



# Asian Quick Facts Georgia - Atlanta



- There are more than 300 thousand Asians living in Atlanta.

## 2013 Asian (Alone) Pop<sup>1</sup>

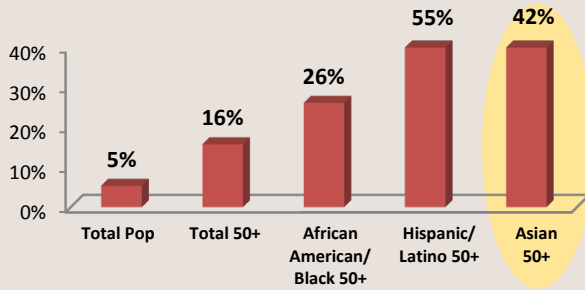
	Total	50+
Georgia State =	354,311	83,049
Atlanta (DMA) =	305,448	70,099

- ✓ Georgia State =
- ✓ Atlanta (DMA) =

DMA = Designated Market Area, media market definition

- By 2018, the 50+ Asian segment in Atlanta is estimated to grow more than 2.5 times of the rate of all 'boomers'.

## Projected Atlanta DMA Population Growth to 2018<sup>1</sup>



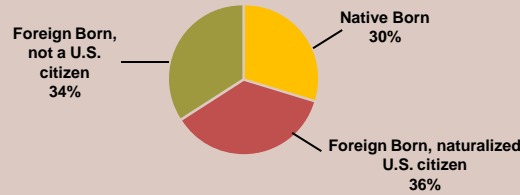
- Large numbers of Asian-owned businesses are an economic force for Georgia.

## Asian-Owned Businesses<sup>2</sup>

	Number	Rank
Georgia State =	46,223	#8 state
Fulton County =	5,691	#34 county
Atlanta City =	2,257	#30 city

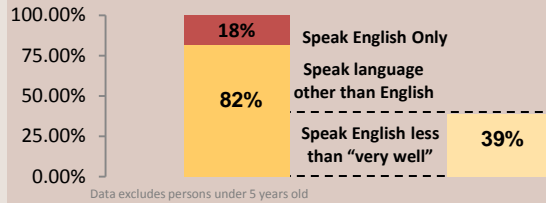
- ✓ Georgia State =
- ✓ Fulton County =
- ✓ Atlanta City =

- Two-thirds of Asians in Georgia are citizens.<sup>3</sup>



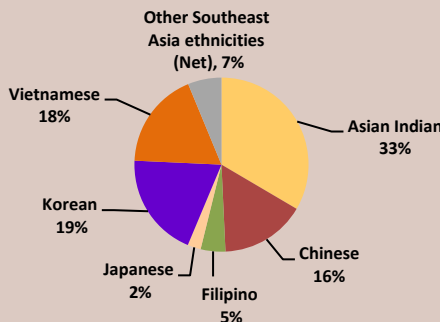
- Yet, language barriers are still a reality for many.

## Language Spoken at Home among Asians in Georgia<sup>3</sup>

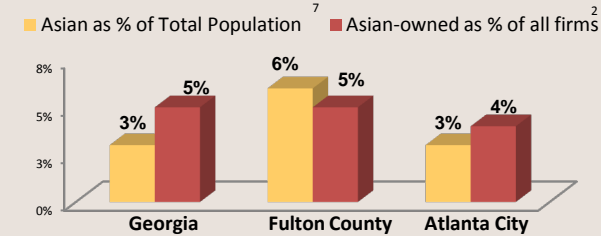


Data excludes persons under 5 years old

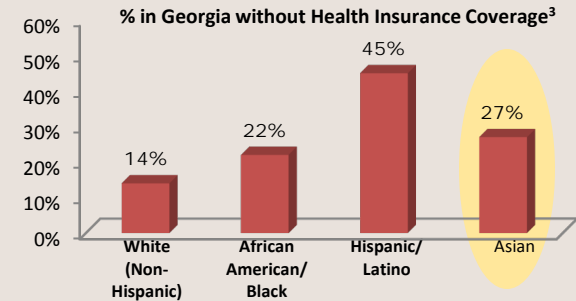
- Asian Indian is the most predominant ethnicity in the Atlanta DMA, followed by Korean, Vietnamese, and Chinese.<sup>1</sup>



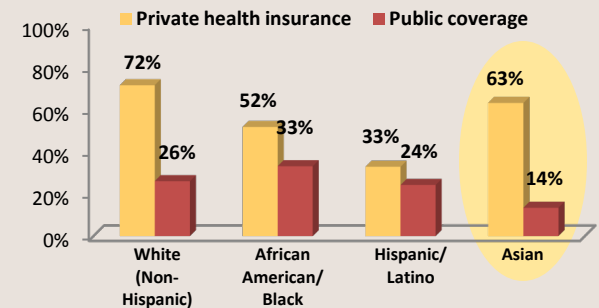
- Asians are represented among business owners at levels higher than the population proportion.



- More than one quarter of Asians in Georgia are without insurance.



## Health Insurance Coverage by Type in Georgia<sup>3</sup>



<sup>3</sup> Source: U.S. Census Bureau, 2010 American Community Survey.

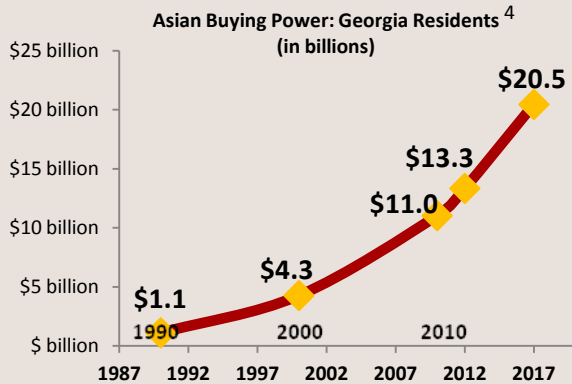
<sup>7</sup> Source U.S. Census Bureau: State and County Quick Facts. Data derived from Population Estimates. <http://quickfacts.census.gov> Accessed March 1, 2013

<sup>1</sup> Source: Claritas, Inc., 2013. Prepared by AARP Research & Strategic Analysis.

<sup>2</sup> Source: U.S. Census Bureau, Survey of Business Owners: Asian-Owned Businesses 2007.

Asian-owned business defined as firms in which Asians own 51 percent or more of the equity, interest or stock of the business.

# Asians in Georgia Quick Facts



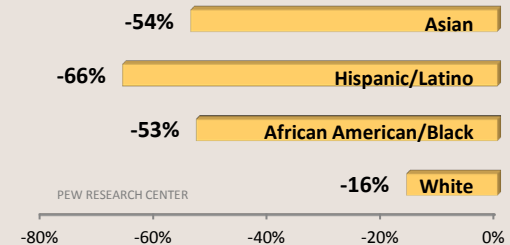
Note: Buying Power is defined as disposable personal income based on data obtained from the Bureau of Economic Analysis.

**Asian Buying Power in Georgia is over \$13 billion and is estimated to grow at a significant rate through 2017.**

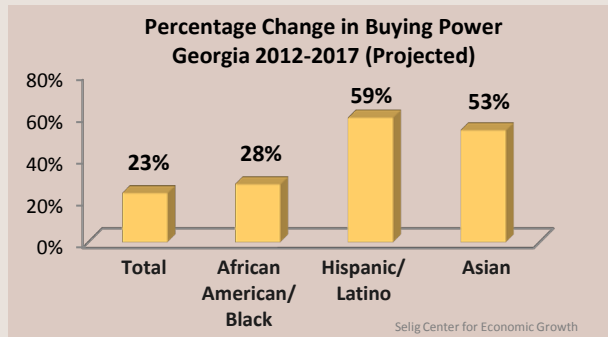
**Although Asian household incomes are higher, nationally they have experienced a disproportionate loss of wealth since before the Great Recession.**

**With fewer Asian seniors receiving Social Security benefits, asset protection is vital to enable a financially secure retirement.**

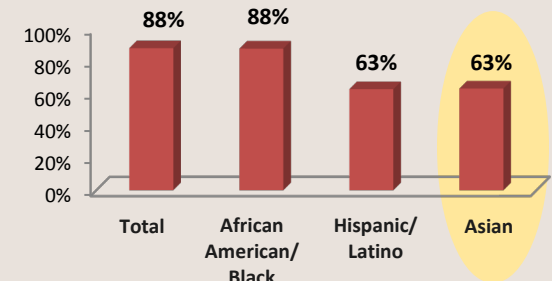
**Percentage Change in Median Net Worth of Households, 2005 to 2009<sup>5</sup>**  
(National Measure)



- **In 2005, Asians held greater median household wealth than any other racial or ethnic group, but lost their place at the top of the wealth hierarchy by 2009. Both the housing market meltdown and new immigration contributed to the decline.<sup>5</sup>**

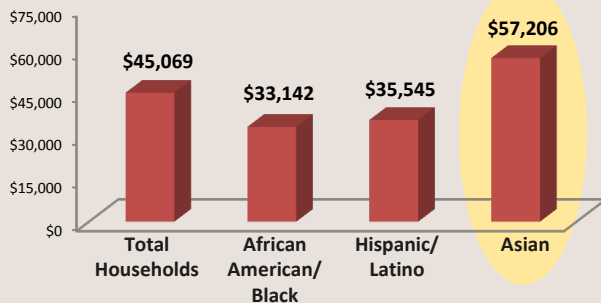


**Percent of 65+ in Georgia Receiving Any Social Security Income for their Household<sup>6</sup>**



Group	Number of Beneficiaries
Total	888,888
African American/Black	182,388
Hispanic/Latino	11,788
Asian	11,605

**2013 Total Median HH Income - Georgia<sup>1</sup>**



<sup>1</sup> Source: Claritas, Inc., 2013. Prepared by AARP Research & Strategic Analysis.

<sup>4</sup> Source: The Multicultural Economy 2012, Selig Center for Economic Growth, The University of Georgia, Terry College of Business

<sup>5</sup> Source: Pew Research Center tabulations of Survey of Income and Program Participation data.

<sup>6</sup> Source: AARP Public Policy Institute Tabulations of the U.S. Census Bureau, 2010 American Community Survey.