



Made in America II: Asian American Teens and Echo Boomers

July 26, 2006
Japanese American National Museum
Downtown Los Angeles





Introduction

Why Urban Youth?
Why Asian Americans?



What is the urban youth market?



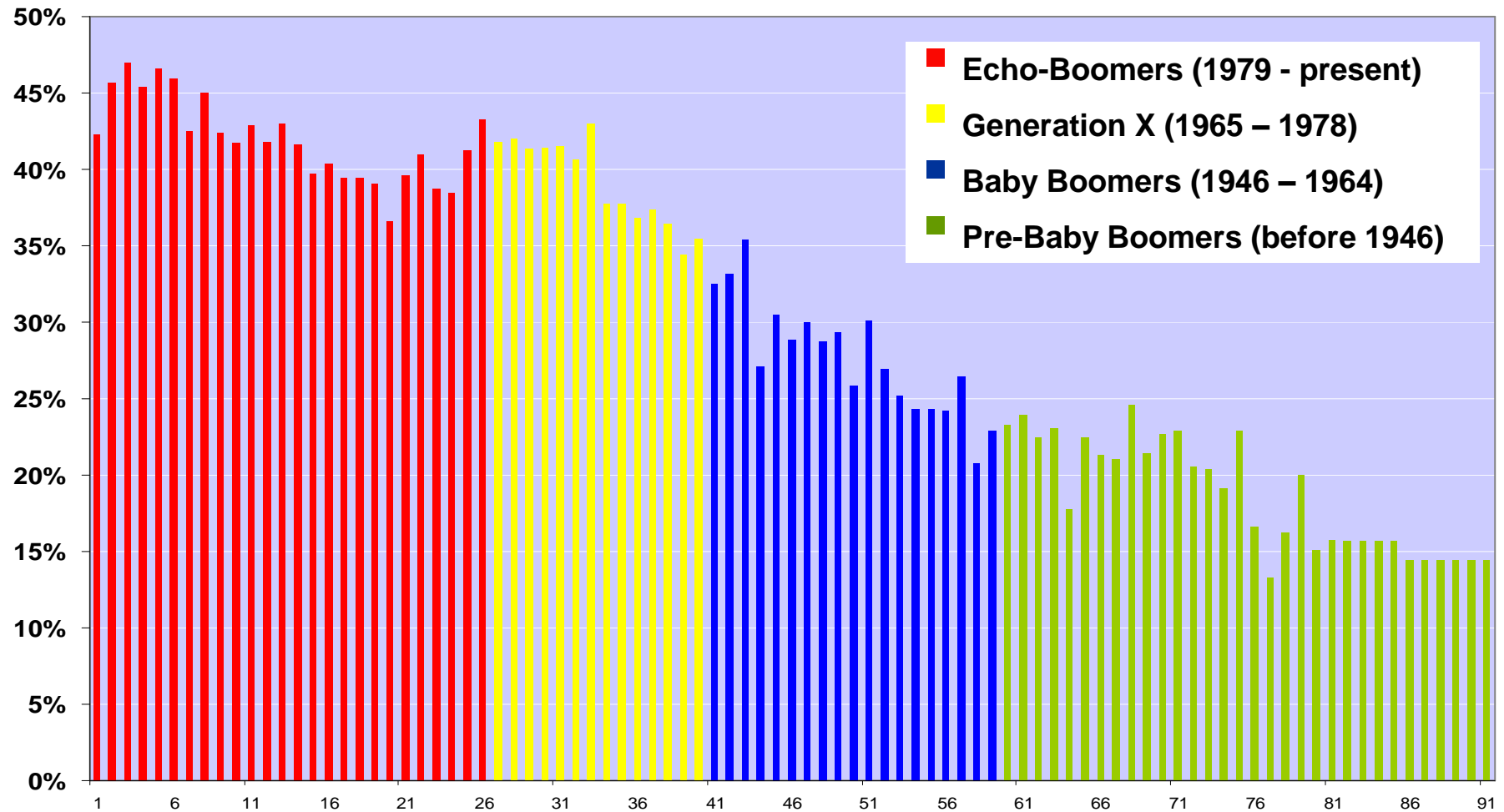
“A mindset, not a geography”

- ❖ According to Simmons National Consumer Survey and Packaged Facts, there are 23.9 million people in the U.S.—between the ages of 15 - 29 years—who can be defined as “urban youth”.
- ❖ Buying power of young urban consumers totaled \$495.7 billion in 2005--with projects to reach \$644 billion by decade's end. (Total Asian is \$397 billion; Hispanic is \$735 billion)
- ❖ Psychographically, this is a population segment that is characterized by a relentless search for new products and experiences and are renown for being early adopters of new styles and products.

Source: Simmons Market Research Bureau, Spring 2005 Teens and Adult National Consumer Surveys; Packaged Facts

The Millennial Generation Is The Most Diverse In American History

Percent of U.S. Population That Is African American, Hispanic, Asian Pacific Islander, American Indian, and Other; By Age - June 2006



Current Population Survey, U.S. Census Bureau, June 2006

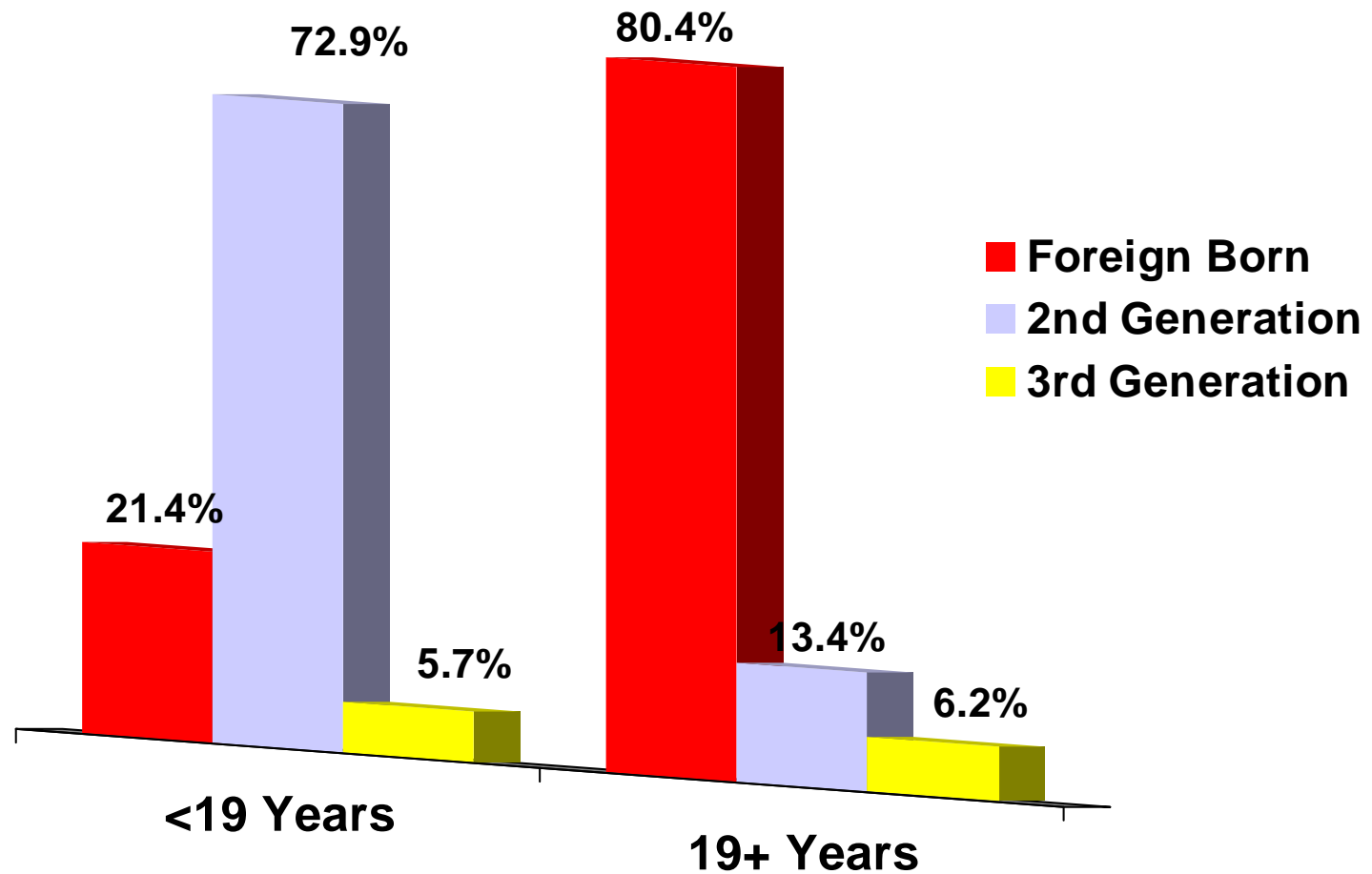


“As I progressed in my studies... I stumbled upon an important epiphany:
culture has nothing to do with race.”

- Akil Dasan, *Transculturalism: How The World Is Coming Together*

Generational Bifurcation

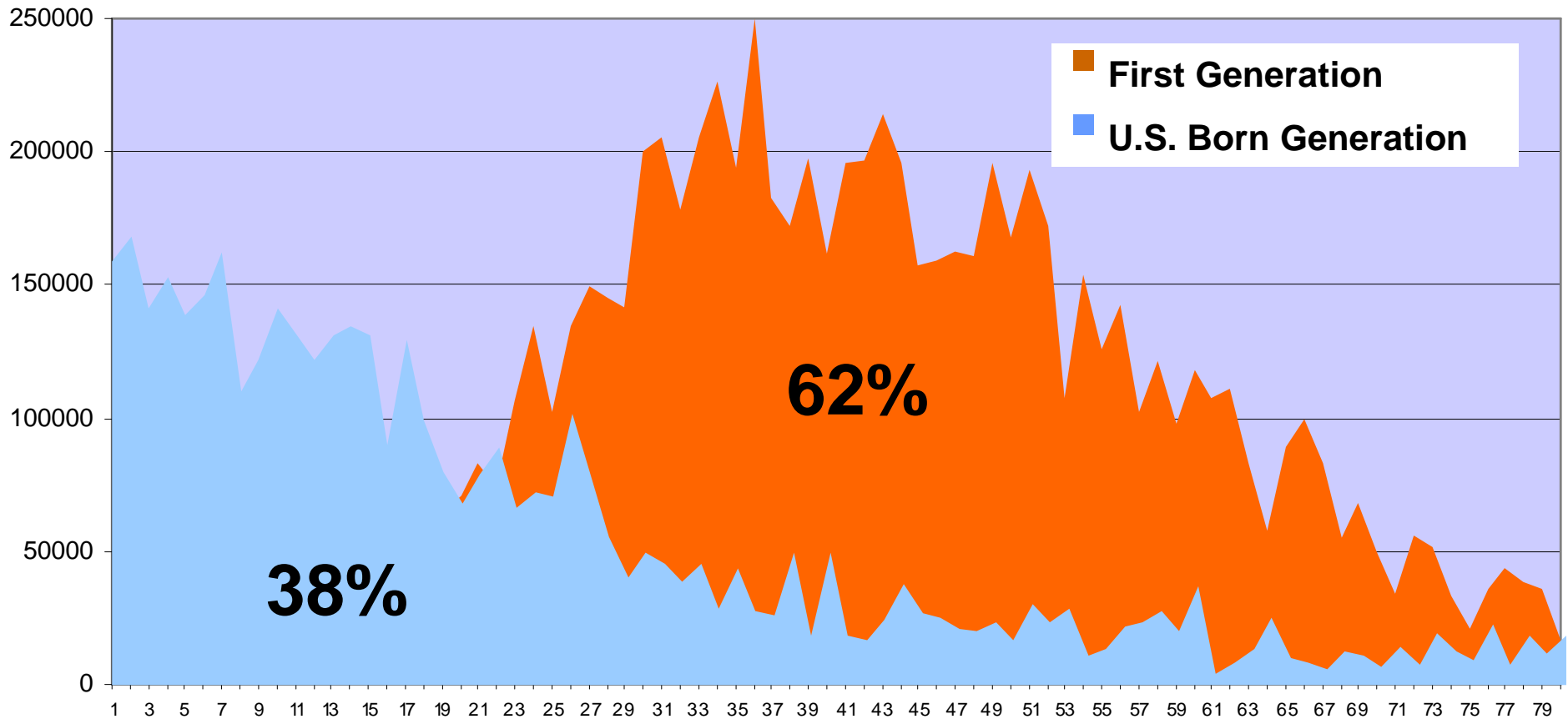
Younger Asian Americans tend to be U.S. Born; Older Asian Segments tend to be Immigrants



Current Population Survey, US Census Bureau, June 2006, Asian Alone

Asian American Age Distribution

The U.S. Asian population tends to be younger than the general population. The second generation is significantly younger than the first generation.



Current Population Survey, U.S. Census Bureau, June 2006—Asian alone and in combination with other



Methodology & Profile

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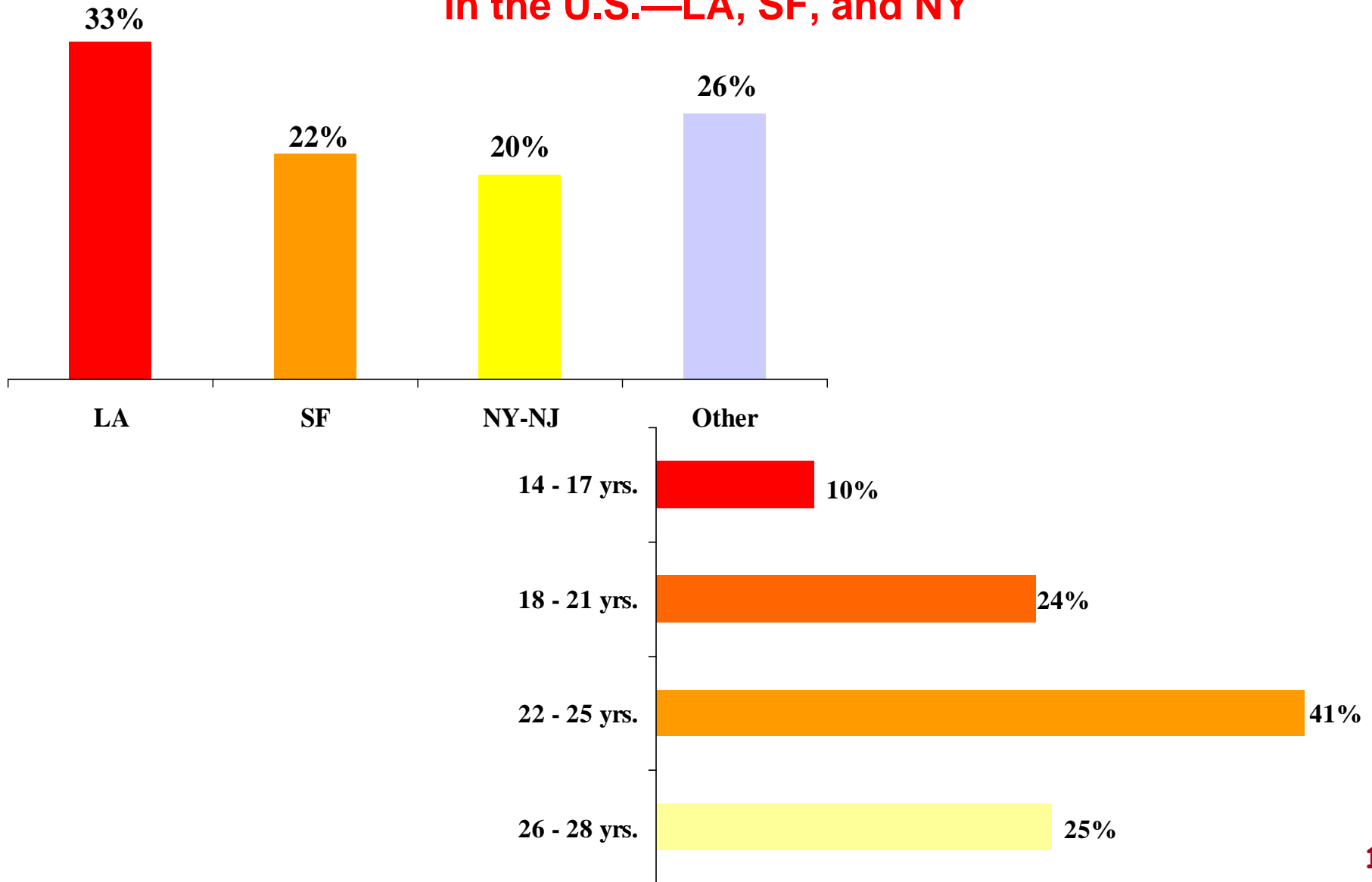
Survey Methodology

- 15 minute survey – online and hand-held PDA devices
- Online interviews were administered nationwide. Intercept interviews were conducted in the following markets:

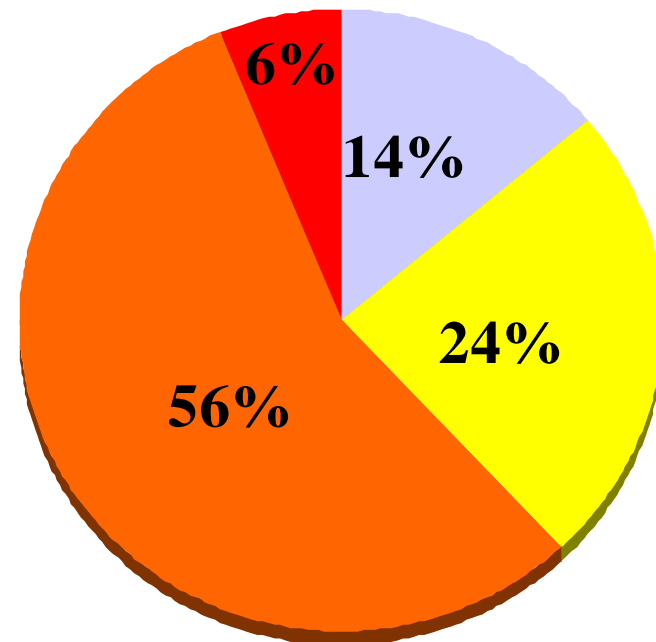
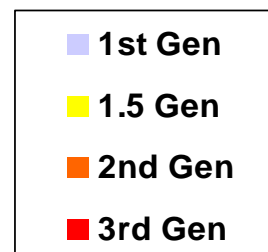
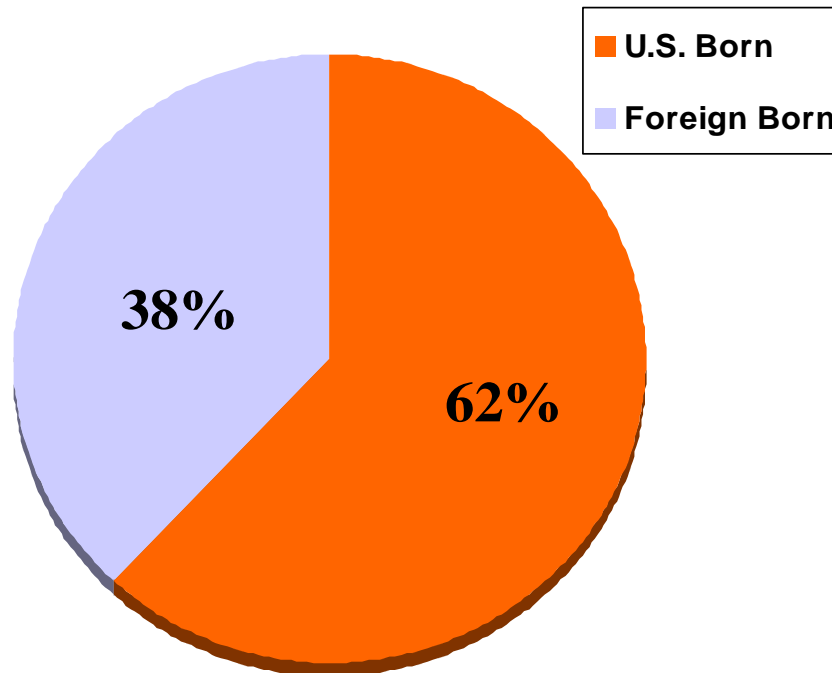
<u>Market</u>	<u>Intercept</u>	<u>Online</u>
• Los Angeles	102	--
• San Francisco	90	--
• New York	61	--
• Other	--	285
• TOTAL	253	538

- Screening: Self-Identified Asian / Asian American (per Census definitions); Ages of 14 and 28 years

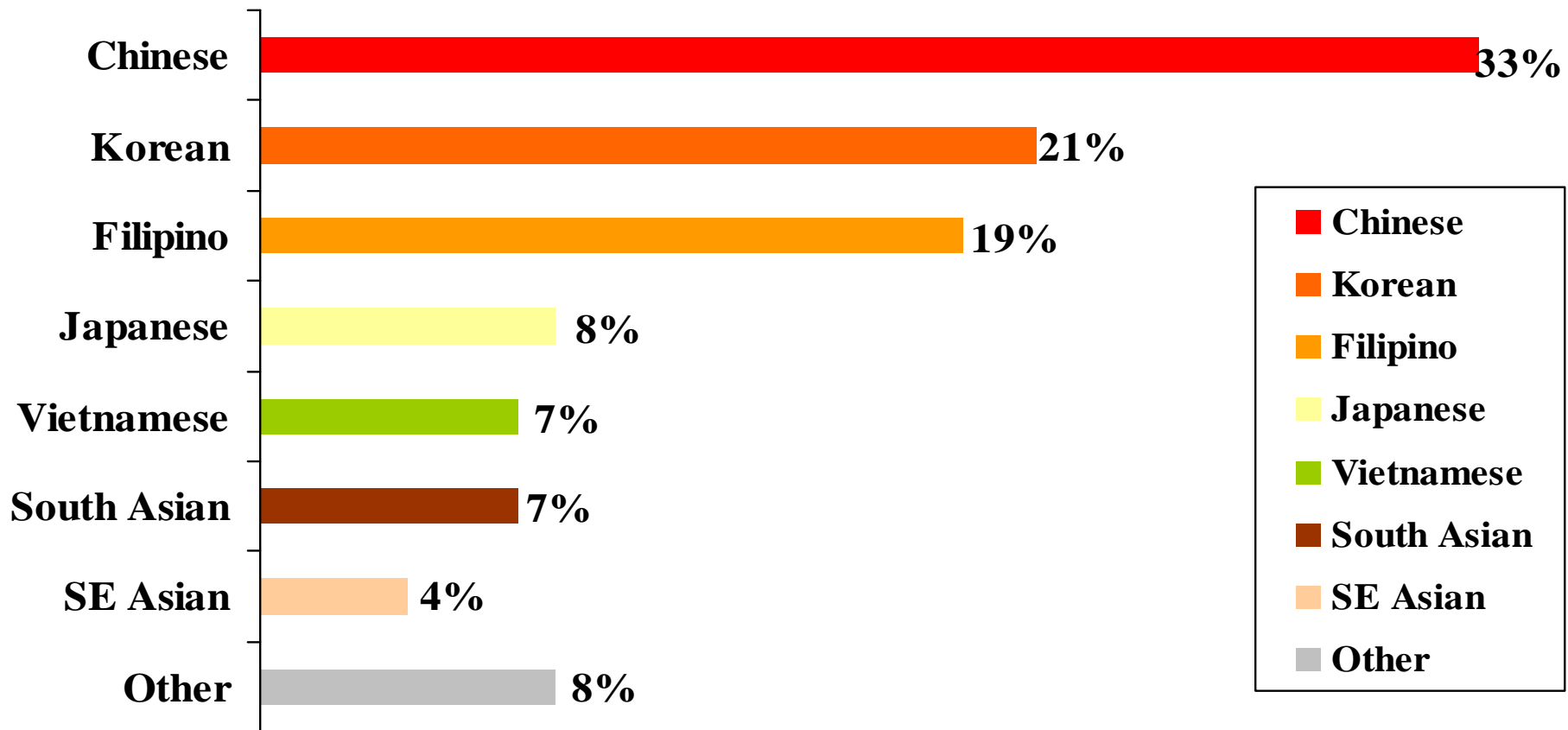
Respondents represent the three largest Asian American markets in the U.S.—LA, SF, and NY



Over 60% of the sample is U.S. Born, and over half of the entire sample is Second Generation



One-third of the sample is Chinese, followed by Korean, Filipino, Japanese, and others



N = 538



Language

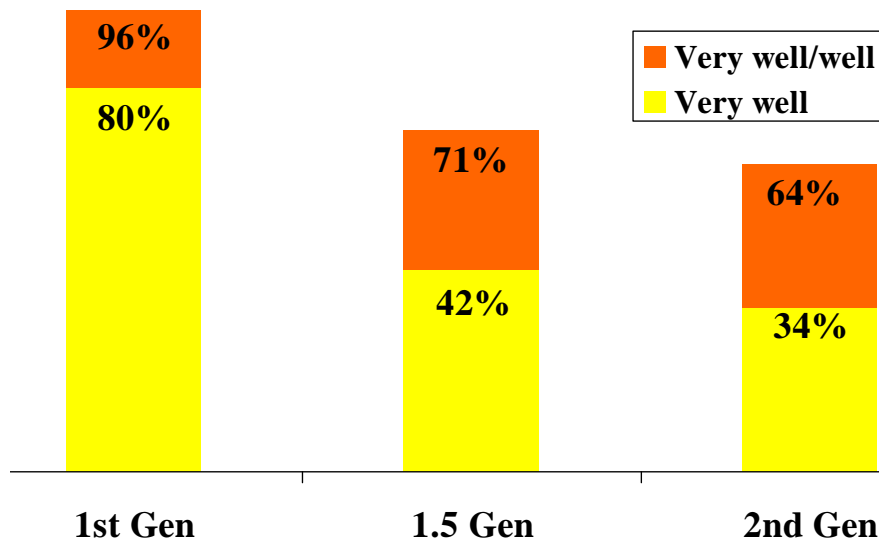
Identity

Lifestyles

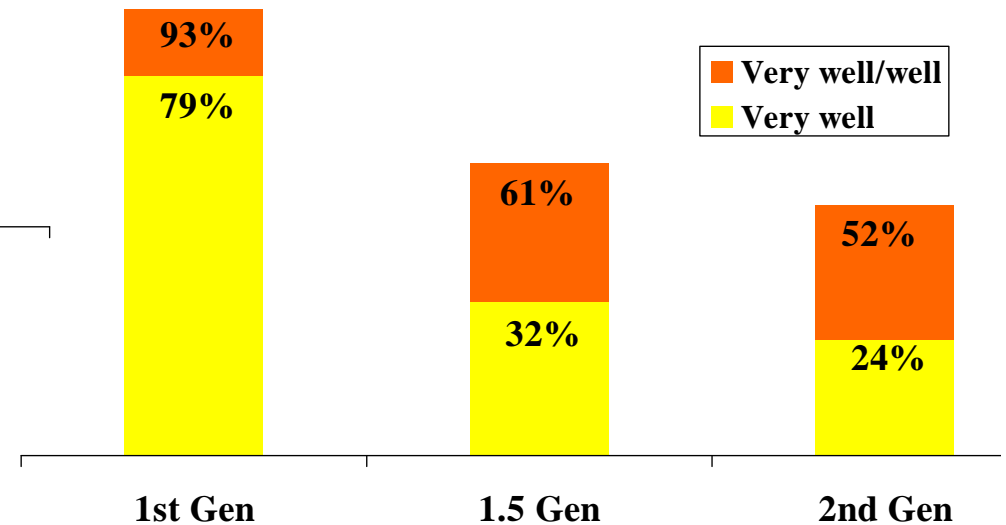
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Fluency and understanding of Asian dialects declines with greater levels of acculturation and in subsequent generations

% Understand [Asian Language]

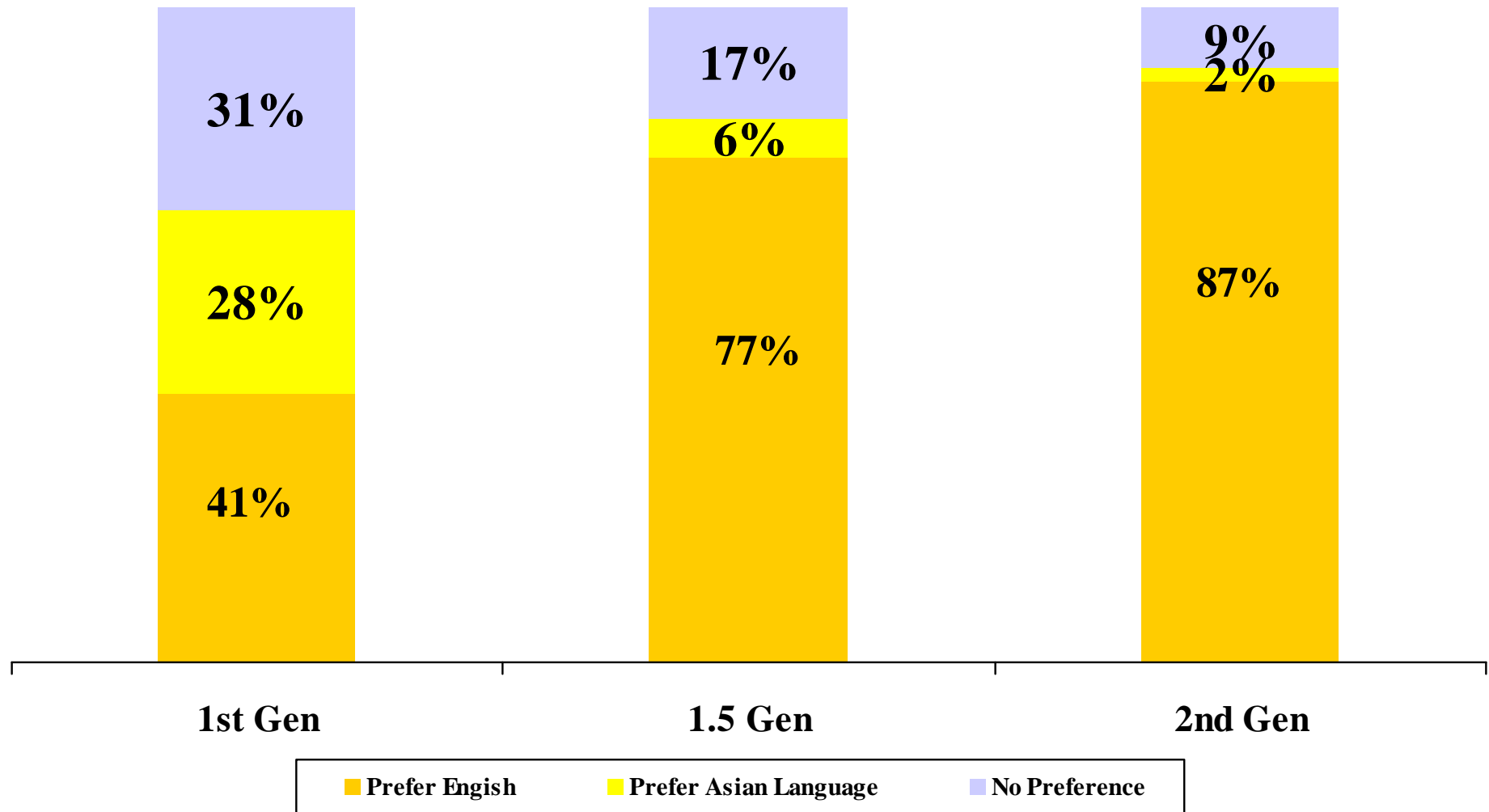


% Speak [Asian Language]



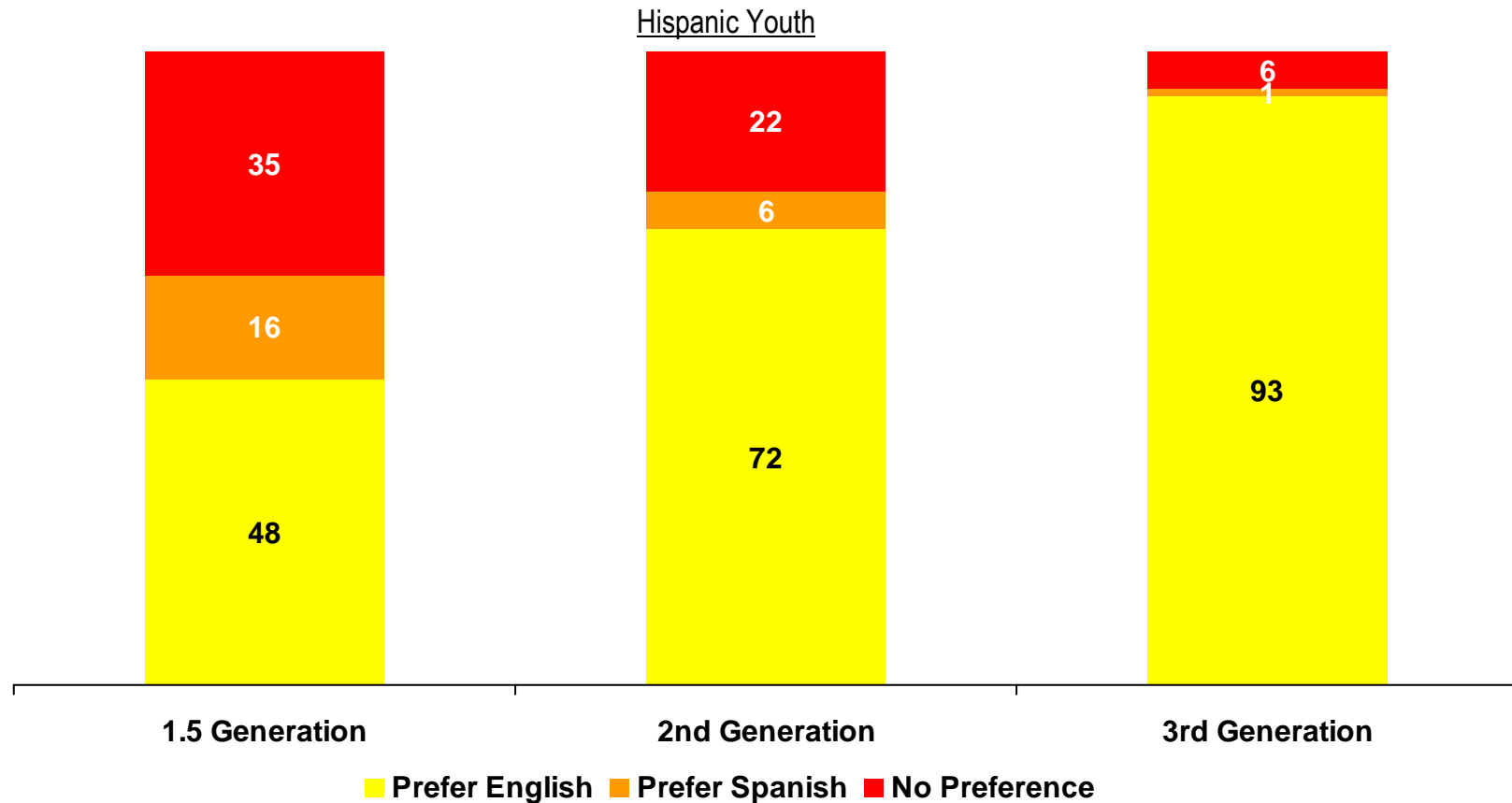
Preference for English is clear and increases with generational acculturation

“When given a choice, what language do you prefer to speak in?”



Compared to the Hispanic youth population, linguistic assimilation towards English is accelerated in the Asian segment

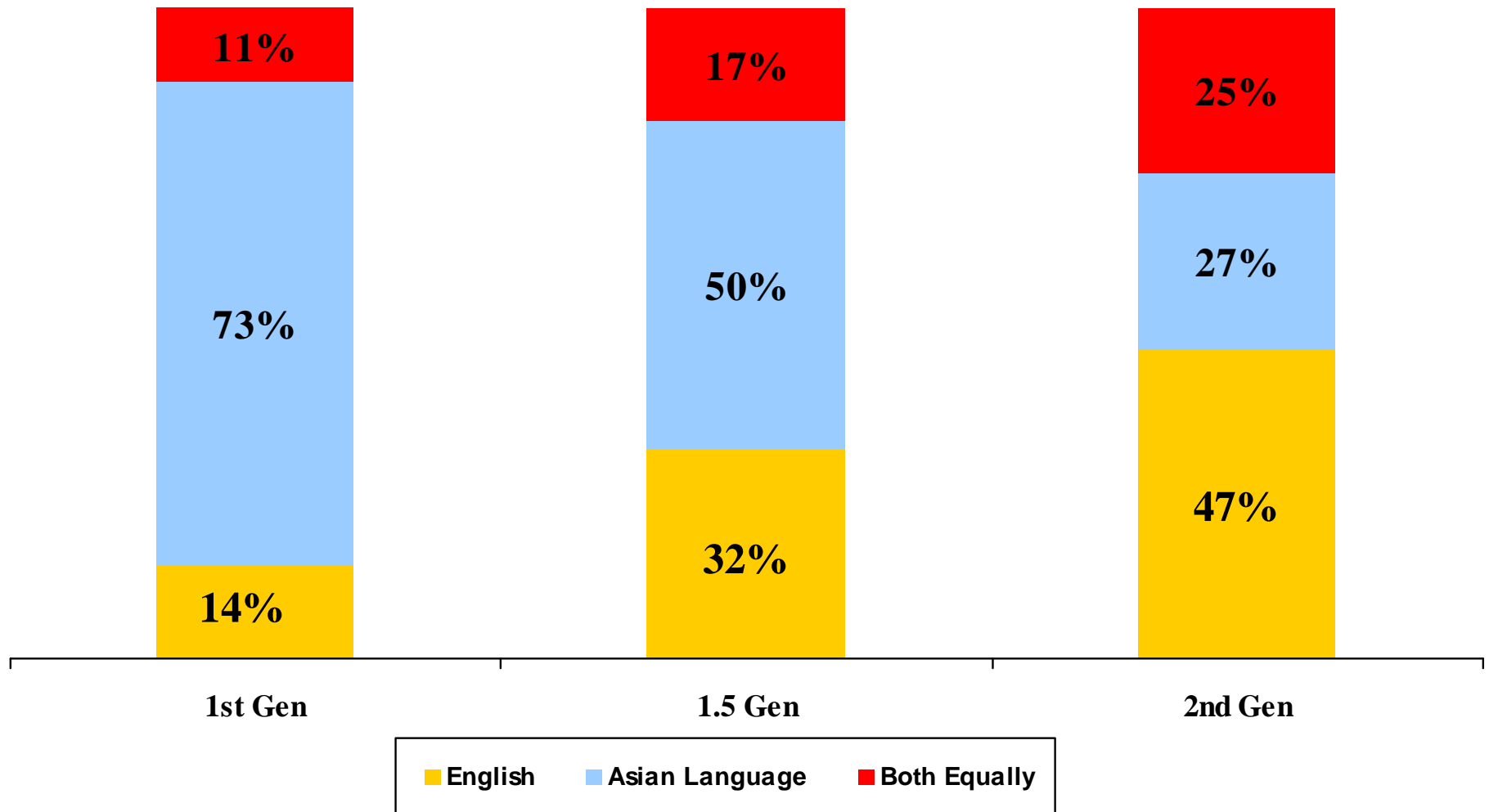
“When given a choice, what language do you prefer to speak in?”



Hispanic Source: “Made in America: Communicating to U.S. Born Latinos” New American Dimensions, October 2005

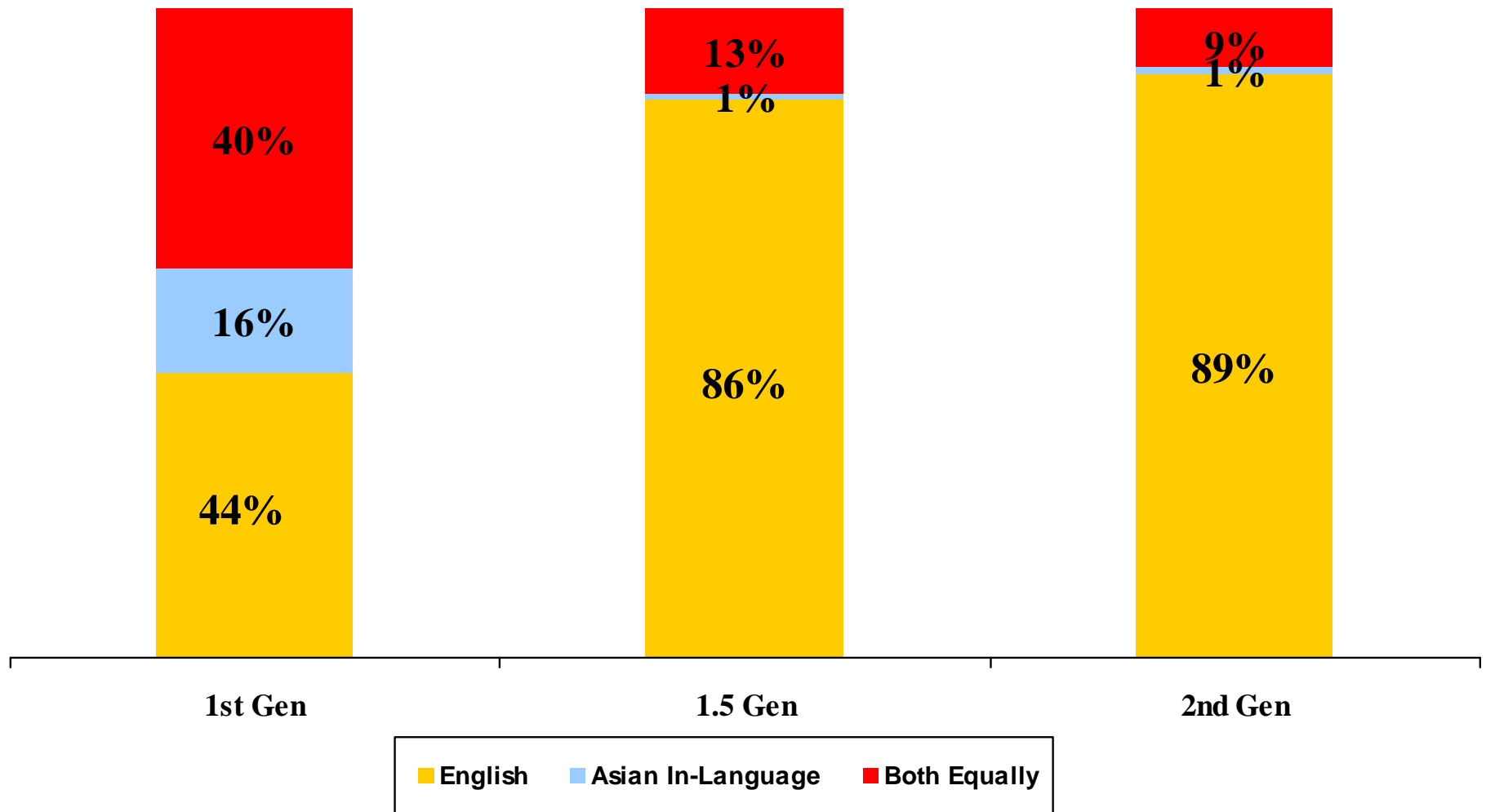
Language Use is partially a function of context...

“What language do you speak mostly with your parents?”



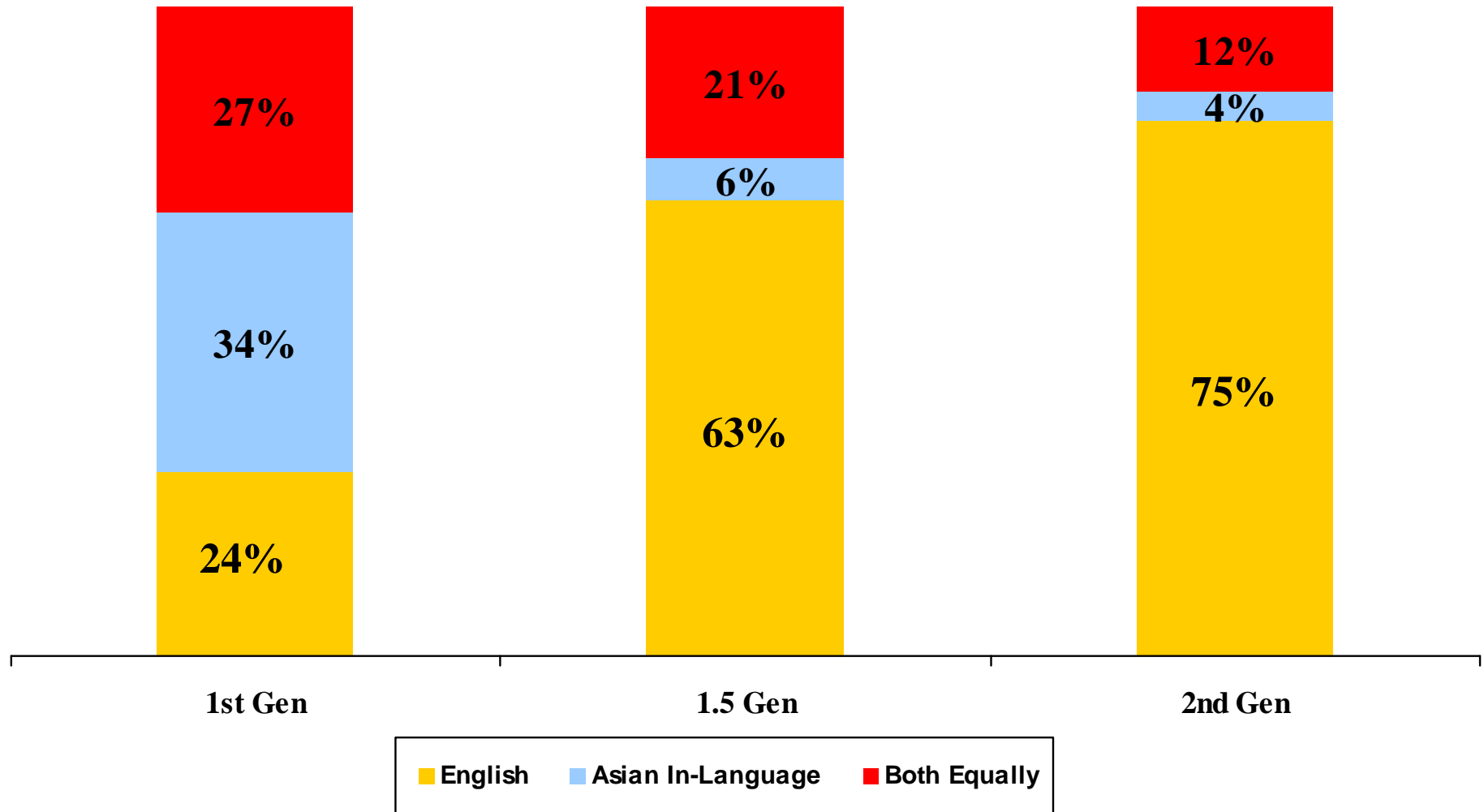
Language Use is partially a function of context...

“What language do you speak mostly with your friends?”



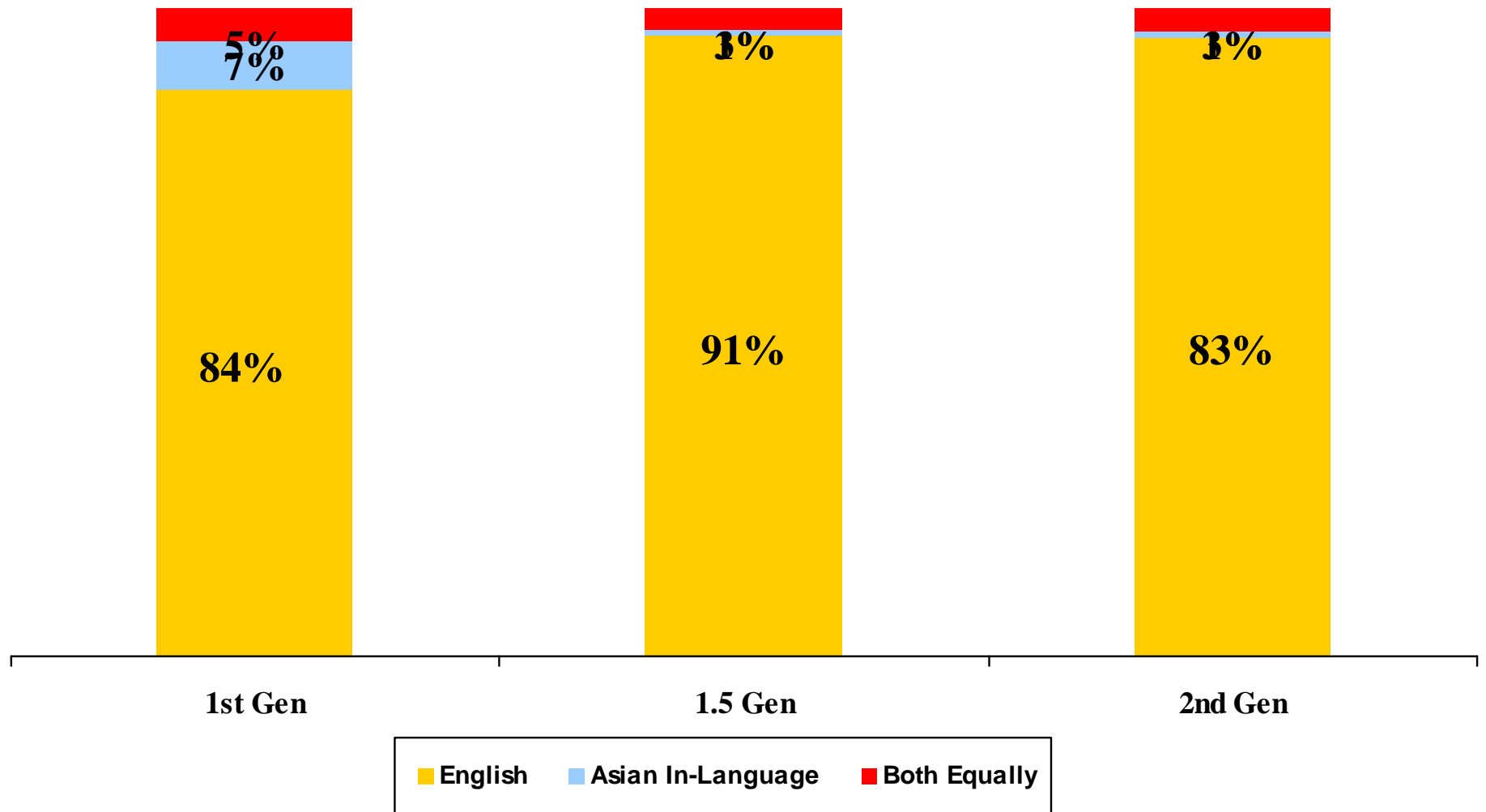
Language Use is partially a function of context...

“What language do you speak mostly with your siblings?”



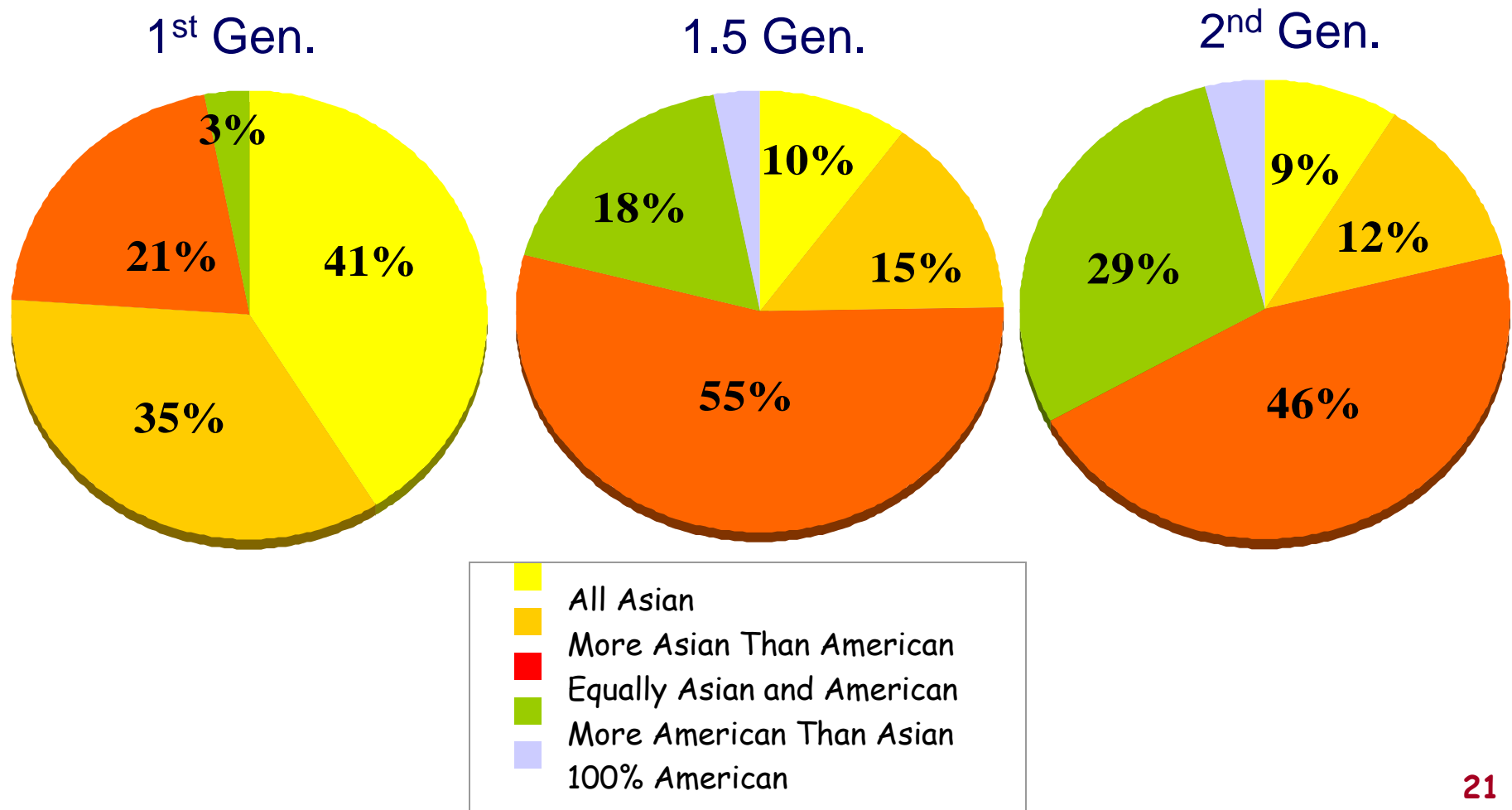
Language Use is partially a function of context...

“What language do you speak mostly with at work?”



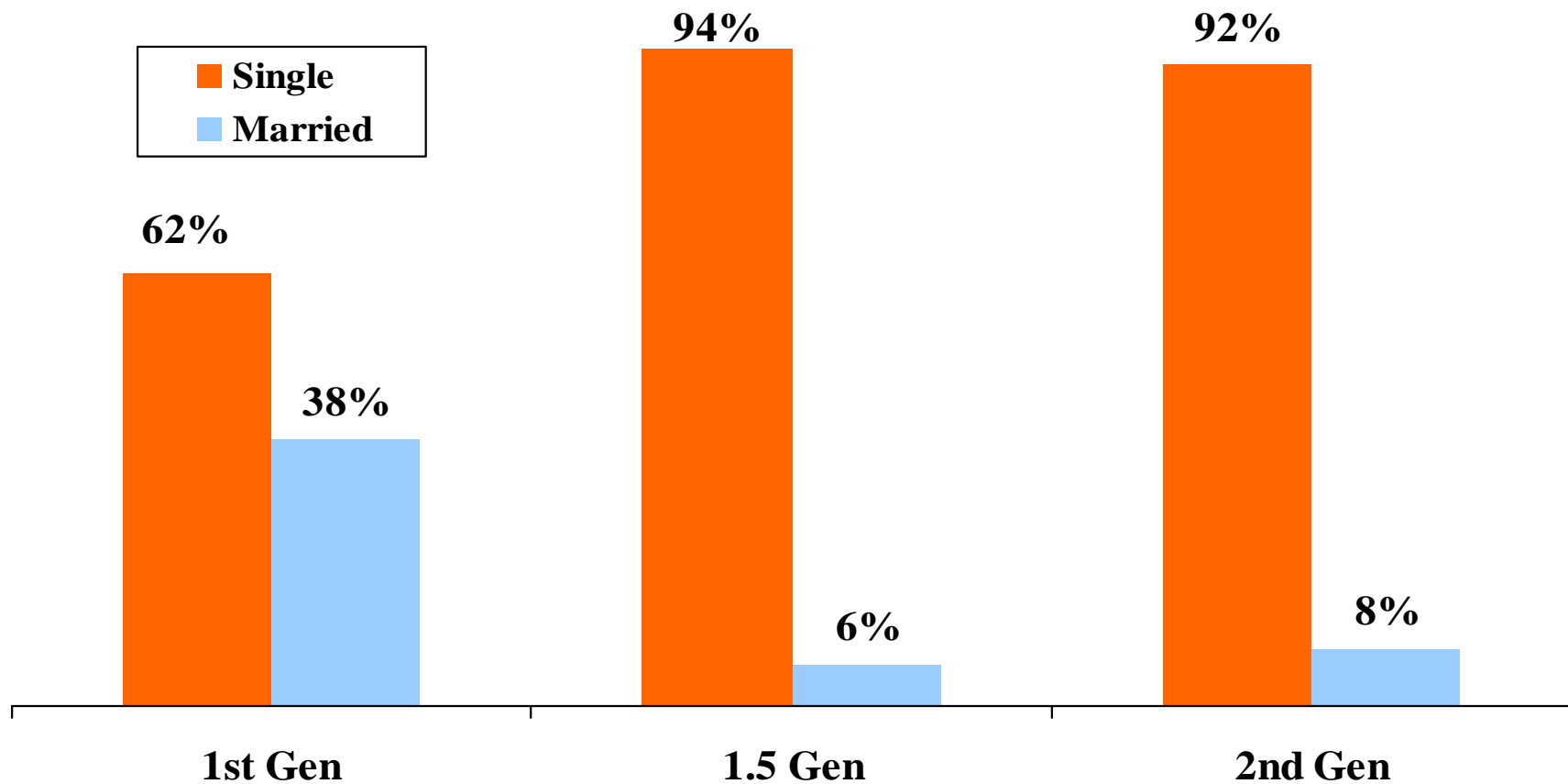
**Identity shifts over the course of generations and acculturation—
moving increasingly from “All Asian / More Asian” to “Equally
Asian & American / More American”**

“I would describe myself as...” Aided responses



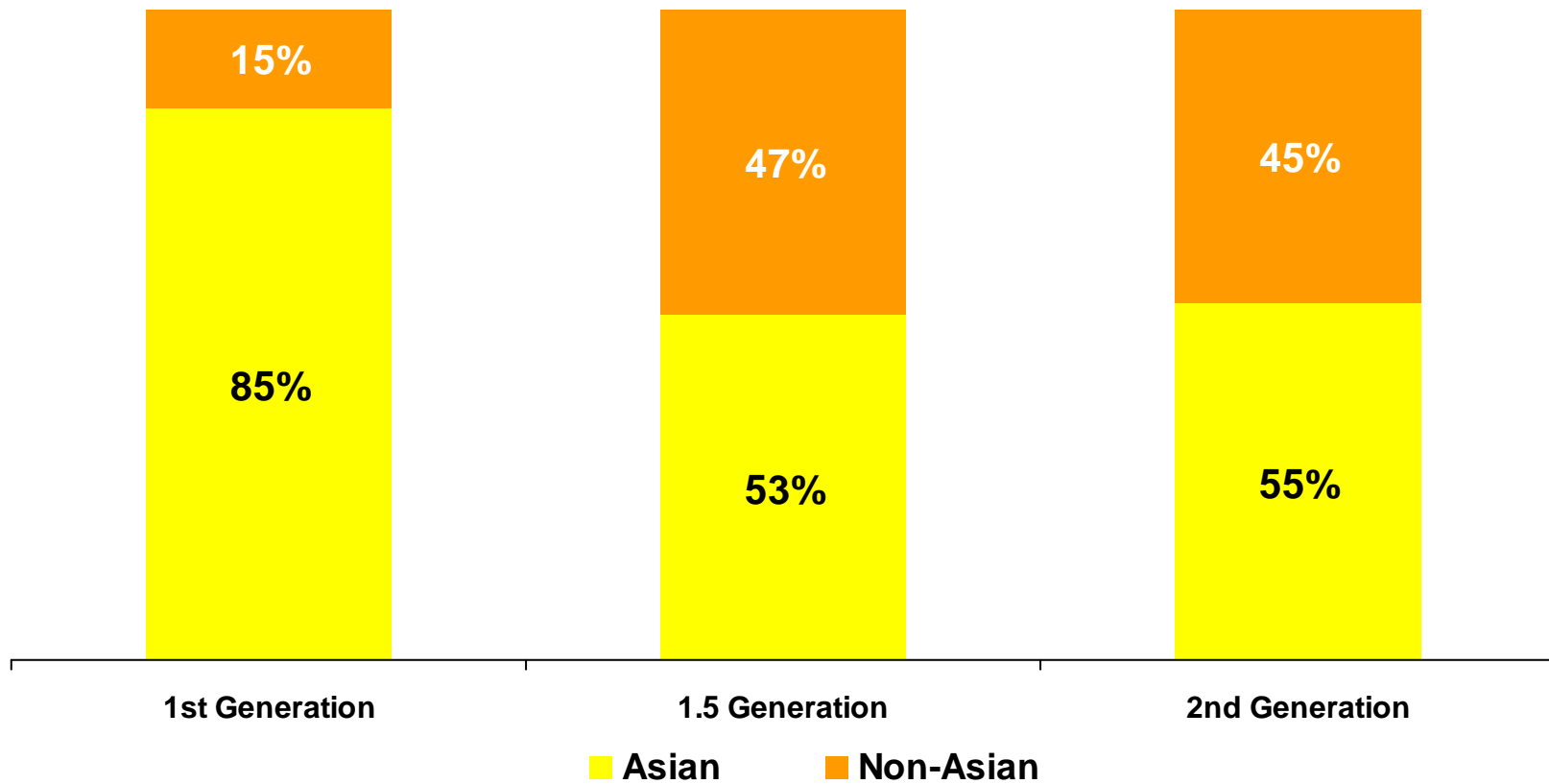
Changing Lifestyles: With acculturation, there is a greater propensity to stay single at their age rather than get married

“What is your marital status?”



Out-marriage rises along with generation

Q. "Is your spouse Asian?"

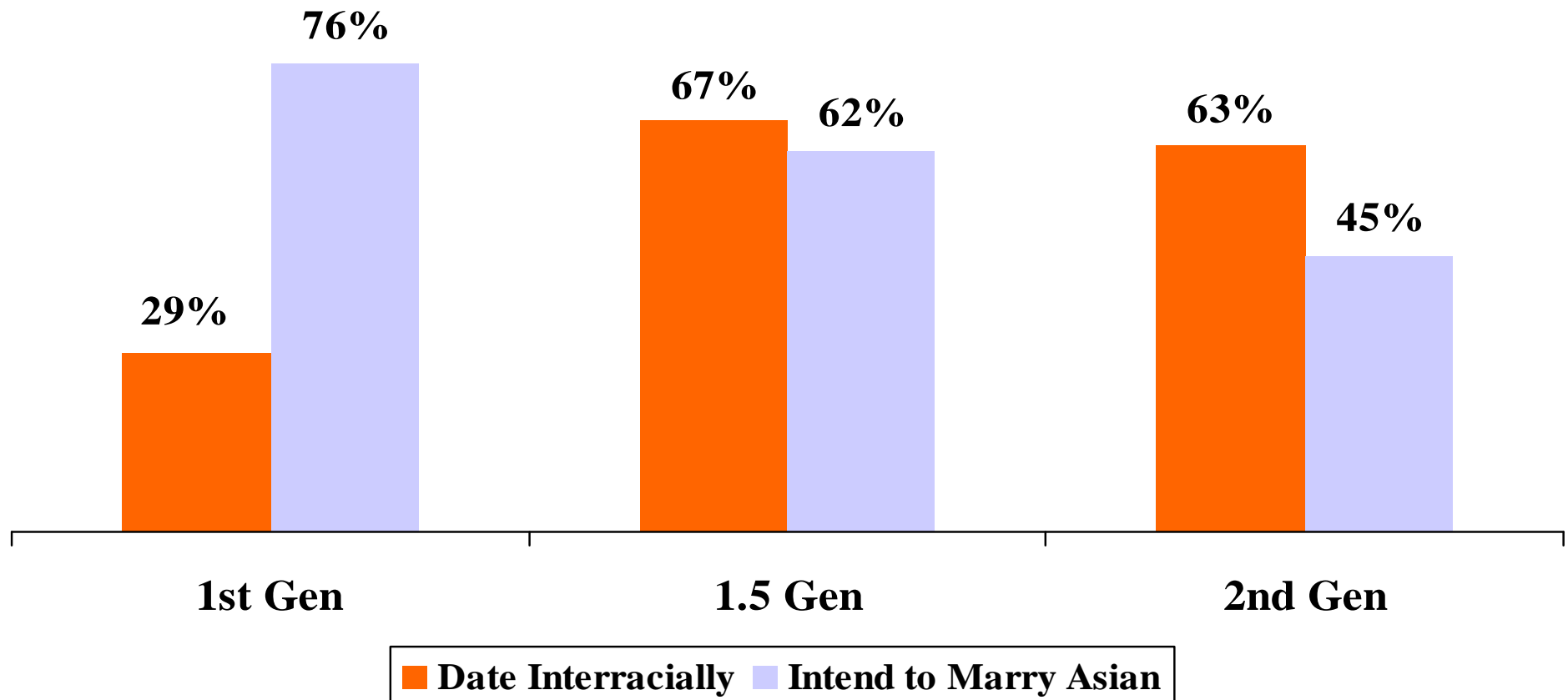


Base: Married, N = 64

The ethnic boundaries of relationships expand along with greater acculturation and generation

Q. "Do you date interracially?" Yes responses

Q. "Do you intend to marry someone who is Asian?"



N = 466

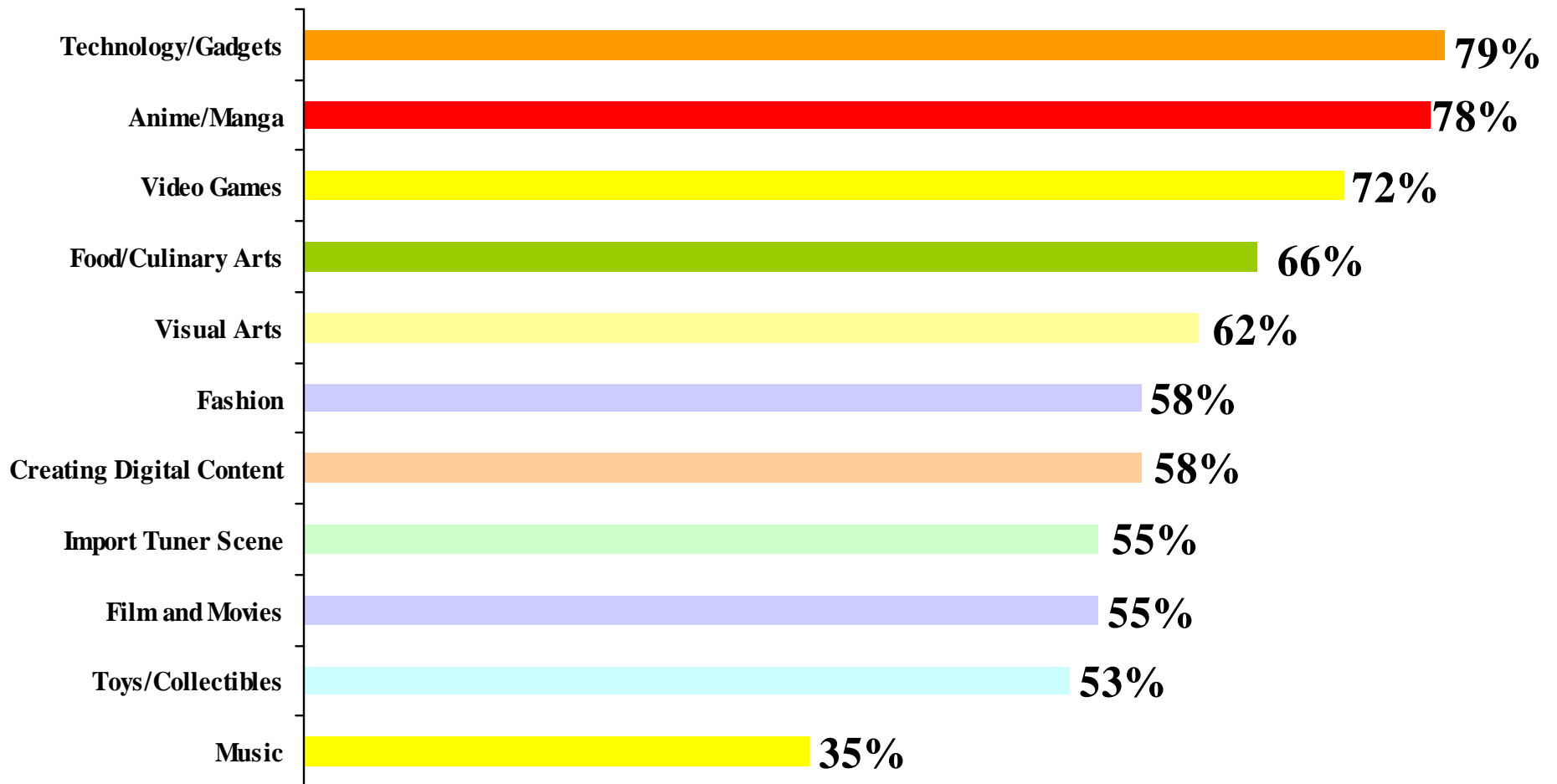


Asian American Trends

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Asian Americans see themselves as trendsetters in three primary areas: (1) Technology / Gadgetry, (2) Anime / Manga, and (3) Video Games

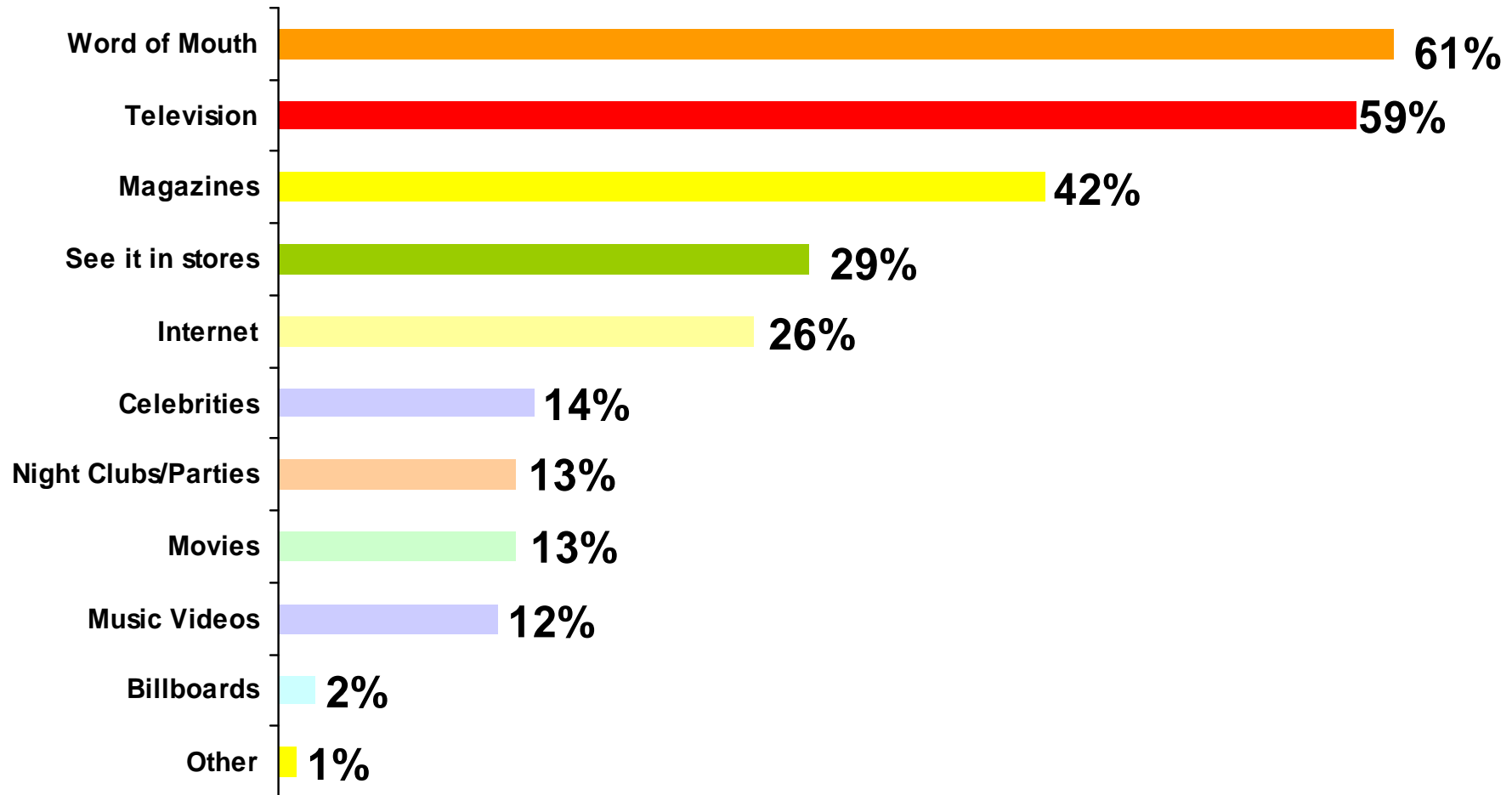
In what areas are Asian Americans influencing overall trends in the U.S.?



Top 2 box score:
“strongly agree”/ “somewhat agree”

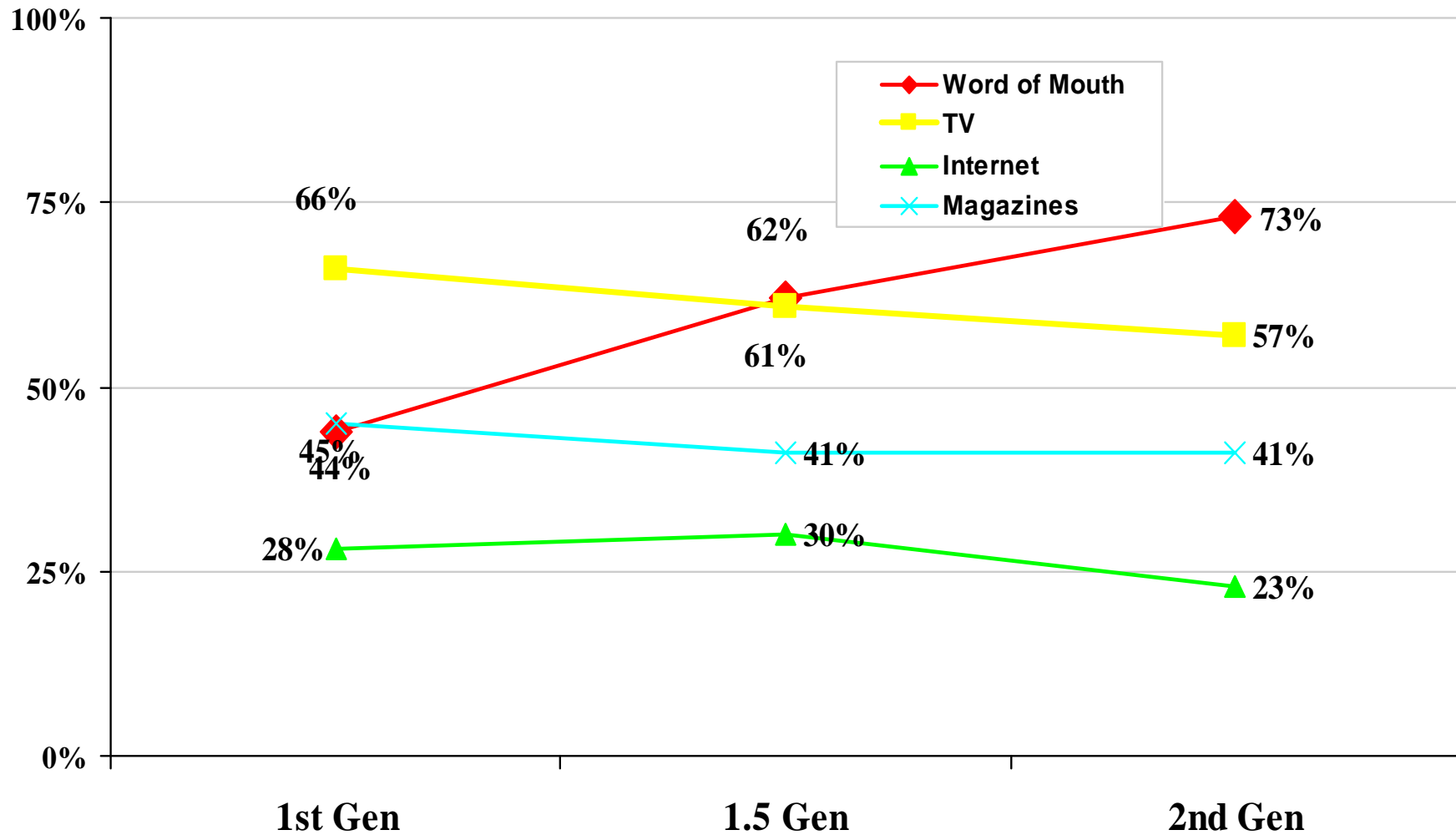
Word of Mouth and Television are the top two influences in conveying trends among Asian Americans

“How do you usually learn about the latest trends?” Total response



Word of Mouth increases in importance with generations when it comes to identifying trends

"How do you usually learn about the latest trends?" Total response



While television represents the key trend gathering medium among the 1st generation respondents, it is virtually even with word-of-mouth by the 1.5 generation. By the 2nd generation, word-of-mouth surpasses television

“How do you usually learn about the latest trends?” Total response

	1 st	1.5	2 nd	
Television	66%	61%	57%	↓
Magazines	45%	41%	41%	↔
Word of mouth	44%	62%	73%	↑
Internet	28%	30%	23%	↔
See it in stores	32%	32%	26%	↔
Movies	20%	11%	11%	↓
Celebrities	15%	10%	15%	↔
Parties/Events	15%	9%	14%	↔

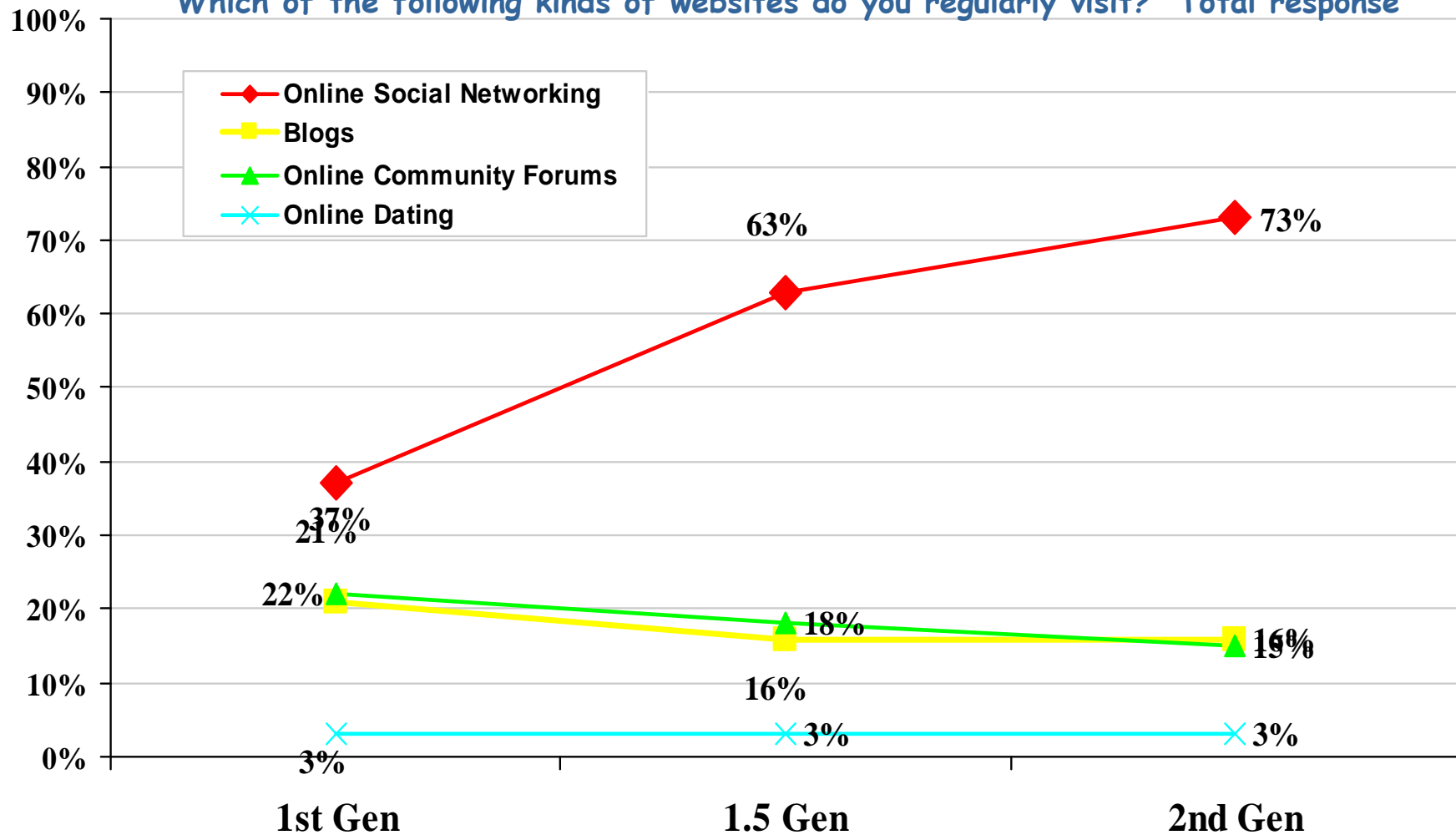
Hip Hop / Rap and Alternative music preference increases dramatically with acculturation

“What is your favorite type of music” Total Response

	1 st	1.5	2 nd
Hip-hop/Rap	36%	64%	62%
Alternative/Indie/Punk	16%	46%	51%
Rock/Classic Rock/Metal	39%	25%	36%
Pop + Top 40	46%	40%	36%
R&B/Slow Jams	29%	42%	41%
Electronica/Techno/House	25%	22%	22%
Country Western	8%	5%	6%
Classical	23%	10%	5%

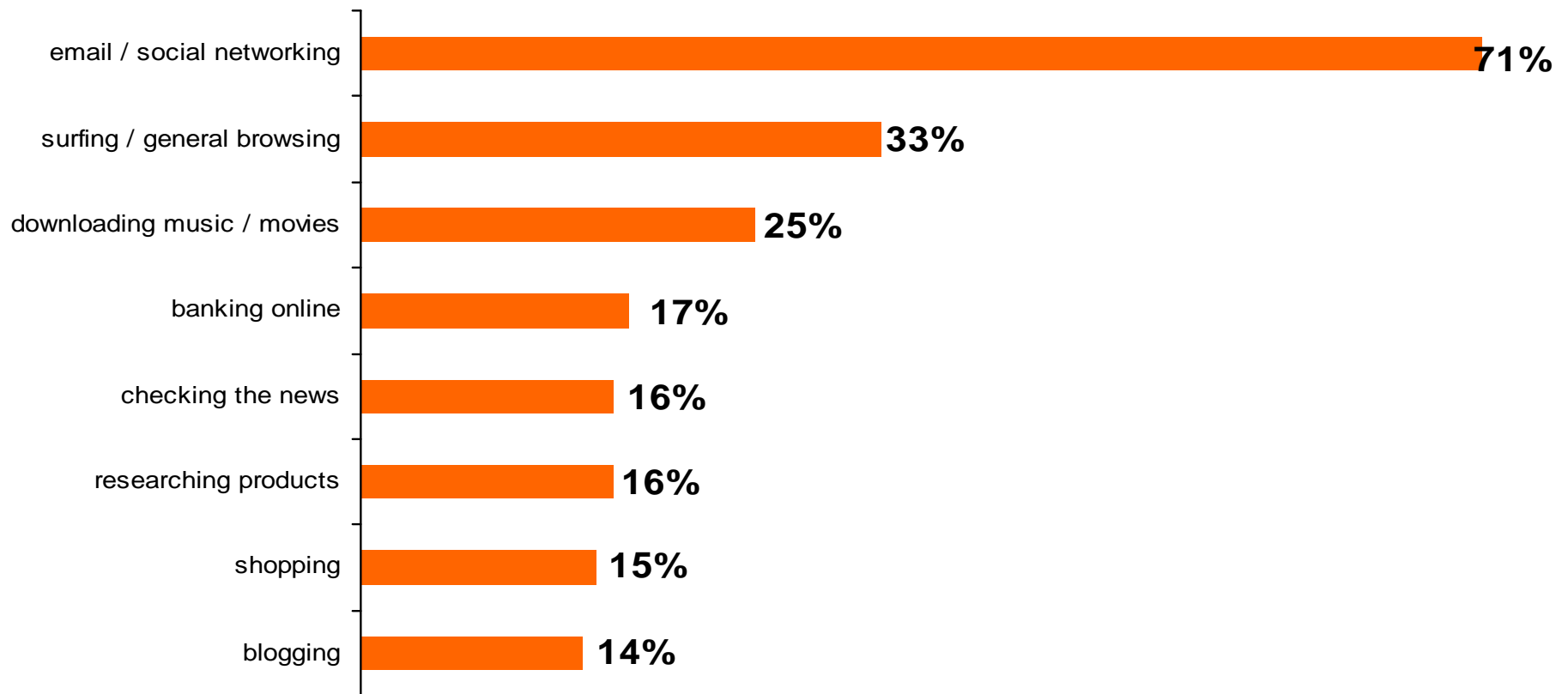
Online social networking sites skyrockets with greater acculturation, while other Internet sites remain flat across generations

“Which of the following kinds of websites do you regularly visit?” Total response

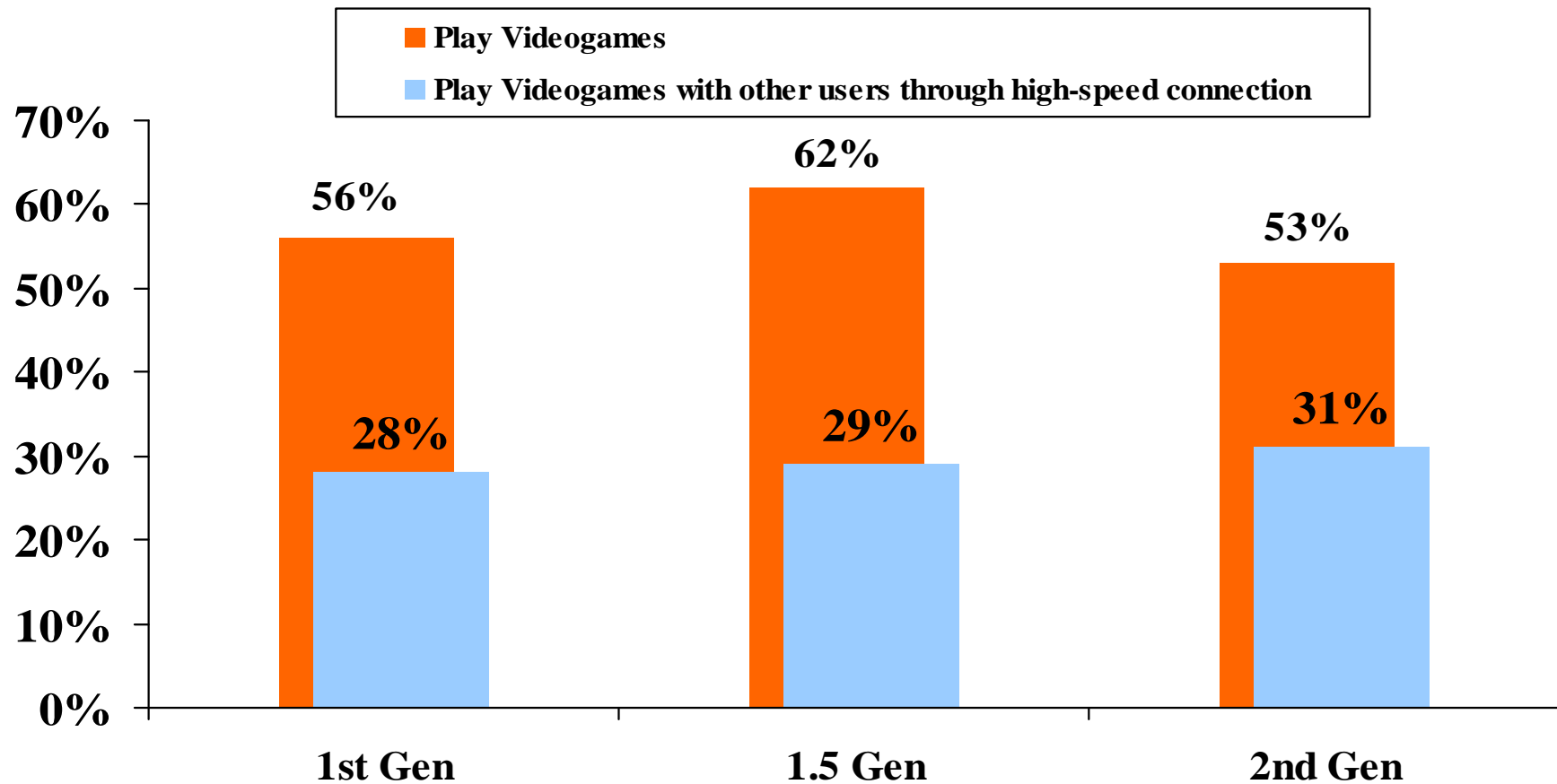


Use of email and online social networking predominates on the Internet

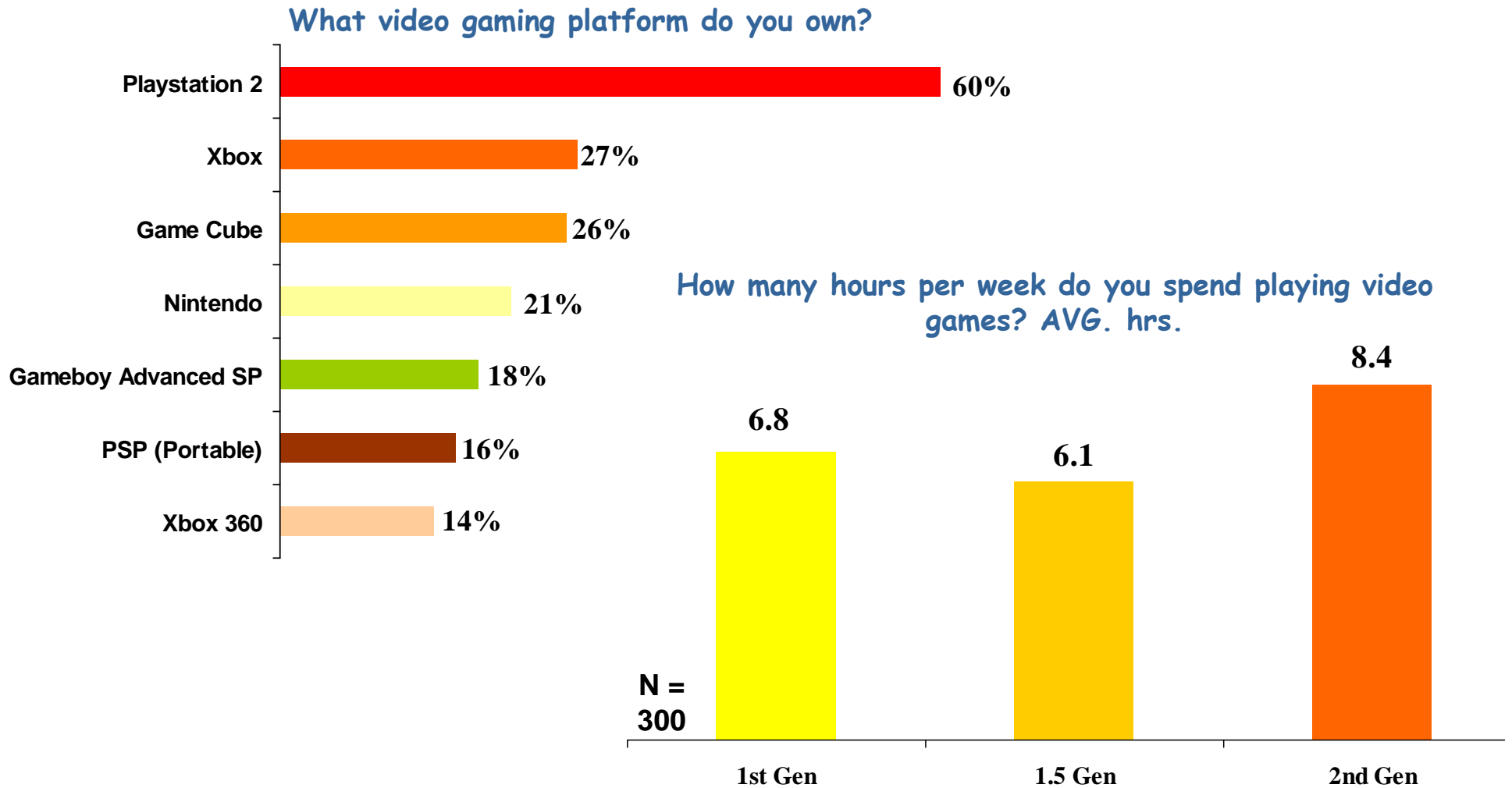
"What are the top things you use the Internet for?" Total response



Over half of respondents indicate they play videogames and many play with multiple users



Playing videogames increases in the second generation



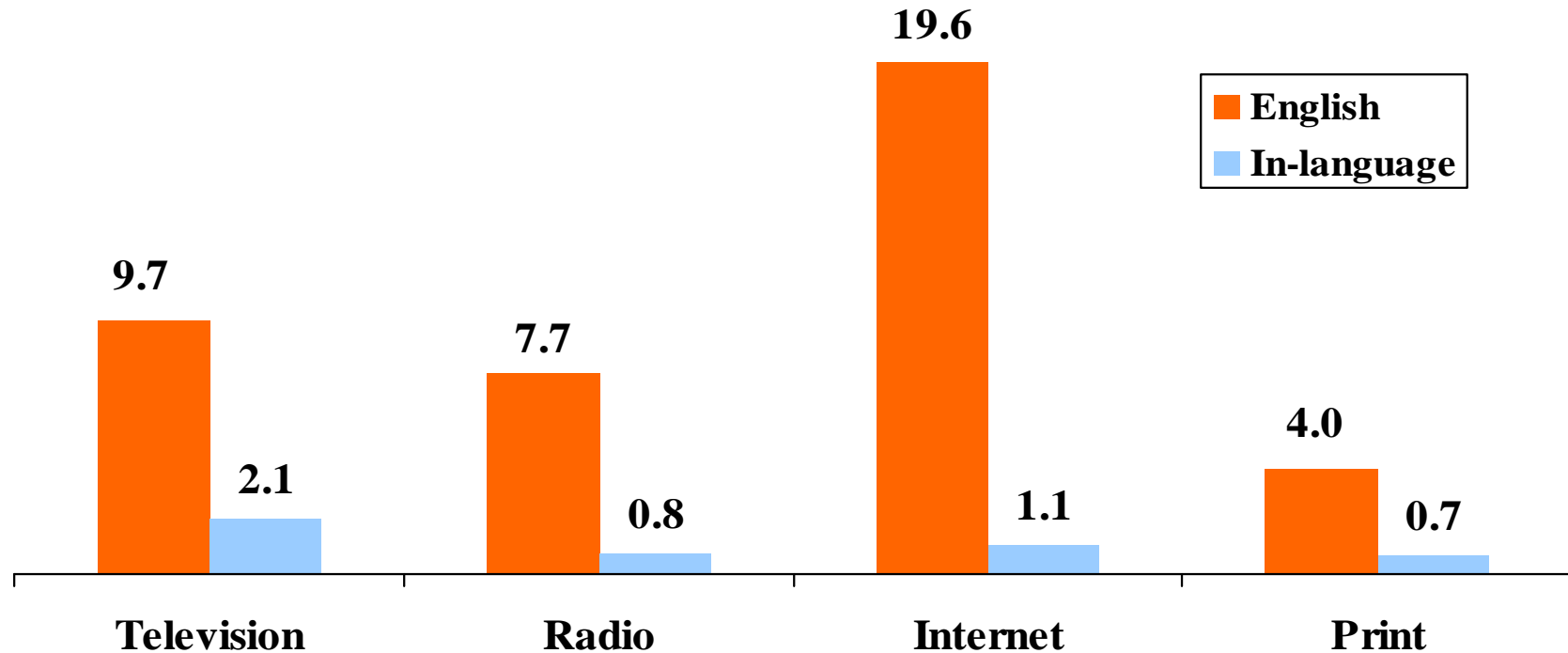


Media Patterns Media Attitudes

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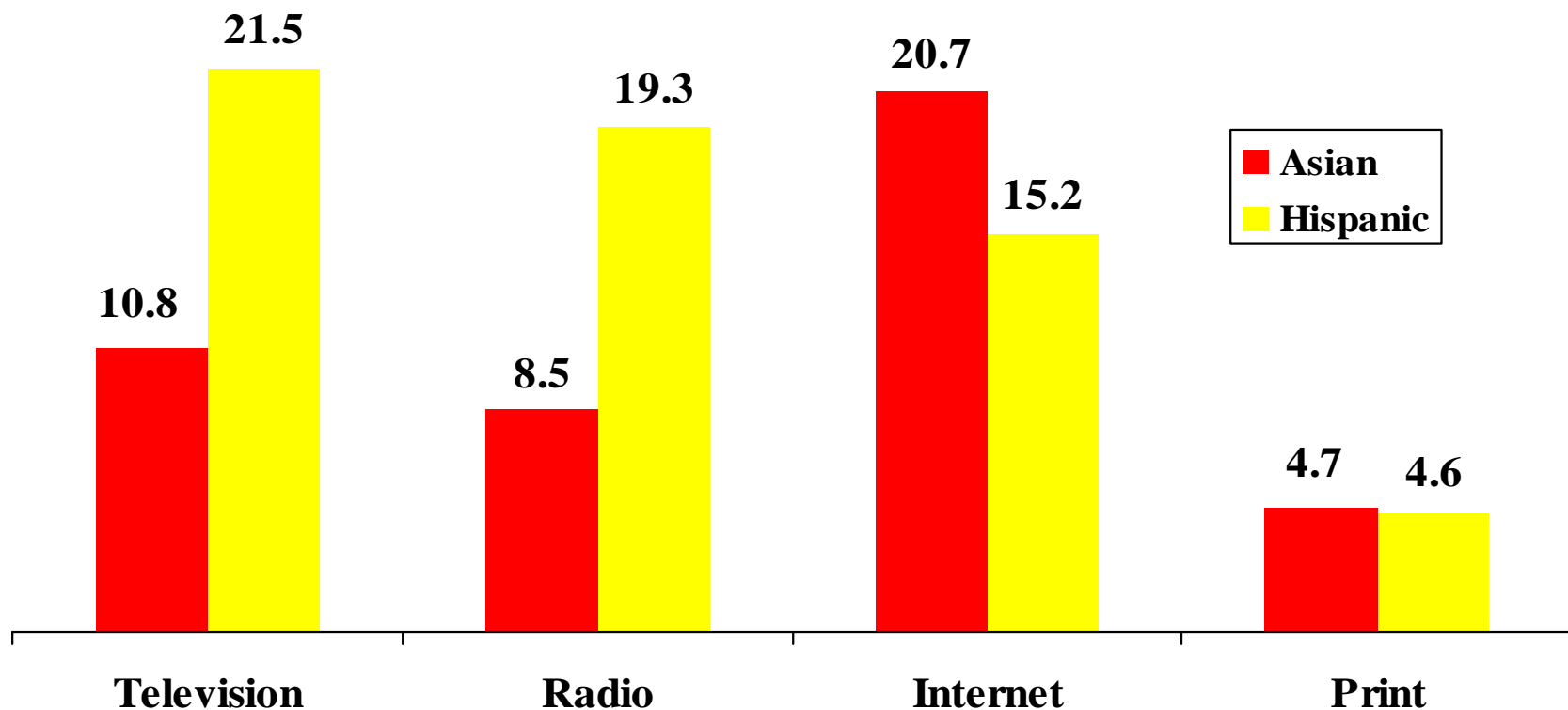
Within media consumption, Internet use predominates across all mediums—and is approximately twice as high as television consumption

Avg. hours of English vs. In-language media consumption per week by medium



Compared to young Hispanics, Asian youth consume less television and radio, but higher Internet use on a weekly basis

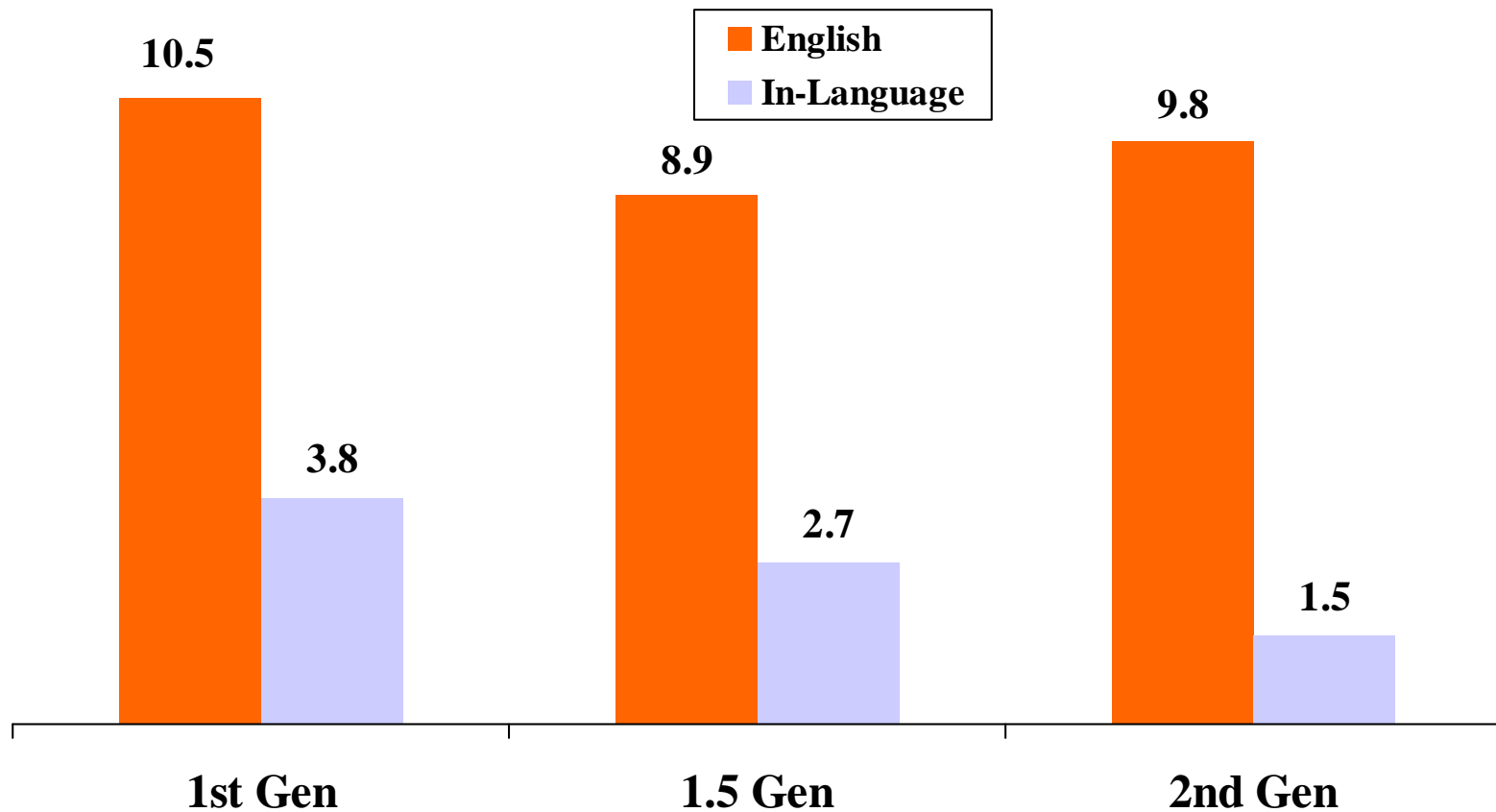
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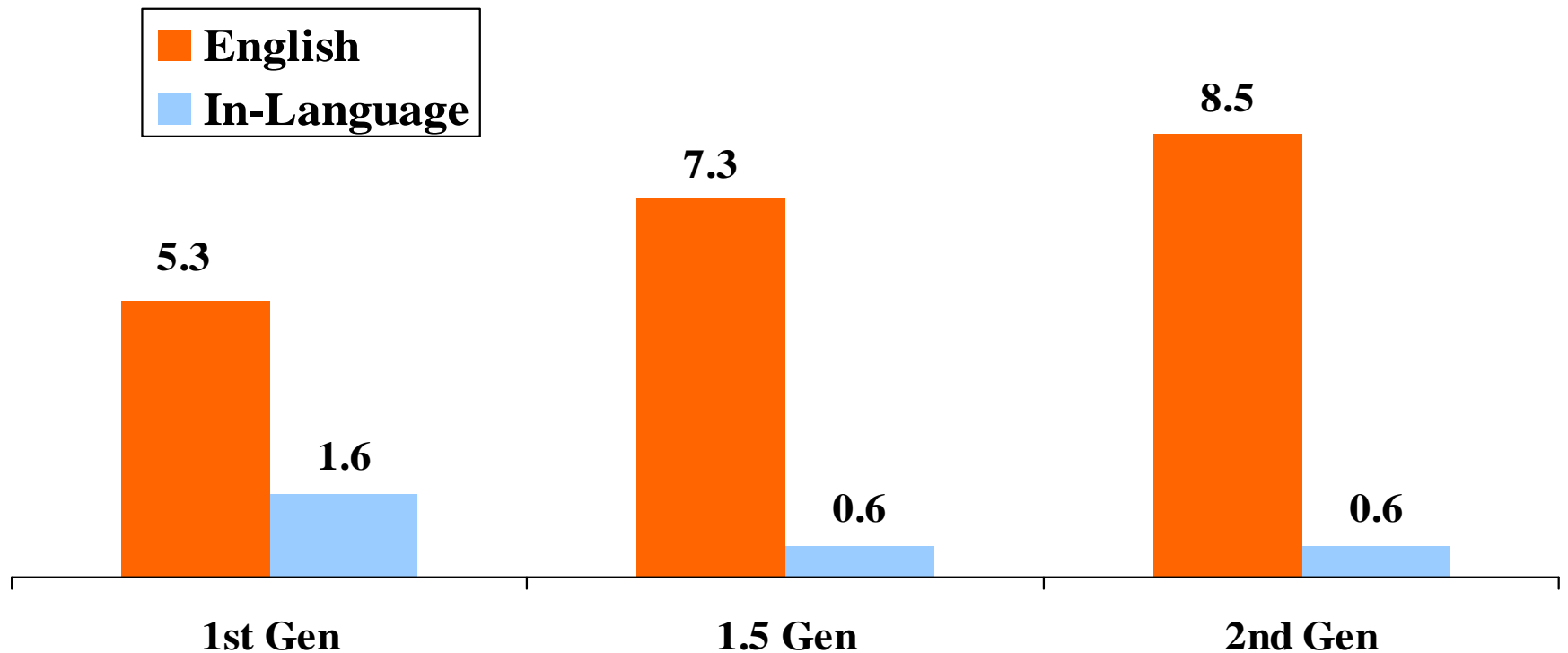
The level of English-language television consumption does not change—even across generations. In-language TV consumption drops with each generation

Avg. hours of Television consumption per week by Language



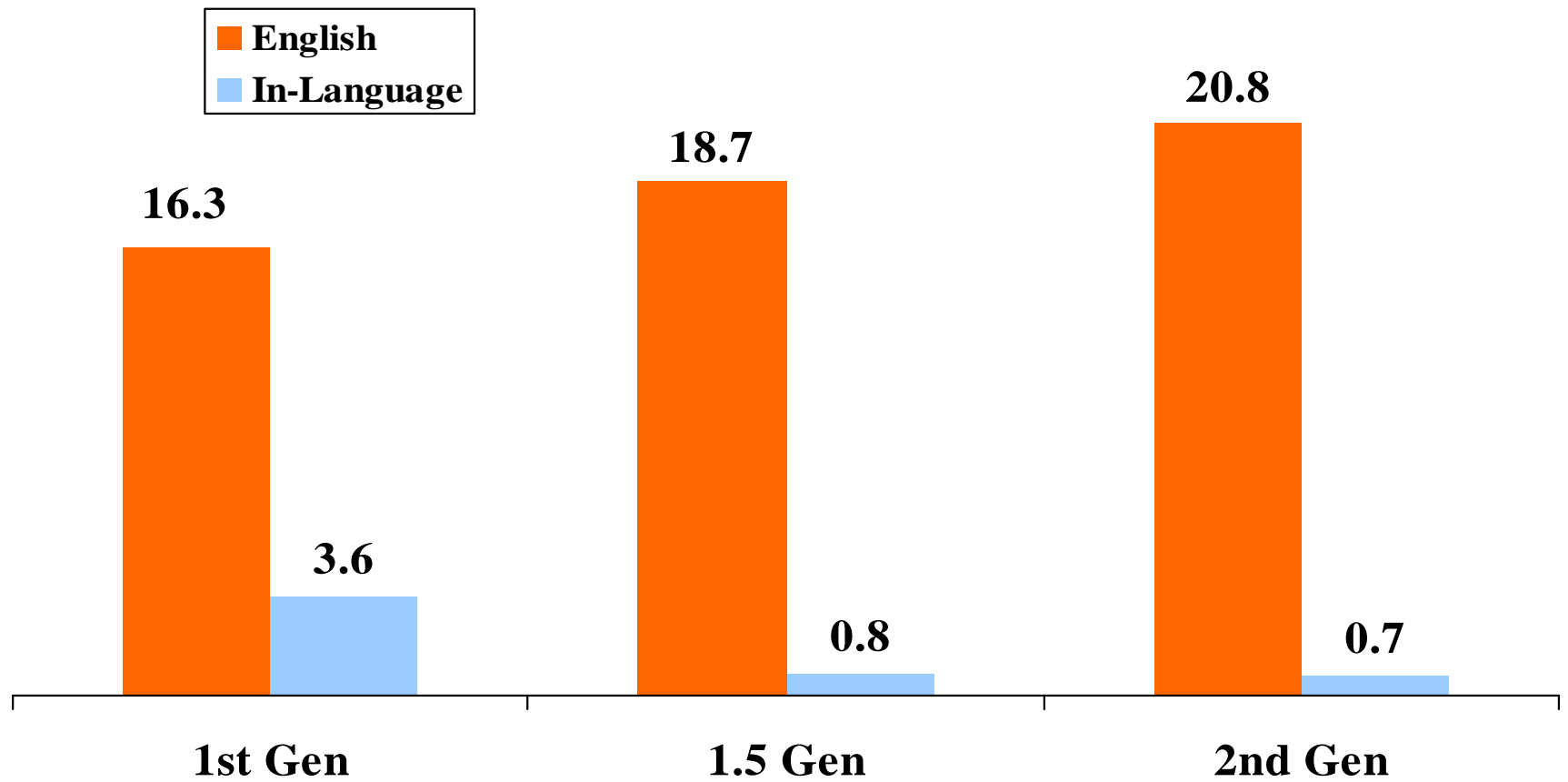
English-language radio listenership increases with each generation.

Avg. hours of Radio consumption per week by Language



Internet use in English escalates for each subsequent generation

Avg. hours of Internet use per week by Language



MTV, Fox, and ABC are the most watched network across all Asian youth generations

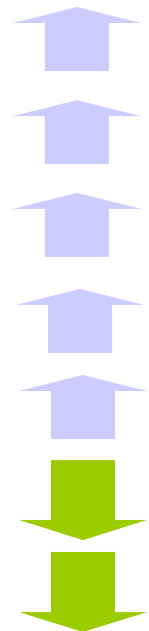
What are your favorite television channels/networks? Total Response

1st Gen.		1.5 Gen.		2nd Gen.	
MTV	24%	MTV	32%	MTV	36%
Fox	21%	Fox	23%	Fox	23%
ABC	16%	ABC	20%	ABC	17%

Viewership of MTV, UPN/WB, VH1, Comedy Central, BET rise with generations. In contrast, Discovery and Cartoon Network viewership declines.

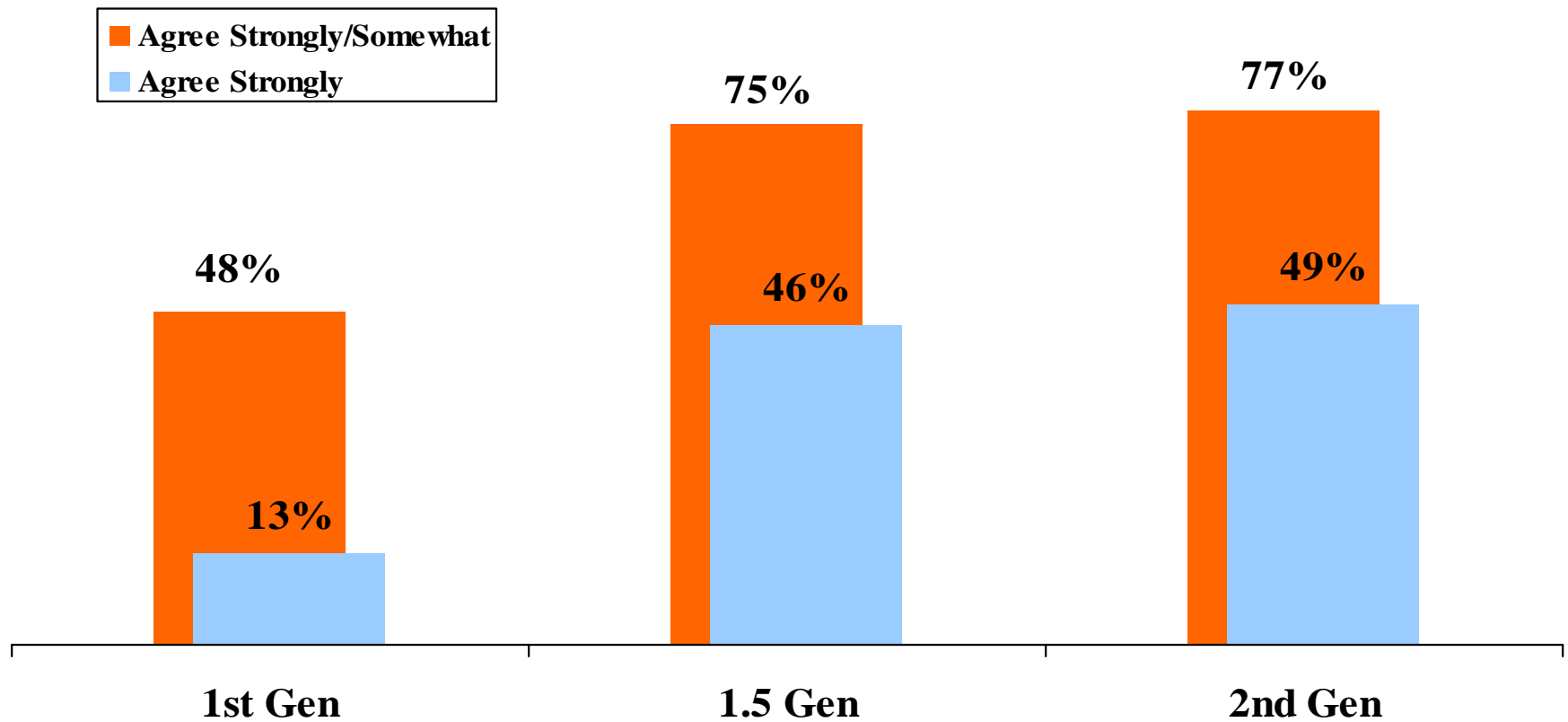
What are your favorite television channels/networks? Total Response

	1 st	1.5	2 nd
MTV	48%	60%	69%
UPN / WB	46%	63%	61%
VH1	43%	57%	54%
Comedy Central	39%	50%	50%
BET	13%	29%	32%
Discovery	63%	49%	37%
Cartoon Network	50%	31%	35%



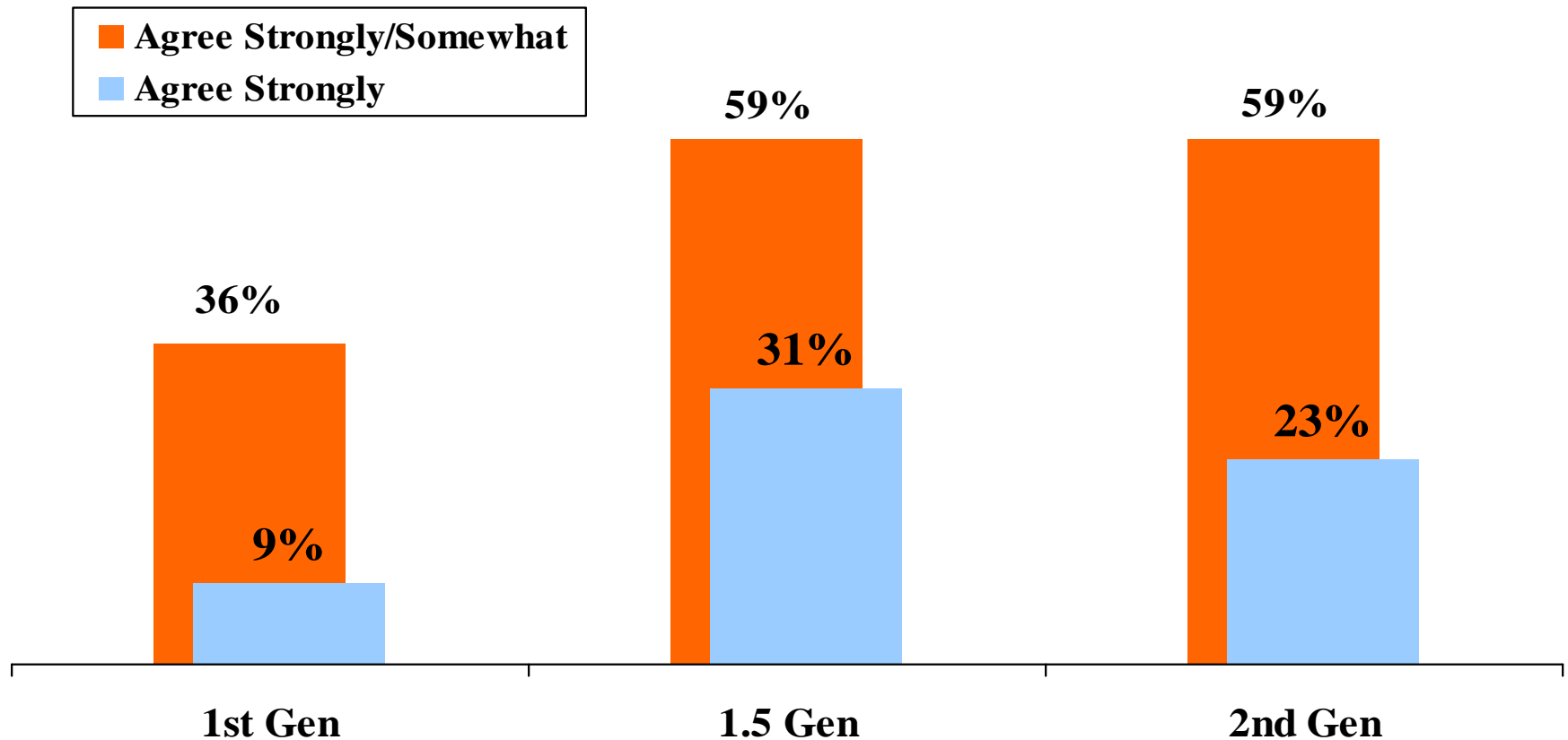
A greater connection with English-language advertising and communications grows for each generation and acculturation level

“I connect more with an English-language ad more than a commercial in any other language” Top 2 boxscore



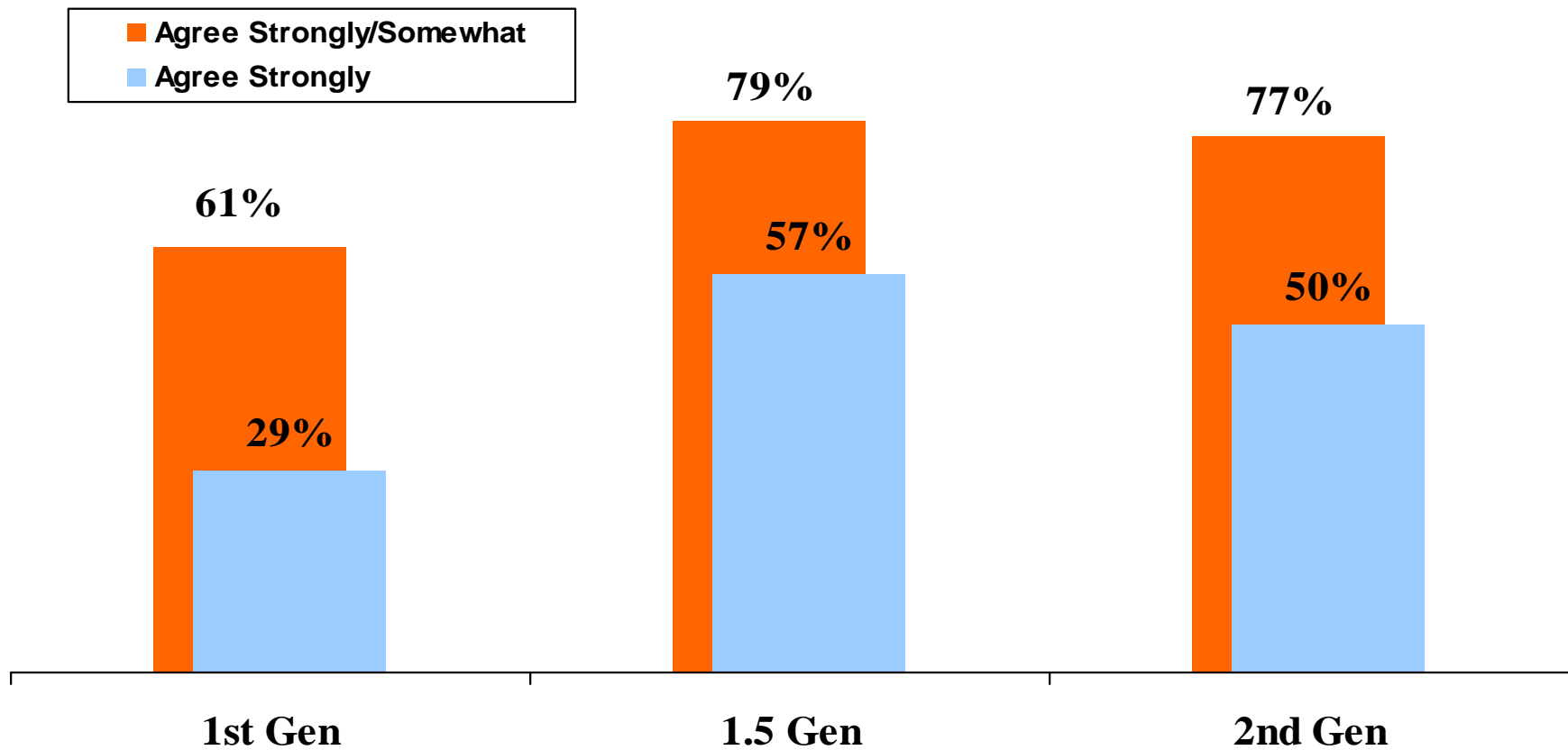
A sense that Asians are stereotyped in American media increases with acculturation

“Asians are negatively stereotyped in today’s American media” Top 2 boxscore



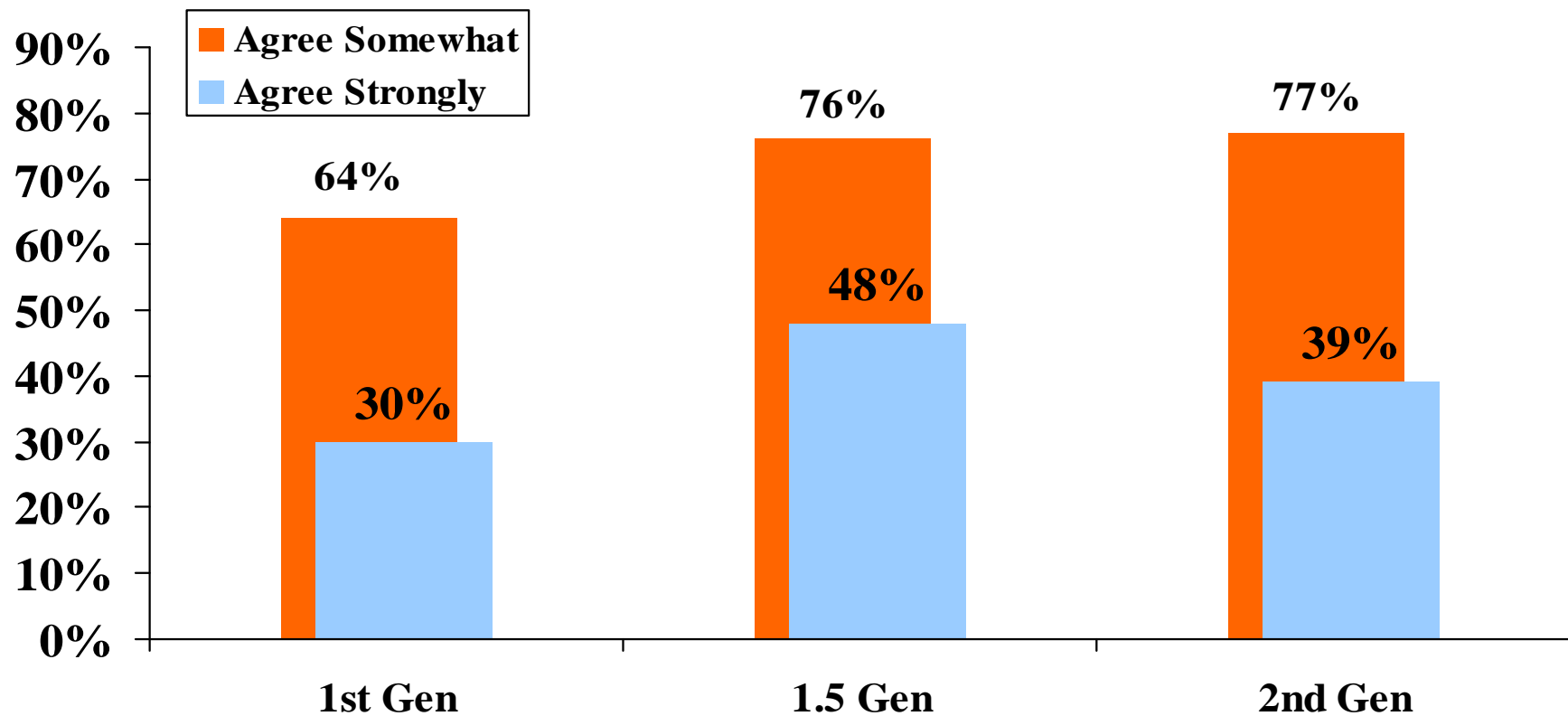
Preference for seeing Asian American talent in mainstream English-language media grows with acculturation

“I would like to see more Asian actors in English-language TV/Movies” Top 2 boxscore



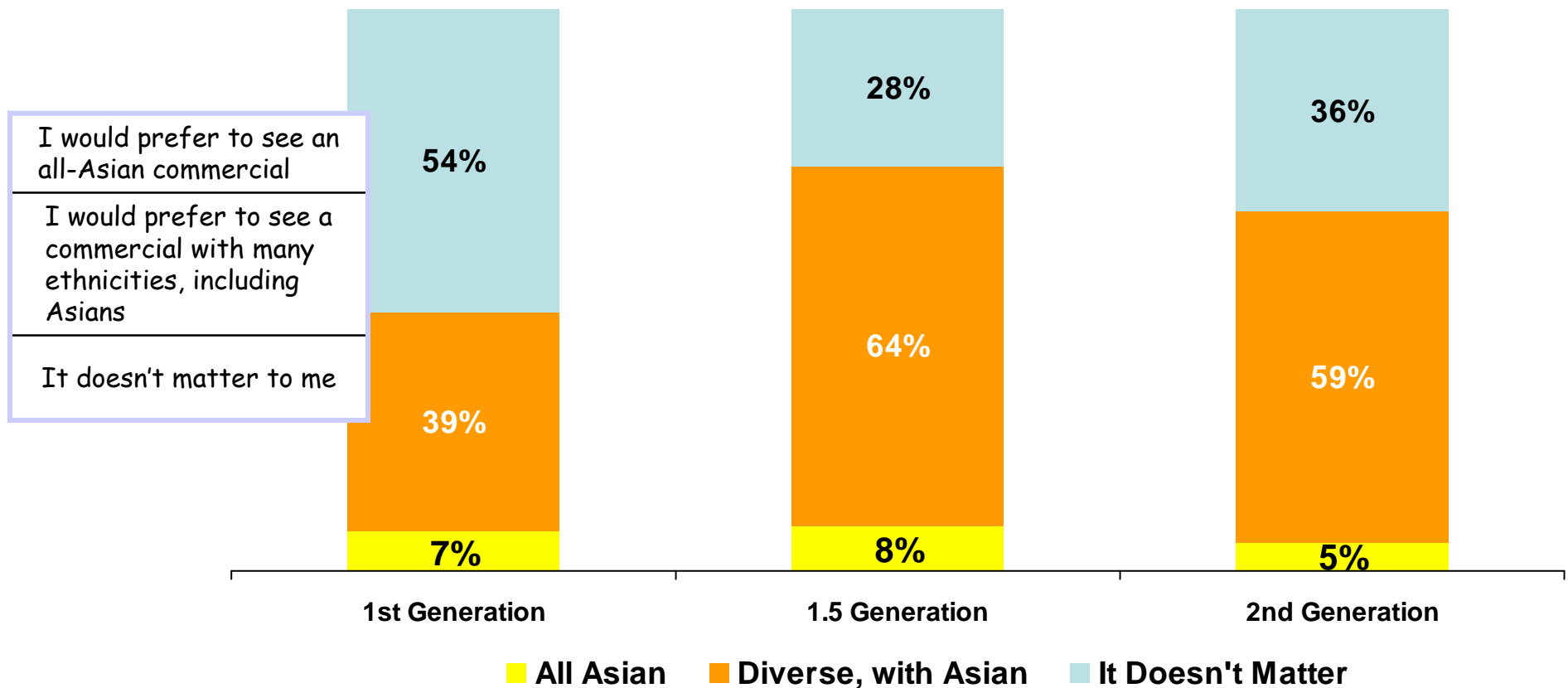
At the same time, respondents can identify with commercial communications absent any Asian talent—a sentiment that increases with acculturation and generation

“A commercial doesn't need to have an Asian celebrity for me to identify with it” Top 2 boxscore







Respondents express a clear preference to seeing greater diversity—in addition to Asian American representation—with acculturation in commercials

“How much do you agree / disagree that ...?” Top 2 boxscore



Acculturated respondents identify more with Asian celebrities speaking in English more; while 1st generation are the most likely to say they have no preference or an Asian celebrity speaking in an Asian language

Which of the following do you identify with more?

	1 st	1.5	2 nd	
Asian celebrities speaking in English	15%	35%	38%	
Non-Asian celebrities	12%	17%	24%	
Asian celebrities speaking in an Asian language	32%	18%	10%	
No preference	41%	30%	29%	

Summary



Final Points

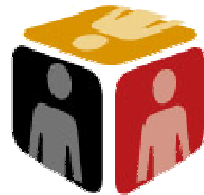
- ❖ Trendsetting characteristics - A group that recognize themselves as cultural influencers and should be integrated in any vital mix of targeting the urban youth market.
- ❖ Desire to having their distinctiveness acknowledged but also want to be recognized as an integral aspect of a diverse mainstream.
- ❖ Fine, delicate balancing act for marketers to achieve - This is a segment that feels stereotyped as a group yet are also ambivalent about being singled out as a group.
- ❖ Ethnicity is just one feature of many aspects of this cohort's identity but should by no means the only one single entry-way or touch-point.



interTrend
communications, inc.

555 E. Ocean Blvd., 9th Floor
Long Beach, CA 90802
PH: (562) 733 – 1888
FX: (562) 733 - 1889

www.intertrend.com



NEW AMERICAN
DIMENSIONS

6955 La Tijera Boulevard, Suite B
Los Angeles, CA 90045
PH: (310) 670 – 6800
FX: (310) 670 - 7158

www.newamericandimensions.com