

The Greater Austin region* is now firmly established as a destination for Asian households from a wide variety of national backgrounds and ethnicities. Central Texas is poised for continued growth as a vibrant, thriving, and diverse region as the Asian community exerts substantial economic and cultural energy in the area.

GROWTH

Asians are the **fastest-growing** racial group in the Greater Austin region.

The Asian population in Greater Austin **nearly doubled** between 2010 and 2021.

(≈82,000 → ≈160,000)

DIVERSITY

Austin's Asian community is **highly diverse** with significant populations coming from Indians, Chinese, Vietnamese, Koreans and Filipinos, among others.

Greater Austin has seen a significant influx of **foreign-born** Asians in the past decade.

IMPACT

Asians are the **most highly educated** and **high-earning** population group in Central Texas; typically working in **business, management,** and science professions.

Asians are a key contributor to Austin's **burgeoning knowledge economy** and ability to compete with other cities and metros for jobs and talent.

* - "Greater Austin" encompasses Travis, Williamson, Hays, Bastrop, and Caldwell Counties.

"I have the the drive to make it work in this country."

– Impact Project Focus Group Participant | May 10, 2024

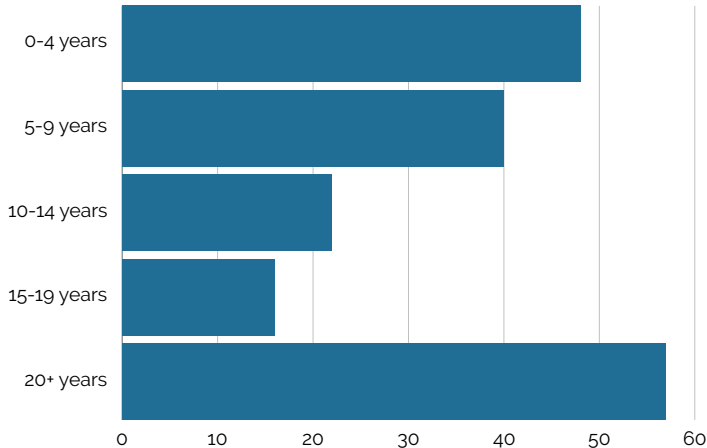
The Central Texas Asian Impact Project, an initiative of the Greater Austin Asian Chamber of Commerce in collaboration with multiple Knowledge Partners, launched publicly in 2023 with the goal **to provide the most comprehensive set of actionable demographic and business insights on the Asian population here in the Greater Austin region** (see the final page of this report for an overview of the Impact Project).

To complete its first year of activity, the Central Texas Asian Impact Project conducted a community survey from December, 2023 to March, 2024. The survey was followed by a focus group session in early May, 2024 facilitated by AngelouEconomics. Key findings from the survey and focus group are shared on the following pages.

Key takeaways and insights from the Impact Survey include:

- Survey respondents are truly Pan-Asian with 18 origin countries/nationalities self-identified and at least 63 cities in Asia identified as planned final travel destinations.
- There is a well established base of Asians who have lived in Central Texas for multiple generations (over 20 years). Simultaneously, in the last 10 years, the area has seen a significant new influx of Asians.
- A majority of surveyed Asians and Asian-Americans came to Central Texas for work or school.
- A significant portion of respondents own their own businesses: Asians in Central Texas see business ownership as a means of economic prosperity and controlling one's destiny.
- Many Asians in Greater Austin hunger for a stronger sense of community, mentorship, and political engagement.
- The top three business challenges faced by our respondents are overall business environment, workforce availability/cost, and access to capital.
- Asians and Asian-Americans are confident in their ability to be impactful members of Central Texas' economy.

Question: How long have you lived in Central Texas?



Of the 183 survey participants who self-identified as Asian and answered this question, 48 have lived in Central Texas for less than 5 years (26%), 40 have lived in the region between 5 and 9 years (22%), 22 have lived in the area between 10 and 14 years (12%), 16 have been in Central Texas between 15 and 19 years (9%), and 57 (31%) have lived in the area for 20 years or more.

These results suggest an interesting dynamic at play: a substantial majority of Asians in Central Texas have either lived here over multiple decades OR are relative newcomers.

48% of the Asian-identified survey respondents have lived in the region for less than 10 years and, as mentioned, 31% have lived here for 20 years or more. This suggests that Central Texas' Asian communities are truly diverse in terms of their experience - many newcomers are presumably arriving due to work opportunities in the area's robust tech ecosystem while, simultaneously, multi-generational Asian residents continue to remain in the region.

Of the 183 survey participants who self-identified as Asian and answered the question **"What county do you live in?"** 63% live in Travis County, 32% live in Williamson County, 3% live in Hays County, and less than 1% live in either Bastrop or Caldwell Counties.

Question: Why did you come to Central Texas?

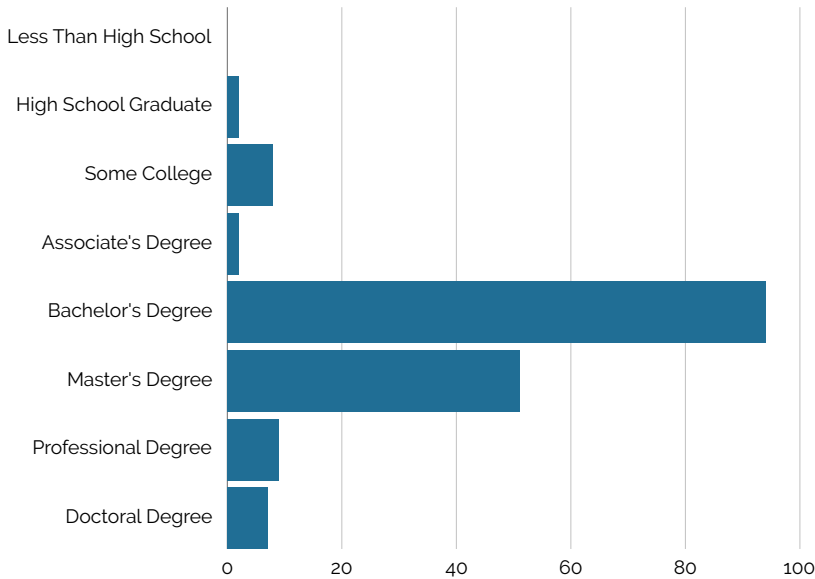
Work	45%
Family	25%
School	14%
Other	16%

Of the 183 survey participants who self-identified as Asian and answered this question 83 came to Central Texas for work, 45 came to the region for family, 29 came for school, and 29 selected "Other" reasons. Among the commonly-stated "Other" reasons include: respondents were born and/or raised here, they were drawn by the culture in the Austin area, cost of living, and desire for a "change of place"

"To me, when you share information like that, it does become important to 'get into the weeds' around origins when it comes to Asians. Because why Chinese people are here is dramatically different than why Koreans are here. And it can be dramatically different why Cambodians and dramatically different why Asian Indians are here."

– Impact Project Focus Group Participant | May 10, 2024

Question: What is the highest level of education you have earned?

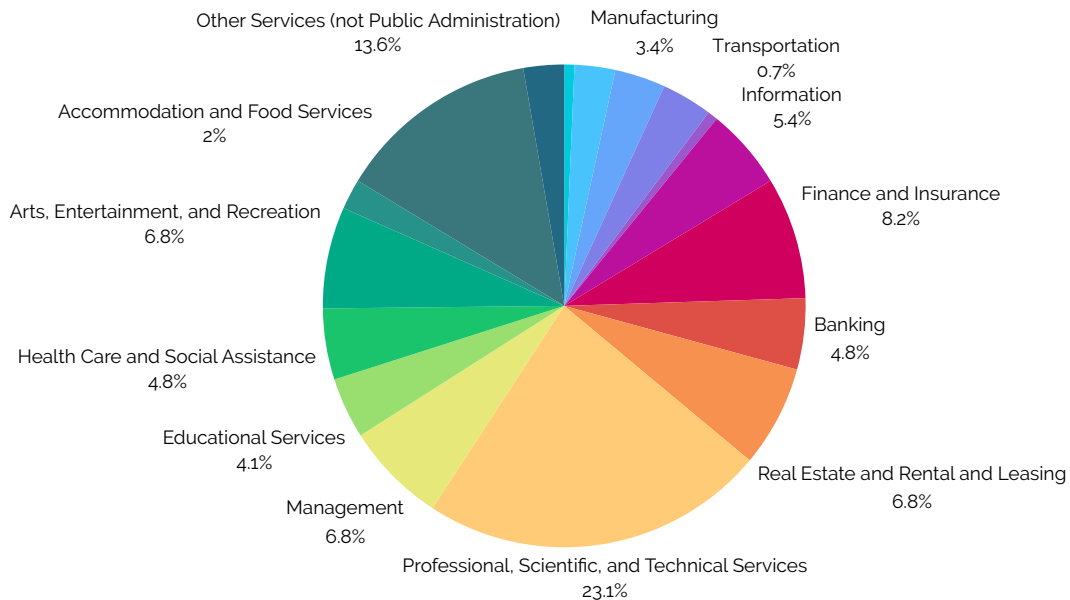


Of the 173 survey participants who self-identified as Asian and answered this question, 94 have earned a bachelor's degree (54.3%) and 51 earned a Master's degree (29.5%). 7 have earned a doctoral degree (4%) and 2 have earned an Associate's Degree (1%).

These results align well with the educational attainment figures seen from the U.S. Census and reflected in the Impact Project report "**How educated are the Asians in Austin?**" which indicate an estimated 74% of Asians living in Central Texas have a Bachelor's degree or higher as of 2021.

Visit www.austinasianchamber.org/impact to access interactive reports detailing the economic and demographic impact of Asians in Central Texas.

Question: What industry do you work in?



Of the 148 survey participants who self-identified as Asian and answered this question, 23% work in a field categorized as providing Professional, Scientific, or Technical Services with 8% working in Finance and Insurance, 7% working in Management, 7% working in the Arts and Recreation and in Real Estate, respectively, 5% working in Banking, and 4% working in Manufacturing and in Educational Services, respectively.

Question: Do you own (or run) your business?

Of the 148 survey participants who self-identified as Asian and answered this question:

58 Own or run a business (39%)

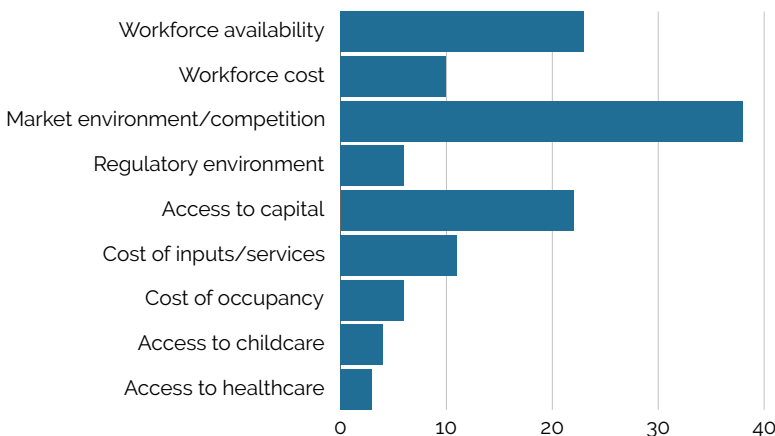
When asked whether their business owns property, 106 (74%) of the 143 Asian-identified respondents stated their business does NOT own property while 37 (26%) stated their business does own property. Asked whether their business plans to own property, 37 (26%) responded affirmatively, 68 (48%) responded negatively, and 37 (26%) stated they did not know.

According to the U.S. Census Bureau, in 2020, there were 612,194 Asian-owned businesses employing about 5.2 million people in the United States, the highest among all minority groups. A large share of Asian-owned firms — 23.8% — were in the Accommodation and Food Services sector in 2020. The number of Asian-owned businesses in this sector far outnumbered ownership by other minority groups. (2020 Annual Business Survey)

“Those of us who have been here over multiple generations have figured out that the ‘American dream’ is often not exactly available for us. The only way we’re going to achieve and have the successes we want is if we do it ourselves.”

– Impact Project Focus Group Participant | May 10, 2024

Question: What is the greatest challenge you or your company have experienced or observed for Asian-owned or Asian-led businesses?



Of the 123 survey participants who self-identified as Asian and answered this question, 38 (31%) cited market environment/competition as the greatest challenge to Asian-owned businesses. Access to capital, selected by 22 respondents (18%) was the second-most cited challenge. Nearly 19% of respondents (23 of them) chose workforce availability as the biggest challenge.

If we combine the workforce availability and workforce cost option, we see that 27% of respondents indicate they have experienced or observed workforce issues in general.

The SCORE small business mentoring program cites rising anti-Asian sentiment and hate-crimes, along with linguistic and cultural barriers and lack of outside community support as other common challenges facing Asian-led businesses.

Questions: Do you travel to Asia? Do you plan MORE travel to Asia in 2024 vs. 2023?

70% of survey respondents travel to Asia

66% plan more Asian travel in the future

140 survey respondents answered the question whether they travel to Asia. 102 answered the question about Asian travel in 2024 vs. 2023. In both cases, all respondents self-identified as Asian.

Question: What are your top three Asian destinations?

93 survey participants who self-identified as Asian answered this question. Notable destinations for travel among this group included Tokyo (33 instances), Seoul (31 instances), Singapore (19 instances), and Taipei (18 instances). Numerous other cities across Asia were also noted.



Question: Where does your Asian travel originate?

76% of respondents' Asian travel originates from AUS vs. other regional airports

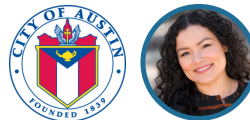
87 survey respondents who self-identified as Asian answered the question whether their Asian travel originates from Austin-Bergstrom International Airport vs. airports in San Antonio, Dallas, or Houston.



ABOUT THE CENTRAL TEXAS ASIAN IMPACT PROJECT

AN ECOSYSTEM OF KNOWLEDGE

It takes a village to achieve the work of the Central Texas Asian Impact Project. With the Asian Chamber serving in its established role as a "superconnector," a robust Ecosystem of Knowledge is forming around the project. None of this work would be possible without the assistance and expertise of the individuals, organizations, and companies who join this important effort. **Our deepest gratitude goes out to these talented and generous partners.**



Dr. Lila Valencia
Demographer, City of Austin



Area universities and other
institutions of higher
education



Other public & private
entities

A MULTI-PHASE EFFORT

The Central Texas Asian Impact Project began in Fall, 2022 when an ad-hoc team of data scientists and analysts from Accenture's Austin office joined efforts with the staff of the Greater Austin Asian Chamber of Commerce to begin exploring current data pertaining to the AAPI population in Central Texas.

In 2023 the Impact Project released interactive dashboards produced by Accenture to facilitate public engagement with relevant U.S. Census data along with in-depth analysis provided by Angelou Economics of the Central Texas AAPI population in terms of business and economic impact.

Beginning in late 2023, the Project conducted a Community Survey to better determine and express the opportunities, challenges, and needs of the Greater Austin AAPI business community. In May, 2024, the Impact Project hosted a focus group to discuss the survey results and generate direct, personal insights.

Visit www.austinasianchamber.org/impact to access interactive reports detailing the demographic and economic impact Asians and Asian-Americans bring to the Greater Austin area.

