

BY THE EDITORS OF NEW STRATEGIST PRESS

Who  
We  
Are

# ASIANS

3<sup>rd</sup>  
EDITION

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**New Strategist Press, LLC  
Amityville, New York**

New Strategist Press, LLC  
P.O. Box 635, Amityville, New York 11701  
800/848-0842; 631/608-8795  
www.newstrategist.com

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ISBN 978-1-937737-27-6 (hardcover)

ISBN 978-1-937737-28-3 (paper)

ISBN 978-1-937737-29-0 (pdf)

Printed in the United States of America

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# Introduction

The population of the United States is diversifying rapidly. A substantial 38 percent of the nation's residents are Asian, Black, Hispanic, or another minority—more than 120 million Americans. Asians are the fastest growing segment of the minority population.

Between 2010 and 2014, the Asian population grew 14 percent compared with a 3 percent increase for the population as a whole. Hispanics gained 9 percent during those years and Blacks 5 percent. In contrast to the above-average growth of minorities, the non-Hispanic White population grew by a miniscule 0.2 percent.

Asians, Blacks, and Hispanics are reshaping the U.S. economy and culture. Not only are Asians the fastest growing minority, they are also the most highly educated and affluent segment of the population. Blacks are gaining in education and earning power and have become decidedly middle class. Hispanics are the largest minority nationally and the majority in many metropolitan areas. Only by understanding the demographic and socioeconomic characteristics of each group can policymakers and businesses hope to tailor their programs and products to the wants and needs of a diverse America.

The third edition of *Who We Are: Asians* provides a comprehensive look at the characteristics of the fastest growing minority population in the United States. In addition to 2014 estimates of the number of Asians nationally and by state, *Who We Are: Asians* includes the latest socioeconomic data on the Asian population. It also includes detailed spending data for Asian households. Results from the American Time Use Survey can be found here, profiling Asian time use and comparing it to the averages. Trends in the net worth of Asian households are detailed in the Wealth chapter.

Understanding the demographics and lifestyles of racial and ethnic groups is of vital importance to researchers and policymakers. *Who We Are: Asians* provides the key to understanding both the similarities and differences between Asians and other Americans. Regardless of race or ethnic origin, there is no doubt Americans are more alike than different, and *Who We Are: Asians* documents our many similarities. But there are also important differences among racial and ethnic groups that, if not taken into account, can derail public policy efforts and business strategies. Asians are much more educated than the average American. They are more likely to postpone childbearing, and many have children living in their home well into their fifties. These differences affect not only lifestyles but also consumer behavior and are of utmost importance to policymakers and business leaders.

## Racial Classification

The racial definitions now in use by the Census Bureau and other government agencies were first introduced in the 2000 census, which transformed racial classification in the United States. The 2000 census allowed Americans, for the first time in modern history, to identify with more than one racial group. This made the analysis of racial and ethnic diversity more complex, but also more rewarding.

To understand the federal government’s racial classification system, you need to understand three terms: race alone, race in combination, and race alone or in combination. The “race alone” population consists of people who identify themselves as being of only one race. The “race in combination” population consists of people who identify themselves as being of more than one race, such as Black and White. The “race, alone or in combination” population includes both those who identify themselves as being of one race and those who identify themselves as being of more than one race. For example, the “Black, alone or in combination” population includes those who say they are Black alone and those who say they are Black and White and those who say they are Black, White, and Asian, and so on.

While the new classification system is a goldmine for researchers, the numbers do not add up. This may frustrate some, but it provides a more accurate picture of each racial group than the old classification scheme, which required the multiracial to align with only one race. Under the current methodology, however, tables that show the “race alone” population exclude the multiracial. Tables that show the “race in combination” population count some people more than once. To make matters even more complex, Hispanics are considered an ethnic group rather than a race and can be Black, White, or Asian. Keep these factors in mind as you peruse the numbers.

Whenever possible, the tables in *Who We Are: Asians* show the “race, alone or in combination” populations. We prefer this classification because it includes everyone who identifies with a particular racial group and does not exclude the multiracial. In some instances, the “race, alone or in combination” population figures are not available. In these cases, the “race alone” population is shown. The racial classification used is noted at the bottom of each table, if the information is available. Note that some data sources do not define their racial classifications.

## **How to Use This Book**

*Who We Are: Asians* is designed for easy use. It is divided into 10 chapters arranged alphabetically: Education, Health, Housing, Income, Labor Force, Living Arrangements, Population, Spending, Time Use, and Wealth. Descriptive text and charts accompany most of the tables, highlighting the important trends.

Several government databases are of particular importance to *Who We Are: Asians*. One is the Census Bureau’s Current Population Survey. The CPS is a nationally representative survey of the civilian noninstitutional population aged 15 or older. The Census Bureau takes the CPS monthly, collecting information from 50,000 households on employment and unemployment. Each year, the March survey includes a demographic supplement that is the source of most national data on the characteristics of Americans, such as their educational attainment, living arrangements, and incomes. CPS data appear in many tables of this book.

The American Community Survey is another important source of data for *Who We Are: Asians*. The ACS is an ongoing nationwide survey of 250,000 households per month, providing detailed demographic data at the community level. Designed to replace the census long-form questionnaire, the ACS includes more than 60 questions that formerly appeared on the long form, such as queries about language spoken at home, income, and education. ACS data are available for the nation, regions, states, counties, metropolitan areas, and smaller geographic units.

The Consumer Expenditure Survey is the data source for the Spending chapter. Sponsored by the Bureau of Labor Statistics, the CEX is an ongoing study of the day-to-day spending of American households. The data collected by the survey are used to update prices for the Consumer Price Index. The CEX includes an interview survey and a diary survey administered to two separate, nationally representative samples. The average spending figures shown in the Spending chapter of this book are the integrated data from both the diary and interview components of the survey. For the interview survey, about 7,500 consumer units are interviewed on a rotating panel basis each quarter for five consecutive quarters. For the diary survey, another 7,500 consumer units keep weekly diaries of spending for two consecutive weeks.

The Bureau of Labor Statistics' American Time Use Survey is the source of data for the Time Use chapter. Through telephone interviews with a nationally representative sample of noninstitutionalized Americans aged 15 or older, ATUS collects information in minute detail about what survey respondents did during the previous 24 hours—or diary day. Time use data allow social scientists to better understand our economy and lifestyle and how policy decisions affect our lives.

The Survey of Income and Program Participation is the source of data for the Wealth chapter. This survey, conducted by the Census Bureau, is one of the few to examine the wealth of Asian households. While the data from the survey are for 2011 and thus somewhat dated, the impact of the Great Recession is readily apparent in the numbers, as is the higher socioeconomic status of Asian households relative to the average household.

### **The Outsourcing of Trend Analysis**

Most of the tables in *Who We Are: Asians* are based on data collected by the federal government, which continues to be the best, if not the only, source of up-to-date, reliable information on the changing characteristics of Americans. For those who need to know the trends, there is no better source than the government's massive demographic and socioeconomic databases. But searching, downloading, and analyzing information from these databases can be time consuming. Essentially, the government has outsourced the job of uncovering the trends to bloggers, market researchers, students, and library visitors, many of whom may feel overwhelmed by computer screens filled with numbers. In short, it has become more time consuming than ever to track the trends.

In *Who We Are: Asians*, New Strategist has done the work for you. Although the government collected most of the data presented here, each table in *Who We Are: Asians* was handcrafted by New Strategist's demographers. Our editors have spent hundreds of hours scouring government web sites, extracting numbers, creating tables that reveal trends, and producing indexes, percent distributions, and other calculations that provide context.

*Who We Are: Asians* has the numbers and the stories behind them. Thumbing through its pages, you can gain more insight into the dynamics of the Asian population than you could by spending all afternoon surfing databases on the Internet. By having *Who We Are: Asians* on your computer (with links to the Excel version of each table) or on your bookshelf, you can get the answers to your questions faster than online—no calculator required. Researchers who want to go further can use the source listed at the bottom of each table to explore the original data. The book contains a comprehensive table list to help readers locate the



information they need. For a more detailed search, use the index at the back of the book. Also in the back of the book is the glossary, which defines most of the terms commonly used in the tables and text.

*Who We Are: Asians* gives you the opportunity to discover and become familiar with the large and rapidly growing Asian population and its many unique characteristics. Armed with such knowledge, you will be closer to understanding what the future holds for our vast and complex nation.

# Asians Are Far Better Educated than the Average American

## Most have a college degree.

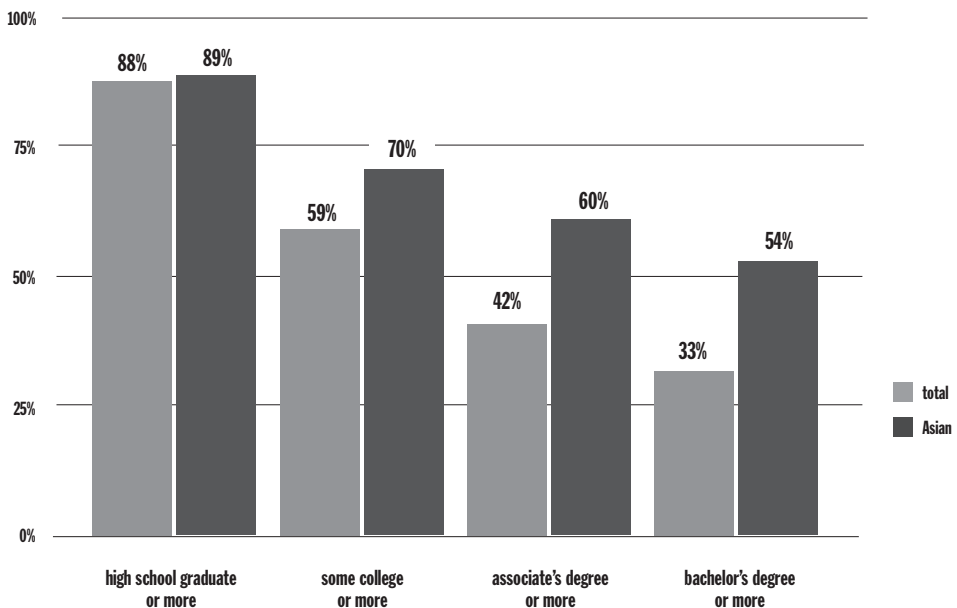
Asians are much more likely to be college graduates than the American population as a whole. In 2015, the 54 percent majority of Asians aged 25 or older had a bachelor's degree. This compares with a much smaller 33 percent of the total population. Twenty-one percent of Asians have an advanced degree. Asians account for 15 percent of the 3.6 million Americans aged 25 or older with a doctoral degree.

The educational attainment of Asians varies by age. Among Asians aged 25 to 54, fully 54 to 64 percent have a bachelor's degree. Among those aged 65 or older the proportion is 35 percent. Even among the oldest Asians, however, the share with a college degree surpasses the figure for the American population as a whole.

■ Although Asian men are somewhat more educated than Asian women overall, in the 25-to-34 age group Asian women are more likely than Asian men to have a bachelor's degree (66 versus 62 percent).

### Asian educational attainment is well above average

*(percent of total people and Asians aged 25 or older by educational attainment, 2015)*



**Table 1.1 Educational Attainment of Total People and Asians, 2015**

(number and percent distribution of total people and Asians aged 25 or older by educational attainment, Asian share of total, and Asian percent distribution indexed to total, 2015; numbers in thousands)

|                              | total          | Asians        |                              |
|------------------------------|----------------|---------------|------------------------------|
|                              |                | number        | share of total               |
| <b>Total people</b>          | <b>212,132</b> | <b>12,911</b> | <b>6.1%</b>                  |
| Not a high school graduate   | 24,582         | 1,380         | 5.6                          |
| High school graduate only    | 62,575         | 2,490         | 4.0                          |
| Some college, no degree      | 35,164         | 1,278         | 3.6                          |
| Associate's degree           | 20,867         | 835           | 4.0                          |
| Bachelor's degree            | 43,500         | 4,192         | 9.6                          |
| Master's degree              | 18,471         | 1,841         | 10.0                         |
| Professional degree          | 3,365          | 342           | 10.2                         |
| Doctoral degree              | 3,609          | 555           | 15.4                         |
| High school graduate or more | 187,551        | 11,533        | 6.1                          |
| Some college or more         | 124,976        | 9,043         | 7.2                          |
| Associate's degree or more   | 89,812         | 7,765         | 8.6                          |
| Bachelor's degree or more    | 68,945         | 6,930         | 10.1                         |
|                              |                |               | <b>index, Asian to total</b> |
| <b>PERCENT DISTRIBUTION</b>  | <b>total</b>   | <b>total</b>  | <b>total</b>                 |
| <b>Total people</b>          | <b>100.0%</b>  | <b>100.0%</b> | <b>–</b>                     |
| Not a high school graduate   | 11.6           | 10.7          | 92                           |
| High school graduate only    | 29.5           | 19.3          | 65                           |
| Some college, no degree      | 16.6           | 9.9           | 60                           |
| Associate's degree           | 9.8            | 6.5           | 66                           |
| Bachelor's degree            | 20.5           | 32.5          | 158                          |
| Master's degree              | 8.7            | 14.3          | 164                          |
| Professional degree          | 1.6            | 2.6           | 167                          |
| Doctoral degree              | 1.7            | 4.3           | 253                          |
| High school graduate or more | 88.4           | 89.3          | 101                          |
| Some college or more         | 58.9           | 70.0          | 119                          |
| Associate's degree or more   | 42.3           | 60.1          | 142                          |
| Bachelor's degree or more    | 32.5           | 53.7          | 165                          |

Note: Asians are those who identify themselves as being of the race alone or in combination with other races. The index is calculated by dividing the Asian percentage by the total percentage and multiplying by 100. "–" means not applicable.

Source: Bureau of the Census, 2015 Current Population Survey; Internet site <http://www.census.gov/hhes/www/income/data/incpovhlth/2014/dtables.html>; calculations by New Strategist

# Asians Have the Highest Household Incomes

**Behind their higher incomes is greater educational attainment.**

Asians are the most affluent householders in the United States. Their \$74,829 median household income in 2014 was greater than the all-household median of \$53,657—and higher than that of any other racial or ethnic group.

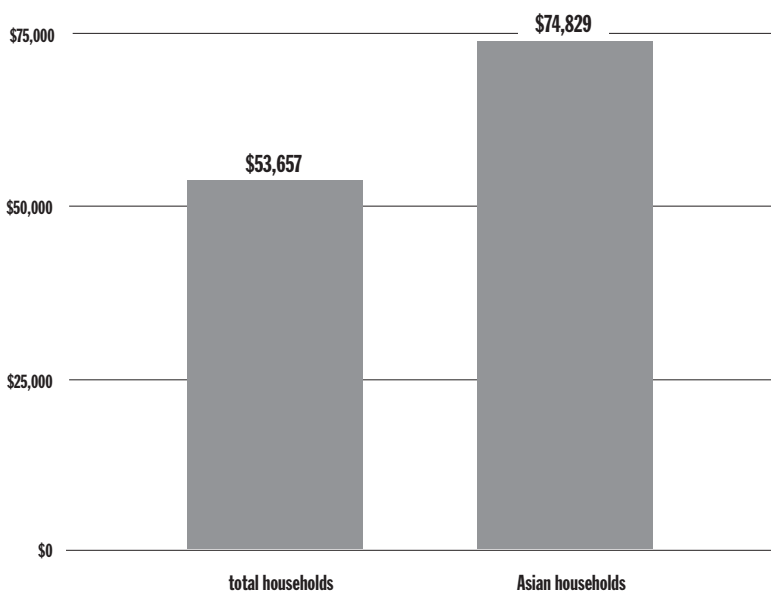
Beginning with the 2015 Current Population Survey (income data for 2014), the Bureau of the Census redesigned the survey’s income questions to better capture IRA and 401(k) withdrawals. In preparation for this change and for comparative purposes, the bureau split the 2014 sample (income data for 2013) into two panels, with one panel being asked the old income questions and the second panel the new questions. The historical income and poverty tables in this chapter show 2013 results from both the old and the new questions. Results based on the new income questions are not strictly comparable with earlier data.

The median income of Asian households was 39 percent above the all-household median in 2014. The gap has grown slightly over the years. In 2000, the Asian median was 33 percent above the national figure.

■ Asian households have higher incomes than Black, Hispanic, or non-Hispanic White households in part because Asians are much better educated.

## Median income of Asian households is above average

*(median income of total and Asian households, 2014)*



**Table 4.1 Median Income of Total and Asian Households, 2000 to 2014**

(median income of total and Asian households, and index of Asian to total, 2000 to 2014; percent change in income for selected years; in 2014 dollars)

|                       | median income       |                     | index,<br>Asian to<br>total |
|-----------------------|---------------------|---------------------|-----------------------------|
|                       | total<br>households | Asian<br>households |                             |
| 2014                  | \$53,657            | \$74,829            | 139                         |
| 2013                  | 54,462              | 73,658              | 135                         |
| 2013                  | 52,789              | 68,468              | 130                         |
| 2012                  | 52,605              | 70,304              | 134                         |
| 2011                  | 52,690              | 68,418              | 130                         |
| 2010                  | 53,507              | 68,981              | 129                         |
| 2009                  | 54,925              | 71,803              | 131                         |
| 2008                  | 55,313              | 72,097              | 130                         |
| 2007                  | 57,357              | 75,219              | 131                         |
| 2006                  | 56,598              | 75,032              | 133                         |
| 2005                  | 56,160              | 74,007              | 132                         |
| 2004                  | 55,565              | 72,003              | 130                         |
| 2003                  | 55,759              | 71,133              | 128                         |
| 2002                  | 55,807              | 68,803              | 123                         |
| 2001                  | 56,466              | 71,720              | 127                         |
| 2000                  | 57,724              | 76,649              | 133                         |
| <b>PERCENT CHANGE</b> |                     |                     |                             |
| 2013 to 2014 (new)    | -1.5%               | 1.6%                | -                           |
| 2000 to 2013 (old)    | -8.5                | -10.7               | -                           |

Note: Beginning with the 2014 Current Population Survey (income data for 2013), CPS income questions were redesigned. To allow for comparisons between 2013 and 2014, the 2014 sample was split, with one panel being asked the old income questions and the other panel the new questions. Income data based on the new income questions are not strictly comparable with those based on the old questions. The index is calculated by dividing the Asian median by the national median and multiplying by 100. Asians are those who identify themselves as being of the race alone or in combination with other races. "-" means not applicable.

Source: Bureau of the Census, Historical Income Tables—Households, Internet site <http://www.census.gov/hhes/www/income/histinc/h05.html>; calculations by New Strategist

**Table 5.13 Asian Households by Number of Earners, 2014**

*(number of total households, number and percent distribution of Asian households, and Asian share of total, by number of earners per household, 2014; numbers in thousands)*

|                         | total          | Asians       |                      | Asian share of total |
|-------------------------|----------------|--------------|----------------------|----------------------|
|                         |                | number       | percent distribution |                      |
| <b>Total households</b> | <b>122,952</b> | <b>6,111</b> | <b>100.0%</b>        | <b>5.0%</b>          |
| No earners              | 29,097         | 926          | 15.2                 | 3.2                  |
| One earner              | 45,623         | 2,349        | 38.4                 | 5.1                  |
| Two or more earners     | 48,232         | 2,836        | 46.4                 | 5.9                  |
| Two earners             | 38,934         | 2,174        | 35.6                 | 5.6                  |
| Three earners           | 7,026          | 469          | 7.7                  | 6.7                  |
| Four or more earners    | 2,272          | 192          | 3.1                  | 8.5                  |

*Note: Asians are those who identify themselves as being of the race alone or in combination with other races.*

*Source: Bureau of the Census, 2014 Current Population Survey; Internet site <http://www.census.gov/hhes/www/income/data/index.html>; calculations by New Strategist*

**Table 5.18 Asian Labor Force Projections, 2014 and 2024**

(projected number and percent of total people and Asians aged 16 or older in the civilian labor force by sex, 2014 and 2024; percent change in number and percentage point change in rate, 2014–24; numbers in thousands)

| NUMBER                            | 2014           | 2024           | percent change                 |
|-----------------------------------|----------------|----------------|--------------------------------|
| <b>Total labor force</b>          | <b>155,922</b> | <b>163,770</b> | <b>5.0%</b>                    |
| Asian labor force                 | 8,760          | 10,792         | 23.2                           |
| <b>Total men in labor force</b>   | <b>82,882</b>  | <b>86,524</b>  | <b>4.4</b>                     |
| Asian men in labor force          | 4,648          | 5,681          | 22.2                           |
| <b>Total women in labor force</b> | <b>73,039</b>  | <b>77,246</b>  | <b>5.8</b>                     |
| Asian women in labor force        | 4,112          | 5,111          | 24.3                           |
| <b>PARTICIPATION RATE</b>         | <b>2014</b>    | <b>2024</b>    | <b>percentage point change</b> |
| <b>Total people</b>               | <b>62.9%</b>   | <b>60.9%</b>   | <b>-2.0</b>                    |
| Total Asians                      | 63.6           | 63.0           | -0.6                           |
| <b>Total men</b>                  | <b>69.2</b>    | <b>66.2</b>    | <b>-3.0</b>                    |
| Asian men                         | 72.4           | 71.3           | -1.1                           |
| <b>Total women</b>                | <b>57.0</b>    | <b>55.8</b>    | <b>-1.2</b>                    |
| Asian women                       | 55.8           | 55.7           | -0.1                           |

Note: Asians are those who identify themselves as being of the race alone.

Source: Bureau of Labor Statistics, Employment Projections, Internet site <http://www.bls.gov/emp/>

**Table 5.19 Asian Labor Force Entrants and Leavers, 2014 to 2024**

(projected number and percent distribution of total people and Asians aged 16 or older in the civilian labor force in 2014 and 2024, and number and percent distribution of entrants, leavers, and stayers, 2014–24; numbers in thousands)

| NUMBER                      | 2014<br>labor force | 2014–2024     |               |                | 2024<br>labor force |
|-----------------------------|---------------------|---------------|---------------|----------------|---------------------|
|                             |                     | entrants      | leavers       | stayers        |                     |
| <b>Total labor force</b>    | <b>155,922</b>      | <b>36,416</b> | <b>28,568</b> | <b>127,353</b> | <b>163,770</b>      |
| Asian labor force           | 8,760               | 3,005         | 823           | 7,937          | 10,792              |
| <b>PERCENT DISTRIBUTION</b> |                     |               |               |                |                     |
| <b>Total labor force</b>    | <b>100.0%</b>       | <b>100.0%</b> | <b>100.0%</b> | <b>100.0%</b>  | <b>100.0%</b>       |
| Asian labor force           | 5.6                 | 8.3           | 2.9           | 6.2            | 6.6                 |

Note: Asians are those who identify themselves as being of the race alone.

Source: Bureau of Labor Statistics, Employment Projections, Internet site <http://www.bls.gov/emp/>

**Table 6.4 Total and Asian Households by Size, 2015***(number and percent distribution of total and Asian households, and Asian share of total, by size, 2015; numbers in thousands)*

|  | total          |                      | Asians       |                      | Asian share of total |
|--|----------------|----------------------|--------------|----------------------|----------------------|
|  | number         | percent distribution | number       | percent distribution |                      |
| <b>Total households</b>                | <b>124,587</b> | <b>100.0%</b>        | <b>6,333</b> | <b>100.0%</b>        | <b>5.1%</b>          |
| One person                             | 34,866         | 28.0                 | 1,174        | 18.5                 | 3.4                  |
| Two people                             | 41,881         | 33.6                 | 1,741        | 27.5                 | 4.2                  |
| Three people                           | 19,309         | 15.5                 | 1,190        | 18.8                 | 6.2                  |
| Four people                            | 16,464         | 13.2                 | 1,385        | 21.9                 | 8.4                  |
| Five people                            | 7,517          | 6.0                  | 475          | 7.5                  | 6.3                  |
| Six people                             | 2,820          | 2.3                  | 212          | 3.3                  | 7.5                  |
| Seven or more people                   | 1,729          | 1.4                  | 156          | 2.5                  | 9.0                  |
| Average number of people per household | 2.54           | —                    | 2.94         | —                    | —                    |

*Note: Asians are those who identify themselves as being of the race alone or in combination with other races. “—” means not applicable.  
Source: Bureau of the Census, 2015 Current Population Survey, Internet site <http://www.census.gov/hhes/www/income/data/inepovhlth/2014/index.html>; calculations by New Strategist*



**Table 7.3 Projections of the Total and Asian Population, 2014 to 2050**

(projected number and percent distribution of total people and Asians, 2014 to 2050; percent change in number and percentage point change in share, 2014–50; numbers in thousands)

| <b>NUMBER</b>                  | <b>total</b> | <b>Asian</b> |
|--------------------------------|--------------|--------------|
| 2014                           | 318,857      | 20,250       |
| 2020                           | 333,896      | 22,384       |
| 2025                           | 346,407      | 24,878       |
| 2030                           | 358,471      | 27,482       |
| 2035                           | 369,662      | 30,159       |
| 2040                           | 380,016      | 32,876       |
| 2045                           | 389,934      | 35,628       |
| 2050                           | 399,803      | 38,407       |
| <b>PERCENT CHANGE</b>          |              |              |
| 2014 to 2050                   | 25.4%        | 89.7%        |
| <b>PERCENT DISTRIBUTION</b>    |              |              |
| 2014                           | 100.0        | 6.4          |
| 2020                           | 100.0        | 6.7          |
| 2025                           | 100.0        | 7.2          |
| 2030                           | 100.0        | 7.7          |
| 2035                           | 100.0        | 8.2          |
| 2040                           | 100.0        | 8.7          |
| 2045                           | 100.0        | 9.1          |
| 2050                           | 100.0        | 9.6          |
| <b>PERCENTAGE POINT CHANGE</b> |              |              |
| 2014 to 2050                   | –            | 3.3          |

Note: Asians are those who identify themselves as being of the race alone or in combination with other races. “–” means not applicable.

Source: Bureau of the Census, Population Projections, Internet site <http://www.census.gov/population/projections/>; calculations by New Strategist

**Table 7.17 Total and Asian Population by Metropolitan Status, 2014**

(total number of people aged 15 or older, number and percent distribution of Asians, and Asian share of total, by metropolitan status, 2014; numbers in thousands)

|                           | total          | Asian         |                      |                |
|---------------------------|----------------|---------------|----------------------|----------------|
|                           |                | number        | percent distribution | share of total |
| <b>Total people</b>       | <b>252,344</b> | <b>15,012</b> | <b>100.0%</b>        | <b>5.9%</b>    |
| Inside metropolitan area  | 214,022        | 14,610        | 97.3                 | 6.8            |
| Principal cities          | 82,015         | 7,561         | 50.4                 | 9.2            |
| Suburbs                   | 132,007        | 7,049         | 47.0                 | 5.3            |
| Outside metropolitan area | 38,322         | 402           | 2.7                  | 1.0            |

Note: Asians are those who identify themselves as being of the race alone or in combination with other races.

Source: Bureau of the Census, Current Population Survey, Internet site <http://www.census.gov/hhes/www/income/data/incpovhlth/2013/index.html>; calculations by New Strategist

**Table 7.18 Asians by Metropolitan Status, 2010 and 2014**

(number of Asians aged 15 or older by metropolitan status, 2010 and 2014; percent change, 2010–14)

|                           | 2014          | 2010          | percent change |
|---------------------------|---------------|---------------|----------------|
| <b>Total Asians</b>       | <b>15,012</b> | <b>11,874</b> | <b>26.4%</b>   |
| Inside metropolitan area  | 14,610        | 11,472        | 27.4           |
| Principal cities          | 7,561         | 5,673         | 33.3           |
| Suburbs                   | 7,049         | 5,799         | 21.6           |
| Outside metropolitan area | 402           | 402           | 0.0            |

Note: Asians are those who identify themselves as being of the race alone or in combination with other races.

Source: Bureau of the Census, Current Population Survey, Internet site <http://www.census.gov/hhes/www/income/data/incpovhlth/2013/index.html>; calculations by New Strategist

# Asian Households Spend the Most

**Their spending is above average on most products and services.**

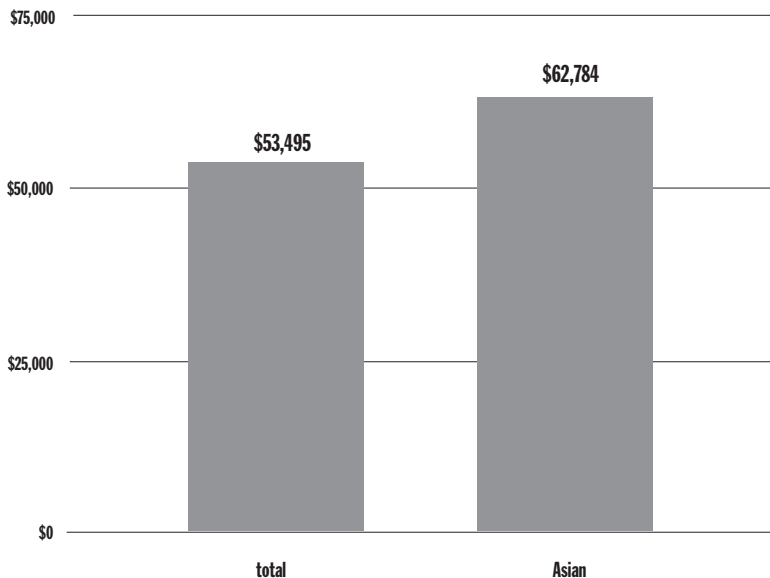
Asian households spent \$62,784 in 2014—17 percent more than the average household, according to the Consumer Expenditure Survey. The reasons for the higher spending of Asians are their higher incomes (due in part to their higher level of education) and their larger household size. The Asian investment in education is revealed in these statistics. Asian households spend more than twice as much as the average household on education, accounting for a disproportionate share of the market.

Asians spend well above average on a number of products and services. They spend more than twice as much as the average household on fish and seafood, 40 percent more than average on food away from home (mostly restaurant meals), 30 percent more than average on owned homes, and 74 percent more than average on rented homes. Asian households spend two-and-two-third times the average on public transportation.

■ Asian spending is above average because most Asian households are headed by college graduates.

## Asian households spend 17 percent more than the average household

*(average annual spending of total and Asian consumer units, 2014)*



**Table 8.2 Average Spending by Race and Hispanic Origin of Householder, 2014**

(average annual spending of consumer units by product and service category and by race and Hispanic origin of consumer unit reference person, 2014)

|  | total<br>consumer<br>units | Asian           | Black           | Hispanic        | non-Hispanic<br>White and<br>other |
|--|----------------------------|-----------------|-----------------|-----------------|------------------------------------|
| <b>Number of consumer units (in 000s)</b>          | <b>127,006</b>             | <b>5,627</b>    | <b>16,297</b>   | <b>16,283</b>   | <b>94,723</b>                      |
| <b>Average number of persons per consumer unit</b> | <b>2.5</b>                 | <b>2.8</b>      | <b>2.5</b>      | <b>3.2</b>      | <b>2.3</b>                         |
| <b>Average annual spending</b>                     | <b>\$53,495</b>            | <b>\$62,784</b> | <b>\$38,543</b> | <b>\$45,561</b> | <b>\$57,403</b>                    |
| <b>FOOD</b>  | <b>6,759</b>               | <b>8,044</b>    | <b>4,555</b>    | <b>6,880</b>    | <b>7,119</b>                       |
| <b>Food at home</b>                                | <b>3,971</b>               | <b>4,156</b>    | <b>2,960</b>    | <b>4,303</b>    | <b>4,090</b>                       |
| Cereals and bakery products                        | 519                        | 540             | 377             | 523             | 542                                |
| Cereals and cereal products                        | 176                        | 227             | 149             | 198             | 177                                |
| Bakery products                                    | 343                        | 314             | 228             | 325             | 365                                |
| Meats, poultry, fish, and eggs                     | 892                        | 1,024           | 833             | 1,128           | 863                                |
| Beef   | 232                        | 208             | 182             | 306             | 228                                |
| Pork   | 177                        | 177             | 165             | 214             | 173                                |
| Other meats  | 123                        | 92              | 91              | 124             | 128                                |
| Poultry  | 172                        | 185             | 202             | 238             | 157                                |
| Fish and seafood                                   | 129                        | 288             | 141             | 162             | 122                                |
| Eggs   | 58                         | 75              | 53              | 84              | 55                                 |
| Dairy products                                     | 423                        | 330             | 240             | 428             | 454                                |
| Fresh milk and cream                               | 147                        | 154             | 95              | 180             | 151                                |
| Other dairy products                               | 276                        | 176             | 145             | 248             | 304                                |
| Fruits and vegetables                              | 756                        | 1,007           | 537             | 869             | 775                                |
| Fresh fruits                                       | 274                        | 374             | 179             | 335             | 280                                |
| Fresh vegetables                                   | 240                        | 399             | 157             | 281             | 248                                |
| Processed fruits                                   | 109                        | 118             | 89              | 118             | 110                                |
| Processed vegetables                               | 133                        | 115             | 112             | 135             | 136                                |
| Other food at home                                 | 1,382                      | 1,255           | 973             | 1,356           | 1,455                              |
| Sugar and other sweets                             | 139                        | 113             | 111             | 119             | 147                                |
| Fats and oils                                      | 115                        | 96              | 92              | 129             | 117                                |
| Miscellaneous foods                                | 702                        | 673             | 473             | 653             | 749                                |
| Nonalcoholic beverages                             | 375                        | 327             | 277             | 430             | 382                                |
| Food prepared by consumer unit on trips            | 51                         | 47              | 20              | 26              | 61                                 |
| <b>Food away from home</b>                         | <b>2,787</b>               | <b>3,888</b>    | <b>1,595</b>    | <b>2,577</b>    | <b>3,029</b>                       |
| <b>ALCOHOLIC BEVERAGES</b>                         | <b>463</b>                 | <b>372</b>      | <b>187</b>      | <b>304</b>      | <b>537</b>                         |
| <b>HOUSING</b>                                     | <b>17,798</b>              | <b>22,445</b>   | <b>14,383</b>   | <b>16,207</b>   | <b>18,649</b>                      |
| <b>Shelter</b>                                     | <b>10,491</b>              | <b>15,341</b>   | <b>8,442</b>    | <b>9,909</b>    | <b>10,940</b>                      |
| Owned dwellings                                    | 6,149                      | 8,005           | 3,565           | 4,065           | 6,939                              |
| Mortgage interest and charges                      | 2,953                      | 4,240           | 1,860           | 2,202           | 3,266                              |
| Property taxes                                     | 1,903                      | 2,713           | 1,093           | 1,104           | 2,175                              |
| Maintenance, repair, insurance, other expenses     | 1,293                      | 1,052           | 612             | 759             | 1,498                              |
| Rented dwellings                                   | 3,631                      | 6,336           | 4,626           | 5,591           | 3,135                              |
| Other lodging                                      | 710                        | 1,000           | 250             | 253             | 866                                |
| <b>Utilities, fuels, and public services</b>       | <b>3,921</b>               | <b>3,535</b>    | <b>3,843</b>    | <b>3,639</b>    | <b>3,978</b>                       |
| Natural gas  | 439                        | 468             | 445             | 353             | 452                                |
| Electricity  | 1,484                      | 1,132           | 1,614           | 1,341           | 1,485                              |

**Table 10.1 Median Household Net Worth of Total and Asian Households, 2005 and 2011***(median net worth of total and Asian households, 2005 and 2011; percent change, 2005–11; in 2011 dollars)*

|                         | 2011            | 2005             | percent<br>change |
|-------------------------|-----------------|------------------|-------------------|
| <b>Total households</b> | <b>\$68,828</b> | <b>\$107,344</b> | <b>–35.9%</b>     |
| Asian households        | 89,339          | 175,890          | –49.2             |

*Note: Asians are those who identify themselves as being of the race alone.**Source: Bureau of the Census, Wealth and Asset Ownership, Survey of Income and Program Participation, Internet site <http://www.census.gov/people/wealth/>; calculations by New Strategist***Table 10.2 Distribution of Total and Asian Households by Net Worth, 2011***(number of total and Asian households, median net worth of total and Asian households, and percent distribution of total and Asian households by net worth, 2011)*

|  | total<br>households | Asian households |       |
|--|---------------------|------------------|-------|
|  |                     | number           | index |
| <b>Number of households</b>                    | <b>118,689,091</b>  | <b>3,939,591</b> | –     |
| Median net worth                               | \$68,828            | \$89,339         | 130   |
| <b>DISTRIBUTION OF HOUSEHOLDS BY NET WORTH</b> |                     |                  |       |
| <b>Total households</b>                        | <b>100.0%</b>       | <b>100.0%</b>    | –     |
| Zero or negative                               | 18.1                | 15.4             | 85    |
| \$1 to \$4,999                                 | 9.1                 | 9.0              | 99    |
| \$5,000 to \$9,999                             | 4.8                 | 5.5              | 115   |
| \$10,000 to \$24,999                           | 6.6                 | 6.6              | 100   |
| \$25,000 to \$49,999                           | 6.9                 | 7.2              | 104   |
| \$50,000 to \$99,999                           | 10.4                | 8.2              | 79    |
| \$100,000 to \$249,999                         | 17.9                | 17.0             | 95    |
| \$250,000 to \$499,999                         | 12.6                | 13.8             | 110   |
| \$500,000 or more                              | 13.5                | 17.3             | 128   |

*Note: Asians are those who identify themselves as being of the race alone. The index is calculated by dividing the Asian figure by the total figure and multiplying by 100. “–” means not applicable.**Source: Bureau of the Census, Wealth and Asset Ownership, Survey of Income and Program Participation, Internet site <http://www.census.gov/people/wealth/>; calculations by New Strategist*

## Glossary

**adjusted for inflation** A dollar value that has been adjusted for the rise in the cost of living by use of the consumer price index.

**age** The age of the reference person.

**American Community Survey** The ACS is an ongoing nationwide survey of 250,000 households per month, providing detailed demographic data at the community level. Designed to replace the census long-form questionnaire, the ACS includes more than 60 questions that formerly appeared on the long form, such as questions about language spoken at home, income, and education. ACS data are available for areas as small as census tracts.

**American Housing Survey** The AHS collects national and metropolitan-level data on the nation's housing, including apartments, single-family homes, and mobile homes. The nationally representative survey, with a sample of 55,000 homes, is conducted by the Census Bureau for the Department of Housing and Urban Development every other year.

**American Time Use Survey** Under contract with the Bureau of Labor Statistics, the Census Bureau collects ATUS information, revealing how people spend their time. The ATUS sample is drawn from U.S. households completing their final month of interviews for the Current Population Survey. One individual from each selected household is chosen to participate in the ATUS. Respondents are interviewed by telephone about their time use during the previous 24 hours.

**Asian** The term "Asian" includes Native Hawaiians and other Pacific Islanders unless those groups are shown separately.

**Black** The Black racial category includes those who identified themselves as "Black" or "African American."

**Consumer Expenditure Survey** The CEX is an ongoing study of the day-to-day spending of American households administered by the Bureau of Labor Statistics. The CEX includes an

interview survey and a diary survey. The average spending figures shown are the integrated data from both the diary and interview components of the survey. Two separate, nationally representative samples are used for the interview and diary surveys. For the interview survey, about 7,500 consumer units are interviewed on a rotating panel basis each quarter for five consecutive quarters. For the diary survey, 7,500 consumer units keep weekly diaries of spending for two consecutive weeks.

**consumer unit** (*on spending tables only*) For convenience, the terms consumer unit and household are used interchangeably, although consumer units are somewhat different from the Census Bureau's households. A consumer unit includes all the related members of a household or any financially independent member of a household. A household may include more than one consumer unit.

**Current Population Survey** The CPS is a nationally representative survey of the civilian noninstitutional population aged 15 or older. It is taken monthly by the Bureau of the Census for the Bureau of Labor Statistics, collecting information from 60,000 households on employment and unemployment. In March of each year, the survey includes the Annual Social and Economic Supplement, which is the source of most national data on the characteristics of Americans, such as educational attainment, living arrangements, and incomes.

**disability** The National Health Interview Survey estimates the number of people aged 18 or older who have difficulty in physical functioning, probing whether respondents could perform nine activities by themselves without using special equipment. The categories are walking a quarter mile; standing for two hours; sitting for two hours; walking up 10 steps without resting; stooping, bending, kneeling; reaching over one's head; grasping or handling small objects; carrying a 10-pound object; and pushing/pulling a large object. Adults who reported that any of these activities was very difficult or they could not do it at all were defined as having physical difficulties.

**dual-earner couple** A married couple in which both the householder and the householder's spouse are in the labor force.

**earnings** A type of income, earnings is the amount of money a person receives from his or her job. *See also* Income.

**employed** All civilians who did any work as a paid employee or farmer/self-employed worker or who worked 15 hours or more as an unpaid farm worker or in a family-owned business during the reference period. All those who have jobs but are temporarily absent from their jobs due to illness, bad weather, vacation, labor management dispute, or personal reasons are considered employed.

**expenditure** The transaction cost including excise and sales taxes of goods and services acquired during the survey period. The full cost of each purchase is recorded even though full payment may not have been made at the date of purchase. Average expenditure figures may be artificially low for infrequently purchased items such as cars because figures are calculated using all consumer units within a demographic segment rather than just purchasers. Expenditure estimates include money spent on gifts for others.

**family** A group of two or more people (one of whom is the householder) related by birth, marriage, or adoption and living in the same household.

**family household** A household maintained by a householder who lives with one or more people related to him or her by blood, marriage, or adoption.

**female/male householder** A woman or man who maintains a household without a spouse present. May head family or nonfamily household.

**foreign-born population** People who are not U.S. citizens at birth.

**full-time employment** Full-time is 35 or more hours of work per week during the majority of weeks worked.

**full-time, year-round** Indicates 50 or more weeks of full-time employment during the previous calendar year.

**Hispanic** Because Hispanic is an ethnic origin rather than a race, Hispanics may be of any race. While most Hispanics are White, there are Black, Asian, American Indian, and even Native

Hawaiian Hispanics.

**household** All the persons who occupy a housing unit. A household includes the related family members and all the unrelated persons, if any, such as lodgers, foster children, wards, or employees who share the housing unit. A person living alone is counted as a household. A group of unrelated people who share a housing unit as roommates or unmarried partners is also counted as a household. Households do not include group quarters such as college dormitories, prisons, or nursing homes.

**household, race/ethnicity of** Households are categorized according to the race or ethnicity of the householder only.

**householder** The householder is the person (or one of the persons) in whose name the housing unit is owned or rented or, if there is no such person, any adult member. With married couples, the householder may be either the husband or wife. The householder is the reference person for the household.

**householder, age of** The age of the householder is used to categorize households into age groups such as those used in this book. Married couples, for example, are classified according to the age of either the husband or wife, depending on which one identified him- or herself as the householder.

**housing unit** A housing unit is a house, an apartment, a group of rooms, or a single room occupied or intended for occupancy as separate living quarters. Separate living quarters are those in which the occupants do not live and eat with any other persons in the structure and that have direct access from the outside of the building or through a common hall that is used or intended for use by the occupants of another unit or by the general public. The occupants may be a single family, one person living alone, two or more families living together, or any other group of related or unrelated persons who share living arrangements.

**Housing Vacancy Survey** The HVS is a supplement to the Current Population Survey, providing quarterly and annual data on rental and homeowner vacancy rates, characteristics of units available for occupancy, and homeownership rates by age, household type, region, state, and metropolitan area. The Current Population Survey sample includes 60,000 occupied housing units and about 9,000 vacant units.

**housing value** The respondent's estimate of how much his or her house and lot would sell for if it were for sale.

**immigrants** Aliens admitted for legal permanent residence in the United States.

**income** Money received in the preceding calendar year by a person aged 15 or older from any of the following sources: earnings from longest job (or self-employment), earnings from jobs other than longest job, unemployment compensation, workers' compensation, Social Security, Supplemental Security income, public assistance, veterans' payments, survivor benefits, disability benefits, retirement pensions, interest, dividends, rents and royalties or estates and trusts, educational assistance, alimony, child support, financial assistance from outside the household, and other periodic income. Income is reported in several ways in this book. Household income is the combined income of all household members. Income of persons is all income accruing to a person from all sources. Earnings are the money a person receives from his or her job.

**industry** Refers to the industry in which a person worked longest in the preceding calendar year.

**job tenure** The length of time a person has been employed continuously by the same employer.

**labor force** The labor force tables in this book show the civilian labor force only. The labor force includes both the employed and the unemployed (people who are looking for work). People are counted as in the labor force if they were working or looking for work during the reference week in which the Bureau of the Census fields the Current Population Survey.

**labor force participation rate** The percent of the civilian noninstitutional population that is in the civilian labor force, which includes both the employed and the unemployed.

**male householder** *See* Female/Male householder.

**married couples with or without children under age 18** Refers to married couples with or without own children under age 18 living in the same household. Couples without children under age 18 may be parents of grown children who live elsewhere or they could be childless couples.

**median** The median is the amount that divides the population or households into two equal

portions: one below and one above the median. Medians can be calculated for income, age, and many other characteristics.

**median income** The amount that divides the income distribution into two equal groups, half having incomes above the median, half having incomes below the median. The medians for households or families are based on all households or families. The median for persons are based on all persons aged 15 or older with income.

**metropolitan statistical area** To be defined as an MSA, an area must include a city with 50,000 of inhabitants urbanized area of at least 50,000 inhabitants and a total metropolitan population of at least 100,000 (75,000 in New England). The county (or counties) that contains the largest city becomes the "central county" (counties), along with any adjacent counties that have at least 50 percent of their population in the urbanized area surrounding the largest city. Additional "outlying counties" are included in the MSA if they meet specified requirements of commuting to the central counties and other selected requirements of metropolitan character (such as population density and percent urban). In New England, MSAs are defined in terms of cities and towns rather than counties. For this reason, the concept of New England County Metropolitan Area is used to define metropolitan areas in the New England division.

**mobility status** People are classified according to their mobility status on the basis of a comparison between their place of residence at the time of the March Current Population Survey and their place of residence in March of the previous year. Nonmovers are people living in the same house at the end of the period as at the beginning of the period. Movers are people living in a different house at the end of the period from that at the beginning of the period. Movers from abroad are either citizens or aliens whose place of residence is outside the United States at the beginning of the period, that is, in an outlying area under the jurisdiction of the United States or in a foreign country. The mobility status for children is fully allocated from the mother if she is in the household; otherwise it is allocated from the householder.

**National Health and Nutrition Examination Survey** The NHANES is a continuous survey of a representative sample of the U.S. civilian noninstitutionalized population. Respondents



are interviewed at home about their health and nutrition, and the interview is followed up by a physical examination that measures such things as height and weight in mobile examination centers.

**National Health Interview Survey** The NHIS is a continuing nationwide sample survey of the civilian noninstitutional population of the United States conducted by the Census Bureau for the National Center for Health Statistics. In interviews each year, data are collected from more than 100,000 people about their illnesses, injuries, impairments, chronic and acute conditions, activity limitations, and use of health services.

**National Household Education Survey** Sponsored by the National Center for Education Statistics, the NHES provides descriptive data on the educational activities of the U.S. population, including after-school care and adult education. The NHES is a system of telephone surveys of a representative sample of 45,000 to 60,000 households in the United States.

**Native Hawaiian and Other Pacific Islander** The 2000 census identified this group for the first time as a separate racial category from Asians. In most survey data, however, the population is included with Asians.

**nonfamily household** A household maintained by a householder who lives alone or who lives with people to whom he or she is not related.

**nonfamily householder** A householder who lives alone or with nonrelatives.

**non-Hispanic** People who do not identify themselves as Hispanic are classified as non-Hispanic. Non-Hispanics may be of any race.

**non-Hispanic White** People who identify their race as White and who do not indicate a Hispanic origin.

**nonmetropolitan area** Counties that are not classified as metropolitan areas.

**occupation** Occupational classification is based on the kind of work a person did at his or her job during the previous calendar year, the data refer to the occupation of the job held the longest during that year.

**occupied housing units** A housing unit is classified as occupied if a person or group of people is living in it or if the occupants are only temporarily absent—on vacation, for example.

By definition, the count of occupied housing units is the same as the count of households.

**outside principal city** The portion of a metropolitan county or counties that falls outside of the principal city or cities; generally regarded as the suburbs.

**own children** Own children are sons and daughters, including stepchildren and adopted children, of the householder. The totals include never-married children living away from home in college dormitories.

**owner occupied** A housing unit is “owner occupied” if the owner lives in the unit, even if it is mortgaged or not fully paid for. A cooperative or condominium unit is “owner occupied” only if the owner lives in it. All other occupied units are classified as “renter occupied.”

**part-time employment** Part-time is less than 35 hours of work per week in a majority of the weeks worked during the year.

**percent change** The change (either positive or negative) in a measure that is expressed as a proportion of the starting measure. When median income changes from \$20,000 to \$25,000, for example, this is a 25 percent increase.

**percentage point change** The change (either positive or negative) in a value that is already expressed as a percentage. When a labor force participation rate changes from 70 percent to 75 percent, for example, this is a 5 percentage point increase.

**poverty level** The official income threshold below which families and people are classified as living in poverty. The threshold rises each year with inflation and varies depending on family size and age of householder.

**principal city** The largest city in a metropolitan area is called the principal or central city. The balance of the metropolitan area outside the principal or central city is regarded as the “suburbs.”

**proportion or share** The value of a part expressed as a percentage of the whole. If there are 4 million people aged 25 and 3 million of them are White, then the White proportion is 75 percent.

**race** Race is self-reported and can be defined in three ways. The “race alone” population comprises people who identify themselves as being of only one race. The “race in combination”

population comprises people who identify themselves as being of more than one race, such as White and Black. The “race, alone or in combination” population includes both those who identify themselves as being of one race and those who identify themselves as being of more than one race.

**regions** The four major regions and nine census divisions of the United States are the state groupings as shown below:

*Northeast:*

—New England: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont

—Middle Atlantic: New Jersey, New York, and Pennsylvania

*Midwest:*

—East North Central: Illinois, Indiana, Michigan, Ohio, and Wisconsin

—West North Central: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, and South Dakota

*South:*

—South Atlantic: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, and West Virginia

—East South Central: Alabama, Kentucky, Mississippi, and Tennessee

—West South Central: Arkansas, Louisiana, Oklahoma, and Texas

*West:*

—Mountain: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, and Wyoming

—Pacific: Alaska, California, Hawaii, Oregon, and Washington

**renter occupied** *See* Owner occupied.

**rounding** Percentages are rounded to the nearest tenth of a percent; therefore, the percentages in

a distribution do not always add exactly to 100.0 percent. The totals, however, are always shown as 100.0 the nearest thousand without being adjusted to group totals, which are independently rounded; percentages are based on the unrounded numbers.

**self-employment** A person is categorized as self-employed if he or she was self-employed in the job held longest during the reference period. Persons who report self-employment from a second job are excluded, but those who report wage and salary income from a second job are included. Unpaid workers in family businesses are excluded. Self-employment statistics include only nonagricultural workers and exclude people who work for themselves in incorporated business.

**sex ratio** Number of men per 100 women.

**suburbs** *See* Outside Principal City.

**Survey of Income and Program Participation**

The Survey of Income and Program Participation is a continuous, monthly panel survey of up to 36,700 households conducted by the Census Bureau. It is designed to measure the effectiveness of existing federal, state, and local programs and to measure economic well-being, including wealth, asset ownership, and debt.

**unemployed** Unemployed people are those who, during the survey period, had no employment but were available and looking for work. Those who were laid off from their jobs and were waiting to be recalled are also classified as unemployed.

**White** People who identify their race as White. The “White” racial category includes many Hispanics (who may be of any race) unless the term “non-Hispanic White” is used.

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