



CONNECTING THE NEW MAJORITIES
NEW CALIFORNIA MEDIA

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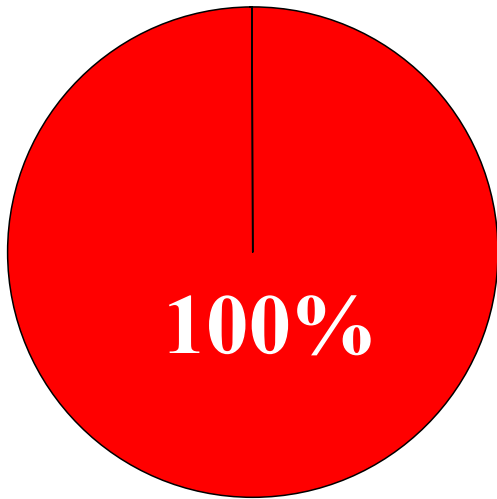
Public Opinion Survey of Asian, Hispanic, and African-American Californians

2000 Interviews

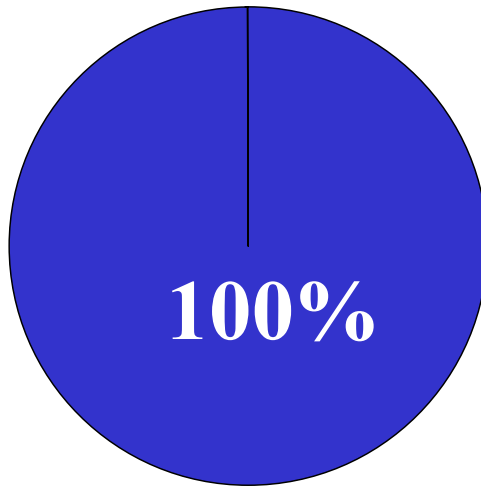
November 2001- March 2002



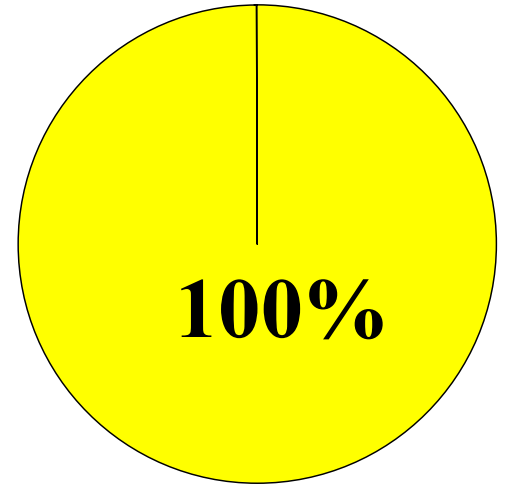
I. The Sample



18 years of age
or older

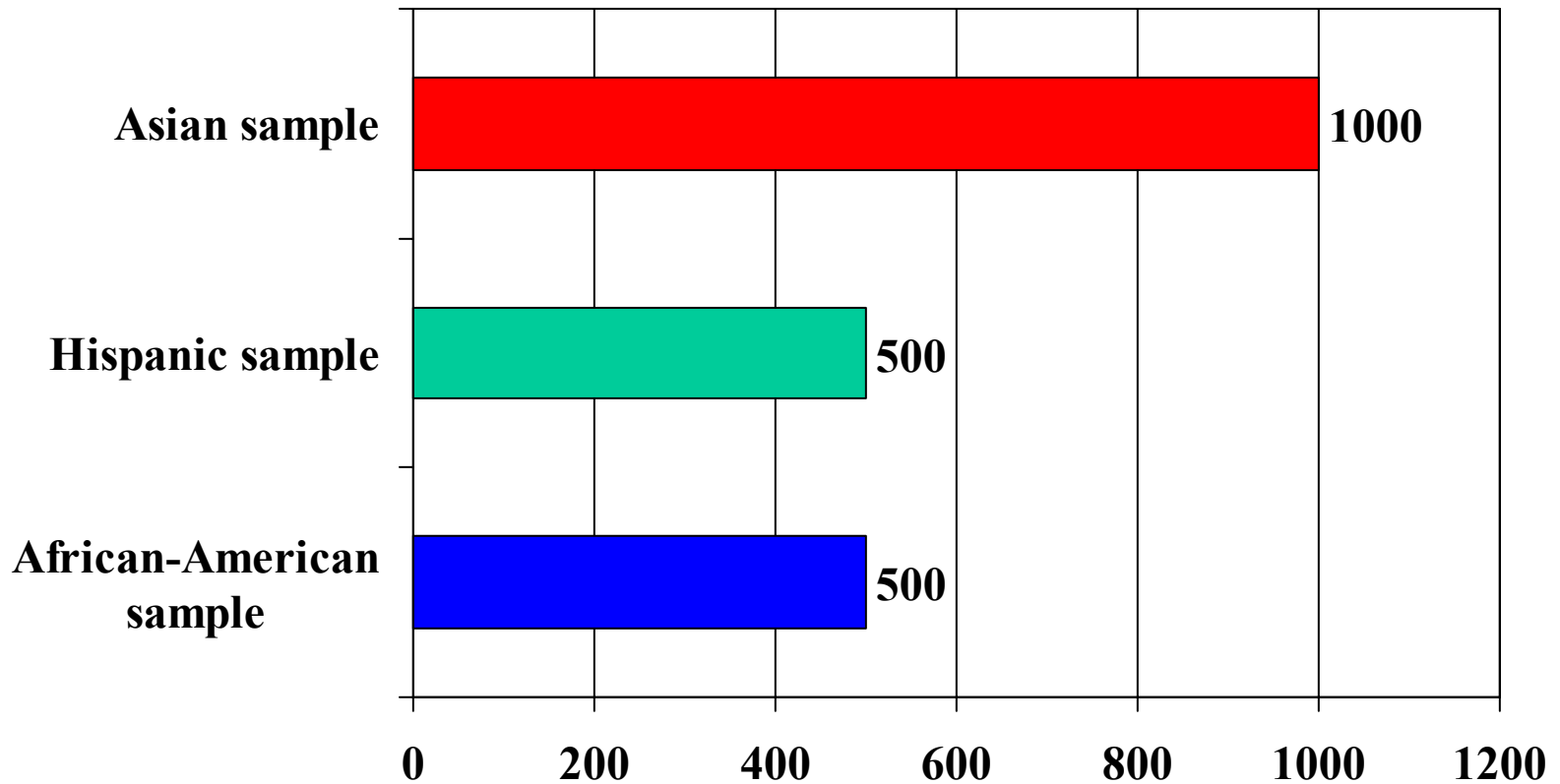


California residents

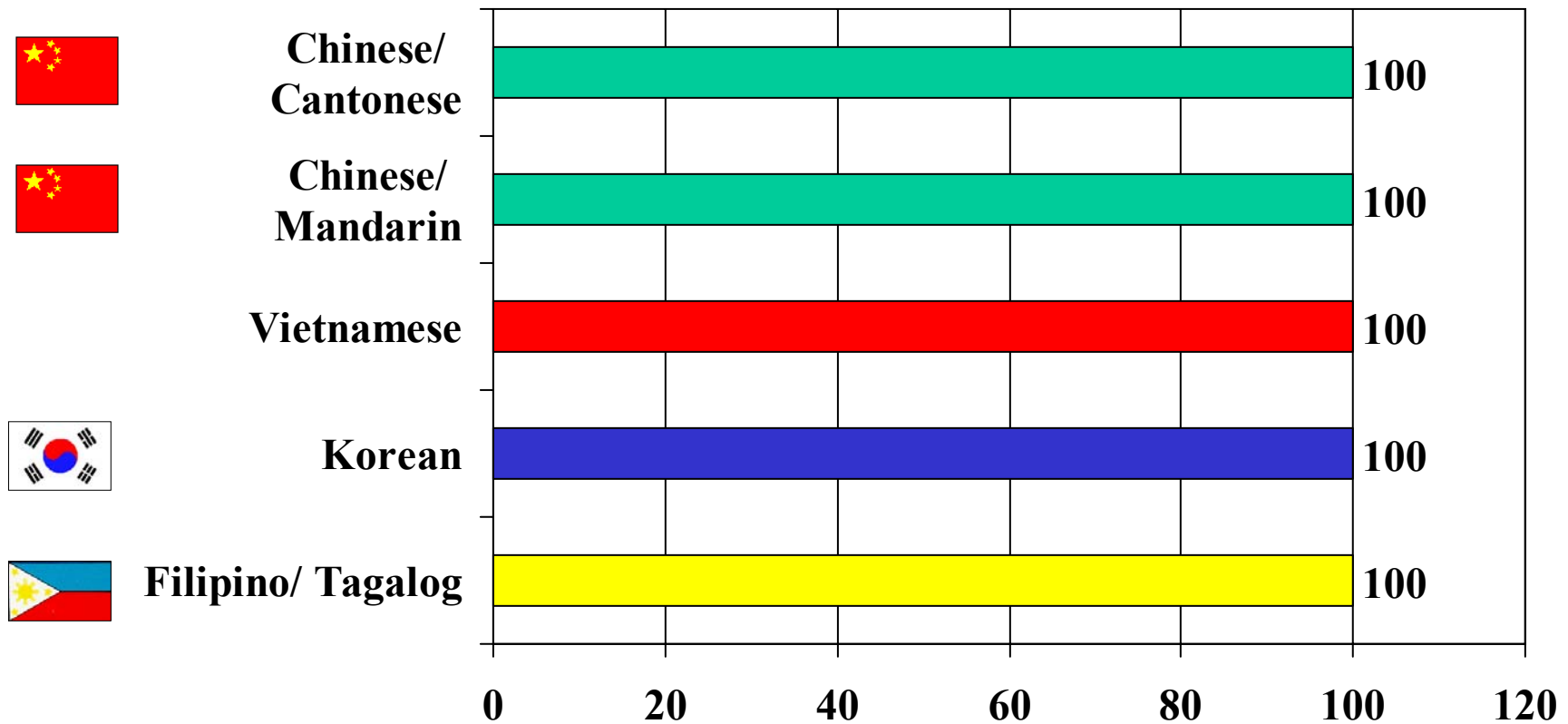


Self-Identified
Ethnicity

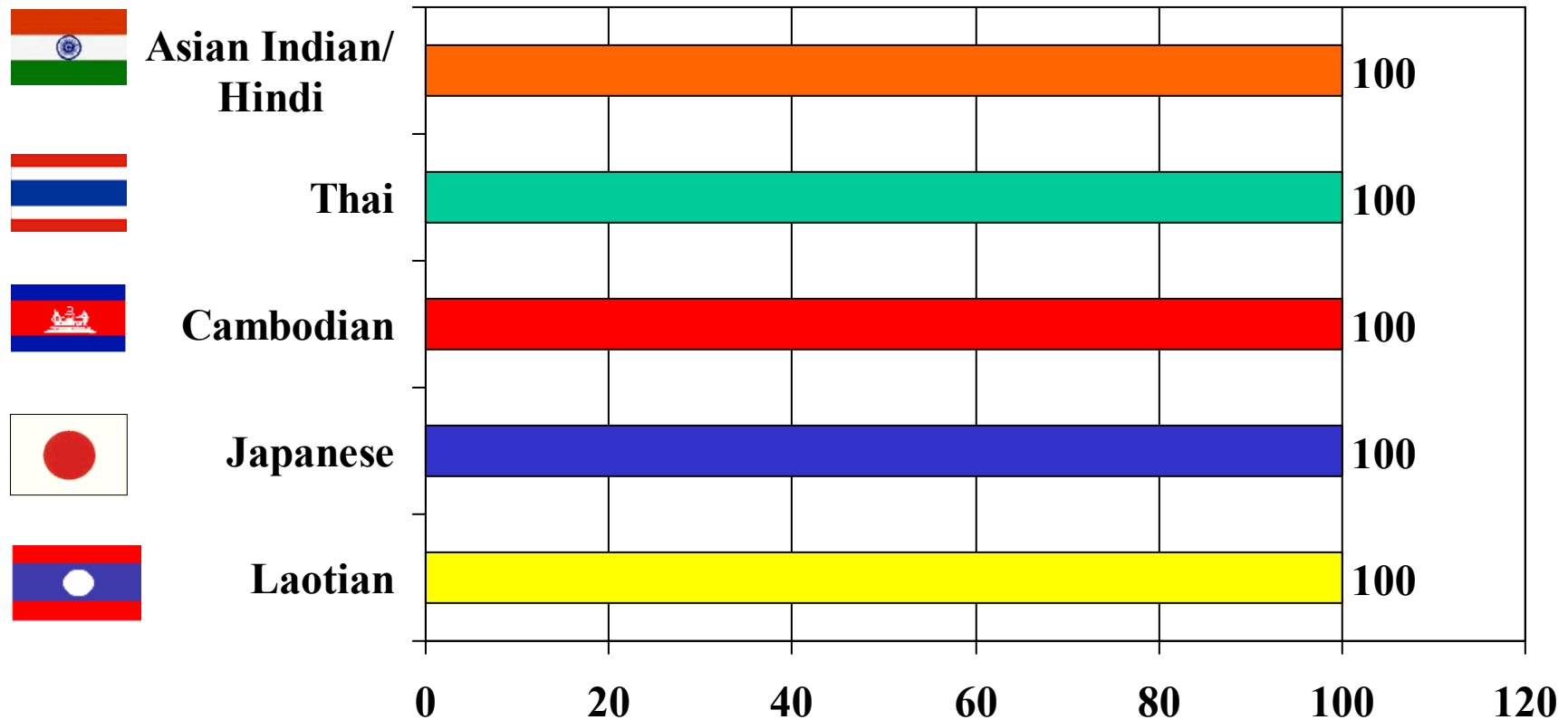
Sample sizes for the three major ethnic groups are large enough to be statistically valid.



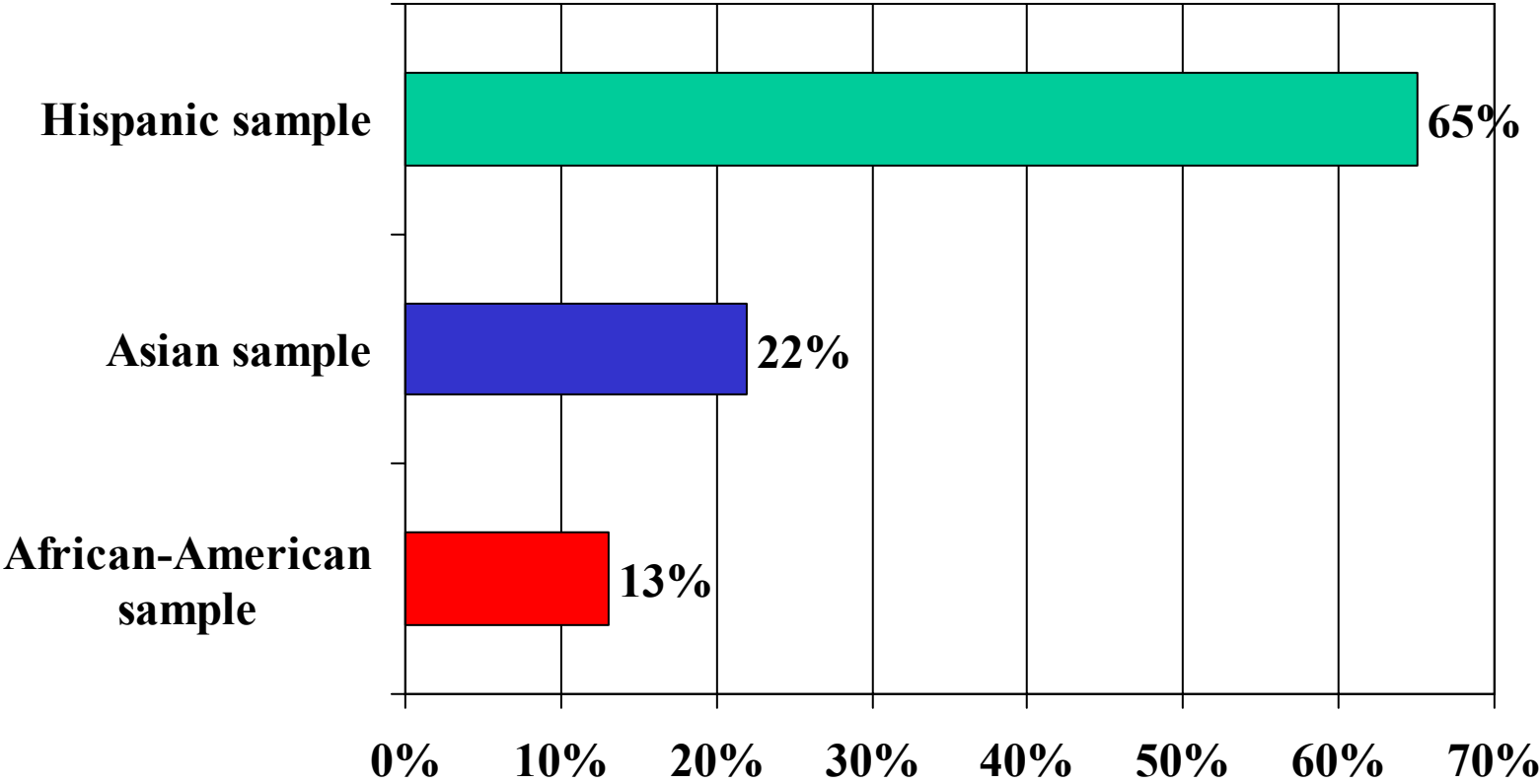
Sample sizes for the specific Asian ethnic groups are large enough to be statistically valid for comparisons.



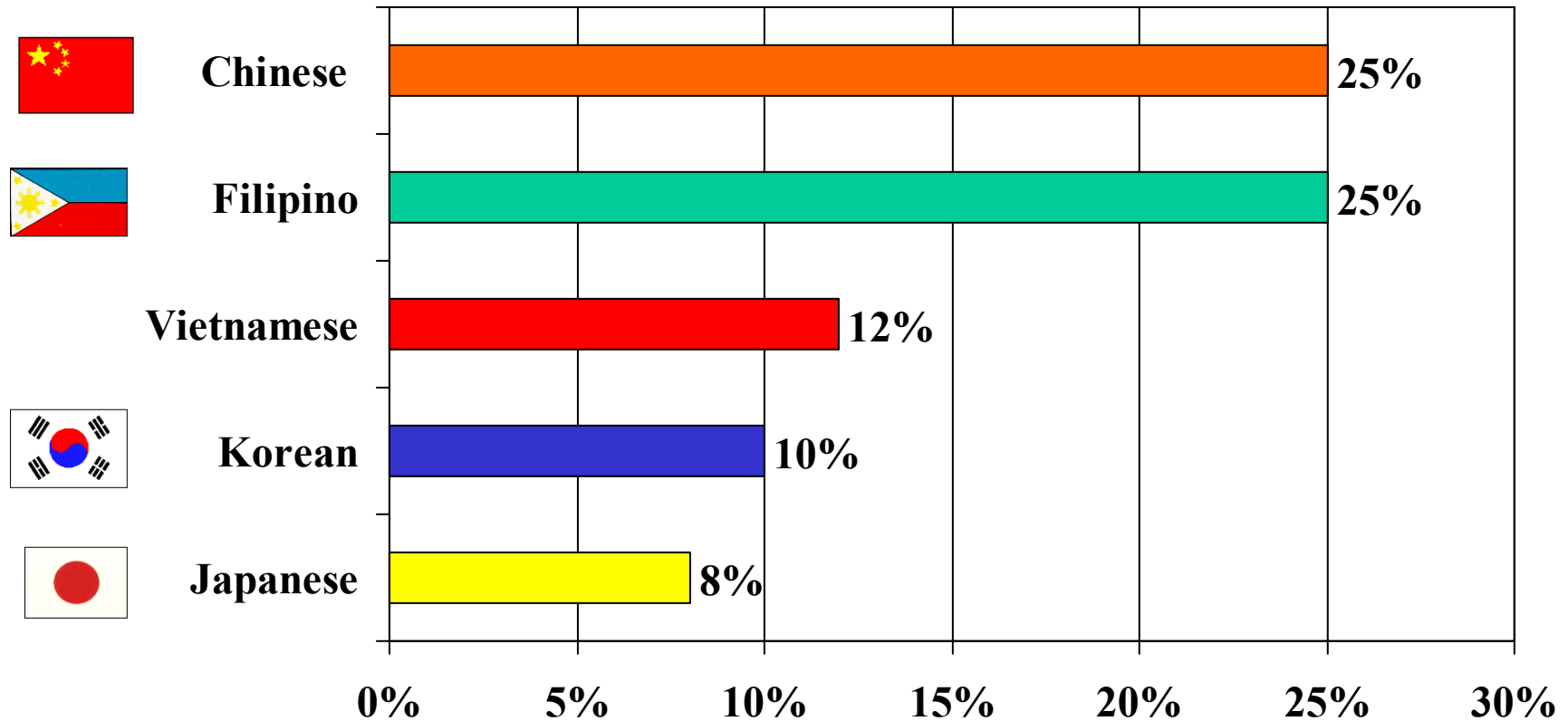
Sample sizes for the specific Asian ethnic groups are large enough to be statistically valid for comparisons.



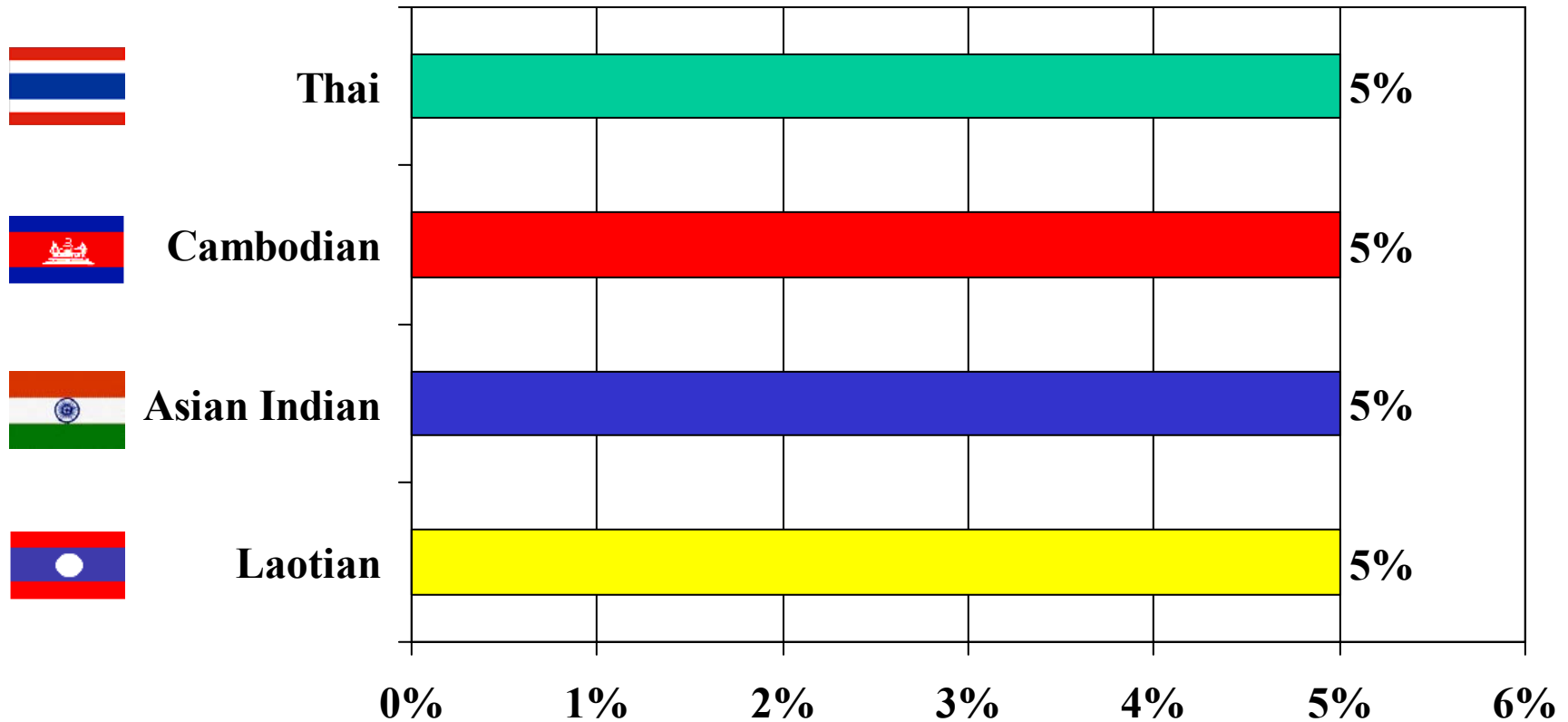
The samples of individual ethnic groups were weighted to reflect their actual percentages in California's tri-ethnic population according to the 2000 U.S. census.



Weights of Ethnic Groups Asian Sample

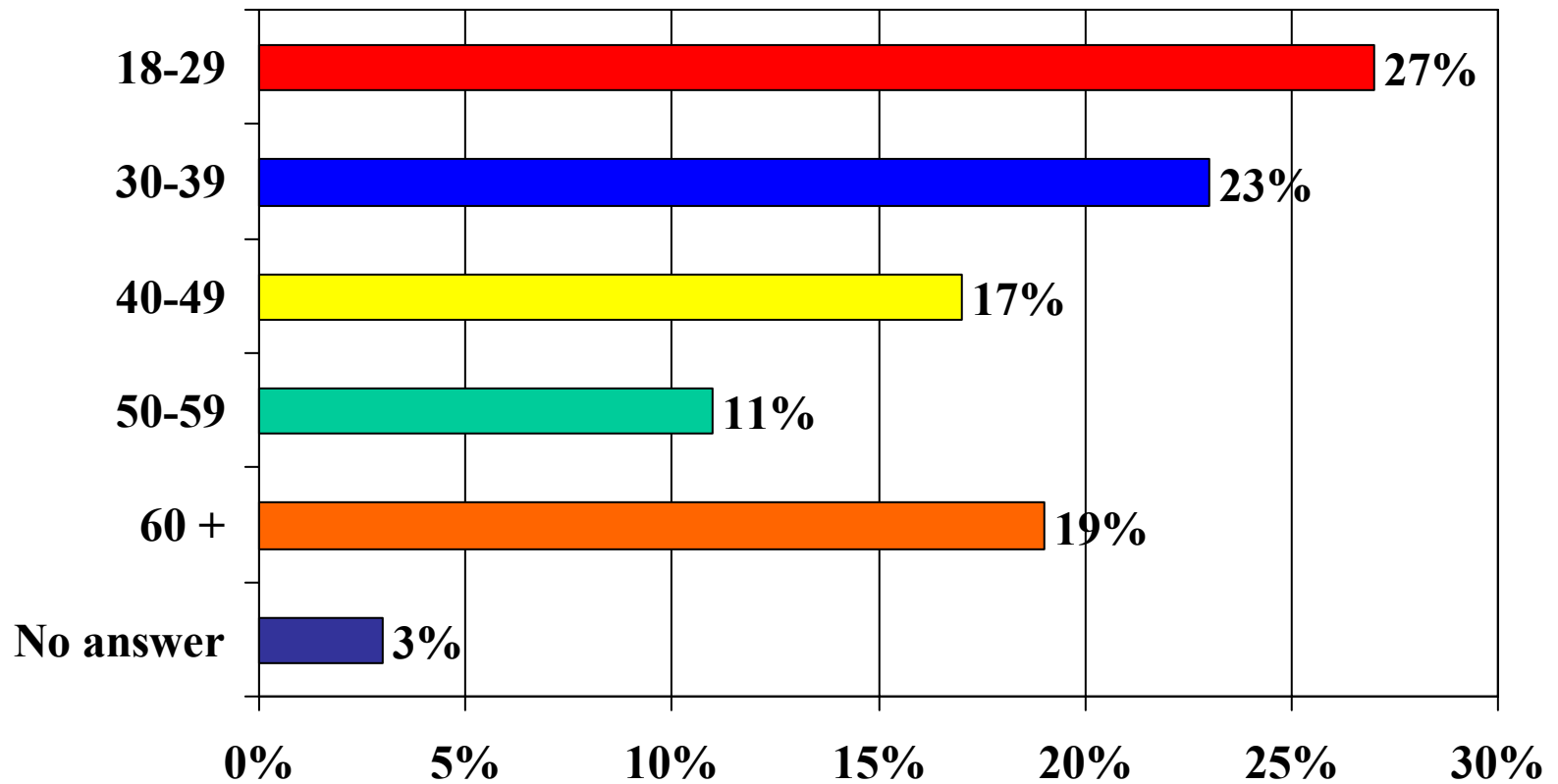


Weights of Ethnic Groups Asian Sample

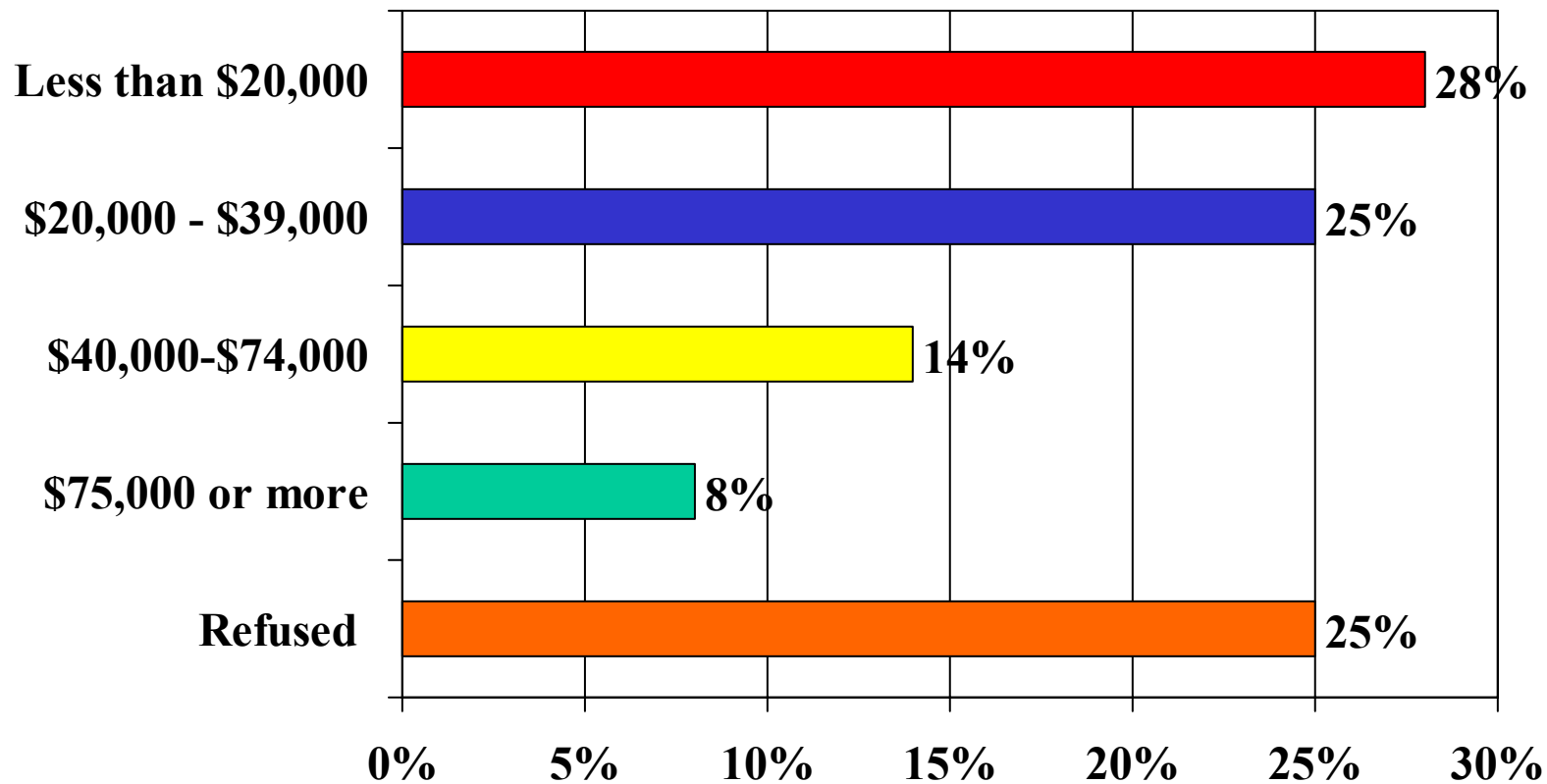
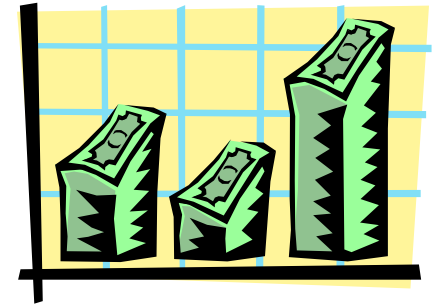


Age

Full Sample

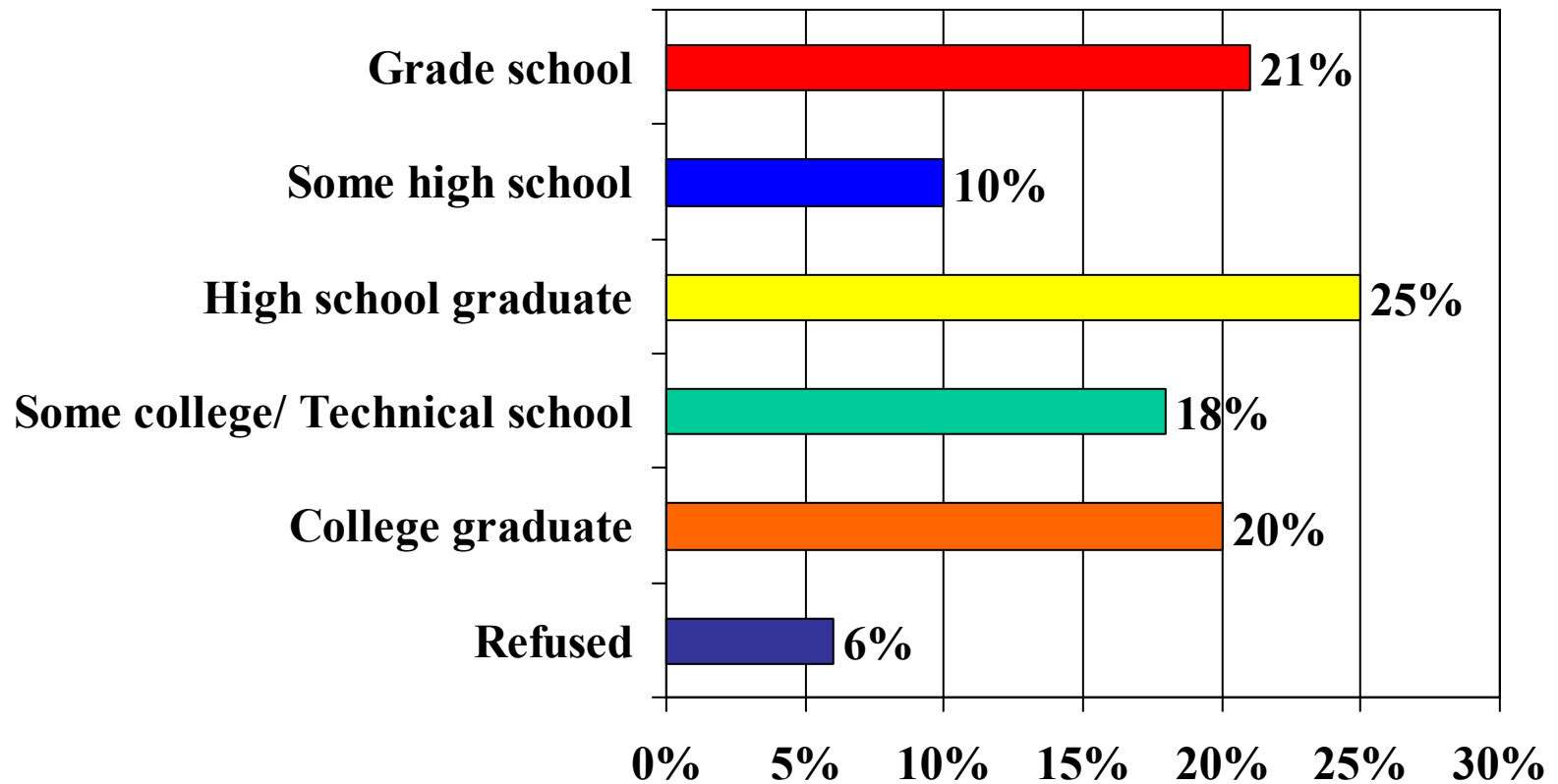


Income Full Sample

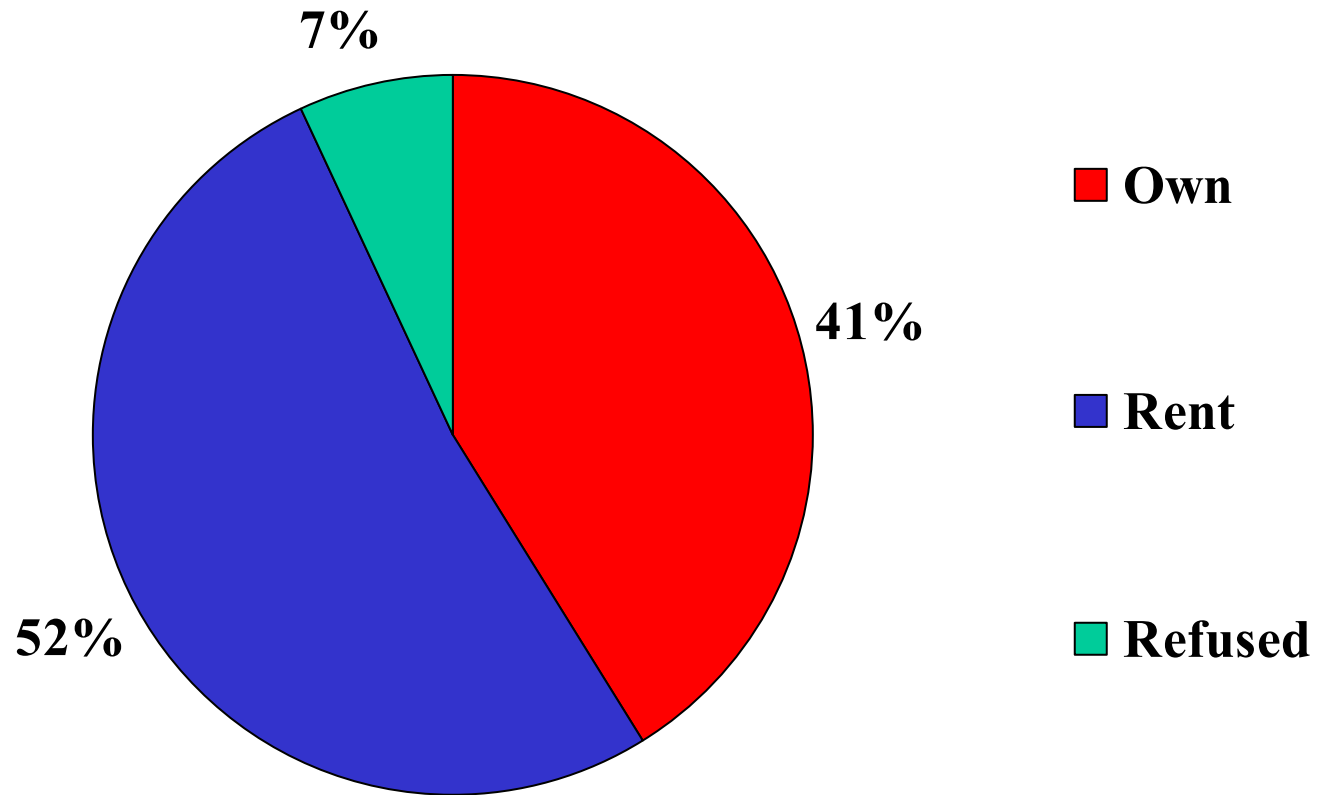




Education Full Sample



Home Ownership Full Sample

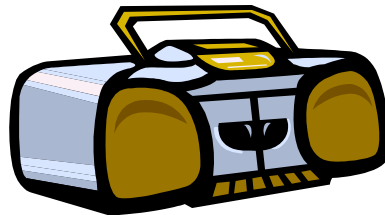


II. Definitions

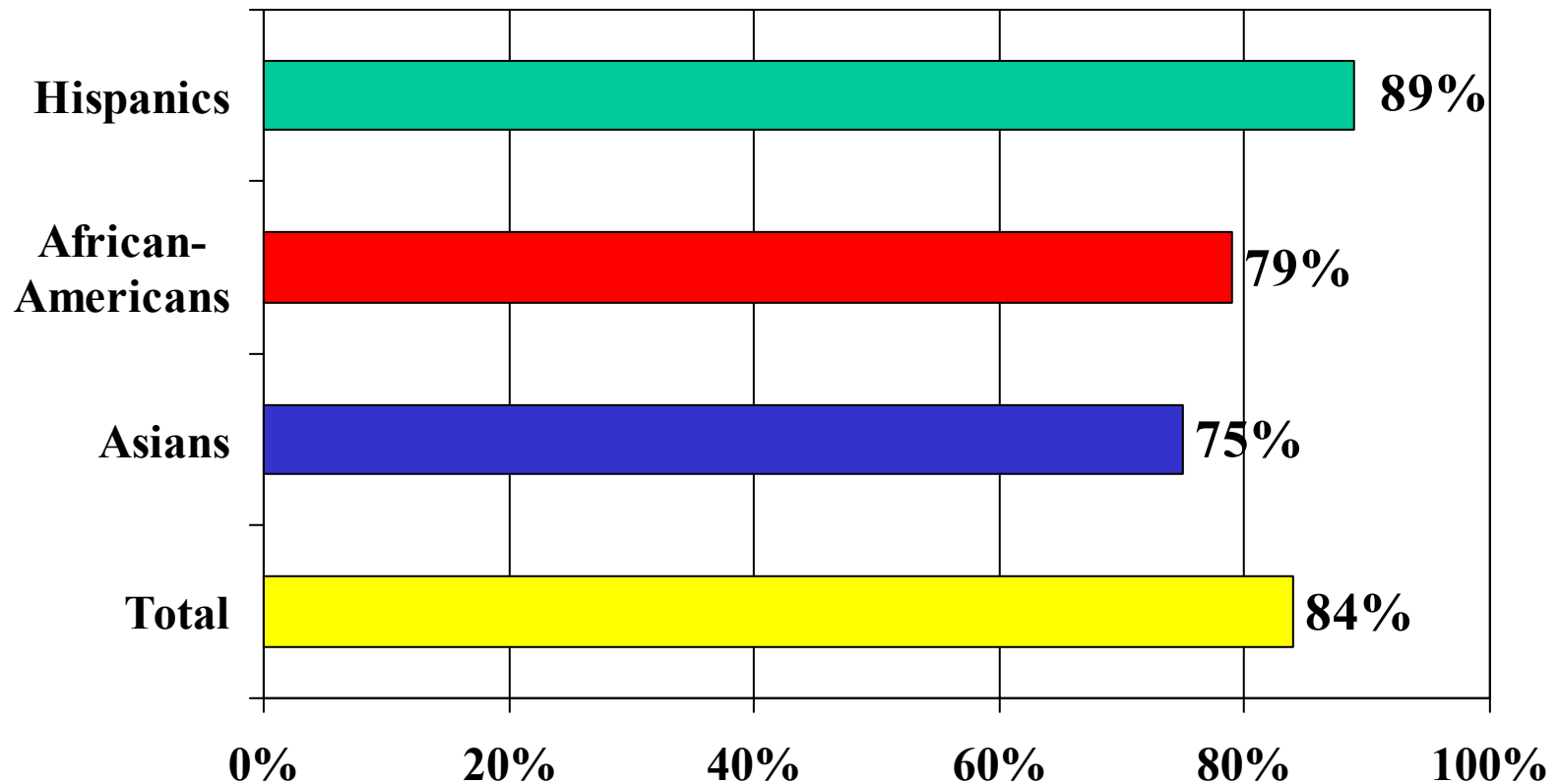
- All respondents that are reached by at least one ethnic media outlet and that are able to correctly identify it are considered to be a part of the **GENERAL AUDIENCE** for ethnic media.
- All respondents that prefer ethnic media to English-language media or to “general market” media are considered to be a part of the **PRIMARY AUDIENCE** for ethnic media.
- High, medium and low **ADVERTISING LOYALTY** groups are based on respondents’ answers to eight poll questions designed to measure that marketing characteristic.

III. Major Findings

A. Ethnic television stations, radio stations and newspapers reach 84 percent of all Californians that self identify as Hispanic, African-American or Asian-American.



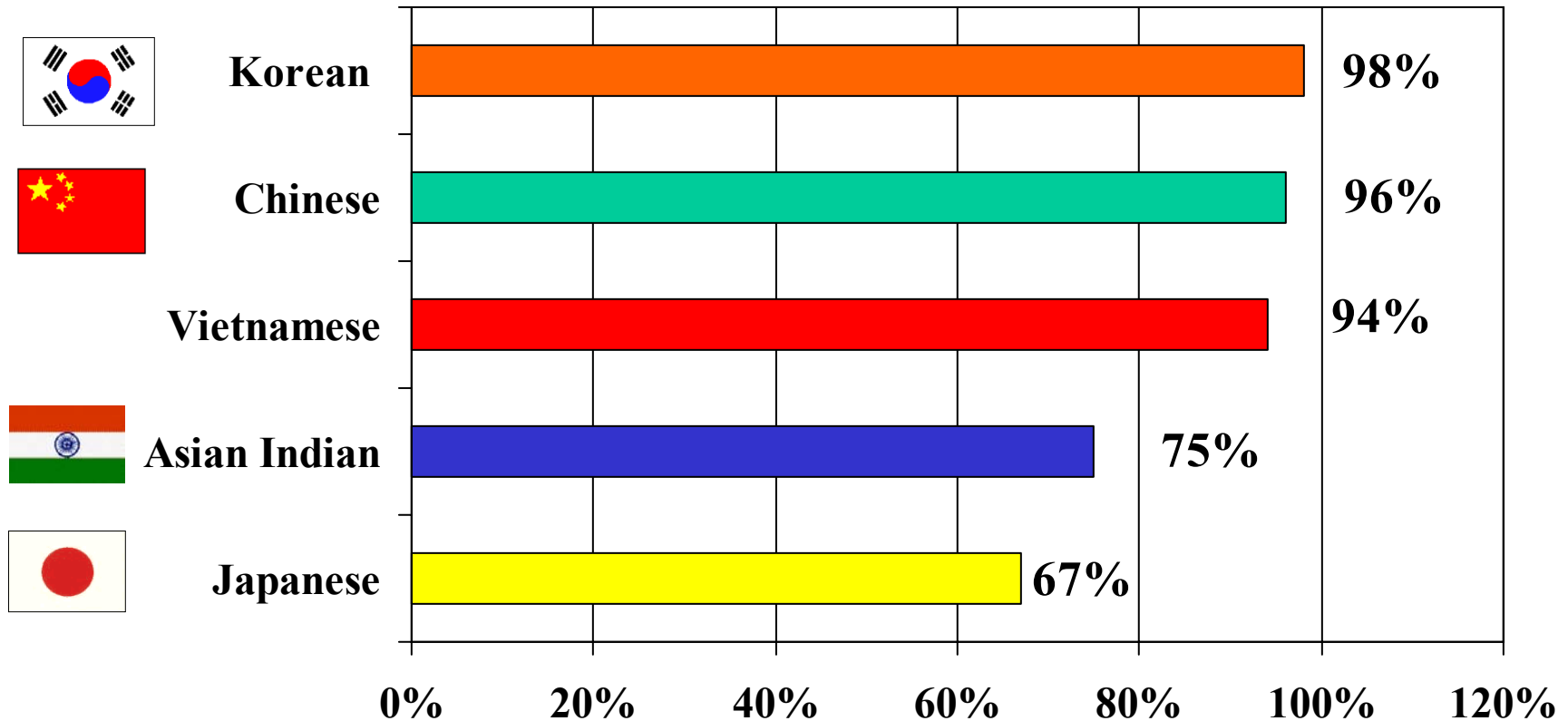
GENERAL AUDIENCE for ethnic media



GENERAL AUDIENCE

for ethnic media

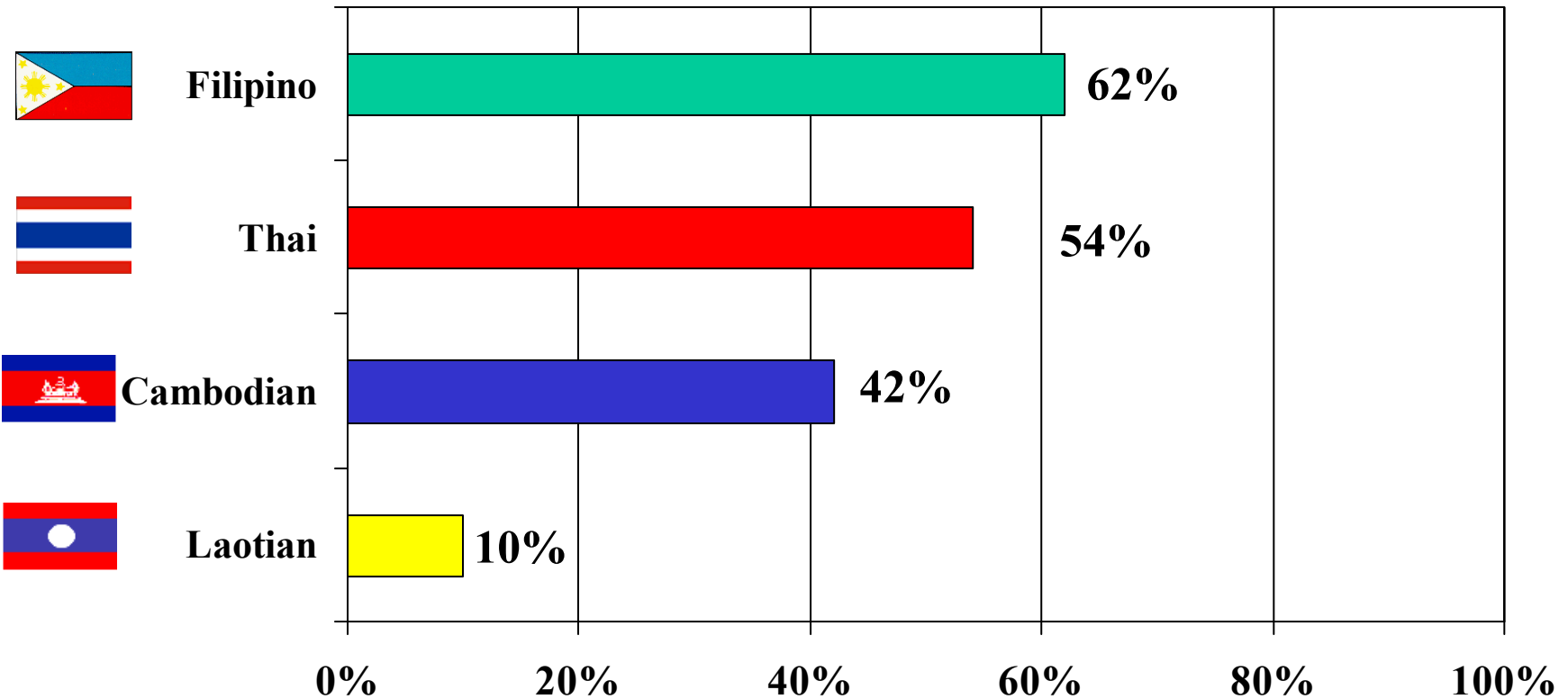
Asian Sample



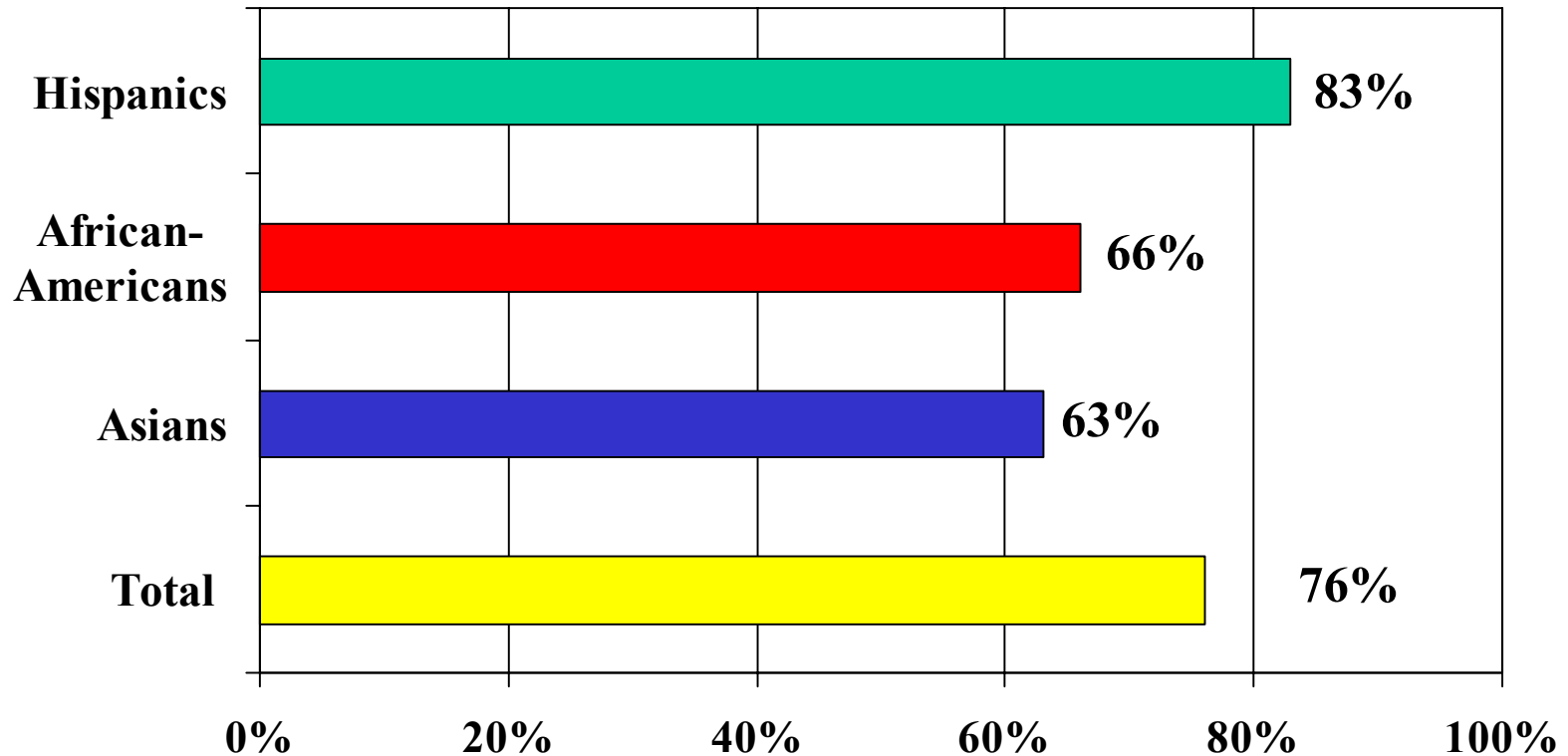
GENERAL AUDIENCE

for ethnic media

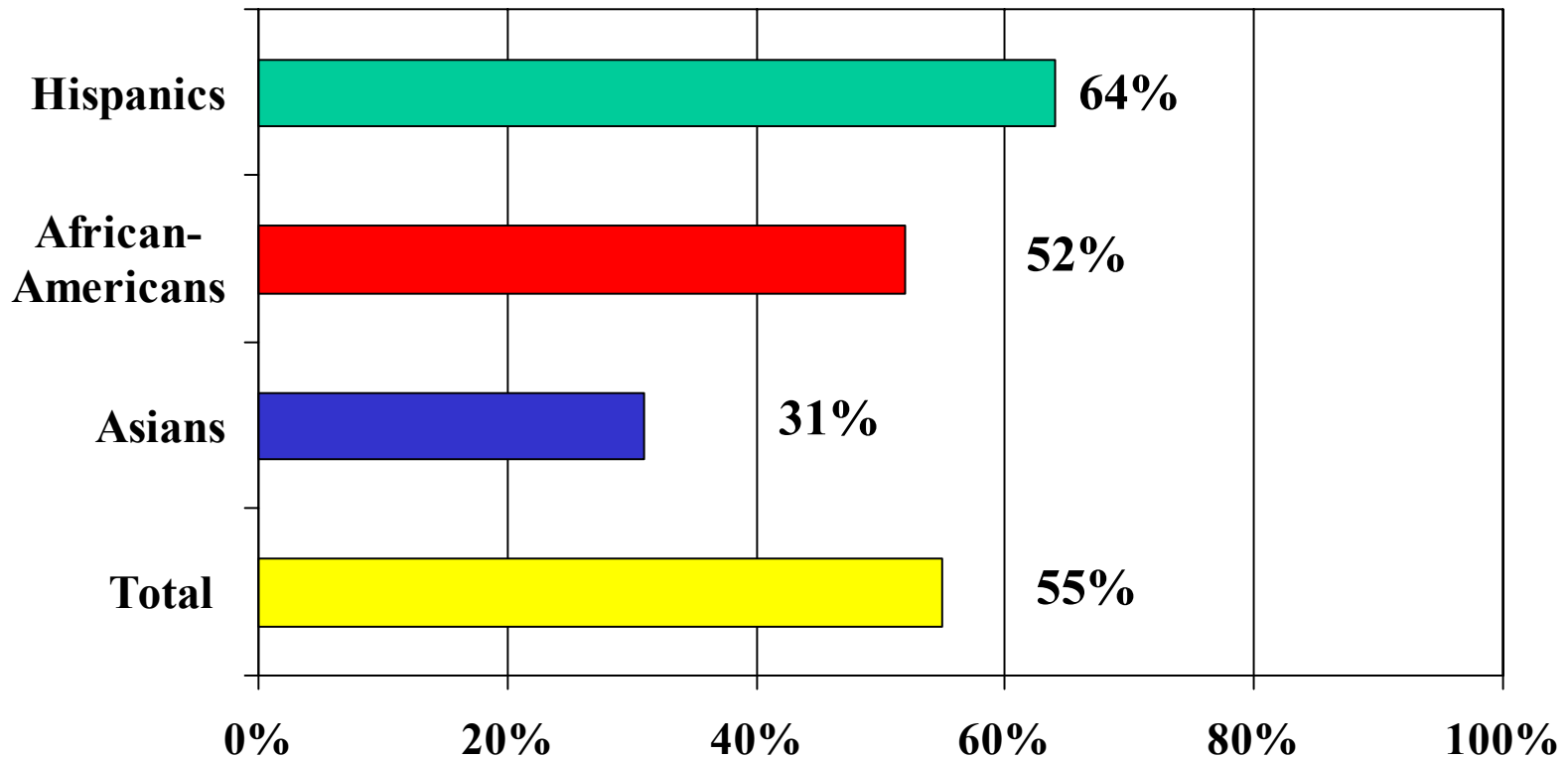
Asian Sample



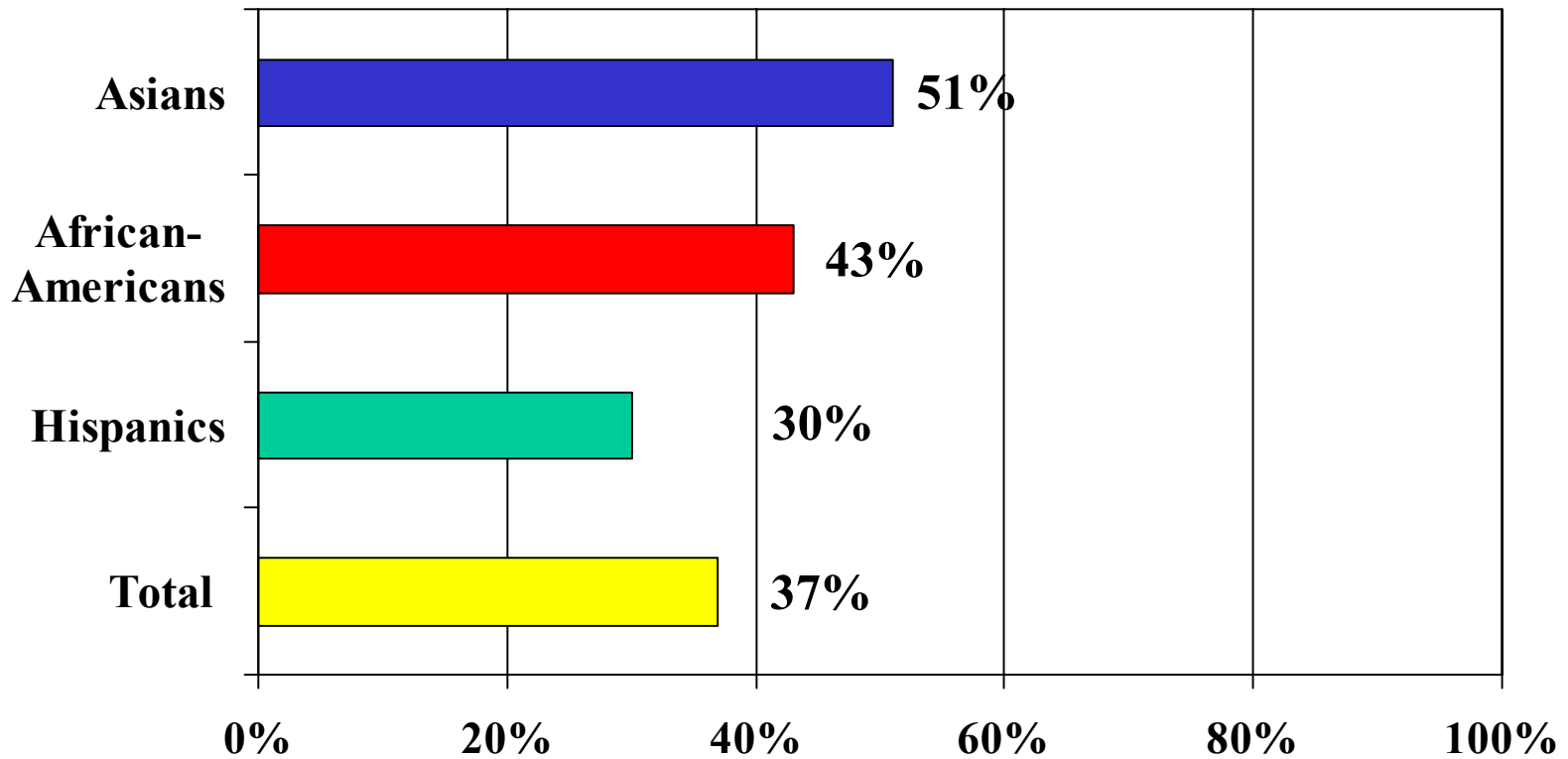
GENERAL AUDIENCE for ethnic TELEVISION



GENERAL AUDIENCE for ethnic RADIO



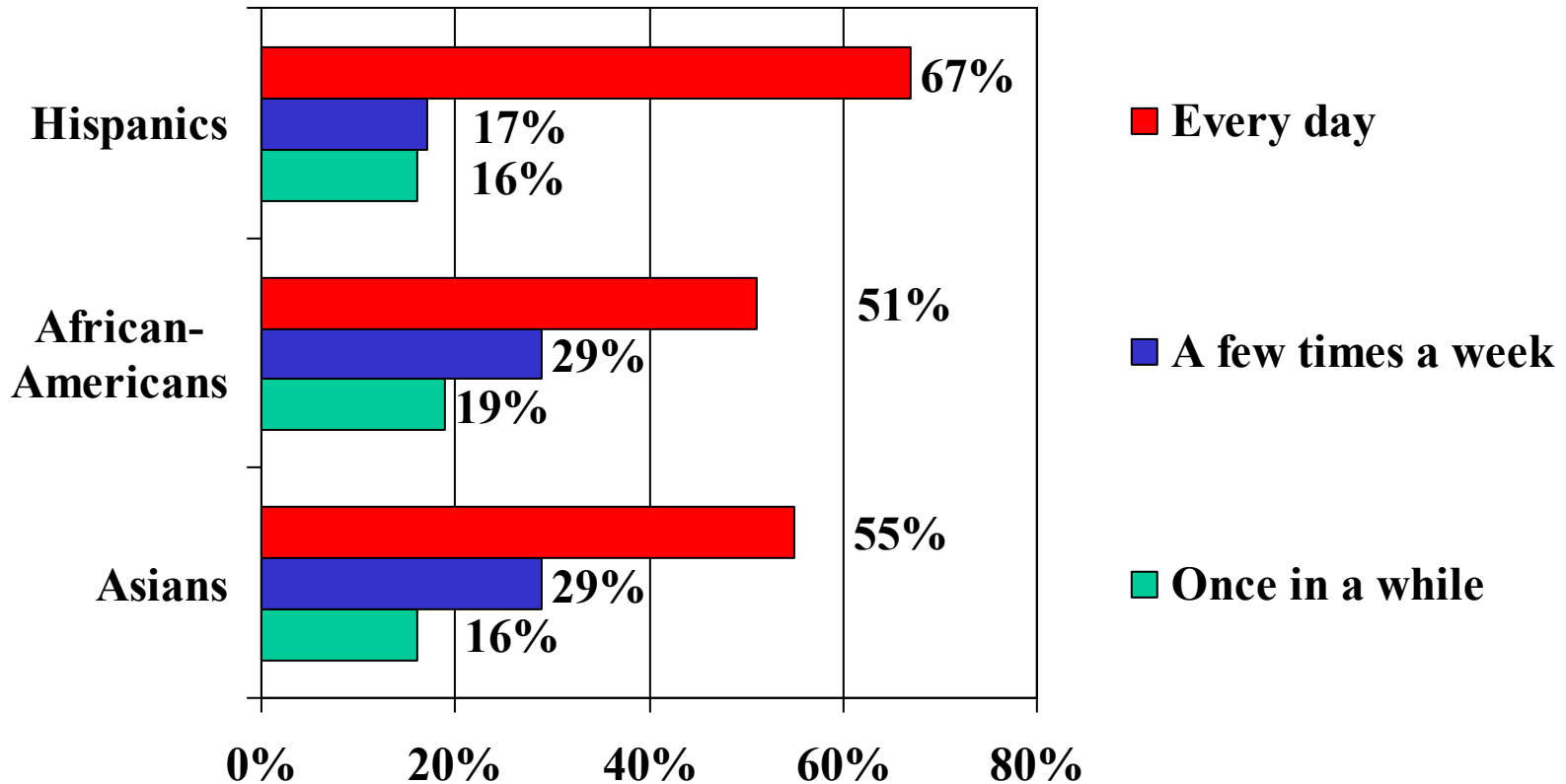
GENERAL AUDIENCE for ethnic NEWSPAPERS



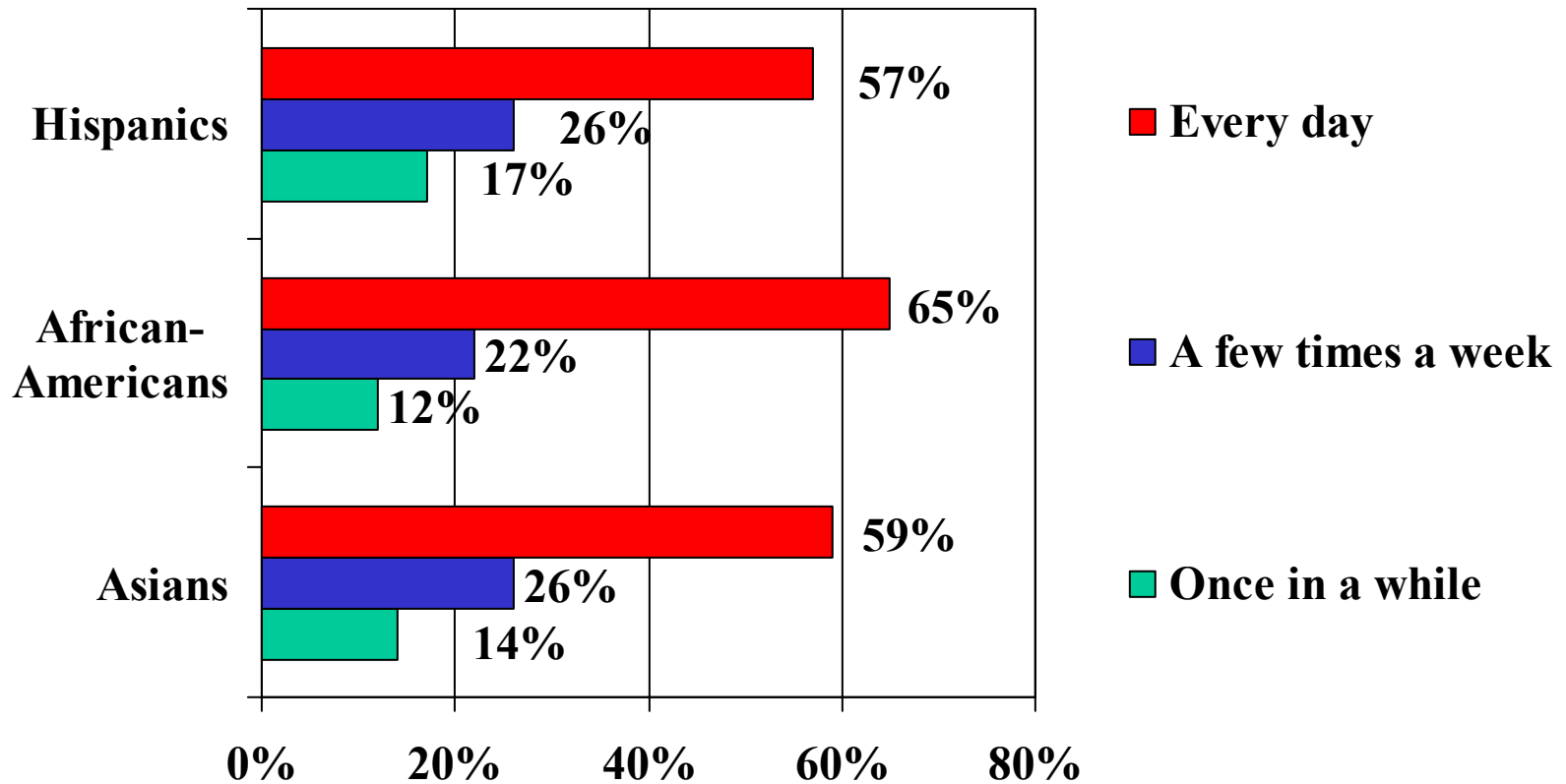
III. Major Findings

B. Ethnic media reaches its “general audience” with **substantial frequency.**

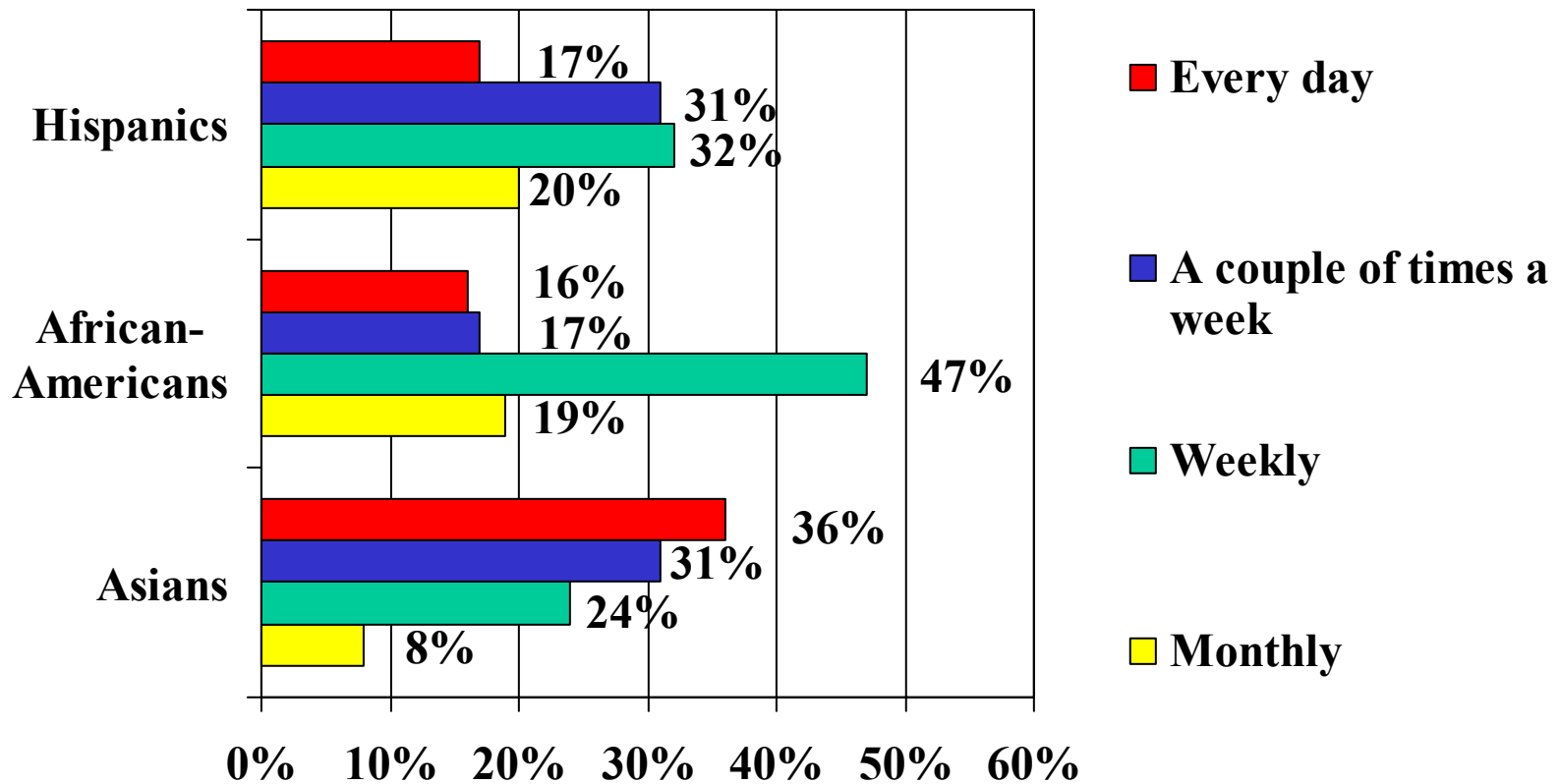
Ethnic TV Frequency for “General Audience”



Ethnic Radio Frequency for “General Audience”



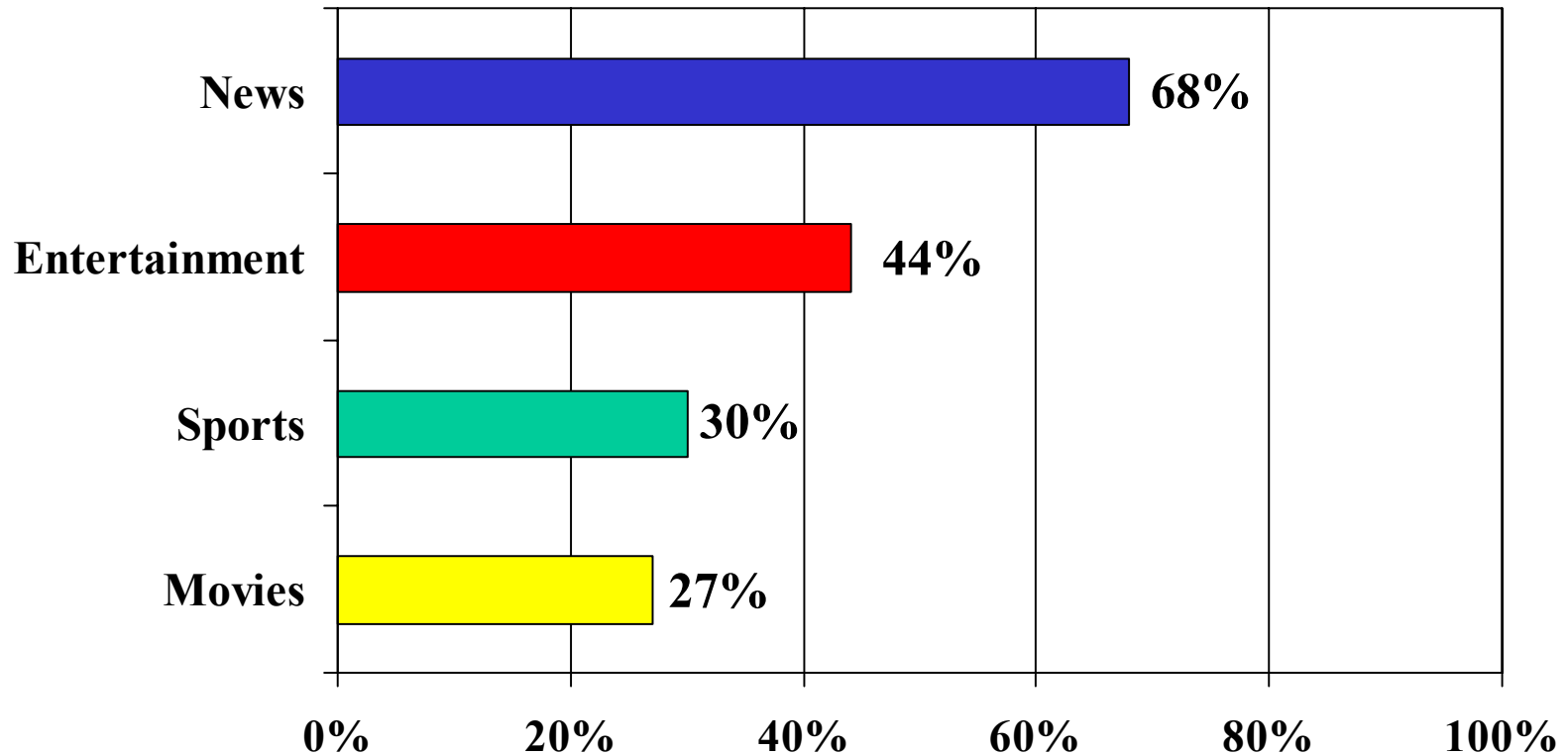
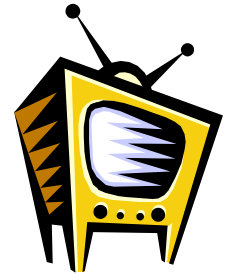
Ethnic Newspaper Frequency for “General Audience”



III. Major Findings

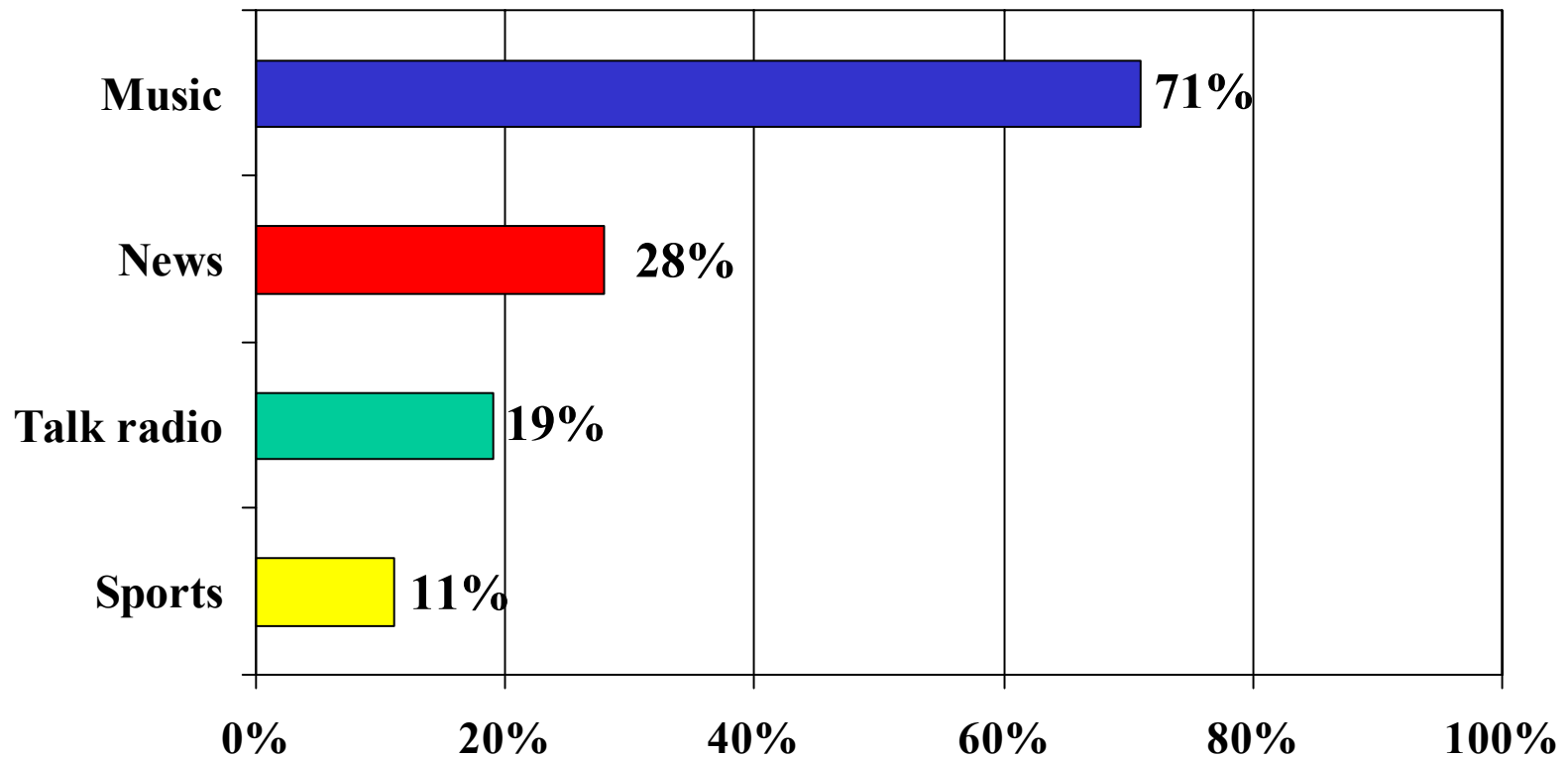
C. News is the favorite type of programming watched on ethnic television. Music is most popular on ethnic radio. International News is preferred by the readers of ethnic newspapers.

Favorite type of TV programming Hispanics

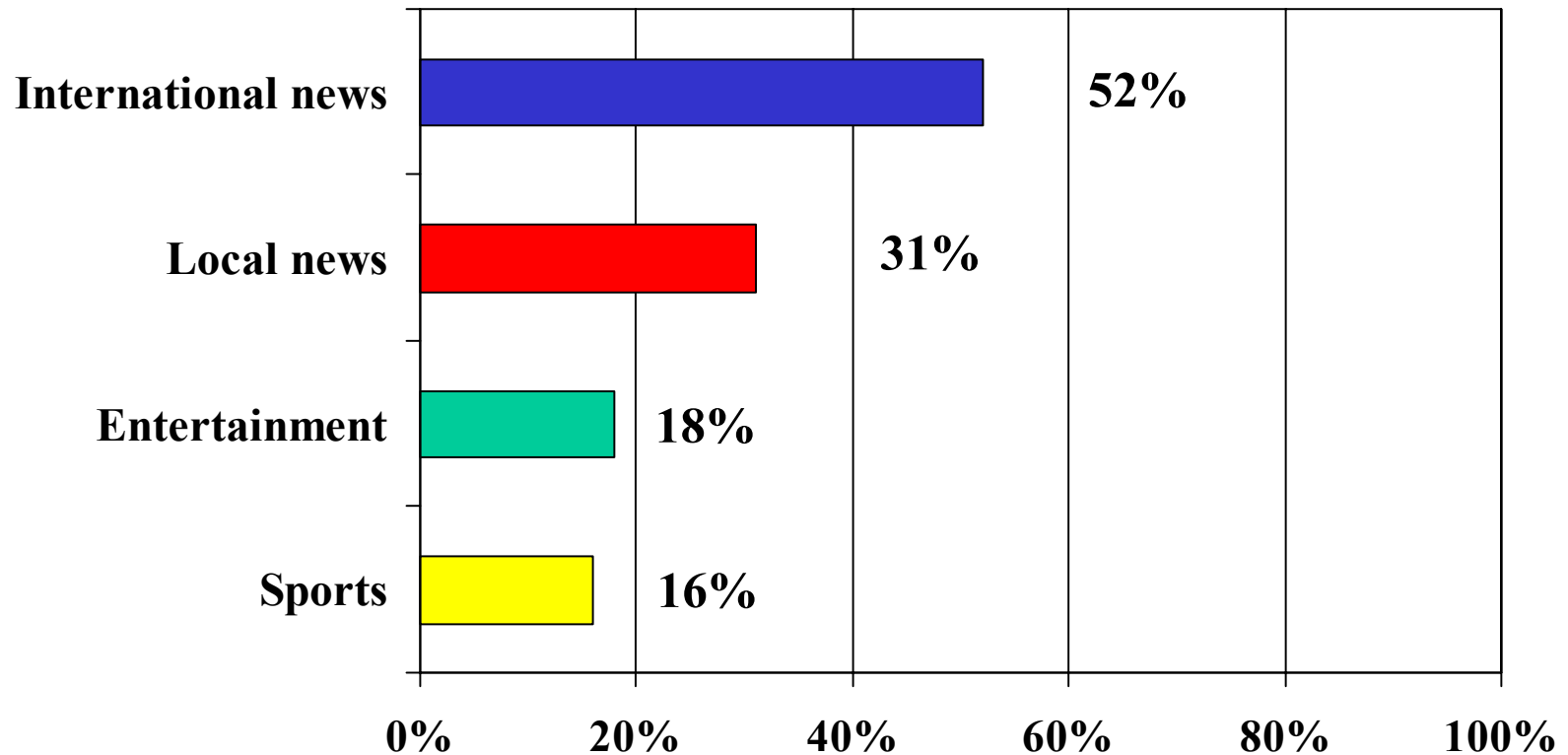


Favorite type of radio programming

Full Sample



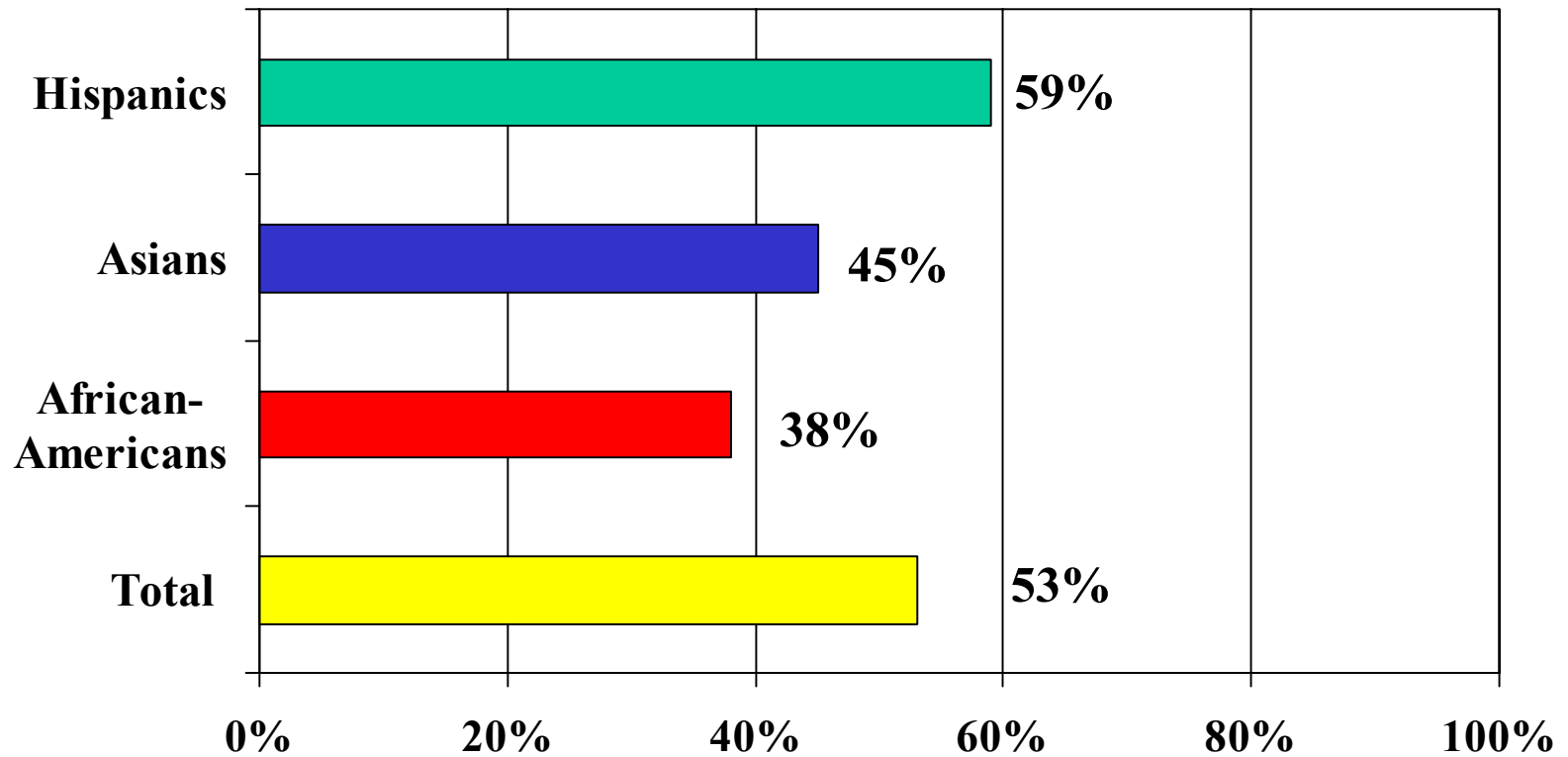
Favorite section of newspaper Asians



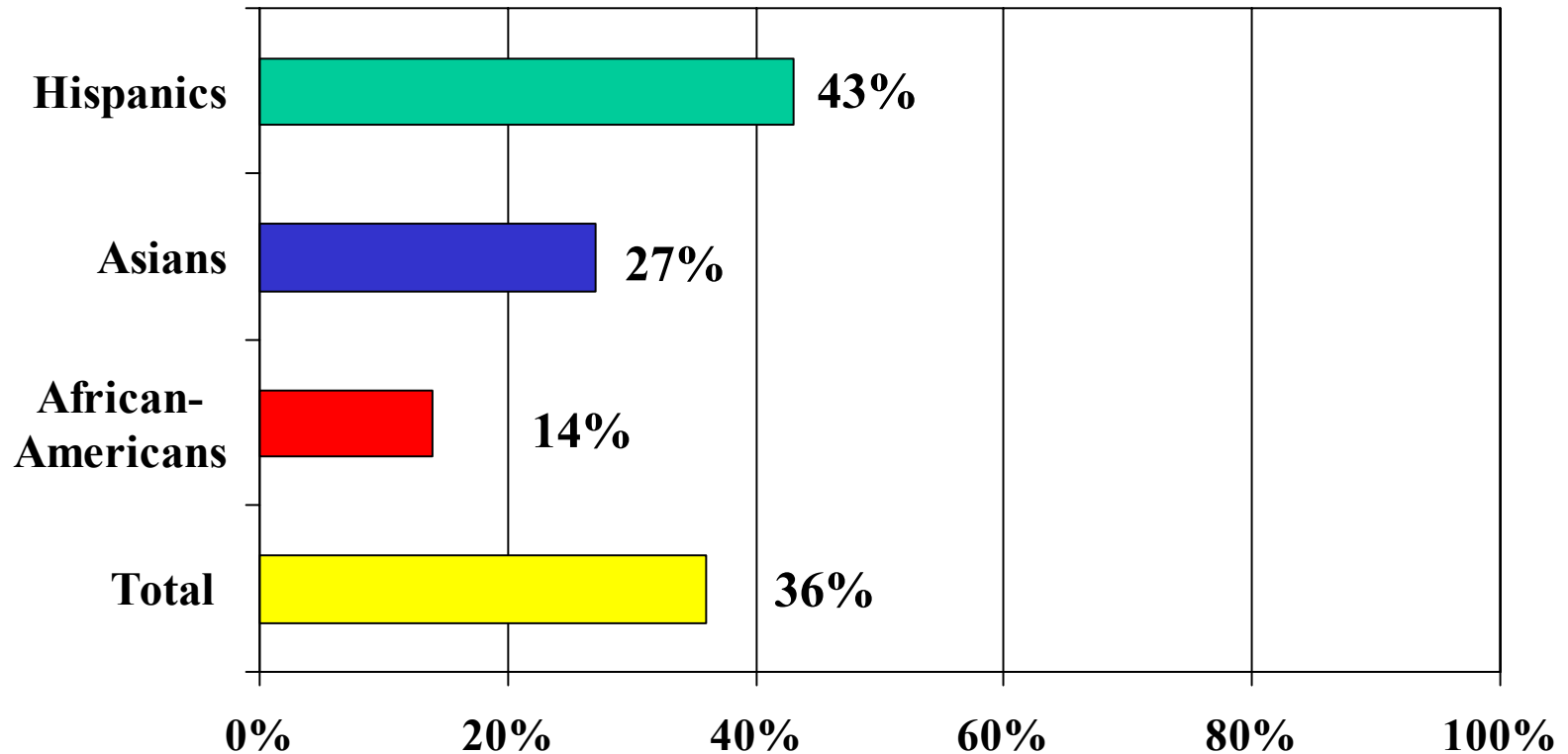
III. Major Findings

- D. The **PRIMARY AUDIENCE** for ethnic media is made up of more than half (53%) of ethnic Californians. This group prefers either ethnic TV, radio or newspapers to their English-language or “general market” counterparts.

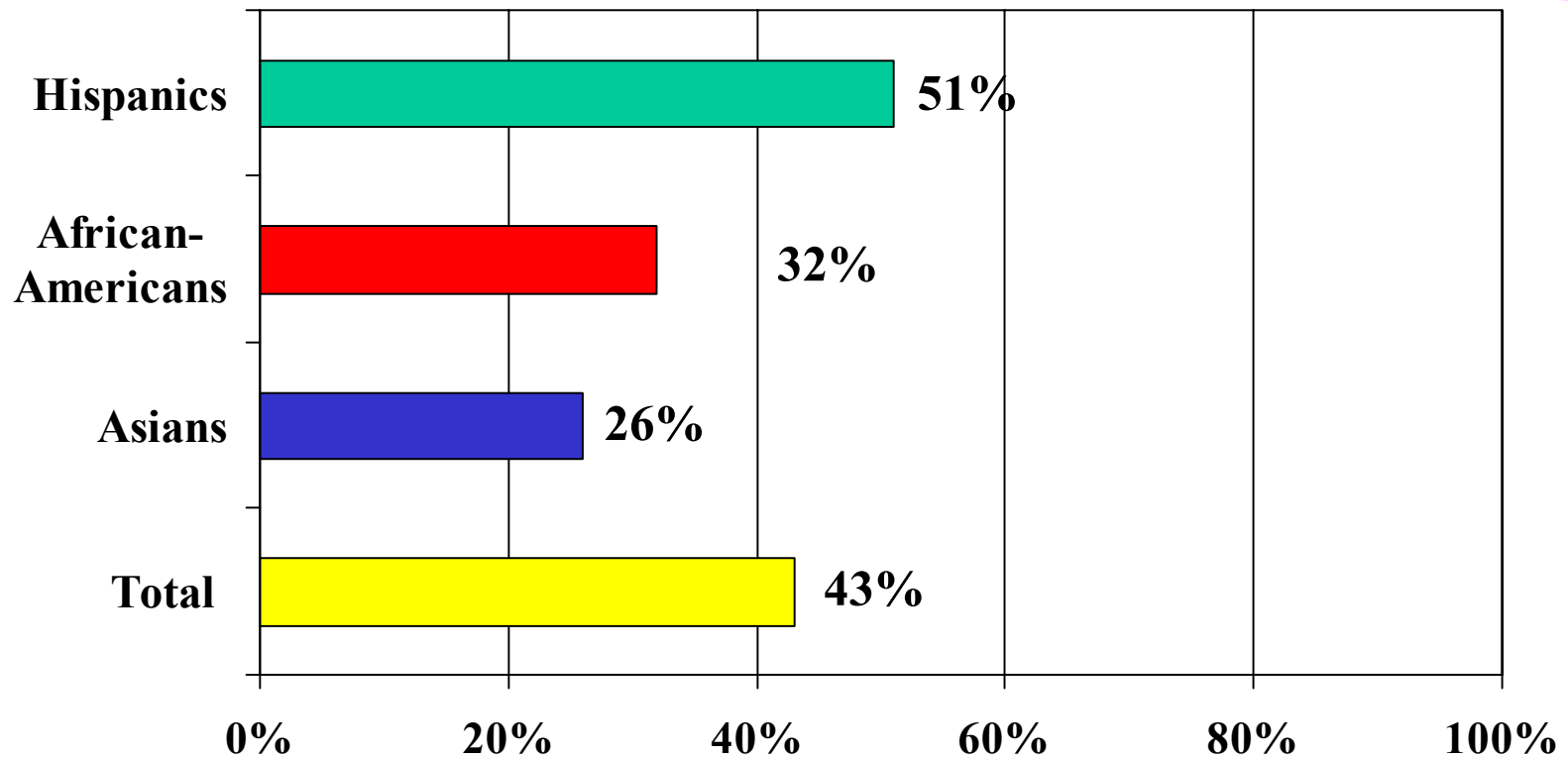
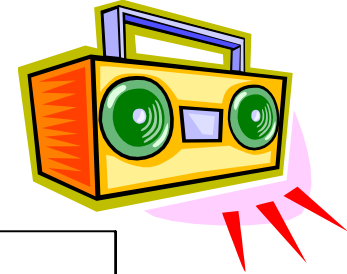
The “Primary Audience” for all ethnic media



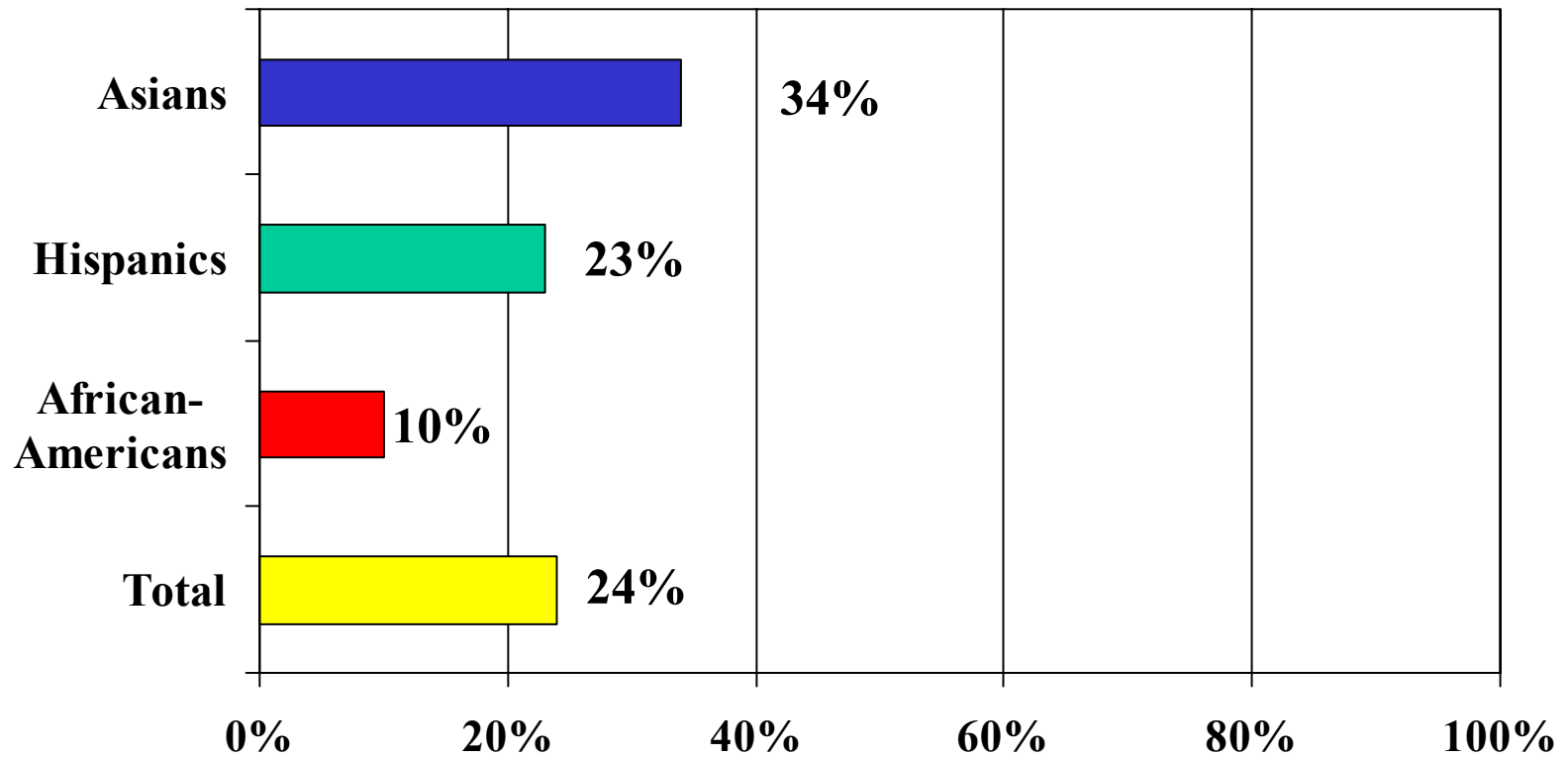
The “Primary Audience” for ethnic TV



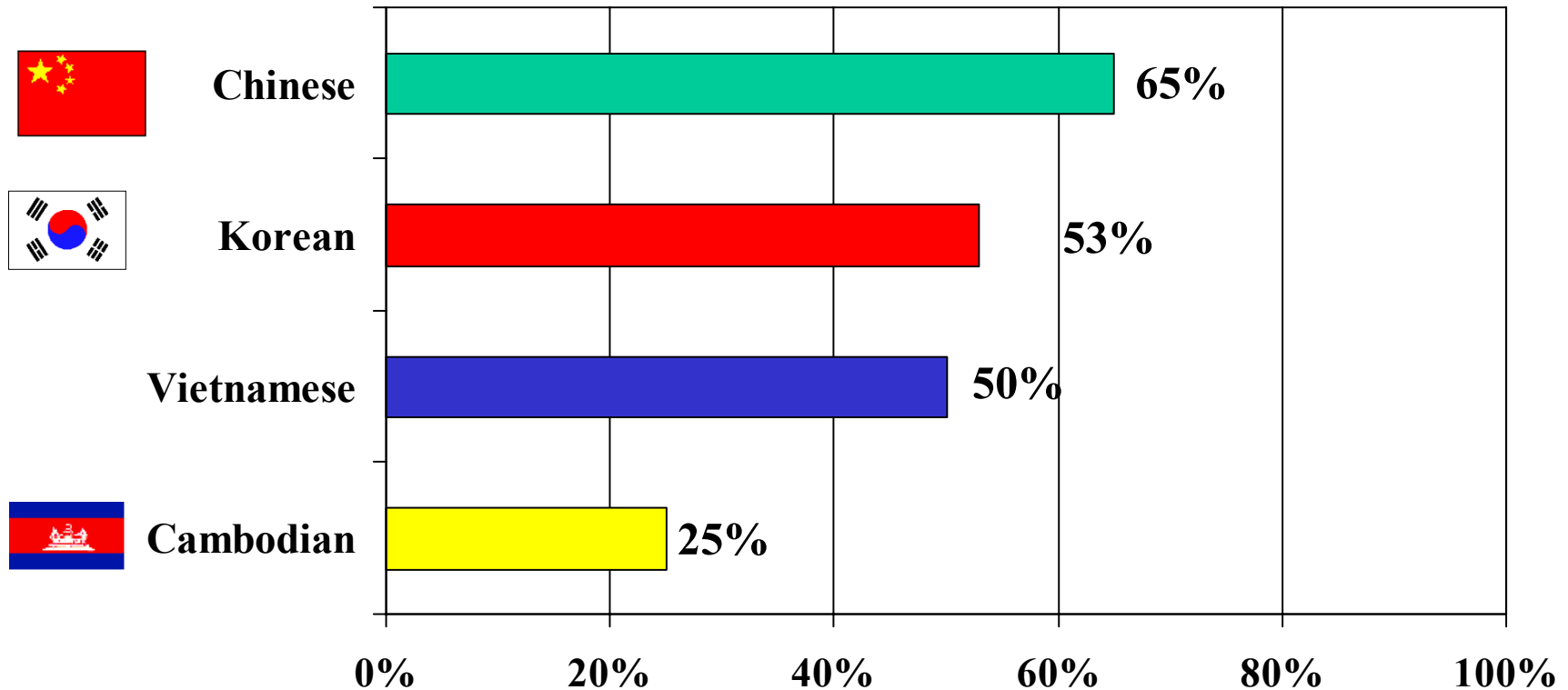
The “Primary Audience” for ethnic radio



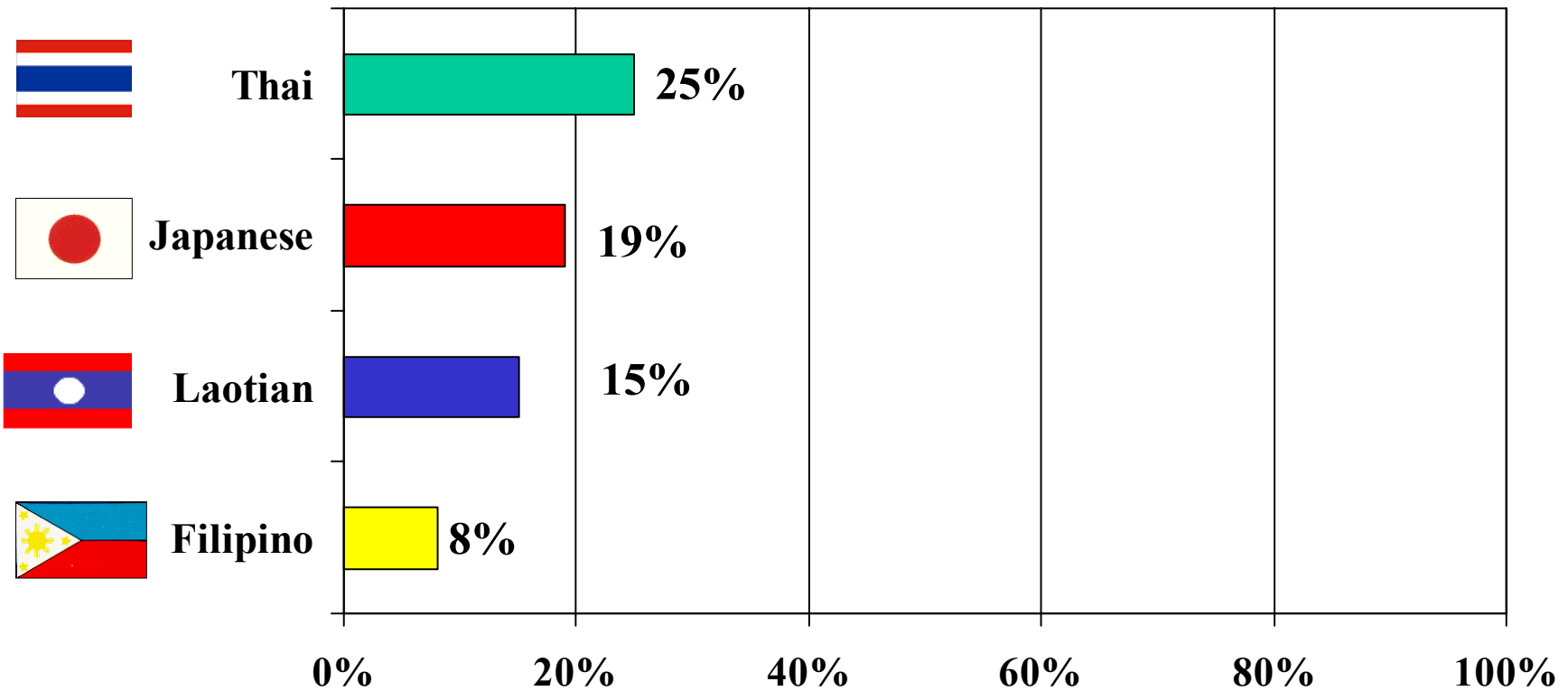
The “Primary Audience” for ethnic newspapers



“Primary Audience” for Asian newspapers

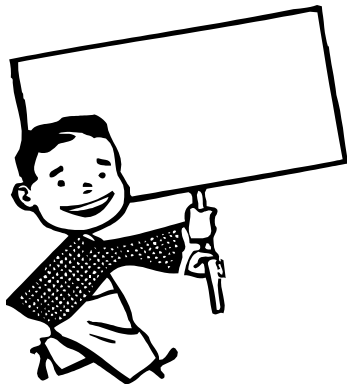


“Primary Audience” for Asian newspapers

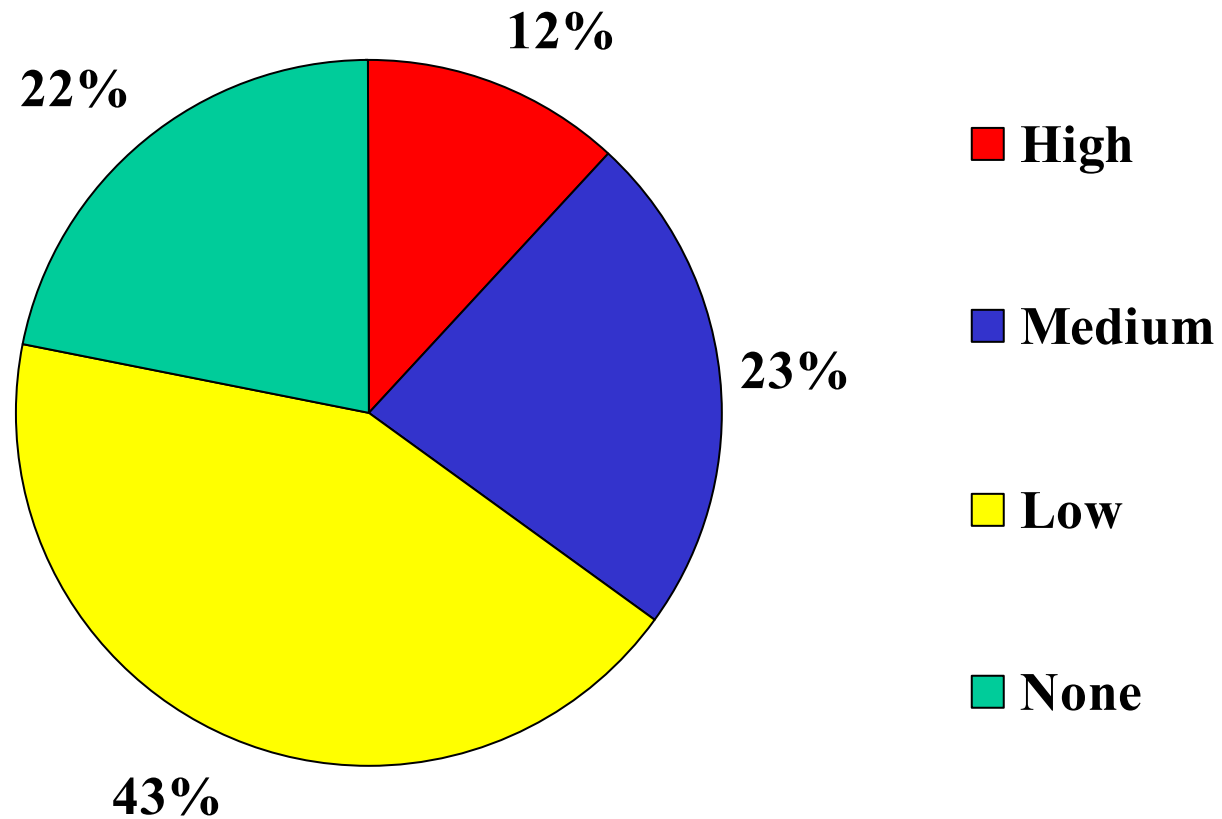


IV. Advertising Loyalty

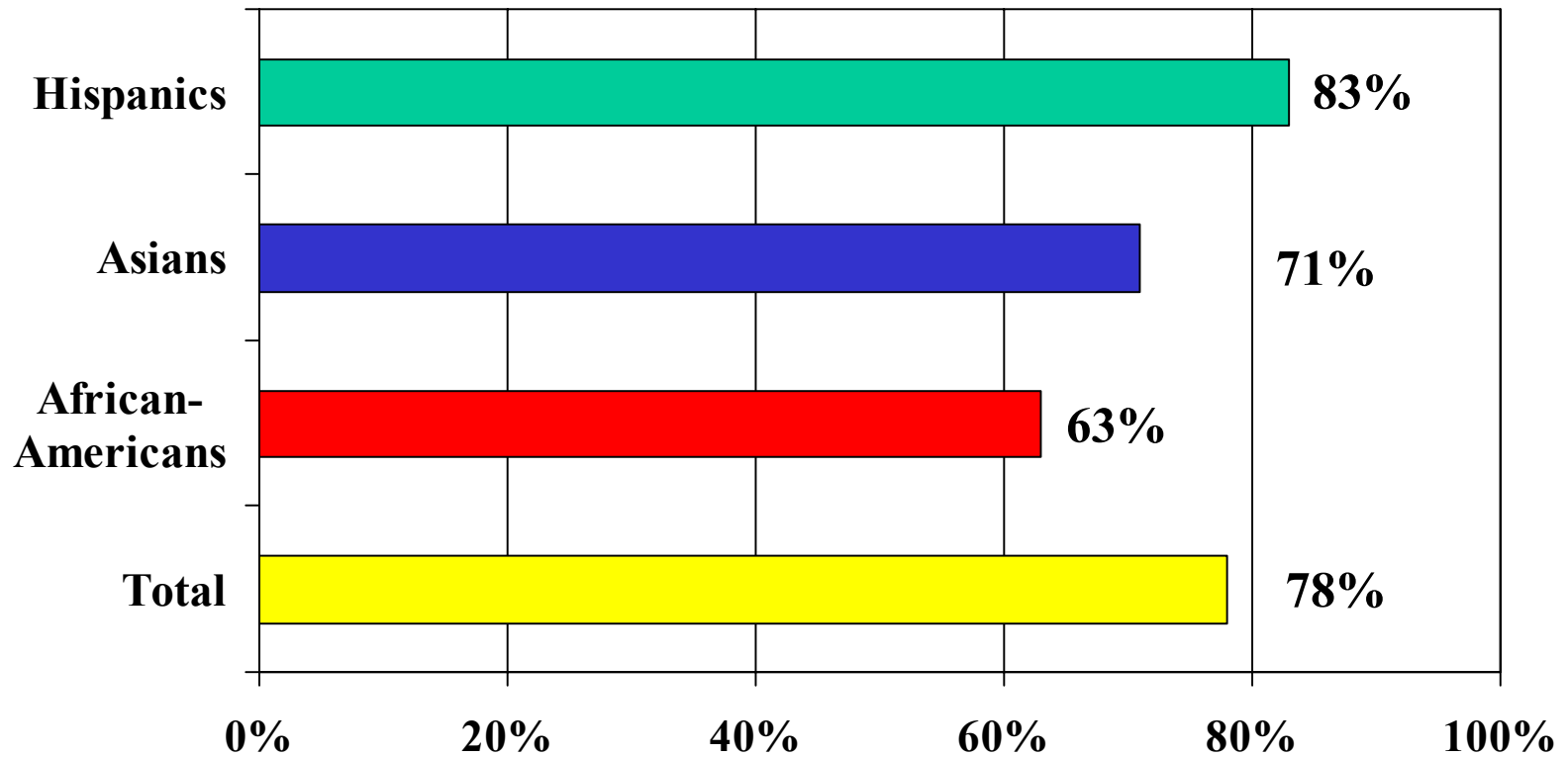
- A substantial majority of California ethnics (78%) can be considered to have some level of **ADVERTISING LOYALTY** to businesses, services or products that advertise on ethnic media.



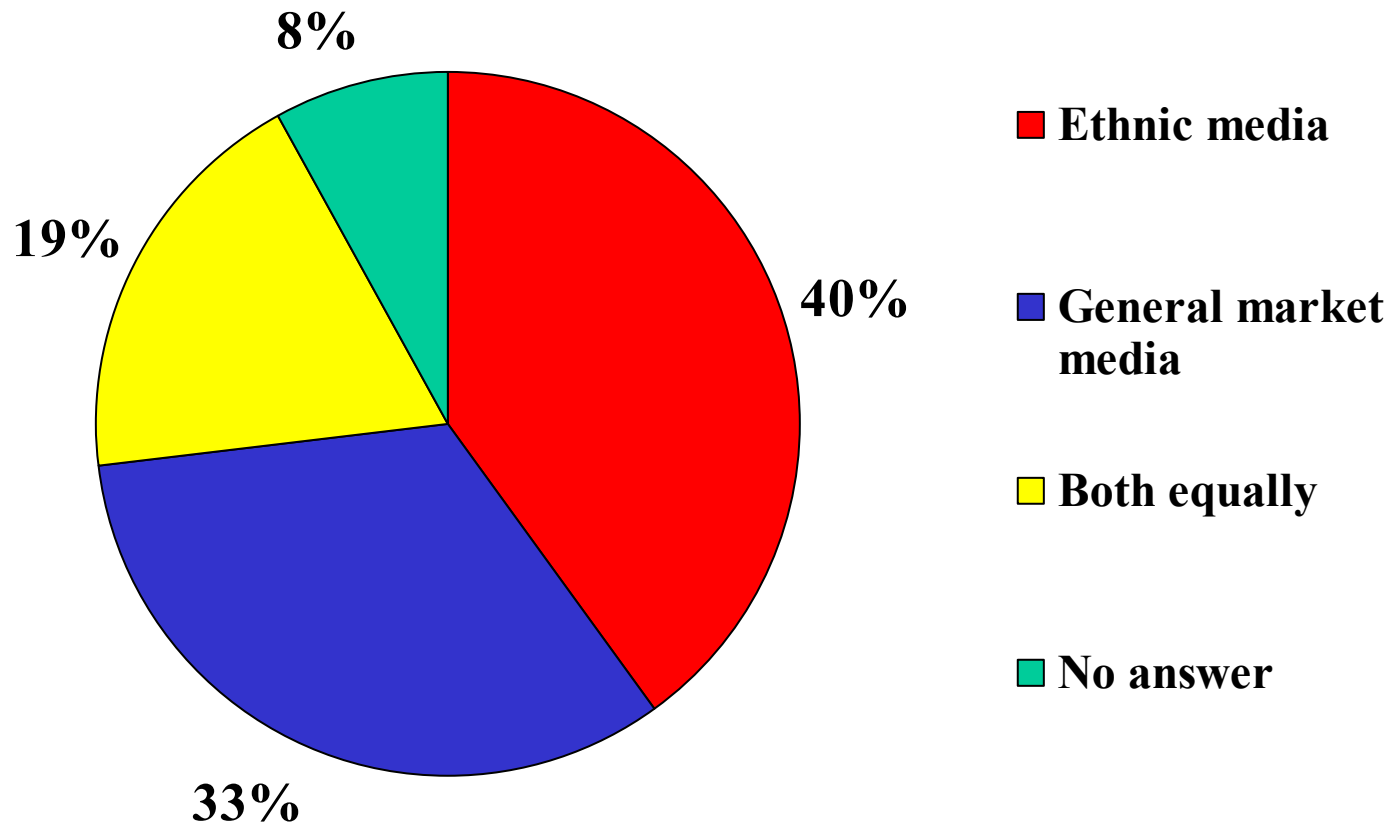
Level of “Advertising Loyalty”



“Advertising Loyalty” by ethnic group

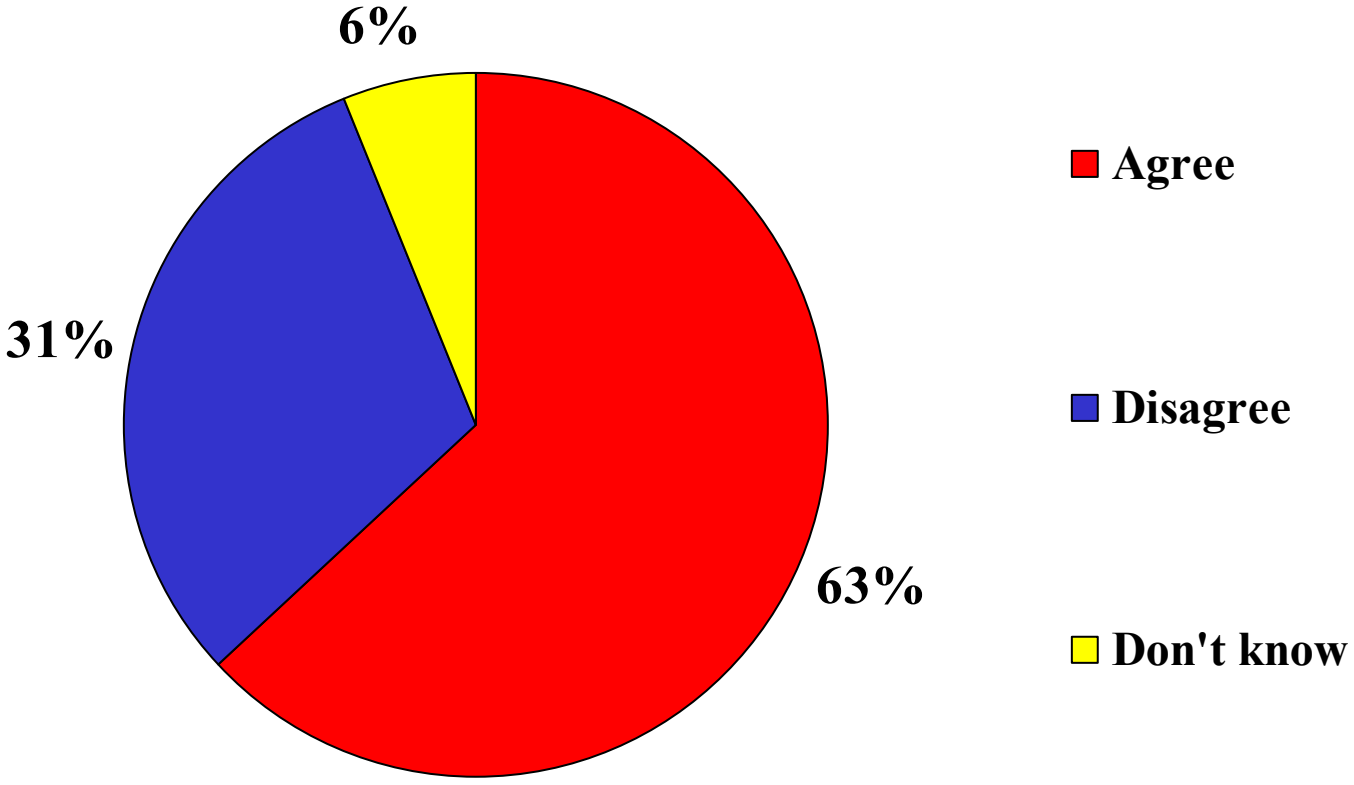


“Generally speaking, do you pay more attention to television, radio and newspaper advertisements that are on the “general market” media or to advertisements that are on the ethnic media?”

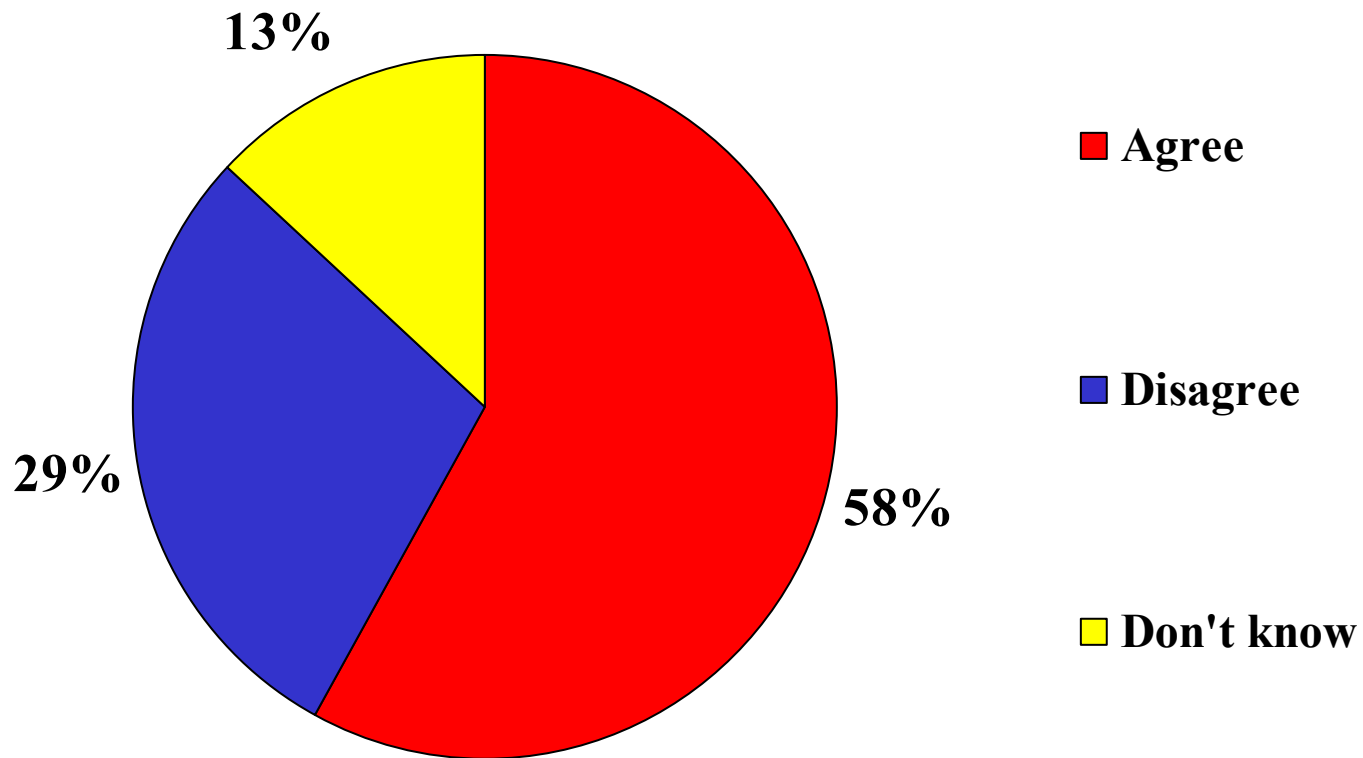


Full Sample

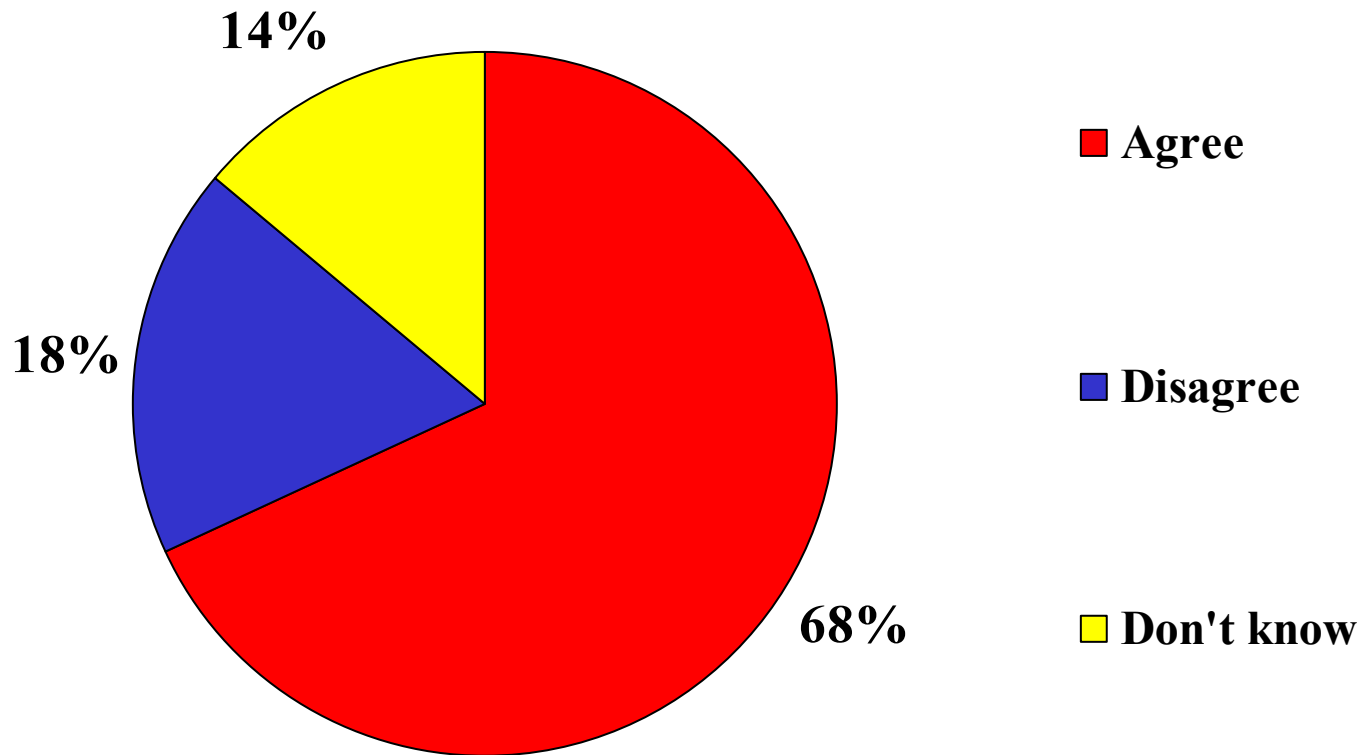
“I am more likely to buy a product or service advertised in a Latino oriented publication or program.”



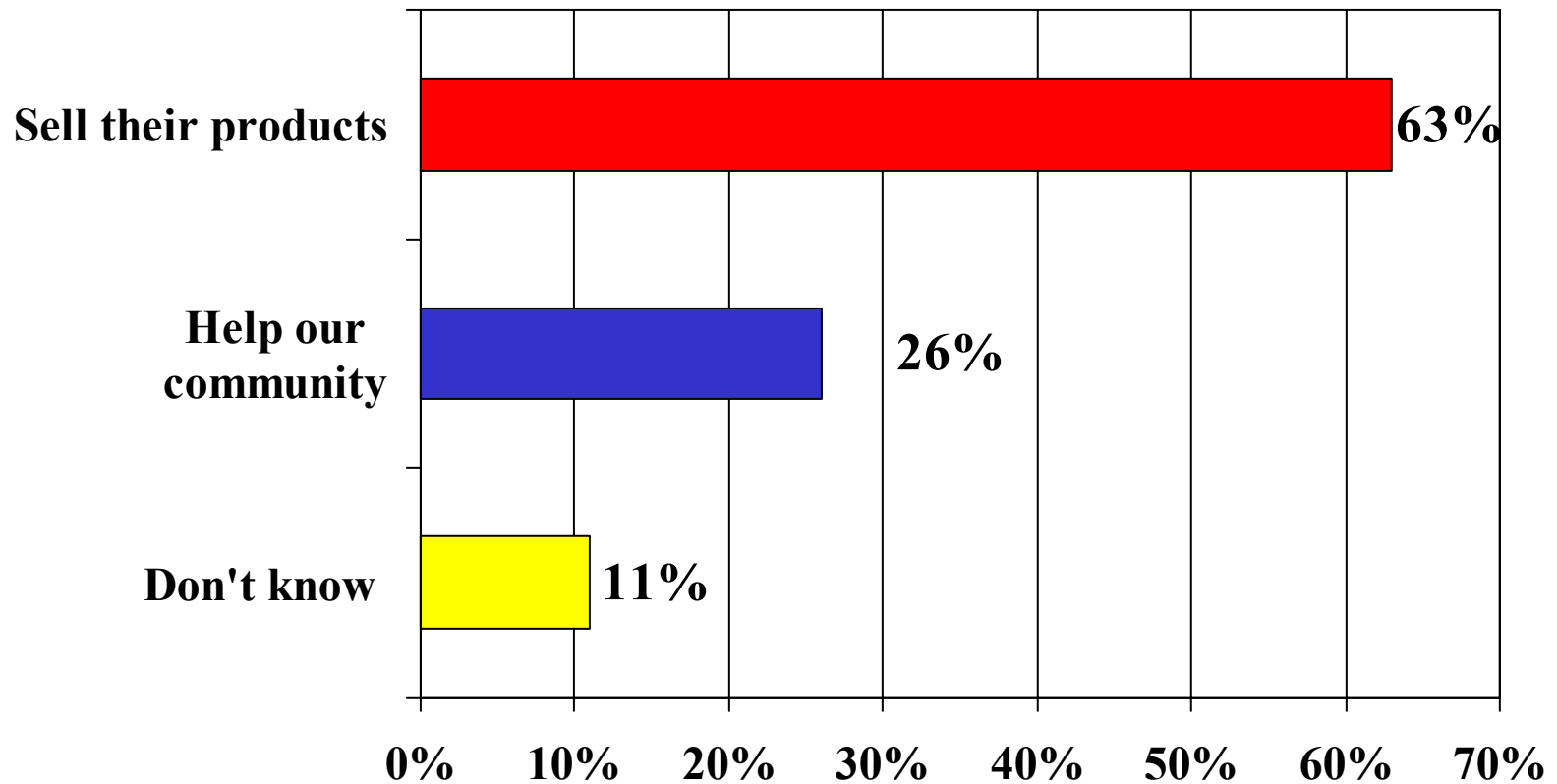
“Businesses that advertise in media that focuses on African-American themes and content seem to understand my needs and desires better than other companies.”



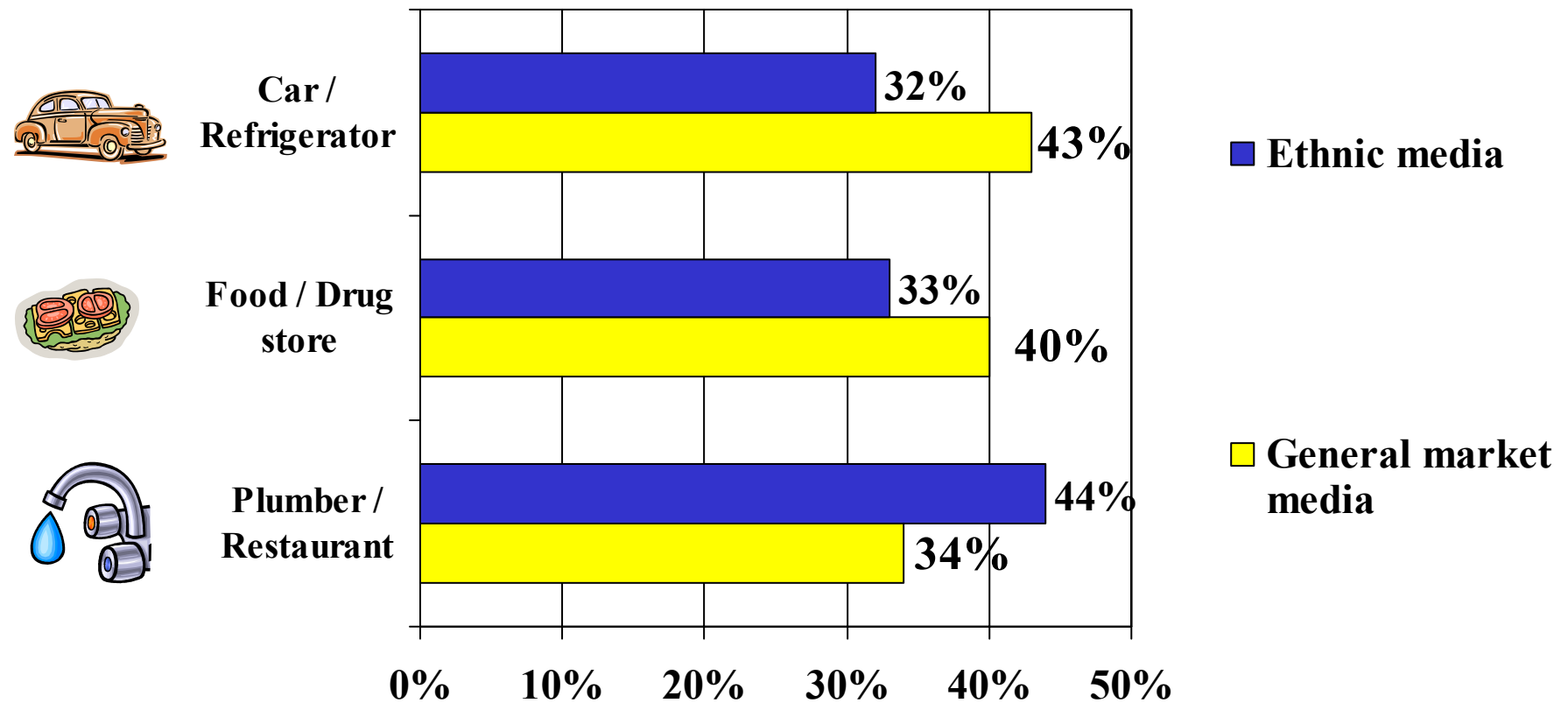
“I feel the companies that advertise in (Korean, Vietnamese, etc.) really care about me and my community.”



“Some people say that advertisers in the ethnic media want to help our community. Other people say that advertisers in the ethnic media just want to sell their products. What do you think?”



Effectiveness of Advertising



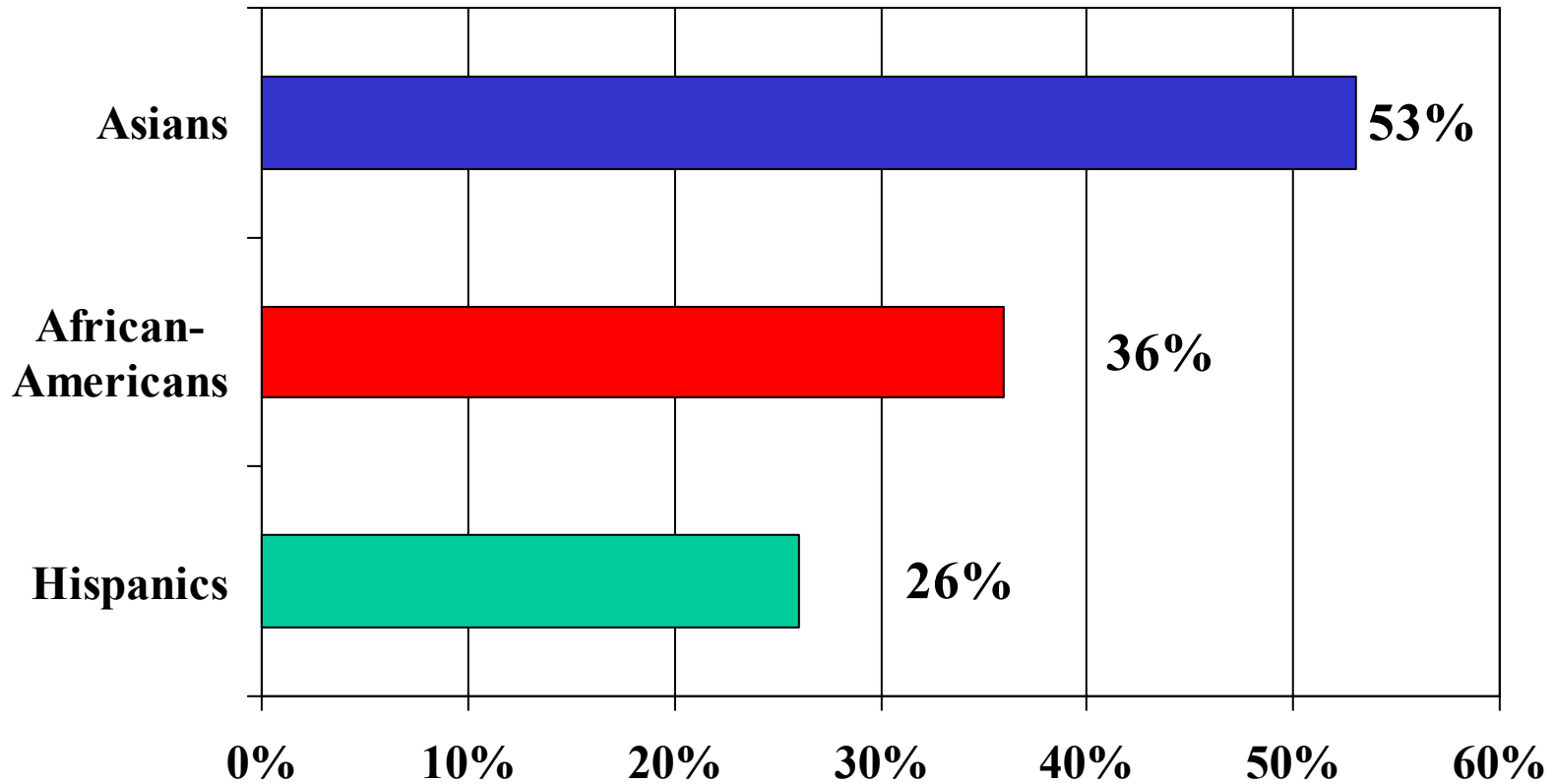
Full Sample

V. The Internet

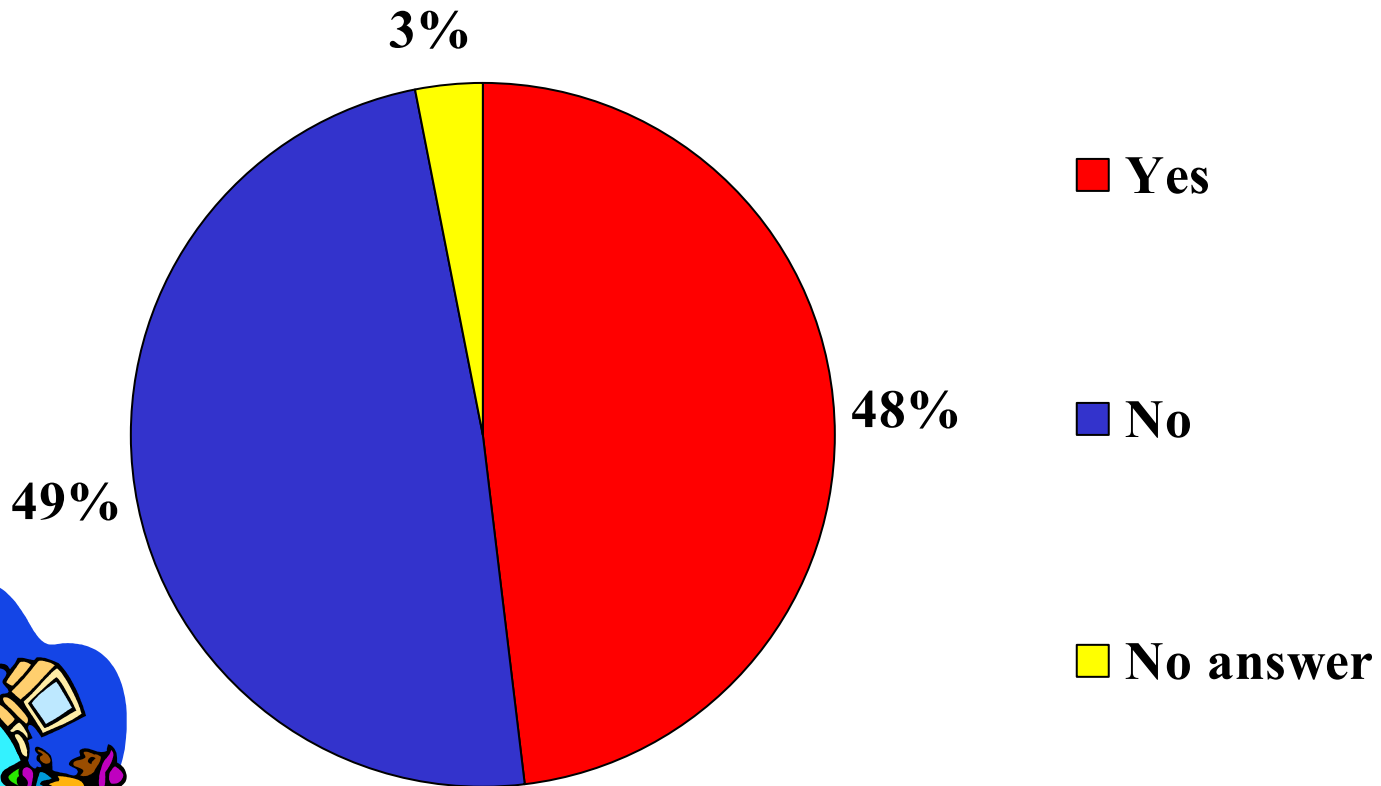
- There is a significant difference on internet usage among the three ethnic groups studied. Asians are most likely to use it and Hispanics are least likely to use the Internet.



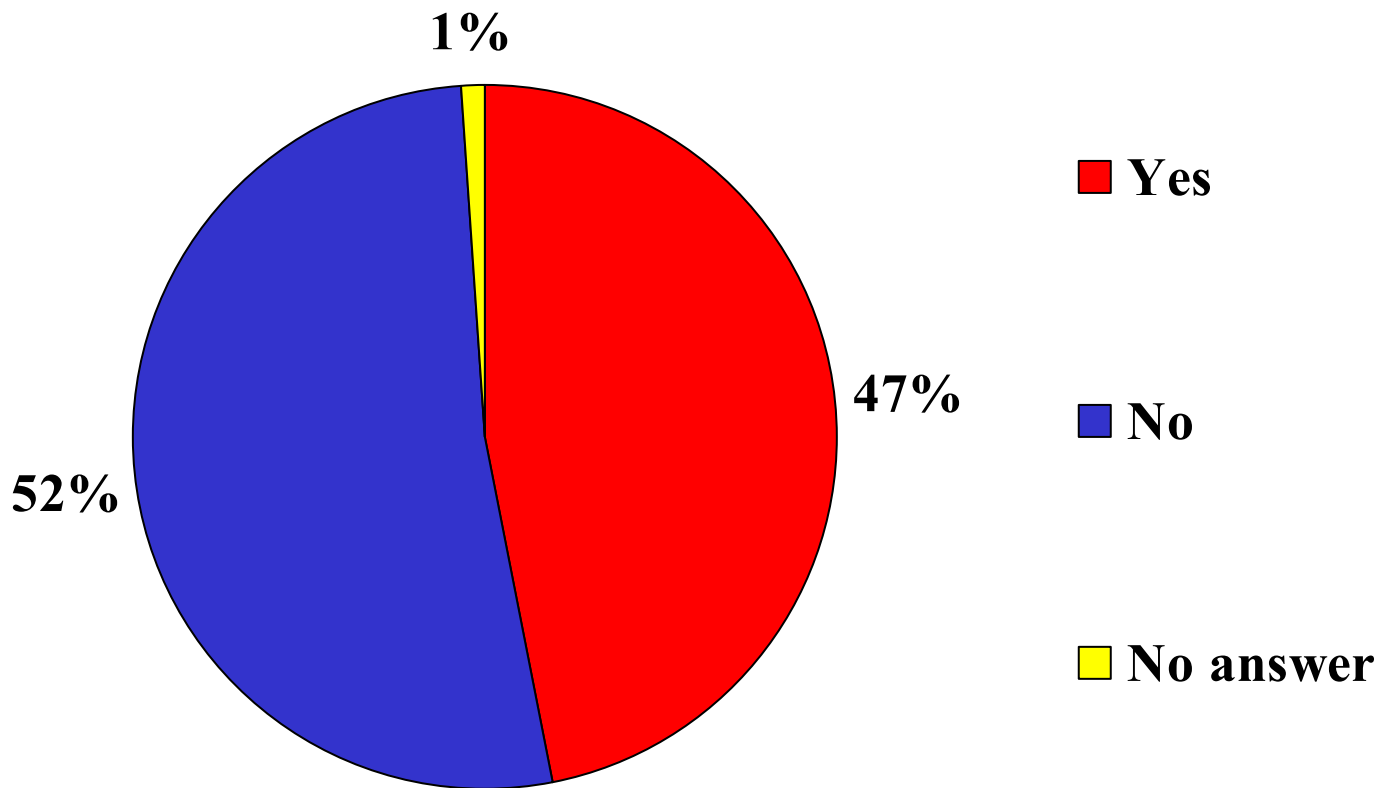
Internet Usage



“Do you regularly visit any Internet sites that are in (Cantonese, Tagalog, etc.)?”

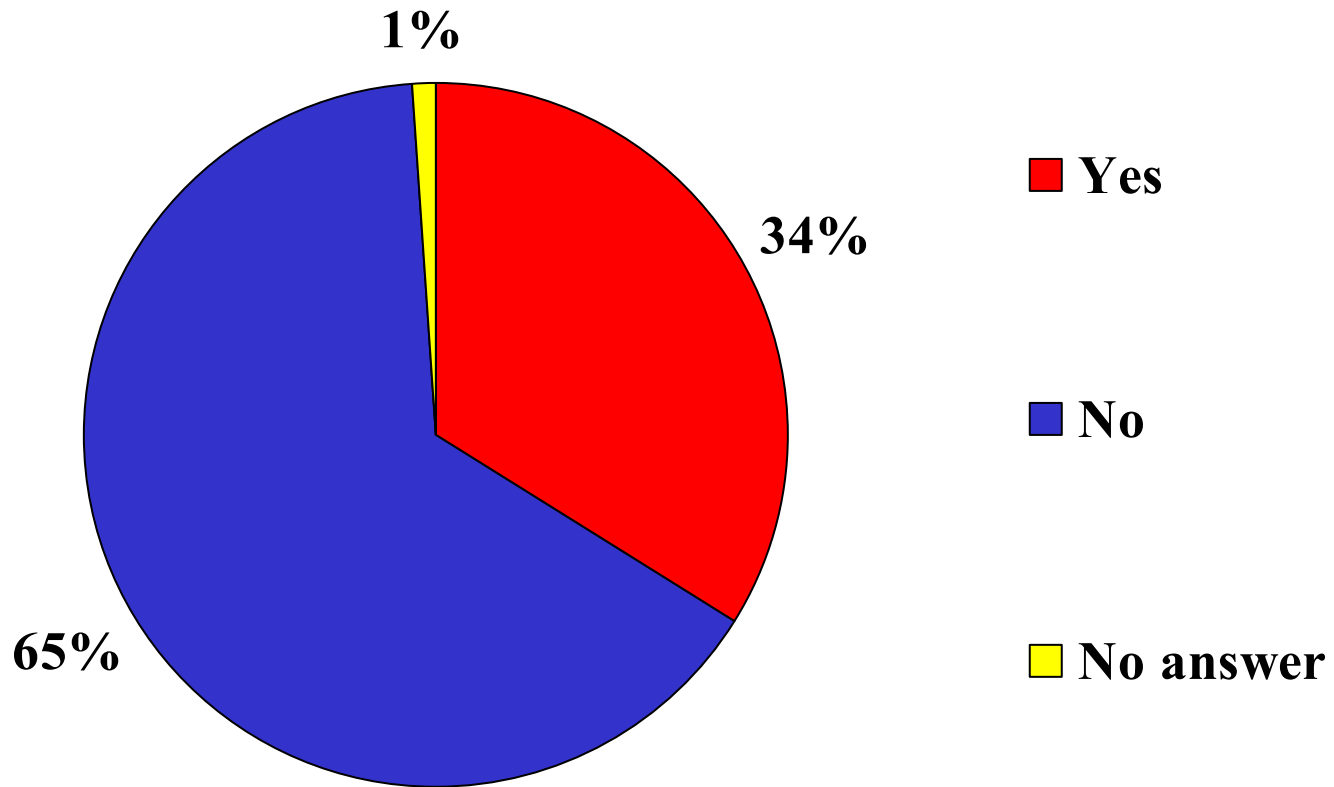


“Do you regularly visit any Internet sites that are about African-American issues and themes?”



African-American Sample

“Do you regularly visit any Internet sites that are in Spanish?”



THE ETHNIC MEDIA OF
CALIFORNIA REACHES
14.2 MILLION RESIDENTS
OF THE GOLDEN STATE

