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# Target Population Profiles/Communication Channels/Media usage Profile

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# TARGET POPULATION PROFILES/COMMUNICATION CHANNELS/MEDIA USAGE PROFILE

## I. EXECUTIVE SUMMARY

This section includes a demographic profile and media usage analysis among the five NEHEP target populations: 1) adults who have diabetes, 2) African Americans, 3) Hispanics/Latinos, 4) adults aged 60 and older, and 5) American Indians and Alaska Natives. The objective of this demographic profile and media usage analysis is to provide information about segments or subgroups that exist within NEHEP target populations and to ascertain the media that are most effective for reaching each group.

This demographic profile analysis based on 2004 data from Mediamark Research, Inc., a leading U.S. supplier of national syndicated multimedia audience research reports and data, describes various population characteristics such as demographics, media habits of user/purchaser groups for various products, product categories, and brands. The profile includes several variables including gender, marital status, race, age, household size, education, household income, employment status, occupation, and county residence. The county residence information is based on Nielsen county size definitions<sup>1</sup>:

- “A” counties—all counties belonging, as of June 30, 1990, to the 21 largest metropolitan areas based on household counts from the 1990 Census.
- “B” counties—all counties not included in “A” that are in metropolitan areas with more than 85,000 households according to the 1990 Census.
- “C” counties—all counties not included in “A” or “B” that either have more than 20,000 households or are in metropolitan areas with more than 20,000 households according to the 1990 Census.
- “D” counties—all remaining counties.

Today’s fragmented media environment is characterized by an increasing number of media alternatives vying for consumer time. Consumers are simultaneously engaged in using various media formats—such as television, radio, newspapers, and the Internet—to get information and programming. The media usage analysis included in this addendum identifies media choices made by each target population. The analysis demonstrates the target populations’ heavy use of television, radio, newspapers, the Internet, and the Yellow Pages, which highlights the importance of using various communication channels to effectively reach NEHEP target audiences.

## II. DEMOGRAPHIC PROFILE OF ADULTS WHO HAVE DIABETES

A demographic profile of the NEHEP target audience—adults 18 and older who have diabetes—demonstrates the following within this target population:

- Sixty-one percent are married.
- Twenty-three percent are parents (representative of parents who have children under age 18 at home).
- African Americans represent 11.4 percent of the total population and account for 16.1 percent of adults who have diabetes, indicating that African Americans are 41 percent more likely to have diabetes than the average adult in the United States.
- American Indians and Alaska Natives represent 1.1 percent of the total population and represent 1.6 percent of adults who have diabetes, indicating that this target group is 35 percent more likely to have diabetes than the average adult in the United States.
- Seventy-three percent are aged 45 and older.
- Sixty percent reside in small households with one to two people.
- Sixty percent have graduated high school and attended college.
- Forty-one percent are employed (full-time or part-time).
- Forty-six percent have a household income of \$40,000 or more.
- Forty-three percent reside in the south Census regions: Alabama, Arkansas, Delaware, the District of Columbia, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, and West Virginia.
- Sixty-nine percent reside in “A” and “B” counties.

	Total Adults	Adults Who Have Diabetes Aged 18 and Older	
	%	%	Index
<b>Gender</b>			
Male	48.04	48.90	102
Female	51.96	51.10	98
<b>Status</b>			
Single	24.46	14.41	59
Married	56.57	61.23	108
Engaged	4.69	1.57	33
Other	18.97	24.36	128
Parents	34.02	22.67	67

	Total Adults %	Adults Who Have Diabetes Aged 18 and Older %	Index
<b>Race</b>			
White	78.13	75.93	97
Black/African American	11.44	16.14	141
American Indian/Alaska Native	1.17	1.58	135
Hispanic origin or descent	12.31	8.92	72
Asian	2.23	1.80	81
Other	7.71	5.37	70
<b>Age</b>			
18-24	12.91	4.79	37
25-34	18.45	9.31	50
35-44	20.72	12.63	61
45-54	18.92	20.74	110
55-64	12.89	21.21	164
65 and older	16.11	31.32	194
<b>Household Size/Children in Household</b>			
One-person households	13.89	17.99	129
Two-person households	33.53	41.67	124
Three- to four-person households	37.08	27.79	75
Five-person or more households	15.50	12.55	81
Have any children in households	41.32	29.63	72
<b>Education</b>			
Post-graduate	8.27	5.49	66
Graduated college	24.75	17.14	69
Attended college	27.09	23.10	85
Did not attend college	48.16	59.77	124
High school graduate	31.75	36.93	116
<b>Household Income</b>			
\$60,000 or more	42.23	27.75	66
\$50,000 or more	51.16	36.31	71
\$40,000 or more	61.06	45.84	75
\$30,000 or more	72.07	57.48	80
\$20,000 or more	16.52	26.80	162
<b>Employment Status</b>			
Employed full-time	53.16	34.44	65
Employed part time	10.85	6.77	62
Not employed	35.99	58.79	163
<b>Occupation</b>			
Professional and related occupation	12.66	7.20	57
Management/business/financial	9.88	6.65	67
Sales and office	15.97	12.02	75
<b>Census Region Residence</b>			
Northeast region	19.11	18.14	95
South	36.20	42.77	118
North central	22.60	19.46	86
West	22.08	19.64	89
<b>County Size</b>			
"A" counties	41.24	36.10	88
"B" counties	29.80	32.49	109
"C" counties	14.53	16.27	112
"D" counties	14.43	15.14	105

### III. DEMOGRAPHIC PROFILE OF THE AFRICAN AMERICAN POPULATION

A demographic profile of the NEHEP target audience—African Americans—indicates the following within this target population:

- Thirty-six percent are married.
- Thirty-five percent are parents.
- Forty-three percent are aged 45 and older.
- Fifty-five percent reside in larger households with three or more people.
- Forty-seven percent have children in their households.
- Sixty-five percent have graduated high school and attended college.
- Forty-one percent have a household income of \$40,000 or more.
- Fifty-two percent are employed (full-time and part-time).
- Fifty-five percent reside in the south Census regions: Alabama, Arkansas, Delaware, District of Columbia, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, and West Virginia.
- Seventy-nine percent reside in “A” and “B” counties.

	Total Adults %	African American Adults Aged 18 and Older %	Index
<b>Gender</b>			
Male	48.04	44.59	93
Female	51.96	55.41	107
<b>Status</b>			
Single	24.46	39.30	161
Married	56.57	36.51	65
Engaged	4.69	6.96	148
Other	18.97	24.19	128
Parents	34.02	35.37	104
<b>Age</b>			
18-24	12.91	16.40	127
25-34	18.45	19.79	107
35-44	20.72	21.16	102
45-54	18.92	19.74	104
55-64	12.89	11.47	89
65 and older	16.11	11.44	71
<b>Household Size</b>			
One-person household	13.89	18.89	136
Two-person household	33.53	26.03	78
Three-person household	37.08	37.74	102
Five-person household	15.50	17.34	112
Have any children in household	41.32	46.70	113
<b>Education</b>			
Post-graduate	8.27	4.64	56
Graduate college	24.75	14.28	58
Attended college	27.09	29.56	109
Did not attend college	48.16	21.21	129
High school graduate	31.75	34.96	110
<b>Household Income</b>			
\$60,000 or more	42.23	25.14	60
\$50,000 or more	51.16	32.20	63
\$40,000 or more	61.06	41.36	68
\$30,000 or more	72.07	53.02	74
\$20,000 or less	16.52	33.68	204
<b>Employment Status</b>			
Employed full-time	53.16	52.01	98
Employed part-time	10.85	9.68	89
Not employed	35.99	38.31	106

	Total Adults %	African American Adults Aged 18 and Older	
		%	Index
<b>Occupation</b>			
Professional and related occupation	12.66	8.25	65
Management/business/financial	9.88	6.37	64
Sales and office	15.97	15.96	100
Office	18.94	26.78	141
<b>Census Region Residence</b>			
Northeast region	19.11	17.76	93
South	36.20	54.90	152
North central	22.60	18.12	80
West	22.08	9.23	42
<b>County Size</b>			
“A” counties	41.24	51.85	126
“B” counties	29.80	27.08	91
“C” counties	14.53	11.64	80
“D” counties	14.43	9.43	65

#### IV. DEMOGRAPHIC PROFILE OF THE HISPANIC/LATINO POPULATION

A demographic profile of the NEHEP target audience—Hispanics/Latinos—indicates the following within this target population:

- Fifty-four percent are married.
- Seventy-one percent are between ages 18 and 44; this is a relatively young population.
- Many reside in large households: 73 percent live in households with three or more people.
- Sixty percent have children in the households.
- Fifty-one percent have graduated high school and attended college.
- Fifty percent have a household income of \$40,000 or more.
- Fifty-eight percent are employed (full-time and part-time).
- Forty-one percent reside in the west Census regions: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Guam, Puerto Rico, and the U.S. Virgin Islands.
- Eighty-two percent reside in “A” and “B” counties.



	Total Adults %	Hispanic/Latino Aged 18 and Older %	Index
<b>Gender</b>			
Male	48.4	51.30	107
Female	51.96	48.70	94
<b>Status</b>			
Single	24.46	31.09	127
Married	56.57	56.14	99
Engaged	4.69	5.08	108
Other	18.97	12.77	67
Parents	34.02	45.14	133
<b>Age</b>			
18-24	12.91	19.87	154
25-34	18.45	27.08	147
35-44	20.72	24.09	116
45-54	18.92	14.06	77
55-64	12.89	7.55	59
65 and older	16.11	6.81	42
<b>Household Size/Children in Household</b>			
One-person households	13.89	6.98	50
Two-person households	33.53	20.20	60
Three- to four-person households	37.08	39.89	108
Five-person or more households	15.50	32.94	212
Have any children in households	41.32	59.60	144
<b>Education</b>			
Post-graduate	8.27	3.05	37
Graduated college	24.75	11.12	45
Attended college	27.09	22.57	83
Did not attend college	48.16	66.31	138
High school graduate	31.75	38.78	236
<b>Household Income</b>			
\$60,000 or more	42.23	30.36	72
\$50,000 or more	51.16	38.75	76
\$40,000 or more	61.06	50.25	82
\$30,000 or more	72.07	63.79	89
\$20,000 or more	16.52	20.42	124
<b>Employment Status</b>			
Employed full-time	53.16	57.94	109
Employed part time	10.85	10.68	98
Not employed	35.99	31.38	87
<b>Occupation</b>			
Professional and related occupation	12.66	8.24	65
Management/business/financial	9.88	5.51	56
Sales and office	15.97	14.89	93
Other	18.94	29.06	153
<b>Census Region Residence</b>			
Northeast region	19.11	14.40	75
South	36.20	35.95	99
North central	22.60	8.46	37
West	22.08	41.20	187
<b>County Size</b>			
"A" counties	41.24	58.44	142
"B" counties	29.80	24.81	83
"C" counties	14.53	7.35	51
"D" counties	14.43	9.41	65

## V. DEMOGRAPHIC PROFILE OF THE ADULTS AGED 60 AND OLDER POPULATION

A demographic profile of the NEHEP target audience—adults aged 60 and older—indicates the following within this target population:

- Sixty percent are married.
- Many reside in small households; 86 percent live in households with one to two people.
- Seven percent have children in their households.
- Fifty-six percent have graduated high school and attended college.
- Thirty-nine percent have a household income of \$40,000 or more.
- Seventy-eight percent are not employed.
- Thirty-seven percent reside in the south Census regions: Alabama, Arkansas, Delaware, District of Columbia, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, and West Virginia.
- Sixty-three percent reside in “A” and “B” counties.

	Total Adults %	Adults Aged 60and Older %	Index
<b>Gender</b>			
Male	48.04	43.48	91
Female	51.96	56.52	109
<b>Status</b>			
Single	24.46	31.09	127
Married	56.57	56.14	99
Engaged	4.69	5.08	108
Other	18.97	12.77	67
Parents	34.02	45.14	133
<b>Household Size</b>			
One-person households	13.89	27.53	198
Two-person households	33.53	58.14	173
Three- to four-person households	37.08	10.94	30
Five-person or more households	15.50	3.39	22
Have any children in households	41.32	6.67	16
<b>Education</b>			
Post-graduate	8.27	7.73	93
Graduated college	24.75	18.60	75
Attended college	27.09	17.97	66
Did not attend college	48.16	63.43	132
High school graduate	31.75	38.37	121
<b>Household Income</b>			
\$60,000 or more	42.23	21.93	52
\$50,000 or more	51.16	29.63	58
\$40,000 or more	61.06	39.41	65
\$30,000 or more	72.07	53.39	74
\$20,000 or less	16.52	28.38	172
<b>Employment Status</b>			
Employed full-time	53.16	14.19	27
Employed part-time	10.85	7.32	67
Not employed	35.99	78.49	218
<b>Occupation</b>			
Professional and related occupation	12.66	4.11	32
Management/business/financial	9.88	4.28	43
Sales and office	15.97	5.60	35
Other	18.94	6.22	33
<b>Census Region Residence</b>			
Northeast region	19.11	19.35	101
South	36.20	36.83	102
North Central	22.60	23.16	102
West	22.08	20.66	94
<b>County Size</b>			
"A" counties	41.24	35.00	85
"B" counties	29.80	28.48	96
"C" counties	14.53	16.07	111
"D" counties	14.43	20.44	142

## **VI. DEMOGRAPHIC CHARACTERISTICS OF THE AMERICAN INDIAN AND ALASKA NATIVE POPULATION**

The terms American Indian and Alaska Native refer to descendants of any of the original people of North America, Central America, or South America who maintain tribal affiliation or community attachment. On the 2000 Census, the classification American Indian and Alaska Native includes Hispanic people who identify themselves as being of American Indian and Alaska Native descent, either alone or in combination with another race.

The 2000 Census calculated the population of the Nation to be 281.4 million. Of the total population, 4.1 million (1.5 percent) identified themselves as being of American Indian and Alaska Native descent. Of the 4.1 million American Indians and Alaska Natives, 2.5 million (0.9 percent of the total U.S. population) identified themselves as being solely American Indian or Alaska Native. The 11 states with the largest American Indian and Alaska Native populations were California, Oklahoma, Arizona, Texas, New Mexico, New York, Washington, North Carolina, Michigan, Alaska, and Florida. Florida alone had more than 100,000 American Indians and Alaska Natives, accounting for 62 percent of the population.

The 2000 Census reported that approximately 66 percent of American Indians and Alaska Natives live in urban areas; 944,317 live on federally recognized American Indian reservations or off-reservation trust lands. The median age of American Indians and Alaska Natives living on reservation land is 30.3 years.

## American Indians and Alaska Natives

Demographic	Percentage of the Population
Reside in the West	43% (1.8 million)
Reside in the South	31% (1.3 million)
Reside in the Midwest	17% (0.7 million)
Reside in the Northeast	9% (0.4 million)
Younger than 18 years old	34.5%
Age 18–24	9.3%
Age 25–44	26.6%
Age 45–64	19.8%
Age 65 and older	9.9%

## AMERICAN INDIAN AND ALASKA NATIVE ELDER DEMOGRAPHICS

- The 2000 Census reported approximately 259,000 American Indians and Alaska
- Natives aged 55 and older. Many believe that this count—and other estimates for the American Indian and Alaska Native population—is not accurate because of undercounting and misclassification of race.
- Eighty percent of elders live west of the Mississippi, and approximately half live in rural areas.
- Twenty-seven percent of American Indians and Alaska Natives aged 65 to 74 live below the poverty level.

## VII. COMMUNICATION CHANNELS/MEDIA USAGE VEHICLES

Different lifestyles require different marketing communication methods. Some will be used during the week, others during the weekend and different times of the day. Consumers have various preferences for both inbound and outbound communications and marketing promotions versus product usage information.

Traditional media channels—such as television, radio, magazines, and newspapers—allow control over many communication elements including time of delivery and message content. However, marketing programs that employ many of the new media channels such as the Internet will be able to control content in a reactive manner. Access channel preference and time of delivery will be determined by the customer in many instances.

Using a mix of both traditional and new media communication channels enables NEHEP to achieve its objectives by conveying consistent messages across key marketing communication channels instantly and simultaneously throughout the United States. These channels have the potential to build awareness, influence attitudes, and encourage the target audiences to take the actions necessary to prevent the loss of vision.

The communication channels must work independently, as well as interdependently, to deliver the message in a culturally relevant and credible environment. The proposed communication channels for reaching NEHEP target audiences are as follows:

- National and local community outreach promotions and events
- News releases
- Television PSAs
- Radio PSAs
- Outdoor PSAs
- Magazine PSAs
- Newspaper PSAs
- Drop-in articles in newspapers
- Conference and meeting promotion
- Interactive media
- Direct mail
- E-mail marketing
- Brochures
- Posters and flyers
- Eye and other health care professionals
- Partnership alliances.

## **VIII. MEDIA USAGE**

Several studies show an increase in media multitasking, or simultaneous media usage. The following is according to a study of simultaneous media consumption conducted by the Media Center and the American Press Institute<sup>0</sup>:

- Three-quarters of U.S. television viewers read the newspaper while they watch TV.
- Two-thirds are online while they watch TV.
- Seventy percent of media users try to absorb two or more forms of media at once.
- Fifty-seven percent of radio listeners simultaneously go online.
- More than 46 percent read newspapers.
- More than 17 percent watch TV.

- Seventy-four percent of people who watch TV regularly occasionally read the newspapers and 66.2 percent go online.
- Fifty-two percent of people who are online simultaneously listen to the radio and 61.8 percent watch TV.

A media usage analysis of NEHEP target populations, conducted by Mediamark Research, Inc., further demonstrates the importance of using various media vehicles to reach target audiences effectively.

### Adults Aged 18 and Older Who Have Diabetes

Demographic	Percentage of the Population
Heavy newspaper readers	46%
Heavy television viewers	57%
Heavy magazine readers	36%
Heavy Internet users	28%
Heavy radio listeners	32%
Heavy Yellow Pages users	26%

### African American Adults Aged 18 and Older

Demographic	Percentage of the Population
Heavy newspaper readers	35%
Heavy television viewers	53%
Heavy magazine readers	47%
Heavy Internet users	25%
Heavy radio listeners	48%
Heavy Yellow Pages users	25%

### AFRICAN AMERICAN CIVIC ORGANIZATIONS

- African American fraternities and sororities
- Congressional Black Caucus
- Congress of National Black Churches, Inc.
- National Association for the Advancement of Colored People
- National Association of Black Nurses
- National Baptist Convention of America
- National Caucus and Center of Black Aged, Inc.
- National Medical Association

- National Urban League
- Operation PUSH
- Southern Christian Leadership Conference.

## **AFRICAN AMERICAN MEDIA**

- Black Enterprise magazine
- Black Entertainment Television
- Ebony/Jet magazines
- Essence magazine
- Source magazine
- TV One
- VIBE magazine.

## **Hispanic/Latino Adults Aged 18 Years and Older**

<b>Demographic</b>	<b>Percentage of the Population</b>
Heavy newspaper readers	22%
Heavy television viewers	40%
Heavy magazine readers	34%
Heavy Internet users	26%
Heavy radio listeners	44%
Heavy Yellow Pages users	19%

## **HISPANIC/LATINO CIVIC ORGANIZATIONS**

- Hispanic Association of Colleges and Universities
- Hispanic Association of Corporate Responsibility
- Institute for Latin Studies
- Interamerican Press Association
- League of United Latin American Citizens
- National Alliance for Hispanic Health
- National Association of Hispanic Nurses
- National Council of La Raza



- National Hispanic Medical Association
- National Puerto Rican Coalition.

## HISPANIC/LATINO MEDIA

- Hispanic Newspaper Network
- Hispanic Radio Network
- Hispanic Television Network
- La Fuente—Hispanic Media and Clipping Service
- Latina magazine
- SiTV
- Telemundo
- Univision
- Vanidades magazine.

## Adults Aged 60 and Older

Demographic	Percentage of the Population
Heavy newspaper readers	58%
Heavy television viewers	57%
Heavy magazine readers	29%
Heavy Internet users	19%
Heavy radio listeners	27%
Heavy Yellow Pages users	21%

## **RADIO PROGRAMS TARGETED TO REACH THE OLDER ADULT MARKET**

- American Senior Side
- Been There, Done That
- The Bright Side of Aging
- Care For the Chronically Ill and Aging
- Disability and Senior News Report
- The Family Caregiver Hour
- Going for the Gold
- Growing Older: A New Perspective
- Healthy, Wealthy, and Wise
- The Karen Ross Show
- Living for Today
- Mature Focus
- Maturity Broadcast News
- Remember When
- Senior Citizen Report.

## **AMERICAN INDIANS AND ALASKA NATIVES**

Limited data on media use among American Indians and Alaska Natives are available. Targeted television, key radio stations, community newspapers, newsletters, bulletins, and magazines in key markets are recommended for use in creating awareness about the risk of diabetic eye disease and the importance of comprehensive dilated eye examinations for early detection and the prevention of vision loss.<sup>0</sup>

According to Nielsen Media Research and Commerce Net, American Indians and Alaska Natives are the fastest growing groups of Internet users among all minority audiences. Increased use in these populations has been attributed to greater access to computers in the home, businesses, and schools, as well as to a growing need to connect with consumers and heritage. Tribal Websites, listserves specific to a community, and reservation or organizational e-mail groups are good dissemination tools.

## **AMERICAN INDIAN OR ALASKA NATIVE CIVIC ORGANIZATION**

- American Indian Community House

## **MEDIA**

- American Indian and Alaska Natives Mental Health Research Journal
- American Indian News
- The Cherokee Advocate
- Elder Voices
- Indian Country Today
- Native Americas magazine
- Native Peoples
- Navajo Times
- News From Indian Country
- OCB Tracker
- Oklahoma Indian Times.

## **IX. OVERVIEW OF TRADITIONAL AND NEW MEDIA**

Traditional and new media use differs among consumers. Therefore, media selection must be based on its ability to provide a culturally relevant environment.<sup>0</sup>

### **TELEVISION**

Television has audiovisual impact, is the most intrusive, and provides quick reach because its coverage can vary by area, designated market, channel, or network. Television is viewed largely by all target groups, except American Indians and Alaska Natives.

### **RADIO**

Radio is a heavy frequency medium. It provides good localized spot coverage for the city/metropolitan area. Radio has the ability to reach target audiences effectively in various formats and in different languages.

### **DROP-IN ARTICLES FOR NEWSPAPERS**

Drop-in articles for local and national newspapers, Federal and private-sector agency newsletters, merchant circulars, and consumer magazines can be tailored to the target market.

## **NEWSPAPERS AND MAGAZINES**

Newspapers provide immediate impact, have high targeted-reach potential, and are timely. National and local newspapers can effectively reach each target group in their respective communities. Consumer magazines offer in-depth product descriptions, pass-along readership, and can be highly targeted.

## **DIRECT MAIL**

Direct mail is selective and easy to track and offers flexibility regarding the timeliness and content of each mailing.

## **INTERACTIVE MEDIA**

Beginning in the 1990s, the spotlight focused on interactive media. What differentiates interactive media from more traditional forms of advertising is that it is more buyer-initiated. The communication process begins when the consumer requests specific information about a product or service, playing a direct part in the communication process and choosing both when the message is delivered and, to some extent, the actual content of the message.

Advertisers are no longer limited to one page or a 30-second timeframe. Consumers can find potential answers to specific questions when they choose, and advertisers have the potential to be more effective because of the higher interest and attention levels. While research indicates that Internet use is relatively low among some target audiences, usage is increasing rapidly.

## **E-MAIL MARKETING**

E-mail marketing is a form of direct marketing that uses electronic mail as a means of delivering marketing messages to an audience. In its broadest sense, every e-mail sent to a potential or current customer could be considered e-mail marketing. However, the term usually refers to sending e-mails with the purpose of driving traffic to a Website.

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