

Asians' Attitudes toward Advertising - US - October 2016

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"By 2021, the Census Bureau estimates that there will be 20.3 million Asians living in the US, or 6% of the US population. This group's influence far outweighs its size however, making it critical for advertisers of all types to develop strategies for reaching Asian consumers."

- Fiona O'Donnell, Director - Multicultural, Lifestyles, Travel & Leisure

This report looks at the following areas:

- **A fast-growing audience**
- **An incredibly diverse population**
- **Affluent, educated families – who are very tech-savvy**

On average, Asians are more educated and affluent than the population as a whole, giving them more buying power. Further, Asians are also more likely to be interested in new technologies as well as advertising, making them important audiences for evangelizing new products

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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