

- Chinese Americans are the largest Asian American group in the U.S.
- Among the top 3 most language dependent groups in the U.S.; in-language media is essential
- There are approximately 3.8 million Chinese-Americans living in the U.S.
- Close to 2.9 million Americans speak Chinese
- As a group, demonstrate high consumption rates of in-language media such as television, radio and print

Rank	Top 10 DMAs	Chinese Households
1	New York NY	242,683
2	San Francisco-Oakland-San Jose CA	217,894
3	Los Angeles CA	203,375
4	Honolulu HI	48,602
5	Boston MA (Manchester NH)	44,778
6	Washington DC (Hagerstown MD)	38,332
7	Chicago IL	34,766
8	Seattle-Tacoma WA	32,486
9	Philadelphia PA	31,972
10	Houston TX	31,518

