

AUDIENCE DEFINITIONS

Group	QUESTION NUMBER																	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14-17				
Mass Audience	A	MIX OF A AND B	H-MIX OF B	ATPER QUO		D				ANY				MIX				
American Indian								B										
Russian								K			D, E				ANY			
Arabic								A			D, E				ANY			
Native Hawaiian															G			
Pacific Islander															H			
Bi-racial black															D	A	BLACK+	50%+ BLACK
Polish										J		D, E				ANY		
African American															D			
Black African Immigrants													B		A	D		
Black Caribbean Immigrants													B		B	D		
Japanese										F		D, E				ANY		
Haitian Creole										D		D, E				F		
Cuban Immigrants										L		D, E	B		D	ANY		
Central and South American Immigrants										L		D, E	B		C	ANY		
Mexican American Immigrants										L		D, E	B		E	ANY		
Puerto Ricans										L		D, E				I		
Puerto Rican Natives										L		D, E				I		
Alaska Natives																A		
Mandarin										I		D, E				ANY		
Cantonese					B		D, E			ANY								
Filipino					M		D, E			ANY								
Korean					H		D, E			ANY								
Asian Indian					E		D, E			ANY								
Non-first Generation Asians					C			A		C								
Vietnamese					N		D, E			ANY								
Cambodian					G		D, E			ANY								

<u>AFRICAN COUNTRIES</u>	<u>CARIBBEAN COUNTRIES</u>	<u>CENTRAL AND SOUTH AMERICAN COUNTRIES (SPANISH-DOMINANT ONLY)</u>
<p>Algeria</p> <p>Angola</p> <p>Benin</p> <p>Botswana</p> <p>Burkina Faso</p> <p>Burundi</p> <p>Cameroon</p> <p>Cape Verde</p> <p>Central African Republic</p> <p>Chad</p> <p>Comoros</p> <p>Côte d'Ivoire</p> <p>Democratic Republic of the Congo</p> <p>Djibouti</p> <p>Egypt</p> <p>Equatorial Guinea</p> <p>Eritrea</p> <p>Ethiopia</p> <p>Gabon</p> <p>Gambia</p> <p>Ghana</p> <p>Guinea</p> <p>Guinea-Bissau</p> <p>Kenya</p> <p>Lesotho</p> <p>Liberia</p> <p>Libya</p> <p>Madagascar</p> <p>Malawi</p> <p>Mali</p> <p>Mauritania</p>	<p>Antigua & Barbuda</p> <p>Aruba</p> <p>Bahamas</p> <p>Barbados</p> <p>Cayman Islands</p> <p>Cuba</p> <p>Dominica</p> <p>Dominican Republic</p> <p>Grenada</p> <p>Guadeloupe</p> <p>Haiti</p> <p>Jamaica</p> <p>Martinique</p> <p>Puerto Rico</p> <p>St. Kitts & Nevis</p> <p>St. Lucia</p> <p>St. Vincent and the Grenadines</p> <p>Trinidad & Tobago</p> <p>Turks & Caicos Islands</p> <p>Virgin Islands</p>	<p>Costa Rica</p> <p>El Salvador</p> <p>Guatemala</p> <p>Honduras</p> <p>Nicaragua</p> <p>Panama</p> <p>Argentina</p> <p>Bolivia</p> <p>Chile</p> <p>Colombia</p> <p>Ecuador</p> <p>Paraguay</p> <p>Peru</p> <p>Uruguay</p> <p>Venezuela</p>

Mauritius		
Mayotte		
Morocco		
Mozambique		
Namibia		
Niger		
Nigeria		
Republic of the Congo		
Réunion (France)		
Rwanda		
Saint Helena		
São Tomé and Príncipe		
Senegal		
Seychelles		
Sierra Leone		
Somalia		
South Africa		
Sudan		
Swaziland		
Tanzania		
Togo		
Tunisia		
Uganda		
Western Sahara (Sahrawi Arab Democratic Republic)		
Zambia		
Zimbabwe		

