

Generational Differences - Three Generations of the Hispanic Population

Generational differences can be seen in various areas ranging from attitudes and beliefs to age, education, occupation and language preference. The profiles below reveal the demographic characteristics of each of the generations as well as how television viewing varies by generation.

1st generation-defined as those NOT born in US

2nd generation-defined as US born respondent with at least one foreign born parent

3rd generation- defined as those born in US to US born parents

Profile of 1st-3rd Generation Hispanics

	1ST GENERATION 62% OF HISPANICS	2ND GENERATION 19% OF HISPANICS	3RD GENERATION 19% OF HISPANICS
AGE			
18-24	16%	30%	16%
25-34	28%	24%	18%
35-49	32%	21%	28%
50+	24%	25%	38%
	100%	100%	100%
18-34	44%	54%	34%
18-49	76%	75%	62%
KIDS			
None	20%	33%	38%
Under 2	16%	10%	10%
Any 2-11	45%	35%	31%
Any 12-17	29%	25%	19%
EDUCATION			
No Formal Schooling	4%	1%	1%
Less than HS	41%	22%	19%
HS Grad	29%	33%	35%
Some College	15%	31%	30%
4 Years College	6%	7%	9%
Some or Graduated Graduate School	4%	6%	7%
INCOME			
HHI <\$24,999	27%	21%	17%
HHI \$25K-\$34,999	13%	12%	11%
HHI \$35K-\$49,999	16%	16%	14%
HHI \$50K-\$74,999	21%	17%	22%
HHI \$75K+	23%	35%	35%
LANGUAGE SPOKEN AT HOME			
Only Spanish	34%	4%	1%
Mostly Spanish But Some English	44%	20%	6%
Both English & Spanish Equally	9%	15%	9%
Mostly English But Some Spanish	9%	44%	41%
Only English	4%	17%	43%

Profile of 1st-3rd Generation Hispanics

	1ST GENERATION 62% OF HISPANICS	2ND GENERATION 19% OF HISPANICS	3RD GENERATION 19% OF HISPANICS
LANGUAGE SPOKEN OUTSIDE HOME			
Only Spanish	25%	2%	1%
Mostly Spanish But Some English	36%	10%	5%
Both English & Spanish Equally	5%	9%	5%
Mostly English But Some Spanish	26%	57%	41%
Only English	6%	21%	46%
LANGUAGE PREFERRED TO SPEAK			
Only Spanish	39%	4%	3%
Mostly Spanish But Some English	38%	18%	6%
Mostly English But Some Spanish	14%	54%	35%
Only English	4%	21%	49%

Television Viewing of 1st-3rd Generations

	1ST GENERATION	2ND GENERATION	3RD GENERATION
Total Hispanics			
Viewed Any ELC TV in Last 7 Days	54%	74%	79%
Viewed Any SLC TV in Last 7 Days	48%	20%	12%
Viewed Any ELB TV in Last 7 Days	29%	70%	74%
Viewed Any SLB TV in Last 7 Days	71%	32%	12%
Viewed Any ELC OR ELB TV in Last 7 Days	61%	87%	92%
Viewed Any SLC OR SLB TV in Last 7 Days	79%	40%	21%
Hispanic Cable Subscribers			
Viewed Any ELC TV in Last 7 Days	67%	88%	88%
Viewed Any SLC TV in Last 7 Days	57%	20%	15%
Viewed Any ELB TV in Last 7 Days	29%	71%	79%
Viewed Any SLB TV in Last 7 Days	71%	24%	15%
Viewed Any ELC OR ELB TV in Last 7 Days	70%	92%	95%
Viewed Any SLC OR SLB TV in Last 7 Days	81%	31%	25%