

Profile of Hispanic TV HH's



Profile of Hispanic TV HHs

AGE OF HEAD

	<u>Total U.S.</u>	<u>Total Hispanic</u>	<u>Spanish Dominant Households **</u>
Under 35	20.8%	34.6%	36.0%
35-54	41.3%	43.3%	41.7%
55+	37.8%	22.1%	22.3%

Source: Universe Estimates - January 2007 & 2005 National Enumeration(**)

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PRESENCE OF CHILD

	<u>Total U.S.</u>	<u>Total Hispanic</u>	<u>Spanish Dominant Households**</u>
Any Child <18	35.8%	55.7%	52.7%

Source: Universe Estimates - January 2007 & 2005 National Enumeration(**)

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HOUSEHOLD SIZE

	<u>Total U.S.</u>	<u>Total Hispanic</u>	<u>Spanish Dominant Households**</u>
1	25.4%	14.7%	10.1%
2	32.5%	20.9%	19.6%
3	16.9%	19.7%	21.7%
4+	25.3%	44.7%	48.6%

Source: Universe Estimates - January 2007 & 2005 National Enumeration(**)

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NUMBER OF TELEVISIONS

	<u>Total U.S.</u>	<u>Total Hispanic</u>	<u>Spanish Dominant Households**</u>
1	17.5%	15.2%	23.6%
2	30.9%	33.9%	41.0%
3	25.1%	28.1%	24.0%
4+	26.5%	22.8%	11.4%

Source: Universe Estimates - January 2007 & 2005 National Enumeration(**)

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CABLE/ADS PENETRATION

	<u>NPM Hisp</u>	<u>NHPM</u>
2001	78%	62%
2002	81%	63%
2003	82%	65%
2004	83%	67%
2005	85%	70%
2006	86%	71%
2007	86%	76%

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County Size

	<u>Total U.S.</u>	<u>Total Hispanic</u>
A	39.6%	56.2%
B	30.9%	28.0%
C&D	29.5%	15.7%

Source: Universe Estimates - January 2007

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Territory

	<u>Total U.S.</u>	<u>Total Hispanic</u>	<u>Spanish Dominant Households**</u>
NE	20.4%	16.3%	15.7%
Central	28.4%	11.5%	8.8%
SE	20.8%	14.0%	19.0%
SW	11.6%	23.1%	20.6%
Pacific	18.8%	35.0%	45.9%

Source: Universe Estimates - January 2007 & 2005 NHTI Enumeration(**)

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Country of Origin HOH

	<u>2007</u>
Mexico	62.3%
Puerto Rico	10.0%
Cuba	4.7%
Other	23.0%

Source: Universe Estimates - January 2007

Profile of Hispanic TV HH

Foreign Born HOH

born outside US

1999 64.4%

2000 63.1%

2001 63.5%

2002 65.6%

2003 66.3%

2004 75.3%

2005 65.9%

Source: National Enumeration

National Distribution of TV HHs by Language Use Strata

