

- There are 1.5 million Vietnamese in the U.S.; 1.4 million people speak Vietnamese at home
- Since 1980, the number of Vietnamese speakers in the U.S. has increased 510%; the largest rate of increase for any language
- 84% of Vietnamese Americans 18+ years old were born outside of the US
- Vietnamese Americans are among the top 3 most language dependent groups in the U.S.; in-language media is essential

Rank	Top 10 DMAs*	Vietnamese Households
1	Los Angeles-Long Beach-Santa Ana CA	90,411
2	San Jose-Sunnyvale-Santa Clara CA	41,925
3	Houston-Sugar Land-Baytown	34,508
4	Dallas-Fort Worth-Arlington	23,946
5	Washington-Arlington-Alexandria DC-VA-MD	19,589
6	San Francisco-Oakland-Fremont CA	18,545
7	Seattle-Tacoma-Bellevue WA	18,371
8	San Diego-Carlsbad-San Marcos CA	14,734
9	Atlanta-Sandy Springs-Marietta GA	12,185
10	Boston-Cambridge-Quincy MA-NH	10,784



\*Based on Vietnamese American Community Census report, 2011 estimates  
[http://www.bpsos.org/mainsite/images/DelawareVallery/community\\_profile/us.census.2010.the%20vietnamese%20population\\_july%202.2011.pdf](http://www.bpsos.org/mainsite/images/DelawareVallery/community_profile/us.census.2010.the%20vietnamese%20population_july%202.2011.pdf)