



2023

# The 2023 U.S. Asian Market Report

*Exploring the U.S. Asian Consumer Market's Booming Potential*



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## EXECUTIVE SUMMARY

The release of 2020 U.S. Census data confirms the importance of multicultural consumers to U.S. marketers. Since the 2000 Census, the U.S. non-Hispanic White population has decreased while the population of all multicultural groups has grown significantly. As the facts and figures in this report make clear, Asian Americans represent an important component of this growth. The Asian American population is momentous for many reasons, but perhaps most notably for its rapid growth rate, its rich ancestral diversity and its superior buying power.

Before the pandemic, Asians were already a critical growth driver of the U.S. economy. Their population in the U.S. has grown to over 21.1 million and now represents 6.2% of the total U.S. population. Notwithstanding their relatively small representation in the U.S. population (compared to Black and Hispanic populations), Asians accounted for almost 18% of the U.S. population growth since the 2000 Census. They have been the fastest-growing population segment with 103% growth between 2000-2023.

Ancestral diversity among Asians in the U.S. is quite noteworthy. The largest ancestry groups among Asian Americans are Chinese (including Taiwanese) at 23.6%, Asian Indian at 23% and Filipino representing 15.7% of the U.S. Asian population. The U.S. Census Bureau reports population statistics for Asians from more than a dozen other countries (and groups Asians from many other countries together into "Other Asian" categories). This diversity presents opportunities as well as challenges. Asians are often "conveniently" reported as one diverse group; however, each nation is distinct in terms of both language and culture. According to the Claritas Asianicity™ Acculturation segmentation system, around 46% of the U.S. Asian population is acculturated, while 19% are bicultural and 35% are less acculturated and prefer to retain their native cultural heritage and language.

The most compelling business case for engaging Asian consumers is their buying power. Asians are disproportionately present within the upper income ranks, with more than 50% of Asian households (HHs) reporting income above \$100k per year. Median Asian HH median income is \$103,903, around 41% above the median HH income for all U.S. HHs. Perhaps the single most convincing data point that could drive economic investment in the Asian American consumer segment is their anticipated spending over their remaining lifetimes. Claritas Consumer Spending Dynamix analysis indicates that the average U.S. Asian household will spend > \$1 million more than the average U.S. household over the remainder of their lifetimes.

Mining the quantitative and qualitative data on Asian American consumers can result in the understanding needed to engage this coveted population segment in an authentic manner. Determining which mix of traditional and digital media is key, as Asians tend to be tech-savvy and digitally connected. The ability to link Asian identifiers to cultural preferences and to steer media campaigns towards the appropriate channels and devices will certainly prove worthwhile to your company's bottom line. To gain a fair share of this increasingly important segment, marketers need to know how, when and where to engage Asian consumers, in-culture and in-language, as appropriate. To provide a better understanding of this segment, we've compiled some useful statistics & insights to help develop your Asian marketing strategy. We hope you find value in this edition of The Asian American Market Report and may you have a strong finish to 2023!

**Ron Cohen**  
SVP, Practice Leadership  
Claritas

*RJ Cohen*





## The 2023 Asian American Market Report

In celebration of Asian American & Pacific Islander (PI) Heritage Month (May 1 – May 31), Claritas has released the 2023 Asian American Market Report. In this report, we provide you with unique data, analytics and actionable insights that will help you effectively engage the fast-growing U.S. Asian population, now and into the future.

Numbering over 21.1 million in 2023, Asians now represent 6% of the total U.S. population. They are also the fastest-growing population segment with 103% growth between 2000-2023. Any company marketing to U.S. consumers would be ill-advised to ignore this population segment.

Of course, to target the Asian market, you'll need to make sure your brand and offerings resonate deeply with these consumers. But what's uniquely challenging about the Asian market is its linguistic and cultural diversity.

Asians with countries of ancestry and origin from China, India, Philippines, Vietnam, Korea, Japan and many other Asian speaking countries are included, which means the languages, dialects, cultures, behaviors, interests and values can vary among Asians, perhaps more than you might expect.

So, to help you get a sense of the overall Asian segment and how it differs from the rest of the market, here's an overview, plus a few marketing insights to start fleshing out your Asian marketing strategy.

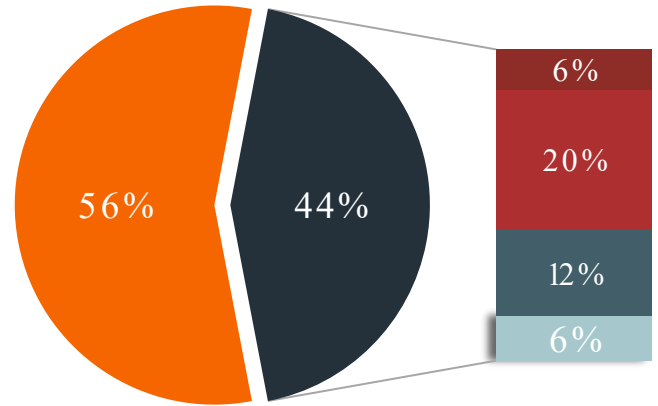
**21.1 million**  
Asians currently live in the U.S.

Source: Claritas Pop-Facts® 2023



### U.S. Asian 2023 Population Facts

Currently, there are 147,066,135 multicultural Americans in the U.S. This figure is projected to grow to more than 160M by 2028. Multicultural Americans currently account for 44% of the U.S. population and by 2028, almost 47% of the U.S. population will be multicultural. Although the Asian segment is one of the smallest at approximately 6% of the total U.S. population and they will grow to almost 7% by 2028.

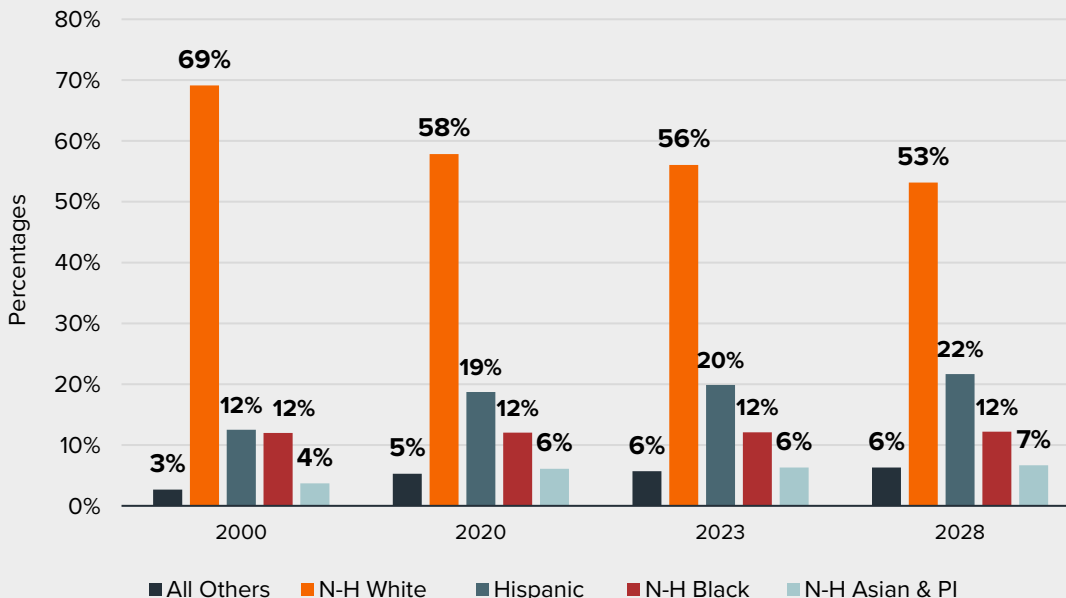


■ All Others ■ N-H White ■ Hispanic  
■ N-H Black ■ N-H Asian & PI

Source: Claritas Pop-Facts® 2023

The total U.S. Multicultural population has increased by more than **10% since 2019**

### Percent of U.S. Population 2000-2028



Source: Claritas Pop-Facts® 2023

**By 2028, more than 22.7MM Asians will live in the U.S.**

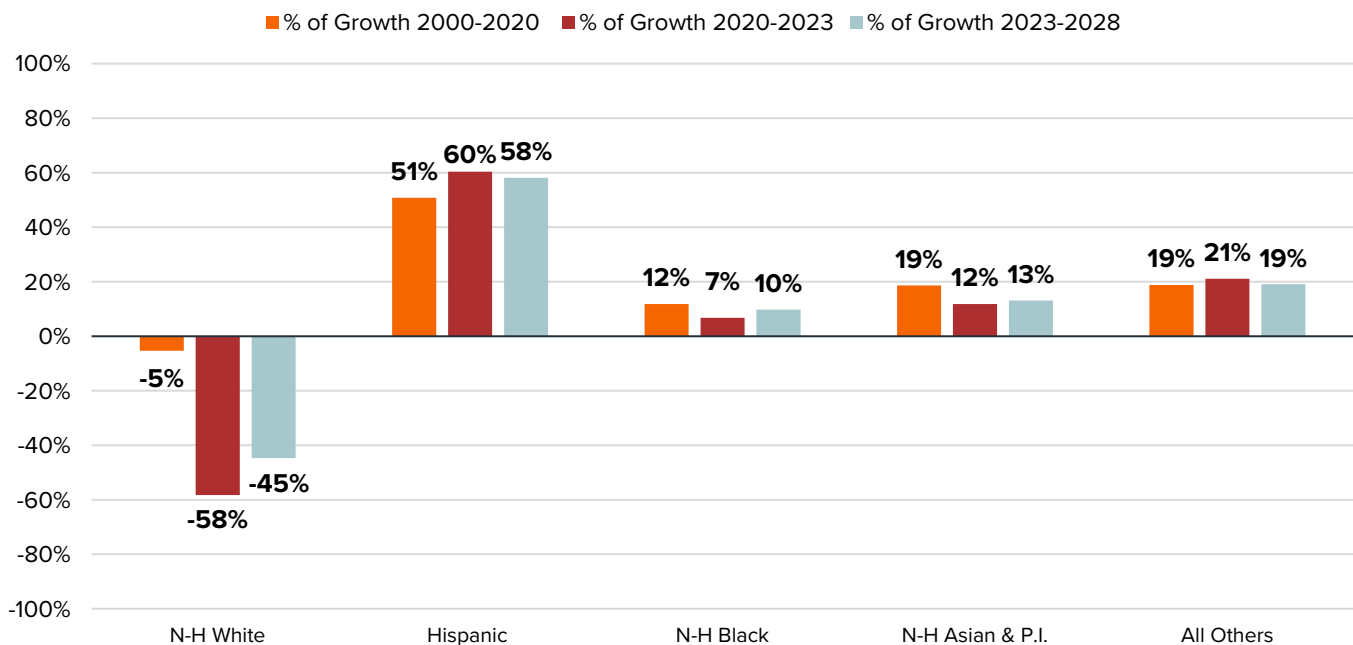
Asians will grow to become 6.67% of our nation's population over the next 5 years. The non-Hispanic (N-H) Black population will be nearly constant as a proportion of the total population, and White non-Hispanics (N-H) will decline steadily as a proportion of the total U.S. population.

Between 2000 and 2023, the Asian population accounted for 17.8% of the total growth in the U.S. On the other hand, the non-Hispanic (N-H) White population declined by 3.6% between the years 2000-2023. These findings indicate that all the growth now and into the foreseeable future will emanate from groups other than the traditional non-Hispanic (N-H) White population.

POPULATION	2000	2020	2023	2028
N-H White	194,514,140	191,697,647	187,433,934	181,641,110
Hispanic	35,238,481	62,080,044	66,496,629	74,023,945
N-H Black	33,707,230	39,940,338	40,435,525	41,698,412
N-H Asian & PI	10,410,556	20,240,737	21,103,134	22,797,157
All Others	7,551,499	17,490,515	19,030,847	21,502,345

Source: Claritas Pop-Facts® 2023

### Percent of U.S. Population Growth 2000-2028



Source: Claritas Pop-Facts® 2023

### 13% of the projected population growth over the next 5 years will emerge from the Asian segment

As illustrated below, all the growth now and into the foreseeable future will emanate from minority race or ethnic groups. All the U.S. population growth since 2000 has come from multicultural segments, and that trend is likely to continue in the future. The Asian population continues to show significant growth, thus representing one of the biggest opportunities for marketers to grow their businesses. With the aging Baby Boomers and the increase of diverse families, the non-Hispanic White population is the only segment projected to decline in the future.



#### Growth For Period 2000 - 2023

Population Segment	Population Growth	% Growth	% of Total Growth
Hispanic	31,258,148	88.7%	52%
non-Hispanic White	-7,080,206	-3.6%	-13.3%
non-Hispanic Black	6,728,295	20%	11.2%
non-Hispanic Asian/PI	10,692,578	102.7%	17.8%
All Others	11,479,348	152%	19.1%

Source: Claritas Pop-Facts® 2023

#### Into the Future: The Multicultural Boom 2023 - 2028

Population Segment	Average Growth in Population 2023-2028			
	Year	Month	Day	Hour
Hispanic	1,505,463	125,455	4,091	170
non-Hispanic White	-1,158,565	-96,547	-3,148	-131
non-Hispanic Black	252,577	21,048	686	29
non-Hispanic Asian/PI	338,805	28,234	921	38
All Others	494,300	41,192	1,343	56

Source: Claritas Pop-Facts® 2023



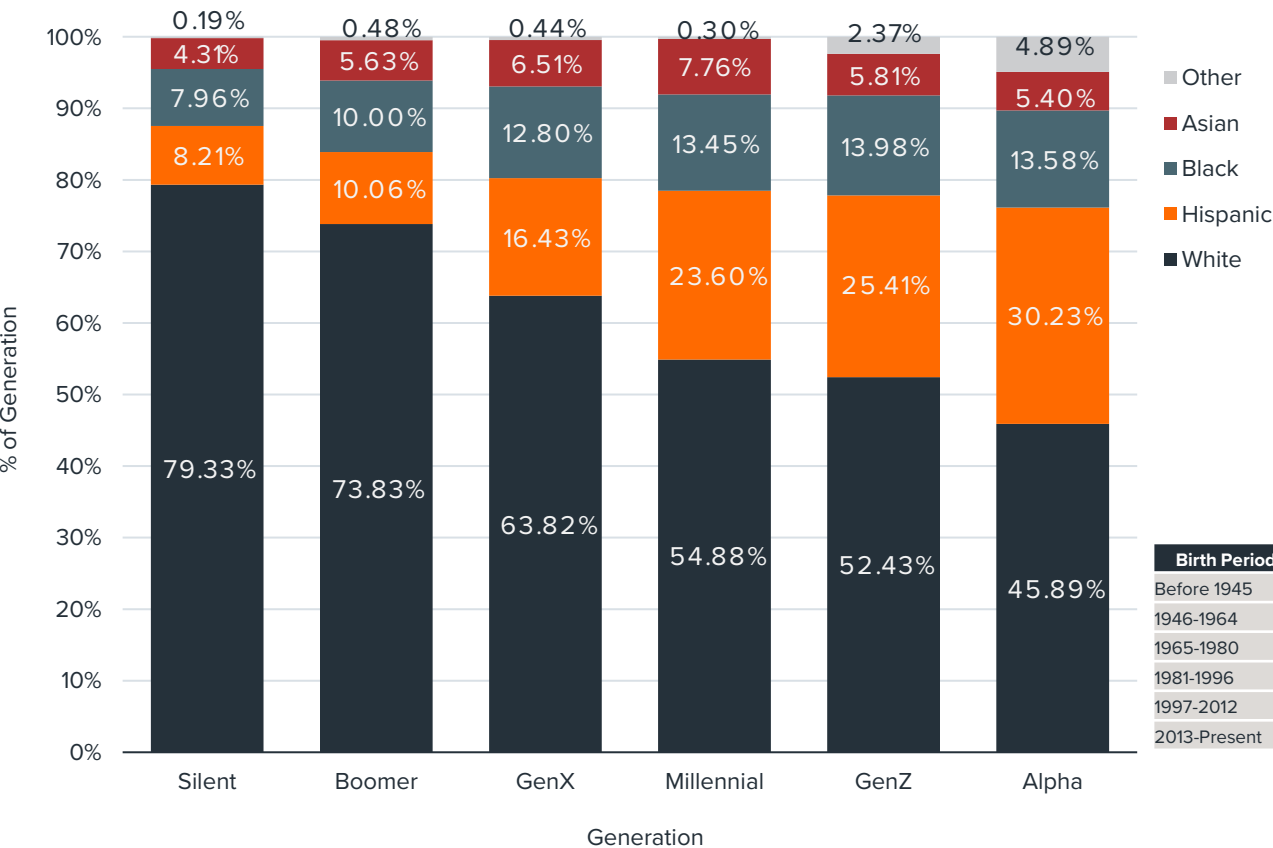
Today, **7.76%** of the U.S. Millennial population is Asian

In the chart below, we see that the Asian American generational cohorts increase and taper off as we move to the younger cohorts. This may be in part due to Asian Americans having fewer children than other ethnic groups and/or their growing tendency to identify as having two or more racial/ethnic backgrounds, placing them with the Other category below.

Considering this trend, for marketers to capture the attention of Asian American Millennial and Gen Z consumers, they might want to note that although younger Asian Americans might identify as Asian alone, many will also identify as other multi-race, so as marketers, your campaigns must reflect those cultural and identification preferences.



Generational Population By Race/Ethnicity 2023 - Nationwide



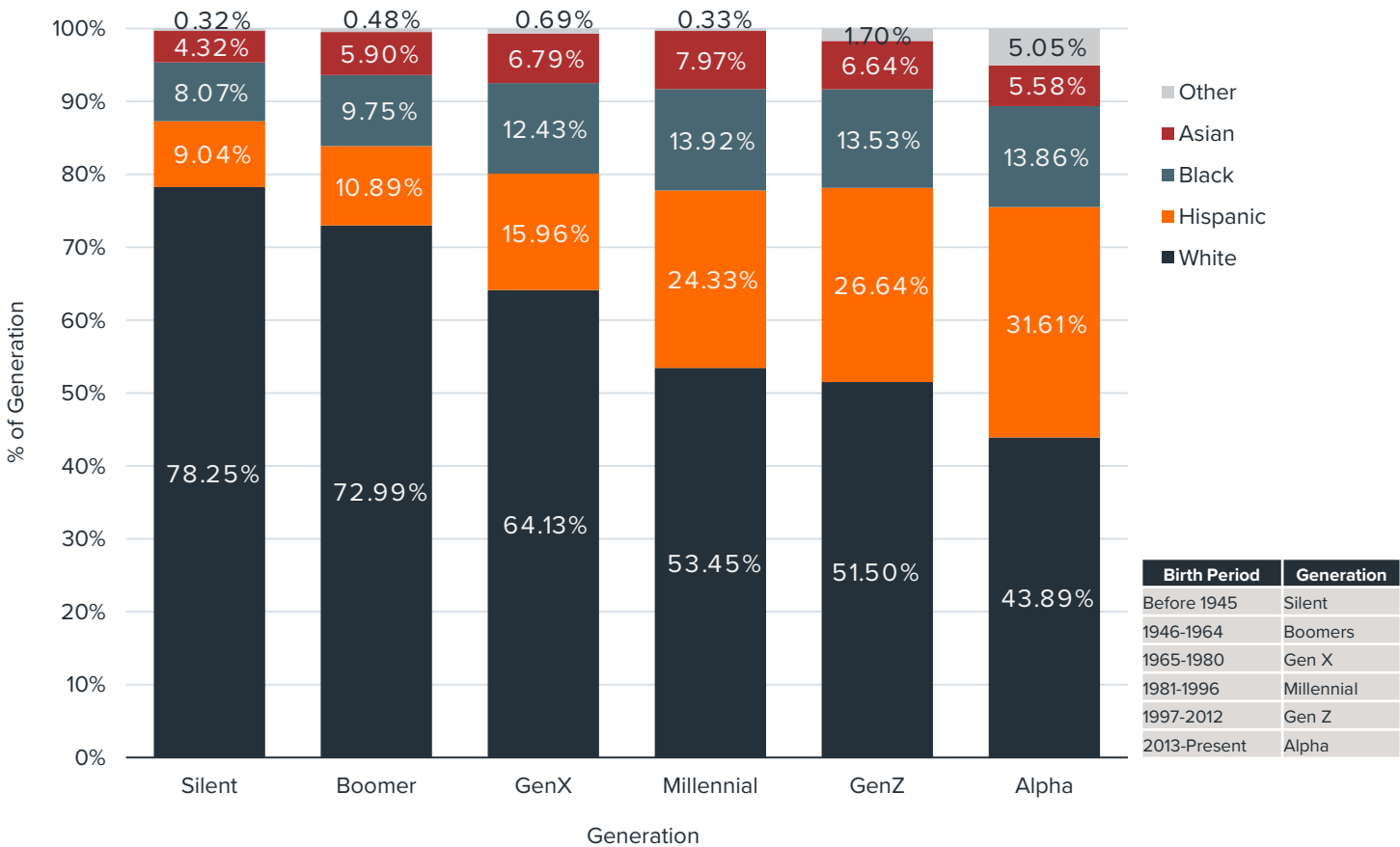
Source: Claritas Pop-Facts® 2023

By 2028, 6.64% of the U.S. Gen Z population will be Asian

America’s Gen Z population in 2028 is expected to be very diverse. In fact, more than half of the Gen Z population will emanate from groups other than the non-Hispanic White population. These children will identify as mixed race or as part of a minority race or ethnic group. As we mentioned previously, younger Asian Americans will identify as other or multi-racial groups, so your marketing campaigns must reflect those cultural and identification preferences.



Generational Population by Race/Ethnicity 2028 - Nationwide

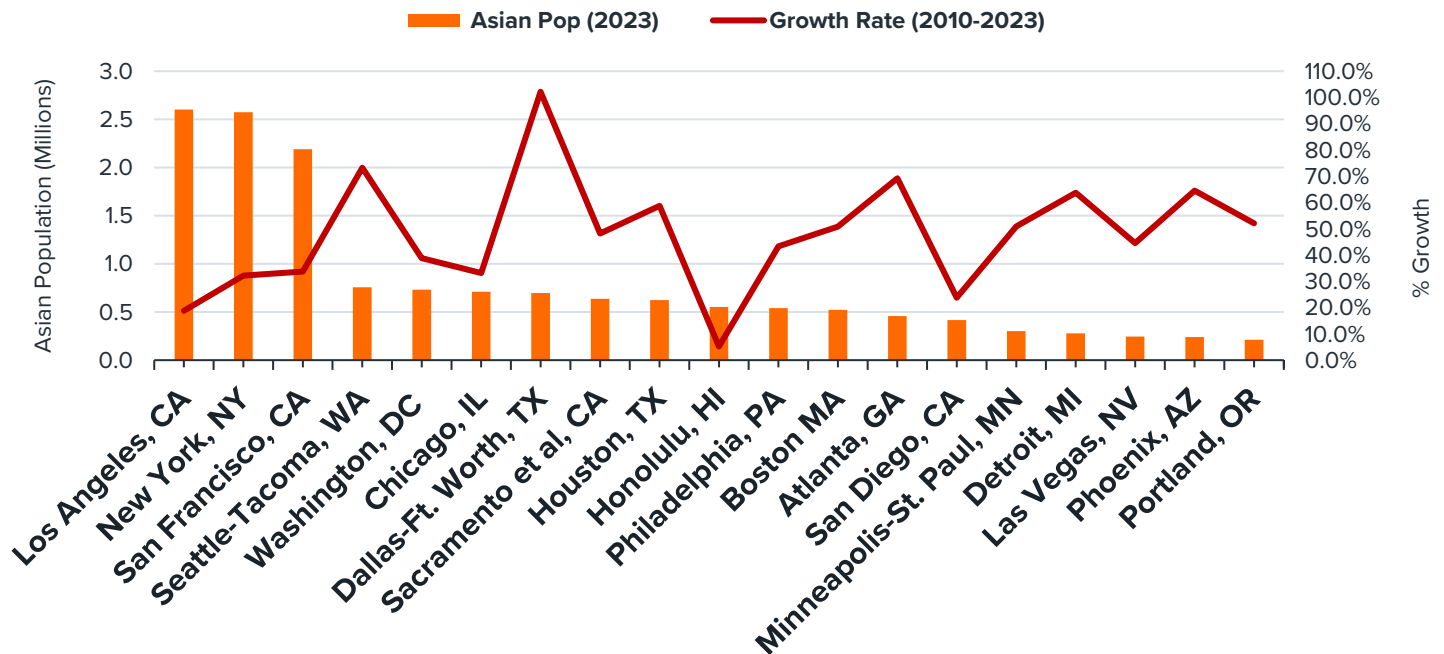




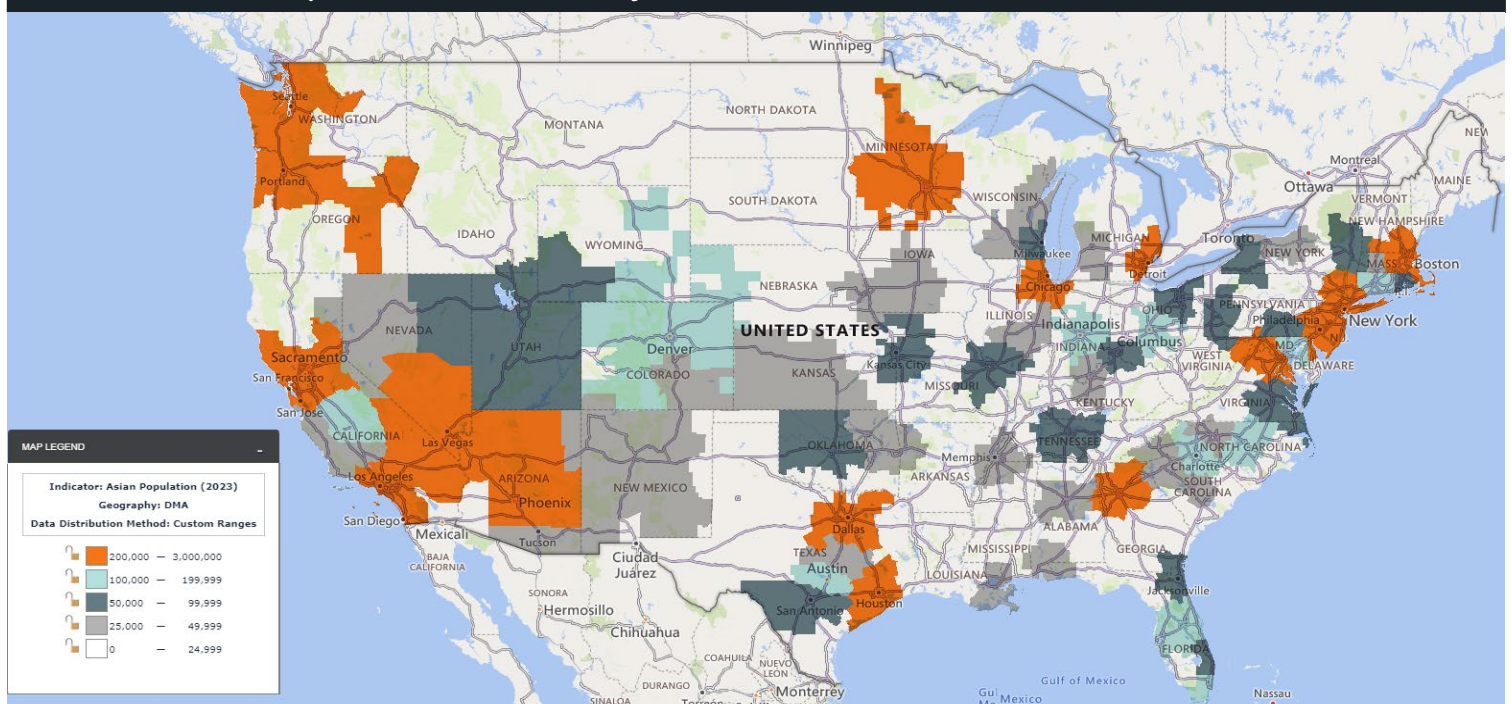
## Where Does the Asian Population Live

The Asian population is concentrated in Los Angeles, New York and San Francisco, each containing more than 2 MM Asians. These top-3 DMAs contain more than 35% of the U.S. Asian population; the top-20 DMAs contain almost 75% of U.S. Asians. Asian population is growing in most U.S. markets, with significant growth in Dallas, Seattle, Atlanta, Detroit and Phoenix. Keep an eye on Austin, TX - with 124% growth in their Asian population since 2010, it's likely to be in the top-20 next year.

### Top 20 DMAs By Asian Population vs. Growth (2010-2023)



### 2023 U.S. Asian Population Distribution by DMA



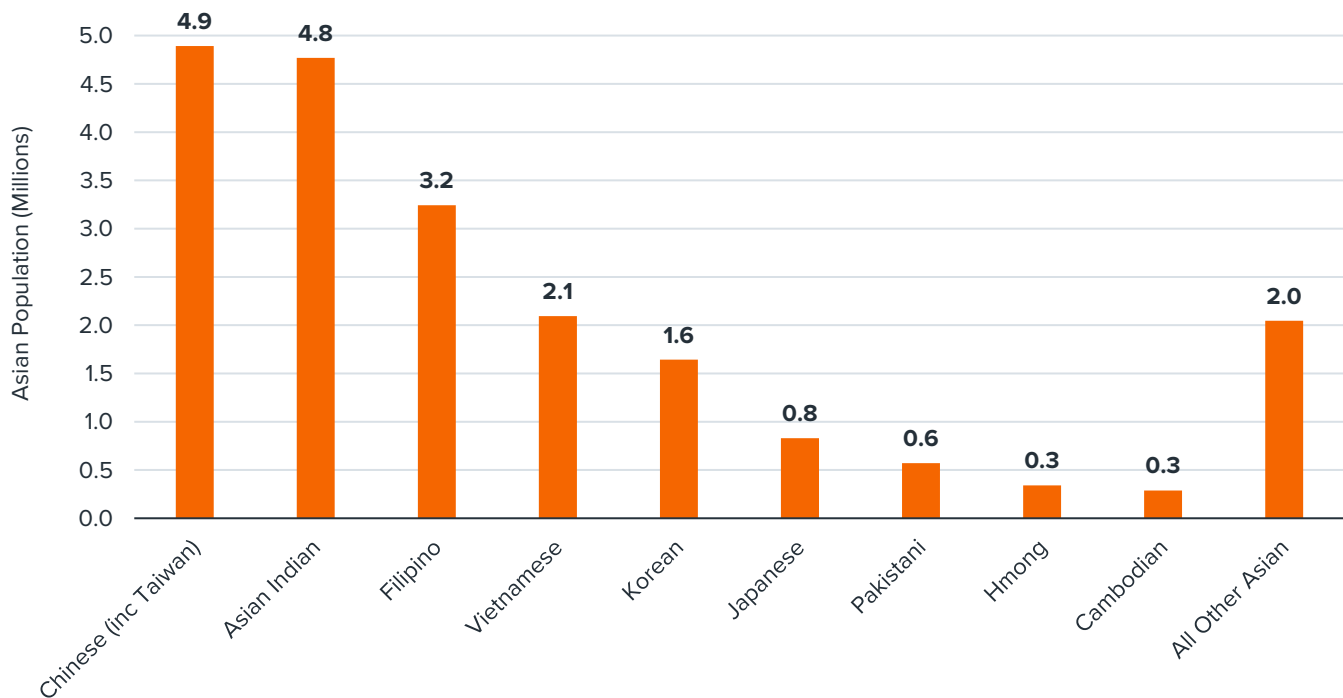
Source: Claritas Pop-Facts® 2023



### Country of Origin Matters

Asians are by no means a homogeneous group. U.S. Asians speak many languages and dialects and like many cultures with different ancestries, integrating traditions from their countries of origin that influence their decisions, such as buying habits, is no easy task. So, in order to market successfully to Asians, you must take into consideration their country of origin. Compounding the complexity of Asian country of origin is language preference. Almost 34% of the Asian population is very westernized, almost 11% are bi-cultural westernized and 19% are bi-cultural meaning they are English dominant or bi-lingual but not Asian language dominant. Businesses seeking to connect with Asians should go beyond simply being in-language, they should focus on being in-culture and culturally relevant and traditionally accurate.

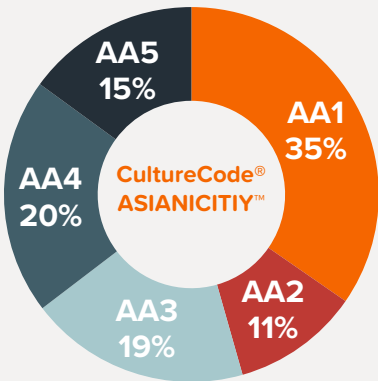
US Asian Country of Origin 2023



Source: Claritas Pop-Facts® 2023

CultureCode® Asianicity™

Asianicity™ is a Claritas CultureCode® measuring the degree to which people of Asian heritage in the United States retain elements of their Asian culture while they acquire elements of the American culture. Asianicity can be dimensionalized by various characteristics, including country-of-origin, life stage, socioeconomic status, media usage and a variety of shopping behaviors.

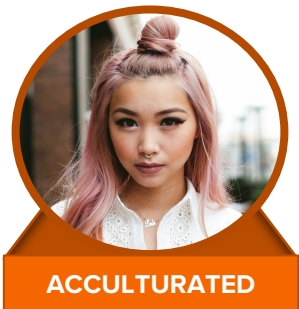


In 2023, 46% of the U.S. Asian population classified as being more acculturated (AA1s and AA2s).

Source: Claritas Pop-Facts® 2023

CultureCode applications are used to segment consumers by cultural group, helping you understand preferences and usage across culturally diverse segments to realize market share gains. CultureCode segments help you identify specific channels based on preference by cultural group, tailor stores to consumer preferences within a trade area or market and determine the potential of consumer segments across product categories.

Adoption of mainstream society's values and beliefs



Retention of values and beliefs from one's own culture



Adoption of mainstream society's values and beliefs

Retention of values and beliefs from one's own culture

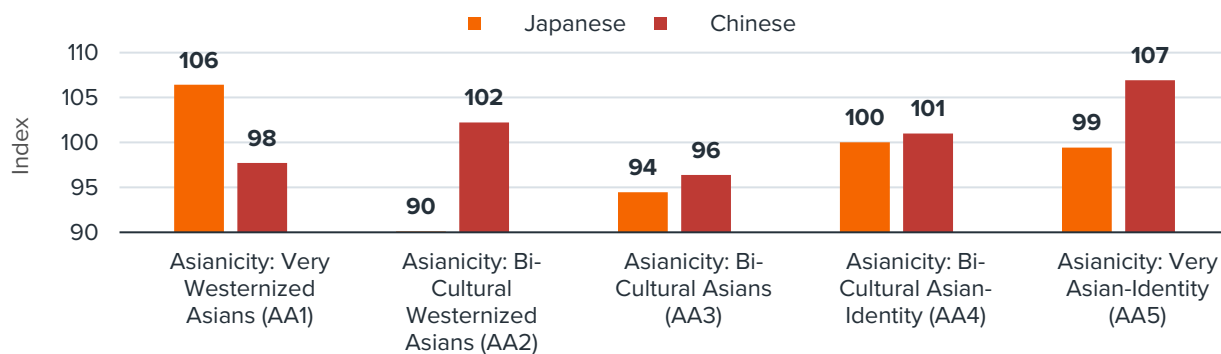
AA1 (Very Westernized)	AA2 (Bi-Cultural Westernized)	AA3 (Bi-Cultural)	AA4 (Bi-Cultural Easternized)	AA5 (Very Asian-Identity)
35%	11%	19%	20%	15%
English dominant; Born in U.S.; 3rd+ generation; Few Asian cultural practices	English preferred (some home language); Born in U.S.; 2nd generation; Some Asian cultural practices; some "retro-acculturate"	Bi-Lingual (equal or nearly); Immigrant as child or young adult; Many Asian cultural practices	Asian language preferred (some English); Immigrant as adult; in U.S. 10+ years; Pre-dominant Asian cultural practices	Asian language dominant (nearly no English); Recent immigrant as adult (less than 10 years ago); Primarily Asian cultural practices; Identify with home country more than U.S.

## Asianicity™ Acculturation Segments by Country of Origin

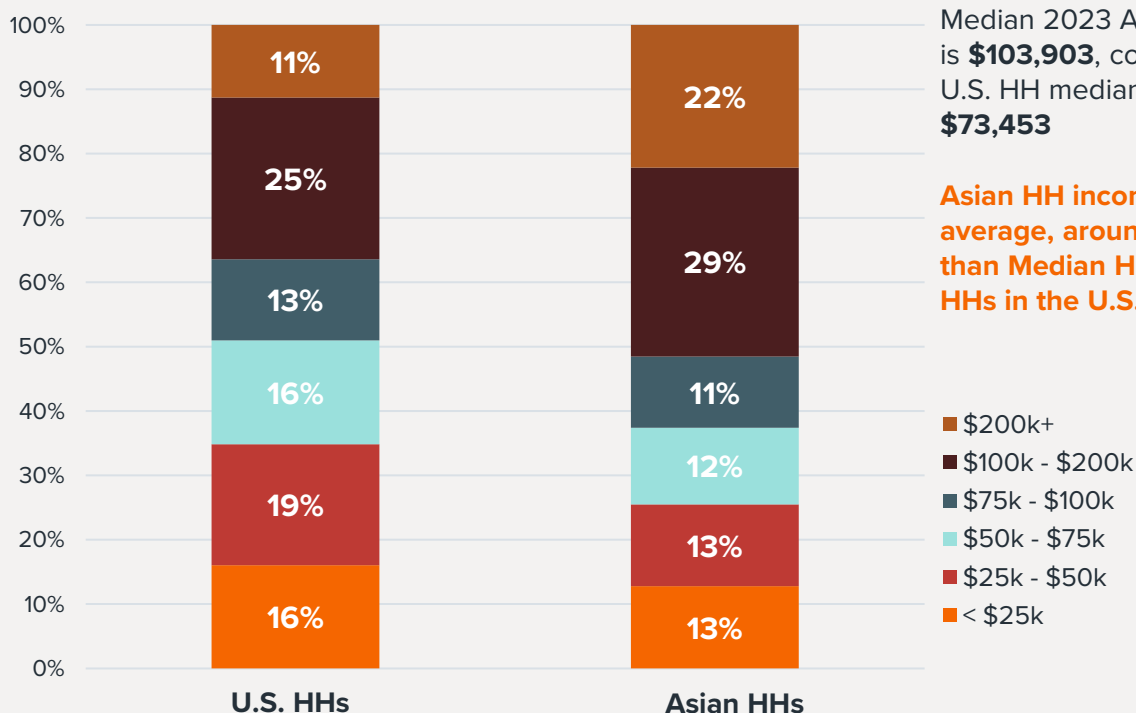
### Country of Origin Matters

Many Asianicity acculturation segments by country of origin have a very similar breakdown. The main anomaly came when we compared Japanese and Chinese acculturation segments. In the U.S., most Japanese are identified as more acculturated AA1 Very Westernized Asians meaning they prefer to speak English and have very fewer Asian cultural practices. On the other hand, Chinese has a higher probability to be classified as less acculturated AA5 Very Asian Identity known to prefer to speak their own Chinese language and tend to be immigrants who maintain many Chinese cultural practices.

### Asianicity Index by Country of Origin



### Annual HH Income



Median 2023 Asian HH income is **\$103,903**, compared to the U.S. HH median HH income of **\$73,453**

**Asian HH income is, on average, around 41% higher than Median HH income for all HHs in the U.S.**

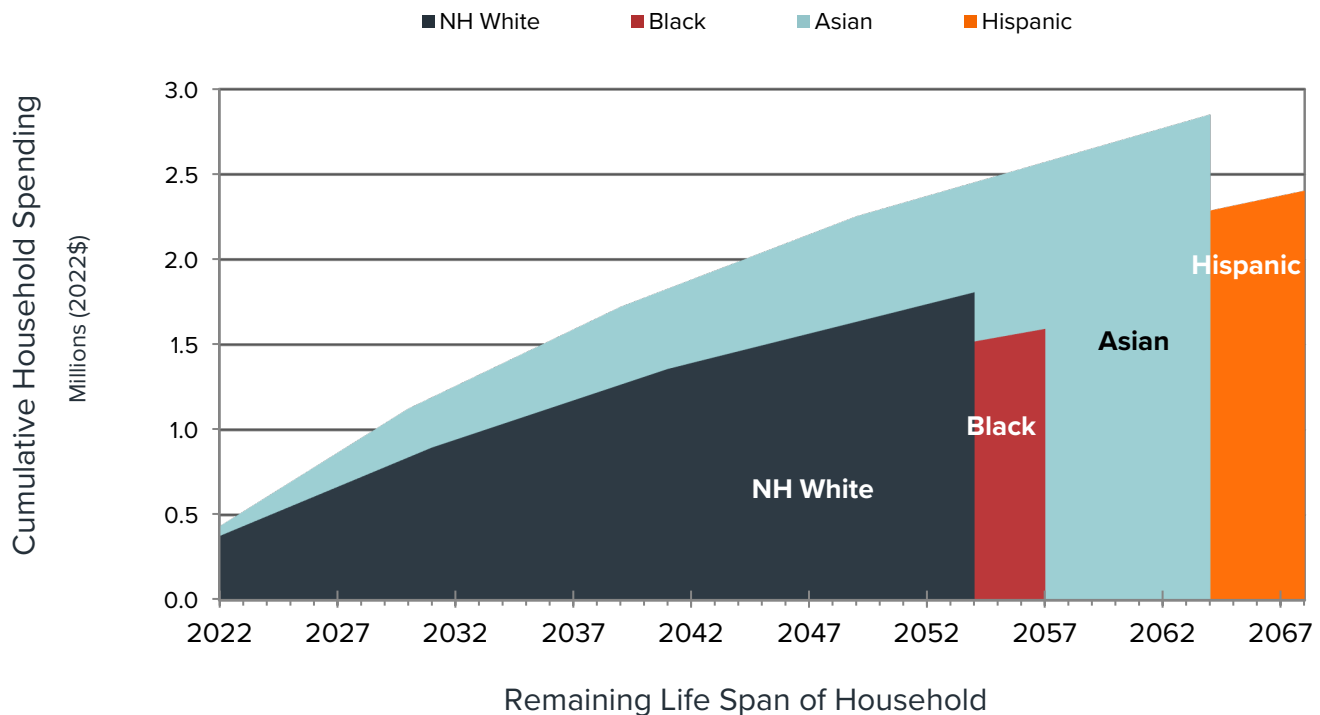




There are several factors that make Asian HHs an attractive segment to target when considering **lifetime value (LTV)**. Most importantly, higher average annual household income results in higher average annual spending.

Using Claritas consumer spending data, we see that **Asians HHs have average annual expenditures of \$82.7K vs. the average U.S. HH at \$71.3K. That's a 16% difference per year, resulting in substantially (> \$1 million) more spending by Asian HHs than average U.S. HHs over their remaining lifetimes.**

### Total Household Consumer Expenditures





## Consumer Lifestyle Behaviors And Preferences By Industry

Over the next several pages, we will leverage Claritas' deep understanding of multicultural consumers and share with you some fascinating insights on the Asian consumer and how lifestyles and consumer behaviors can vary by race & ethnicity.

1. **TECHNOLOGY**
2. **FINANCIAL**
3. **LUXURY GOODS & AUTO**
4. **TRAVEL AND TOURISM**
5. **HEALTH AND WELLNESS**

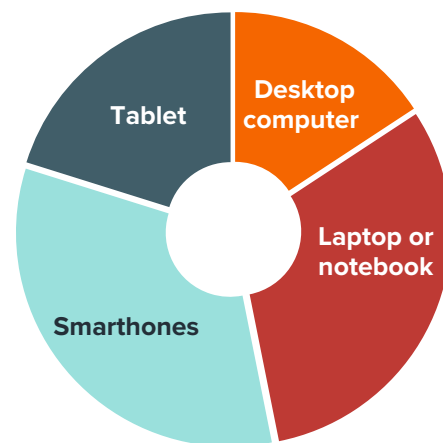


## Technology and Devices

In this section we will take a unique look into Asian consumer behaviors and preferences across a wide range of technology products and services.

### 84% of Asian Americans own a portable mobile device.

When looking at Internet service providers, Asian HHs are most likely to use **Verizon Fios** (Index 144). Asian HHs also index high for Connected TV (CTV) devices such as **Google Chromecast** (Index 199) and **Apple TV** (Index 149) for streaming needs and Asian HHs allocate the **most TV time to streaming content 43% —26.9% more than the general population.**<sup>2</sup>



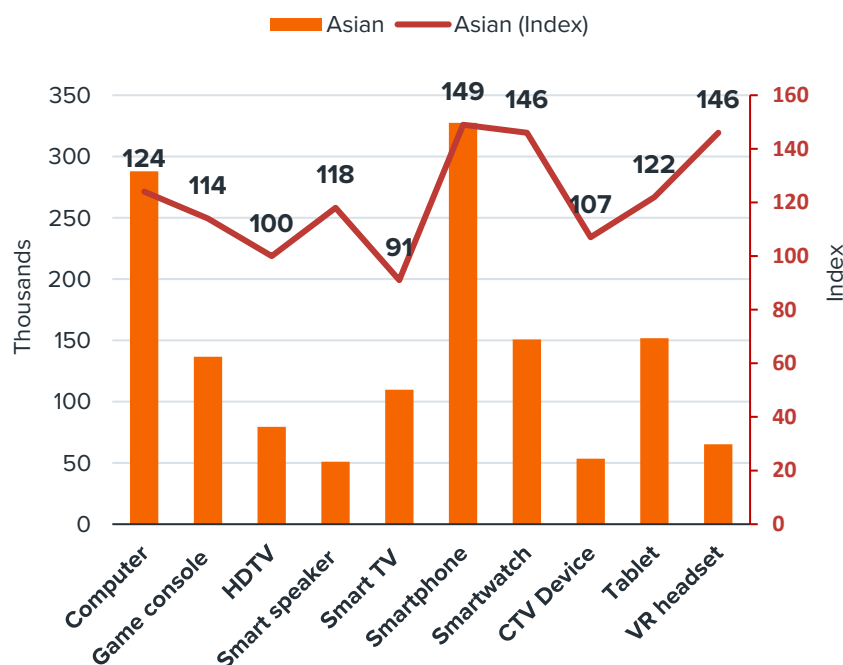
### Looking into the next 12 months

#### Asian HHs are most likely to buy

1. Smartphones (Index 149)
2. Smartwatches (Index 146)
3. VR Headsets (Index 146)

### Technology Spending

In terms of spending, Asian HHs index highest for spending over \$2.5K online in the past year alone. Over the past 12 months, the average Asian HH has spent \$3K+ on consumer electronics (Index 174). Asian HHs are also most likely to have purchased TVs in the highest price range in the past 12 months, TVs in the \$1K - \$3K range (Index 146). These indices are higher than the those shown by other ethnic groups.



**DID YOU KNOW:** 47% of Asian American viewers trust streaming platform recommendations during research, compared to 38% of overall audiences. This disparity underscores the influential role of these recommendations for Asian American viewers. The data highlights how personalized suggestions shape their entertainment choices, offering insights into this demographic's dynamics.<sup>2</sup>

Sources: Claritas Pop-Facts® 2023

2. Nielsen National TV Panel Data and Nielsen Streaming Platform Ratings; Dec. 26, 2022 - Jan. 29, 2023

## Financial Products and Services

In this section we will take a unique look into Asian consumer behaviors and preferences across a wide range of financial and insurance products and services. Market changes can be tracked over time to help you identify trends and get ahead of the changing marketplace.

### For Asian Households

**Top Banks:** Citibank (Index 262), Online Banks (Index 190)

**Top Credit Cards:** American Express (Index 173), Apple Pay (Index 169) and Google Pay (160)

**Top Financial Services:** Mobile Banking (Index 128) and Mortgage Refinancing Services (Index 138)

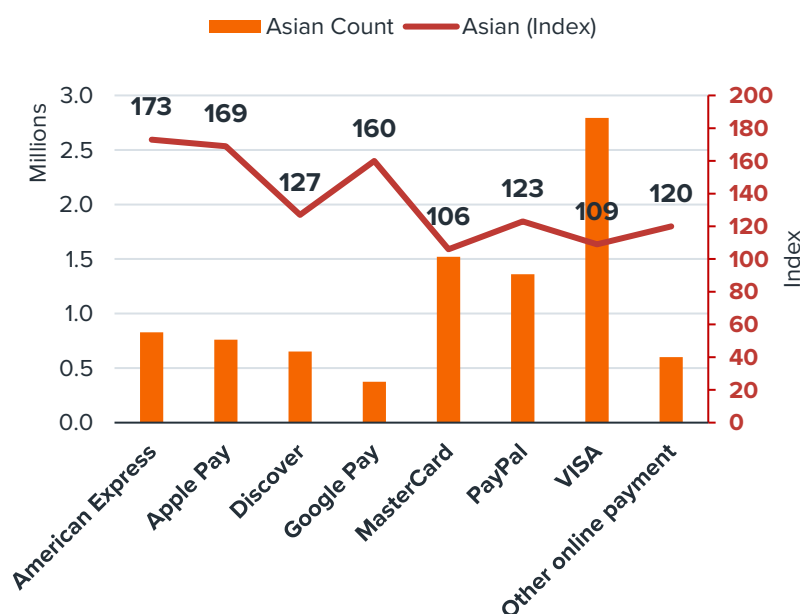
### Looking into the next 12 months

When it comes to switching insurance providers, Asian HHs are more likely to switch their Home/renter insurance plans (Index 139). This was the highest index for not only Asian Americans, but this index was also higher than the switching intent expressed by all other ethnic groups as well.

### Consumer Insurance Preferences

- **GEICO (Index 188)** is the top indexing provider of homeowners/renters insurance for Asian HHs.
- Asian HHs also indexed highest for having auto insurance with **AAA Insurance (Index 123)**.
- **State Farm** (Index 207) is the top indexing health insurance carrier sponsored by employers
- According to LIMRA, **More than 11 million Asian Americans (52%) have life insurance.**<sup>2</sup>

### Credit Cards/payments for Asian HHs



More than 6 in 10 Asian Americans report they use social media as a source of information on financial topics, which is a higher proportion than every group but Black Americans. Asian Americans rank experience (44%) and family/friend recommendation (23%) highest when choosing a financial professional.<sup>2</sup>

**Pro-tip:** To best engage Asian Americans, companies should leverage the top three sources of online financial information for Asian Americans: YouTube, online financial forums, and Facebook.<sup>2</sup>

Sources: Claritas Pop-Facts® 2023

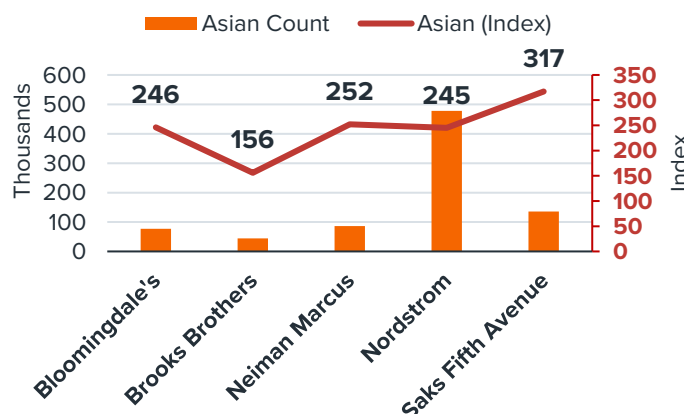
2. LIMRA GLOBAL



## Luxury Goods & Auto

Asian Americans are often considered an important consumer group for luxury brands due to their strong interest in high-end fashion and luxury goods. The personal luxury goods market boomed in 2022, reaching an unprecedented \$383 billion, up 26% from 2019 and 22% from 2021 at current exchange rates. Much of the growth came from its two largest markets, The Americas (\$123 billion and up 25%) and Europe (\$102 billion, up 27%).<sup>2</sup>

Top Luxury Online Stores Shopped by Asian Americans

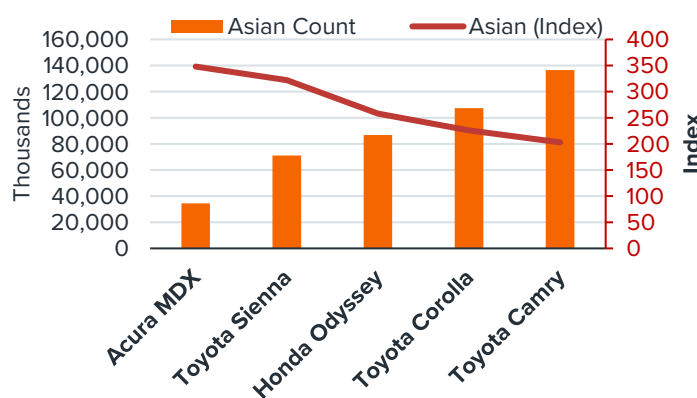


When it comes to luxury fashion, Asian Americans tend to be particularly interested in designer brands such as Gucci, Louis Vuitton, and Chanel. They tend to be early adopters of new luxury trends, such as streetwear and athleisure as well as their interest in luxury accessories such as handbags, shoes, and jewelry. According to Claritas data, they are most likely to have bought these luxury items at Saks Fifth Avenue (Index 267) and Nordstrom (Index 224). When looking at **in-store luxury shopping**, Asian Americans index highest for shopping at Bloomingdale's (Index 265) followed by Neiman Marcus (Index 258). When **shopping online** they index highest at Saks Fifth Avenue (Index 317), followed by Bloomingdale's (Index 246) and Neiman Marcus (Index 252).

### General Auto

Asian Americans are a key consumer group in the automotive industry and their preferences and purchasing habits have a significant impact on the market. In fact, Asian HHs index highest for planning to purchase a new vehicle in the next 12 months that costs over \$45,000.

Make/model of New General Automobile

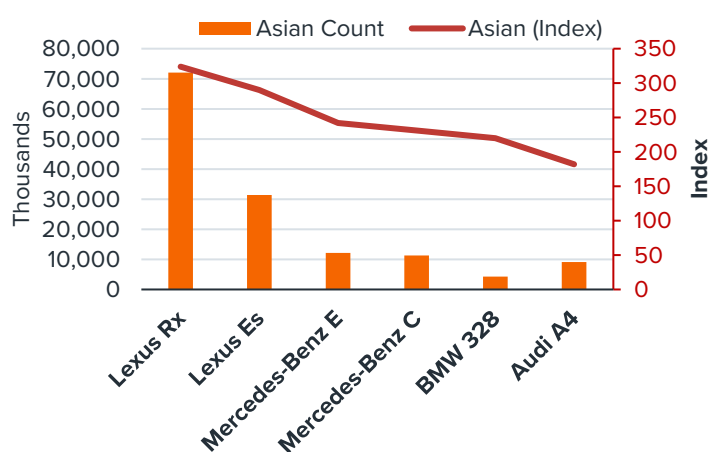


### Luxury Auto

#### Asian Americans place high value on luxury car brands and brand recognition

Asian HHs have been identified as a key market for luxury car brands. In fact, regarding new foreign vehicle segments, Asian HHs index highest for Lexus, Mercedes-Benz, BMW and Audi.

Make/model of New Luxury Vehicle



### Hybrid and Electric Vehicles (EVs)

Asian Americans are also more likely to purchase hybrid or electric vehicles than the general population. **In fact, in the past year Asian HHs indexed highest for planning to buy a hybrid or electric vehicle (Index 303).**

Sources: Claritas Pop-Facts® 2023  
2. Bain-Altagamma Luxury Study.



For more multicultural consumer insights, visit [www.claritas.com](http://www.claritas.com)

## Travel and Tourism

Asian Americans are a valuable demographic for the travel and tourism industry, with a strong interest in traveling frequently, taking international trips and willingness to spend money on luxury experiences and dining away from home.

Our data shows that Asian Americans are likely to spend more money than average on travel-related expenses, such as airfare, hotel accommodations, and transportation. In terms of modes of travel, Asian Americans are more likely to fly on international airlines and to book their travel online. They also prefer luxury travel experiences, such as first-class or business-class flights, upscale hotels, and unique cultural experiences.

Top vacation types: **visiting family and friends, cultural experiences, and beach vacations.** As for destinations, Asian Americans tend to prefer destinations that offer a mix of cultural experiences, natural beauty, and luxury accommodations. Some of the top destinations for Asian Americans include Japan, China, South Korea, Hawaii, and various destinations throughout Southeast Asia.<sup>2</sup>

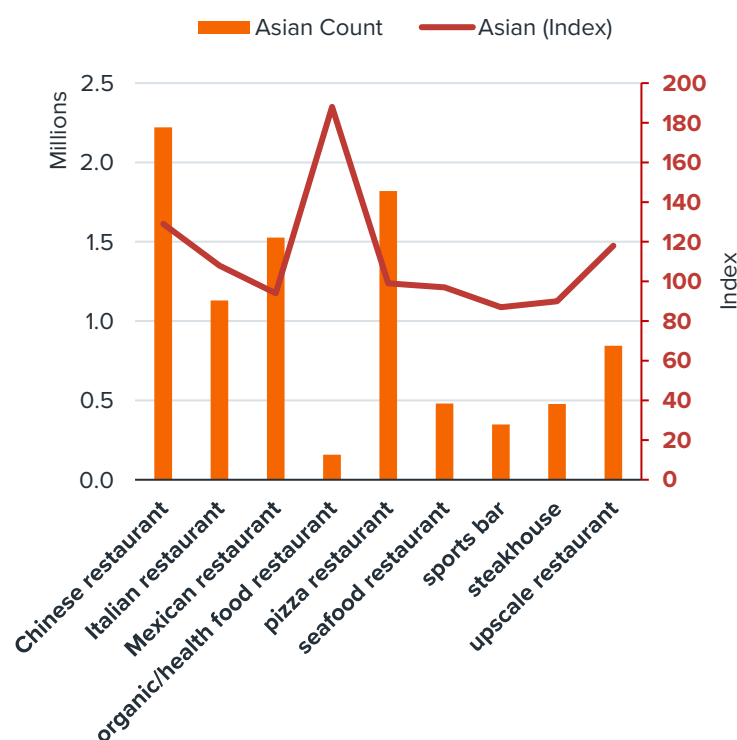
## Dining and Dining on Vacations

The average Asian HH spends \$5,588 on “Food at Home” annually – more than 10% above the average U.S. HH. Asian HHs also enjoy dining out. According to our latest data, Asian Americans spent 27.5% more than the average household on food away from home. This includes spending on takeout and delivery services, which has seen a surge in demand during and post COVID. Asians also spend 24% more on meals at restaurants, carry outs and others compared to the average U.S. HH.

This greater average annual expenditure on “Food away from home” suggests that Asian HHs may enjoy exploring new cuisines and may be more likely to try new foods and international foods, especially when dining out or on vacation. They also are more likely to be interested in healthy eating and organic foods.

Sources: Claritas Pop-Facts® 2023  
2. Statista

Types of restaurants dined for Asian HHs



**Pro-tip:** To reach Asian American consumers, consider catering to their love of food. They spend more on both food at home and dining out than the average household. This presents an opportunity to offer diverse and healthy options, especially with the rising popularity of takeout and delivery services.

## Health and Wellness

According to Claritas data, Asian Americans are health-conscious and rank in the top quintile for self-reported current health.

They keep pace and stay healthy through all kinds of fitness activities. In fact, Asian Americans index highest for participating in 10 or more health related activities per month. In the past year, Asian Americans were most likely to participate in physical activities like Tennis (Index 201), Jogging/Running (Index 167), Skiing/Snowboarding (Index 155), Soccer (Index 151) and Yoga/Pilates (Index 148).

Asian Americans also index higher than all other ethnic groups for belonging to a health club or gym (Index 116).

On top of that, Asian Americans were more likely than the general population to purchase organic, natural, and eco-friendly products. In fact, some of the highest indices are for paying more for eco-friendly products and services (Index 149) and buying organic food (Index 142).

Current health description



**DID YOU KNOW:** Asians index highest at 131 for saying that their current health is excellent

When not purchasing organic, Asian Americans are also more likely to purchase and use supplements than other racial and ethnic groups. In the past 12 months, Asian Americans indexed highest for buying Hair loss medications or supplements (Index 122). They are most likely to purchase these medications and supplements at Costco (Index 183).

Asian Americans also are more likely to use alternative medical practices such as acupuncture and herbal remedies. This could be due to cultural beliefs and traditional medical practices that are common in some Asian cultures.

Overall, our data suggest that Asian Americans prioritize health and wellness and are willing to spend more on products and services that support their well-being.

Sources: Claritas Pop-Facts® 2023

## Channel and Media Preferences

**Asian Americans rank in the top Quintile (heaviest) for Internet usage with an Index of 192. That's higher than all Quintiles and across all ethnic groups, meaning the best place to connect with Asians is through the Internet.**

- Asian Americans prefer mobile devices, particularly their smartphones. It's important to ensure that ad content is responsive and optimized for mobile devices, including video and image sizes, to ensure maximum reach and engagement. When we compare across devices, we see that Asians also index highest for iPads and iPhones. Asian Americans are significantly less likely to use Samsung and other brands. In the next 12 months Asian HHs plan to buy 1) Smartphone 2) Computer 3) Tablet 4) Smartwatch and 5) Game Console, yet they Index highest for Smartphone and Smartwatch.
- Asians preferred sites/apps like **Google, Amazon and Yahoo** and top social apps like **Facebook, Instagram, YouTube and LinkedIn**. Brands can display advertising, even dynamic video advertising on each of these channels or on their preferred video streaming site.
- **Audio Streaming:** Asian Americans have many Smart Home devices, so that means that brands can now capture their attention when they are not directly looking at a screen. To deliver ads to smart home devices that are not directly being looked at, consider using audio ads that can be played through smart speakers and headsets. These ads can be targeted based on user behavior and interests and can be delivered through popular audio streaming channels and platforms like Spotify, Pandora, and Amazon Music. To ensure effective delivery, make sure your ads are optimized for audio and are relevant to the listener's interests.
- **Email:** Also, According to recent [Statista data](#), approximately 94.1% of Asian Americans accessed email. By comparison, 93% of the White population, 91% of Black Americans in the U.S. had accessed email and used this form of online communication, making it not only an important channel to This makes email not only one of the best channel for reaching Asian Americans.<sup>2</sup>

### PRO-TIPS for CTV/OTT Advertising:

- **Leverage programmatic advertising:** Utilize programmatic advertising to target specific audiences and deliver ads in real-time on connected TV devices.
- **Use native advertising:** Create native advertising that blends seamlessly with the content being viewed on the TV and is less intrusive, increasing the likelihood of engagement.
- **Utilize interactive ads:** Use ads that allow viewers to interact with the ad using their remote control, increasing engagement and brand awareness.
- **Optimize for big screens:** Ensure that the ad content is optimized for big screens to ensure maximum visibility and impact.

### PROTIPS for Social Media:

- **Utilize targeted ads:** Use targeted ads to reach audiences based on demographics, interests, and behaviors, such as online shopping habits or previous purchases.
- **Use influencers:** Partner with relevant influencers in the technology space to reach a wider audience and increase trust in your brand.
- **Utilize retargeting:** Utilize retargeting to deliver relevant ads to consumers who have shown interest in the product or service but haven't yet made a purchase.

Sources: Claritas Pop-Facts® 2023  
2. Statista 2023, Data Released Nov 2022



## About Claritas

Claritas is a data-driven marketing company. With over 10,000 highly-predictive demographic and behavioral indicators and the most comprehensive multicultural data, our proprietary data assets give marketers the most complete understanding of the American consumer.

Our industry-leading Identity Graph unifies data from multiple sources, connecting devices to online behavior in a privacy compliant manner and into the intelligence you need to execute seamless multichannel engagements.

Our multichannel execution solutions coupled with powerful analytics and modeling capabilities will make your marketing more effective and increase the ROI on every dollar.

## Targeting the New American Mainstream

To capture multicultural growth opportunities, you must first understand them: their likes, dislikes, preferences, behaviors, etc. These insights let you create personas, tailor messages and promotions specific to their wants and needs. Marketers leverage Claritas' deep understanding of over 68 million multicultural consumers, including ethnicity, acculturation, language at home, lifestyle, consumer behaviors and more. Our solutions are used across local, national and digital markets for smarter targeting, smarter planning and smarter buying to help drive bigger profits.

## Multicultural Insights to Shape a Smarter Plan

Data from Claritas can be applied to a wide variety of situations and challenges. Some of the applications are listed below.

- Strategic Planning
- Market Potential Assessment
- Product Development & Positioning
- Database Mining & Modeling
- Retail Site Selection & Distribution
- Marketing Communications & Media Planning
- Promotions & Direct Response
- Market Research: Surveys, Focus Groups, etc.
- Industry Specific Intelligence Applications
- Sales Potential & Forecasting
- Consumer Segmentation & Targeting
- Customer Relationship Management
- Investment Valuation
- Public & Social Services
- Budget Allocation
- Staffing
- In-store Experience Management
- Retail Shelf-space Planning
- Attribution & Incremental Lift Analysis

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To learn more about how to find and win your next multicultural consumer, visit [www.claritas.com](http://www.claritas.com), [contact us](#) or call **800.234.5973**

