

BrandIQ is fielding a first-of-its-kind Asian American online media tracking study, with a representative sample and projectable results

Objectives

Fully profile the media consumption of Chinese, Indian, Filipino, Korean, and Vietnamese in the four key DMAs representing 69% of Asian-American TV households – Los Angeles, New York, San Francisco, and Houston

Profile consumer needs, preferences, and usages within several key consumer market verticals

- Includes online, shopping, and consumption behaviors

Measurements

Media Usage

- Television, radio, print, online, and mobile usage in the past week
- Profile stations, cable/satellite network usage, broadcast network usage, time shifting, channels watched, publications read, and online applications watched, read, listened to, or used

Category Consumption Profiles

- Market verticals include insurance, consumer banking, consumer electronics, PC/video gaming, mobile telecommunications (for carriers and devices), and fast food
- Online activities including shopping and consumption

Audience Segmentation

- Demographics and psychographics
- Acculturation
- Socialization

Deliverables

Media Market Audience Profile and Category Consumption Benchmark

BrandIQ will measure the media consumption across all relevant channels for each of the two largest DMAs plus profile their category consumption for five key segments

Strategy Consultation

BrandIQ will provide experienced interpretation of the results with the goal of placing clients in a proactive relationship with Asian-American consumers

Reporting

- Asian-American Media Usage Report for the San Francisco, Los Angeles, New York, and Houston DMAs

Timeline

- The benchmark will be comprised of 2,175 target respondents representing the Los Angeles, New York, San Francisco, and Houston DMAs in May 2011
- Wave II will occur in November 2011

To schedule a call to learn more detail about how to access this critical media consumption learning please call Mike Murphy x201 or Steve Foster x203 at BrandIQ. 323-912-1935

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