



**TO:** Broadcast Partners; Select Media  
**FROM:** Audio Now  
**DATE:** March 8, 2013  
**RE:** Results of Recent Multi-lingual, Hyper-local Survey Among Select Audio Now Broadcasters

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From February 14 to 22, AudioNow conducted a telephone survey among 2,040 news attentive listeners of in-language radio stations with U.S. audiences. The survey was conducted on its newly developed and proprietary “AudioNow® Insights™” platform providing unique access to ethnic communities in ways that were previously unavailable for research purposes in native languages. Five broadcasting stations partnered with AudioNow to offer this survey, representing a mix of ethnic communities and languages the United States. Included in this sample are 1,016 interviews among listeners in the Punjabi community, 619 interviews among Spanish speaking listeners, and 405 interviews among Creole speaking listeners. AudioNow retained the services of Hart Research Associates to produce the survey.

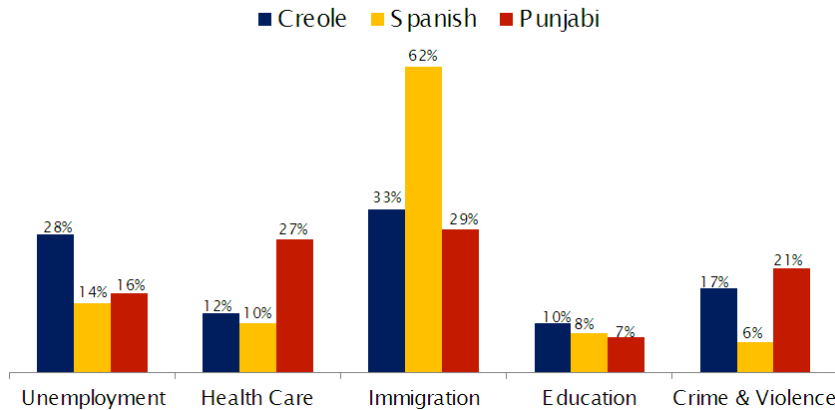
AudioNow is the leading provider of mobile phone radio distribution in the United States. With over 1,000 broadcast partners airing in 50 languages in North America, the UK, Europe, and Africa, the platform allows listeners each day to connect to content through its call-to-listen platform. Partners include industry leaders such as BBC, C-SPAN, Radio France Internationale, Voice of America, Al Jazeera, Entravision, ESPN, Motor Racing Network, and hundreds of in-language domestic and international broadcasters. The company has in excess of 1 million unique users, and expects to deliver 2 billion listener minutes in 2013.

Participating Stations	
Community	Language
<b><i>Punjabi</i></b>	
Radio Chardi-Kala (Fremont, CA)	English
Punjabi Radio USA (San Jose, CA)	Punjabi
<b><i>Spanish</i></b>	
La Que Buena 1620 AM (Kennett Square, PA)	Spanish
Radio America 1540 AM (Wheaton, MD)	Spanish
<b><i>Creole</i></b>	
Radio Kiskeya (Port-Au-Prince, Haiti)	Creole

## OVERVIEW

Across communities interviewed, listeners report immigration as the top issue facing their community. However, while the plurality of individuals in each of the three subgroups – Spanish, Creole, and Punjabi - report immigration as the top issue within their community, the intensity of its importance when compared to other issues differs greatly. Citizenship status also impacts the percentage of respondents who report immigration the primary priority.

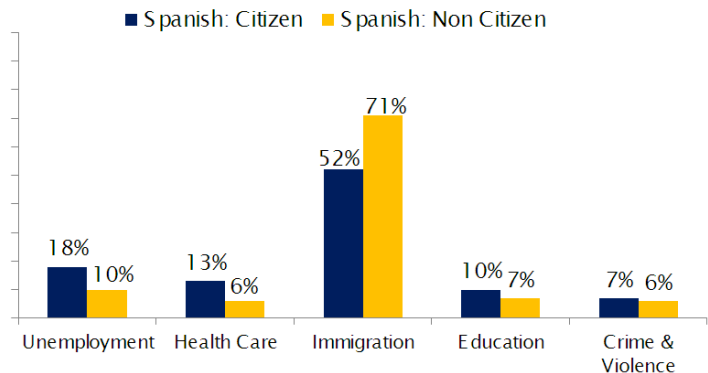
***Which of the following do you think is the single most important issue facing your community?***



When provided a choice between immigration, unemployment, healthcare, education, and crime, nearly two thirds (62%) of Spanish speaking respondents choose immigration as their community’s top concern.

***Which of the following do you think is the single most important issue facing your community?***

However, a clear gap does exist depending on voter eligibility. Fifty-two percent of eligible voters within this community report immigration as the number one issue in their community, compared to 71% of respondents who were ineligible to vote in the 2012 elections – a 19 point gap.



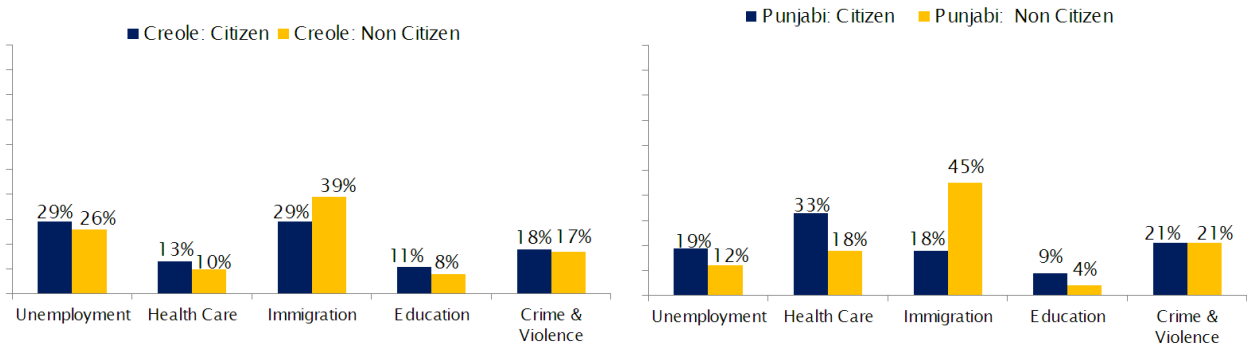
Although immigration is top of mind for the majority of Spanish speakers interviewed, unemployment and healthcare are also of concern.

- ✓ While the majority of eligible voters within the Spanish speaking community do rate immigration their top issue (52%), nearly 1 in 5 voters say the same of jobs and unemployment (18%), and 13% say the same of healthcare.

**Unsurprisingly, the gap in importance of immigration between eligible and ineligible voters is also present among the Creole and Punjabi communities.**

- ✓ Eighteen percent of Punjabi voters rated immigration their community’s top concern, compared with 45% of Punjabi listeners ineligible to vote – a 27 point gap.
- ✓ Similarly, although less pronounced, 31% of Creole voters rate immigration as their number one issue, compared to 39% of Creole listeners ineligible to vote – an eight point gap.

***Which of the following do you think is the single most important issue facing your community?***



**Immigration, unemployment, and crime top the list of issues facing the Creole community.**

One third of Creole respondents report immigration as their community’s top issue, followed by nearly a third of listeners (28%) who say it is the lack of jobs, and 16% of whom say crime.

**Punjabi listeners are also split about the greatest issue faced by their community.**

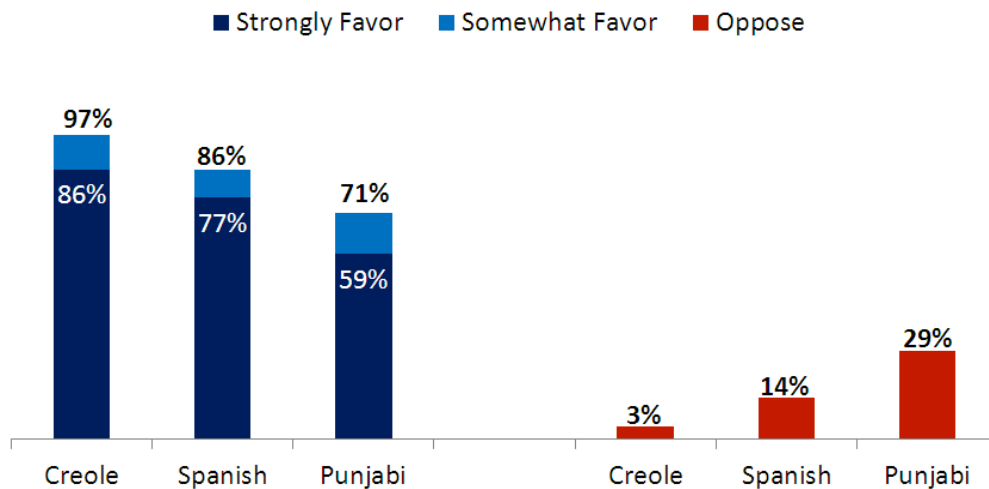
While immigration does top the scale at 29%, a roughly equal 27% report healthcare as a key priority, followed closely by crime (21%) and unemployment (16%).

- ✓ Interestingly, specific gender gaps exist within the Punjabi community. Fourteen percent of men report being most concerned by jobs and unemployment, 23% of women say the same – a nine point gap.
- ✓ Likewise, 30% of Punjabi men rate immigration as their community’s top concern – compared with 22% of Punjabi women.

## Gun Control

Support for increased gun control legislation among communities interviewed is widespread. More than 7 out of 10 listeners within each community say that they favor stricter gun control laws in the United States, with the majority of each community **STRONGLY FAVORING** such an initiative. Equally telling, very few listeners **STRONGLY** oppose new gun control laws. Opposition to this issue is highest among the Punjabi community; within this community, 23% **STRONGLY OPPOSE** stricter gun control laws. Comparatively, eleven percent of Spanish speaking respondents, and 2% of Creole respondents, say that they **STRONGLY OPPOSE** new legislation.

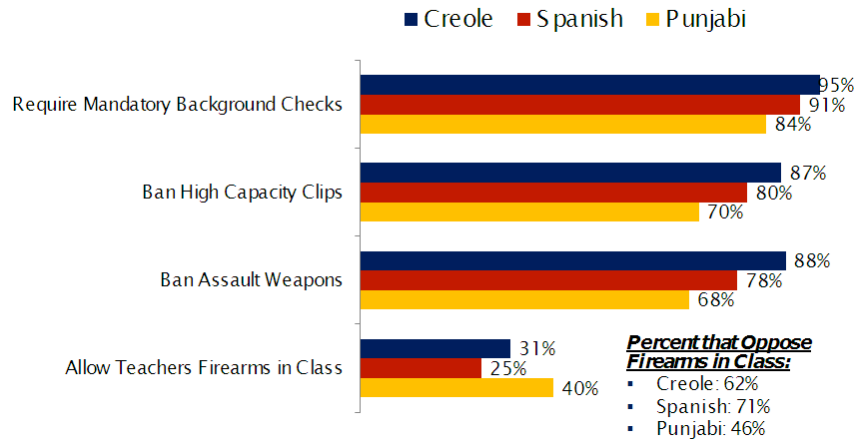
*Do you favor or oppose stricter gun control laws in the United States?*



The voters within each of these ethnic communities show strong support for stricter gun control laws as well. Eighty-four percent of voters who cast a ballot in the 2012 election favor new laws on this issue. Included are 97% of Creole voters, 87% of Spanish speaking voters, and 76% of Punjabi voters.

**When provided more detail about potential legislation, specific gun control measures receive strong majority support from respondents.** Among each ethnic subgroup, over 80% of respondents are in favor of requiring mandatory background checks for anyone who wants to purchase a gun or firearm. Banning high-capacity gun magazines or clips that hold more than 10 rounds of ammunition receives a similarly high level of support. And nearly 9 out of 10 Creole listeners, 8 out of 10 Spanish speaking listeners, and 7 out of 10 Punjabi listeners support banning military style assault weapons. (88%, 78%, and 68%, respectively).

***Percent that favor including the following provisions in a new gun control law:***



**Of respondents who report keeping a gun or firearm in their home, 82% say that they support stricter gun control laws in this country.** More telling, support is not lost among gun owners when they hear about specific proposals.

- ✓ Ninety percent of these gun owning households support mandatory background checks for anyone who wants to purchase a firearm,
- ✓ Seventy-eight percent support limiting the number of rounds that a gun magazine or clip can hold, and
- ✓ Seventy-three percent support banning military style assault weapons.

**Those most concerned with crime and violence show the same favorability levels towards new gun control legislation as those who rate other issues as their community's top concern.** Of the 16% of respondents who find that crime and violence is the greatest issue facing their community, 80% say that they favor stricter gun control laws in this country. Of those who rate other issues their community's top priority – such as healthcare, education, unemployment, or immigration - a matching 81% favor stricter gun control laws.



Again, this support varies slightly by community – Creole and Spanish speaking listeners concerned with crime and violence support stricter gun control laws nearly unanimously, while Punjabi respondents concerned with violence are in slightly greater opposition.

<b>Stricter Gun Control Favorability Among Respondents Who Rate Crime the #1 issue Facing Their Community</b>		
	<b>Favor Stricter Gun Control Laws</b>	<b>Oppose Stricter Gun Control Laws</b>
<b>Total</b>	80%	20%
Creole	97%	3%
Spanish	90%	10%
Punjabi	73%	27%

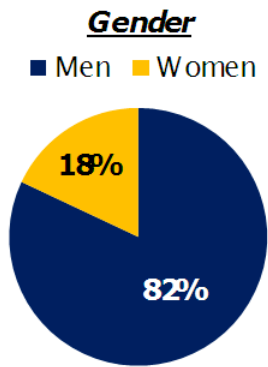
## Who We Talked To

**AudioNow provides a unique opportunity to conduct research among often difficult to reach populations** - including specific ethnic minorities and immigrants.

- ✓ Of the 2,040 interviews conducted for this survey, 902 (44%) are among adults who were ineligible to vote in the U.S. Presidential Election in 2012 – a group that we believe is comprised primarily of immigrants living in the United States.
- ✓ A relatively equal 40% of the 2,040 interviews conducted are among U.S. citizens who report voting in the 2012 U.S. Presidential Election.
- ✓ Interestingly, of the 1,138 interviews conducted among adults who were eligible to vote in 2012, a full 71% of respondents report actually voting – approximately 10% higher than the national average in recent presidential elections.

<b>Citizenship and Voter Status</b>				
		<b>2012 U.S. Presidential Election</b>		
	<b>U.S. Citizen</b>	<b>Ineligible to Vote</b>	<b>Voted</b>	<b>% of Eligible Adults who Voted</b>
<b>Total</b>	<b>56%</b>	<b>44%</b>	<b>40%</b>	<b>71%</b>
Creole	58	42	47	81
Spanish	49	51	36	74
Punjabi	59	41	37	65

Respondents of this first survey are predominantly male, but age of respondents more closely mirrors nation as a whole.



Percent of Women interviewed by Community:

Creole: 7%  
Punjabi: 17%  
Spanish: 28%

