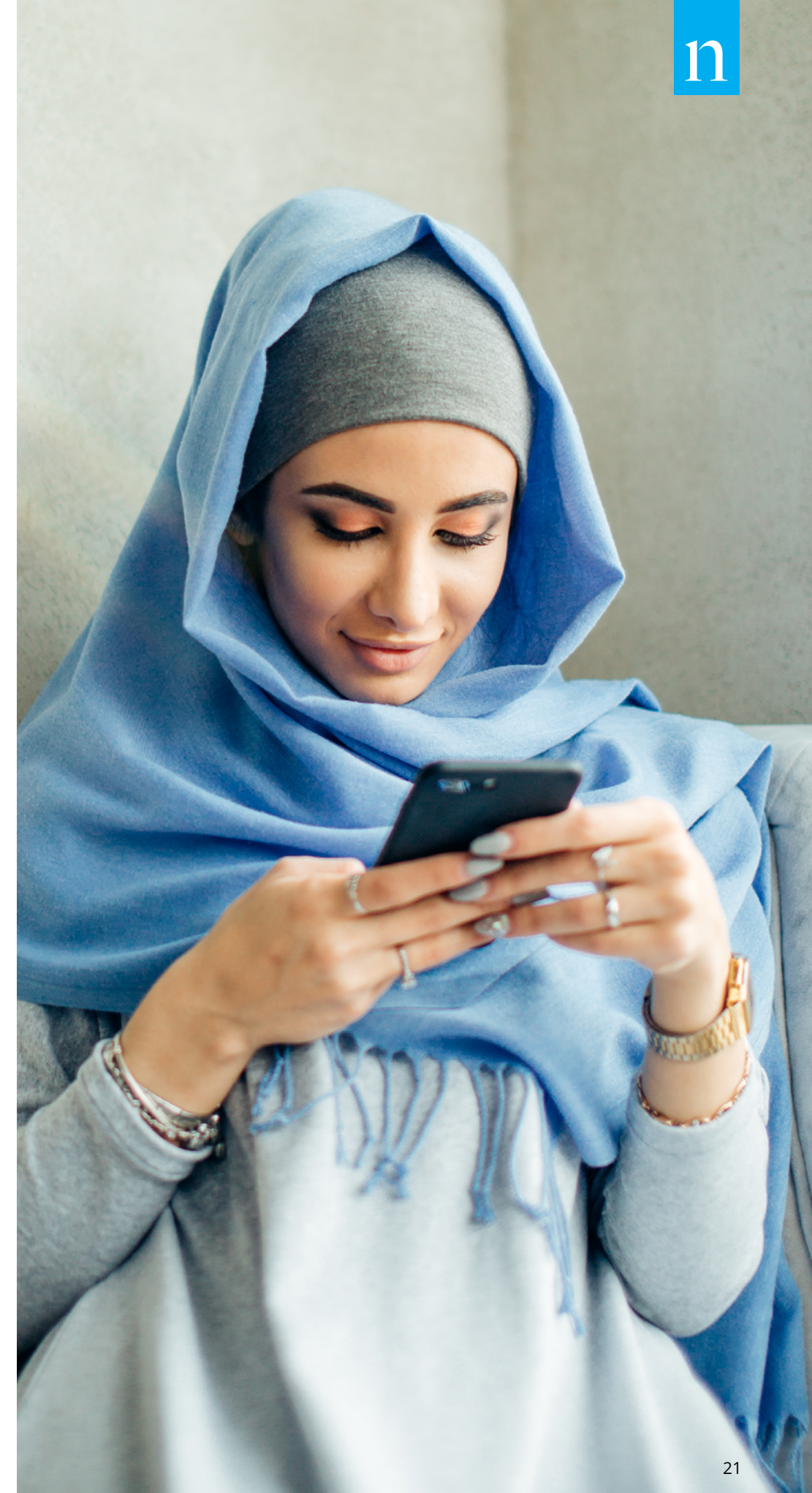
# CONNECTION THROUGH ASIAN-AMERICAN DIGITAL PUBLICATIONS

Authentic Asian-American narratives have not only been represented on screen, but also through digital content platforms that provide opportunities for brands to extend their marketing and strengthen their relationships with the Asian American community.

Examples include Goldthread - covering stories on Chinese culture, Hapa Mag - whose editorial explores the Hapa identity that is representative of individuals with mixed racial heritage with Asian/Pacific Islander ancestry, and the Juggernaut that shares authentic South Asian stories.

## OTHER POINTS OF ENGAGEMENT FOR MARKETERS

Asian-American content creators have also been successful as social influencers that have become an impactful part of any marketing mix today. Many of these influencers lean into their Asian-American identity and have amassed a fan base that extends far beyond the Asian-American community. Marketers are taking note of this opportunity, with major brands like Sephora, Tampax (P&G), Gucci and Calvin Klein collaborating with these individuals to reach a highly engaged, young audience. Lastly, while the future of convention-size events are still to be seen, brands can engage with passionate Asian Americans at scale around their passion point at Comic-cons, K-cons and Asian film festivals that take place in cities across the country.





# CONCLUSION

At the dawn of a new decade, Asian Americans will continue on their trajectory of growth in population size, cultural influence and consumer power. This is a group that will lead brand conversations online, seeking and supporting businesses that will invest in meeting their needs. As the bridge between the East and West, Asian Americans will be introducing new trends to U.S. pop culture; no doubt, there will be many more new crazes that will make their way to us from Asia, just like bubble tea, k-beauty, and Bollywood did.

This is the moment for brands to get in with the Asian-American community. This means understanding the Asian American diaspora, recognizing the Asian-American cultural identity, and seeing this group as the Americans that they are: Contributing to the economy — as taxpayers, business owners, employers, and consumers; engaging in civic activities that strengthen our democracy; enriching the cultural landscape through the arts. The path forward for brands is to take the steps to actually reach these customers; not saying they are included in the ‘general market’ or worse yet, they are too diverse to market to. We know that in our ever-changing world, brands that are too late to the party risk becoming obsolete. So, it’s time to dance and engage with the fastest-growing consumer group now, before it’s too late.

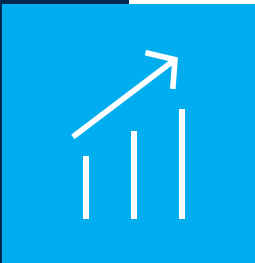
To learn more, visit [Nielsen’s Asian American hub](#).




# ASIAN AMERICAN GROWTH IN NUMBERS

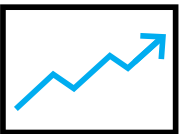
There are currently 23.1 million Asian-Americans and Pacific Islanders (AAPI's) living in the U.S. The Asian-American population grew 46% in the past 10 years, representing the fastest-growing ethnic or racial segment in the U.S. In comparison, the total U.S. population grew 8% and non-Hispanic whites saw a 1% decline in their population during this same period. Continued exponential growth is expected in the Asian-American population, as the U.S. Census projects a gain of 21% by the year 2025.

90%  
POPULATION GROWTH  
SINCE 2000 FOR  
ASIAN AMERICANS



## GROWTH IN BUYING POWER

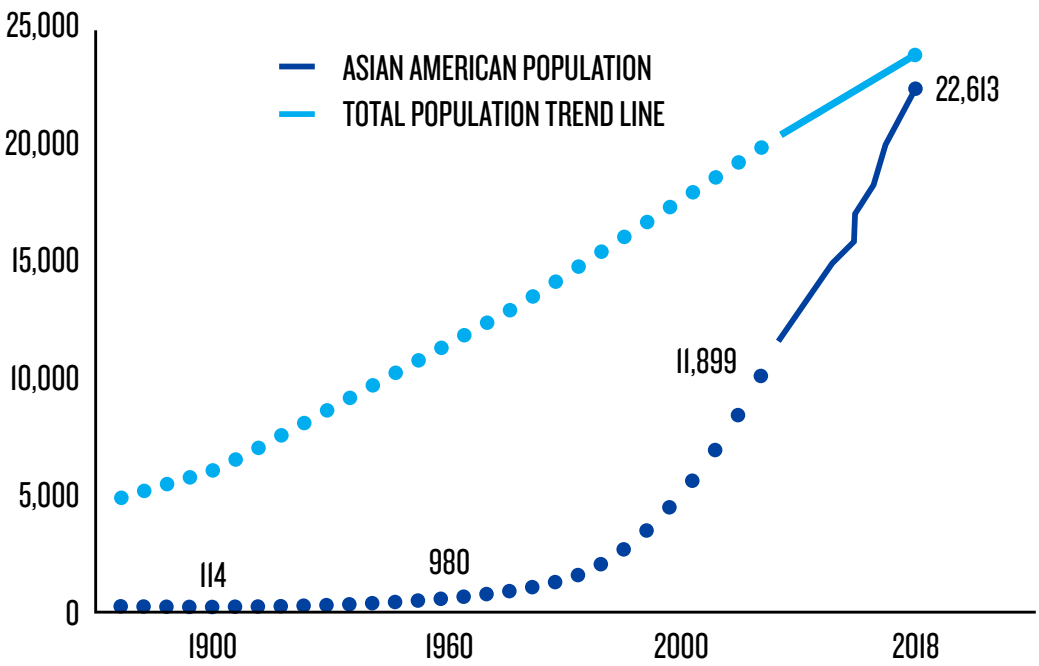
	ASIAN AMERICAN BUYING POWER	TOTAL U.S. BUYING POWER
 GROWTH FROM 2000 - 2019	+314%	+119%
PROJECTED GROWTH FROM 2019-2024	+38%	+25%



2022 PROJECTION:  
\$1.3 TRILLION  
2019 PROJECTION: \$1 TRILLION

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2019.

## GROWTH IN POPULATION



90%  
POPULATION GROWTH  
SINCE 2000 FOR ASIAN AMERICANS

# METHODOLOGIES

## DIGITAL METHODOLOGY (COMPUTER, SMARTPHONE, TABLET)

Digital data is based on Nielsen’s Total Media Fusion, which is reflective of both panel and census measurement. It leverages the most granular and comprehensive cross-platform respondent-level data from our panels, along with census data from Nielsen’s Total Audience Measurement solutions, to provide the highest quality, representative sample of digital media consumption. Data for this was sourced from Nielsen Media Impact (Nielsen’s cross platform planning solution). Data used in this report is inclusive of multicultural audiences.

## LITTLE SAIGON TV Q&A

Little Saigon TV (LSTV) is the first Vietnamese television network in the United States to broadcast live news reports. Little Saigon TV has broadcast since 1999 with its first appearance on KSCI (Channel 18). LSTV strives to deliver quality and unique programming between Southern California and Vietnam. Watch them on channel 56.10 in Southern California. The question and answer (Q&A) section of this report was gathered by a member of Nielsen’s Diversity & Inclusion Communications team with permission to publish and circulate. The responses are the personal opinions of respondents, and should not be interpreted as a scientific analysis of Asian American consumer sentiment as a whole. Rather, the responses can be read as a contextual background to the Nielsen data in the report. LSTV was not compensated.

## NIELSEN SCARBOROUGH

Nielsen Scarborough USA + 2019 Release 2 Total (Jul 2018 - Nov 2019) (Base: Age of respondent summaries: Adults 18+—Projected 251,818,036, Respondents: 213,360). GfK/MRI Attitudinal Insights Module: By integrating 400+ attitudinal statements and segmentations with Nielsen Scarborough’s syndicated data set, this analysis reflects consumer psychographics in the studied categories.

## NIELSEN SOCIAL CONTENT RATINGS

Nielsen Social Content Ratings® (SCR) is the first standardized third-party measurement of program-related social media activity across Facebook, Instagram and Twitter. With the continued fragmentation of media and consumer choice, social TV data, which measures the social media response to television content, is a valuable way for industry players to better understand how fans are engaging with television and brands. SCR delivers one comprehensive solution to help networks, agencies and advertisers measure, understand and act on social TV.

## SUPERDATA METHODOLOGY

SuperData questionnaires are written using survey science best practices and are reviewed by industry experts for accuracy and validity. All questions are worded clearly and provide actionable data. Data is collected from quantitative web surveys and all respondents are sourced from industry-leading survey panels. SuperData screens panel partners to ensure that they can offer robust targeting criteria in order to collect data from the general population as well as niche subgroups. Data collection is monitored daily to ensure that incoming survey data meets Nielsen standards for quality and accuracy.

## TELEVISION METHODOLOGY

Television data are derived from Nielsen’s National TV Panel that is based on a sample of over 40,000 homes that are selected based on area probability sampling. Live+Time-shifted TV (PUT) includes Live usage plus any playback viewing within the measurement period. Timeshifted TV is playback primarily on a DVR but includes playback of encoded content from video on demand, DVD recorders, server based DVRs and services like Start Over. Total Use of Television (TUT) includes Live TV + Timeshifted TV as well as TV-connected devices (DVD, Game Console, Internet Connected Device). TV-connected devices include content being viewed on the TV screen through these devices. This includes when these devices are in use for any purpose, not just for accessing media content. For example, Game Console also includes when it is being used to play video games. Internet Connected Device usage includes Smart TV app usage. Reach for television and TV-connected devices includes those viewing at least one minute within the measurement period. Data used in this report is inclusive of multicultural audiences.

## TIME SPENT AMONG U.S. POPULATION, TIME SPENT AMONG USERS, REACH OF USERS, REACH %

Total Use of Television, Live+Time-shifted TV, Live TV, Time-shifted TV, TV-Connected Devices (DVD, Game Console, Internet Connected Device) 09/30/2019 – 12/29/2019 via Nielsen NPOWER/National Panel; Radio 01/03/2019 –12/04/2019 via RADAR 144; Computer, Smartphone, Tablet via Total Media Fusion sourced from Nielsen Media Impact. For digital data, weeks that cross calendar months are not included. Weeks included for digital – 10/07/19,10/14/19, 10/21/19, 11/04/19, 11/11/19, 11/18/19, 12/02/19, 12/09/19, 12/16/19, 12/23/19. Digital data was produced on 03/09/20 and slight variations in data processed after this point reflect ongoing updates.

Note: Time spent among U.S. population includes whether or not they have the technology, and data sources can be added or subtracted as appropriate. Time spent among users of each medium would include different bases by source, and data sources should not be added or subtracted. Time spent among U.S. population includes visitor viewing and time spent among users excludes visitor viewing resulting in occurrences of reported time spent for U.S. population to be higher than users. Some amount of simultaneous usage may occur across devices. Sum of individual sources may vary slightly from total due to rounding.

## TELEVISION DISTRIBUTION STATUS, DEVICE OWNERSHIP

Based on scaled installed counts for December, 2019 via Nielsen NPOWER/National Panel.



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## 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).



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