

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

*Public Opinion Survey of Asian American, Hispanic,
African American, Arab American and Native American Adults*

**New York City
June 7, 2005**

Major Finding

ETHNIC MEDIA REACHES ONE QUARTER – 51 MILLION – OF THE ADULT POPULATION OF THE UNITED STATES ON A REGULAR BASIS.

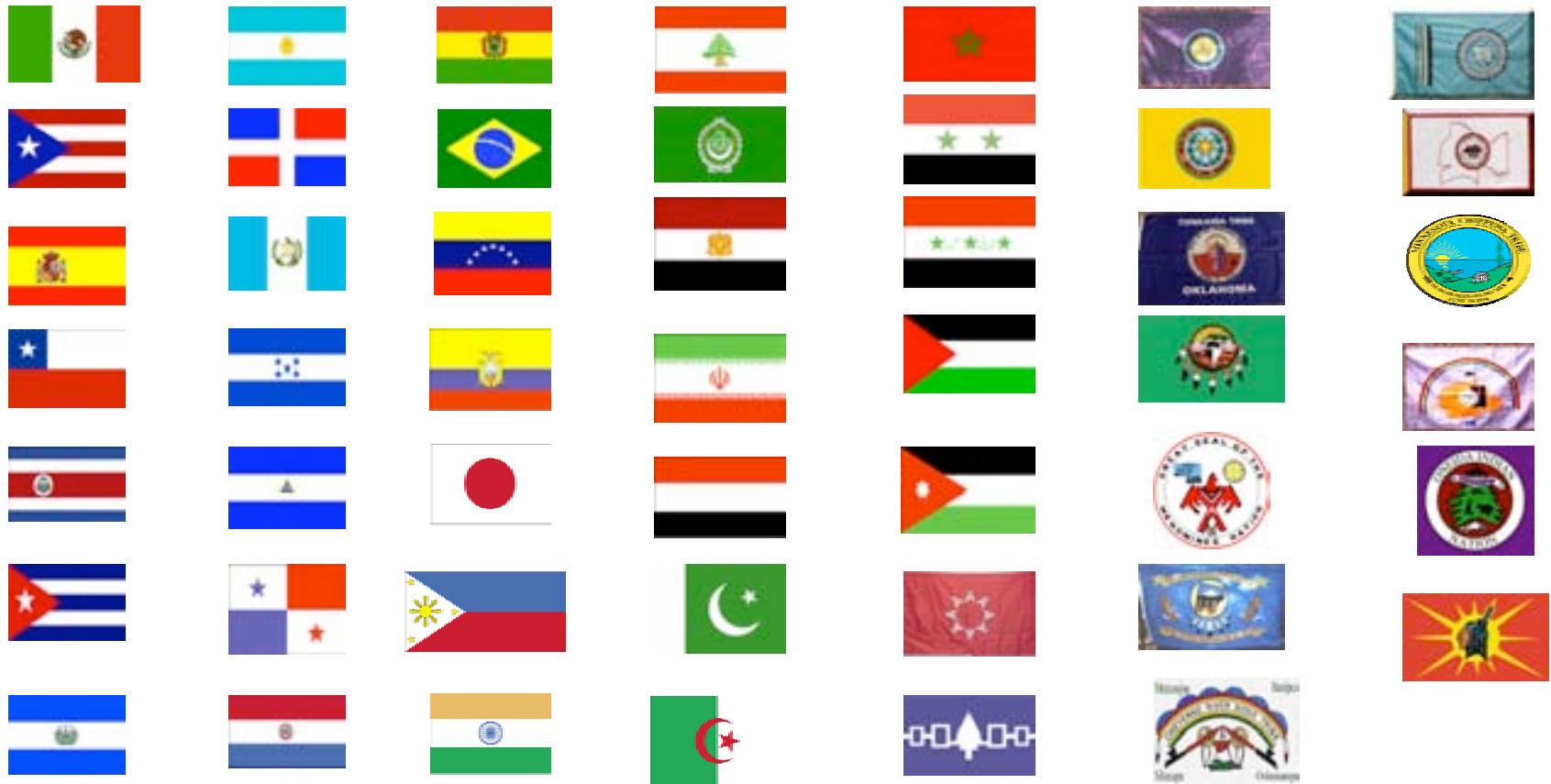
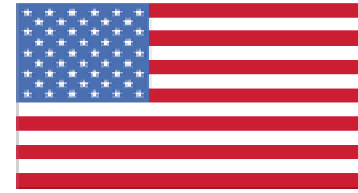
Adult Populations of the United States and Ethnic America

- **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**

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

Sample Country of Birth

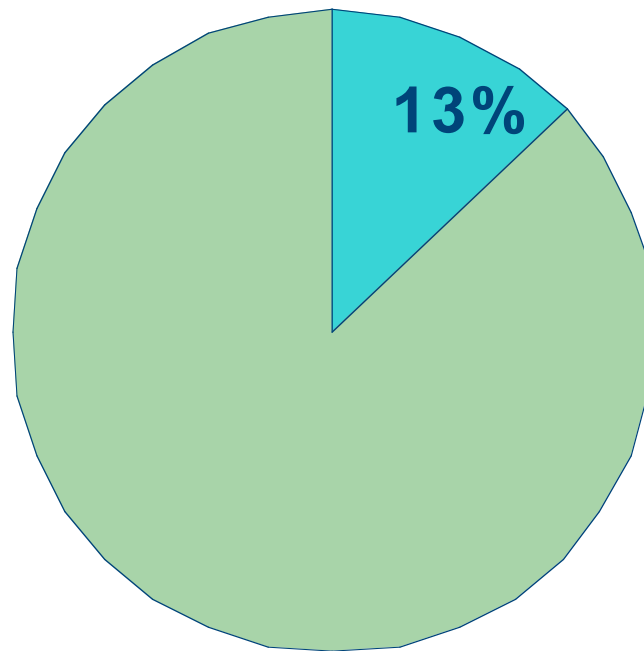


Primary Consumers of Ethnic Media

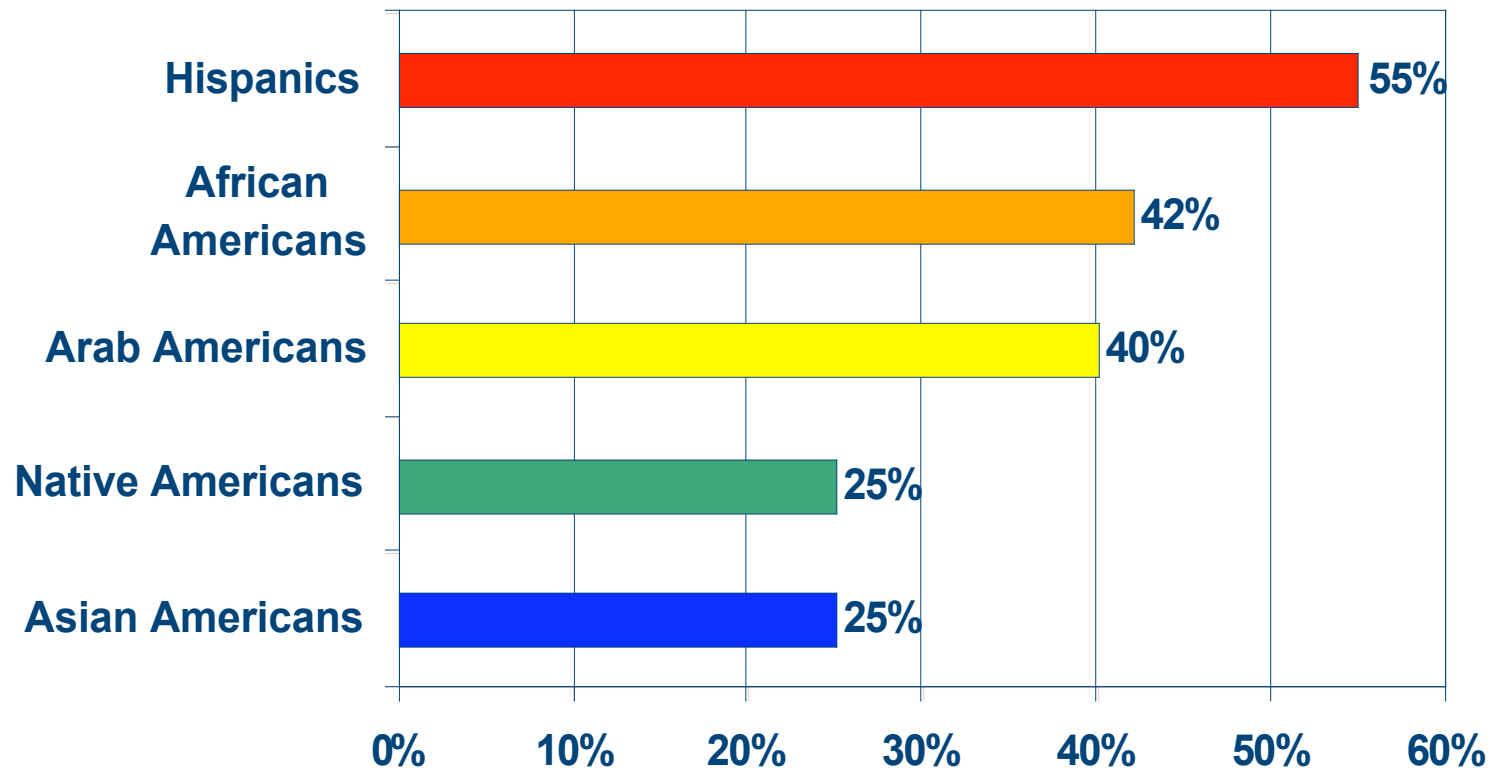
- There are approximately **29 million** primary consumers of ethnic media in the United States.
- “Primary consumers of ethnic media” include all adults that prefer ethnic television, ethnic radio OR ethnic newspapers to their mainstream counterparts. They access ethnic media frequently.

Primary Consumers of Ethnic Media

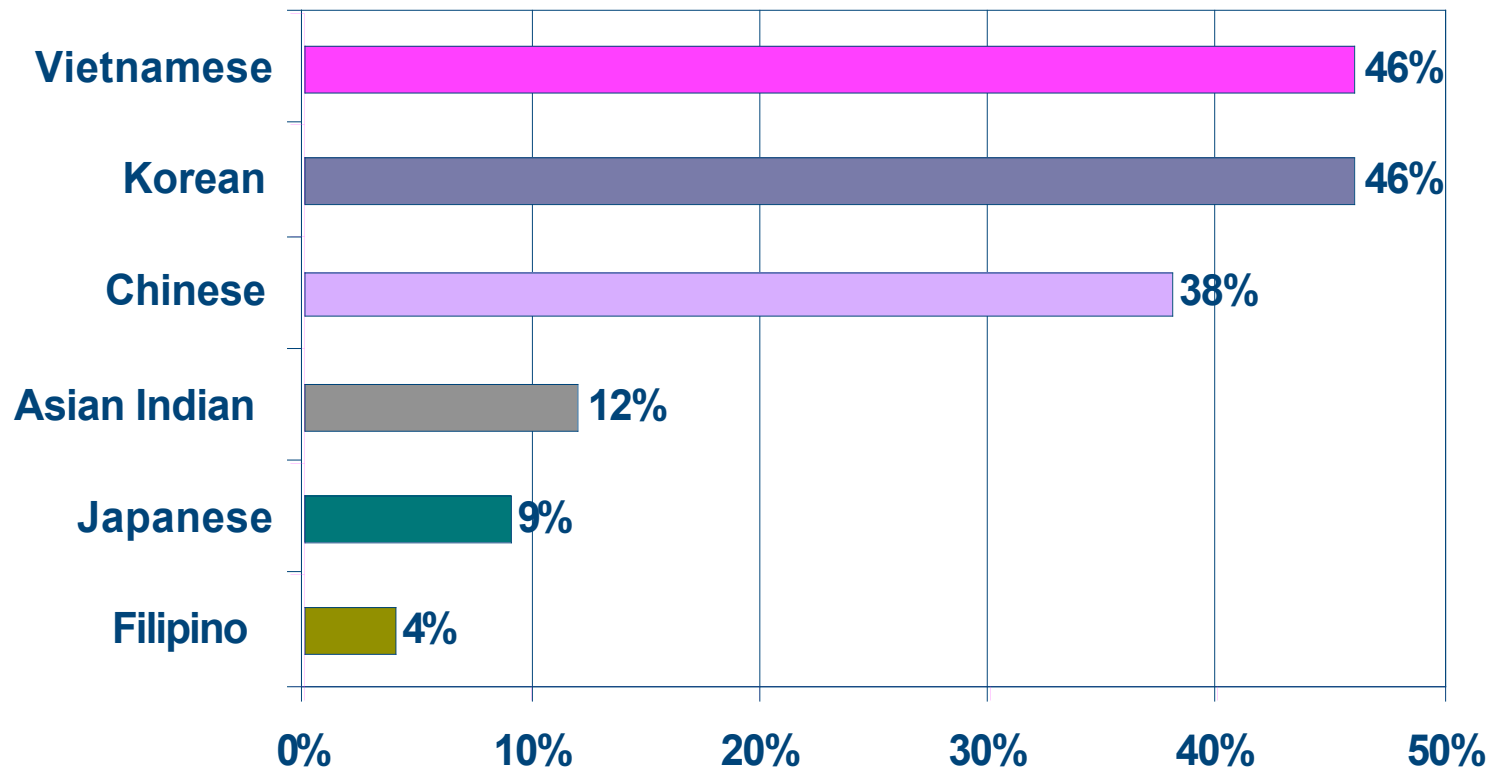
Percentage of Total U.S. Adult Population who are Primary Consumers of Ethnic Media



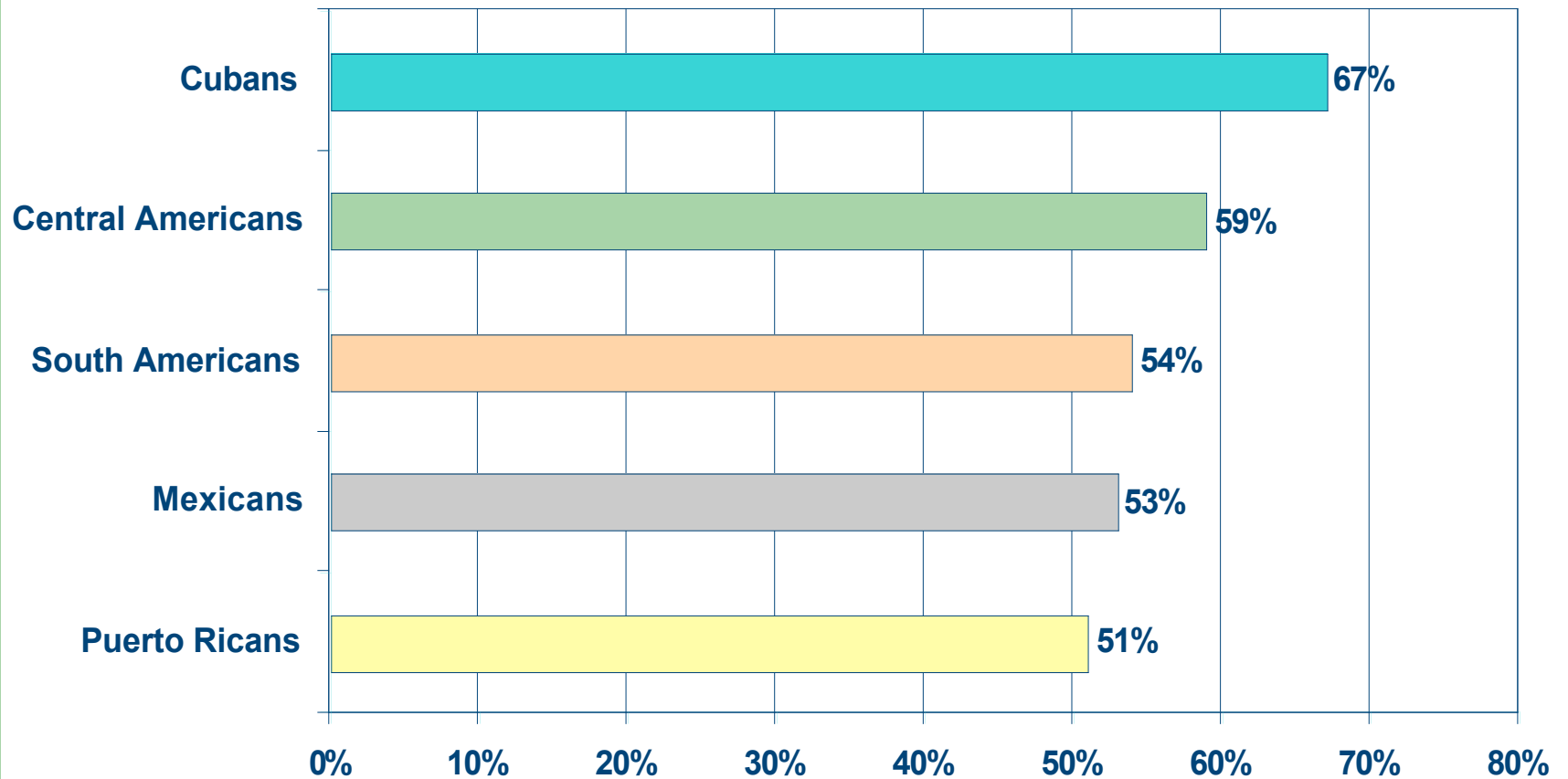
Primary Consumers of Ethnic Media



Primary Consumers of Ethnic Media: Asian Americans



Primary Consumers of Ethnic Media: Hispanics

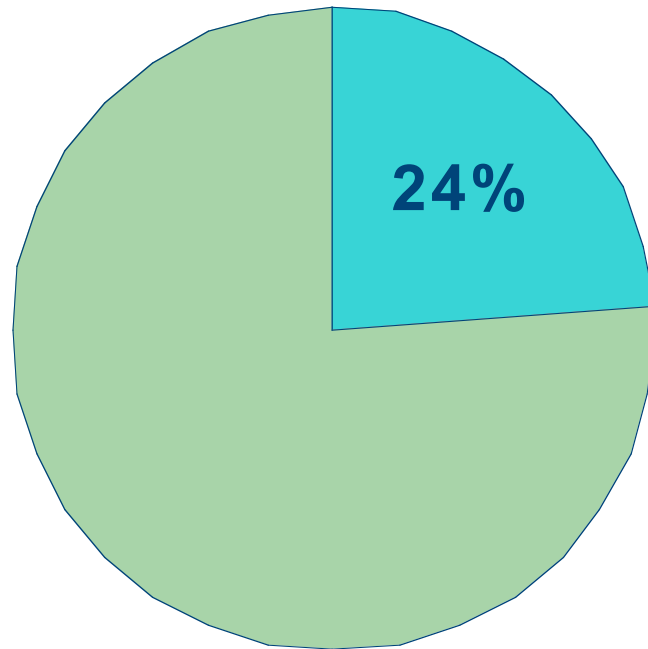


The Reach of Ethnic Media

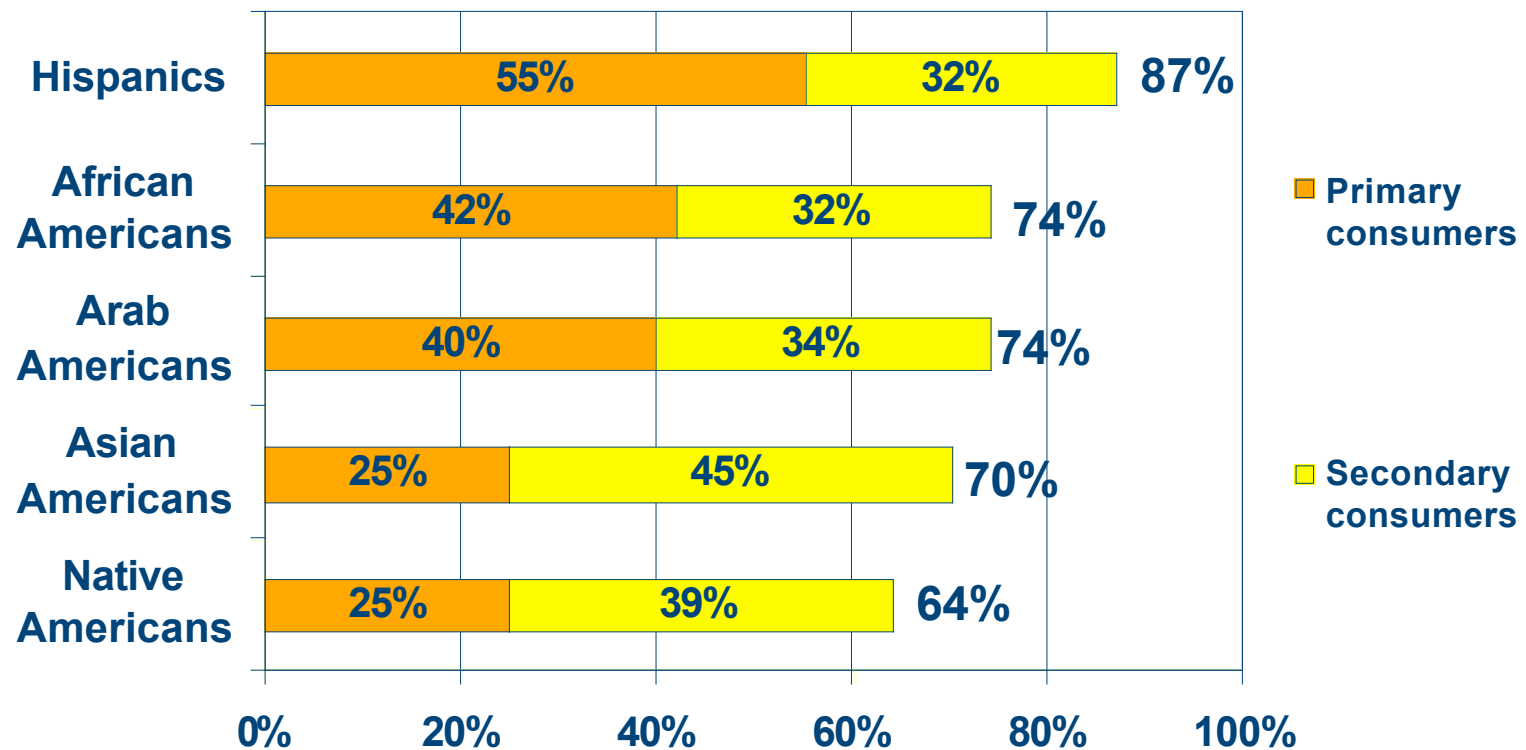
- Ethnic media reaches **51 million** adults in the United States.
- This group includes the 29 million “primary consumers of ethnic media” and another 22 million “secondary consumers of ethnic media” that prefer mainstream media but access ethnic media on a regular basis.

The Reach of Ethnic Media

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



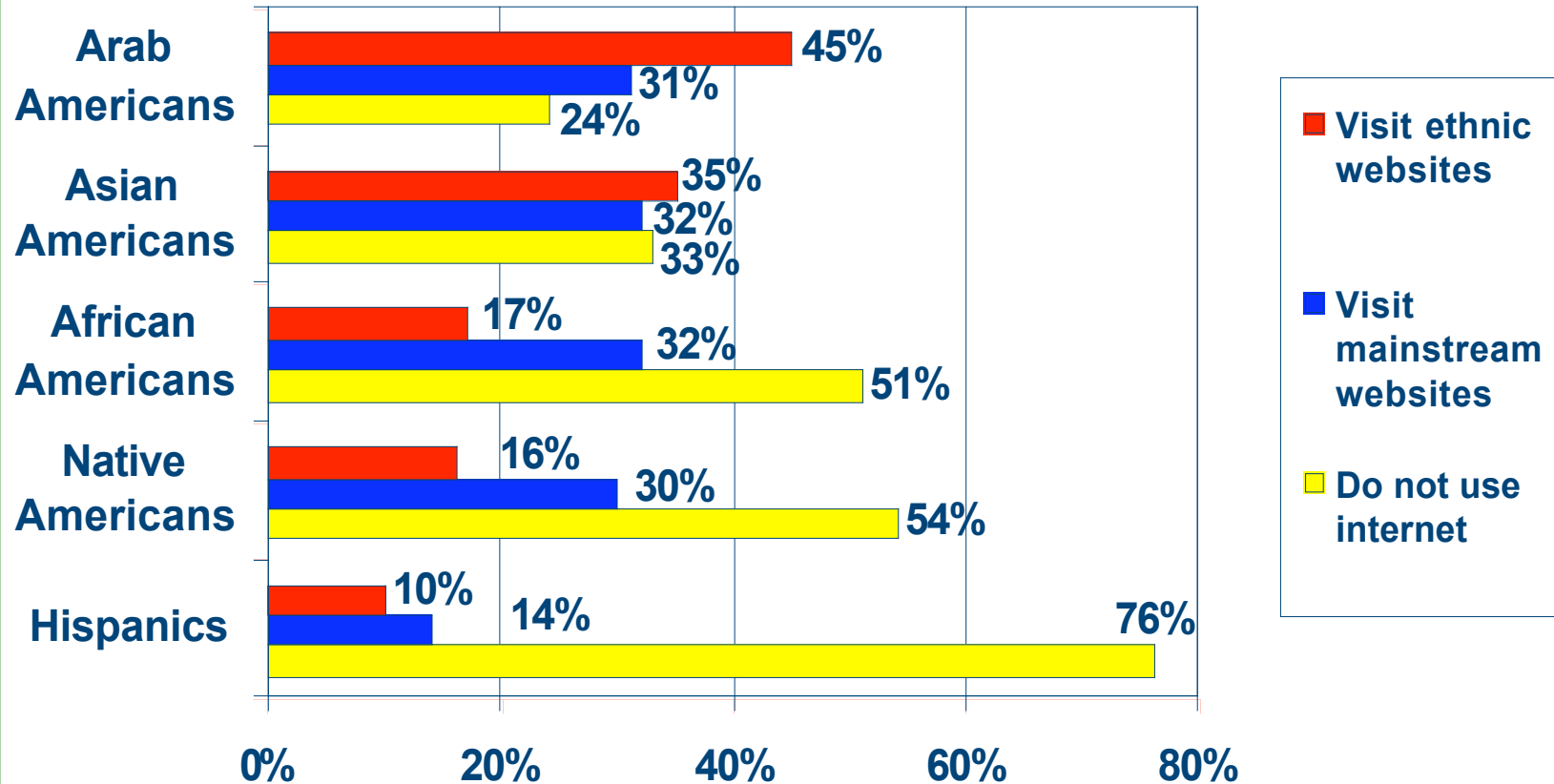
The Reach of Ethnic Media



The Internet

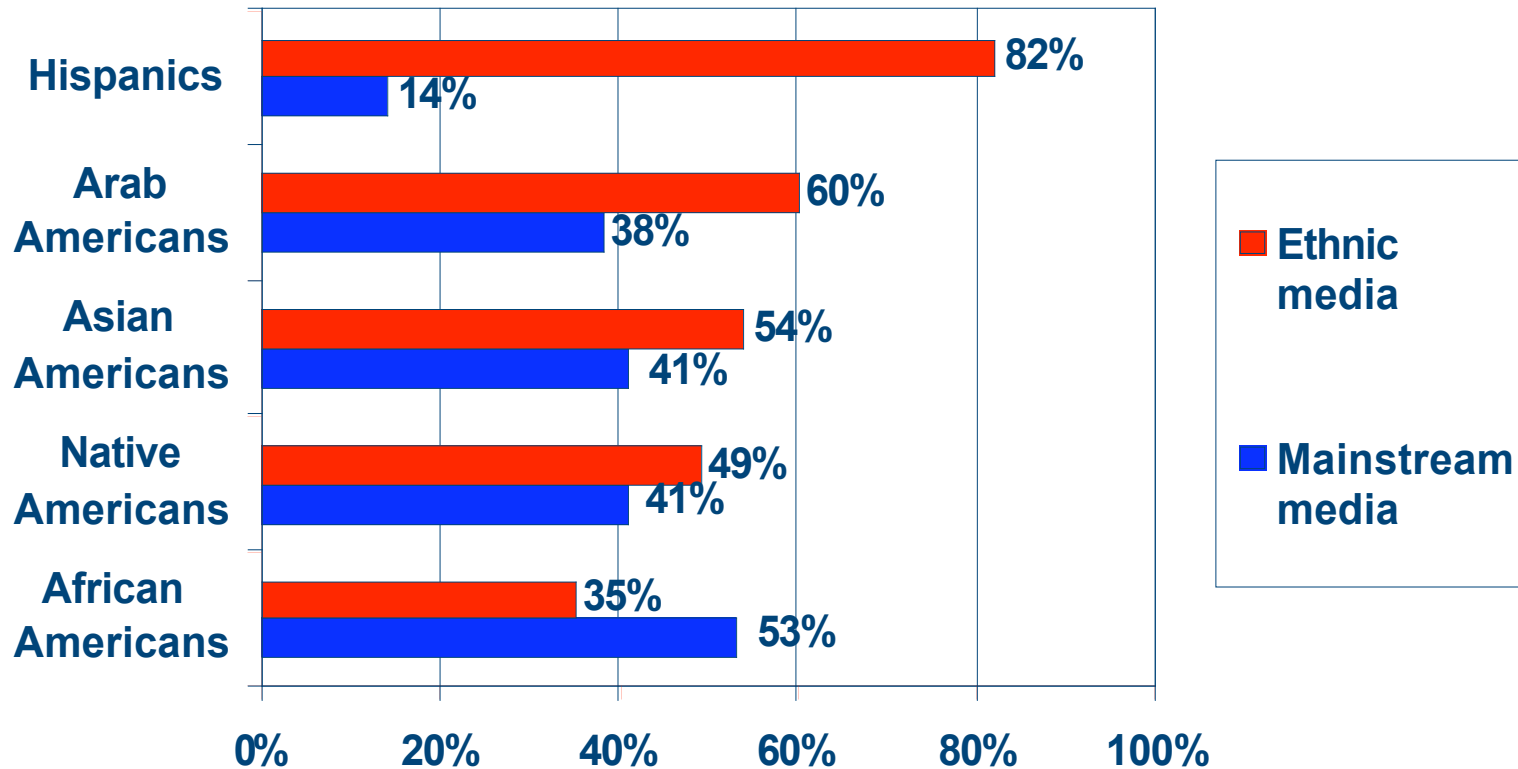


Reach of Ethnic Websites

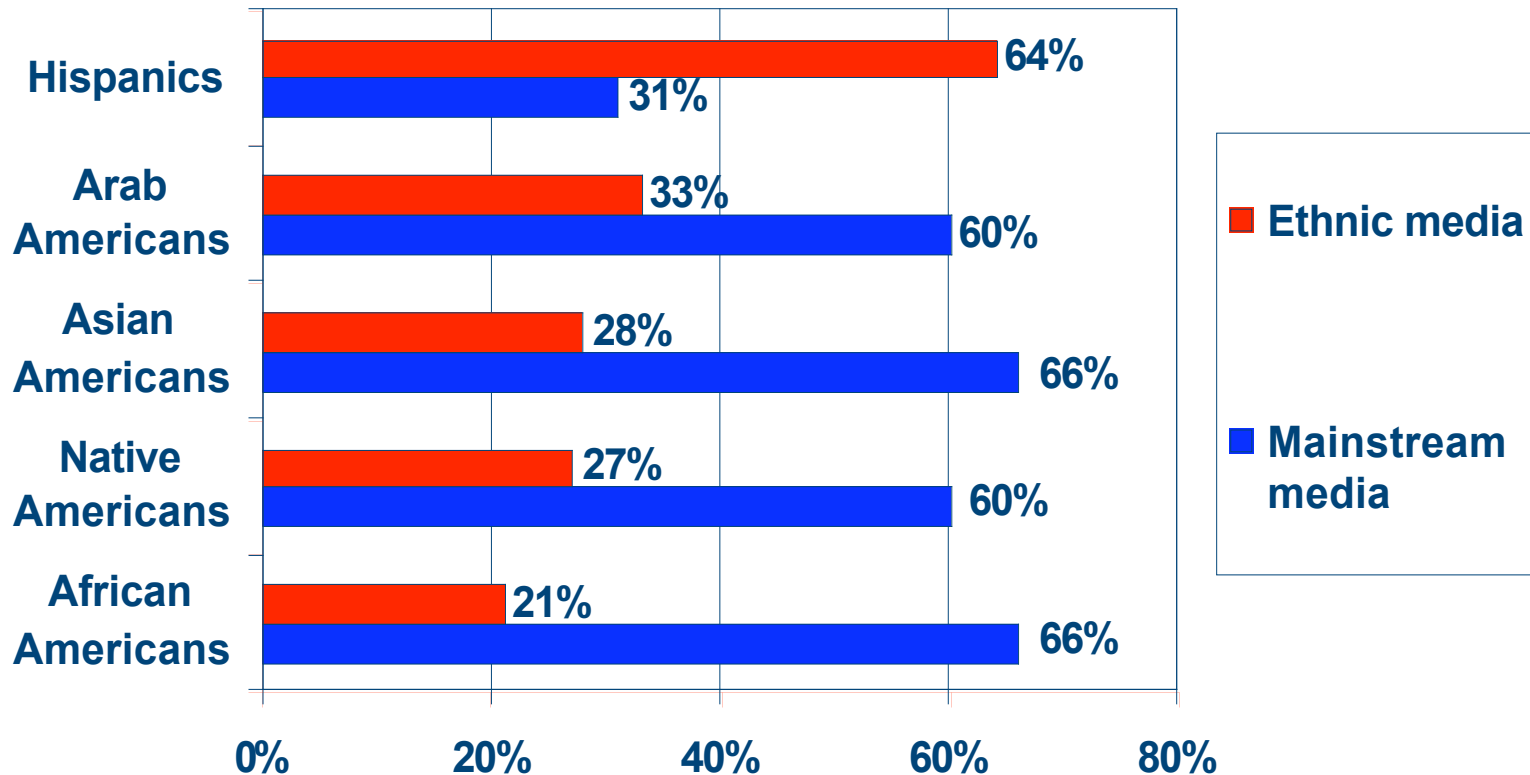


The Influence of the Ethnic Media

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*?



Characteristics of Ethnic Media Consumption

Hispanics

- “Universal” reach of Spanish-language TV and radio
- Growing penetration of Spanish-language newspapers
- Very low access to the Internet

African Americans

- Strong penetration of African American radio
- Substantial reach of African American weekly newspapers
- Average access to the Internet

Asian Americans

- Strong reach of Korean, Chinese and Vietnamese newspapers
- Significant reach of Filipino weekly newspapers
- Significant reach of Asian Indian monthly publications
- Growing penetration of Korean and Chinese television
- High access to the Internet

Arab Americans

- Arabic television is the most popular medium
- Very high access to the Internet

Native Americans

- Tribal newspapers are most popular media
- Average access to the Internet

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