



Consumer and Corporate Insights

Consumer Traits

The report released May 2020 *Engaging Asian American Consumers at the Dawn of A New Decade*, explores Asian American consumer behaviors that are setting the pace for two important trends in media platforms and gaming. Highlights from the report (download full report here (<https://chambermaster.blob.core.windows.net/userfiles/UserFiles/chambers/1585/CMS/Data/2020-Nielsen-Engaging-APAs.pdf>)) include: First, the media platforms that are winning among Asian Americans amid the streaming wars 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.

In 2017, Nielsen came out a report on Asian American Women, *Digitally Fluent with an Intercultural Mindset*. Different from multicultural, this group is marrying outside their community and have an affinity for all cultures. Highlights from the report (download full report here (<https://chambermaster.blob.core.windows.net/userfiles/UserFiles/chambers/1585/CMS/Data/2017-Nielsen-Report-on-APA-Women.pdf>)) include:

- Asian American women are savvy shoppers
- Emphasis on inner and outer beauty
- Technologically fluent

According to Nielsen's 2016 report on the Asian American consumer, *Culturally Diverse and Expanding Their Footprint*, this fastest growing market segment is expanding their geographic footprint in the Midwest and South and affecting mainstream consumer preferences. Highlights from the report (download full report here (https://chambermaster.blob.core.windows.net/userfiles/UserFiles/chambers/1585/CMS/Data/2016_Nielsen_State_of_the_Asian_American_Consumer.pdf)) include:

- Asian American population is increasing in the South and Midwest
- At an aggregate view, Asian Americans are the nation's wealthiest consumers
- They are particular about their food and technology
- Asian American owned businesses grew 24% from 2007-2012 and had largest sales increases

Corporate Employee Survey

The Asia Society conducts an annual survey of Asian Pacific American (APA) employees at Fortune 500 corporations and below are highlights from their 2015 APA Corporate Survey (click here to download executive summary (https://chambermaster.blob.core.windows.net/userfiles/UserFiles/chambers/1585/CMS/Data/2015_APA_Corporate_Survey_Executive_Summary.pdf)).

Survey respondents:

- 41% East Asian
- 76% First generation/immigrant
- 48% Master's degree

Survey highlights:

- Engagement of APA employees is increasing but
- APAs are still under-represented at strategic/leadership levels
- APAs care about company's community involvement
- Cultural values impact careers
- APAs care about company's success

Upcoming Events

Aug 5 Women's Club Branding Talk (<https://www.austinasianchamber.org/events/details/women-s-club-branding-talk-5670>)

- Jul 22 MECA Transit Innovations (<https://www.austinasianchamber.org/events/details/meca-transit-innovations-5663>)
- Jul 23 Paid Sick Leave Info in Chinese (<https://www.austinasianchamber.org/events/details/paid-sick-leave-info-in-chinese-5674>)
- Aug 5 Women's Club Branding Talk (<https://www.austinasianchamber.org/events/details/women-s-club-branding-talk-5670>)

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