Online Technology Ownership

The Multicultural Marketing Equation Study 2007: Report # 2

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The 2007-2008 Florida State University/DMS Research Multicultural Marketing Research Program

This is the second 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. The first report of the 2007 study, Old and New Media Use, provided insights into cultural similarities and differences concentrated on the media. This report, the second of the 2007 Multicultural Marketing Equation Study series, concentrates on online technology ownership.

In addition, all respondents were surveyed for current ownership of new technologies as well as intent to purchase within the next year. This provided insight not only into immediate patterns among these diverse groups, but near term future aspirations. Demographic information on income and age permitted further analysis of findings as relevant.

The technology ownership investigated in this study included: blog, website, pod cast, cellular phone with and without camera, cellular phone with MP3, Digital Photo Camera, Digital Video Camera, DVD, DVD burner, High Speed Internet Access, Dial-up Internet Access, Desktop Computer, Laptop Computer, MP3/iPod, Satellite Radio, Satellite TV, TIVO/DVR, and Wi-Fi/Wireless Internet.

Overall Trends

The emerging minority groups in this study are expanding their technology ownership to a relatively wide range of new categories. This is in contrast to NHW who tend to stick to the main trends and show little aspiration for expanding into innovations on the market. Technology acquisition appears like an acculturation progression from A, who have the highest levels of ownership in a wide variety of new technologies, to HE who follow closely in levels of technology ownership, to the HS who have the lowest ownership but are the most aspirational in the near term. Looking at the fit of these findings to acculturation levels—It is A on the high end of the acculturation continuum, who have been a part of the US mainstream culture for a longer period of time, are by far more affluent than other minorities, and operate largely in English in the wider society. It is HS closing in on the high end of the acculturation continuum, who have either been in the US a longer period of time or were born here, who prefer English and are proficient in the language, and enjoy a higher level of income than other Hispanics. Finally, it is HS on the less acculturated end of the continuum, who prefer Spanish, and who have a lower level of income. So, perhaps the story of growth in technology ownership is also the story of the dynamic integration of minorities into this country. Ironically, it is the NHW who have been considered the mainstream market of this country, who are the least turned-on by new technology.

AA, also a growing minority group, has generally lower technology ownership levels than A and HE, although there are a few noteworthy exceptions. AA are part of this country's history, so the term acculturation does not apply. Yet as minorities they have a lower level of income than other groups and remain aspirational in several aspects of technology ownership.

Cultural preferences known to each of the emerging minority groups appear to predominate in technology ownership patterns. A are strongly into a wide variety of new technology ownership, both HE and HS have preferences for technologies which connect them to others, and AA are strong and aspirational in entertainment related technology.

Conclusions

Overall, the balance of the multicultural marketing equation is tilted toward more differences than commonalities in technology ownership. These findings clearly and graphically illustrate that the energy in terms of technology ownership and expansion is with emerging minorities. Again, as in the Old and New Media Use report of these 2007 findings and in our 2006 Multicultural Marketing Equation study, NHW are laggards in innovation among the online population.

For marketers of new technologies, the lesson from the Multicultural Marketing Equation study, Part #2, Online Technology Ownership Report, is emerging minorities are the exciting targets for the moment and the near term future! From the online sharing technology of blogs, websites and podcasts to the latest digital photography equipment, to MP3's, and satellite and wireless technologies, A, HE, HS, are either ready or will be soon to be owners of these technologies. AA are slowly catching up as well and have aspirations in several areas.

The burgeoning market is not in the old mainstream NHW target. While NHW may be up to speed in having high-speed wireless connections and cell phones with cameras they show little evidence of branching soon into the more innovative parameters of the technology world. The dynamic of technological growth is in the acculturating markets which already have made many of the new technologies their own, or are intending to do it within the year.

Recommendations

Marketers and producers of new technologies need to target their products to each of these five segments of this study—A, HE, HS, AA, and NHW individually, making use of this research and their own internal studies. It is important to understand which markets are not viable long term targets for their technology products, and which are currently there or will be soon. Marketers will also need to clarify for new product development which markets are ready for innovations, and what type of innovation will meet the cultural interests of these groups.

It may be worthwhile to think of creating a grid with new technologies on one axis and cultural groups on the other. This research study and other research marketers may conduct for their own products could be used to create a target score for each cultural group by technology. The score could be higher for cultural groups who have already demonstrated a purchase affinity for a particular form of technology and there is cultural relevance for that type of technology. For instance, it may make sense to give a relatively high score for a cell phone with MP3 player for A, HE, HS, and AA because of their ownership and purchase intent patterns, plus the cultural relevance of the technology for these groups. However, it would merit a low target score for NHW because of current low ownership and future interest. (See Figure 6)

The information in this report on new technology ownership among five cultural groups can act as a powerful targeting tool in marketing. It can support near and long term planning, which will tap into the drive for the latest in technology evident in emerging markets. It can also prevent concentration in markets which have become stagnant, and the waste of resources involved in pursuing them. Marketers will need to refer to other parts of the Multicultural Marketing Study (Old and New Media Use) for guidance on selecting media which are most effective for reaching their intended markets. Finally, to win the hearts and minds of each of these cultural groups, research into the informational needs and the emotional benefits derived from technology ownership is needed for crafting effective targeted advertising.

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 ≤ .05. More specific information on methodology is provided in the Methodological Note at the end of this report.

Online technology ownership by the different segments of the Multicultural Marketing Equation is the focus of this second report of the 2007 series.

Online Technology Ownership in the 2007 Study

In this 2007 study we asked respondents to tell us whether or not they have, plan to have within the next year, or do not plan to have within the next year for the first time:

- A blog
- A website
- A podcast
- Cellular phone without camera
- Cellular phone with camera

- Cellular phone with MP3 player
- Digital photo camera
- Digital video camera
- DVD burner
- DVD player
- High speed internet access
- Dialup internet access
- Desktop computer
- Laptop computer
- MP3 player or an iPod
- Satellite radio
- Satellite TV
- TIVO or some other Digital Video Recorder for your TV
- Wi-Fi or wireless Internet access
- Electronic games

Use of Figures and Tables in the study

The findings of the study are described in the body of the report and illustrated by Figures, which are graphs of the percentages of having and intent to have within the next year for each of the five cultural groups studied. Tables are included in the Appendix for each of the technology areas, which provide the number of respondents and the percentages of having and intent to have within the next year for each of the five cultural groups. In addition, there are tables in the Appendix on household income levels of the respondents in each of the five cultural groups. There are also tables by age and income for having a blog and an MP3 player.

Main Findings

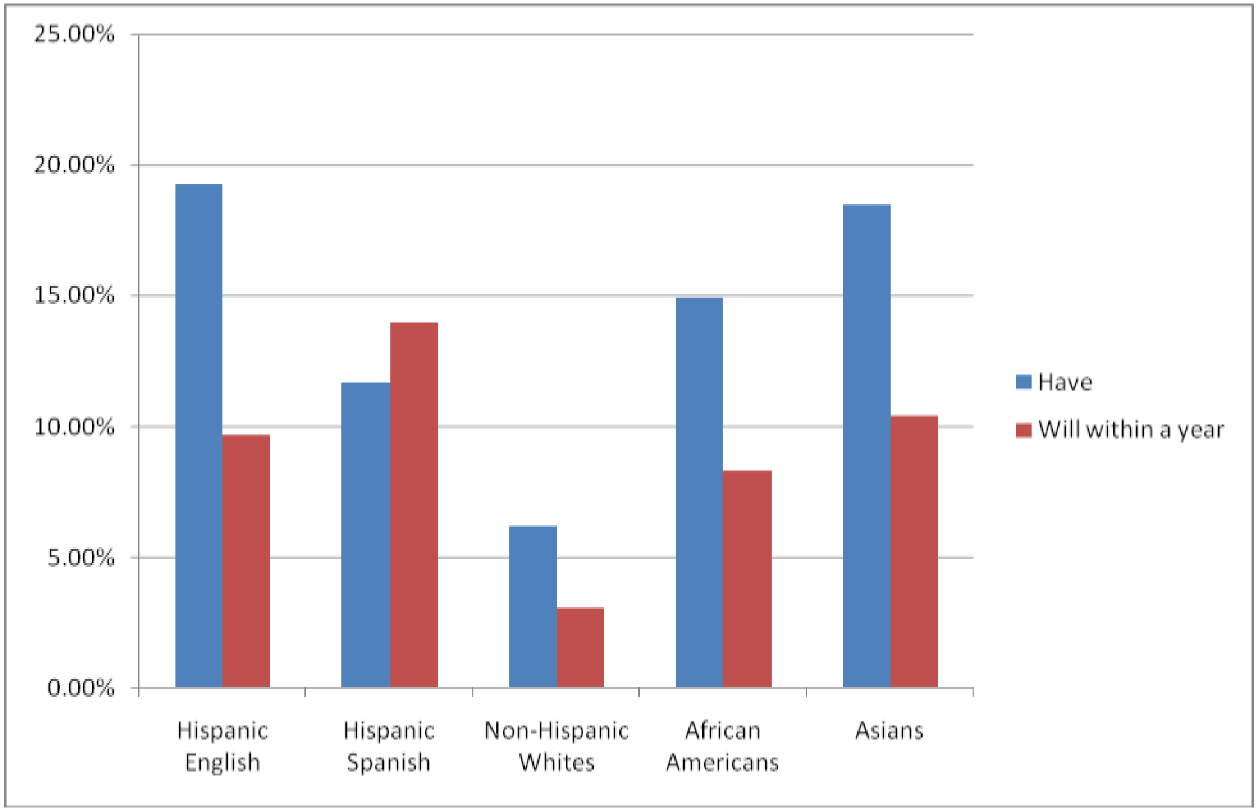
Online Sharing Technology

In this section we will cluster for discussion the findings regarding the possession of blogs, websites, and podcasts.

Perhaps the most interesting indicator of innovativeness online is having a blog to disseminate one's thoughts and perspectives. Figure 1, below, shows who has this technology, who does not but plans to have it within a year, and who does not have it and does not plan to have it within the next year for the first time. Hispanics who responded in English (HE) are the most likely, of all groups to have a blog, closely followed by Asians (A), and then by African Americans (AA). Demonstrating their interest in this communication outlet, Hispanics who responded in

Spanish (HS) are the most likely to indicate they will have a blog within a year, and they are similarly very closely followed by A, and then by AA. Non Hispanic Whites (NHW) indicated they are least likely to have a blog and to have the intention to have one within the next year.

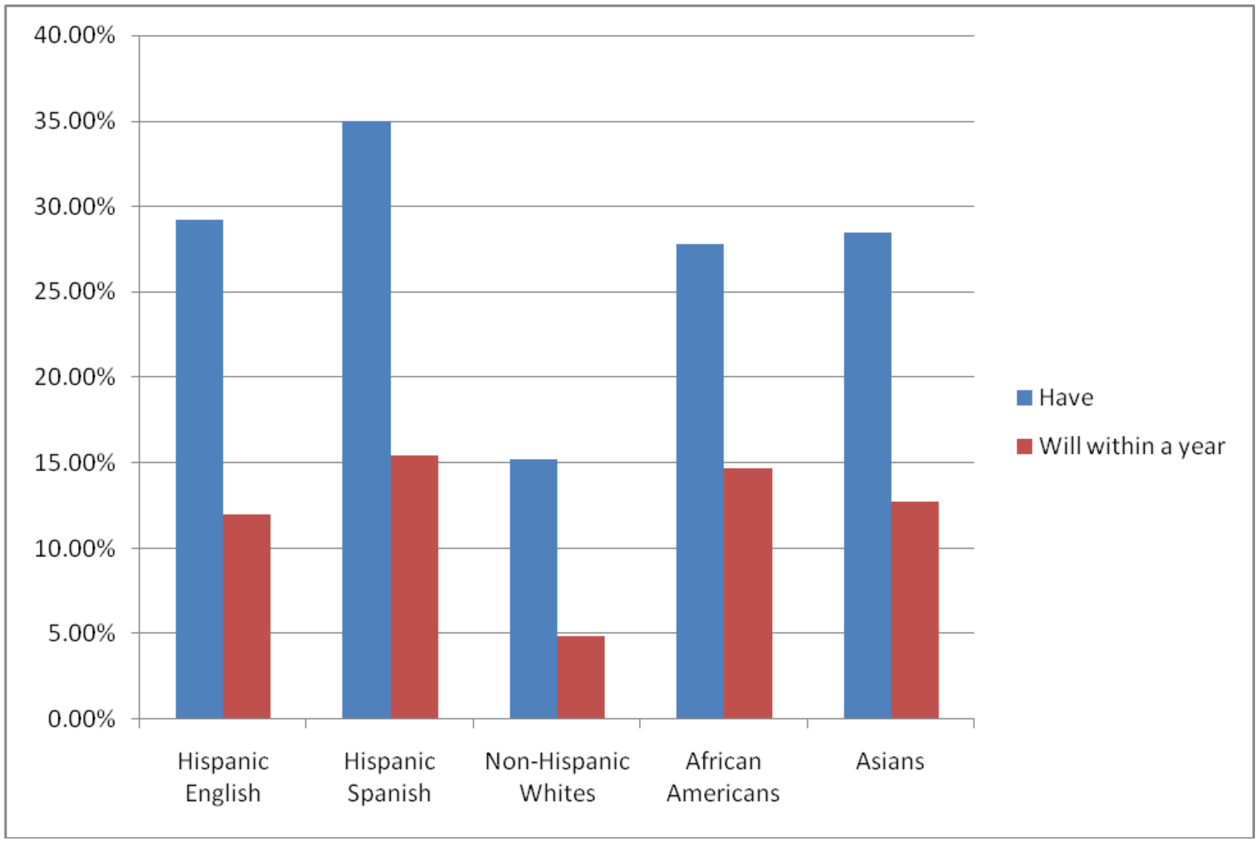
Figure 1 Blog



To most observers these tendencies should logically be explained by age because members of emerging minorities tend to be younger than NHW. Table 21 in the **Appendix** shows, however, that age is not an explanation for these tendencies. As the reader can see in the table, NHW continue to be less likely to have a Blog regardless of age.

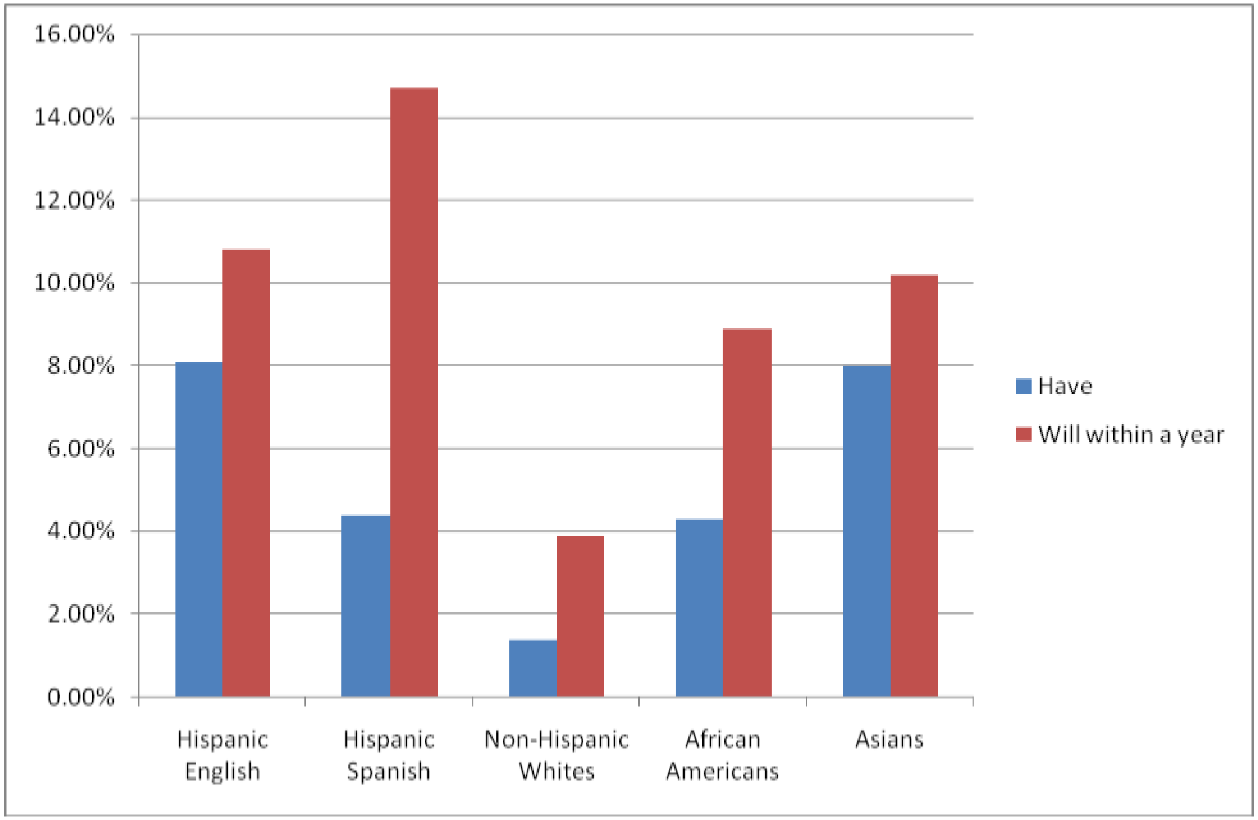
As can be seen in Figure 2, having a website is also most popular among Hispanics but in this case it is among HS. This is perhaps because more recent immigrants are more likely to want to share more of their life in pictures with others in their country of origin or in other remote locations. This HS group along with AA are also most likely to plan to have a website within the next year. HE, AA, and A own websites at about the same rate of just below 30%. The trend set by NHW is further reinforced here by their being the least likely to have a website. The implications are outstanding for observers of the growth of the online world. Emerging minorities lead the way into the virtual realm.

Figure 2 Website



As can be seen in Figure 3, having a podcast follows a similar trend as that observed for the two prior technologies, except that having podcasts is much less common overall. Still there seems to be a certain degree of enthusiasm for having this communication tool within the next year, particularly on the part of HS and the rest of emerging minority groups. The exception as before is NHW, as they tend to be much more reluctant to use these technologies. It is perhaps that cultures that place a high value on connectedness tend to adopt these technologies to a larger extent to share their thoughts, images, sounds, and rhythms. These are in many ways revolutionary technologies that seem to be allowing those who had been marginal before to express themselves now.

Figure 3 Podcast



Mobile technology ownership

In this section we cluster ownerships of cell phones without camera, with a camera, and with an MP3 player. Having a cell phone without a camera is relatively uniform across cultural groups at about 40%. NHW have some more of these phones as can be seen in Table 4. It also shows that the aspiration of having a cell-phone without a camera is very low across the board.

Figure 4 Cellular phone without camera

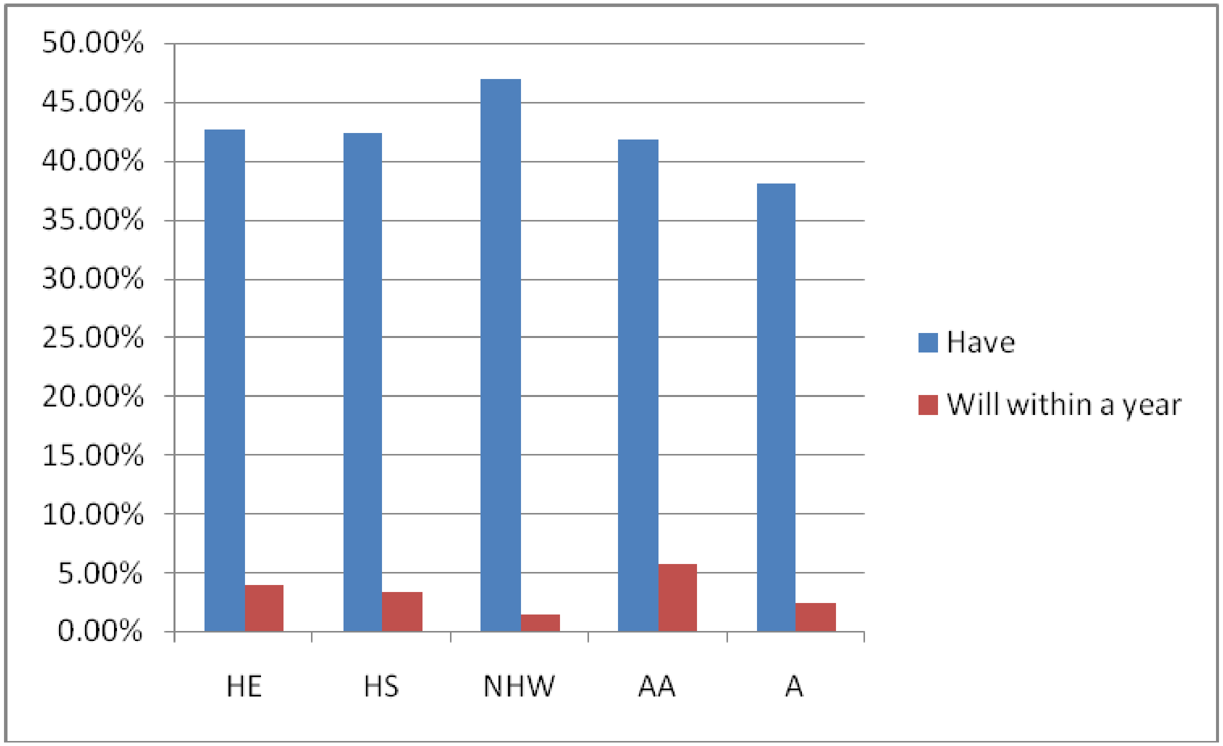


Figure 5, on the other hand, shows that having a cell-phone with a camera is most popular among A and HE and HS, followed by AA and more distantly by NHW. AA distinguish themselves for wanting to have such a device in the near future to a larger extent than the other cultural groups. NHW stand out as not having and not planning to have a cell-phone with a camera within the next year for the first time.

Figure 5 Cellular phone with camera

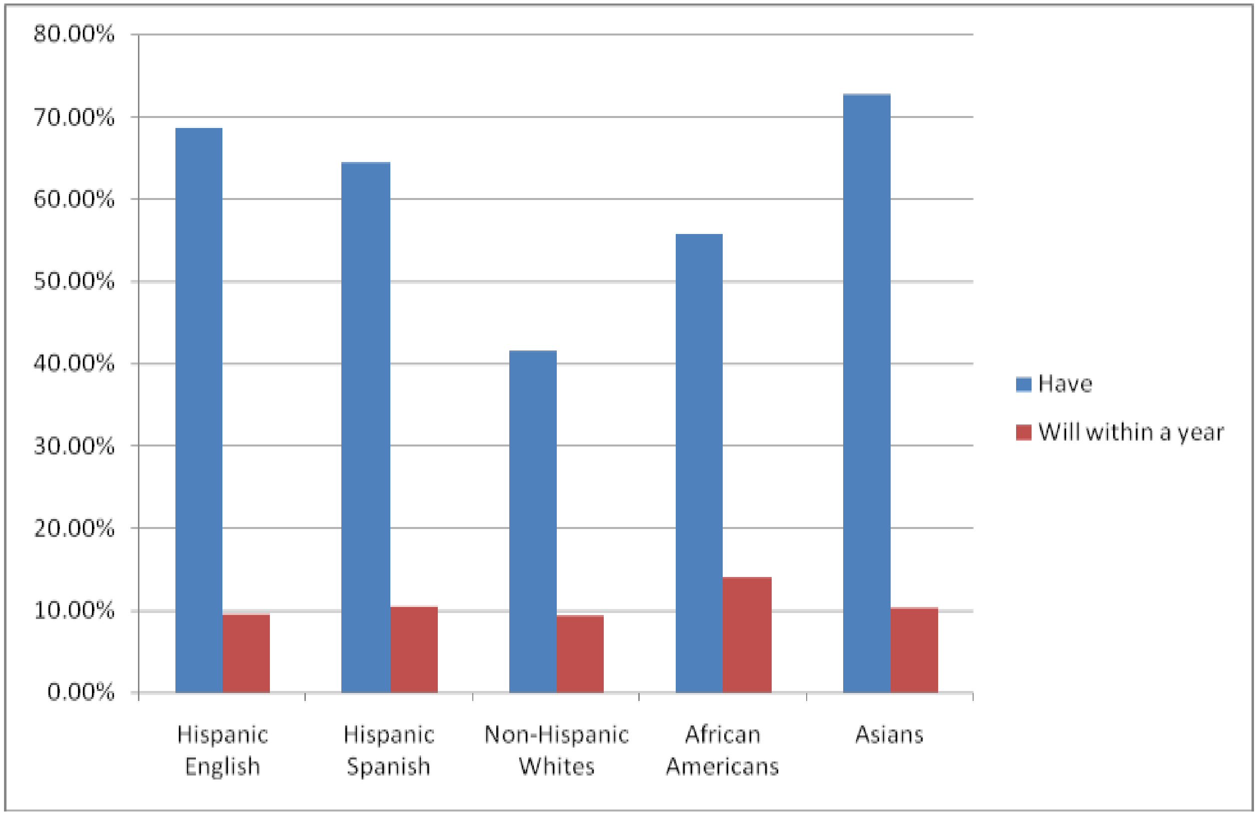
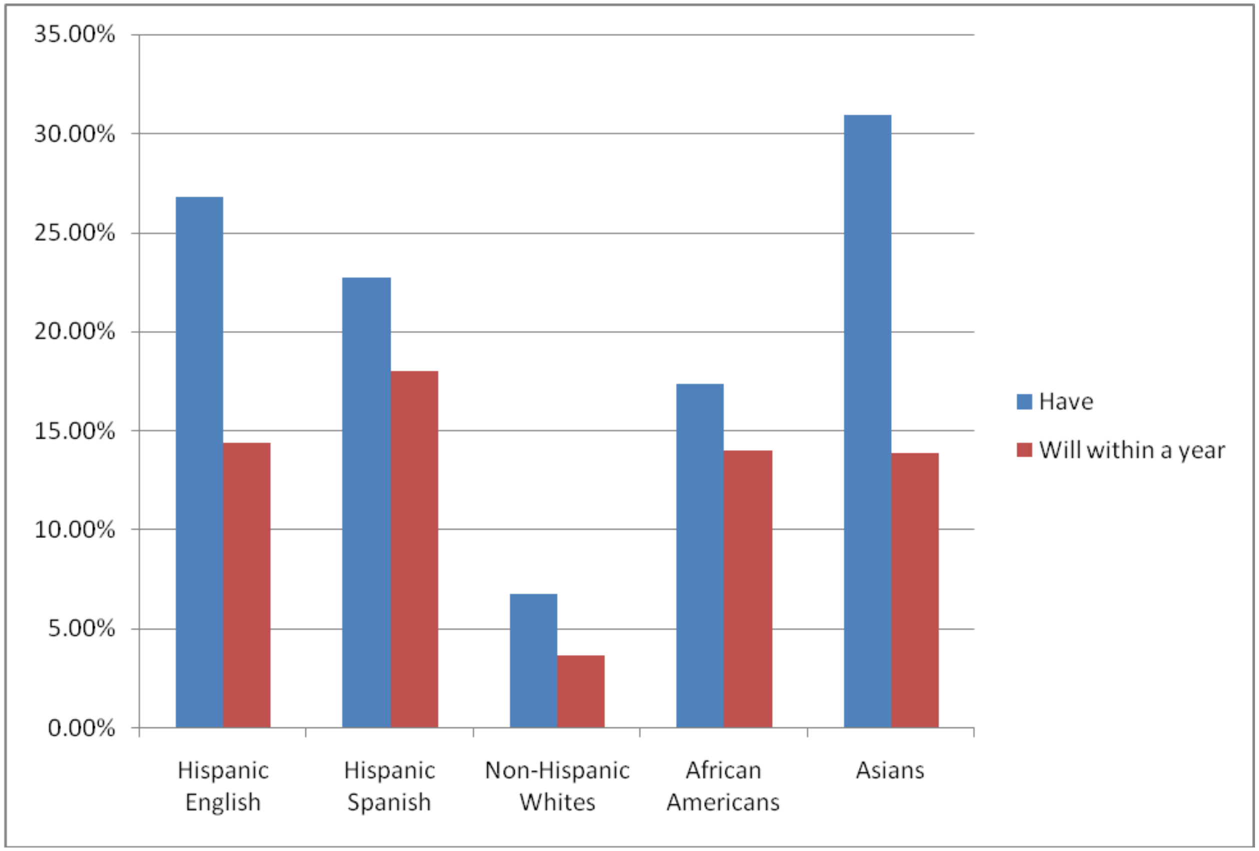


Figure 6 shows that A, HE, and HS are most likely to have an MP3 player in their cell-phone, distantly followed by AA and even more distantly by NHW. The aspiration of having one of these devices in the next year is relatively high among all groups with the clear exception of NHW, as the trend has been established in these findings.

Again, an alternative explanation for these findings could be age. The second table in the Appendix, however, indicates that NHW continue to be less likely to have a cellular phone with an MP3 player across age groups. It is interesting that age is not an explanation for these differences. This suggests that NHW are less interested in these innovative technologies. It also suggests that marketers may be misplacing their efforts by concentrating their efforts on what has been called the "general market." Growth is likely to come from these culturally diverse groups and they should consequently be the target of attention.

Figure 6 Cellular Phone with MP3 Player



Access to the Internet

Figures 7, 8, and 9 below detail how these online consumers access the Internet.   It is clear that HS is the group with less high speed Internet access and still is the most reliant on dialup access for their online activities. NHW are least likely to depend on dialup. It is interesting that A seem to be more likely to have high speed and dialup access simultaneously to a larger extent than other groups. This may suggest that they connect from different places with different types of access. A are most likely to have a wireless connection to the Internet than anyone else, followed by HE. HS are least likely to have wireless Internet access. Most of the symptoms seen in these tables suggest that affluence is a key determinant of the type of access to the Internet. Still, despite income differences, A and HE continue to be more eager to adopt these technologies than others. HS, interestingly are most likely than anyone else to want to adopt high speed and wireless access within the next year, thus demonstrating the high priority they place on having a technological edge.

Figure 7 Dialup Internet access

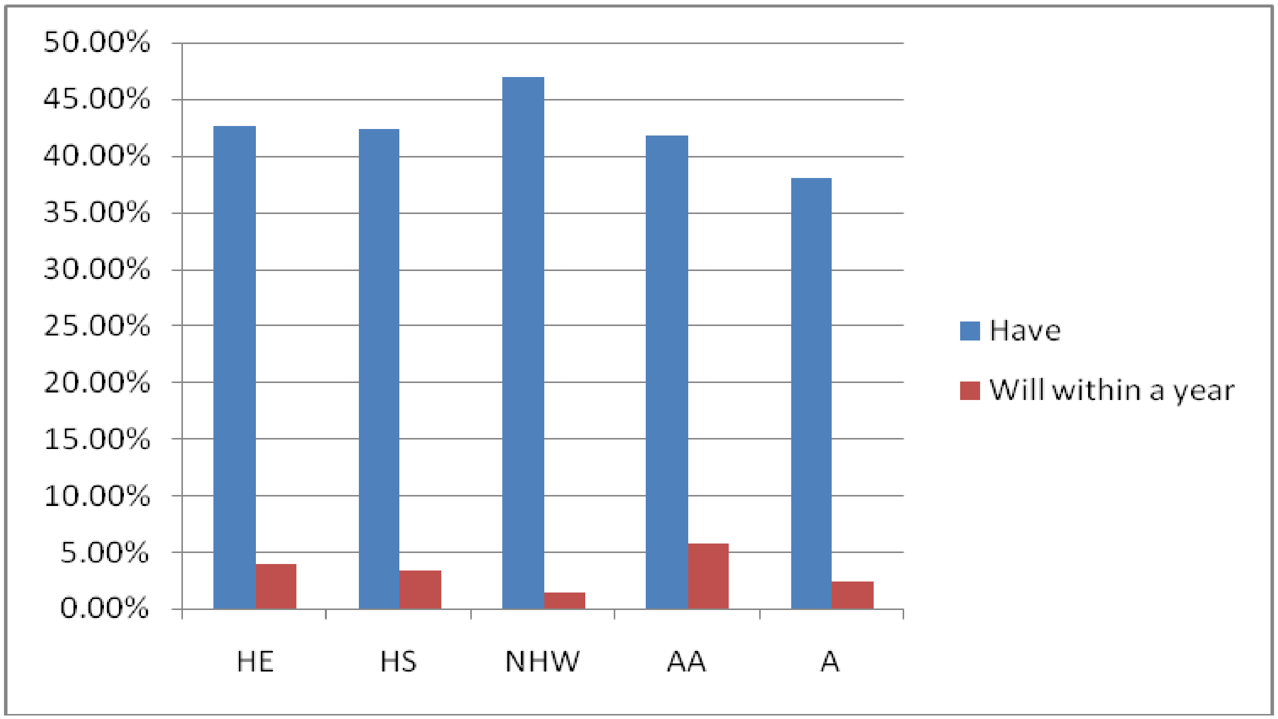


Figure 8 High speed Internet access

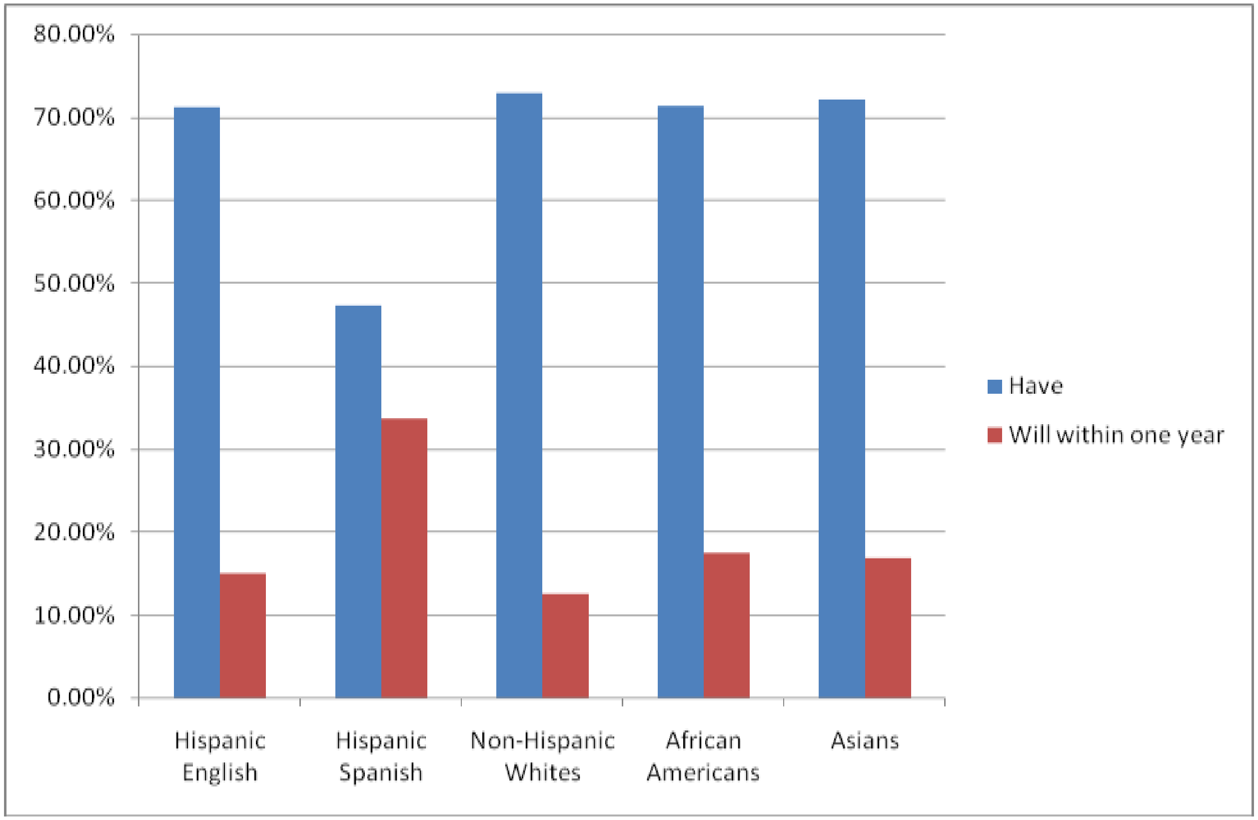
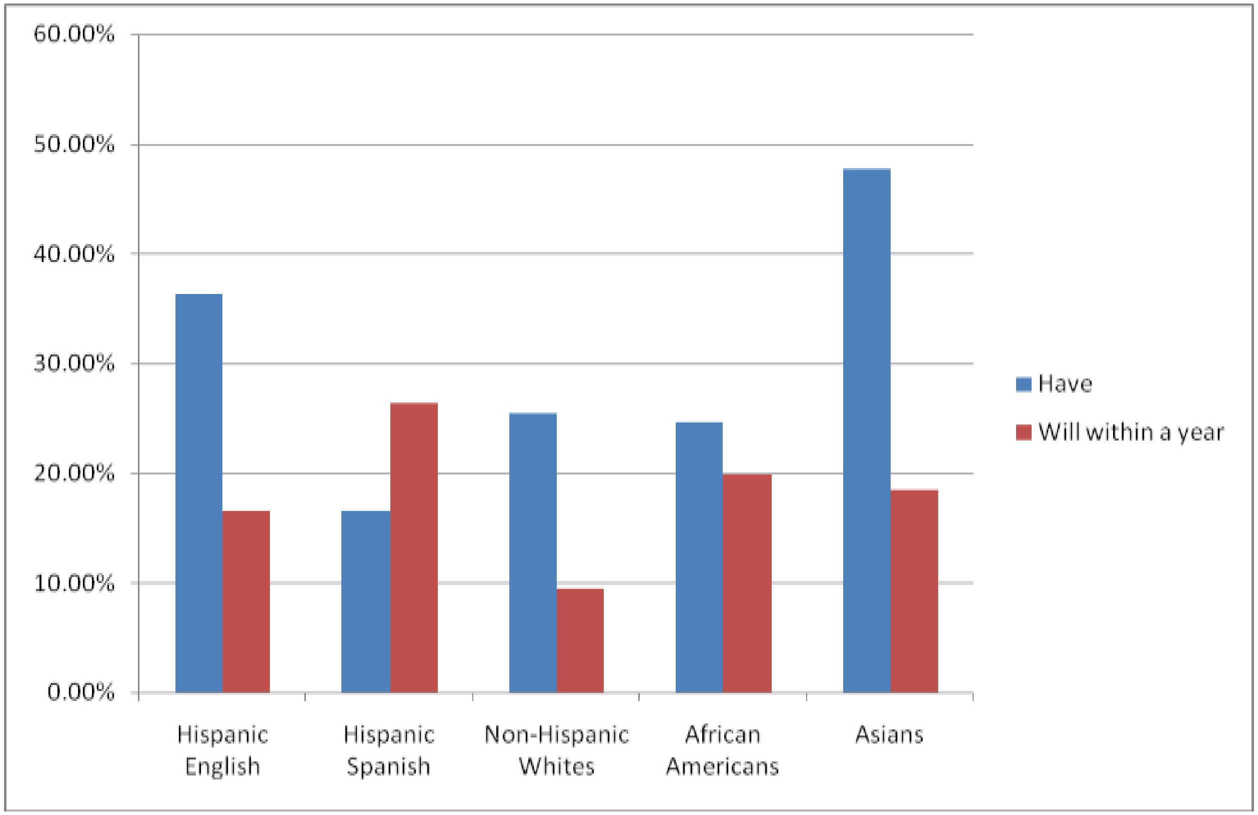


Figure 9 Wi-Fi or wireless Internet access



Type of computing equipment

While stationary computing is quite evenly distributed among these groups, mobile computing on a laptop is much more popular among A and then HE, with little difference among the other three groups. The aspiration, however, for having a laptop in the next year is highest for HS and AA. It seems that the higher cost of laptops may be preventing some of these consumers from mobile computing. Figures 10 and 11 show these trends.

Figure 10 Desktop Computer

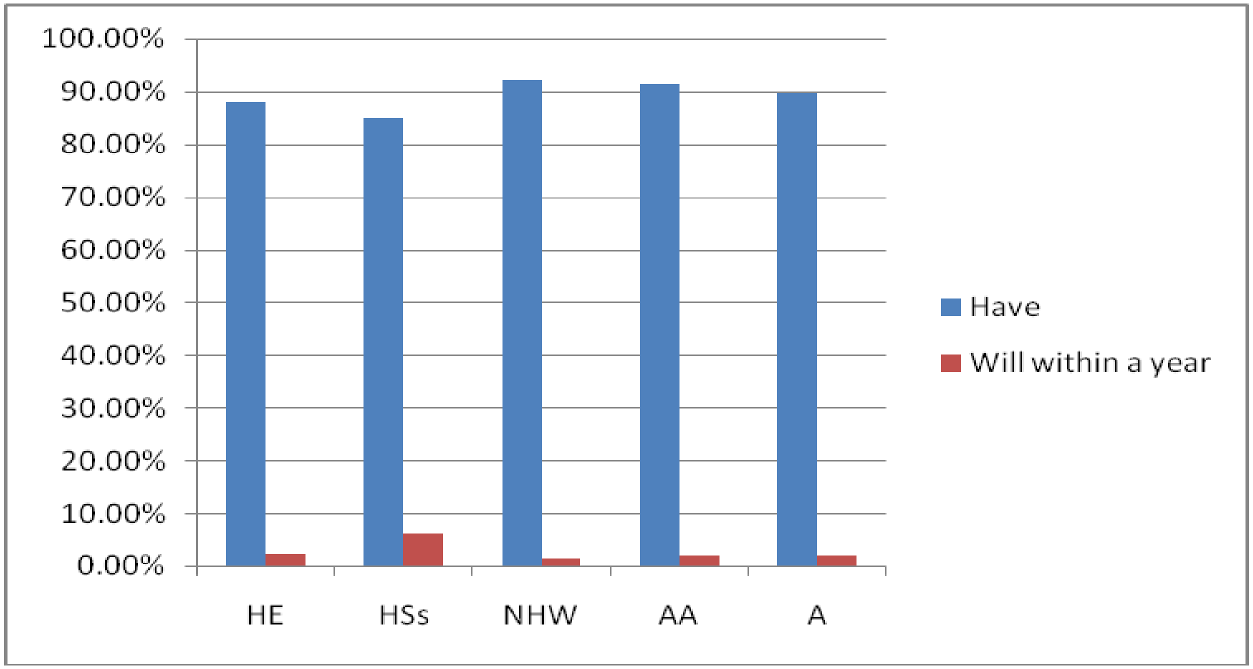
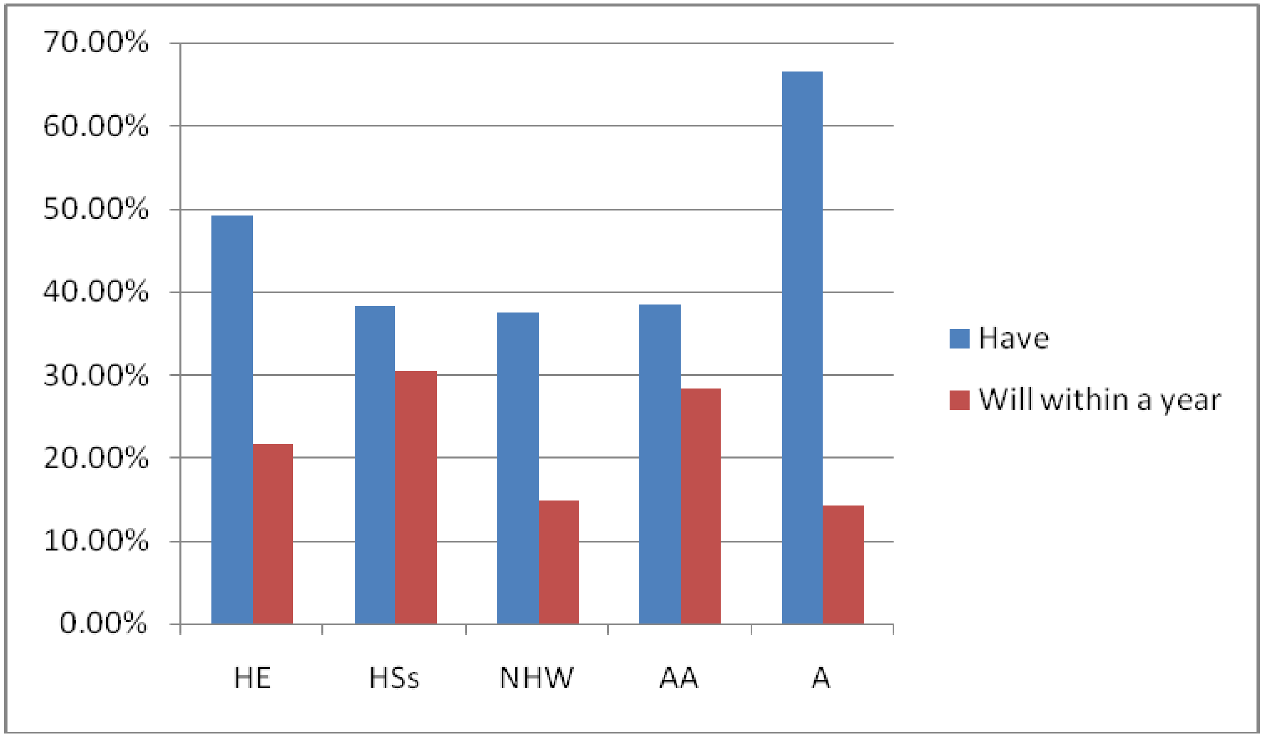


Figure 11 Laptop Computer



Digital Cameras

Figures 12 and 13 show the trends for digital camera ownership. A and HE are most likely to have a digital photo camera, followed by HS, NHW, and finally by AA. Interestingly AA and HS are most likely to state that they will acquire this type of equipment in the next year. AA and NHW are also most likely to state they do not plan to purchase a digital photo camera in the next year for the first time.

Having a digital video camera is most prevalent among HS, A, and HE as contrasted to the other groups. Because of their emphasis on family this is not surprising on the part of Hispanics and Asians. This technology would allow for capturing important family occasions, as well as sharing with other extended family members. NHW and AA are most likely to state they will not acquire a digital video camera in the next year.

Figure 12 Digital photo camera

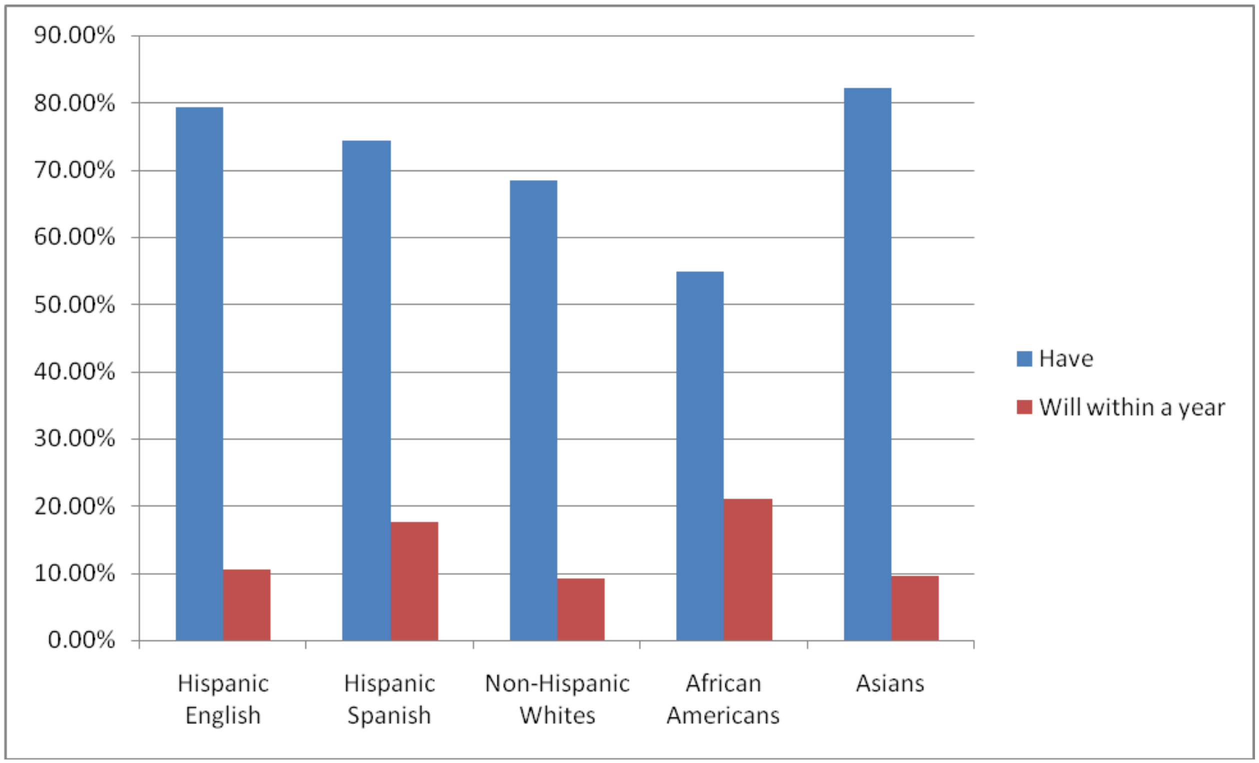
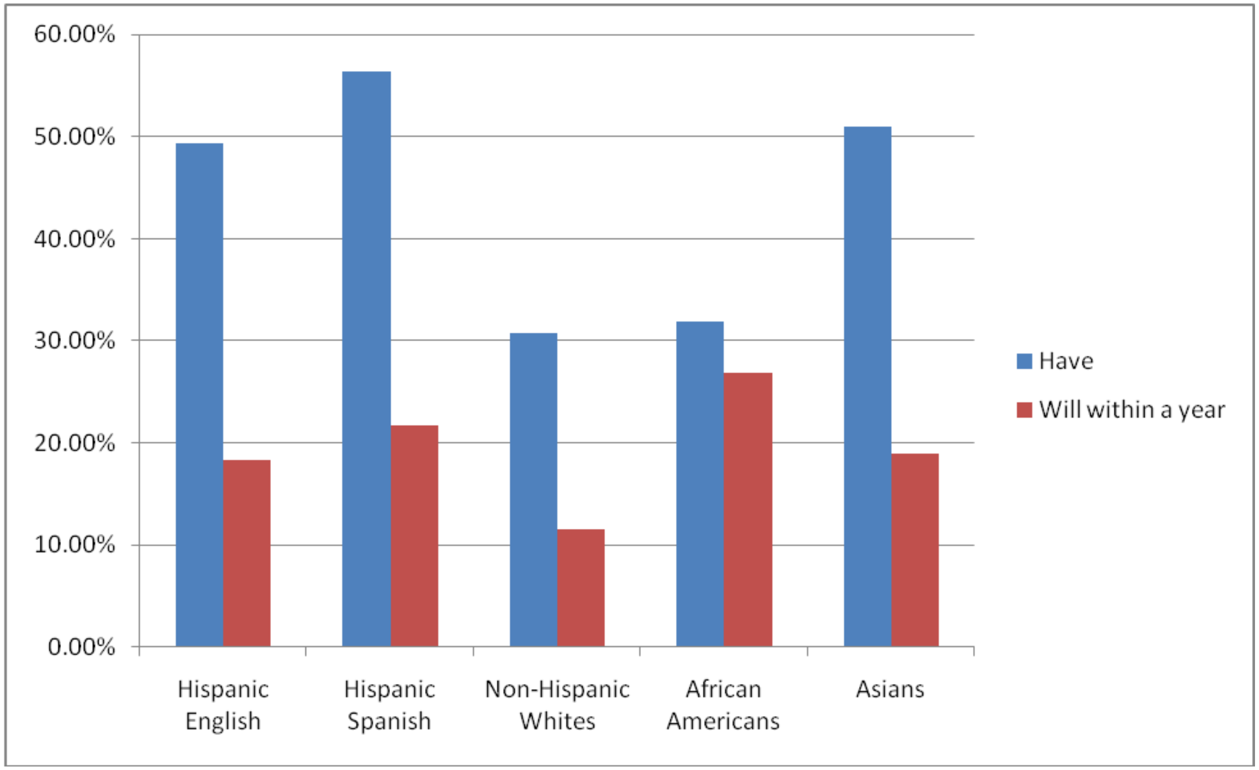


Figure 13 Digital video camera



DVD Technology

About a third of all these consumers have a DVD burner, and almost all of them have a DVD player, as evident in Figures 14 and 15. NHW tend to be the laggards regarding DVD burner ownership, while A and HE lead. AA and HS are most likely to want to own a burner in the near future. NHW are most likely to state they do not have and do not plan to have a DVD burner. Lower interest in DVD burners among NHW again emphasizes their tendency to have lower interest than all of the other groups in more advanced aspects of technology.

Figure 14 DVD Player

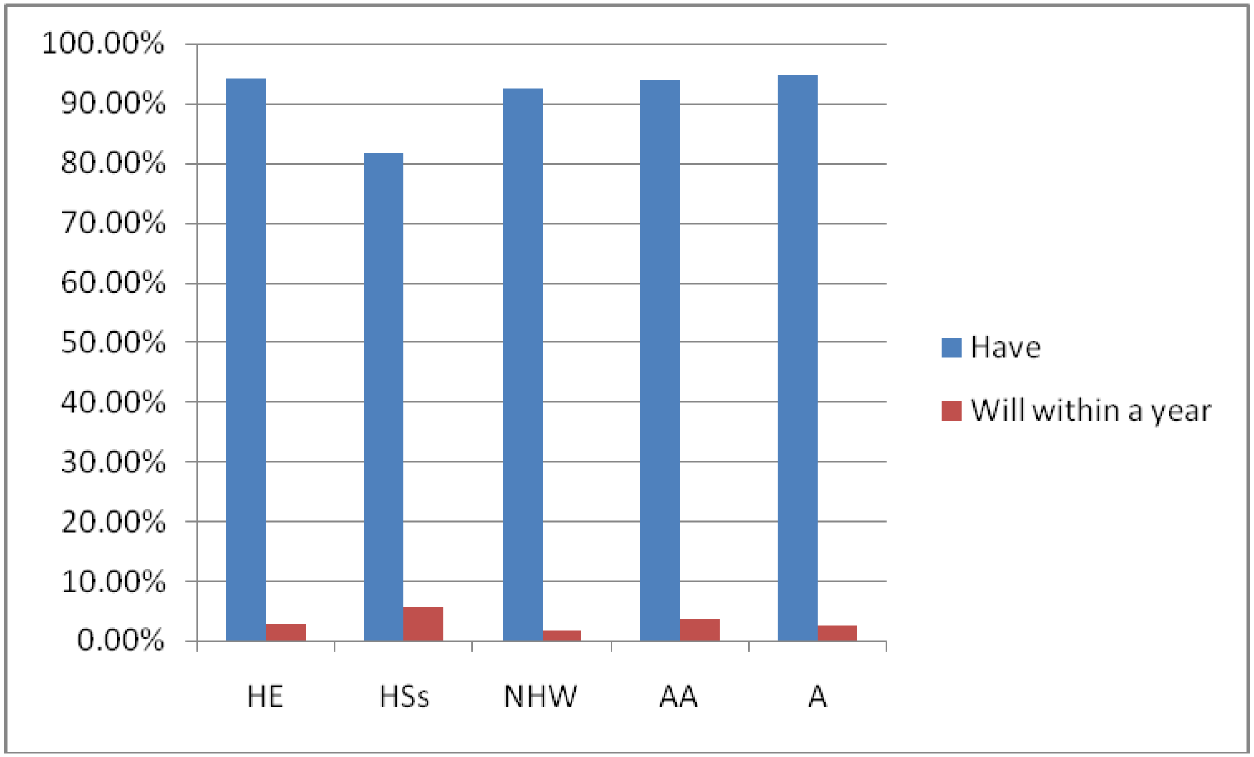
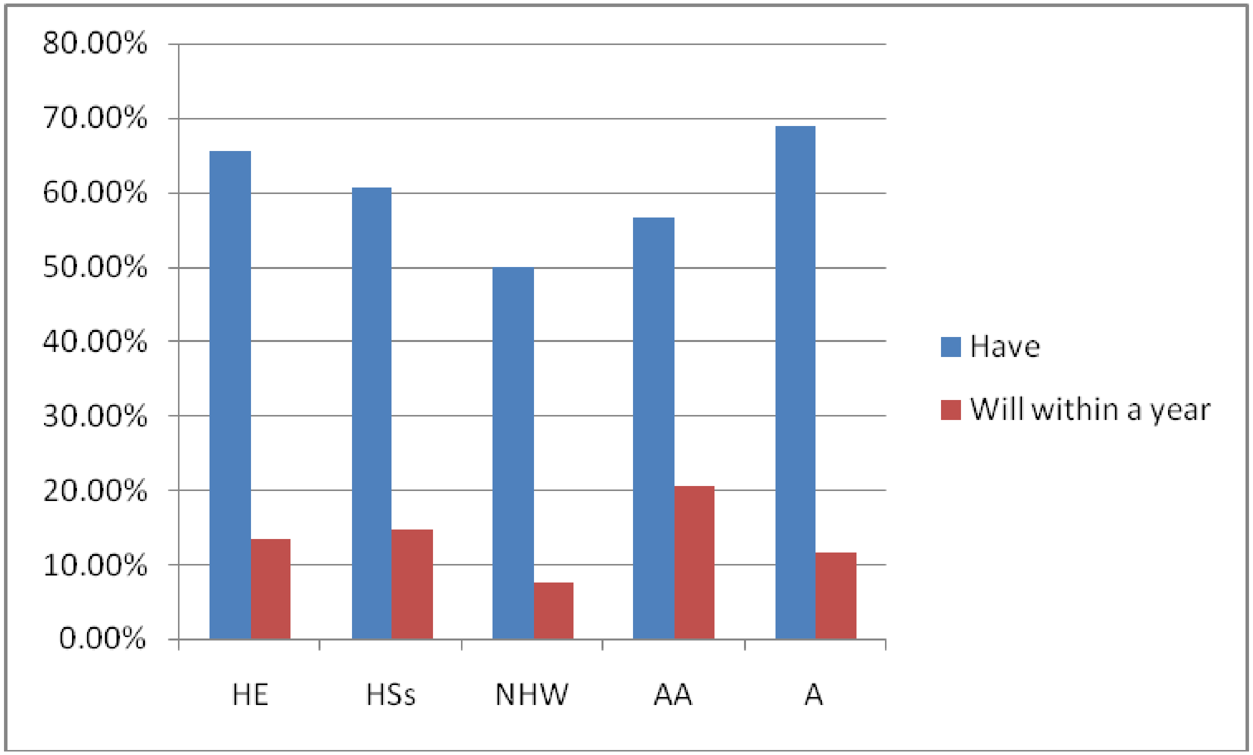


Figure 15 DVD Burner



Television and Radio Technology

Figures 16, 17, and 18 illustrate trends in television and radio technology. Satellite radio, as expected, has gained the favor of Hispanics in first place, while A and AA follow, and NHW show their technological reluctance once more by being least likely to have this technology, or to show a future interest in it. The highest incidence of satellite TV is among HS distantly followed by HE, and then the other groups. This may be explained by some of the rural geographic locations where HS are likely to live, and also by the fact that in their countries of origin satellite TV is quite common. Digital video recorders are more prevalent among A and HE, and least among HS. As in other cases, the suspected reason is lower income levels.

The Appendix in Table 23 shows income differences for each of the cultural groups. 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 income 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 regarding those which tend to be more expensive. While income does not explain all cultural preferences it seems to certainly have an impact on accessibility.

Figure 16 Satellite Radio

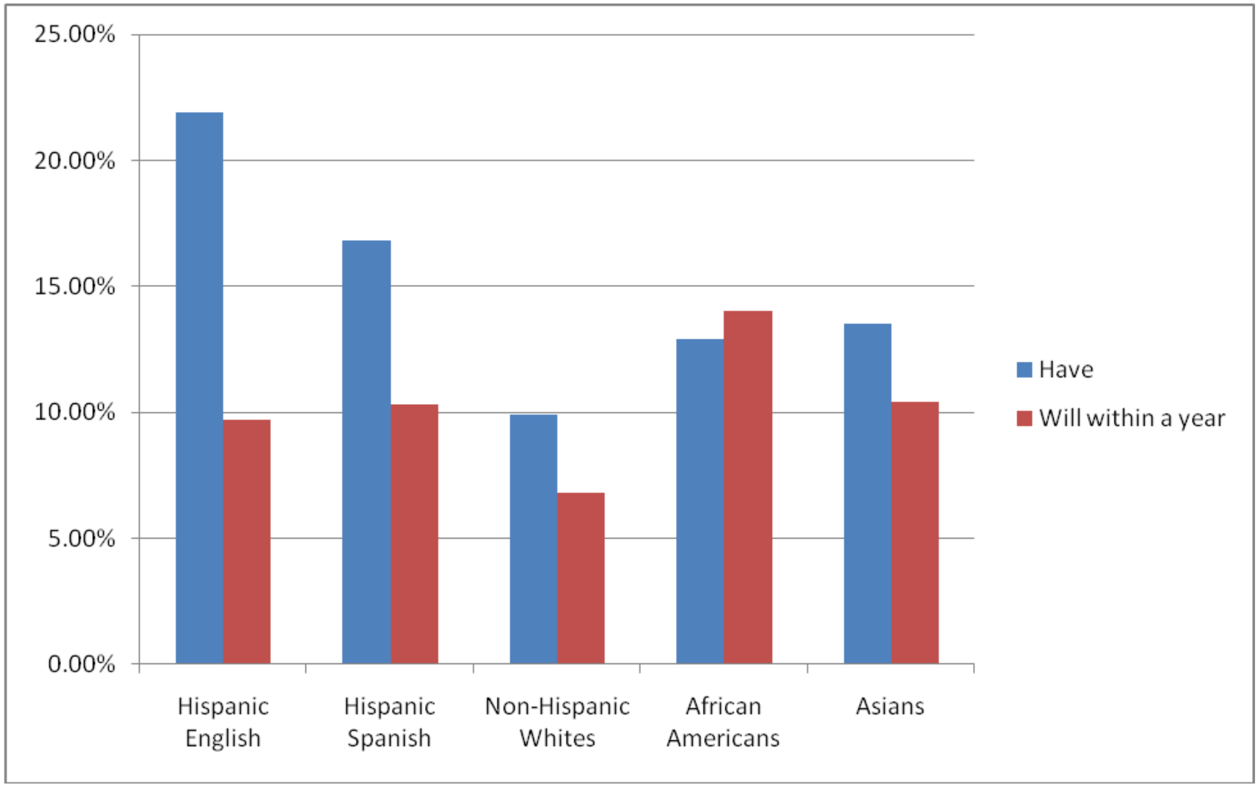


Figure 17 Satellite TV

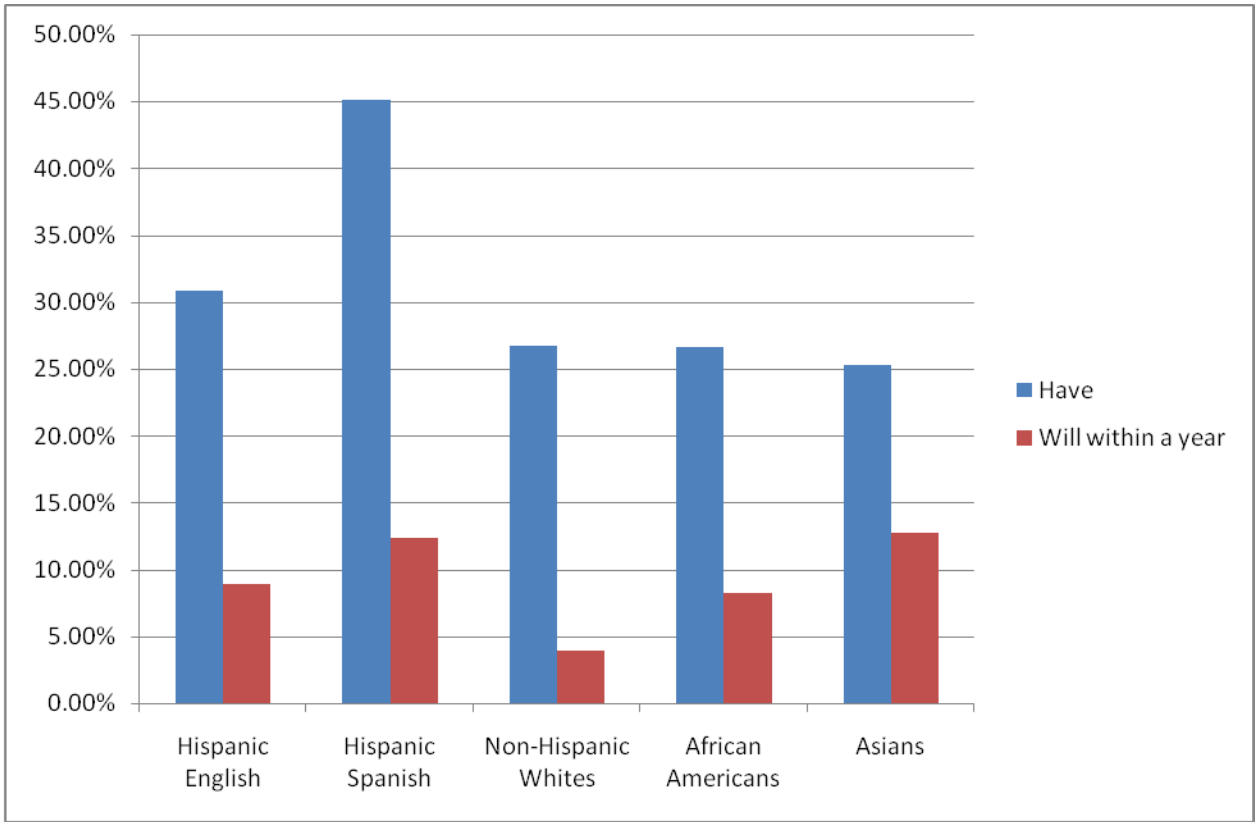
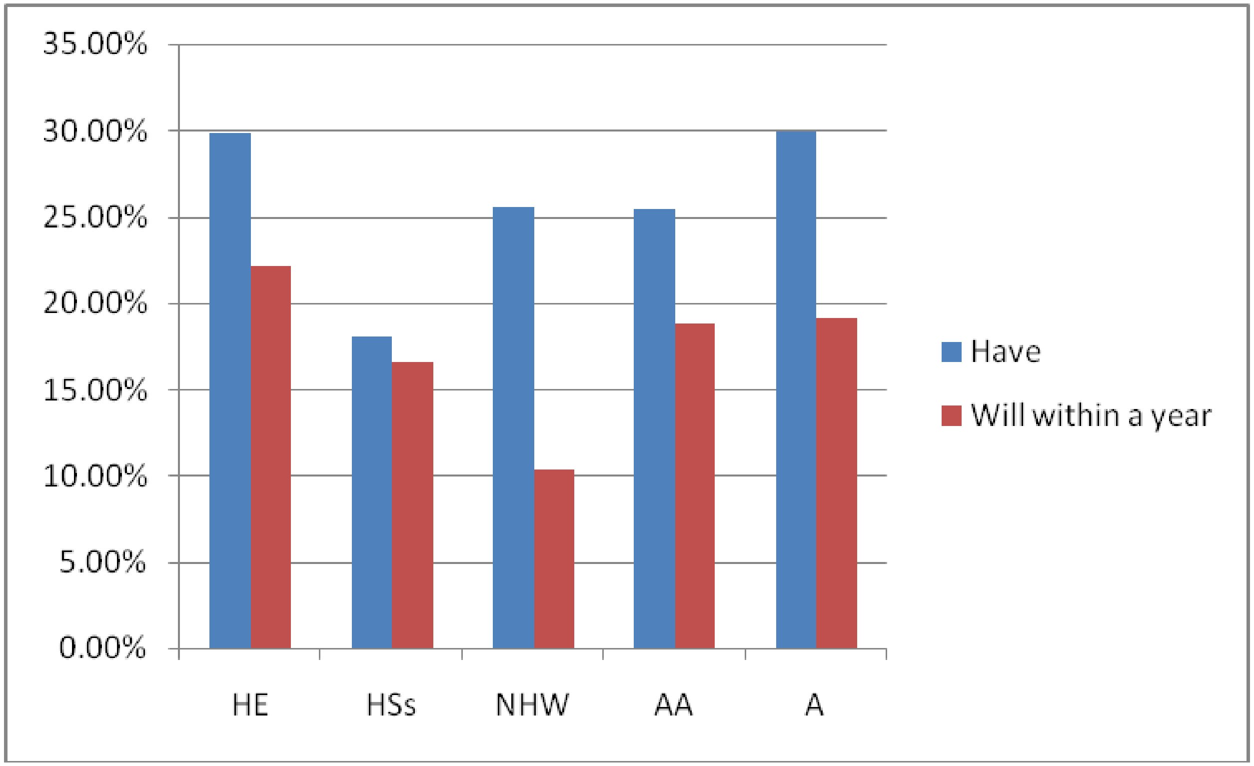


Figure 18 TIVO or some other Digital Video Recorder



Electronic Games and MP3 Players

About half of these consumers have electronic games and about 40% have MP3 players, and they tend to be heavily concentrated in the hands of A and HE, as can be seen in Figures 19 and 20. NHW, again, are least likely to own these forms of entertainment, or to think about having them in the near future. MP3 players differ from electronic games in that a large number of consumers in each group do want to own one in the near future. It may be that electronic games have reached a saturation point while MP3 players are still gaining momentum.

Figure 19 Electronic Games

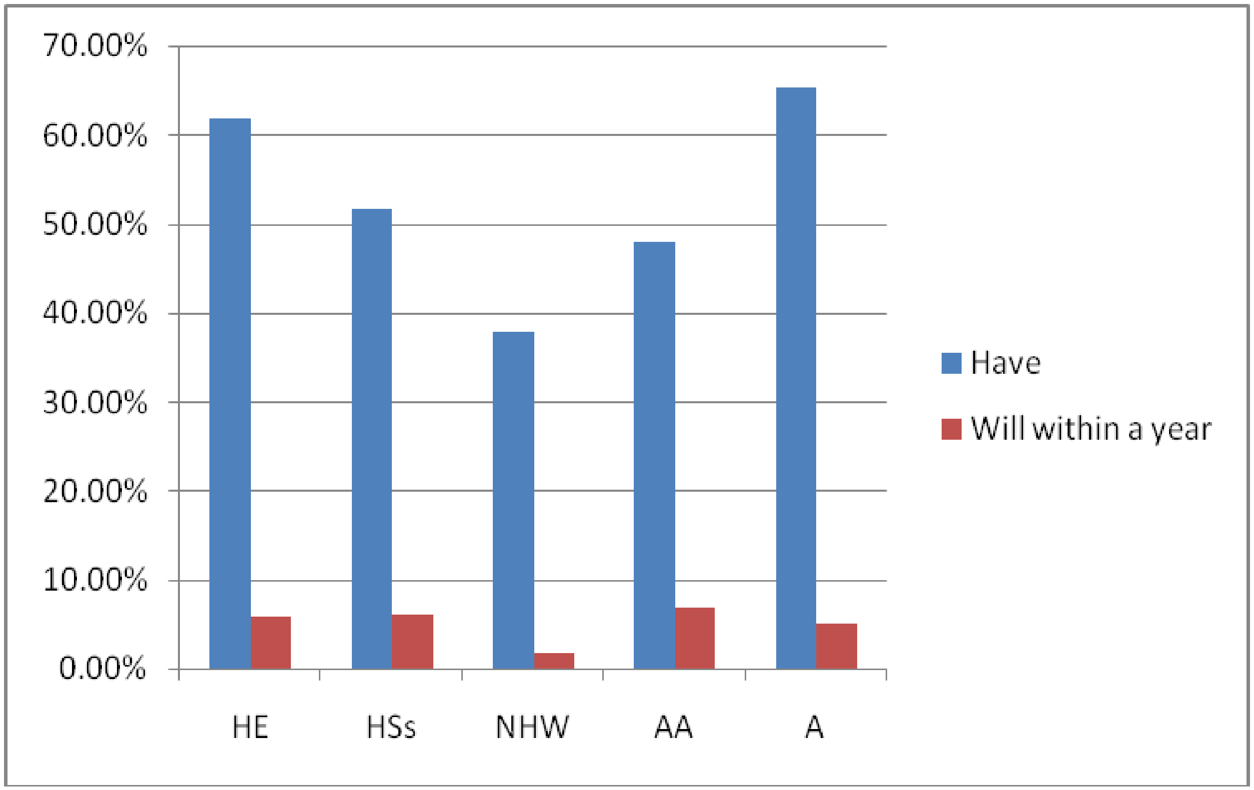
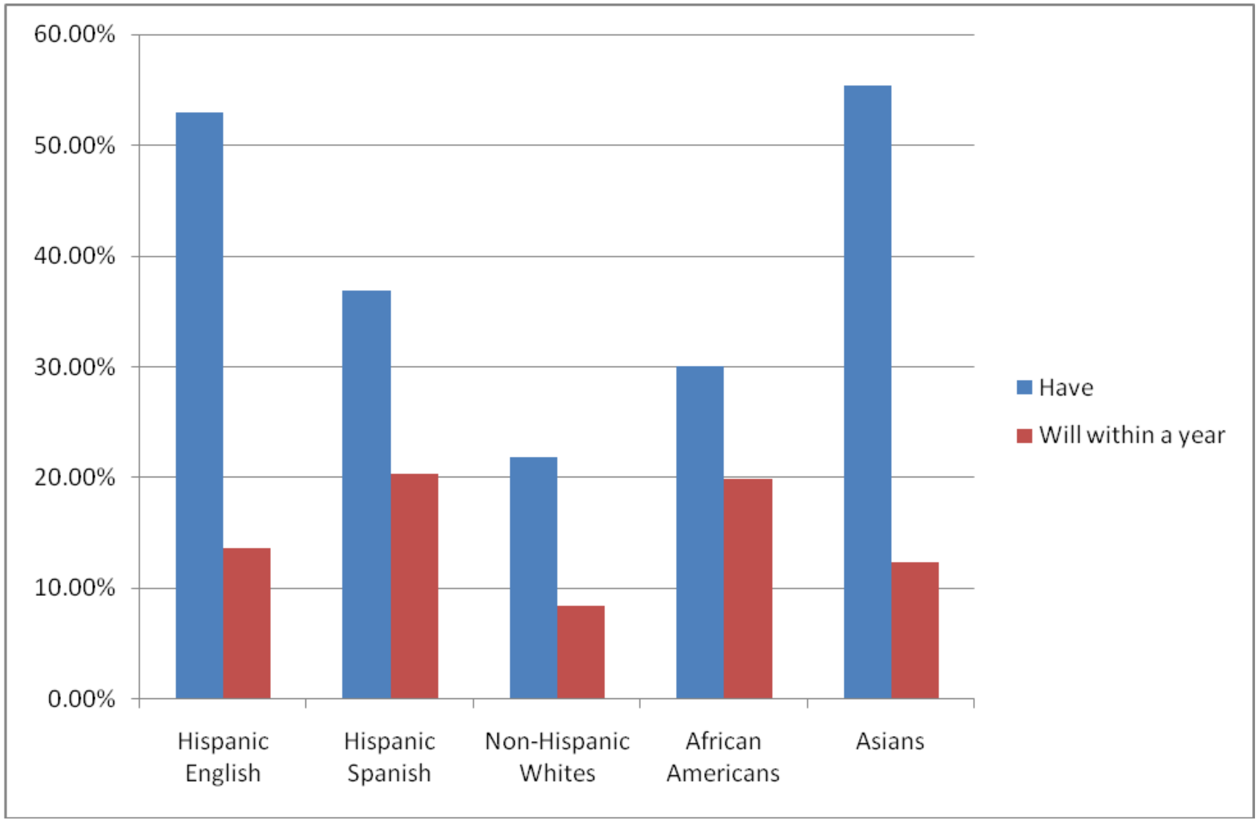


Figure 20 MP3 Player



Epilogue

This report on the 2007 Multicultural Marketing Equation Study speaks to the ownership phase of commitment to new technologies. Patterns of ownership among the five cultural groups studied show fascinating differences ranging from a clear hunger for technology among emerging minorities to a low level interest in the latest technology innovations among NHW. Interestingly, A closely followed by HE are the most avid owners of technology, particularly the latest innovations such as having a blog, a cell phone with MP3 player, an MP3 player, and Wi-Fi wireless Internet access. Although HS did not have as high a level of ownership as A and HE in most categories, they demonstrated high aspirations for new technology ownership within the next year; thus, indicating that they intend to catch up to the ownership levels of A and HE.

Similar to 2006 findings, ownership patterns of NHW are strong only in more common technology areas such as having high speed Internet access, a digital camera and DVD player. However, even in these latter two areas they had lower levels of ownership than most other groups. AA tended to rank lower than A and HE in ownership of most areas of new technologies with the exception of DVD players and Burners. However, similar to HS, they showed strong aspirations in several areas. Since both HS and AA have lower levels of income than the other groups, some of their lower ownership patterns may be affected by a lack of resources.

HS and HE demonstrated strong ownership in several culturally relevant areas. Given that staying in touch with family is of such high value in the Hispanic culture, ownership of technology which facilitates closeness makes cultural sense. For example, blogs and websites were highest among Hispanics, as well as cell phones with digital cameras, and digital cameras alone. Satellite radio and TV ownership was also strong among Hispanics likely due to the heritage from ownership of technology for satellite transmissions in Mexico.

The Multicultural Marketing Equation

Commonalities

Commonalities among all five cultural groups were strongest in the most popular of the new technologies such as high speed Internet connections, digital cameras, and cell phones with digital cameras. However, commonalities were strongest among the four emerging minority groups, particular A and HE, who were the clear leaders in adapting to ownership of new technologies.

Differences

Differences in the Multicultural Marketing Equation again abound in the technology ownership patterns of this 2007 study. It appears that there are patterns which suggest that levels of acculturation among emerging minorities particularly Asians and Hispanics are connected with the rate at which they acquire new technology. A, who are by far the most affluent and acculturated of these groups, are known for their passion for technology and have clearly demonstrated that in this study. However, HE, the more acculturated Hispanics in this study, are very close and almost parallel with A in levels of ownership patterns. AA are less affluent than A and HE and fall somewhat below the A and HE level of ownership in most areas. However, there are clearly strong areas of AA interest such as DVD ownership. HS stand out in their ownership patterns of technology which keep them in touch with families and friends such as websites and digital video cameras; and they are the most aspirational of all cultural groups in wanting to reach levels of new technology ownership similar to A and HE within the next year.

Marketers should take notice of the tremendous swell of ownership in the ranks of emerging minorities. It is clear that as levels of acculturation and income increase among emerging minority groups, they stand out as current and potential leading edge technology purchasers. However, there are cultural differences among each of these minority groups that merit close attention. Marketers need to understand these differences as they relate to new technologies, select groups which have the highest interest in the various innovations, and create campaigns which are culturally appropriate.

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.

Appendix

Table 1. Blog

A Blog			Cultural Group					Total
			Hispanic English	Hispanic Spanish	Non-Hispanic Whites	African Americans	Asians	
	Have	Count	95	50	32	84	93	354
		% within Cultural Group	19.3%	11.7%	6.2%	14.9%	18.5%	14.2%
	Plan to have within the next year for the first time	Count	48	60	16	47	52	223
		% within Cultural Group	9.7%	14.0%	3.1%	8.3%	10.4%	8.9%
	Do not have and do not plan to have within the next year for the first time	Count	350	318	465	433	357	1923
		% within Cultural Group	71.0%	74.3%	90.6%	76.8%	71.1%	76.9%
Total		Count	493	428	513	564	502	2500
		% within Cultural Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 2 Website

A Website			Cultural Group					Total
			Hispanic English	Hispanic Spanish	Non-Hispanic Whites	African Americans	Asians	
	Have	Count	144	150	78	157	143	672
		% within Cultural Group	29.2%	35.0%	15.2%	27.8%	28.5%	26.9%
	Plan to have within the next year for the first time	Count	59	66	25	83	64	297
		% within Cultural Group	12.0%	15.4%	4.9%	14.7%	12.7%	11.9%
	Do not have and do not plan to have within the next year for the first time	Count	290	212	410	324	295	1531
		% within Cultural Group	58.8%	49.5%	79.9%	57.4%	58.8%	61.2%
Total		Count	493	428	513	564	502	2500
		% within Cultural Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 3 Podcast

A Podcast			Cultural Group					Total
			Hispanic English	Hispanic Spanish	Non-Hispanic Whites	African Americans	Asians	
	Have	Count	40	19	7	24	40	130
		% within Cultural Group	8.1%	4.4%	1.4%	4.3%	8.0%	5.2%
	Plan to have within the next year for the first time	Count	53	63	20	50	51	237
		% within Cultural Group	10.8%	14.7%	3.9%	8.9%	10.2%	9.5%
	Do not have and do not plan to have within the next year for the first time	Count	400	346	486	490	411	2133
		% within Cultural Group	81.1%	80.8%	94.7%	86.9%	81.9%	85.3%
Total		Count	493	428	513	564	502	2500
		% within Cultural Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 4 Cellular phone without camera

Cellular phone without camera			Cultural Group					Total
			Hispanic English	Hispanic Spanish	Non-Hispanic Whites	African Americans	Asians	
	Have	Count	210	181	241	236	191	1059
		% within Cultural Group	42.6%	42.3%	47.0%	41.8%	38.0%	42.4%
	Plan to have within the next year for the first time	Count	19	14	7	32	12	84
		% within Cultural Group	3.9%	3.3%	1.4%	5.7%	2.4%	3.4%
	Do not have and do not plan to have within the next year for the first time	Count	264	233	265	296	299	1357
		% within Cultural Group	53.5%	54.4%	51.7%	52.5%	59.6%	54.3%
Total		Count	493	428	513	564	502	2500
		% within Cultural Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 5 Cellular phone with camera

Cellular phone with camera			Cultural Group					Total
			Hispanic English	Hispanic Spanish	Non-Hispanic Whites	African Americans	Asians	
	Have	Count	338	276	213	314	365	1506
		% within Cultural Group	68.6%	64.5%	41.5%	55.7%	72.7%	60.2%
	Plan to have within the next year for the first time	Count	47	45	48	79	51	270
		% within Cultural Group	9.5%	10.5%	9.4%	14.0%	10.2%	10.8%
	Do not have and do not plan to have within the next year for the first time	Count	108	107	252	171	86	724
		% within Cultural Group	21.9%	25.0%	49.1%	30.3%	17.1%	29.0%
Total		Count	493	428	513	564	502	2500
		% within Cultural Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0 %

Table 6 Cellular phone with MP3 player

Cellular phone with MP3 player			Cultural Group					Total
			Hispanic English	Hispanic Spanish	Non-Hispanic Whites	African Americans	Asians	
	Have	Count	132	97	35	98	155	517
		% within Cultural Group	26.8%	22.7%	6.8%	17.4%	30.9%	20.7%
	Plan to have within the next year for the first time	Count	71	77	19	79	70	316
		% within Cultural Group	14.4%	18.0%	3.7%	14.0%	13.9%	12.6%
	Do not have and do not plan to have within the next year for the first time	Count	290	254	459	387	277	1667
		% within Cultural Group	58.8%	59.3%	89.5%	68.6%	55.2%	66.7%
Total		Count	493	428	513	564	502	2500
		% within Cultural Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 7 Dialup Internet access

Dialup Internet access			Cultural Group					Total
			Hispanic English	Hispanic Spanish	Non-Hispanic Whites	African Americans	Asians	
	Have	Count	194	281	170	219	243	1107
		% within Cultural Group	39.4%	65.7%	33.1%	38.8%	48.4%	44.3%
	Plan to have within the next year for the first time	Count	9	18	3	9	8	47
		% within Cultural Group	1.8%	4.2%	.6%	1.6%	1.6%	1.9%
	Do not have and do not plan to have within the next year for the first time	Count	290	129	340	336	251	1346
		% within Cultural Group	58.8%	30.1%	66.3%	59.6%	50.0%	53.8%
Total		Count	493	428	513	564	502	2500
		% within Cultural Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 8 High speed Internet access

High speed Internet access			Cultural Group					Total
			Hispanic English	Hispanic Spanish	Non-Hispanic Whites	African Americans	Asians	
	Have	Count	351	202	374	402	362	1691
		% within Cultural Group	71.2%	47.2%	72.9%	71.3%	72.1%	67.6%
	Plan to have within the next year for the first time	Count	74	144	64	98	85	465
		% within Cultural Group	15.0%	33.6%	12.5%	17.4%	16.9%	18.6%
	Do not have and do not plan to have within the next year for the first time	Count	68	82	75	64	55	344
		% within Cultural Group	13.8%	19.2%	14.6%	11.3%	11.0%	13.8%
Total		Count	493	428	513	564	502	2500
		% within Cultural Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 9 Wi-Fi or wireless Internet access

Wi-Fi or wireless Internet Access			Cultural Group					Total
			Hispanic English	Hispanic Spanish	Non-Hispanic Whites	African Americans	Asians	
	Have	Count	179	71	131	139	240	760
		% within Cultural Group	36.3%	16.6%	25.5%	24.6%	47.8%	30.4%
	Plan to have within the next year for the first time	Count	82	113	48	112	93	448
		% within Cultural Group	16.6%	26.4%	9.4%	19.9%	18.5%	17.9%
	Do not have and do not plan to have within the next year for the first time	Count	232	244	334	313	169	1292
		% within Cultural Group	47.1%	57.0%	65.1%	55.5%	33.7%	51.7%
Total		Count	493	428	513	564	502	2500
		% within Cultural Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 10 Desktop Computer

Desktop computer			Cultural Group					Total
			Hispanic English	Hispanic Spanish	Non-Hispanic Whites	African Americans	Asians	
	Have	Count	434	364	473	515	450	2236
		% within Cultural Group	88.0%	85.0%	92.2%	91.3%	89.6%	89.4%
	Plan to have within the next year for the first time	Count	11	26	7	11	10	65
		% within Cultural Group	2.2%	6.1%	1.4%	2.0%	2.0%	2.6%
	Do not have and do not plan to have within the next year for the first time	Count	48	38	33	38	42	199
		% within Cultural Group	9.7%	8.9%	6.4%	6.7%	8.4%	8.0%
Total		Count	493	428	513	564	502	2500
		% within Cultural Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 11 Laptop Computer

Laptop computer			Cultural Group					Total
			Hispanic English	Hispanic Spanish	Non-Hispanic Whites	African Americans	Asians	
	Have	Count	242	164	192	217	334	1149
		% within Cultural Group	49.1%	38.3%	37.4%	38.5%	66.5%	46.0%
	Plan to have within the next year for the first time	Count	107	130	76	159	72	544
		% within Cultural Group	21.7%	30.4%	14.8%	28.2%	14.3%	21.8%
	Do not have and do not plan to have within the next year for the first time	Count	144	134	245	188	96	807
		% within Cultural Group	29.2%	31.3%	47.8%	33.3%	19.1%	32.3%
Total		Count	493	428	513	564	502	2500
		% within Cultural Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 12 Digital Photo Camera

Digital photo camera			Cultural Group					Total
			Hispanic English	Hispanic Spanish	Non-Hispanic Whites	African Americans	Asians	
	Have	Count	391	318	351	309	412	1781
		% within Cultural Group	79.3%	74.3%	68.4%	54.8%	82.1%	71.2%
	Plan to have within the next year for the first time	Count	52	75	47	119	48	341
		% within Cultural Group	10.5%	17.5%	9.2%	21.1%	9.6%	13.6%
	Do not have and do not plan to have within the next year for the first time	Count	50	35	115	136	42	378
		% within Cultural Group	10.1%	8.2%	22.4%	24.1%	8.4%	15.1%
Total		Count	493	428	513	564	502	2500
		% within Cultural Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 13 Digital Video Camera

Digital video camera			Cultural Group					Total
			Hispanic English	Hispanic Spanish	Non-Hispanic Whites	African Americans	Asians	
	Have	Count	243	241	158	180	256	1078
		% within Cultural Group	49.3%	56.3%	30.8%	31.9%	51.0%	43.1%
	Plan to have within the next year for the first time	Count	90	93	59	151	95	488
		% within Cultural Group	18.3%	21.7%	11.5%	26.8%	18.9%	19.5%
	Do not have and do not plan to have within the next year for the first time	Count	160	94	296	233	151	934
		% within Cultural Group	32.5%	22.0%	57.7%	41.3%	30.1%	37.4%
Total		Count	493	428	513	564	502	2500
		% within Cultural Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 14 DVD Player

DVD player			Cultural Group					Total
			Hispanic English	Hispanic Spanish	Non-Hispanic Whites	African Americans	Asians	
	Have	Count	464	349	475	529	476	2293
		% within Cultural Group	94.1%	81.5%	92.6%	93.8%	94.8%	91.7%
	Plan to have within the next year for the first time	Count	14	24	8	20	12	78
		% within Cultural Group	2.8%	5.6%	1.6%	3.5%	2.4%	3.1%
	Do not have and do not plan to have within the next year for the first time	Count	15	55	30	15	14	129
		% within Cultural Group	3.0%	12.9%	5.8%	2.7%	2.8%	5.2%
Total		Count	493	428	513	564	502	2500
		% within Cultural Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 15 Having a DVD Burner

DVD burner			Cultural Group					Total
			Hispanic English	Hispanic Spanish	Non-Hispanic Whites	African Americans	Asians	
	Have	Count	323	260	256	320	346	1505
		% within Cultural Group	65.5%	60.7%	49.9%	56.7%	68.9%	60.2%
	Plan to have within the next year for the first time	Count	66	63	39	116	58	342
		% within Cultural Group	13.4%	14.7%	7.6%	20.6%	11.6%	13.7%
	Do not have and do not plan to have within the next year for the first time	Count	104	105	218	128	98	653
		% within Cultural Group	21.1%	24.5%	42.5%	22.7%	19.5%	26.1%
Total		Count	493	428	513	564	502	2500
		% within Cultural Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 16 Satellite Radio

Satellite radio			Cultural Group					Total
			Hispanic English	Hispanic Spanish	Non-Hispanic Whites	African Americans	Asians	
	Have	Count	108	72	51	73	68	372
		% within Cultural Group	21.9%	16.8%	9.9%	12.9%	13.5%	14.9%
	Plan to have within the next year for the first time	Count	48	44	35	79	52	258
		% within Cultural Group	9.7%	10.3%	6.8%	14.0%	10.4%	10.3%
	Do not have and do not plan to have within the next year for the first time	Count	337	312	427	412	382	1870
		% within Cultural Group	68.4%	72.9%	83.2%	73.0%	76.1%	74.8%
Total		Count	493	428	513	564	502	2500
		% within Cultural Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 17 Satellite TV

Satellite TV			Cultural Group					Total
			Hispanic English	Hispanic Spanish	Non-Hispanic Whites	African Americans	Asians	
	Have	Count	152	193	137	150	127	759
		% within Cultural Group	30.8%	45.1%	26.7%	26.6%	25.3%	30.4%
	Plan to have within the next year for the first time	Count	44	53	20	46	64	227
		% within Cultural Group	8.9%	12.4%	3.9%	8.2%	12.7%	9.1%
	Do not have and do not plan to have within the next year for the first time	Count	297	182	356	368	311	1514
		% within Cultural Group	60.2%	42.5%	69.4%	65.2%	62.0%	60.6%
Total		Count	493	428	513	564	502	2500
		% within Cultural Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 18 TIVO or some other Digital Video Recorder

TIVO or some other Digital Video Recorder for your TV			Cultural Group					Total
			Hispanic English	Hispanic Spanish	Non-Hispanic Whites	African Americans	Asians	
	Have	Count	147	77	131	143	150	648
		% within Cultural Group	29.8%	18.0%	25.5%	25.4%	29.9%	25.9%
	Plan to have within the next year for the first time	Count	109	71	53	106	96	435
		% within Cultural Group	22.1%	16.6%	10.3%	18.8%	19.1%	17.4%
	Do not have and do not plan to have within the next year for the first time	Count	237	280	329	315	256	1417
		% within Cultural Group	48.1%	65.4%	64.1%	55.9%	51.0%	56.7%
Total		Count	493	428	513	564	502	2500
		% within Cultural Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 19 Electronic Games

Electronic games			Cultural Group					Total
			Hispanic English	Hispanic Spanish	Non-Hispanic Whites	African Americans	Asians	
	Have	Count	305	221	194	270	328	1318
		% within Cultural Group	61.9%	51.6%	37.8%	47.9%	65.3%	52.7%
	Plan to have within the next year for the first time	Count	29	26	9	39	25	128
		% within Cultural Group	5.9%	6.1%	1.8%	6.9%	5.0%	5.1%
	Do not have and do not plan to have within the next year for the first time	Count	159	181	310	255	149	1054
		% within Cultural Group	32.3%	42.3%	60.4%	45.2%	29.7%	42.2%
Total		Count	493	428	513	564	502	2500
		% within Cultural Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 20 MP3 Player

MP3 player			Cultural Group					Total
			Hispanic English	Hispanic Spanish	Non-Hispanic Whites	African Americans	Asians	
	Have	Count	261	158	112	169	278	978
		% within Cultural Group	52.9%	36.9%	21.8%	30.0%	55.4%	39.1%
	Plan to have within the next year for the first time	Count	67	87	43	112	62	371
		% within Cultural Group	13.6%	20.3%	8.4%	19.9%	12.4%	14.8%
	Do not have and do not plan to have within the next year for the first time	Count	165	183	358	283	162	1151
		% within Cultural Group	33.5%	42.8%	69.8%	50.2%	32.3%	46.0%
Total		Count	493	428	513	564	502	2500
		% within Cultural Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 21 Having a Blog, by Culture Group and Age

Age Categories				Have a **Blog**: Have	Have a **Blog**: Plan to have within the next year for the first time	Have a **Blog**: Do not have and do not plan to have within the next year for the first time	Total: Have
18-30	**Cultural Group**	Hispanic English	Count	49	13	86	148
			% within Have a **Blog**	28.0%	30.2%	30.1%	29.4%
		Hispanic Spanish	Count	18	10	58	86
			% within Have a **Blog**	10.3%	23.3%	20.3%	17.1%
		Non-Hispanic Whites	Count	12	2	21	35
			% within Have a **Blog**	6.9%	4.7%	7.3%	6.9%
		African Americans	Count	43	7	50	100
			% within Have a **Blog**	24.6%	16.3%	17.5%	19.8%
		Asians	Count	53	11	71	135
			% within Have a **Blog**	30.3%	25.6%	24.8%	26.8%
	Total		Count	175	43	286	504
			% within Have a **Blog**	100.0%	100.0%	100.0%	100.0%
31-40	**Cultural Group**	Hispanic English	Count	31	13	115	159
			% within Have a **Blog**	29.8%	18.1%	22.2%	22.9%
		Hispanic Spanish	Count	16	30	115	161
			% within Have a **Blog**	15.4%	41.7%	22.2%	23.2%
		Non-Hispanic Whites	Count	7	3	60	70
			% within Have a **Blog**	6.7%	4.2%	11.6%	10.1%
		African Americans	Count	20	11	111	142
			% within Have a **Blog**	19.2%	15.3%	21.5%	20.5%
		Asians	Count	30	15	116	161
			% within Have a **Blog**	28.8%	20.8%	22.4%	23.2%

	Total		Count	104	72	517	693
			% within Have a **Blog**	100.0%	100.0%	100.0%	100.0%
41-50	**Cultural Group**	Hispanic English	Count	11	12	93	116
			% within Have a **Blog**	23.4%	19.7%	18.0%	18.6%
		Hispanic Spanish	Count	12	12	79	103
			% within Have a **Blog**	25.5%	19.7%	15.3%	16.5%
		Non-Hispanic Whites	Count	5	4	127	136
			% within Have a **Blog**	10.6%	6.6%	24.6%	21.8%
		African Americans	Count	11	15	122	148
			% within Have a **Blog**	23.4%	24.6%	23.6%	23.7%
		Asians	Count	8	18	95	121
			% within Have a **Blog**	17.0%	29.5%	18.4%	19.4%
	Total		Count	47	61	516	624
			% within Have a **Blog**	100.0%	100.0%	100.0%	100.0%
41-60	**Cultural Group**	Hispanic English	Count	3	7	39	49
			% within Have a **Blog**	14.3%	17.9%	10.5%	11.3%
		Hispanic Spanish	Count	3	8	44	55
			% within Have a **Blog**	14.3%	20.5%	11.8%	12.7%
		Non-Hispanic Whites	Count	5	6	135	146
			% within Have a **Blog**	23.8%	15.4%	36.2%	33.7%
		African Americans	Count	8	13	103	124
			% within Have a **Blog**	38.1%	33.3%	27.6%	28.6%
		Asians	Count	2	5	52	59
			% within Have a **Blog**	9.5%	12.8%	13.9%	13.6%
	Total		Count	21	39	373	433
			% within Have a **Blog**	100.0%	100.0%	100.0%	100.0%
61-75	**Cultural Group**	Hispanic English	Count	1	3	17	21
			% within Have a **Blog**	14.3%	37.5%	7.4%	8.5%
		Hispanic Spanish	Count	1	0	22	23
			% within Have a **Blog**	14.3%	.0%	9.5%	9.3%
		Non-Hispanic Whites	Count	3	1	122	126
			% within Have a **Blog**	42.9%	12.5%	52.8%	51.2%
		African Americans	Count	2	1	47	50
			% within Have a **Blog**	28.6%	12.5%	20.3%	20.3%

		Asians	Count	0	3	23	26
			% within Have a **Blog**	.0%	37.5%	10.0%	10.6%
	Total		Count	7	8	231	246
			% within Have a **Blog**	100.0%	100.0%	100.0%	100.0%

Table 22 Cellular phone with MP3 player by Cultural Group and Age

Age Categories				Have a cellular phone with MP3			Total
				Have	Plan to have within the next year for the first time	Do not have and do not plan to have within the next year for the first time	Have
18-30	**Cultural Group**	Hispanic English	Count	59	27	62	148
			% within **Cell-phone w/MP3**	29.1%	28.7%	30.0%	29.4%
		Hispanic Spanish	Count	35	20	31	86
			% within **Cell-phone w/MP3**	17.2%	21.3%	15.0%	17.1%
		Non-Hispanic Whites	Count	7	7	21	35
			% within **Cell-phone w/MP3**	3.4%	7.4%	10.1%	6.9%
		African Americans	Count	36	20	44	100
			% within **Cell-phone w/MP3**	17.7%	21.3%	21.3%	19.8%

		Asians	Count	66	20	49	135
			% within **Cell-phone w/MP3**	32.5%	21.3%	23.7%	26.8%
	Total		Count	203	94	207	504
			% within **Cell-phone w/MP3**	100.0%	100.0%	100.0%	100.0%
31-40	**Cultural Group**	Hispanic English	Count	45	18	96	159
			% within **Cell-phone w/MP3**	26.5%	16.2%	23.3%	22.9%
		Hispanic Spanish	Count	40	36	85	161
			% within **Cell-phone w/MP3**	23.5%	32.4%	20.6%	23.2%
		Non-Hispanic Whites	Count	9	4	57	70
			% within **Cell-phone w/MP3**	5.3%	3.6%	13.8%	10.1%
		African Americans	Count	28	30	84	142
			% within **Cell-phone w/MP3**	16.5%	27.0%	20.4%	20.5%
		Asians	Count	48	23	90	161
			% within **Cell-phone w/MP3**	28.2%	20.7%	21.8%	23.2%
	Total		Count	170	111	412	693
			% within **Cell-phone w/MP3**	100.0%	100.0%	100.0%	100.0%
41-50	**Cultural**	Hispanic English	Count	19	20	77	116

	Group		% within **Cell-phone w/MP3**	19.6%	28.6%	16.8%	18.6%
		Hispanic Spanish	Count	15	16	72	103
			% within **Cell-phone w/MP3**	15.5%	22.9%	15.8%	16.5%
		Non-Hispanic Whites	Count	11	3	122	136
			% within **Cell-phone w/MP3**	11.3%	4.3%	26.7%	21.8%
		African Americans	Count	19	16	113	148
			% within **Cell-phone w/MP3**	19.6%	22.9%	24.7%	23.7%
		Asians	Count	33	15	73	121
			% within **Cell-phone w/MP3**	34.0%	21.4%	16.0%	19.4%
	Total		Count	97	70	457	624
			% within **Cell-phone w/MP3**	100.0%	100.0%	100.0%	100.0%
41-60	**Cultural Group**	Hispanic English	Count	8	5	36	49
			% within **Cell-phone w/MP3**	21.6%	14.7%	9.9%	11.3%
		Hispanic Spanish	Count	6	3	46	55
			% within **Cell-phone w/MP3**	16.2%	8.8%	12.7%	12.7%
		Non-Hispanic Whites	Count	6	5	135	146
			% within **Cell-phone**	16.2%	14.7%	37.3%	33.7%

			w/MP3				
		African Americans	Count	10	12	102	124
			% within **Cell-phone w/MP3**	27.0%	35.3%	28.2%	28.6%
		Asians	Count	7	9	43	59
			% within **Cell-phone w/MP3**	18.9%	26.5%	11.9%	13.6%
	Total		Count	37	34	362	433
			% within **Cell-phone w/MP3**	100.0%	100.0%	100.0%	100.0%
61-75	**Cultural Group**	Hispanic English	Count	1	1	19	21
			% within **Cell-phone w/MP3**	10.0%	14.3%	8.3%	8.5%
		Hispanic Spanish	Count	1	2	20	23
			% within **Cell-phone w/MP3**	10.0%	28.6%	8.7%	9.3%
		Non-Hispanic Whites	Count	2	0	124	126
			% within **Cell-phone w/MP3**	20.0%	.0%	54.1%	51.2%
		African Americans	Count	5	1	44	50
			% within **Cell-phone w/MP3**	50.0%	14.3%	19.2%	20.3%
		Asians	Count	1	3	22	26
			% within **Cell-phone w/MP3**	10.0%	42.9%	9.6%	10.6%

Total	Count	10	7	229	246
	% within **Cell-phone w/MP3**	100.0%	100.0%	100.0%	100.0%

Table 23 Household Income by Cultural Group

		Quota on Ethnic				
What is your household income?		Hispanic English	Hispanic Spanish	Non-Hispanic Whites	African Americans	Asians
$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%