

# Hispanics in the New York DMA

*Consumer Segmentation*



## Understanding Hispanic Generations & Place of Birth

### National Definitions of the Hispanic Generations:

#### First Generation

Born outside the United states, its territories or possessions. Can be naturalized U.S. Citizens, legal immigrants or undocumented immigrants.

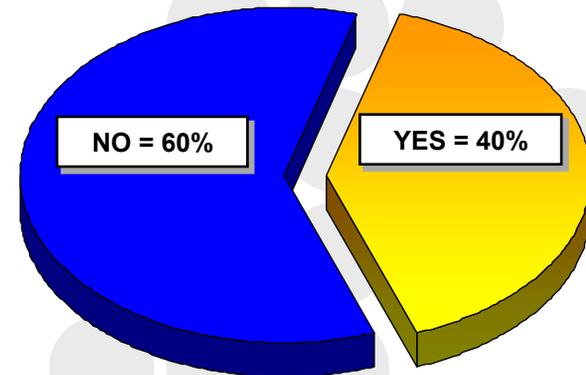
#### Second Generation

Second Generation: Born in the United states with at least one foreign born parent. U.S. citizens by birth.

#### Third-Plus Generation

Third Generation: Born in the United States with both parents also born in the United States. U.S. Citizens by birth.

New York DMA Hispanics answer the question: *Were you born in the United States?*

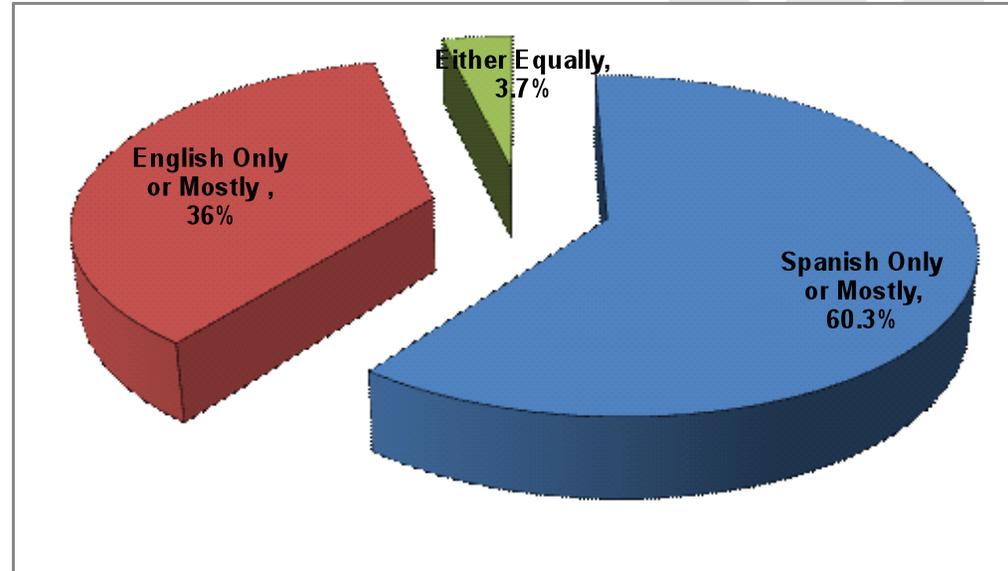


Source: Scarborough MOSAIC New York DMA, Sep 08- Aug 09, Base of Adults 18+, Index of 100 = Market Norm



## New York DMA Hispanic Language Preference

Language Prefer to Speak Among Hispanics HH Who Subscribe to Cable



Source: Scarborough MOSAIC New York DMA, Sep 08 - Aug 09, Base of Adults 18+, Hispanic origin and subscribe to cable = Yes



## Growth of Hispanic Households & Populations



U.S. Hispanic Population	1990	2000	2008	2013	% Chg. '08-'13
Hispanic (in Millions)	22.3	35.3	47.3	54.8	15.8
% of Population	9.0	12.6	15.5	17.1	

New York Television Households	Nielsen Estimate 2008-09	Growth vs. 2002-03
Hispanic	1,242,160	4.4%
Non-Hispanic	6,191,660	0.9%

Source: SRC, AGS Demographic data © 2008 by Experian/Applied Geographic Solutions. Current year data is for the year 2008, 5 year projected data is for the year 2013.

Nielsen Media Research Hispanic Local Market Universe Estimates , 2002-2003 & 2008-2009



## New York is the 2<sup>nd</sup> Largest Market for Hispanic TV Households in the U.S.

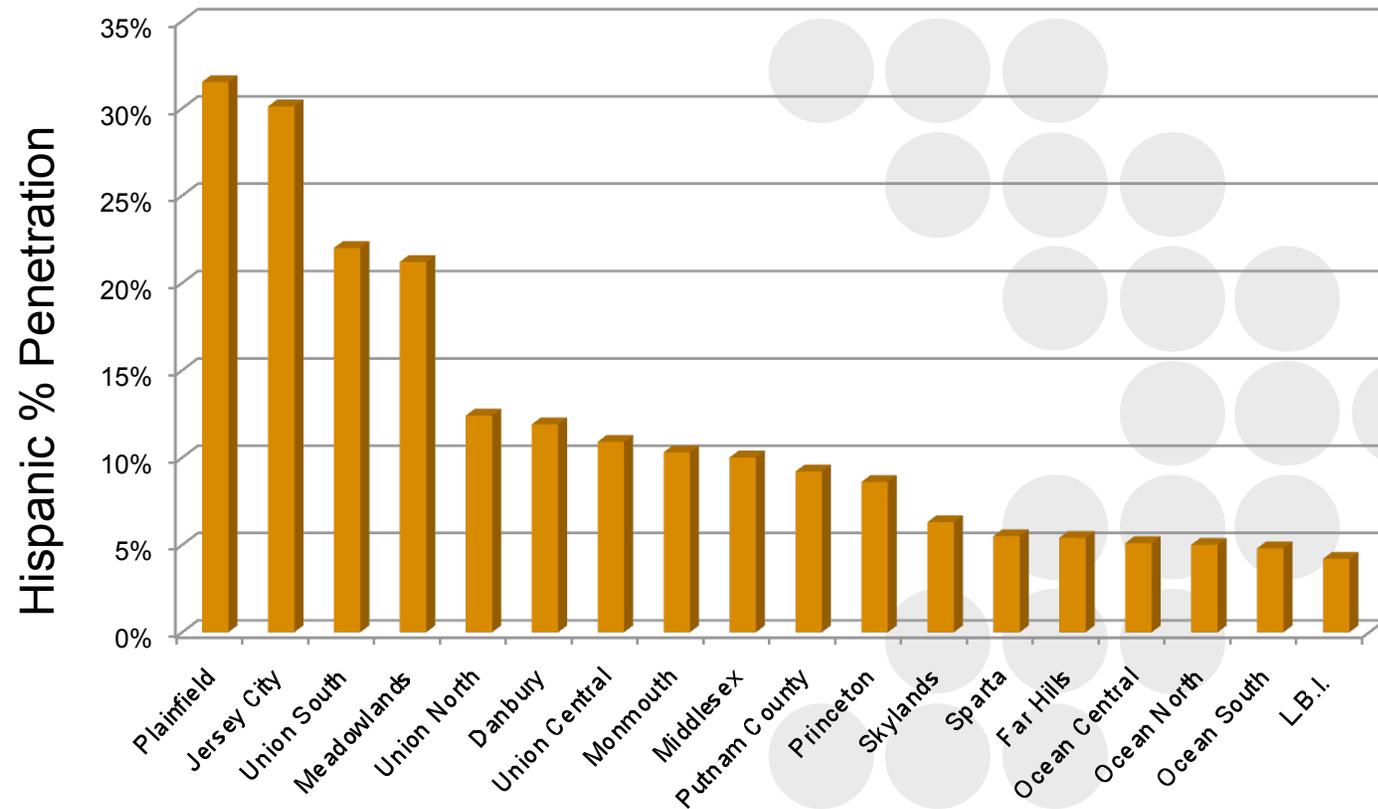
DMA RANK	DMA Name	Hispanic TV Homes
1	Los Angeles	1,854,810
<b>2</b>	<b>New York</b>	<b>1,242,160</b>
3	Miami-Ft. Lauderdale	658,490
4	Houston	549,890
5	Dallas-Ft. Worth	488,150
6	Chicago	485,270
7	San Antonio	382,990
8	Phoenix (Prescott)	381,180
9	San Francisco-Oak-San Jose	377,730
10	Harlingen-Wslco-Brnsvl-McA	291,220

Source: Nielsen Media Research Hispanic Local Market Universe Estimates 2008-2009



## New York DMA Hispanic Concentration

### Comcast Spotlight New York DMA Zones

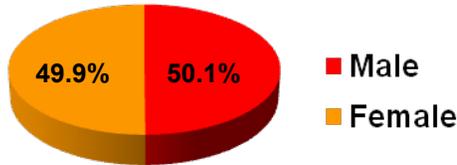


Source: SRC, AGS Demographic data © 2008 by Experian/Applied Geographic Solutions.



# Demographic Profile: Hispanic Consumers

Respondents are almost evenly split between Men and Women



## Marital Status Of Respondent *% of Target*

Married	48%
Single (Never Married)	39%
Divorced	8%

## Occupation *% of Target*

Blue Collar	34%
White Collar	32%

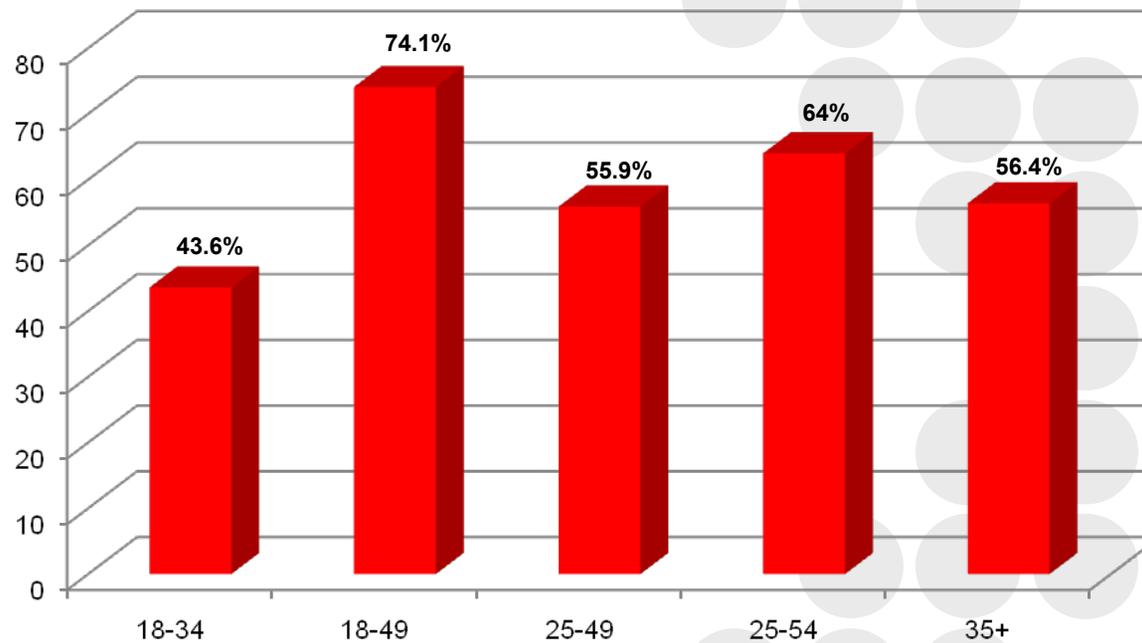
Source: Scarborough MOSAIC New York DMA, Sep 08 - Aug 09, Base of Adults 18+, Hispanic origin = Yes



# Demographic Profile: Hispanic Consumers

74% of All Hispanic Adults 18+ are in the A18-49 Age Category in the New York DMA

% of Hispanic Adults 18+



Hispanic Adult Age Categories

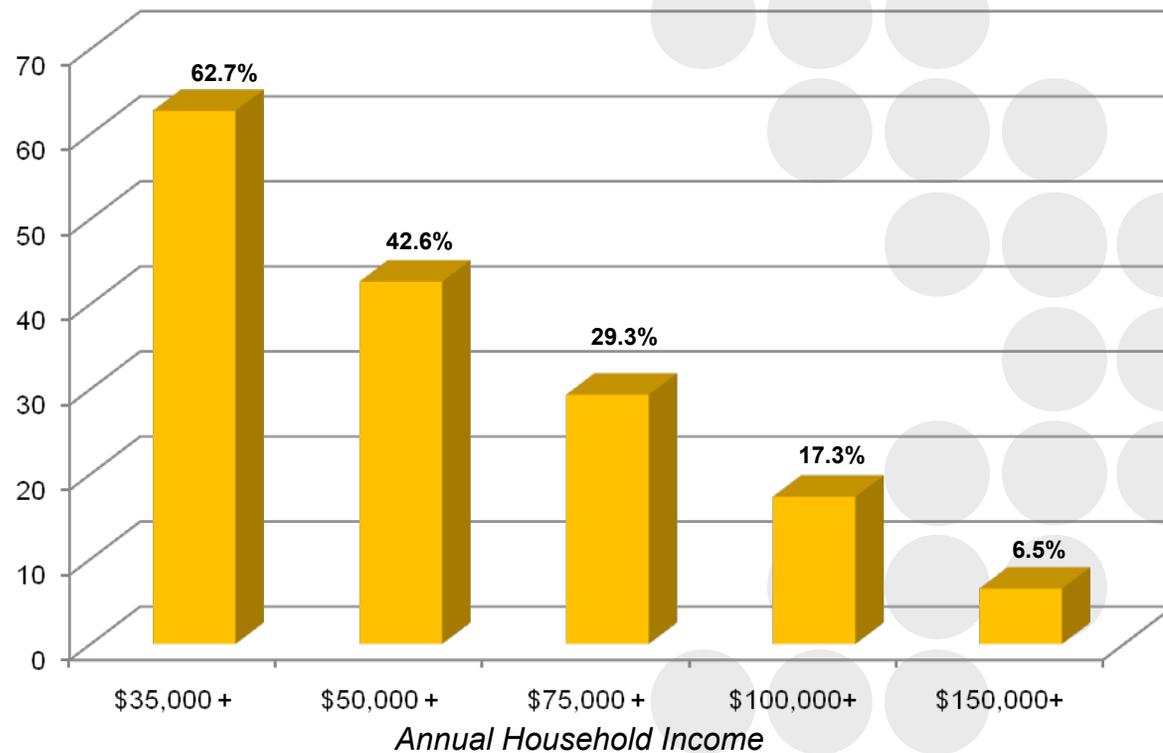
Source: Scarborough MOSAIC New York DMA, Sep 08 - Aug 09, Base of Adults 18+, Hispanic origin = Yes



# Demographic Profile: Hispanic Consumers

63% of All Hispanic Households are in the \$35k+ Annual HH Income Category in the New York DMA

% of Hispanic Households



Source: Scarborough MOSAIC New York DMA, Sep 08 - Aug 09, Base of Adults 18+, Hispanic origin = Yes



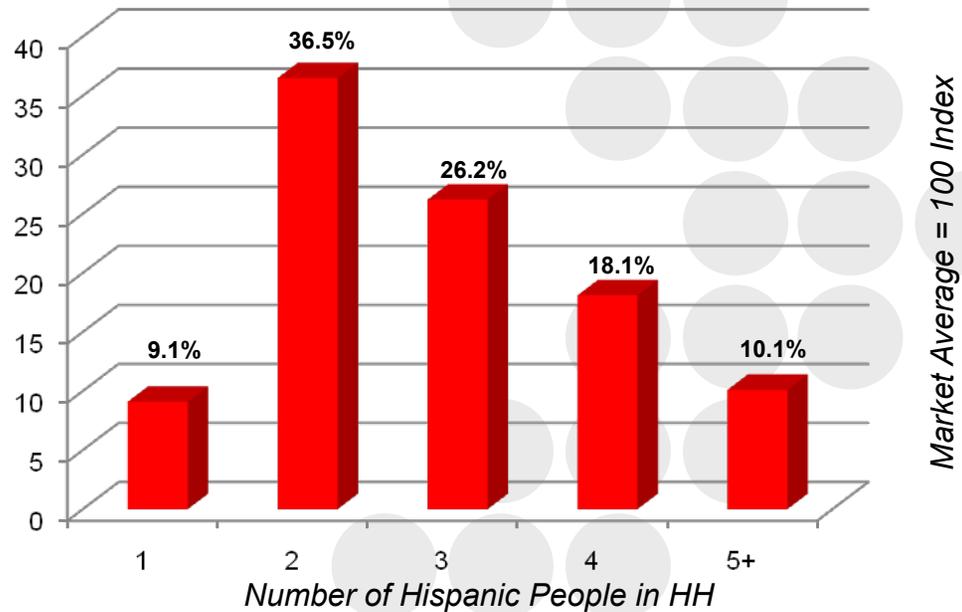
# Demographic Profile: Hispanic Consumers



Age	% of Target
Age Under 2	10%
Age 2-5	18%
Age 6-11	25%
Age 12-17	26%

Presence of Any Child By Age

Total Number of Hispanics 18+ in Households Indexed to Total New York DMA

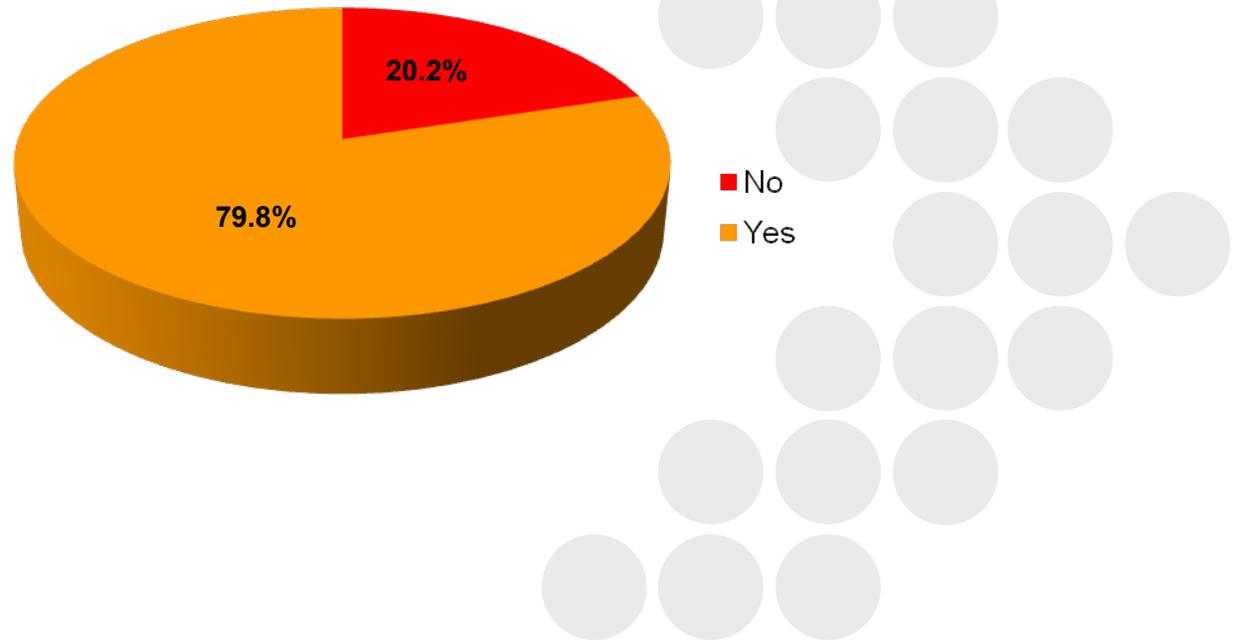


Source: Scarborough MOSAIC New York DMA, Sep 08 - Aug 09, Base of Adults 18+, Hispanic origin = Yes



# Demographic Profile: Hispanic Consumers

## Hispanics in the New York DMA Subscribe to Cable



Source: Scarborough MOSAIC New York DMA, Sep 08 - Aug 09, Base of Adults 18+, Hispanic origin = Yes



# Research

## Hispanic Profile: Cable vs. Non-cable



	Hispanic Cable	Hispanic Non-Cable
Male	50%	57%
Female	50%	43%
Age 18-49	73%	77%
Age 25-54	65%	60%
Age 35+	58%	50%
Presence of Any Children	55%	57%
Language Spoken: English Only or Mostly	<b>36%</b>	<b>26%</b>
Language Spoken: Spanish Only or Mostly	<b>60%</b>	<b>68%</b>
Education: Some College	<b>25%</b>	<b>15%</b>
Education: College Degree	<b>8%</b>	<b>6%</b>
HH Income: \$35K+	<b>65%</b>	<b>53%</b>
HH Income: \$75K+	<b>31%</b>	<b>25%</b>
HH Income: \$100K+	<b>18%</b>	<b>15%</b>
Own Residence	<b>28%</b>	<b>20%</b>
Rent Residence	<b>66%</b>	<b>73%</b>

Source: Scarborough MOSAIC New York DMA, Sep 08 - Aug 09, Base of Adults 18+, Hispanic origin = Yes, Cable = Yes/No



## Hispanic Profile: Digital Cable Customers

	New York Hispanic Digital Cable Sub.
2+ Persons Employed in the Home	115
Occupation: Sales and Office	106
Spent \$1,000-\$4,999 on Remodeling (past year)	117
Spent \$3,000-\$4,999 on Home Improvements (past year)	136
Spent \$100 or more at a Sit Down Restaurant	89
Spent \$1,500-\$2,499 on Vacations (past year)	95
Spent \$500-\$999 on Furniture (past year)	122
Spent \$500-\$999 on Mattress (past year)	111
Spent \$1,000-\$2,999 on Television (past year)	125
Spent \$1,000+ on Household Electronics (past year)	121
Plans to buy any new vehicle (next year)	89
Plans to buy any used vehicle (next year)	147
Plans to buy a computer (next year)	115
Plans to buy a major appliance (next year)	94

Source: Scarborough MOSAIC New York DMA, Sep 08 - Aug 09, Base of Adults 18+, Hispanic origin = Yes Subscribe to Digital Cable = Yes. Index 100 = Market Norm of Base



# Hispanic Adults 18+ who own or lease a vehicle

## Top 10 vehicles owned/leased by Hispanics

Make of Vehicle	% of Target	Index
TOYOTA	12.8	92
FORD	12.7	80
HONDA	11.3	75
NISSAN	8.4	89
CHEVROLET	6.3	58
DODGE	3.6	69
MAZDA	3.5	119
HYUNDAI	2.3	61
VOLKSWAGEN	2.2	66
LINCOLN	1.9	108

Source: Scarborough MOSAIC New York DMA, Sep 08 - Aug 09, Base of Adults 18+, Hispanic origin = Yes



# What Hispanic Households Plan to Pay Next Year for Vehicle

## New Vehicle

\$ HH Plans to Pay for New Vehicle	% of Target	Index
Under \$10,000- \$14,999	2.4	148
\$15,000- \$24,999	2.6	85
\$25,000- \$34,999	2.0	83

## Leased Vehicle

\$ HH Plans to Pay for New Vehicle	% of Target	Index
Under \$10,000- \$14,999	2.2	250
\$15,000- \$24,999	0.8	112

## Used Vehicle

\$ HH Plans to Pay for New Vehicle	% of Target	Index
Under \$10,000- \$14,999	9.0	153
\$15,000- \$24,999	1.3	90

Source: Scarborough MOSAIC New York DMA, Sep 08 - Aug 09, Base of Adults 18+, Hispanic origin = Yes



# Research

## Top 20 Cable Networks Viewed by Hispanic Adults 18+

Network	% of Target	Index
THE DISCOVERY CHANNEL	29.5	104
THE HISTORY CHANNEL	20.0	87
CARTOON NETWORK	19.1	158
ANIMAL PLANET	18.5	117
TNT	18.4	85
TBS	17.1	91
NICKELODEON	16.0	125
NATIONAL GEOGRAPHIC	15.4	98
MTV	15.4	133
COMEDY CENTRAL	13.4	91
GALA	13.0	472
ABC FAMILY	12.9	100
VH1	12.3	129
FX	11.3	88
SPIKE	10.1	104
ENTERTAINMENT	9.6	100
DISCOVERY HEALTH	9.0	133
BET	9.0	112
MTV2	8.6	178
TLC	8.5	86

Source: Scarborough MOSAIC New York DMA, Sep 08 - Aug 09, Base of Adults 18+, Hispanic origin = Yes, Past 7 days. Index 100 = Market Norm of Base



# Research

## Telemundo, Univision & Telefutera Viewers Can Be Reached With These Top Networks!

Network	% of Target	Index
DISCOVERY	28.6	100
GALAVISION	22.8	828
CARTOON NETWORK	20.3	169
ANIMAL PLANET	18.7	118
NICKELODEON	15.4	121
NATIONAL GEOGRAPHIC	13.5	86
MTV	12.6	109
ABC FAMILY	11.1	86
VH1	8.9	93
MTV2	8.7	179

Source: Scarborough MOSAIC New York DMA, Sep 08 - Aug 09, Base of Adults 18+, Hispanic origin = Yes and Viewed WNJU or WXTV or WFTY/WFUT. Past 7 days. Index 100= market Norm of Base



## Programming Information



## Comcast Spotlight Hispanic

### Expanded Basics Tier

Galavisión

### Digital Tier

mun2

MTV Tr3s

### Hispanic Digital Tier

CNN en Español

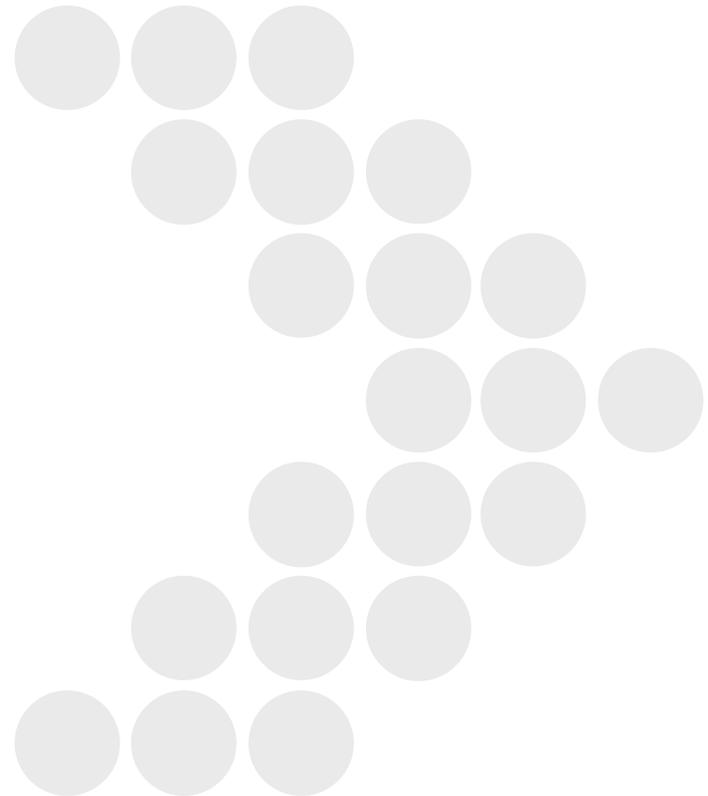
Discovery en Español

Fox Sports en Español

History en Español

Disney XD

ESPN Deportes





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