

THE INDIAN DIASPORA IN AMERICA

A Suitable Girl offers an opportunity to aggressively target the Indian diaspora in the United States and abroad. The Indian diaspora is among the most interconnected groups in the world, accessible through niche festival screenings, targeted media buys (in diaspora publications and broadcasts), and utilizing the broadly-networked "marriage market," including speed dating clubs, online matrimonial sites and diaspora-targeted events and conferences such as the America India Foundation Young Professionals Gala, The Indus Entrepreneurs (TiE) events, etc. With the filmmakers' knowledge and contacts of this market, we can pursue this niche audience in collaboration with a distributor.

- There are **3.4 million Indian Americans in the United States**, (1.1% of U.S. population), with a growth rate of 69.37% — one of the fastest growing ethnic groups in the United States.
- Indian Americans are among the **most highly educated** racial or ethnic groups in the U.S." 70% of Indian Americans aged 25 and older had college degrees in 2010, by far the highest rate among the six Asian-American groups studied and 2.5 times the rate among the overall U.S. population.
- Indian Americans **generally are well-off**. Median annual household income for Indian Americans in 2010 was \$88,000, much higher than for all Asian Americans (\$66,000) and all U.S. households (\$49,800)
- The Indian American diaspora show the **highest concentration in the Bay Area, Los Angeles, Tri-State area (including NYC), Chicago, Toronto and Vancouver in North America and overseas in London, Singapore and Hong Kong**. However, there are significant populations of Indians throughout the U.S. and abroad.
- The Indian diaspora is **extremely well-networked** through targeted publications, groups and social media channels, and buying media through these channels is relatively inexpensive.

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BREAKDOWN BY CITY

City	Population
Tri-State Area (NY, NJ, CT)	672,555
San Francisco/San Jose Bay Area	237,565
Greater Washington Area (DC, VA, WV, MD)	173,082
Chicago Metropolitan Area	171,901
Los Angeles/Orange County	143,488
Dallas/Ft. Worth/Arlington	100,386
Houston	91,637
Greater Philadelphia	90,286
Atlanta	78,980
Boston/Cambridge	62,598
Detroit	55,087
Seattle/Tacoma	62,652
Miami/Ft. Lauderdale	41,334
Greater Phoenix	31,203
Minneapolis/St. Paul	29,453
Orlando, FL	26,105
San Diego, CA	24,306
Tampa, FL	23,526
Austin, TX	23,503
Raleigh, NC	20,192
St. Louis, MO-IL	16,847
Fresno, CA	15,469
Greater Portland, OR	15,117
Cincinnati, OH	14,696
Pittsburg, PA	14,569
Cleveland, OH	14,215
Denver, CO	13,649
Stockton, CA	12,951
Indianapolis, IN	12,669
Milwaukee, WI	11,945
Kansas City, KS-MO	11,646