

The 2015 Asian MacroMonitor Subscription Form

The number of Americans of Asian descent (5% of the US population) increased faster than did numbers of any other race group between 2000 and 2010, increasing by 43%. Currently, Americans who identify themselves as Asian constitute 5% of the US population, or 14.7 million people. Just like all other Americans, Asian Americans use all types of financial products and services—bank accounts, credit cards, investments, credit loans and lines, retirement products, insurance (life, health, property, and casualty), and financial planning and advice—to help them achieve their lives' goals. Asian Americans can choose to use any institution or financial professional; they can select any channel (online, phone, mobile, in-person) to learn, buy, and manage their financial products and relationships. Finally, Asian Americans face the same challenges of competing priorities, both short- and long-term goals, and trade-offs among them all that make their decisions about how to use their resources so difficult. The key to meeting this burgeoning market of Asian Americans' financial needs is a better, more complete understanding of exactly how Asian Americans differ from other Americans—and further, how Asian subpopulations differ as well.

The 2015 Asian-Indian MacroMonitor has more current and comprehensive information about Asian-Indian households' financial needs than any other research project has. The Asian-Indian MacroMonitor includes every type of financial product, service, institution, and channel. It has information about recent purchases and propensity. It has measures of every type of financial need, goal, purpose, and preference; hundreds of financial attitudes; and complete demographic information, including Life Stages and life events. If Asian-Indian Americans are part of your market, the 2015 Asian-Indian MacroMonitor is a cost-effective source of macroeconomic information that you can access immediately for only \$20k.

Deliverables

- **Top-Line:** The complete 120-plus-page MacroMonitor Questionnaire with responses from Asian-Indian-American households in comparison with responses from all US households
- **Custom Graphic Analysis:** A 64-plus-page PowerPoint presentation about the following:
 - All US Households
 - Asian-Indian Households
 - Asian, Non-Indian Households
 - Asian-Indian Households—Postgraduate Plus
 - Asian-Indian Households—Professional/Technical Occupation
 - Asian-Indian Households with Dependent Children
- **Asian-Household Trend:** A newsletter providing a trend of Asian American households' financial-product ownership
- **Highlights:** A summary of findings by financial area: Accounts, Assets, Credit, Insurance, Retirement, Cards, Institutions, Information and Advice
- **Segment Summary:** A two-page executive summary of findings.

The 2015 Asian-Indian MacroMonitor uses the same methodology that the MacroMonitor uses: a probability, address-based sample frame to develop an online panel that MacroMonitor invites to participate in the survey. Respondents from the MacroMonitor who indicate they are Asian Indian are augmented by an

oversample of panel households pre-identified as being Asian Indian. In total, 109 unweighted Asian-Indian households are among the 4,467 households in this 2015 MacroMonitor oversample; the response rate of all households invited to participate was 51%. The results are projectable to all US economic households (households that share basic finances).

Asian Americans are, and will continue to be, a major component of the financial-services landscape. The 2015 Asian-Indian MacroMonitor provides the most comprehensive, current, and cost-effective collection of information about these important financial consumers. By subscribing now, you will be able to incorporate this accurate, holistic, and timely information in your tactical and strategic decisions for the coming year.

Subscription Form

We agree to become a sponsor of the 2015 Asian MacroMonitor. We understand that the price is for the listed deliverables, billable immediately, and does not include any additional analysis or interpretation. The products and services in this subscription are for the sole and confidential use of sponsors and may not be disclosed to others without CFD's prior approval. Subscription provides a license for one corporate site.

The 2015 Asian MacroMonitor **\$20,000**

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