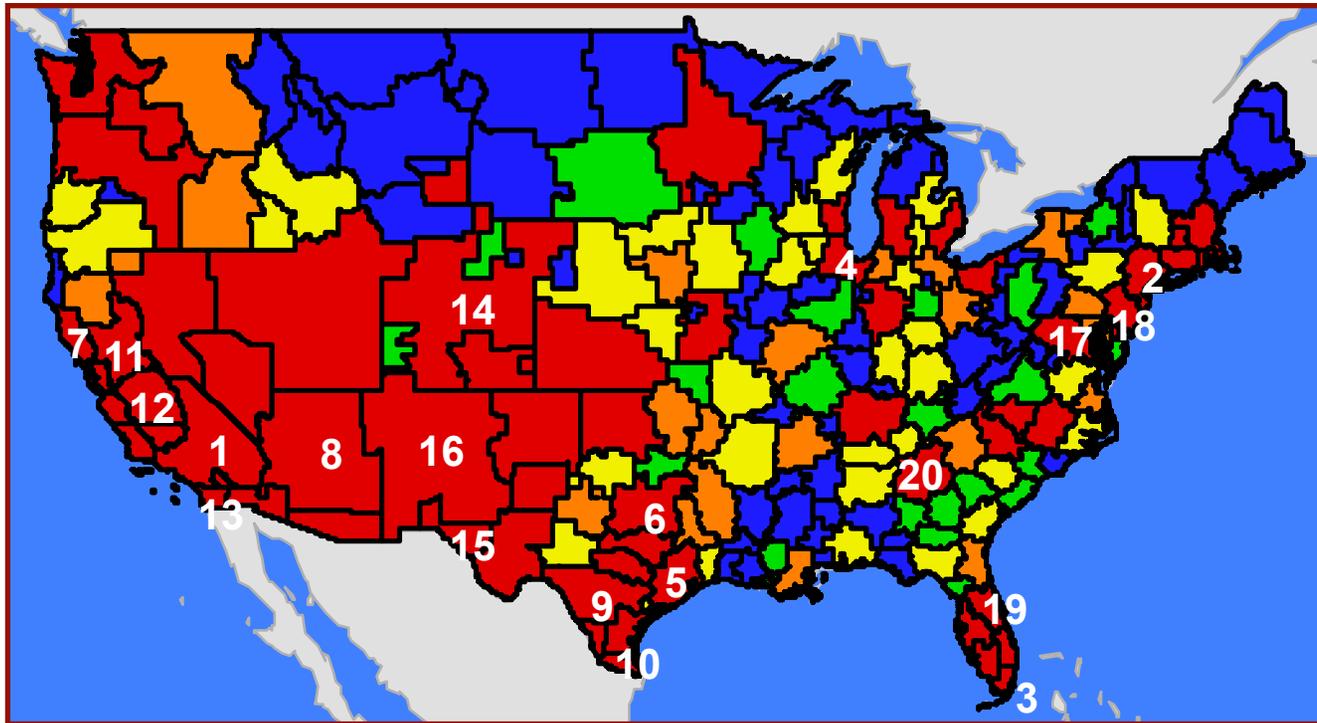

Reaching The Hispanic Market

Sacramento-Stockton-Modesto DMA



Sacramento-Stockton-Modesto DMA Among Top U.S. Hispanic Markets



Rank	DMA	Hispanic Population
1	Los Angeles CA	7,727,821
2	New York NY	4,353,469
3	Miami-Ft. Lauderdale FL	1,925,644
4	Chicago IL	1,853,405
5	Houston TX	1,852,146
6	Dallas-Ft. Worth TX	1,655,345
7	San Francisco-Oakland-San Jose CA	1,465,815
8	Phoenix (Prescott) AZ	1,282,812
9	San Antonio TX	1,202,966
10	Harlingen-Weslaco-Brownsville-Mcallen TX	1,039,858
11	Sacramento-Stockton-Modesto CA	960,497
12	Fresno-Visalia CA	936,272
13	San Diego CA	908,444
14	Denver CO	775,087
15	El Paso TX (Las Cruces NM)	728,718
16	Albuquerque-Santa Fe NM	709,371
17	Washington DC (Hagerstown MD)	639,491
18	Philadelphia PA	616,497
19	Orlando-Daytona Beach-Melbourne FL	543,117
20	Atlanta GA	542,001



The Hispanic Population In Sacramento Is Primarily Of Mexican Ancestry

Top 20 Hispanic Markets In The US

(Ranked on Percentage of Hispanic Population)

Rank	DMA	Hispanic Population	Mexican Ancestry	Percentage of Hispanic Pop
1	El Paso TX (Las Cruces NM)	728,718	530,008	72.7%
2	San Diego CA	908,444	628,456	69.2%
3	Harlingen-Weslaco-Brownsville-Mcallen TX	1,039,858	718,542	69.1%
4	Fresno-Visalia CA	936,272	646,132	69.0%
5	Los Angeles CA	7,727,821	4,843,724	62.7%
6	San Francisco-Oakland-San Jose CA	1,465,815	905,705	61.8%
7	San Antonio TX	1,202,966	729,757	60.7%
8	Chicago IL	1,853,405	1,122,040	60.5%
9	Sacramento-Stockton-Modesto CA	960,497	552,611	57.5%
10	Phoenix (Prescott) AZ	1,282,812	732,389	57.1%
11	Dallas-Ft.Worth TX	1,655,345	933,758	56.4%
12	Houston TX	1,852,146	1,034,566	55.9%
13	Denver CO	775,087	377,637	48.7%
14	Atlanta GA	542,001	208,758	38.5%
15	Albuquerque-Santa Fe NM	709,371	241,637	34.1%
16	Washington DC (Hagerstown MD)	639,491	66,533	10.4%
17	Philadelphia PA	616,497	63,144	10.2%
18	Orlando-Daytona Beach-Melbourne FL	543,117	48,287	8.9%
19	New York NY	4,353,469	334,788	7.7%
20	Miami-Ft. Lauderdale FL	1,925,644	58,778	3.1%

Key Hispanic Counties In The Sacramento-Stockton-Modesto DMA

Sacramento DMA Hispanic Population by County

County	Hispanic Population	
	Number	Percent of Total Pop
Sacramento County	274,439	19.43%
San Joaquin County	247,088	35.81%
Stanislaus County	202,938	38.89%
Solano County	93,271	22.25%
Yolo County	53,860	27.38%
Placer County	36,393	10.90%
Sutter County	23,614	25.34%
El Dorado County	19,276	10.36%
Yuba County	14,729	21.48%
Colusa County	10,599	48.43%
Nevada County	6,996	6.79%
Tuolumne County	5,812	9.21%
Calaveras County	4,361	8.78%
Amador County	3,800	9.45%
Plumas County	1,245	5.59%
Sierra County	260	7.33%
Total	998,681	19.21%



Demographic Profile – Hispanic Adults

Demographic Profile Hispanic Adults Sacramento-Stockton-Modesto DMA

Demographic Characteristic	Hispanic Descent % Composition	Demographic Characteristic	Hispanic Descent % Composition
Gender		Children In Household	
Male	50.7	Children	64.1
Female	49.3	No Children	35.9
Age		Occupation	
18-24	21.9	Professional/Managerial	16.1
25-34	27.8	Other White Collar	27.7
35-44	22.1	Blue Collar	41.5
45-54	14.5	Household Income	
55-64	7.6	Less than \$25,000	22.6
65+	6.0	\$25,000 - \$34,999	20.8
Education		\$35,000 - \$49,999	24.8
High School Graduate or less	35.7	\$50,000 - \$74,999	14.2
Some College (1-3 Yrs. No Degree)	27.0	\$75,000+	17.6
College Graduate +	9.1	Own Or Rent Residence	
Marital Status		Own	49.9
Married	57.6	Rent/Other	50.1
Single (Never Married)	30.1		
Widowed/Separated/Divorced	12.3		

Target Population: 607,000.

Source: Scarborough Hispanic, Sacramento-Stockton-Modesto DMA, Mar05-Feb06. Base: Adults 18+.



Three Counties- Three Demographic Profiles

Demographic Profile Hispanic Adults

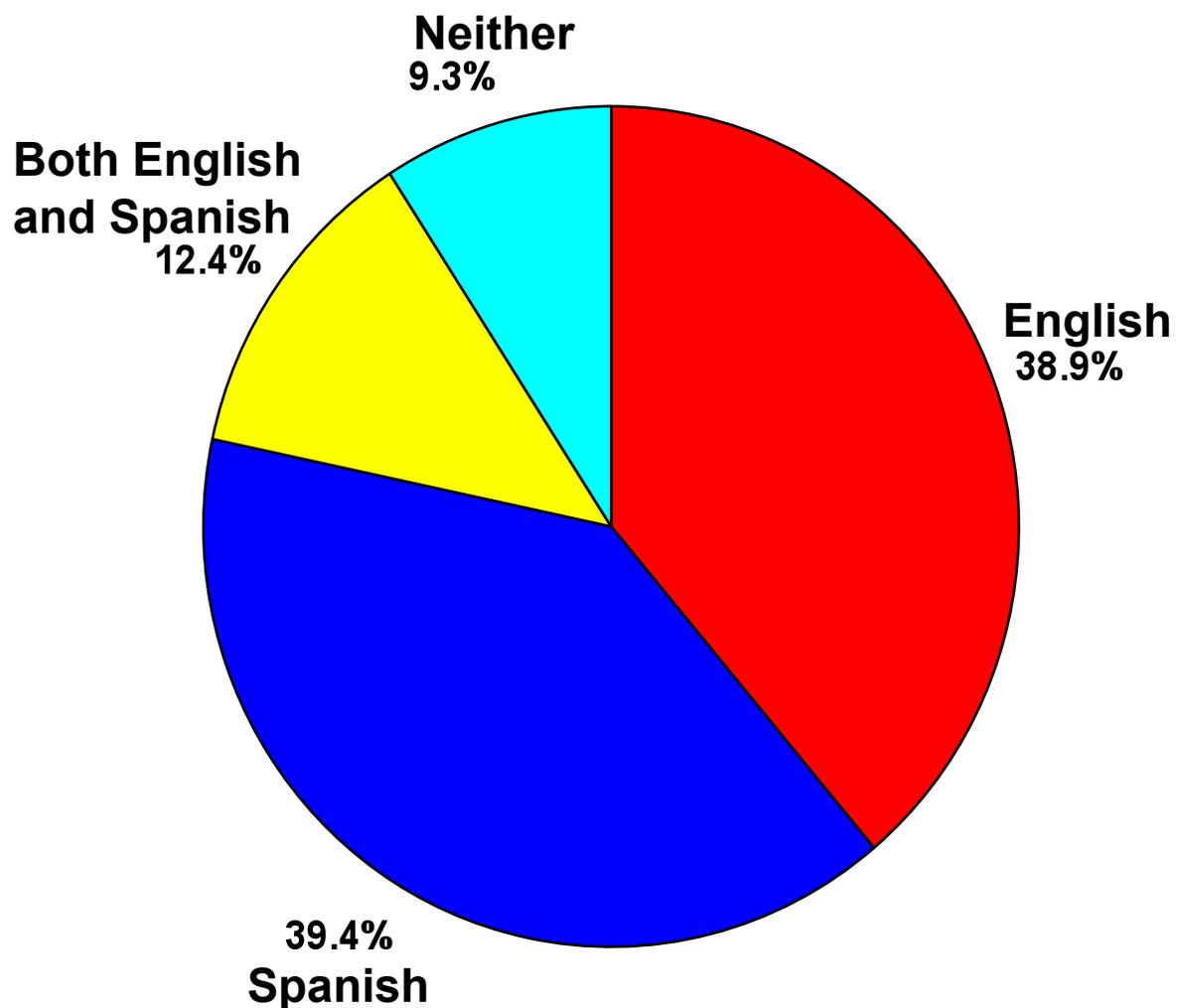
Sacramento, San Joaquin and Stanislaus County

Demographic Characteristic	San			Demographic Characteristic	San		
	Sacramento County	Joaquin County	Stanislaus County		Sacramento County	Joaquin County	Stanislaus County
Gender	(%)	(%)	(%)	Children In Household	(%)	(%)	(%)
Male	53.2	48.7	49.2	Children	57.0	63.0	71.6
Female	46.8	51.3	50.8	No Children	43.0	37.0	28.4
Age				Occupation			
18-24	25.8	21.9	17.1	Professional/Managerial	15.0	13.9	11.7
25-34	30.5	23.3	28.2	Other White Collar	32.1	20.3	19.7
35-44	19.1	20.7	23.4	Blue Collar	37.9	41.5	44.0
45-54	13.9	16.5	16.1	Household Income			
55-64	6.1	7.8	8.9	Less than \$25,000	20.7	26.0	27.0
65+	4.7	9.7	6.4	\$25,000 - \$34,999	21.0	20.8	18.5
Education				\$35,000 - \$49,999	29.5	22.8	24.3
High School Graduate or less	32.5	34.3	31.1	\$50,000 - \$74,999	8.8	16.7	15.3
Some College (1-3 Yrs. No Degree)	33.6	24.4	21.9	\$75,000+	20.0	13.7	14.9
College Graduate +	7.8	9.3	7.8	Own Or Rent Residence			
Marital Status				Own	43.4	50.1	53.1
Married	46.6	56.6	60.8	Rent/Other	56.6	49.9	46.9
Single (Never Married)	40.0	29.8	25.7				
Widowed/Separated/Divorced	13.4	13.7	13.6				

Target Population - Sacramento County: 163,000; San Joaquin County: 148,000; Stanislaus: 121,000.
Source: Scarborough Hispanic, Sacramento-Stockton-Modesto DMA, Mar05-Feb06. Base: Adults 18+.

Nearly 40% of Sacramento DMA Hispanic Adults Are English Language Dominant

Sacramento DMA Hispanic Adults by Dominant Language





Demographic Comparisons

Demographic Profile of Hispanic Adults, English-Dominant Hispanic Adults and Non-Hispanic Adults in the Sacramento-Stockton-Modesto DMA

	Hispanic Descent				Hispanic Descent		
	Total % Comp.	English-Dominant % Comp.	Non-Hispanic % Comp.		Total % Comp	English Dominant % Comp	Non-Hispanic % Comp
Gender Of Respondent				Marital Status Of Respondent			
Male	50.7	44.6	48.6	Married	57.6	47.5	57.0
Female	49.3	55.4	51.4	Single (Never Married)	30.1	39.8	23.9
				Widowed/Separated/Divorced	12.3	12.6	19.1
Respondent's Age				Household Income			
18-24	21.9	28.3	12.3	Less than \$25,000	22.6	12.2	11.9
25-34	27.8	17.9	16.3	\$25,000-\$34,999	20.8	13.4	11.0
35-44	22.1	21.9	18.9	\$35,000-\$49,999	24.8	26.1	20.0
45-54	14.5	16.2	20.1	\$50,000-\$74,999	14.2	15.3	19.8
55-64	7.6	8.4	14.4	\$75,000 +	17.6	33.0	37.3
65+	6.0	7.3	17.9				
Education Of Respondent				Occupation			
High School Graduate or less	35.7	36.9	31.9	Professional/Managerial	16.1	22.9	28.1
Some College (1-3 Yrs. No Degree)	27.0	38.8	37.5	Other White Collar	27.7	43.7	42.7
College Graduate +	9.1	11.1	23.8	Blue Collar	41.5	23.9	20.6
Children In Household				Own Or Rent Residence			
Children	64.1	58.6	39.6	Own	49.9	62.5	69.6
No Children	35.9	41.4	60.4	Rent/Other	50.1	37.5	30.4

Target Population – Hispanic Adults: 607,000; English Dominant Hispanic Adults: 236,000; Non-Hispanic Adults: 2,388,000.
 Source: Scarborough Hispanic, Sacramento-Stockton-Modesto DMA, Mar05-Feb06. Base: Adults 18+.



Hispanic Adults Have Varied Interests...

Comparison of Recreational and Travel Activities With Above Average Participation By Hispanic Adults, Dominant English Hispanic Adults and HHI \$50+ Hispanic Adults

Hispanic Adults

<u>Recreation Activity/Past Year</u>	<u>Index</u>
Soccer	256
Snowboarding	134
Jogging-Running	119
Adult Continuing Education	117
Tennis	114

<u>Domestic Travel / Past Year</u>	<u>Index</u>
None	118
Los Angeles	115
San Francisco	110

Hispanic Adults Dominant Language English

<u>Recreation Activity/Past Year</u>	<u>Index</u>
Snowboarding	231
Snow Skiing	149
Adult Continuing Education	136
Tennis	131
Soccer	126
Bowling	124
Swimming	108
Belong To Health/Exercise Club	108
River Rafting	100

<u>Domestic Travel / Past Year</u>	<u>Index</u>
San Francisco	141
Phoenix	124
Other Oregon (Not Portland)	112
Las Vegas	107

Hispanic Adults Household Income \$50,000+

<u>Recreation Activity/Past Year</u>	<u>Index</u>
Snowboarding	211
Soccer	147
Adult Continuing Education	137
Snow Skiing	129
Water Skiing	122
Tennis	116
Camping	113
Bowling	108
Swimming	108
Power Boating	107
Hunting	107
Belong To Health/Exercise Club	105
Photography	103
Golf	103
River Rafting	102

<u>Domestic Travel / Past Year</u>	<u>Index</u>
Phoenix	156
Other Oregon	152
San Francisco	143
San Diego	139
Reno	121
Las Vegas	118
Monterey-Carmel	114
Los Angeles	112
Lake Tahoe	105
Oth U.S. Place Excl Alaska&Hawaii	102

Target Population – Hispanic Adults: 607,000; English Dominant Hispanic Adults: 236,000; Hispanic Adults/HHI \$50,000+: 193,000.
Source: Scarborough Hispanic, Sacramento-Stockton-Modesto DMA, Mar05-Feb06. Base: Adults 18+.



Hispanic Adults Have Varied Interests...

Comparison of Home Improvement Activities With Above Average Participation By Hispanic Adults, Dominant English Hispanic Adults and HHI \$50+ Hispanic Adults

Hispanic Adults

Hispanic Adults Dominant Language English

Hispanic Adults Household Income \$50,000+

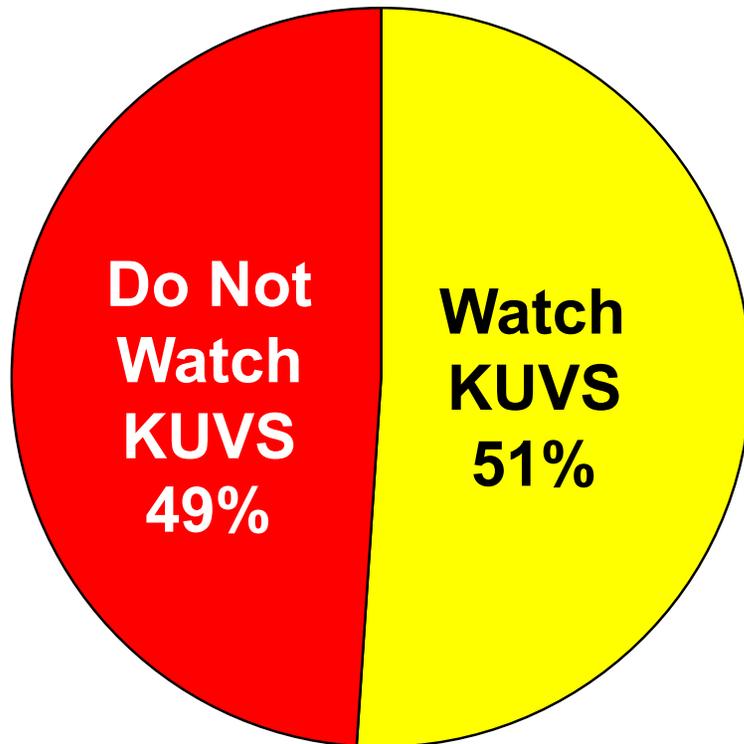
Home Improvements / Past Year	Index
Replaced Windows	148
Any Addition	133
Replaced Roof/Major Repair To Rf	129
Remodeled Bathroom	122
Remodeled Kitchen	114
Carpeting/Floor Covering	108
Exterior Paint	100

Home Improvements Done Past Year	Index
Replaced Windows	130
Installed Home Security System	108
Replaced Roof/Major Repair To Rf	107

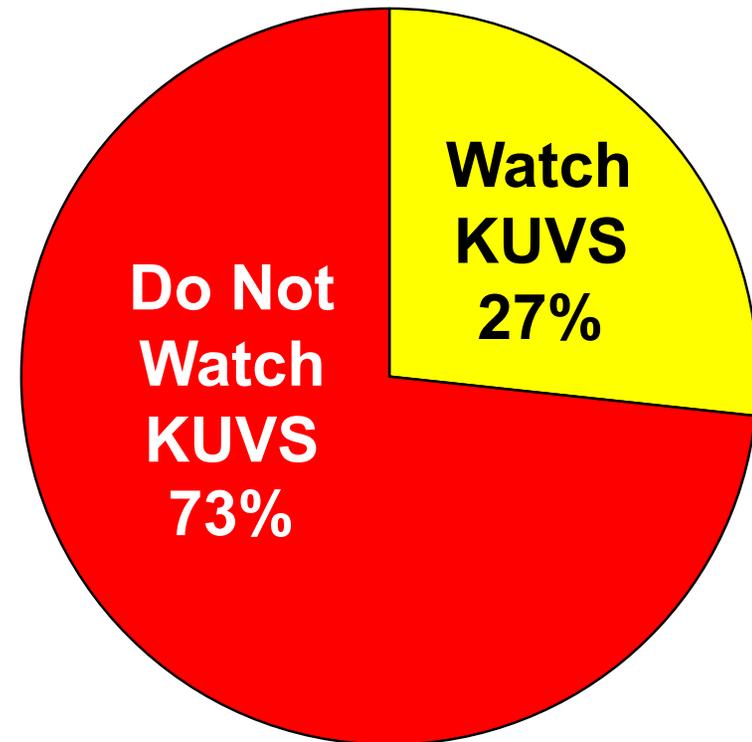
Home Improvements Past Year	Index
Any Addition	161
Replaced Roof/Major Repair To Rf	152
Carpeting/Floor Covering	128
Installed Home Security System	126
Replaced Windows	126
Interior Paint/Wallpaper	120
Exterior Paint	110
Other Remodeling	108
Remodeled Kitchen	105
Exterior Paint/Siding	105
Landscaping	105

Hispanic Adults
Who View and *Do Not View* KUVS-TV
Sacramento-Stockton-Modesto DMA

Total Hispanic Adults



English-Dominant Hispanic Adults

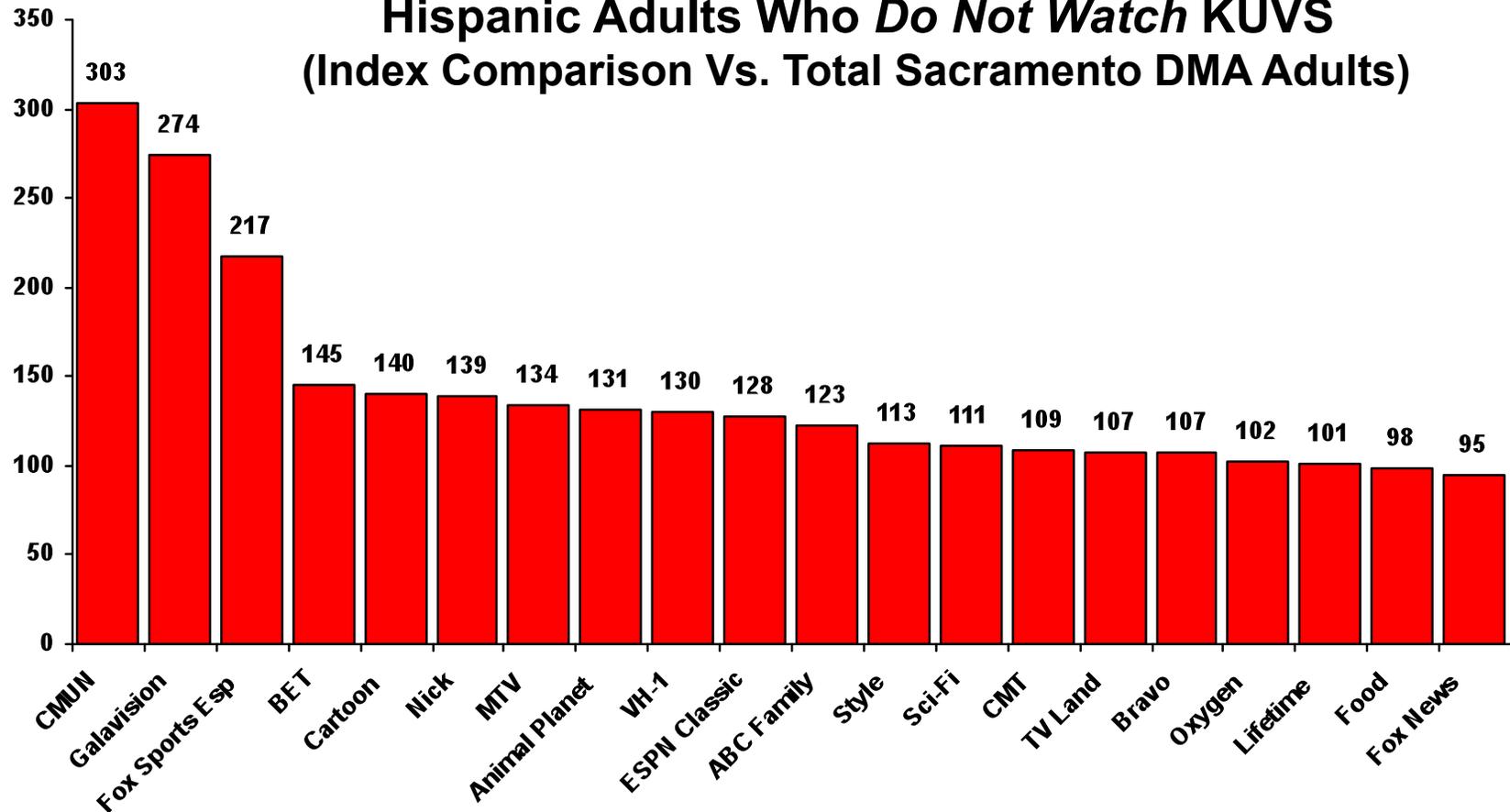


Note: KUVS daypart from 5a-2a.
Target Population – Hispanic Adults: 607,000; English Dominant Hispanic Adults: 236,000.
Source: Scarborough Hispanic, Sacramento-Stockton-Modesto DMA, Mar05-Feb06. Base: Adults 18+.



Hispanic Consumers Who Are Not Watching KUVS Are Watching Comcast Spotlight Networks

Cable Networks Viewed by Hispanic Adults Who *Do Not Watch* KUVS (Index Comparison Vs. Total Sacramento DMA Adults)



Target Population: 296,000.

Source: Scarborough Hispanic, Sacramento-Stockton-Modesto DMA, Mar05-Feb06. Base: Adults 18+.



Media Consumption Is Influenced By Lifestyle

Hispanic Adults

Network	Index
Galavision	447
CMUN	430
Fox News Espanol	332
Cartoon	136
Nick	134
Animal Planet	126
BET	126
MTV	123
ABC Family	108
VH-1	103
Style	98

Hispanic Adults Dominant Language English

Network	Index
CMUN	236
Galavision	218
Style	171
MTV	158
Fox News Espanol	153
BET	144
VH-1	139
ABC Family	135
Nick	134
CMT	126
ESPN Classic	123
Cartoon	120
Sci-Fi	117
Animal Planet	117
Comedy	116
Bravo	116
TV Land	112
E!	111
Oxygen	110
Lifetime	107
Fox News	107
Spike	106
Headline News	105
Discovery	104
History	104
Speed Channel	102
Food	100
FX	100

Hispanic Adults Household Income \$50,000+

Network	Index
Galavision	302
CMUN	288
ABC Family	142
Fox Sports Espanol	135
Cartoon	130
MTV	129
E!	124
Nick	123
ESPN Classic	115
CMT	112
VH-1	110
Discovery	107
Fox News	107
Speed Channel	107
Animal Planet	106
TV Land	104
Travel	101
Food	101

Cable Network Viewing Patterns

Comparison of Comcast Cable Networks
With Above Average Viewership by
Hispanic Adults, English Dominant Hispanic Adults and
HHI \$50+ Hispanic Adults

Target Population – Hispanic Adults: 607,000; English Dominant Hispanic Adults: 236,000; Hispanic Adults/HHI \$50,000+: 193,000.

*In past year.

Source: Scarborough Hispanic, Sacramento-Stockton-Modesto DMA, Mar05-Feb06. Base: Adults 18+.



Cable Networks Attract Hispanic Viewers

Top 25 Cable Networks Among Hispanic Adults and English-Dominant Hispanic Adults Sacramento-Stockton-Modesto DMA

English-Dominant Hispanic Adults

Cable Network	Cume (000)
Discovery	93
History	72
TNT	68
Comedy	64
Fox News	61
MTV	60
ESPN	58
Animal Planet	55
A&E	55
Food	51
Cartoon	51
CNN	47
Nick	46
ABC Family	46
USA	45
TBS	43
Headline News	43
Weather	42
Spike	42
Sci-Fi	41
HGTV	38
VH-1	37
E!	35
ESPN 2	34
Galavision	33

Total Hispanic Adults

Cable Network	Cume (000)
Discovery	212
Galavision	174
Animal Planet	152
Cartoon	149
TNT	141
History	129
MTV	120
Nick	118
Comedy	107
Fox News	101
USA	100
ESPN	98
Weather	96
Food	96
ABC Family	95
TBS	94
CNN	92
A&E	89
Sci-Fi	81
Spike	77
Headline News	76
VH-1	71
Fox Sports Espanol	71
Court	67
HGTV	67

Target Population – Hispanic Adults: 607,000; English Dominant Hispanic Adults: 236,000.

Source: Scarborough Hispanic, Sacramento-Stockton-Modesto DMA, Mar05-Feb06. Base: Adults 18+.

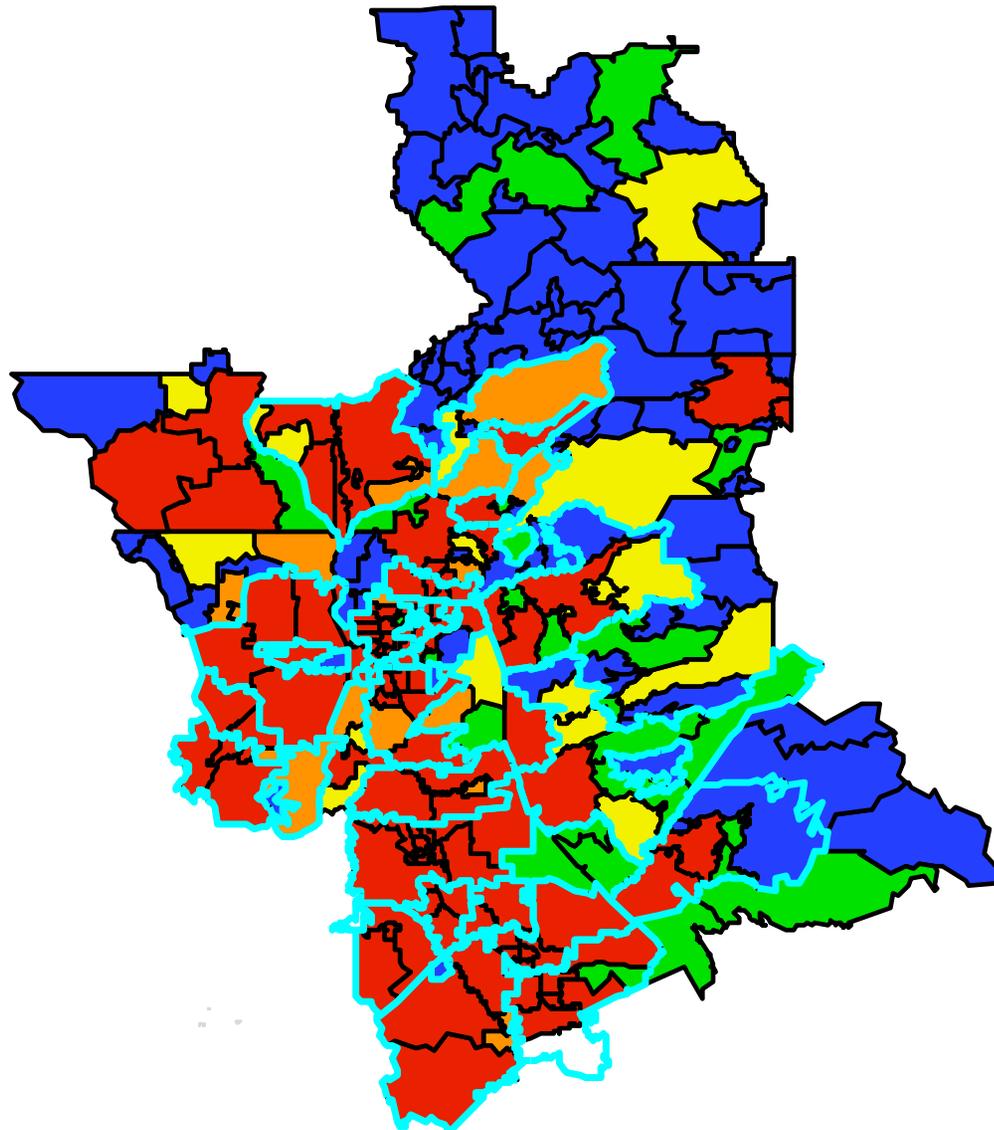
Cable TV Is The Most Used Media Product Among Hispanics

Media Product Usage by Hispanics

Product	Hispanic Usage %	General Market Usage %
Cable or satellite/digital TV	72	85
CD Player	61	86
Cell Phone	61	65
Caller ID	58	42
DVD Player	52	60
Answering Machine	49	78
Computer at home	49	74
Videogame System	48	37
Internet access anywhere	45	75
Internet access at home	36	66
PDA	10	14



Comcast Spotlight Zones Have The Heaviest Concentration Of The Hispanic Population



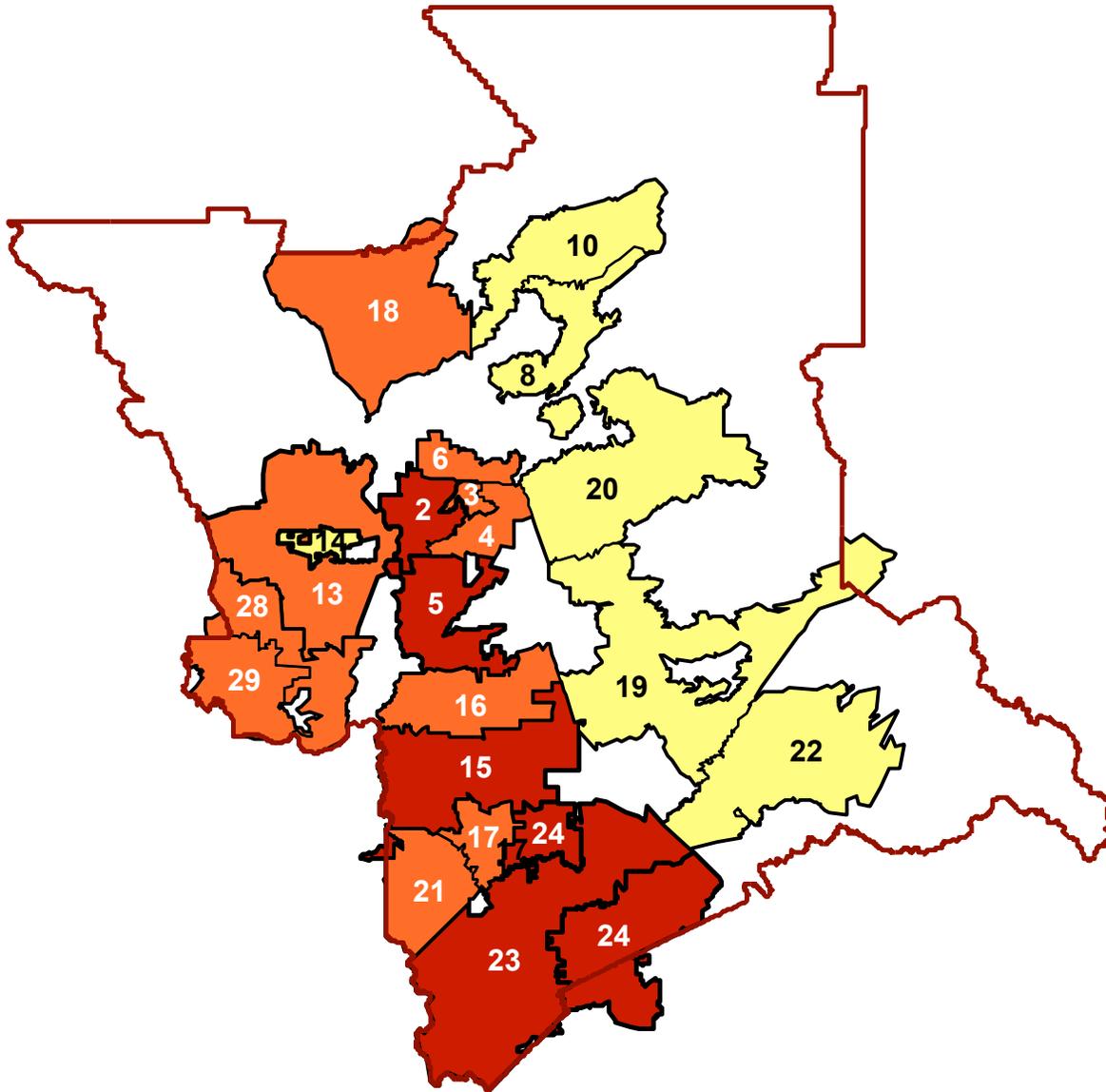
**Sacramento DMA Zip Codes:
Descending Order Of The Total
Hispanic Population**

Red	1,259 – 35,852
Orange	684 – 1,259
Yellow	371 - 684
Green	202 - 371
Blue	0 - 202

 Indicates Comcast Spotlight Zone Boundaries In The Sacramento DMA



Comcast Spotlight Makes Buying Key Hispanic Zones Easy



Zone	Name	Hispanic Population	Percent Concentration
15	Stockton	149,803	39.32%
2	Downtown	137,430	21.23%
23	Modesto	133,125	38.38%
24	Turlock	131,521	44.45%
5	South Sacramento	124,274	25.41%
13	West Sacramento	49,996	38.53%
3	Citrus Heights	45,178	11.93%
18	Yuba City	36,406	24.42%
28	Fairfield	32,050	22.99%
16	Lodi	31,454	31.17%
4	Folsom	29,248	12.98%
17	Manteca	29,103	33.26%
21	Tracy	28,121	32.05%
28	Vacaville	22,974	21.92%
6	Roseville	15,636	11.23%
20	Placerville	9,727	7.25%
14	Davis	8,800	11.31%
22	Sonora	5,450	9.67%
19	Foothills	4,667	8.29%
8	Lake Of The Pines	4,307	6.52%
10	Grass Valley	3,181	5.54%

Source: Experian/Applied Geographic Solutions, 2006, SRC, 2006.

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