

**From:** MMRNews (Multicultural Marketing News) [mailto:MMRNews@multicultural.com]

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**Subject:** interTrend Communications Inc.: Study Reveals New Asian American Trends

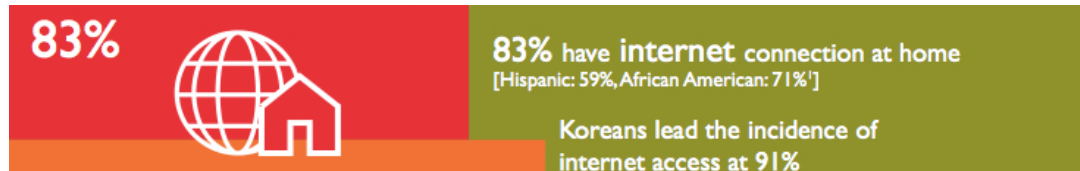
# Asian Indians Drink More Tea Than Chinese Americans

Detailed Research Conducted by Leading Asian American Advertising Agency Shows Revelations in Asian American Trends

62% of Asian Indians indicated they drink tea at least once a day compared to 42% of Chinese Americans.

Surprised? You no longer have to be.

interTrend's Knowledge Center has been conducting proprietary research on Asian American consumers since 2004. Our newest edition continues to provide rich and enlightening insights on Asian American consumers. The report includes Asian Americans' attitudes and behaviors toward media, economic changes and specific product categories, such as telecommunications, automobile, fashion retail and consumer packaged goods.

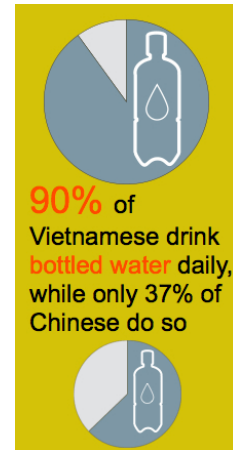
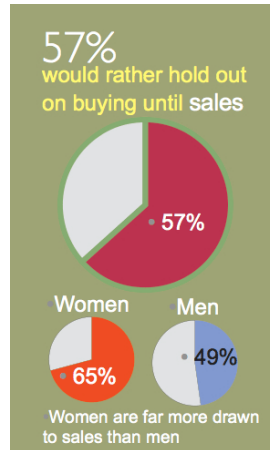


Much of the data available to marketers lump Asian Americans into one general category. While it is true that major themes exist that tie Asian American cultures together, overlooking the characteristics that make each segment unique will result in a missed opportunity for marketers.

The 2009 survey results show a variety of interesting trends, from preferences in daily beverage consumption to changes in technology purchase behaviors. For example, Internet connection in Asian American homes has exceeded subscriptions to paid television service for the first time. 83% of Asian Americans have Internet connection at home, with Korean Americans leading at 91%.

"The survey results reflect what we've been saying all along, that to truly engage the Asian American consumer, we have to speak to each segment in a way that is tailored to their specific needs and desires," stated Jane Nakagawa, VP of Strategy at interTrend communications, inc.

Information from 1,025 Asian Americans was collected through 15-minute one-on-one interviews. Each of the respondents identified themselves as Chinese, Vietnamese, Korean, Filipino or Asian Indian, all ages 18 and above in Los Angeles, New York, San Francisco or Chicago. interTrend strategically collected the survey samples based upon each segment's population density across major designated marketing areas (DMAs). Therefore, the results depict the views of concentrated ethnic enclaves.



For more information about the survey, please contact Anna Xie at [anna@intertrend.com](mailto:anna@intertrend.com).

### About interTrend

interTrend is the largest, minority owned, full service, Asian focused marketing communications agency in the United States. Established in 1991, our mission is to be the go-to source for all things related to Asia. We leverage our Asian DNA and create simple, usable brand experiences for global minded clients seeking to make their brands more engaging to their multicultural and digitally savvy consumers.

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About This Newsletter

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