

US minorities dominate use of new media

According to BIGresearch's most recent Simultaneous Media Survey, African Americans, Hispanics, Asians and Whites not only use traditional media differently, their adoption of new media is also quite unique.

When it comes to traditional media, types of TV shows watched as well as radio formats listened to most often differ by consumer group.

Although movies are the most watched type of TV show among all categories, according to the study:

- 66% of African Americans are most likely to watch them regularly
- 63.6% of Hispanics watch them regularly
- 52.5% of Asians watch them regularly
- 51.4% of Whites watch them regularly

Dramas and police/detective shows round out the top three for types of shows watched most often except for Asians, who would rather catch a sporting event or a cartoon.

There are more differences for radio formats listened to most often:

Top 3 Radio Formats			
Hispanics	African American/Blacks	Asians	White/Caucasians
Rock	R&B	Rock	Rock
Latin/Hispanic	Hip-Hop	Top 40/Pop	Oldies
Hip-Hop	Religious	News	Country

Source: BIGresearch SIMM 11, May 2008

Although cell phones are the form of new media used most for all segments, with 57% of Hispanics, 53% African Americans, 53.9% of Asians and 49.4% of Whites regularly using, the similarities stop there.

According to the analysis, minorities have a higher regular usage of new media than Whites do across all media types. They are more likely to use iPods, text on cell phones, play video games, use video/picture phones, instant messaging online and watch videos on cell phones.

Top 3 New Media (Regular Usage)			
Hispanics	African American/Blacks	Asians	White/Caucasians
Cell Phone	Cell Phone	Cell Phone	Cell Phone
IPOD/MP3 Player	Text Messaging	Instant Messaging	Tivo/Replay TV/DVR
Text Messaging	Video Gaming	IPOD/MP3 Player	Video Gaming

Source: BIGresearch SIMM 11, May 2008

Gary Drenik, President of BIGresearch, said "... Minorities are using new media in higher percentages, providing... unique opportunities to create specific marketing plans that integrate non-traditional media options into their digital ad strategy."

Differences among the various ethnic groups are apparent in how they use the Internet for fun and entertainment. Shopping tops the list for African Americans (40%), Asians (43.7%) and Whites (43.1%); whereas Hispanics would slightly rather check out movie news (42.7%).

Top 3 Online Activities for Fun & Entertainment			
Hispanics	African American/Blacks	Asians	White/Caucasians
Movie News	Shopping	Shopping	Shopping
Shopping	Movie News	Movie News	Weather
Video Games	TV News	IM/Chat	View Photos

Source: BIGresearch SIMM 11, May 2008?

The BIGresearch Simultaneous Media Survey data is used by marketers to develop consumer-centric marketing plans to help increase ROI.

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