

Old and New Media Use

The Multicultural Marketing Equation Study 2007: Report # 1

The 2007 Florida State University/DMS Research Multicultural Marketing Research Program

This is the first in a series of reports summarizing the data of the 2007 Multicultural Marketing Equation Study conducted by the Center for Hispanic Marketing Communication at Florida State University and DMS Research (an AOL LLC company). The Multicultural Marketing Equation Study was first conducted in 2006.

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Executive Summary

Background

In the Spring of 2007, The Center for Hispanic Marketing Communication at Florida State University and DMS Research conducted a second online Multicultural Marketing Equation Study with approximately 2500 respondents, divided almost equally among five cultural groups: Non-Hispanic Whites (NHW), African Americans (AA), Asians (A), Hispanics who completed the questionnaire in English (HE), and Hispanics who completed the questionnaire in Spanish (HS). This 2007 version of the study refined the 2006 research by allowing Hispanics who preferred to respond in Spanish to contribute their opinions. The purpose of the study was to shed further light on whether a multicultural marketing approach common to all groups or a culture specific approach directed to each of these groups is most effective. This report is the first of a series, concentrating on media, of the 2007 Multicultural Marketing Equation Study.

This report addresses two aspects of change which are salient in the current dynamic of marketing in this country: the continually increasing cultural diversity of the population and the exploding media options available to consumers. African Americans, Hispanics, and Asians now constitute over thirty percent of the total population and have the fastest growth rates. NHW remain the largest segment, however, in contrast, they are an aging population, and declining in numbers. Changes in media and new technologies are daily news, and consideration of touchpoints in marketing has moved from an innovation to a norm. It appears that an effective media plan now needs to include a grid in two dimensions—the appropriate cultural target groups in the population and the media touchpoints to use for communication with each. This research informs that need.

This study required that respondents be over eighteen years of age. The demographics collected for each of these five groups allowed for analysis by income and age when needed for further understanding of the findings. The research looked at media language preferences where other language options were available. The exploration of media included hours spent per week on both old and new media. Old media investigated were television, radio, newspapers, and magazines; new media included the Internet and e-mail, cellular phones, CDs, MP3's or an iPod, electronic games, satellite radio, music on TV, and cellular phones for non-speaking functions. In each case respondents illuminated the multicultural marketing equation with unexpected results. The addition of Hispanics that preferred to answer the questionnaire in Spanish (HS) to this study allowed for the analysis of their differences from Hispanics who answer in English (HE) in a variety of dimensions. This series of studies is futuristic in that it provides a glance into the near future when almost all residents of the United States will be online. It is true that restricting the study to those who are online eliminates an important segment of the population. It is also true that it provides a perspective that marketers need to know precisely because it is about trends and the future.

Overall Trends

Old media and new media share the attention of online consumers across different cultural groups. NHW tend to be laggards when it comes to new technologies while members of emerging minorities are venturesome and eager to explore. The typical alternative explanation for this is that these minorities are younger. This study, however, shows that after controlling for age, NHW continue to be laggards regardless of age.

The importance of the native language of consumers is evidenced in the degree to which A, HE, and HS use the media in a language other than English. They use these media in other languages proportional to their acculturation levels. That is not surprising per se but it does point to how the language of media offerings evolves and the importance that marketers have to place in going beyond language and more into connecting through other cultural avenues with these important emerging groups.

Conclusions

The findings in this first report of the Multicultural Marketing Equation Study of 2007 indicate that there are resounding commonalities across the five cultural groups studied in the usage of old media as well as new media. Indeed the intensity and complementarity of media usage present powerful avenues for communicating with consumers. However, marketers should beware that significant cultural differences abound! Only through informed planning of media touchpoints for our culturally diverse population, can marketers take advantage of the current media explosion.

The big story from this data is that all groups are spending huge amounts of time per week, approximately 40 hours, just on television viewing and Internet usage. These hours are almost equally divided between these two most popular media options. Television producers get this, demonstrated by the fact that most major television shows have online counterparts. This bi-media strategy for television and for marketing can create strong involvement with viewers and promote loyalty.

However, the critical message from this study is that language preferences influence total usage, a point made particularly salient in this year's study by the inclusion of HS respondents. The impact of language both in old and new media permeates this study. It is evident in the responses of less acculturated HS, but also in HE and A, who participate in other language media even though they are mainly involved in English media usage. This use of other language options suggests a cultural and emotional connection that draws A, HE, as well as HS to media, which is most likely in their native language.

This research reconfirmed the 2006 study tendency of NHW to stay with more traditional uses of media both in old and newer technologies. Their heavier media usage seemed to be in television, newspapers, and the Internet in contrast to newer uses of old media and emerging technologies. This appears to go hand in hand with NHW being an older segment of the population whose interests remain linked to the past.

In contrast A, HS, HE, and AA reported stronger participation in a range of new technologies. AA tended to concentrate on entertainment linked technologies, particularly those which provide opportunities to

enjoy expanded music options for their enjoyment. A showed themselves to be the technology aficionados, into most new media technologies such as MP3's and Ipods.

Hispanics both HE and HS showed that they are deeply engaged in both old and new media. They reported strong usage of other language and English language radio, and cellular phones. HS definitely displayed the strongest interest in other language media, which follows with their choice of responding to this research in Spanish. Other language media appeared to bring both HS and HE indirectly and directly in contact with their cultural background. What seems extraordinary is the enthusiasm HS displayed in their intense usage of media, especially new media, despite their lower incomes and levels of acculturation. This media participation suggests powerful ways for creating connections with Hispanics as they become increasingly involved in the fabric of this country.

Recommendations

The results of this study provide an overview of online users from five cultural groups: NHW, AA, A, HE, and HS. Marketers who want to establish an informed media plan for reaching these consumers and developing a relationship with them can make use of what was learned in this study to set up that plan. Additional research will be needed to adapt it to particular organizations and their products and services. New and old media are a strong part of all of the lives of these consumers, but in different measures and for different reasons.

We recommend creating a multidimensional media plan, a two dimensional grid looking at key cultural groups relevant to marketing objectives according to old and new media options. Then, weigh the media options available according to the usage patterns of each by the various cultural groups. In this way marketers can create a culturally appropriate media plan with touchpoints that are relevant to each cultural group.

Then, marketers should look at which of these media will afford them the highest level of complementarity to create a strong and lasting relationship with their consumers. For Hispanics it is crucial to take into account their preferences for the Spanish and/or English languages. Language selection of media will remain a key lever for creating a connection with HE and HS and to some extent with A. In addition, we suggest that further research look into the cultural relevancy of media touchpoints beyond language for AA, A, Hispanics both HE and HS.

Finally, in strategizing for the future of their organizations, it is important for marketers to learn from this study that adoption of media innovations is occurring among emerging cultural groups in this country. The focus of marketing for decades has been on NHW. Now, marketing needs to be geared to a very different and rapidly changing population well beyond the simpler panorama of the past. While cultural commonalities unite us as a country, cultural differences abound in most aspects of our experience, including the media usage explored in this first report of the Multicultural Marketing Equation Study, 2007. As in the 2006 study, these finding suggest that the multicultural marketing equation should include a culture specific approach directed to the diverse cultural groups while remaining informed by what is common to all.

Introduction

Understanding the *Multicultural Marketing Equation* in our rapidly changing United States population is a critical concern for marketers and the organizations they serve. How do they balance communication to diverse consumers in the U.S.? Should they use an overall homogeneous multicultural approach common to all, or diverse messages for the various cultural groups that make up our complex society? Little is known about the contrasting consumer behaviors of Hispanics, Asians, African Americans, and Non-Hispanic Whites to guide decision making. This series of reports will summarize data from the 2007 Multicultural Marketing Equation Study by Florida State University and DMS Research, according to topics. It will make comparisons as appropriate with the 2006 data published in a comprehensive summary report last year.

Methodology for the 2007 Study

The 2007 Multicultural Marketing Equation Study was conducted online with 2500 respondents, including the following groups: Non-Hispanic Whites (NHW), Hispanics who completed questionnaires in English (HE), Hispanics who completed questionnaires in Spanish (HS), African Americans (AA), and Asians (A). There were approximately 500 respondents in each of these groups, with the total Hispanic sample reaching approximately 1000, and the AA sample somewhat larger at over 560. In contrast to the 2006 study, Hispanics were provided the opportunity to respond to the questionnaire in English or in Spanish. The HE sample included 428 completed questionnaires. These robust numbers provided the opportunity for between group comparisons with differences reported at a level of Probability of $\leq .05$. More specific information on methodology is provided in the Methodological Note at the end of this report.

Media usage is one of the challenging areas of communication that is continuously evolving as media fragmentation becomes more prevalent. Sheer media exposure estimates are particularly important at this time when touchpoints of very diverse characteristics are sources of messaging and influence. Understanding how new options in media usage affect consumers with diverse backgrounds has become an imperative for communication strategy planning.

Media covered in the 2007 Study

In this 2007 Multicultural Equation Marketing Research Study we asked respondents to tell us the approximate number of hours per week they spend with television, radio, newspapers, magazines, and the Internet including e-mail, in English and in another language. Use of other new technologies such as cellular phones, CDs, MP3's or an iPod, electronic games, satellite radio, and music on TV were also included in the study. In addition, the demographic information provided by the respondents has been used in some of the data analysis to shed light on these media habits.

Main Findings

Old Media Exposure

Television

The following table shows the differences and similarities in television exposure in English among the five cultural groups included in this study:

Table 1: Watching Television in English

Mean Differences in Hours per Week

Cultural Groups	N	Probability \leq .05		
Hispanic Spanish	428	8.46		
Asians	502		16.83	
Hispanic English	493		16.92	
African Americans	564			21.02
Non-Hispanic Whites	513			22.53

This table style is convenient in detailing the statistical differences (or lack of differences) among the five groups. The means of groups contained in a single box are not statistically different from each other and means of groups in different boxes are statistically different from each other at the probability level lower or equal to .05. That means that the probability of means being in different boxes by error is very small (about 5% of the time or less).

What this table highlights is that NHW and AA are more avid English television viewers than the other groups. The table also shows that A and HE watch less English language television than AA and NHW, and that they do not differ between themselves. As expected, Hispanics who completed the questionnaire in Spanish were almost half as likely as their English speaking Hispanic counterparts to watch television in English.

Age appears to be partly responsible for this exposure to English language television. The following table shows the differences of these cultural groups by age:

Table 2: What is your age?

Mean Differences in Age

Cultural Group	N	Probability $\leq .05$			
Hispanic English	493	38.27			
Asians	502	38.83	38.83		
Hispanic Spanish	428		40.18		
African Americans	564			43.38	
Non-Hispanic Whites	513				51.25

Taking into consideration that the study was only conducted with adults 18 years of age and older, the means are higher than in the overall groups represented. It is likely that NHW spend more time with television given that older adults are more likely to be retired and have more available time for watching TV. Coincidentally, AA follow NHW in age, further substantiating this trend. The differences among the rest of the groups are smaller, even though HS are somewhat older than HE.

Exposure to television in a language other than English is documented in table 3:

Table 3: Watching television in another language

Mean Differences in Hours per Week

Cultural Groups	N	Probability $\leq .05$			
Non-Hispanic Whites	513	.19			
African Americans	564	.20			
Asians	502		2.42		
Hispanic English	493		2.76		
Hispanic Spanish	428				10.81

Not surprising but of interest, is that the largest amount of exposure to television in another language is by HS, followed by HE, and by A. Worthy of attention is the fact that HS watch almost 8 hours more in their native language than HE. It seems logical to assume that their “other language” viewing is in Spanish. Further, HE watch almost 3 hours of television in Spanish despite their preference for responding to this questionnaire in English. This highlights the notion that the Spanish language does not only have a utilitarian value for Hispanics but also an emotional component that is appealing even to those who are proficient in English.

While Asians watch somewhat less television overall, they still invest part of their exposure in watching in their native languages. Again, we have made the assumption that their other language viewing is in their native languages. While we did not provide Asians with a questionnaire in their native languages, the estimate above also substantiates the importance of native languages to them. Clearly the amount of exposure of AA and NHW to television in other languages is negligible as expected.

In looking at total television viewing time in both languages it is important to note that all groups watch between 19.25 hours for A and 22.72 hours per week for NHW. This reconfirms that television viewing is an important part of media consumption per week for all of these groups, regardless of language in which it is viewed. This study indicates that traditional medium of television remains a strong avenue to reach these consumers. It confirms trends observed in the 2006 Multicultural Equation Study.

Radio

The table below contains the results of the comparison of means across culturally diverse groups for listening to radio in English.

Table 4: Listening to the radio in English

Mean Differences in Hours per Week

Cultural Groups	N	Probability $\leq .05$	
Hispanic Spanish	428	5.32	
Asians	502		7.67
African Americans	564		8.31
Non-Hispanic Whites	513		8.36
Hispanic English	493		9.34

As can be observed there are no statistical differences among most of the groups in their exposure to English language radio. The one exception, which was to be expected, is that HS listen to radio in English with less intensity. However, to understand the full picture of the importance of radio, as evidenced in television viewing, it is important to take into account the listening behavior of these groups in other languages. Their behavior regarding exposure to radio in other languages is documented below:

Table 5: Listening to the radio in another language

Mean Differences in Hours per Week

Cultural Group	N	Probability $\leq .05$			
		1	2	3	1
Non-Hispanic Whites	513	.05			
African Americans	564	.15			
Asians	502	.61			
Hispanic English	493			2.53	
Hispanic Spanish	428				6.67

Exposure to the radio in Spanish changes the picture quite dramatically. When adding the two figures for “radio in another language” and “in English” in the prior table, Hispanics in general are substantially above all other groups in total radio exposure. For example the addition of the two figures for HS and HE is almost 12 total hours per week for each, making them much higher than any other group in total exposure to radio. Radio is a very strong communication medium for Hispanics because of a strong radio listening tradition from Latin America, and a predilection for music and talk shows.

These findings strongly substantiate the importance radio for Hispanics and the potential that this medium has for marketers. Clearly, the advent of Internet radio, and other forms of music listening has

the potential for diluting some of this power. However, for the moment this the traditional medium of radio distinguishes Hispanics from the other groups studied.

Newspapers

The following two tables contain the results for readership of newspapers in English and in another language:

Table 6: Reading newspapers in English

Mean Differences in Hours per Week

Cultural Groups	N	Probability \leq .05	
Hispanic Spanish	428	2.45	
African Americans	564		3.91
Non-Hispanic Whites	513		3.99
Hispanic English	493		4.16
Asians	502		4.72

Table 7: Reading newspapers in another language

Mean Differences in Hours per Week

Cultural Groups	N	Probability \leq .05		
African Americans	564	.01		
Non-Hispanic Whites	513	.04		
Hispanic English	493	.47	.47	
Asians	502		.95	
Hispanic Spanish	428			2.42

Generally, there is no difference in newspaper readership among most groups with the exception of HS, who read less in English. When looking at the combined picture, A, HE, and HS are the most avid readers of newspapers. HS divide their newspaper reading about equally between Spanish and English and Asians complement their English newspaper reading with a small portion of reading in their native languages.

Taking into consideration that the respondents of this study were all online, they may not fully represent those not online. Still, the fact that HS are highly print oriented is surprising because many new immigrants tend to be less literate than those educated in the United States. What this speaks of is the potential complementarity between newspapers and Internet content particularly for HS and A. In other words, since HS and A are both online each of these types of media can stimulate interest in the other.

Magazines

The number of weekly hours devoted to magazine readership for both English and Spanish publications is documented below:

Table 8: Reading magazines in English

Mean Differences in Hours per Week

Cultural Groups	N	Probability $\leq .05$	
Hispanic Spanish	428	2.58	
Non-Hispanic Whites	513	2.59	
African Americans	564	3.74	3.74
Hispanic English	493	3.77	3.77
Asians	502		4.36

Table 9: Reading magazines in another language

Mean Differences in Hours per Week

Cultural Groups	N	Probability $\leq .05$		
	1	2	3	1
Non-Hispanic Whites	513	.01		
African Americans	564	.04		
Asians	502		.68	
Hispanic English	493		.70	
Hispanic Spanish	428			2.64

Magazines present a story parallel to that of newspapers. When combining readership of English and Spanish magazines, HS appear to be the most avid readers of magazines followed by HE and A. It is fascinating to note that HS and NHW spend the same amount of time reading magazines in English. Then, HS also spend that same amount of time again reading magazines in Spanish.

As in the case of newspapers, this trend supports the notion of media complementarity with the Internet. In addition it dissipates the stereotype that Hispanics are not as devoted readers as others in our society. Clearly, this has to be qualified by the fact that these are all online individuals.

Further, the substantive amount of time that these groups say they devote to different media seems to dispel the notion that these consumers are replacing their traditional media exposure with the Internet.

New Media Usage

The Internet including email

These were probably the most surprising findings in this part of the study. As old or traditional media continue to be used and enjoyed, the Internet and e-mail appear to have claimed an important part of the lives of these consumers as seen in the following tables:

Table 10: Using the Internet including e-mail in English

Mean Differences in Hours per Week

Cultural Groups	N	Probability \leq .05		
Hispanic Spanish	428	8.25		
Hispanic English	493		17.22	
African Americans	564		19.14	19.14
Asians	502			20.33
Non-Hispanic Whites	513			20.65

Table 11: Using the Internet including e-mail in another language

Mean Differences in Hours per Week

Cultural Groups	N	Probability = .05		
African Americans	564	.06		
Non-Hispanic Whites	513	.23		
Asians	502		1.28	
Hispanic English	493		1.33	
Hispanic Spanish	428			7.96

Using the Internet in English is most prevalent among NHW , A, and AA. When combining both use of the Internet in English and in another language, then the differences become smaller and A appear to surpass NHW to some extent. Hispanic Internet and e-mail behavior is almost equally split for HS, and complemented by Spanish language for HE.

These findings are surprising not just because the differences in time spent with the Internet and email are relatively small but because Hispanics and African Americans, once online are avid consumers of this medium. Indeed, all of these online consumer groups report spending almost an equal number of hours on the Internet as they do watching TV. As we saw earlier, NHW tend to be older and have more time to surf the web and be exposed to other media. This consideration makes these findings even more important and relevant to online advertisers.

Use of Other Technologies

Cellular Phones

Table 12: Speaking on a cellular phone

Mean Differences in Hours per Week

Cultural Groups	N	Probability $\leq .05$	
Non-Hispanic Whites	513	3.78	
Asians	502		7.64
Hispanic English	493		7.99
African Americans	564		8.61
Hispanic Spanish	428		8.99

The number of hours spent on the cell phone is almost double for all culturally diverse groups than it is for NHW. This is one of the findings that emphasizes the growing gap between emerging minorities and the traditional majority. While the most immediate explanation for these differences could be age, the following table excludes age as the main explanation for the differences among culturally unique groups:

Table 13: Average hours speaking on a cellular phone by age

Group by Age	18-25	26-35	36-45	46-55	56-65	65+
Hispanic English	9.92	9.04	8.25	6.53	3.51	3.18
Hispanic Spanish	8.02	9.53	10.71	7.15	7.67	1.90
Non-Hispanic Whites	7.71	5.20	4.79	4.35	2.18	2.16
African Americans	15.10	10.83	8.48	6.66	6.49	2.95
Asians	9.73	8.90	8.11	5.63	2.91	3.86
Total	10.40	9.16	8.29	5.85	4.28	2.44

This table emphasizes that regardless of age, NHW use the cell phone less than the other cultural segments. Thus, belonging to a cultural group is a stronger explanation for differences than age alone. Younger age accounts for more use of the cell phone across groups, but the differences across groups persist regardless of age.

CD's

Table 14: Listening to CD's

Mean Differences in Hours per Week

Cultural Groups	N	Probability $\leq .05$			
Non-Hispanic Whites	513	2.88			
Hispanic English	493		4.27		
Asians	502		4.45	4.45	
African Americans	564			5.55	5.55
Hispanic Spanish	428				5.76

As in the case of cell phones, the use of CD's is much higher among all other groups than it is for NHW. Still, there are some small but interesting differences among these culturally diverse groups. HS, AA, and A are more avid consumers of this medium than HE who appear to be somewhat less dedicated to music on CD's.

MP3's or an iPod

Table 15: Listenign to MP3's or an iPod

Mean Differences in Hours per Week

Cultural Groups	N	Probability = .05			
Non-Hispanic Whites	513	.87			
Hispanic Spanish	428		1.93		
African Americans	564		1.93		
Hispanic English	493		2.88	2.88	
Asians	502				3.44

The use of new music formats is again more popular among all groups than it is for NHW, nevertheless A appear to be at the forefront in the use of this technology. This may not be surprising due to Asians' predilection to technical innovations and also to their relative affluence. The following table shows the income of the different groups:

Table 16: What is your household income

		Quota on Ethnic				
		Hispanic English	Hispanic Spanish	Non-Hispanic Whites	African Americans	Asians
What is your household income?	N					
	%					
\$19,999 or less	N	40	67	50	86	31
	%	9.1%	19.6%	11.4%	17.8%	7.5%
\$20,000 to 29,999	N	55	66	58	82	30
	%	12.5%	19.3%	13.2%	17.0%	7.2%
\$30,000 to 39,999	N	64	56	55	61	40
	%	14.5%	16.4%	12.5%	12.7%	9.6%
\$40,000 to 49,999	N	61	63	50	59	43
	%	13.9%	18.4%	11.4%	12.2%	10.3%
\$50,000 to 59,999	N	42	31	53	58	44
	%	9.5%	9.1%	12.0%	12.0%	10.6%
\$60,000 to 69,999	N	37	17	49	46	39
	%	8.4%	5.0%	11.1%	9.5%	9.4%
\$70,000 to 79,999	N	41	12	32	26	39
	%	9.3%	3.5%	7.3%	5.4%	9.4%
\$80,000 to 89,999	N	23	11	15	15	33
	%	5.2%	3.2%	3.4%	3.1%	7.9%
\$90,000 to 99,999	N	21	5	25	17	27
	%	4.8%	1.5%	5.7%	3.5%	6.5%
\$100,000 to 124,999	N	27	9	25	18	42
	%	6.1%	2.6%	5.7%	3.7%	10.1%
\$125,000 to 149,999	N	16	3	14	4	16
	%	3.6%	.9%	3.2%	.8%	3.8%
\$150,000 or more	N	13	2	14	10	32
	%	3.0%	.6%	3.2%	2.1%	7.7%
Total	N	440	342	440	482	416
	%	100.0%	100.0%	100.0%	100.0%	100.0%

The following summary table shows the percentage of each group that have a household income of \$80,000 or more:

HE	HS	NHW	AA	A
32.00%	12.30%	28.50%	18.60%	45.40%

The differences are striking. Almost half of A have a household income of \$80,000 or more while only 12.3% of HS have a similar income. HS and AA have the lowest levels of income in this sample which seems to explain some of their media behaviors, particularly those which tend to be more expensive.

Electronic Games

Table 17: Playing electronic games

Mean Differences in Hours per Week

Cultural Groups	N	Probability $\leq .05$	
Hispanic Spanish	428	1.02	
Non-Hispanic Whites	513	1.32	1.32
Hispanic English	493	1.71	1.71
African Americans	564		1.93
Asians	502		2.05

For those who are online, playing electronic games is not unusual. There are no statistically significant differences among most groups with the exception of HS. This may be the case because electronic games may not be part of the behavioral repertoire of these less acculturated individuals. Cost may enter into this scenario as well.

Cellular Phone Use for Other Than Speaking

Table 18: Using a cellular phone for things other than speaking

Mean Differences in Hours per Week

Cultural Groups	N	Probability $\leq .05$		
Non-Hispanic Whites	513	.79		
Hispanic Spanish	428	1.13	1.13	
Hispanic English	493		1.91	1.91
African Americans	564		1.95	1.95
Asians	502			2.17

Surfing the web, downloading ring tones, using e-mail, etc. on cell phones are more popular activities among emerging minorities than they are for NHW and HS. NHW generally seem to be less into newer technologies for communication as seen in the analysis above. HS may be lagging due to being in their early stages of acculturation. This is an interesting behavioral pattern linking NHW who have been the more established mainstream culture in the United States and HS who tend to be those who are less acculturated. It seems that NHW who have had the most opportunity to avail themselves of new technologies through income and education, have made the choice not to innovate in this area, while HS who are already strong users of cellular phones may only lack the acculturation element to incorporate some of these behaviors. Cost may also be a prohibitive factor for some of these features.

Satellite Radio

Table 19: Listening to satellite radio

Mean Differences in Hours per Week

Cultural Groups	N	Probability ≤ .05
Non-Hispanic Whites	513	.85
African Americans	564	1.14
Asians	502	1.23
Hispanic Spanish	428	1.63
Hispanic English	493	1.78

Listening to satellite radio is not very popular yet, and there are no statistically significant differences among the groups. Still the tendencies reflect trends similar to those regarding the use of radio as well as the use of other new technologies. NHW spend the least time per week listening to this satellite radio, and Hispanics spend the most. Spanish language program availability by satellite radio may also account for this trend.

Music on Television

Table 20: Listening to music on television

Mean Differences in Hours per Week

Cultural Groups	N	Probability = .05
Non-Hispanic Whites	513	1.09
Hispanic Spanish	428	1.72
Asians	502	1.79
Hispanic English	493	2.70
African Americans	564	3.03

AA and HE are most likely to listen to music programming available on TV including CD and other digital music available on satellite and cable television. This is compatible with “urban” taste trends and the affinity that these groups have with music in multiple media. HE may also be attracted by the inclusion of Hispanic music. Cost of access to these channels may account for HS, not being as involved in this use of television for music, since they tend to have lower incomes than HE and AA.

Epilogue

This data from 2007 Multicultural Marketing Equation Study confirm the findings of 2006 with a different sample that included Hispanics who preferred to respond to the questionnaire in Spanish. From the perspective of the equation, there are similarities among all of these groups in certain areas of the old media, but dramatic differences in others. The differences in use of older traditional and established media are not great among these groups but they are surprising. They highlight that when people are online, regardless of cultural group, they are still consumers of traditional media. However, language preferences of the consumers influence the language of the media they choose. This means that a homogeneous use of the old media cannot be taken for granted as a viable way to communicate to our multicultural population.

When it comes to new media, emerging minorities are more aggressively using these new modes of communication while NHW tend to be less adventurous, a trend that also surprised us in the 2006 study. However, there are surprises and nuances even within these trends including differences between HE and HS, as well as between A, AA, and both HE and HS. This suggests that marketers that have assumed that consumers online are parallel to those offline may have underestimated the way in which culturally diverse groups are leaving behind their NHW counterparts, and adapting new technologies to meet their cultural and personal needs.

The Multicultural Marketing Equation for Media

Commonalities

One resounding commonality among the five cultural groups is that all are firmly entrenched to almost the same extent in the use of traditional “old” media, particularly television, and the new media of the Internet. Each of these five groups spends close to 20 hours a week on television, and yet another 20 hours on the Internet! Marketers should realize that both old and new media avenues create not only access to these consumers, but complement each other to reinforce a strong communication link. However, this does not mean that the multicultural marketing equation is full tilt on the commonalities side. Even though the five cultural groups share these common television and Internet media tendencies, they have differing attitudes, values, tastes, and language preferences, to be revealed in future parts of this study, which need consideration in appealing to their hearts and minds.

Cultural Differences

The vibrant message to marketers is that a wide range of new technology touchpoints are even more prevalent among emerging minorities than NHW. The 2007 sample in which we have included HE and HS allowed us to understand the online Hispanic market more fully. In some cases, HS, who are less acculturated and have lower incomes, have less new technology usage than HE. However, HS presence, in most cases is stronger than NHW. A and AA often showed parallel trends to the other emerging cultural groups. Yet, they do exhibit distinct new media preferences which reflect their cultures.

Overall, the multicultural marketing equation applied to the media still shows greatest strength on the side of cultural differences. This means that effective marketers will plan media strategy to take advantage of the variety of media touchpoints specific to each of the cultural segments which make up the complex population in this country. The Multicultural Marketing Equation is tipped toward the weight of cultural differences

Methodological Note

Online Interviewing Method –

In 2007, sample sources were expanded to accommodate new sample requirements which included a segment of respondents that would answer the questionnaire in Spanish in addition to Hispanics that would answer the questionnaire in English.

Therefore, for the sample of those answering in English, respondents were originally sampled via the Opinion Place online "river" methodology. This method has also been referred to as "RDD for the web" as it uses broadcast promotional intercepts to generate a flow of respondents to the Opinion Place site. Respondents are screened and assigned to surveys in real-time, and are not considered registered panelists since most do not return to the site for ongoing survey participation.

For the sample of those answering in Spanish, respondents were invited from Tu Opinión Latina, a bilingual online Hispanic panel.

For the overall study, given the quota requirements, a random sample of respondents was selected based on their demographic characteristics and invited to participate in this special survey opportunity via a custom email invitation using the Opinion Place online "river" methodology. Respondents completed the survey by clicking on a link in the email invitation, which connected them with the online questionnaire.

Additional details:

- Fieldwork was executed from March 7 - 27, 2007.
- Respondents were required to be 18 years of age or older.
- The actual number of completes per quota group is as follows:
 - n=513 Non-Hispanic Whites
 - n=493 Hispanic (English version)
 - n=428 Hispanic (Spanish version)
 - n=564 African Americans
 - n=502 Asians
- Each respondent received a small incentive for completing the survey.

	English Speaking Segment	Spanish Speaking Segment
Average survey length	22 minutes	31 minutes
Response rate	28%	20%
Completion rate	79%	82%

Online programming and the assembly of the final data file were provided courtesy of Research Results, Inc. Our gratitude goes to John Zarrella, President of Research Results, and his excellent team of survey specialists.