



DEMOGRAPHIC SNAPSHOT: THE NEW CHINESE-AMERICANS

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Language obviously is a distinguishing cultural characteristic for immigrants to the U.S. But in other respects they're no different from ancestors of the Mayflower settlers.

A new survey conducted by **Global Advertising Strategies** in conjunction with Chinese Media Net sought to delve into media consumption habits of Internet-savvy, highly educated professionals who come from Mainland China. They compose the second largest immigrant group in the U.S. (Hispanics are first.)

The survey covers Chinese-Americans' preferences and consumer habits across several categories including media, finance, automotive, travel and the telecommunications industry.

“Overall, what we appear to be seeing is a group of very desirable American consumers who, while best reached via Chinese language media, do not rely on Chinese ‘crutches’ when making important purchasing decision,” the report states.

Highlights include:

- over 40% are frequent domestic travelers, tearing down the misconception that Chinese only travel to Asia
- 61% indicated they rely on Chinese language media for their information
- 69% of respondents reported a post-graduate degree and boasted a median household income of \$55.6K annually.

By comparison, the average U.S. mainstream Internet user has a median income of \$48K annually and only 30% possess post-graduate degrees.

The study is available for download at

http://www.ethnicusa.com/en/market_data/research_prod/

www.primemediabusiness.com