



Media Consumption by Racial Category

Source: BIGresearch, Simultaneous Media Usage Study (SIMM11) - DEC 07

TYPES OF TV SHOWS WATCHED MOST OFTEN (REGULARLY)

<u>Hispanics</u>	<u>African American/Blacks</u>	<u>Asians</u>	<u>White/Caucasians</u>	
Movies	63.6% Movies	66.0% Movies	52.5% Movies	51.4%
Drama Shows	38.6% Drama Shows	49.4% Sports	38.6% Drama Shows	42.2%
Police/Detective Shows	38.2% Police/Detective Shows	46.9% Cartoons	36.3% Police/Detective Shows	40.9%
Sports	36.7% Sports	41.6% Drama Shows	36.0% Sports	34.1%
Situation Comedy	33.3% Situation Comedy	32.3% Situation Comedy	33.9% Situation Comedy	29.2%
Documentaries	28.9% Reality T.V.	31.6% Cooking	27.6% Documentaries	23.2%
Reality T.V.	26.2% Music Video	27.2% Police/Detective Shows	27.3% Reality T.V.	20.9%
Cartoons	23.7% Talk Shows	27.0% Reality T.V.	25.3% Home Improvement	19.7%
Cooking	22.7% Cartoons	26.4% Documentaries	20.7% Cooking	19.3%
Music Video	20.4% Documentaries	25.7% Music Video	19.9% Game Shows	17.1%
Home Improvement	19.3% Cooking	24.9% Game Shows	19.9% Talk Shows	15.9%
Talk Shows	15.8% Game Shows	22.5% Home Improvement	18.5% Cartoons	12.2%
Game Shows	15.6% Religious Shows	22.5% Talk Shows	13.6% Soap Operas	11.7%
Soap Operas	13.5% Soap Operas	20.1% Wrestling	12.5% NASCAR	11.1%
Wrestling	11.6% Home Improvement	19.6% Soap Operas	12.4% Music Video	7.6%
NASCAR	8.1% Wrestling	13.7% NASCAR	11.0% Wrestling	5.1%
Religious Shows	6.3% NASCAR	3.6% Religious Shows	9.0% Religious Shows	4.7%

RADIO FORMAT LISTENED TO MOST OFTEN

<u>Hispanics</u>	<u>African American/Blacks</u>	<u>Asians</u>	<u>White/Caucasians</u>	
Rock	40.5% R&B	70.8% Rock	30.8% Rock	39.9%
Latin/Hispanic	37.2% Hip-Hop	49.4% Top 40/Pop	30.1% Oldies	35.9%
Hip-Hop	33.7% Religious	35.3% News	30.0% Country	34.3%
R&B	33.5% Jazz	34.5% R&B	27.4% Top 40/Pop	24.7%
Oldies	31.5% Oldies	28.7% Hip-Hop	26.3% Talk	24.3%
Top 40/Pop	29.1% Blues	21.0% Alternative	25.9% News	20.6%
Alternative	25.4% Talk	18.7% Classical	21.0% Alternative	18.9%
Country	21.6% News	17.3% Country	20.2% Classical	16.4%
Talk	15.9% Top 40/Pop	16.7% Oldies	20.2% R&B	13.8%
Jazz	15.8% Sports	14.3% Jazz	17.5% Sports	13.3%
News	15.2% Rock	12.8% Talk	16.7% Hip-Hop	12.2%
Classical	15.1% Classical	12.5% Sports	15.2% Religious	11.8%
Sports	13.4% Alternative	10.8% New Age	15.0% Jazz	10.8%
Religious	11.2% Country	7.8% Religious	12.6% Blues	8.6%
Blues	10.6% New Age	5.8% Blues	11.0% New Age	7.2%
New Age	8.5% Latin/Hispanic	5.5% Latin/Hispanic	8.0% Latin/Hispanic	4.4%

NEW MEDIA USAGE BY RACIAL CATEGORY

Do you use or do any of the following? (Regularly is defined as routinely)

<u>Hispanics</u>	<u>African American/Blacks</u>	<u>Asians</u>	<u>White/Caucasians</u>	
Cell Phone	57.0% Cell Phone	53.0% Cell Phone	53.9% Cell Phone	49.4%
IPOD/MP3 Player	Text Messaging on Cellphone	Instant Messaging		
Text Messaging on Cellphone	27.4% Cellphone	26.9% Online	35.7% Tivo/Replay TV/DVR	21.0%
Instant Messaging	27.1% Video Gaming	20.1% IPOD/MP3 Player	32.5% Video Gaming	15.6%
Online	Instant Messaging	Text Messaging on Cellphone	Instant Messaging	
Video Gaming	24.1% Online	19.4% Cellphone	32.1% Online	15.2%
Tivo/Replay TV/DVR	Download or Access Video/Television Content			
	24.1% Content	17.8% Video Gaming	30.4% IPOD/MP3 Player	14.4%
		Download or Access Video/Television Content		
		16.3% Content	Text Messaging on Cellphone	14.3%

Download or Access Video/Television Content	17.3%	Tivo/Replay TV/DVR	15.5%	Tivo/Replay TV/DVR	22.4%	Satellite Radio (XM-Sirius)	13.1%
Picture/Video Phone	15.2%	Picture/Video Phone	12.9%	Picture/Video Phone	19.3%	Download or Access Video/Television Content	9.8%
Satellite Radio (XM-Sirius)	9.9%	Web Radio	7.3%	PDA	15.7%	Picture/Video Phone	7.6%
Web Radio	9.6%	Satellite Radio (XM-Sirius)	7.3%	Blogs	14.9%	PDA	6.1%
PDA	8.9%	Watch Video on Cellphone	6.9%	Satellite Radio (XM-Sirius)	12.8%	Web Radio	5.3%
Blogs	8.6%	PDA	6.6%	Web Radio	9.6%	Blogs	4.7%
Watch Video on Cellphone	5.6%	Blogs	6.0%	Watch Video on Cellphone	8.9%	Watch Video on Cellphone	1.8%

TOP 10 WEBSITES USED MOST OFTEN TO ACCESS/DOWNLOAD VIDEO/MUSIC CONTENT BY RACIAL CATEGORY

What website do you go to most often to access or download video/music content?

<u>Hispanics</u>	<u>African American/Blacks</u>	<u>Asians</u>	<u>White/Caucasians</u>
iTunes.com	12.6%	YouTube.com	14.9%
YouTube.com	9.7%	iTunes.com	10.6%
LimeWire.com	7.3%	YouTube.com	6.3%
Yahoo.com	5.2%	Yahoo.com	5.1%
MySpace.com	1.5%	LimeWire.com	3.7%
Rhapsody.com	1.4%	Google.com	3.7%
Aol.com	1.0%	Aol.com	1.8%
Google.com	1.0%	MySpace.com	1.3%
MSN.com	0.9%	Google.com	0.7%
BearShare.com	0.6%	MSN.com	0.6%
		ABC.com	0.3%
		Pandora.com	0.3%
		MTV.com	0.3%
		Ares.com	0.3%
		WalMart.com	0.5%
No Preference	45.5%	No Preference	45.5%
			63.6%

TOP 10 ONLINE ACTIVITIES BY RACIAL CATEGORY

Which of the following online activities do you REGULARLY do for Fun & Entertainment while online?

<u>Hispanics</u>	<u>African American/Blacks</u>	<u>Asians</u>	<u>White/Caucasians</u>
Movie News	42.7%	Shopping	43.7%
Shopping	41.7%	Movie News	43.1%
Video Games	34.7%	TV News	42.2%
Music News	33.2%	Music News	40.9%
Weather	32.5%	Video Games	38.7%
TV News	32.0%	View Photos from Friends	29.8%
View Photos from Friends	31.1%	Weather	29.2%
IM/Chat	30.2%	View Photos from Friends	31.0%
Sports News & Scores	27.7%	Sports News & Scores	28.7%
Horoscopes/Astrology	22.7%	Horoscopes/Astrology	25.2%
		Weather	23.8%
		View Photos from Friends	23.8%
		Sports News & Scores	23.8%
		Visit Video Sharing Sites (e.g. You Tube, eBaum's Word, etc.)	23.6%
		Online Auctions	22.2%
		IM/Chat	19.5%

*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.



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