

## BRANDIQ ASIAN AMERICAN MEDIA CONSUMPTION BENCHMARK

---

BrandIQ has fielded an unprecedented Asian American media tracking study, with a representative online sample and projectable results for both in-language and English language media consumption. This study was designed in collaboration with top Asian American ad agencies and media companies for multi-cultural marketers and content providers.

### Controlled, Nationally Representative Sample Closely Mirroring the 2010 Census

2,178 self-identified Chinese, Indian, Filipino, Korean, and Vietnamese Americans in the four key DMAs representing 69% of Asian-American TV households – Los Angeles, New York, San Francisco, and Houston.

### What The Comprehensive ~100 Page Report Contains

#### **Demographics**

- Gender, Household Incomes, Age, Children present, Ethnicity, Education, Marital Status
- Acculturation – Segmentation model that paints a picture of high, medium and low acculturation

#### **Psychographics**

- Brand advocacy, influencers, opinion-makers, early adopters, Asian targeted brand affinity
- Ethnic Identification and association

#### **Content Selection Criteria**

- Importance of different considerations in how people select the programming they watch, listen to, or read
- Interest levels of “other” (beyond their own ethnicity) Asian language media

#### **Media Penetration and Consumption**

- Full analysis of In-language media penetration and consumption for television, radio, newspaper, magazine, and online
  - Weekly consumption analysis for each medium – penetration, hours watched, viewing schedule by day and daypart
    - Television: Chinese 40 channels; Korean – 27 channels; Vietnamese – 12 channels; Filipino – 9 channels; Indian – 16 channels. Top stations by day and daypart
    - Radio: Chinese 22 channels; Korean – 8 channels; Vietnamese – 19 channels; Filipino – 6 channels; Indian 8 channels
    - Newspaper: Chinese – 22 papers; Korean – 18 papers; Vietnamese – 24 papers; Filipino – 25 papers; Indian – 30 papers
    - Magazines: Chinese 10; Korean 8; Vietnamese 9; Filipino 3; Indian 19
    - Online Streaming website analysis: Online video websites Chinese 11; Korean 13; Vietnamese 10; Filipino 6; Indian 13
    - Online streaming radio: Chinese 10; Korean 14; Vietnamese 8; Filipino 9; Indian 10

## BRANDIQ ASIAN AMERICAN MEDIA CONSUMPTION BENCHMARK

- Full analysis of English language media penetration for television, radio, newspaper, magazine, and internet
  - Television – Top 30 channels, Top 30 primetime shows watched
  - Radio – Top 13 radio channels listened to
  - Newspaper – Top 8 newspapers read
  - Magazines – Top 18 magazines read
  - Online Streaming website analysis – Online video websites 10
  - Online streaming radio – 8 websites
- Television subscription analysis including acculturation, demographics, subscription/content providers
- DVR usage analysis

### **Category Consumption Profiles**

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

## Reports

### **Media Market Audience Profile Benchmark – Base Report – \$11,000**

- National level Asian-American media consumption and total audience landscape across all of the combined ethnicities. Includes 2 hours of analysis/presentation.

### **Ethnicity Lens – \$3,300**

- The base report information further broken out by all of the ethnic communities covered in the research. Includes 1 hour of analysis/presentation.

### **DMA Lens – \$3,300**

- The base report information further broken out by the 4 key DMAs in the study. Includes 1 hour of analysis/presentation.

### **Market Vertical Reports – \$2,750 per vertical report**

- Asian-American consumption in 5 key market verticals. Includes 1/2 hour of analysis/presentation.
  - Financial services - insurance, consumer banking
  - Consumer electronics and PC's
  - Video gaming
  - Mobile devices and services
  - Fast food

**3AF Members receive a 10% discount on all reports**

## Contact

To schedule a call to learn more, or to purchase, please call Mike Murphy.  
323-912-1935 x201 [mmurphy@brandiq.biz](mailto:mmurphy@brandiq.biz)