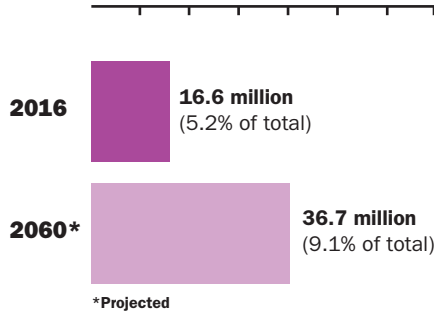


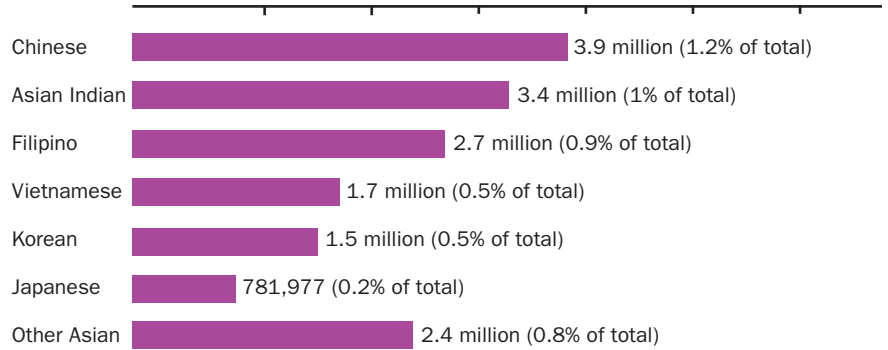
Facts & Figures

POPULATION

U.S. Population

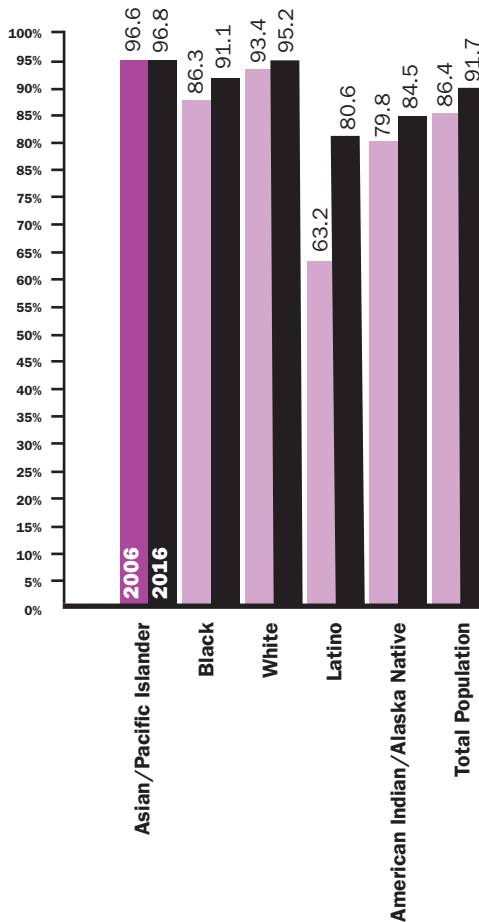


Largest Ethnic Populations

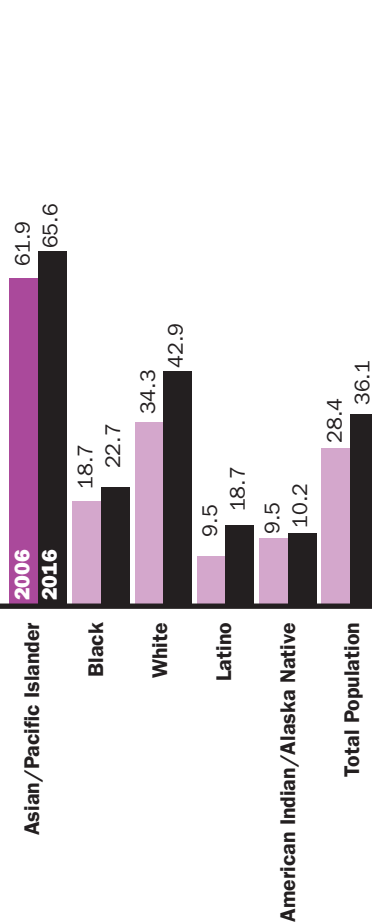


EDUCATION

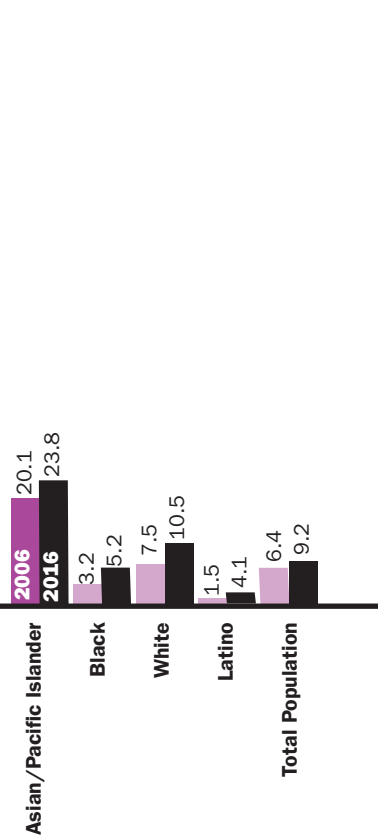
Percentage of Population Age 25 and Over Who Completed At Least High School



Percentage of Population Age 25 and Over With At Least a Bachelor's Degree

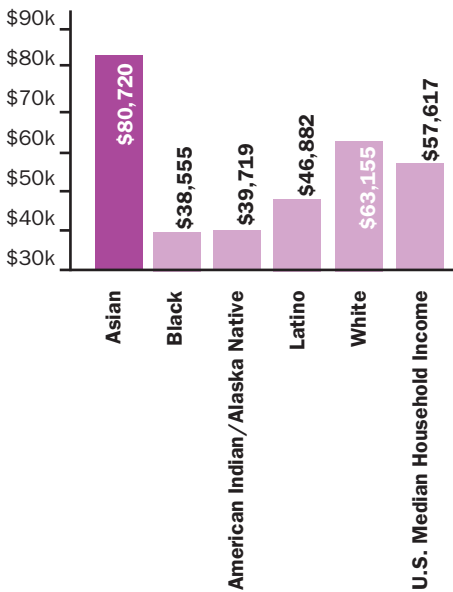


Percentage of Population Age 25 to 29 With At Least a Master's Degree



FINANCES

Median Household Income (2016)



Asian American Buying Power (2015): \$825 billion

How much is that worth?

According to Nielsen (No. 32 on the DiversityInc 2017 Top 50):

“Put another way, Asian-American buying power is larger than the economies of **all but 17 countries worldwide**, and slightly larger than the gross domestic product (GDP) of Turkey, according to the Selig Center for Economic Growth, The Multicultural Economy 2015.”

Where do they outspend the general population?

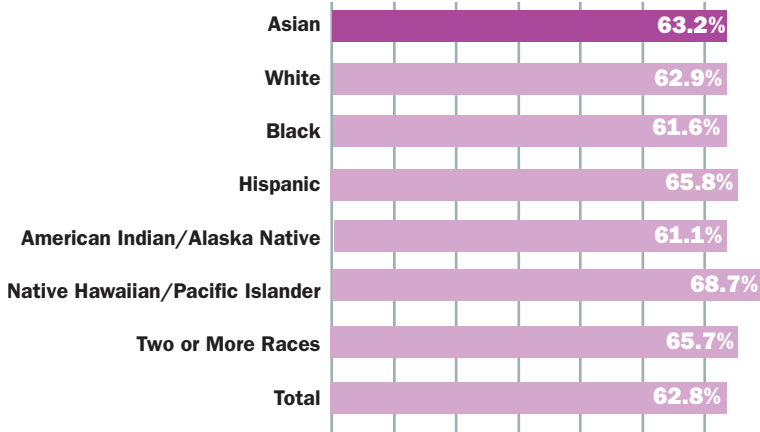
Some areas include:

- fresh seafood
- fresh vegetables and fruits
- frozen and refrigerated juices
- fresh baked goods
- baby needs
- take-out/dining out
- computer/electronic products



EMPLOYMENT

Participation Rate



Asian Executives/Senior Level Officials & Managers



Asian First/Mid-Level Officials & Managers

