Better understanding of Asian American Cultures
Objectives

1. Background

2. The role of culture in our business

3. Generalizations

4. Practical Tips to use today
# National Statistics
## U.S. Population by Race 2009 - 2014

<table>
<thead>
<tr>
<th>Year</th>
<th>Total</th>
<th>White</th>
<th>Black</th>
<th>Hispanic</th>
<th>Asian</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>281,421,906</td>
<td>211,460,626</td>
<td>34,658,190</td>
<td>35,305,818</td>
<td>10,242,998</td>
</tr>
<tr>
<td>2009</td>
<td>306,624,699</td>
<td>222,311,945</td>
<td>38,203,182</td>
<td>47,540,993</td>
<td>13,486,064</td>
</tr>
<tr>
<td>2014</td>
<td>322,320,436</td>
<td>228,659,078</td>
<td>40,616,189</td>
<td>55,458,202</td>
<td>15,561,068</td>
</tr>
</tbody>
</table>

**Percent Change 2000-2009**
- Total: 8.96%
- White: 5.13%
- Black: 10.23%
- Hispanic: 34.65%
- Asian: 31.66%

**Percent Change 2009-2014**
- Total: 5.12%
- White: 2.86%
- Black: 6.32%
- Hispanic: 16.65%
- Asian: 15.39%

**Percent Change 2000-2014**
- Total: 14.53%
- White: 8.13%
- Black: 17.19%
- Hispanic: 57.08%
- Asian: 51.92%

Between 2009-2014, the overall U.S. population is expected to grow by 5.12%, compared to that of the Black population at 6.32%, Asian at 15.39%, and Hispanic at 16.65%.

Source: U.S. Census 2009
California 2005 Population

<table>
<thead>
<tr>
<th>Races &amp; Ethnicity</th>
<th>White</th>
<th>Asian and Pacific Islander</th>
<th>Hispanic or Latino (of any race)</th>
<th>Black or African American</th>
<th>Others</th>
<th>Two or more races</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population in number</td>
<td>15,274,256</td>
<td>4,413,918</td>
<td>12,523,379</td>
<td>2,090,284</td>
<td>316,931</td>
<td>660,000</td>
<td>35,278,768</td>
</tr>
<tr>
<td>Percentage of population by race</td>
<td>43.30%</td>
<td>12.51%</td>
<td>35.50%</td>
<td>5.93%</td>
<td>0.90%</td>
<td>1.87%</td>
<td>100.00%</td>
</tr>
</tbody>
</table>

References: U.S. Census Bureau; American Factfinder
California Population 2000-2008
% Change

Growth in % -2.02% 20.78% 20.01% -0.18% 17.82% -16.45% 7.52%

References: U.S. Census Bureau; American Factfinder
Bay Area 2000-2008 Population % Change

<table>
<thead>
<tr>
<th></th>
<th>White</th>
<th>Asian and Pacific Islander</th>
<th>Hispanic or Latino (of any race)</th>
<th>Black or African American</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population by Race in 2000-2008</td>
<td>3,475,795</td>
<td>1,595,000</td>
<td>1,809,655</td>
<td>480,420</td>
</tr>
<tr>
<td>Population by Race in 2000</td>
<td>3,771,713</td>
<td>1,345,676</td>
<td>1,571,630</td>
<td>513,450</td>
</tr>
<tr>
<td>Population changed</td>
<td>-295,918</td>
<td>249,324</td>
<td>238,025</td>
<td>-33,030</td>
</tr>
<tr>
<td>Growth %</td>
<td>-7.8%</td>
<td>18.5%</td>
<td>15.1%</td>
<td>-6.4%</td>
</tr>
</tbody>
</table>

References: U.S. Census Bureau; American Factfinder 2000 & 2006-2008 Data
Santa Clara County, CA 2000-2008 Population

% Change

<table>
<thead>
<tr>
<th></th>
<th>White</th>
<th>Asian and Pacific Islander</th>
<th>Hispanic or Latino (of any race)</th>
<th>Black or African American</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population by Race in 2006-08</td>
<td>667,568</td>
<td>527,212</td>
<td>444,913</td>
<td>42,724</td>
</tr>
<tr>
<td>Population by Race in 2000</td>
<td>744,282</td>
<td>431,811</td>
<td>403,401</td>
<td>44,475</td>
</tr>
<tr>
<td>Population changed</td>
<td>-76,714</td>
<td>95,401</td>
<td>41,512</td>
<td>-1,751</td>
</tr>
<tr>
<td>Growth %</td>
<td>-10.3%</td>
<td>22.1%</td>
<td>10.3%</td>
<td>-3.9%</td>
</tr>
</tbody>
</table>

References: U.S. Census Bureau; American Factfinder 2000 to 2006-08 Data
San Mateo County, CA 2000-2008 Population
% Change

<table>
<thead>
<tr>
<th>Population in %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Growth %</td>
</tr>
<tr>
<td>17.0%</td>
</tr>
<tr>
<td>4.9%</td>
</tr>
<tr>
<td>-8.5%</td>
</tr>
<tr>
<td>-10.6%</td>
</tr>
</tbody>
</table>

San Mateo County, CA 2000-2008 Population

<table>
<thead>
<tr>
<th>Population by Race in 2000-2008</th>
<th>White</th>
<th>Asian and Pacific Islander</th>
<th>Hispanic or Latino (of any race)</th>
<th>Black or African American</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population by Race in 2000</td>
<td>352,355</td>
<td>149,425</td>
<td>154,708</td>
<td>23,778</td>
</tr>
<tr>
<td>Population changed</td>
<td>-29,917</td>
<td>25,450</td>
<td>7,625</td>
<td>-2,510</td>
</tr>
<tr>
<td>Growth %</td>
<td>-8.5%</td>
<td>17.0%</td>
<td>4.9%</td>
<td>-10.6%</td>
</tr>
</tbody>
</table>

References: U.S. Census Bureau; American Factfinder 2000 & 2006-2008 Data
What is Culture?

“... is a set of learned behaviors, beliefs, attitudes, values, and ideals that are shared by a particular society or population.”
Understanding Asian American Cultures
Asian American Population Composition

- The sub group distribution changed from 2000 to 2004
- Asian Indian has grown to 2nd largest in the sub markets
- Chinese continues to be the largest segment

Source: U.S. Census Bureau –2000: Issued February 2002
Asian American Generalizations

• Courtesy and Hospitality

• Social Relationships Before Business Relationships

• Value Conscious
• Bad drivers- not all
• Educated
• Reserved
• Cautious
• Hardworking
Family & Community

• Family Oriented. Great emphasis is placed on strong family relationships. Extended family is considered just as important.

• It is common for parents to financially contribute towards the purchase of a home for their children.

• Family’s buying decision is strongly influenced by the well-being of their children.
Faith, Philosophy and Celebrations

- Strong sense of faith often influences their family, lifestyles and belief systems.

- Oral traditions, philosophy and superstitions are influential components especially with Feng Shui.

- Birth of a child, birthdays for the elderly and weddings are communal celebrations.
Panel Discussions

1. Etiquette & Behaviors
   A) Meeting- How do you greet others? How to Exchange of business cards?
   B) Gift Giving
   C) Shoes off
   C) Dining and drinking

2. Business Communications
   A) Decision Making - male/female/family
   B) Negotiation Process

3. Superstitions/ Feng Shui
   A) Colors-red ink
   B) Numbers
   C) Directions
   C) Others
EXERCISE

Define the meaning colors and numbers…

Colors
Red:
   Chinese Good luck; Koreans Mourning, death
White:
   Asians – Death, funerals
Black:
   Asians – wear to weddings
Purple:
   Asians – not worn to happy events, “wouldn’t last”

Numbers
3 & 7:
   Koreans - lucky
4:
   Chinese – Sounds like death
5:
   Chinese – Sounds like no or negate
8:
   Chinese – rich/luck
9:
   Japanese – Sound (word) for suffering
Asian Customer Practical Tips

**Do**
- Radiate **warmth** & hospitality
- Be **humble**
- Value **social** relationships
- Talk about **family** and **praise**
- Learn about the **culture**
- Exhibit **sincerity**
- Be sensitive to modes of **communication**

**Don’t**
- Assume that their English is not proficient
- Be overly **aggressive**
- Refuse a social invitation
- **Embarrass** or put on the spot
- Raise your **voice** or **point** with your finger