

- South Asia is comprised of India, Pakistan, Sri Lanka & Bangladesh
- South Asians are the fastest growing Asian demographic in the United States.
- Approximately 2.9 million South Asians live in the U.S.; they are the third largest Asian American community in the U.S.
- South Asians also have one of the highest income brackets of all immigrant groups, which means that they have a larger disposable income and a higher propensity to subscribe additional services

Rank	Top 10 DMAs	South Asian Households
1	New York NY	245,211
2	San Francisco-Oakland-San Jose CA	70,074
3	Chicago IL	65,352
4	Los Angeles CA	59,759
5	Washington DC (Hagerstown MD)	53,326
6	Houston TX	42,206
7	Philadelphia PA	41,035
8	Dallas-Ft.Worth TX	36,963
9	Atlanta GA	29,652
10	Boston MA (Manchester NH)	25,693

