

A TALE OF TWO ASIAN AFFLUENT CONSUMERS

As the Lunar New Year approaches, the tradition across many Asian cultures have those who are Married distributing red envelopes with money to those who are Single. Let's examine the unique life-stage differences and profile of these two distinct Asian Affluent groups.



Single Asian Affluents

Married Asian Affluents

22.4
79%
39%
39%
\$84K
\$800K

Median Age
Born in U.S.
Head of HH
Employed (Full-Time)
Median Personal Income
Median HH Net Worth

49.0
49%
93%
69%
\$155K
\$1.5M

“
81%
Online shopping provides me with greater variety

“
59%
Stylish design is important to me on purchase decisions

“
77%
I always shop around to find the best price

“
64%
I keep up with the financial news

31%
Continue education



30%
Join a gym



24%
Change careers/jobs



Plans in next 12 months



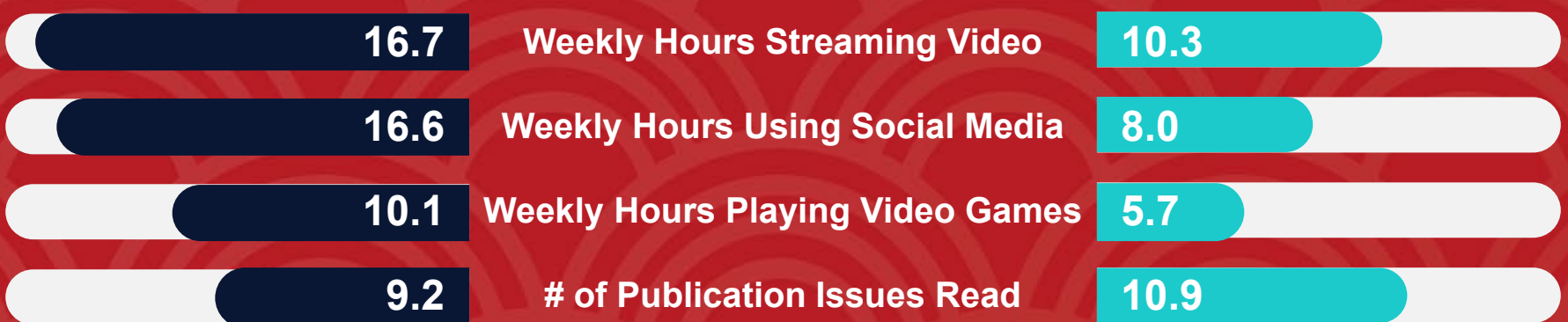
58%
Invest (stocks, funds, etc.)



51%
Travel outside the U.S.



32%
Buy/lease a new vehicle



The Single Asian Affluent consumer differs greatly than those who are married. Marketers should target each group with different strategies. Single Asians are 1st generation, young and their Affluent status relies on others in their home. They are media carnivores and can be reached via streaming video, social media and video games. Half of Married Asians were born outside the U.S. Many are “savers” and continue to accumulate wealth as head of their households. They read more publications and have plans to travel, invest and buy new vehicles in the near future.

