



The Ethnic Media in America: The Giant Hidden in Plain Sight

Conducted by Bendixen & Associates
For New California Media (NCM)
In partnership with
Center for American Progress
Leadership Conference on Civil Rights Education Fund

Final Report

METHODOLOGY

The findings of this report are based on a poll of 1895 African American, Hispanic, Asian American, Arab American and Native American adults in the United States. The total sample is comprised of 14 sub-samples, which break down as follows:

<i>Sample group</i>	<i>Sample size</i>
African American	300
Arab American	100
Asian American (Total)	601
Asian Indian	100
Chinese	100
Filipino	100
Japanese	100
Korean	100
Vietnamese	101
Hispanic (Total)	780
Central American	102
Cuban	111
Mexican	316
Puerto Rican	118
South American	101
Native American	114

Each of the samples is representative of that specific ethnic population in the United States. Interviews for the study were conducted in the following languages: Arabic, Cantonese, English, Hindi, Japanese, Korean, Mandarin, Spanish, Tagalog, and Vietnamese. All of the interviews were conducted between April 26th and May 26th of 2005. The margin of error varies between ± 3.5 and ± 9.9 percentage points at the 95 percent level of confidence depending on the size of the sample. The polling project was commissioned by New California Media in partnership with The Center for American Progress and the Leadership Conference on Civil Rights Education Fund and was designed and coordinated by Bendixen & Associates of Coral Gables, Florida.

Methodology

- **Sample size** – 1,895 telephone interviews with Hispanic, African American, Asian American, Arab American and Native American adults
- **Dates of interviews** – April 26 - May 26, 2005
- **Margin of error** – 2 percentage points
- **Languages of interviews** – Korean, Vietnamese, Mandarin, Cantonese, Tagalog, Hindi, Japanese, Arabic, Spanish and English

Adult Populations of the United States and Ethnic America

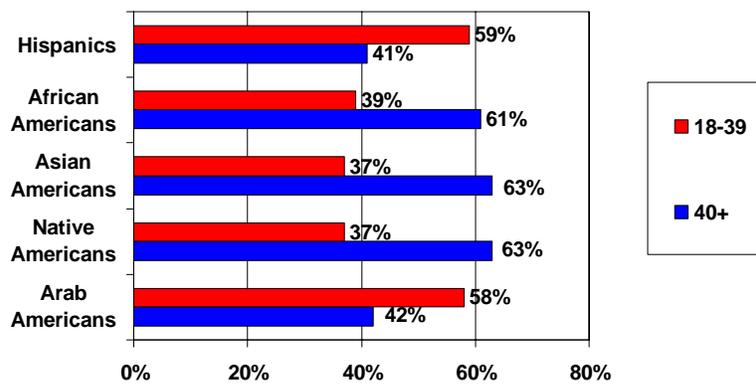
- **United States** **215.7 million**
- Hispanic 27.1 million
- African American 24.9 million
- Asian American 9.3 million
- Native American 1.5 million
- Arab American 1.0 million
- **Total Ethnic Population Studied 63.8 million**

Source: 2000 US Census and 2003 American Community Survey

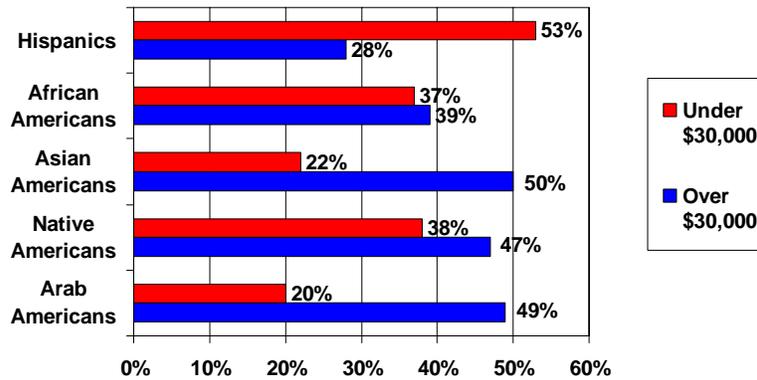
Sample Country of Birth



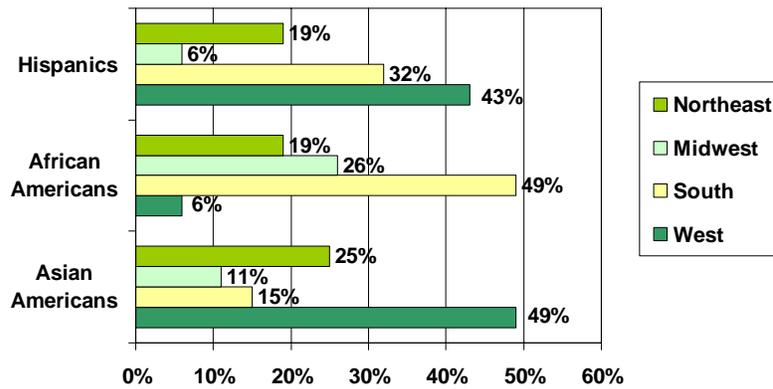
Demographics of Samples Age



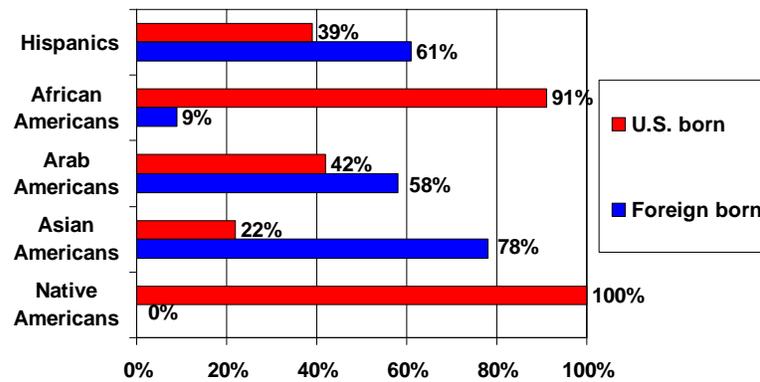
Demographics of Samples Income



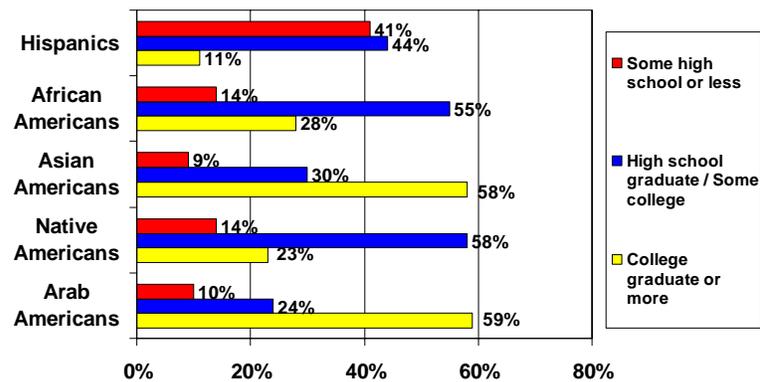
Demographics of Samples Region



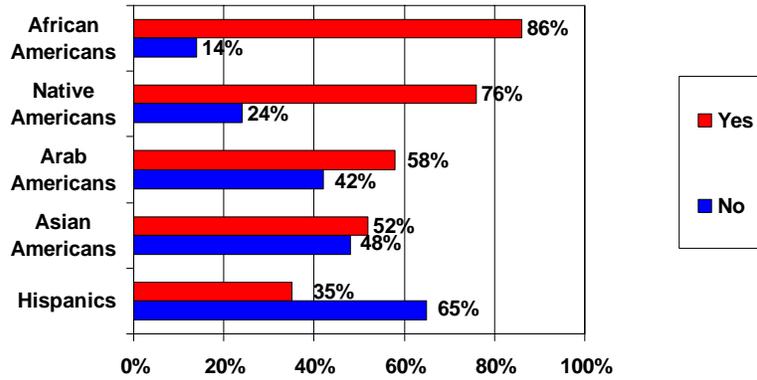
Demographics of Samples Country of Birth



Demographics of Samples Education



Demographics of Samples Registered to Vote



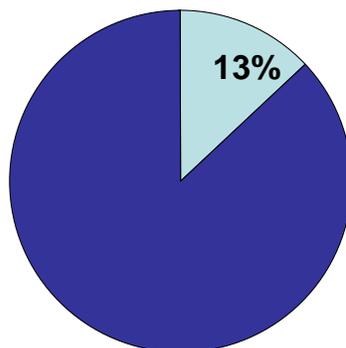
MAJOR FINDINGS

1. 29 MILLION ETHNIC ADULTS ARE “PRIMARY CONSUMERS” OF ETHNIC MEDIA

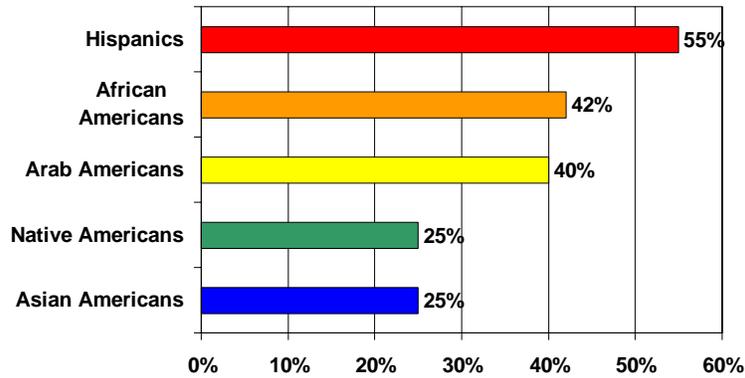
The study reveals the striking impact of ethnic media in the United States. Forty-five percent of all African American, Hispanic, Asian American, Native American and Arab American adults prefer ethnic television, radio or newspapers to their mainstream counterparts. These "primary consumers" also indicated that they access ethnic media frequently. This means that a staggering 29 million adults (45 percent of the 64 million ethnic adults studied), or a full 13 percent of the entire adult population of the United States, prefer ethnic media to mainstream television, radio or newspapers. More than half of all Hispanic adults are primary consumers of ethnic media. Approximately two-fifths of African Americans and Arab Americans and a fourth of Asian Americans and Native Americans prefer ethnic media to mainstream media.

Primary Consumers of Ethnic Media

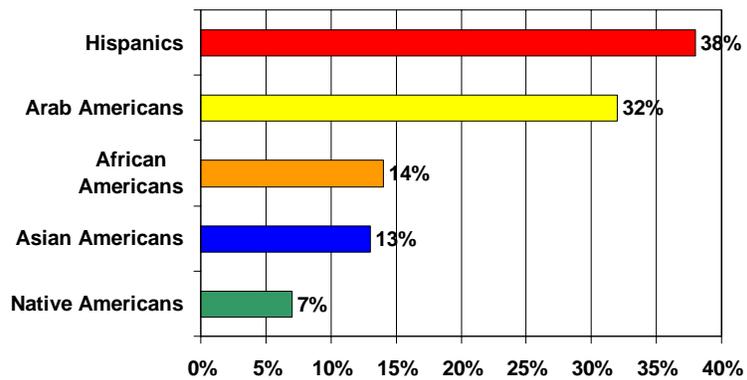
Percentage of Total U.S. Adult Population who are Primary Consumers of Ethnic Media



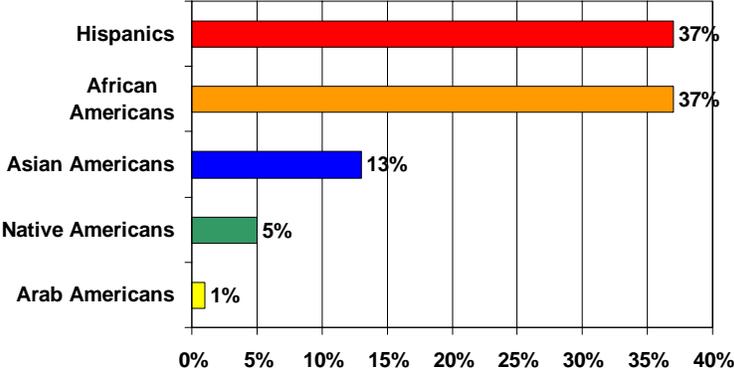
Primary Consumers of Ethnic Media



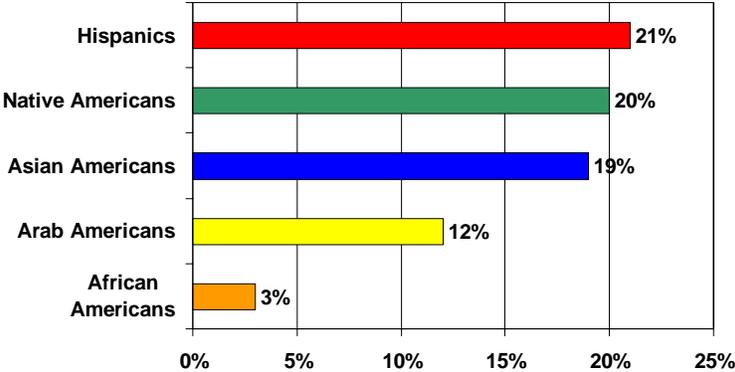
Primary Consumers of Ethnic Television



Primary Consumers of Ethnic Radio



Primary Consumers of Ethnic Newspapers

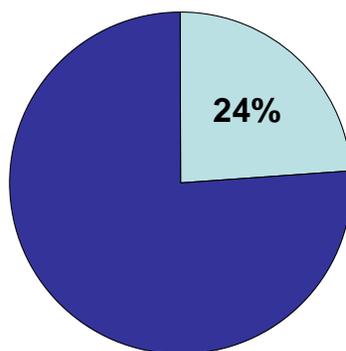


2. ETHNIC MEDIA REACH 51 MILLION ADULTS – ONE FOURTH – OF THE ENTIRE U.S. POPULATION

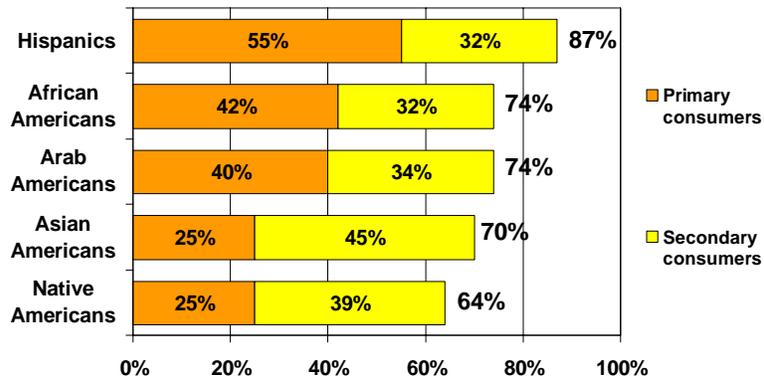
In addition to the 29 million people classified as "primary consumers," ethnic media reaches another 22 million ethnic adults on a regular basis. These adults prefer mainstream media, but they also access ethnic television, radio, newspapers or websites on a regular basis. Therefore, our study indicates that the overwhelming majority (80 percent) of the ethnic populations studied is reached by ethnic media on a regular basis. The 51 million Americans reached by ethnic media represent about a quarter of the entire U.S. adult population.

The Reach of Ethnic Media

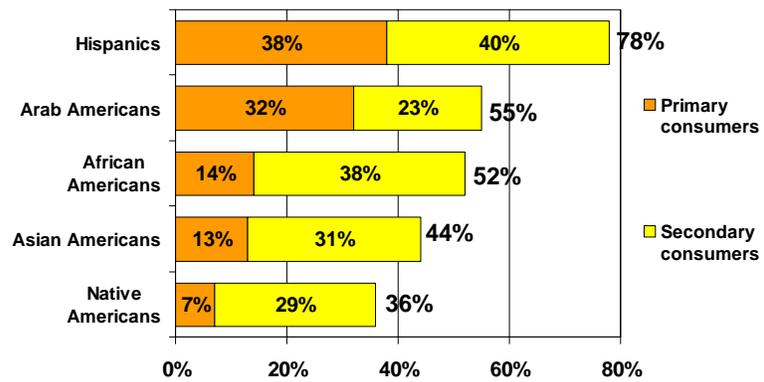
Percentage of Total U.S. Adult Population Reached by Ethnic Media



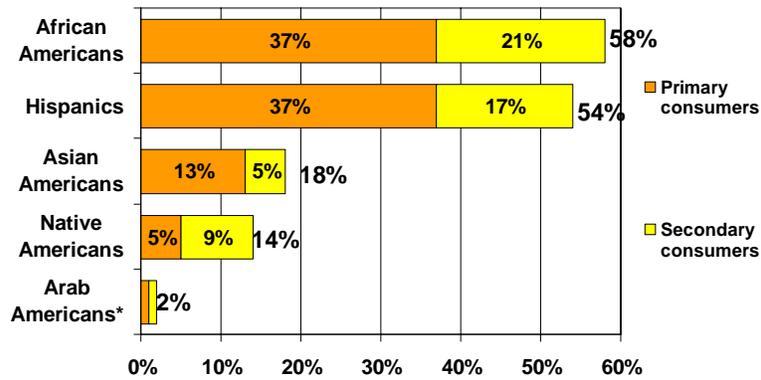
Reach of Ethnic Media



Reach of Ethnic Television

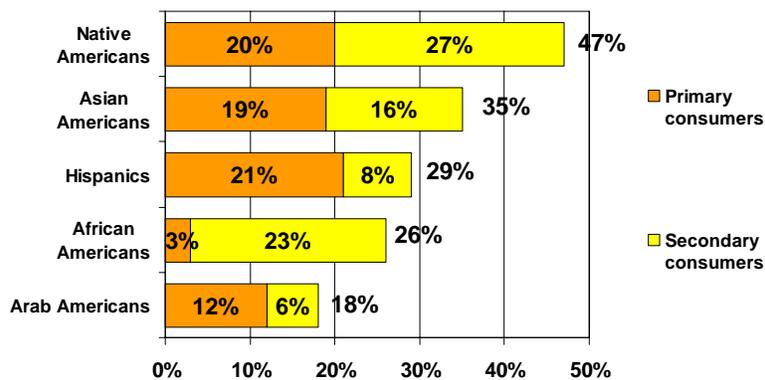


Reach of Ethnic Radio

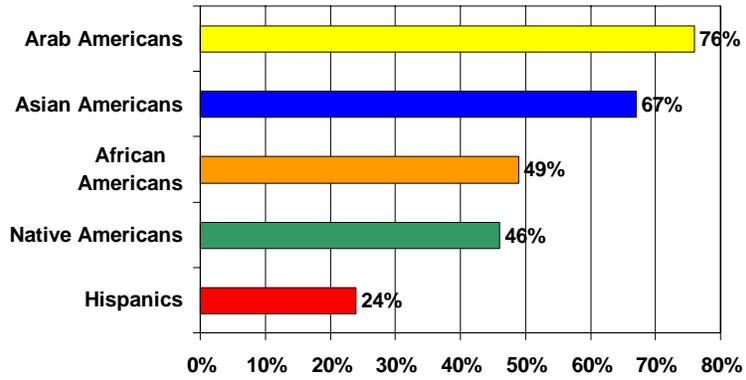


*Primary and secondary consumers categories are 1%.

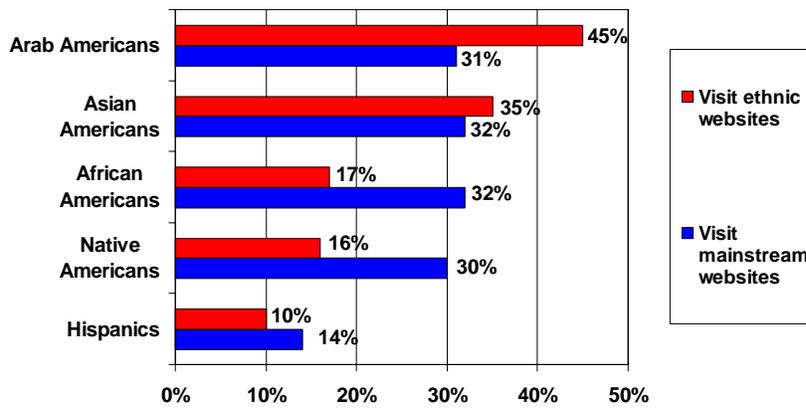
Reach of Ethnic Newspapers



Internet Access



Reach of Ethnic Websites

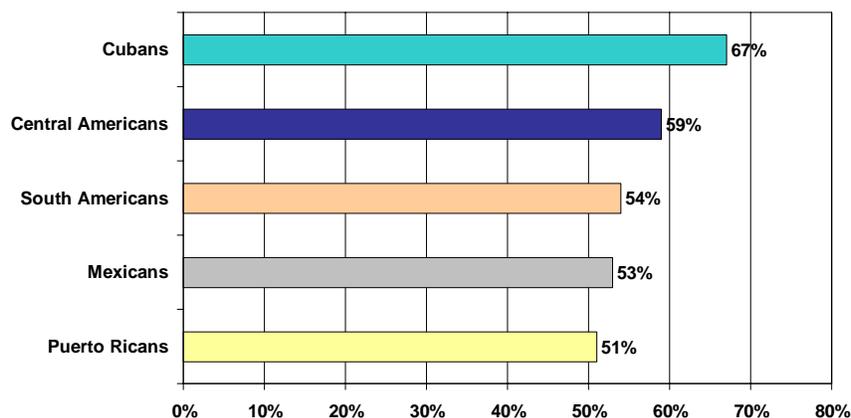


3. GROUPS SURVEYED SHOW DIFFERENT CHARACTERISTICS IN ETHNIC MEDIA CONSUMPTION

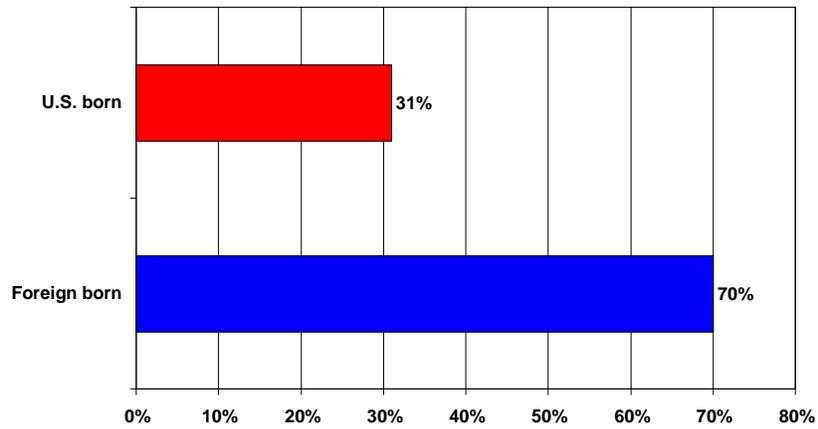
A. *Hispanics:*

The reach of Spanish-language media is almost universal in Hispanic America. Eighty-seven percent of all Hispanic adults access Spanish-language television, radio or newspapers on a regular basis. The success of the major television networks (Univision and Telemundo) is well documented but this study also indicates that Spanish-language radio and newspapers are rapidly increasing their penetration in this market. For example, one-fifth of Hispanic adults report that they now prefer Spanish-language newspapers to their English-language counterparts. There are only small variations in the media usage of the Hispanic groups studied but the poll indicates that Cubans watch Spanish-language television and listen to Spanish-language radio more often than the other Hispanic groups studied while a higher percentage of South Americans read Spanish-language newspapers. This study also reveals that Hispanics have very low access (24 percent) to the Internet.

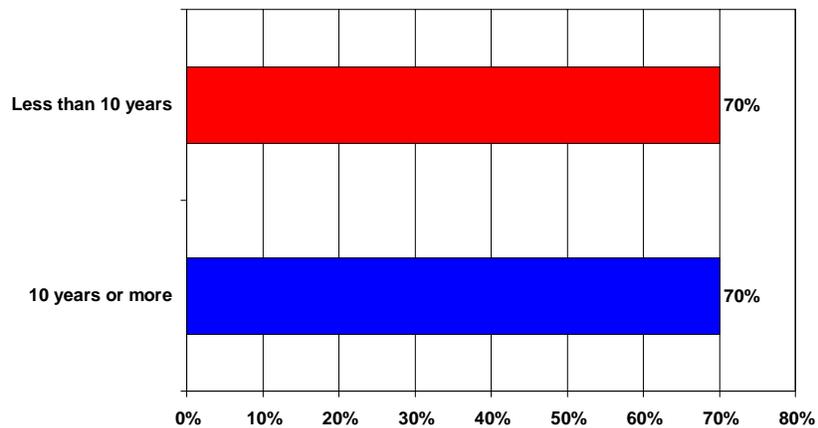
Primary Consumers of Ethnic Media: Hispanics – National Groups



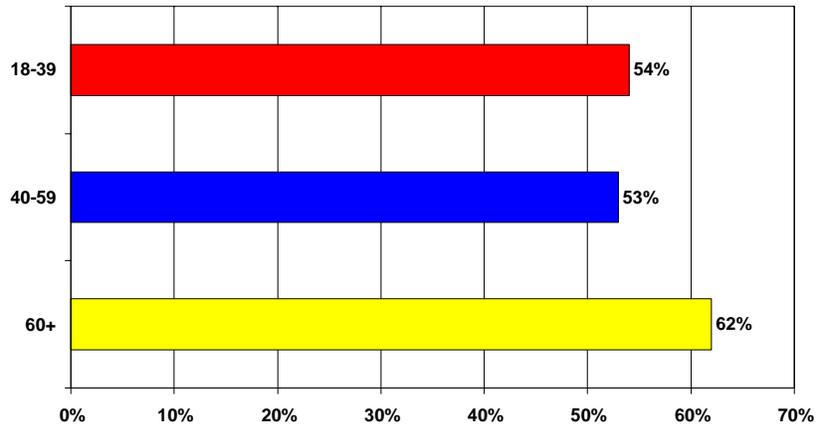
Primary Consumers of Ethnic Media: Hispanics – Country of Birth



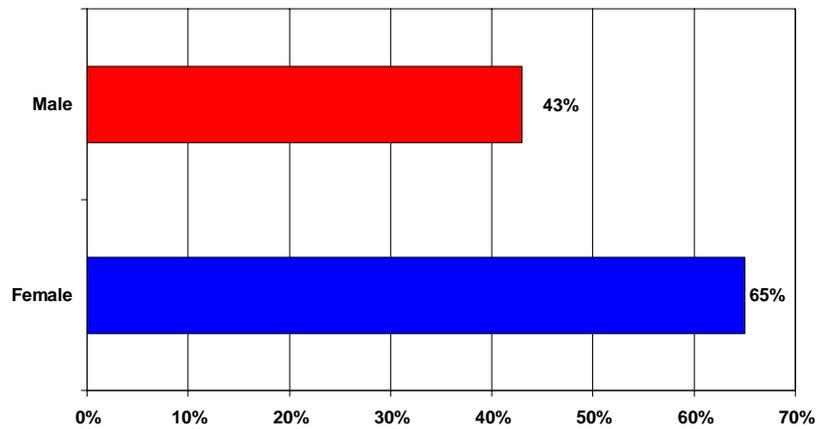
Primary Consumers of Ethnic Media: Hispanic Immigrants – Residency in the United States



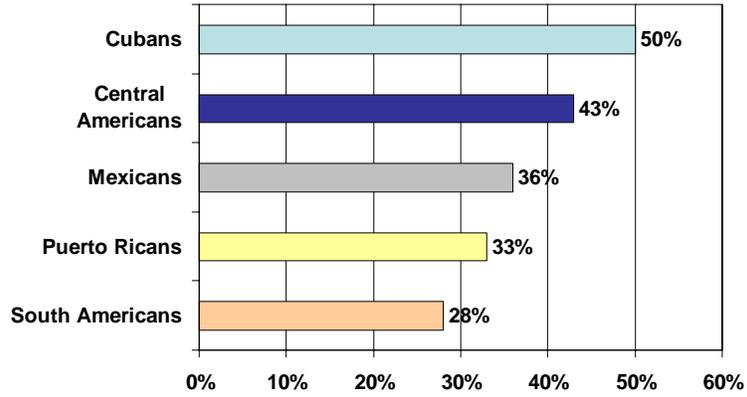
Primary Consumers of Ethnic Media: Hispanics – Age



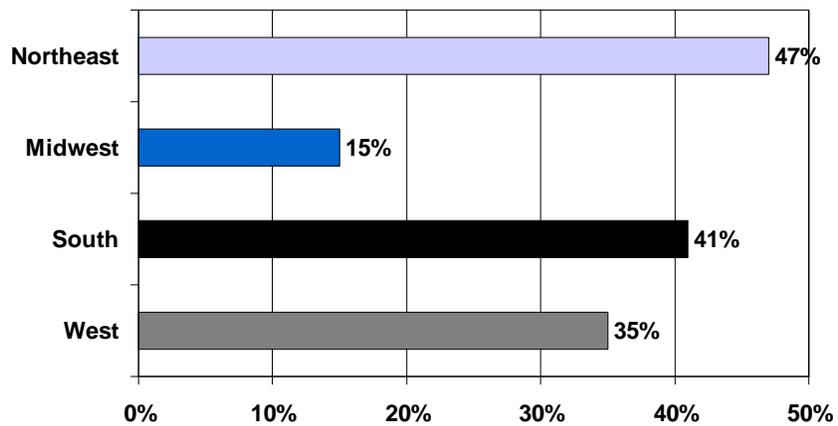
Primary Consumers of Ethnic Media: Hispanics – Gender



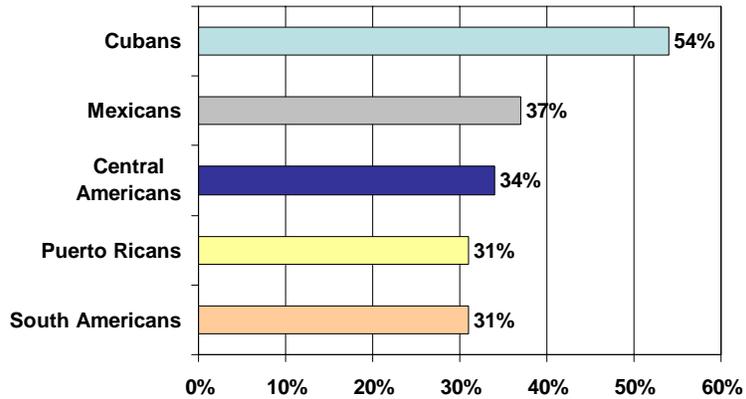
Primary Consumers of Ethnic Television: Hispanics – National Groups



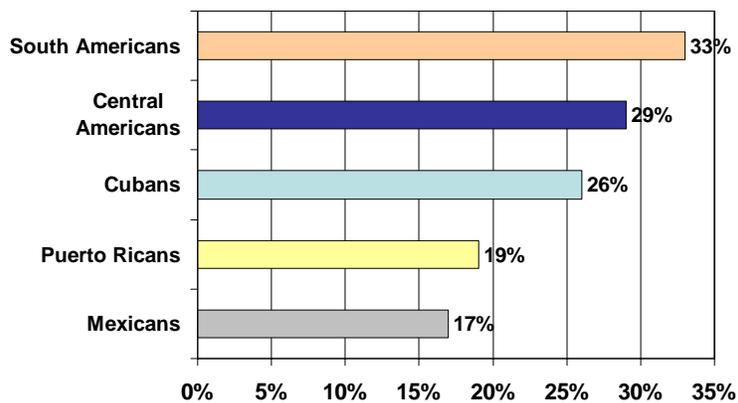
Primary Consumers of Ethnic Television: Hispanics – Region



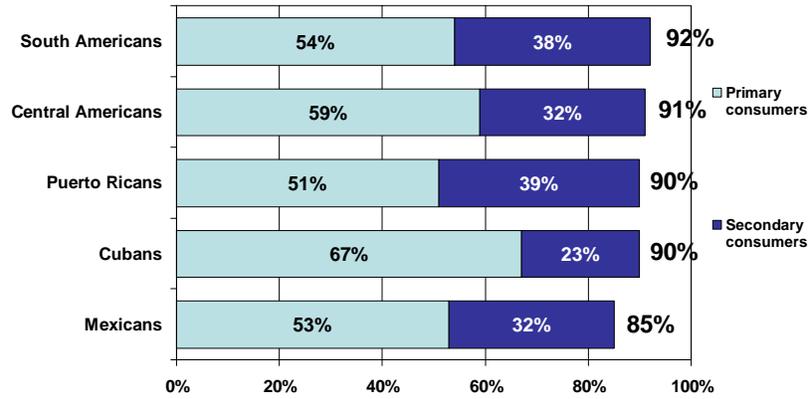
Primary Consumers of Ethnic Radio: Hispanics – National Groups



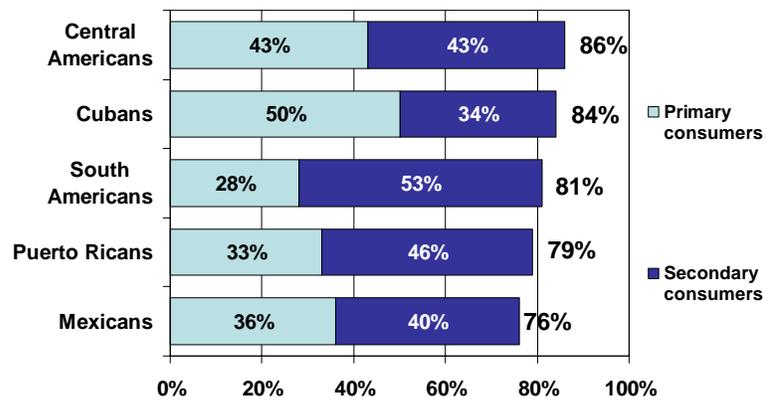
Primary Consumers of Ethnic Newspapers: Hispanics – National Groups



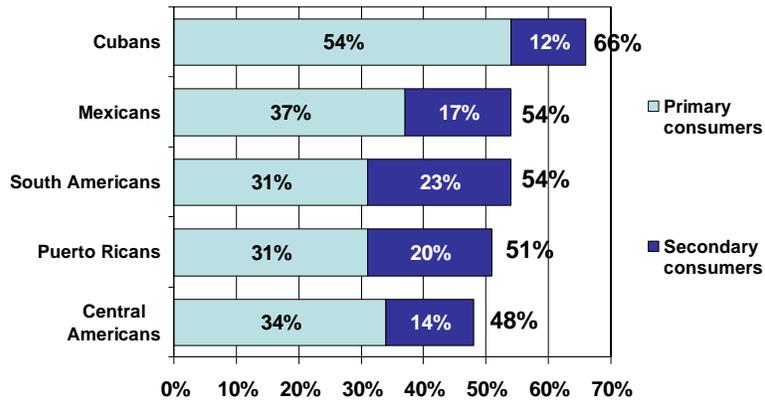
Reach of Ethnic Media: Hispanics – National Groups



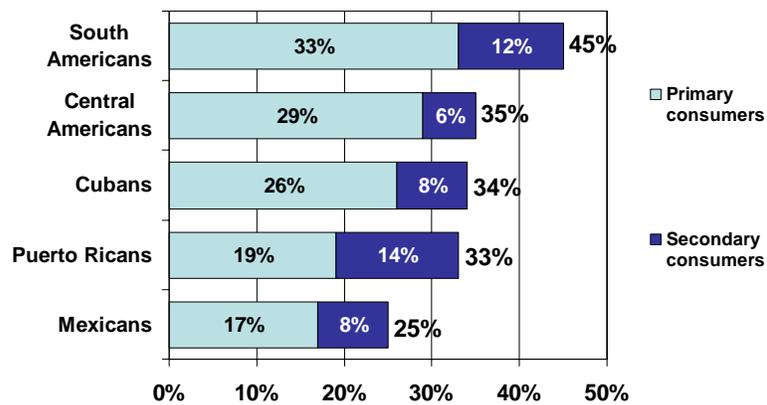
Reach of Ethnic Television: Hispanics – National Groups



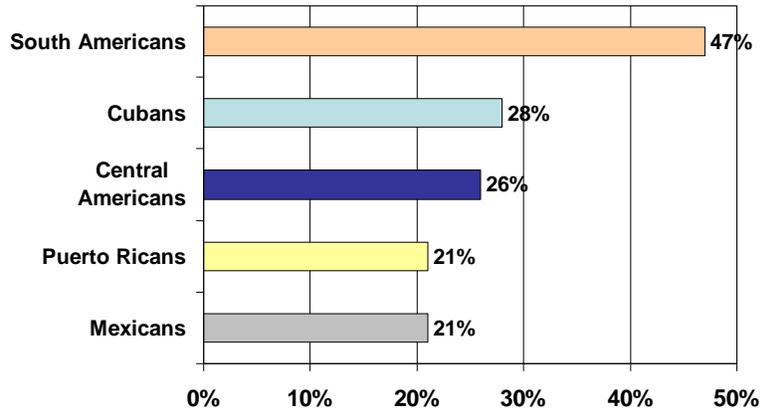
Reach of Ethnic Radio: Hispanics – National Groups



Reach of Ethnic Newspapers: Hispanics – National Groups



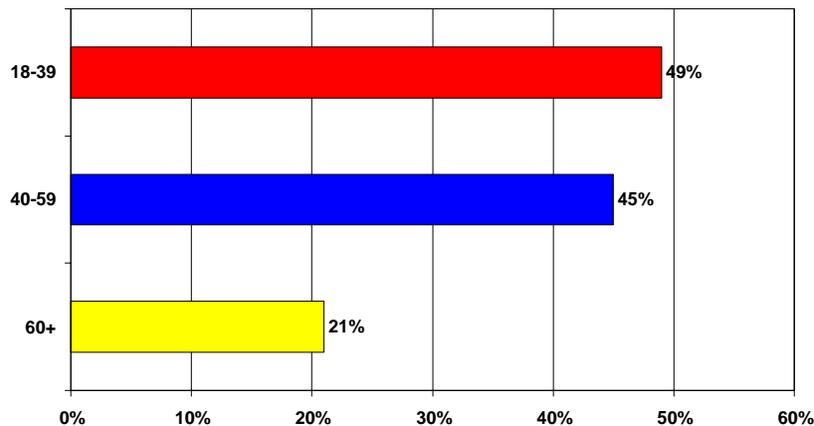
Internet Access: Hispanics – National Groups



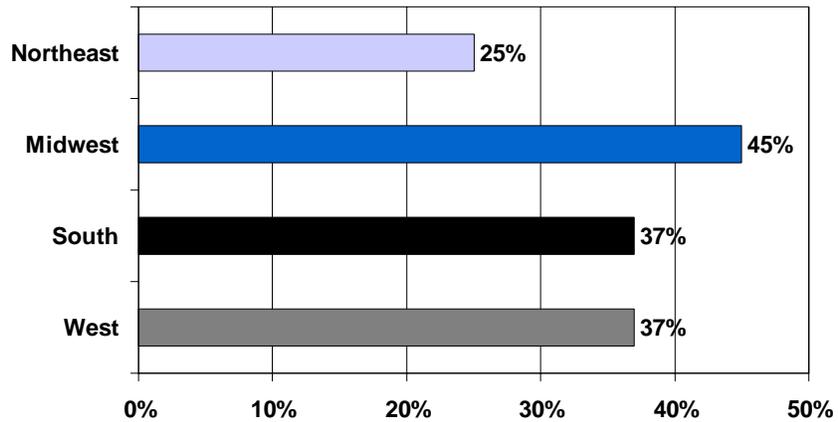
B. African Americans:

African American radio - stations that focus on African American themes and content - is the most popular ethnic medium among Blacks in the United States. A substantial majority of African American adults listen to ethnic radio stations on a regular basis. African Americans that are 40 years of age or older and those with annual incomes above \$40,000 listen to ethnic radio more often than those that are younger or poorer. It should also be noted that the reach of African American newspapers is impressive. Even though African Americans read mainstream daily newspapers more often, African American newspapers - mostly weeklies - reach one quarter of all African Americans. Almost half of African American adults have access to the Internet.

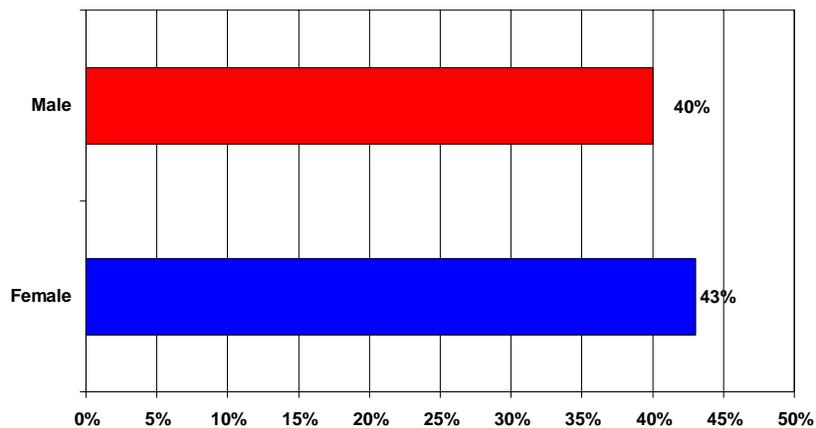
Primary Consumers of Ethnic Media:
African Americans – Age



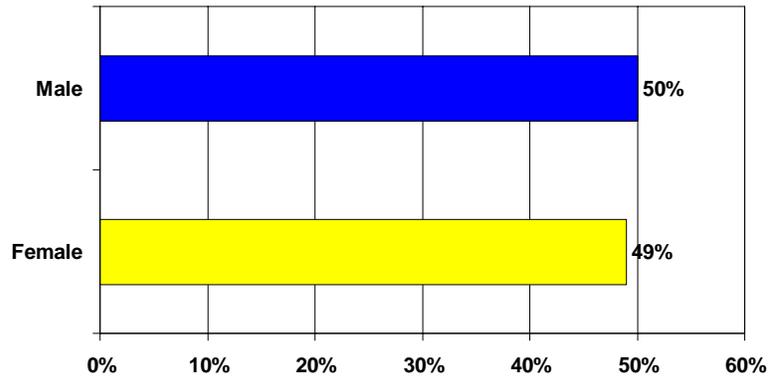
Primary Consumers of Ethnic Radio: African Americans – Region



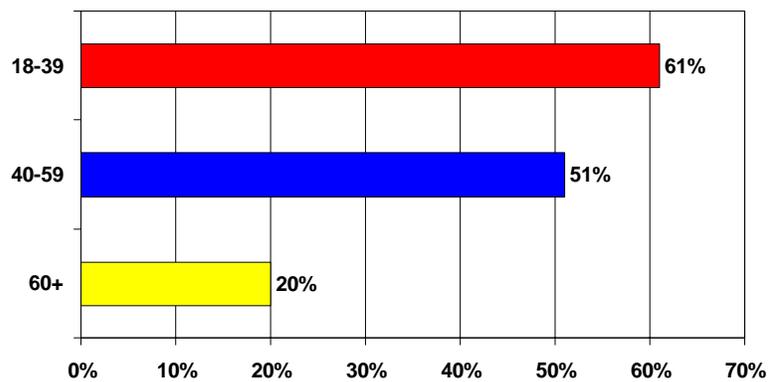
Primary Consumers of Ethnic Media: African Americans – Gender



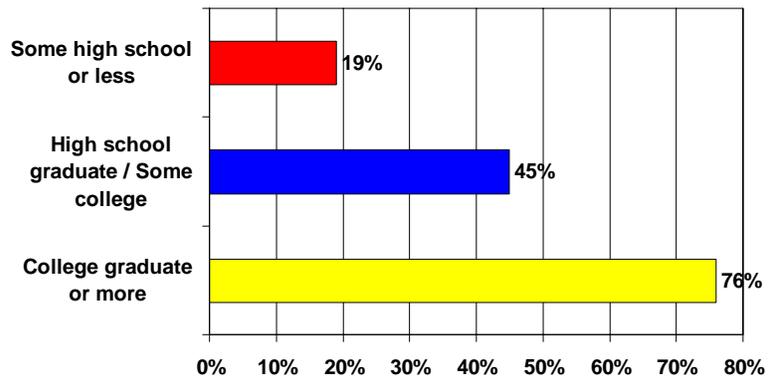
Internet Access: African Americans – Gender



Internet Access: African Americans – Age



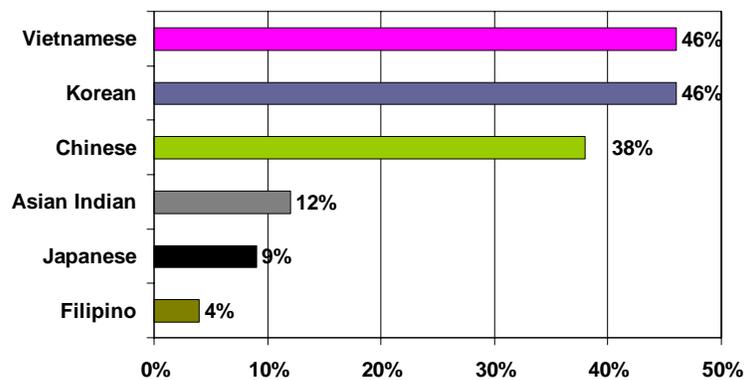
Internet Access: African Americans – Education



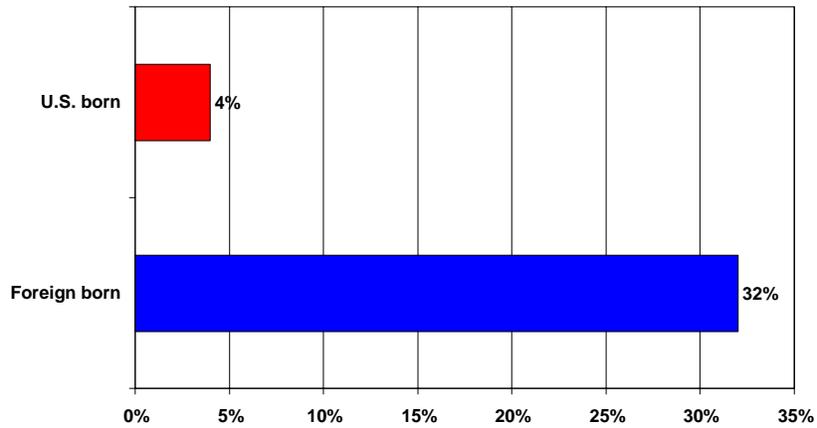
C. Asian Americans:

Asian American newspapers reach a substantial percentage of the nine million Asian American adults in the United States. More than half of all Chinese and Vietnamese adults read an ethnic newspaper on a regular basis. Nearly half of all Korean adults also read a Korean newspaper frequently. The reach of Filipino newspapers is smaller but still significant – one-fifth of the adults in this group read a Filipino newspaper a few times a month or more. The poll also indicates that Korean and Chinese television stations are rapidly increasing in popularity - a quarter of those interviewed reported watching Korean and Chinese-language television more often than English-language television. Access to the Internet is very high (67 percent) among all Asian Americans and half of them prefer ethnic websites to mainstream websites. Asian Indian adults access the Internet more often than other Asians.

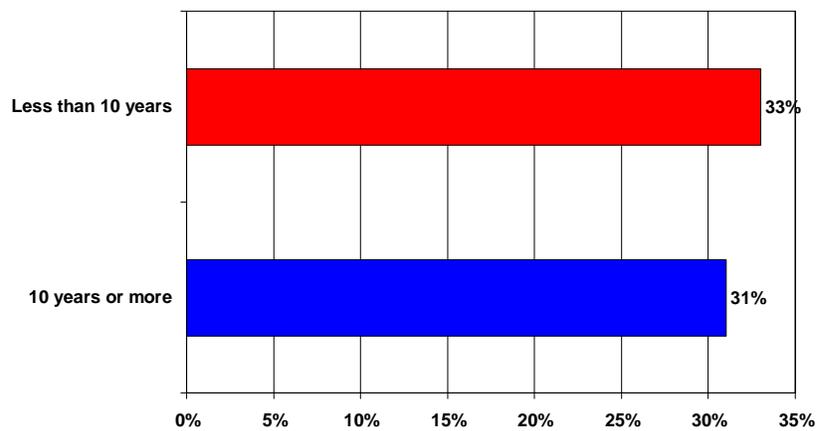
**Primary Consumers of Ethnic Media:
Asian Americans – National Groups**



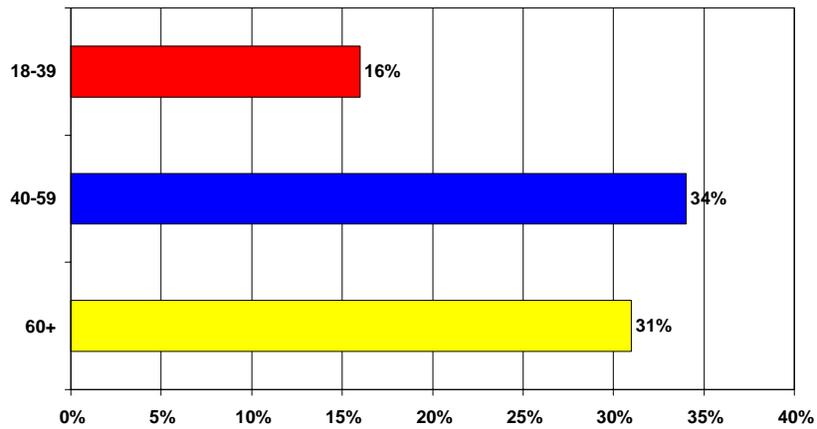
Primary Consumers of Ethnic Media: Asian Americans – Country of Birth



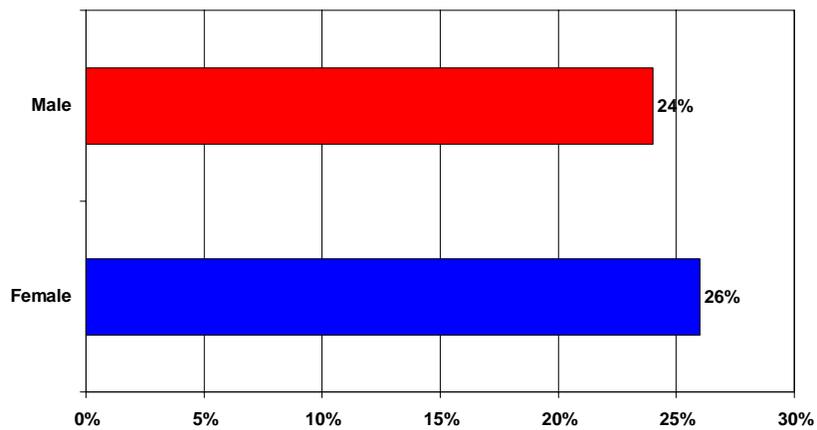
Primary Consumers of Ethnic Media: Asian American Immigrants – Residency in the United States



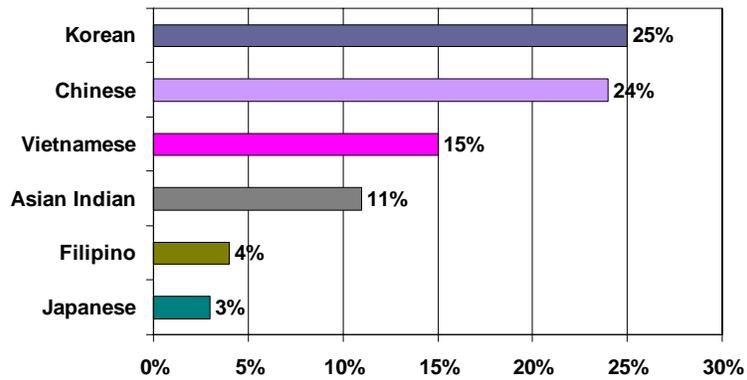
Primary Consumers of Ethnic Media: Asian Americans – Age



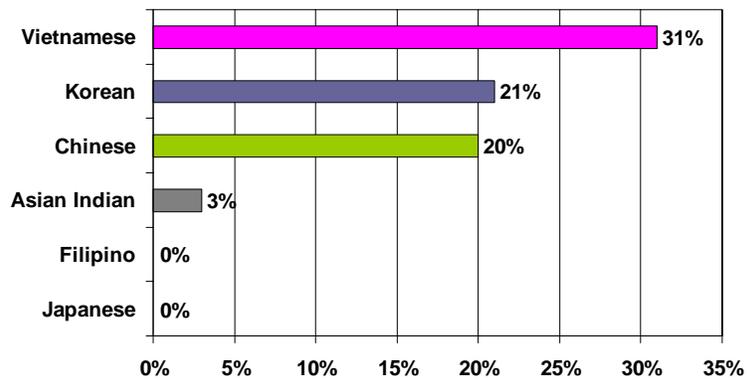
Primary Consumers of Ethnic Media: Asian Americans – Gender



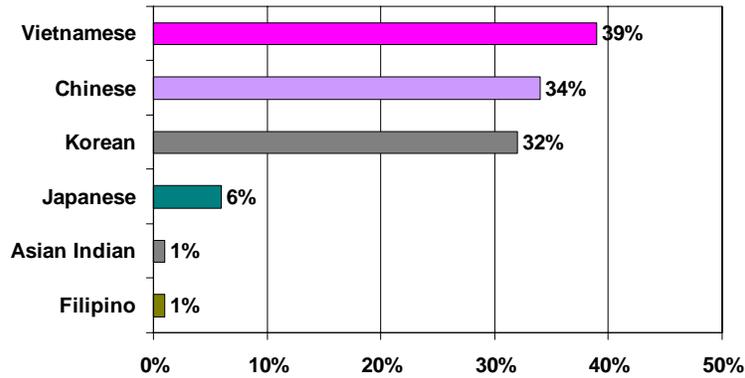
Primary Consumers of Ethnic Television: Asian Americans – National Groups



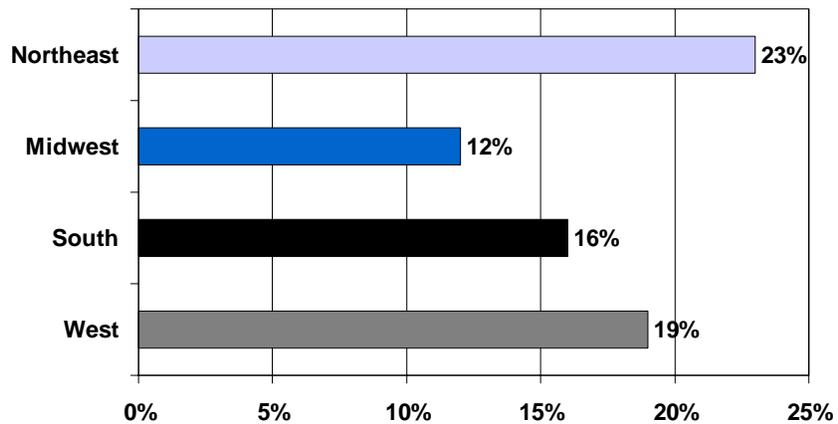
Primary Consumers of Ethnic Radio: Asian Americans – National Groups



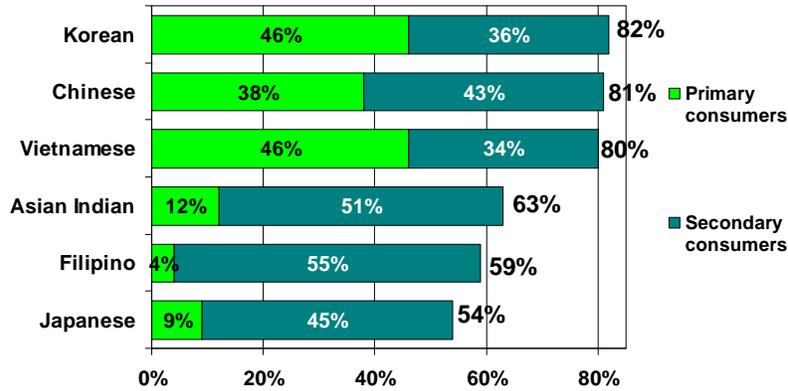
Primary Consumers of Ethnic Newspapers: Asian Americans – National Groups



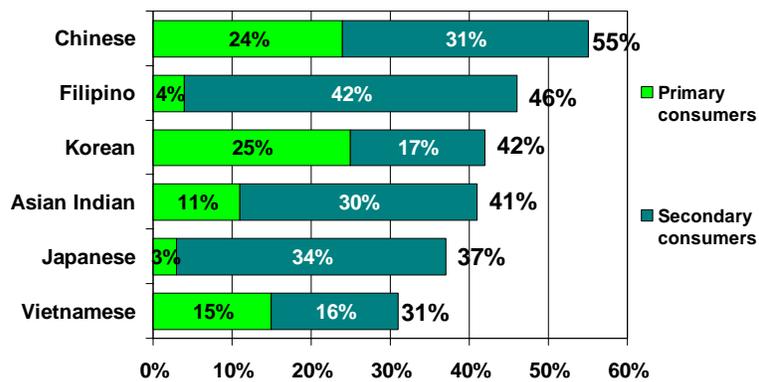
Primary Consumers of Ethnic Newspapers Asian Americans – Region



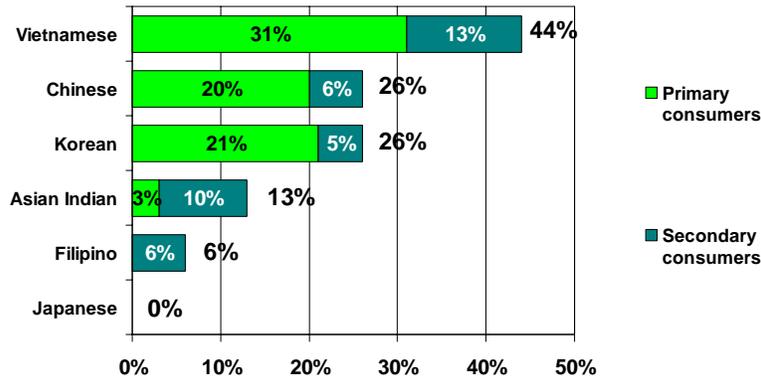
Reach of Ethnic Media: Asian Americans – National Groups



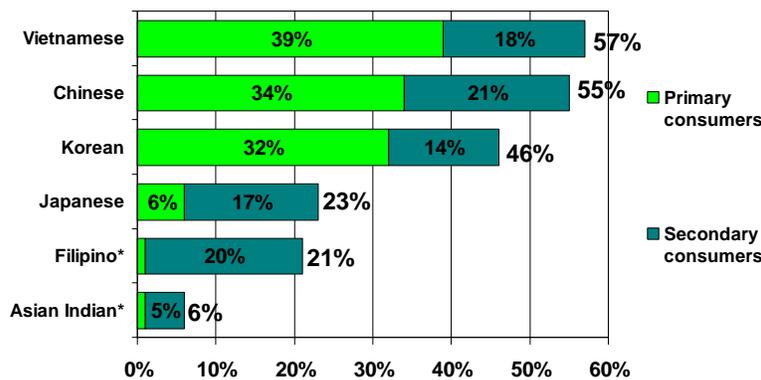
Reach of Ethnic Television: Asian Americans – National Groups



Reach of Ethnic Radio: Asian Americans – National Groups



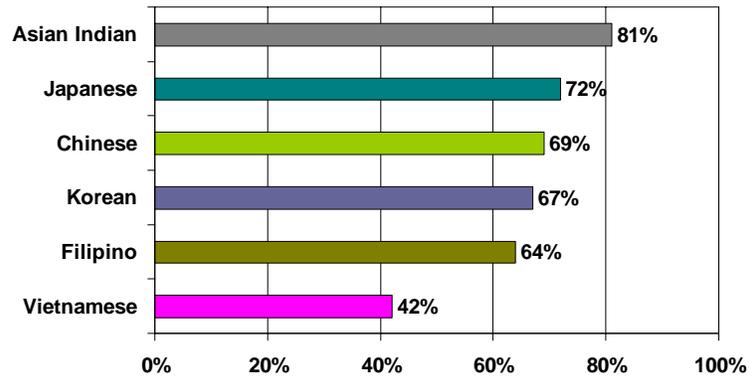
Reach of Ethnic Newspapers: Asian Americans – National Groups



*Primary consumer category for Filipino and Asian Indian is 1%

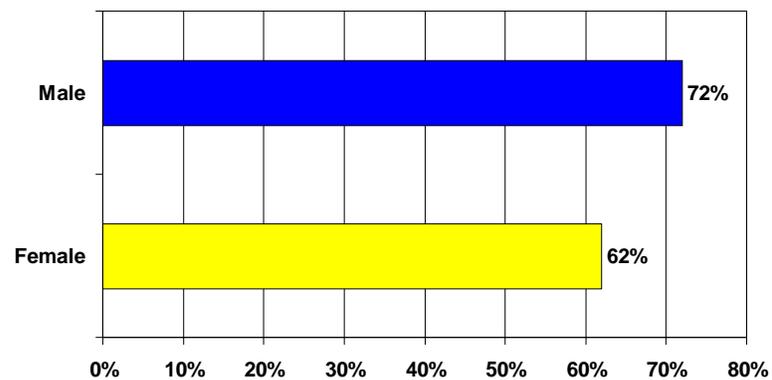
Internet Access:

Asian Americans – National Groups

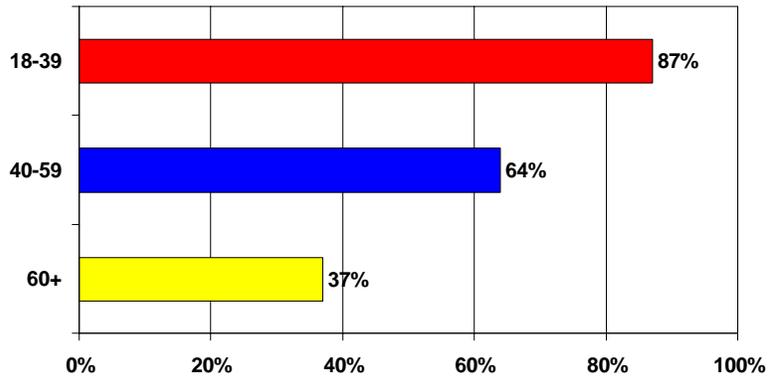


Internet Access:

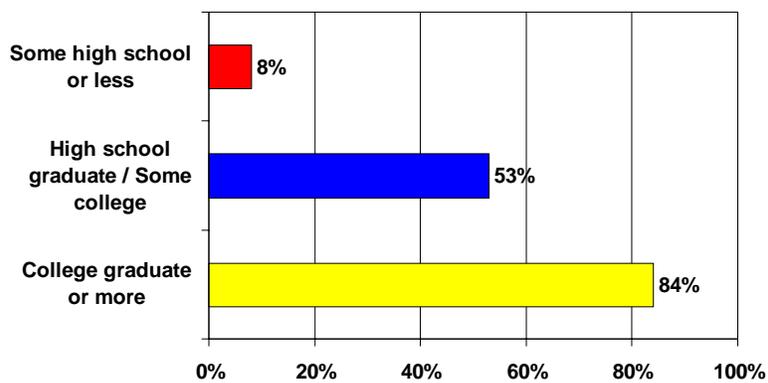
Asian Americans – Gender



Internet Access: Asian Americans – Age



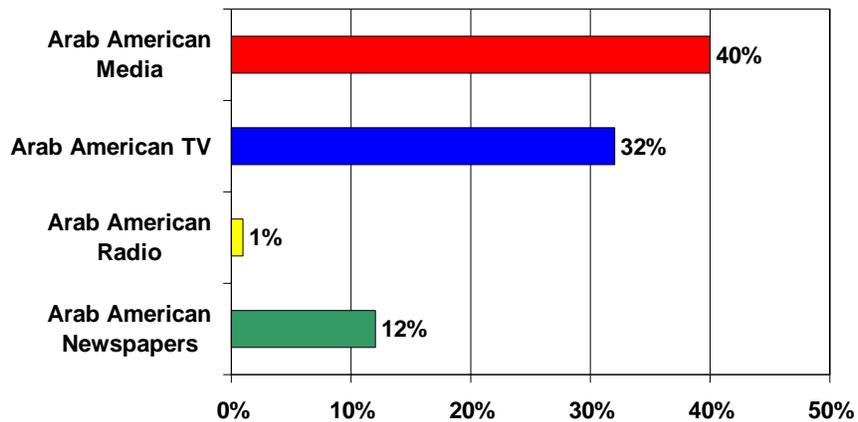
Internet Access: Asian Americans – Education



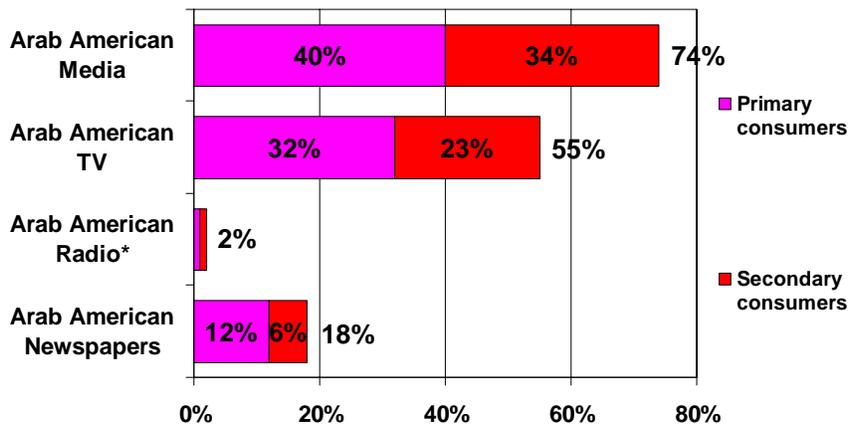
D. Arab Americans:

The Arabic media reaches three-quarters of all Arab Americans. Television is the preferred medium. Internet access among Arab Americans is higher than it is for any other ethnic group studied. Three-quarters of all Arab American adults have access to the Internet and a majority of them visit Arabic websites.

Primary Consumers of Ethnic Media: Arab Americans



Reach of Ethnic Media: Arab Americans

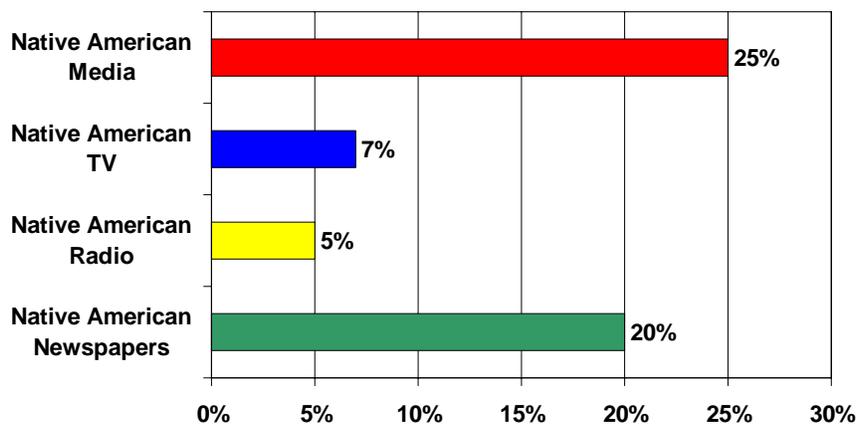


*Primary and secondary consumer categories are 1%.

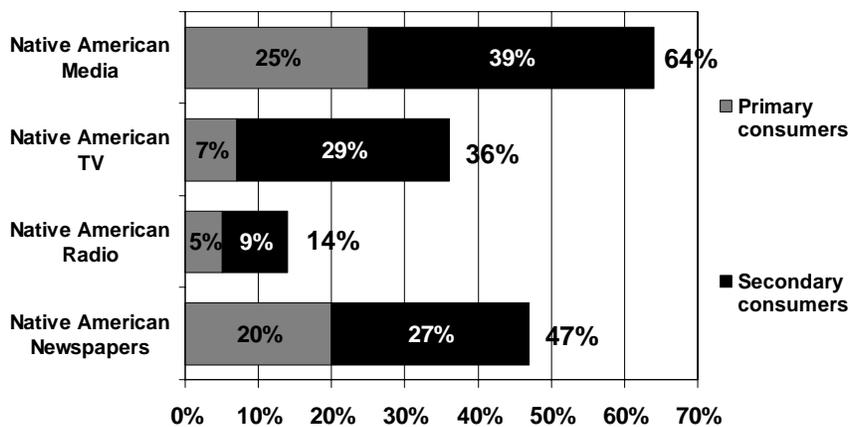
E. Native Americans:

One-fifth of all Native Americans are primary consumers of ethnic newspapers. They read tribal newspapers more often than their mainstream counterparts. Native American television and radio stations have much smaller audiences. Nearly half of the Native American adult population has access to the Internet and 16 percent access websites with a focus on Native American issues.

Primary Consumers of Ethnic Media: Native Americans



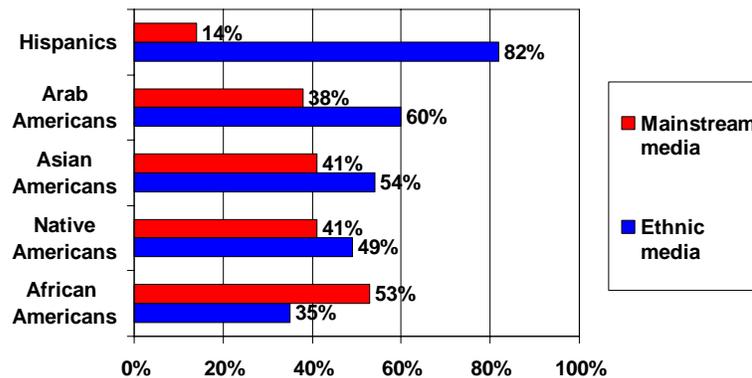
Reach of Ethnic Media: Native Americans



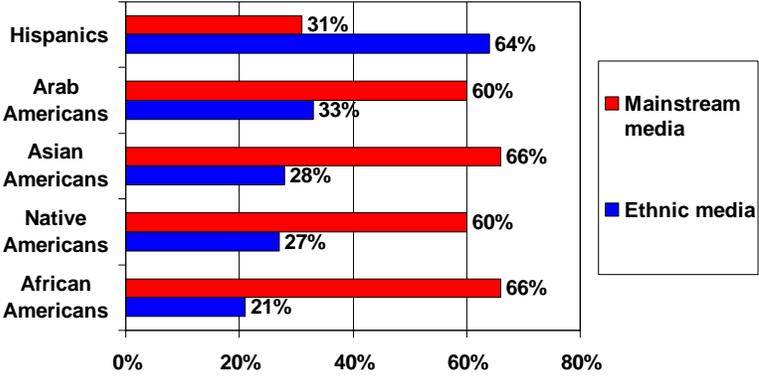
4. OTHER FINDINGS

A. Even though the ethnic populations studied tend to rely on the ethnic media for information about their communities and countries of origin; African Americans, Asian Americans, Arab Americans and Native Americans prefer the mainstream media when it comes to information about politics and the U. S. government. Hispanics are the only group studied that prefer ethnic media to mainstream media for their information about political affairs. The two major Spanish-language television networks offer comprehensive coverage of the U. S. presidential campaigns and current events in Washington, D. C.

Do you rely more on ethnic media or general market media for information about your *native country or about issues that are important to your ethnic community?*

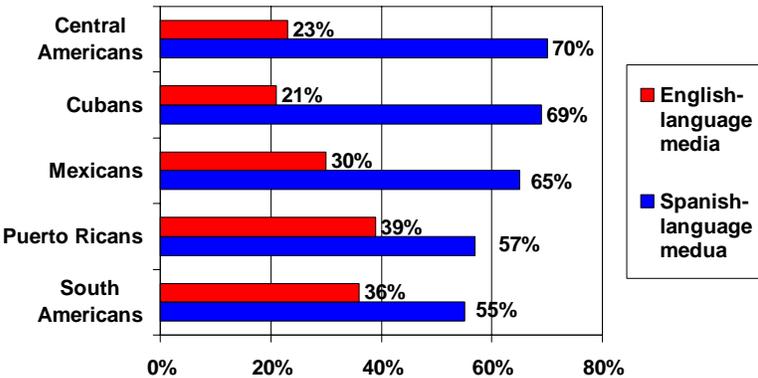


Do you rely more on ethnic media or general market media for information about *politics and government*?



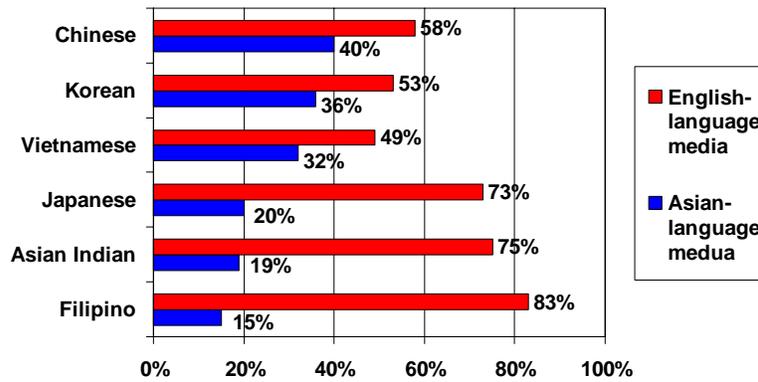
Do you rely more on the English-language media or the Spanish-language media for information about *politics and government*?

Hispanics – National Groups



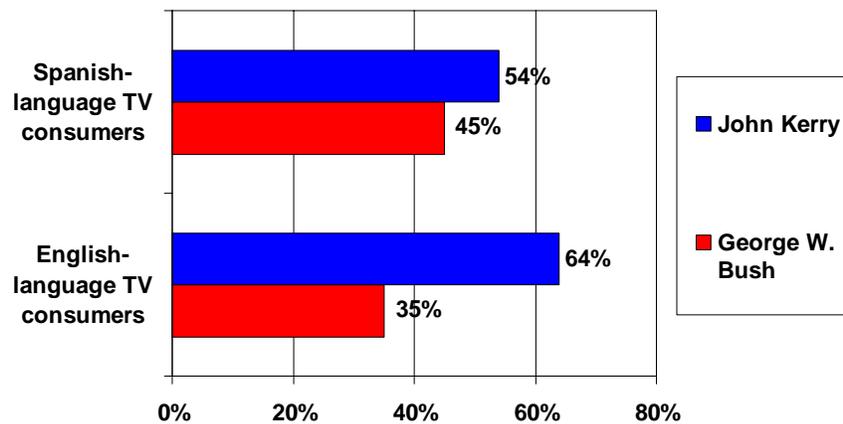
Do you rely more on the English-language media or the Asian-language media for information about *politics and government*?

Asian Americans – National Groups

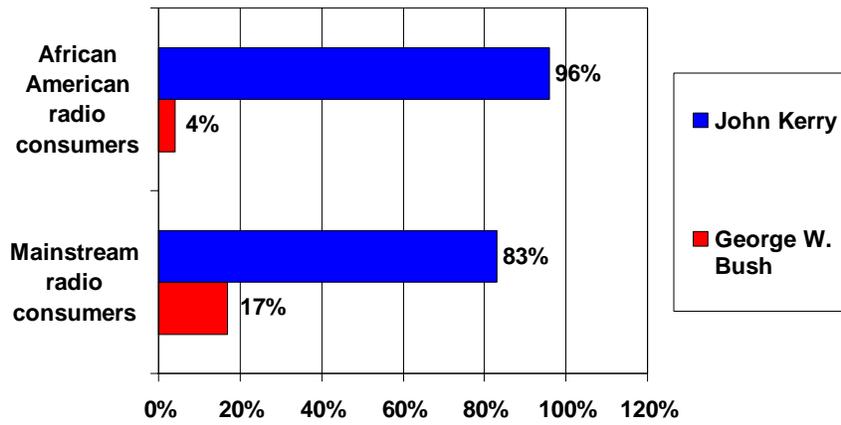


B. Primary consumers of ethnic media differed from consumers of mainstream media in their voting patterns in the 2004 presidential election. Support for President George W. Bush was stronger among primary consumers of Spanish-language television and Asian newspapers than among primary consumers of mainstream media. Senator John Kerry received greater support among primary consumers of African American radio than among primary consumers of mainstream radio.

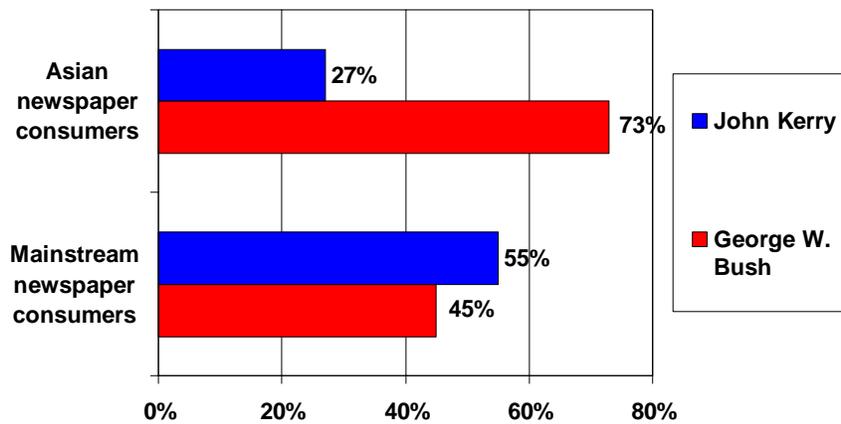
Hispanic Voters



African American Voters

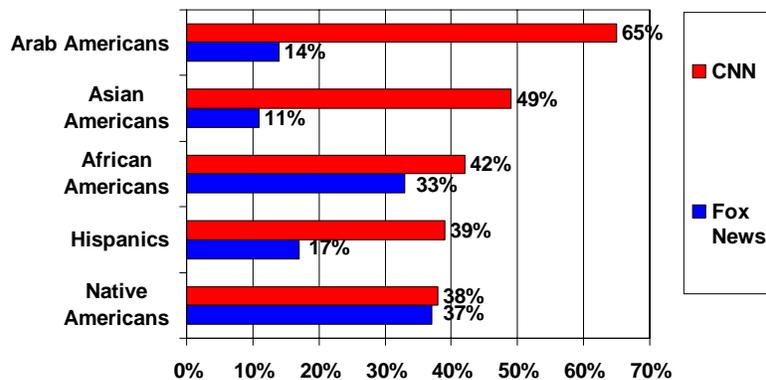


Asian American Voters



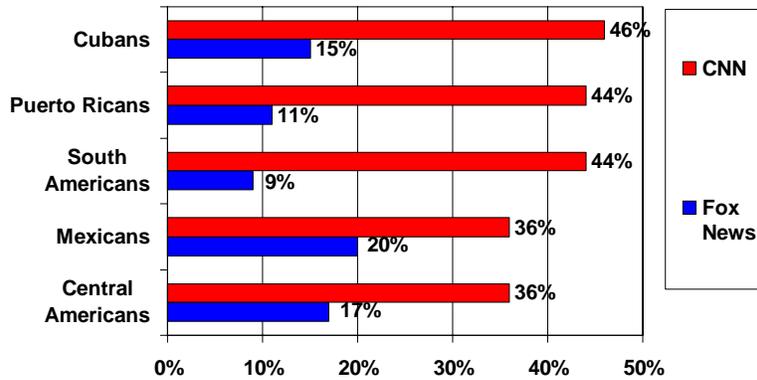
C. Four of the five ethnic groups studied trust CNN more than Fox News to deliver accurate news and information. Arab Americans and Asian Americans prefer CNN to Fox News by more than a 4 to 1 ratio. Hispanics and African Americans also trust CNN more but by smaller ratios. Native Americans are evenly divided in their opinion about the objectivity of the two major cable news networks.

In general, which cable station- *CNN* or *Fox News* - do you trust most to deliver accurate news and objective information?



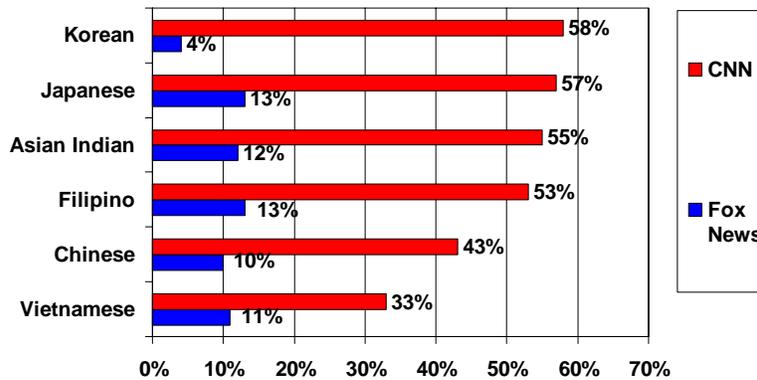
In general, which cable station- *CNN* or *Fox News* - do you trust most to deliver accurate news and objective information?

Hispanics – National Groups



In general, which cable station- *CNN* or *Fox News* - do you trust most to deliver accurate news and objective information?

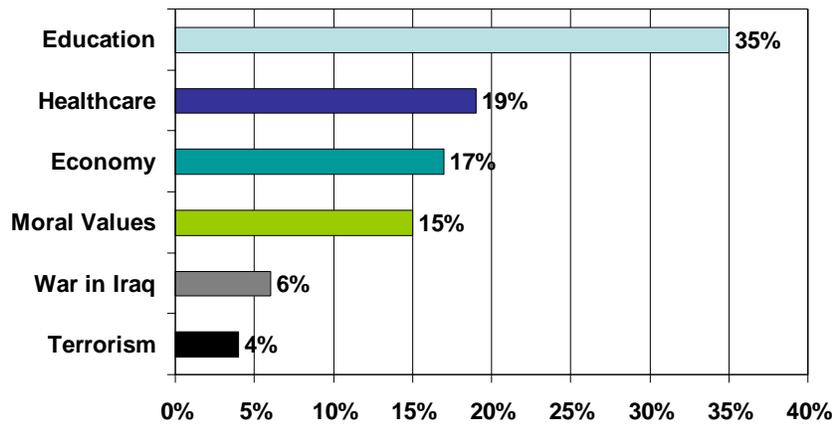
Asian Americans – National Groups



D. The quality of education is the most important concern of Hispanics, African Americans, Arab Americans and Native Americans. The economy is the most important issue among Asian Americans. Only one-tenth of ethnic adults consider that the war in Iraq or terrorism is their “issue of greatest concern.”

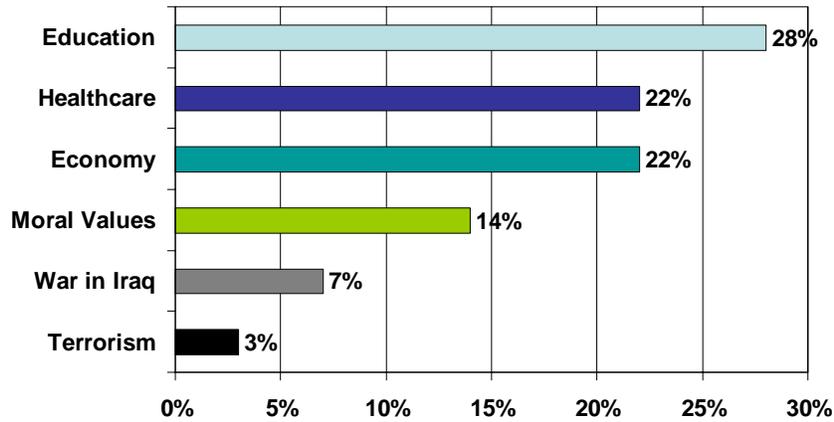
Most Important Issue

Hispanics



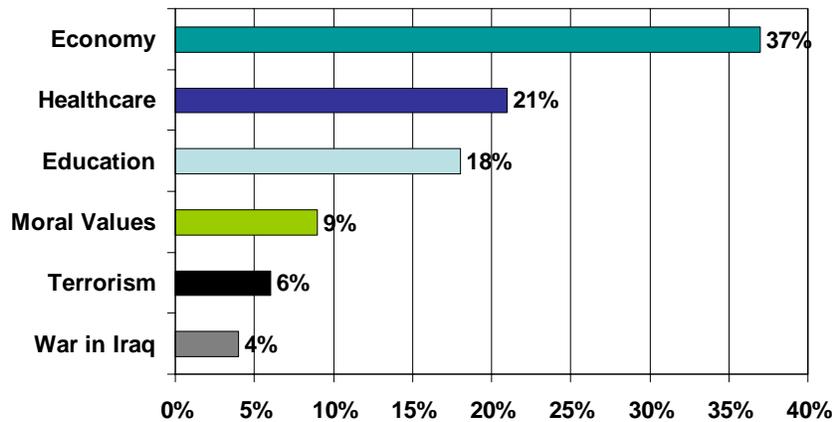
Most Important Issue

African Americans



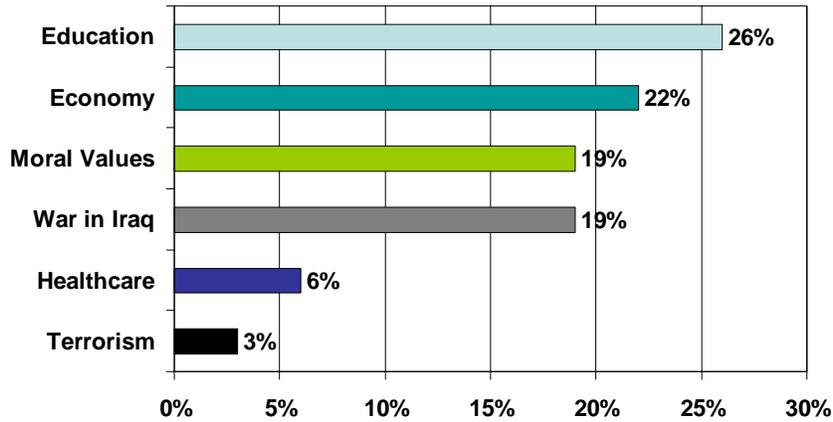
Most Important Issue

Asian Americans



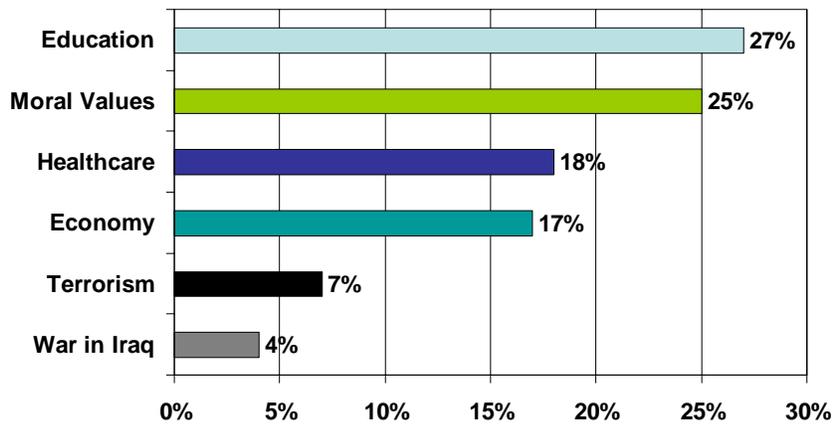
Most Important Issue

Arab Americans



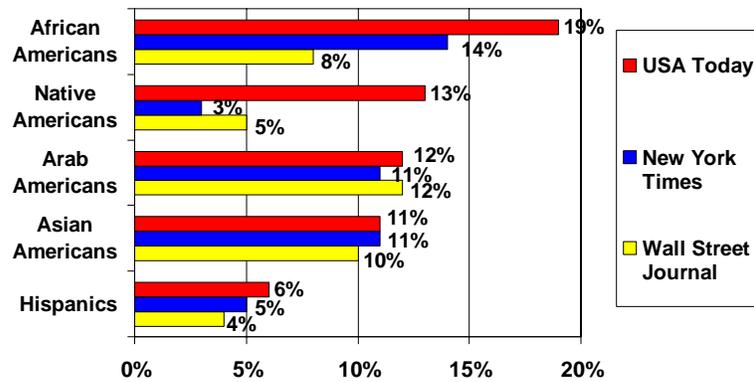
Most Important Issue

Native Americans



E. The reach of the “national” newspapers among ethnic adults is limited. Only about 5 percent of Hispanics read USA Today, the New York Times or the Wall Street Journal frequently. One-tenth of Asian and Arab Americans and one-seventh of African Americans reported reading one of the “national” newspapers every day or a few times a week.

How often do you read the newspaper *USA Today* /
The New York Times / *The Wall Street Journal*?
 Every day / A few times a week answers



Contacts:

New California Media

Brahmani Houston, Communications
275 9 Street, 3rd floor
San Francisco, CA 94103
(415) 503-4170_
bhouston@pacificnews.org
www.ncmonline.com

Leadership Conference

Mistique Cano, Press Secretary
1629 K Street, NW, 10th Floor
Washington, D.C. 20006
(202) 263-2882
cano@civilrights.org
www.civilrights.org

Center for American Progress

Daniélla Gibbs Leger, Director of Press Relations
1333 H Street, NW, 10th Floor
Washington, D.C. 20005
(202) 741-6258
Dleger@americanprogress.org
www.americanprogress.com

Chinese American Voters Education Committee

David Lee, Executive Director
838 Grand Avenue, Suite 403
San Francisco, CA 94108
(415) 397-8133
cavec1@aol.com

Bendixen & Associates

Sergio Bendixen, President
2800 Ponce de Leon Blvd., Suite 1111
Coral Gables, FL 33134
(305) 529-9916
sbendixen@bendixenandassociates.com
www.bendixenandassociates.com