

West Palm Beach - DMA



Hispanic Research Presentation

Hispanic Quick Facts

1

Of every two people added to the nation's population between July 1, 2003, and July 1, 2004, were Hispanic.

13

The number of states with at least half a million Hispanic residents. These states are: Arizona, California, Colorado, Florida, Georgia, Illinois, Nevada, New Jersey, New Mexico, New York, North Carolina, Texas and Washington.

102.6 million

The projected Hispanic population of the United States as of July 1, 2050. According to this projection, Hispanics will constitute 24 percent of the nation's total population on that date.

31 million

The number of U.S. residents age 5 and older who speak Spanish at home. Among all those who speak Spanish at home, more than one-half say they speak English "very well."

41.3 million

The estimated Hispanic population of the United States as of July 1, 2004, making people of Hispanic origin the nation's largest race or ethnic minority. Hispanics constituted 14 percent of the nation's total population.

22.4 million

The nation's Hispanic population during the 1990 census just slightly over half the current total.



Hispanic Quick Facts

1.6 million

The number of Hispanic-owned businesses in 2002, up 31 percent from 1997.

\$34,241

The real median income of Hispanic households in 2004, unchanged from the previous year.

15-22%

The percent of Hispanic-owned firms in New Mexico, Texas, Florida and California.

18%

The percentage of Hispanics who work in managerial, professional and related occupations. Another approximately 24 percent work in service occupations, 22 percent in sales and office jobs, 15 percent in construction, extraction and maintenance jobs and 19 percent in production, transportation and material moving occupations.

38,500

The number of Hispanic physicians and surgeons. Latinos are represented in a wide variety of occupations. For instance, there are about 50,400 Hispanic postsecondary teachers; 53,400 chief executives of businesses; 38,100 lawyers; and 5,000 news analysts, reporters and correspondents.



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Source: U.S. Census Bureau



Hispanic Quick Facts

13%

The percentage of the **Hispanic population age 25 and older with a bachelor's degree or higher in 2004.**

10%

Proportion of **college students in 2003 who were Hispanic**, up from 4 percent two decades earlier.

714,000

Number of **Hispanics 25 years and older with advanced degrees in 2004** (e.g., master's, professional, doctorate).

11%

Percentage of Hispanic population under age 5, as of July 1, 2004. Hispanics had a higher concentration of preschoolers among their population than any other race or ethnic group.

2.7 million

The number of **Hispanics age 18 and older who had at least a bachelor's degree in 2004.** This was about double the number only a decade earlier (1.3 million).

9.3 million

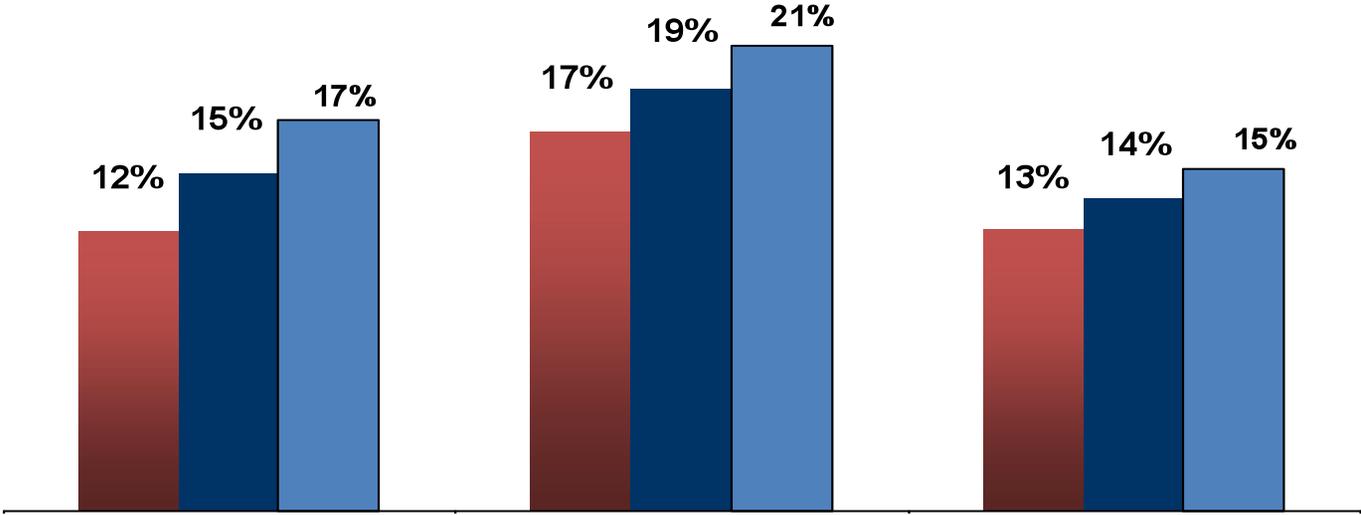
The number of Hispanic families who reside in the United States. Of these families, 63 percent include their own children under 18 years old.

44%

The percentage of Hispanic families consisting of a married couple with children under 18.



The population of Hispanics in Palm Beach County has increased by 33% over the past three years.

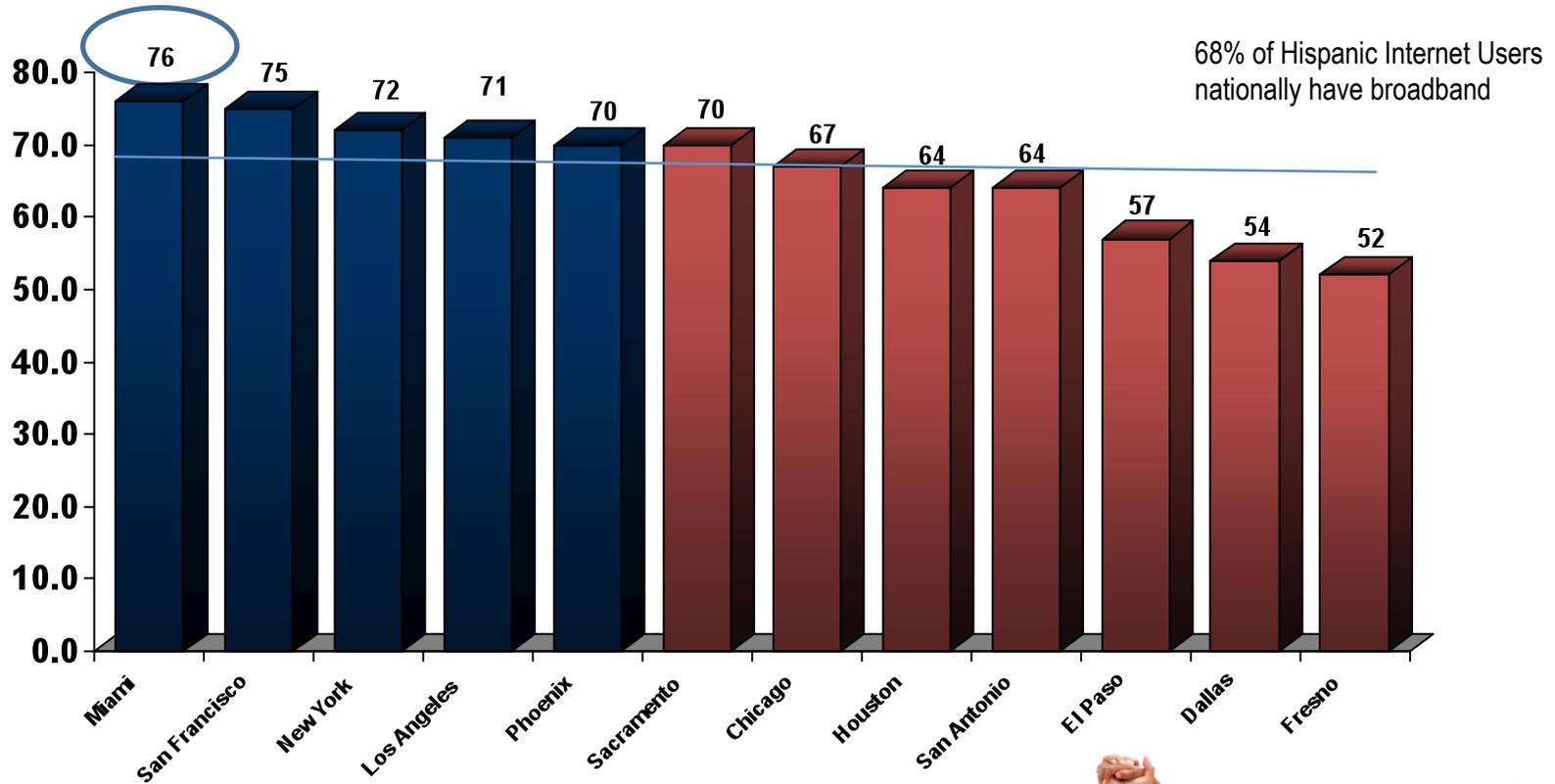


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Source: U.S. Census Bureau



Internet Access Increases Across Hispanic Markets (DMAs) Growth Rate of Internet Access Among Hispanics, 2004-2008



Internet penetration among Hispanic adults Miami grew by 30% from 2004-2008

(Please note that the San Antonio market data was reported in error so the data is estimated)

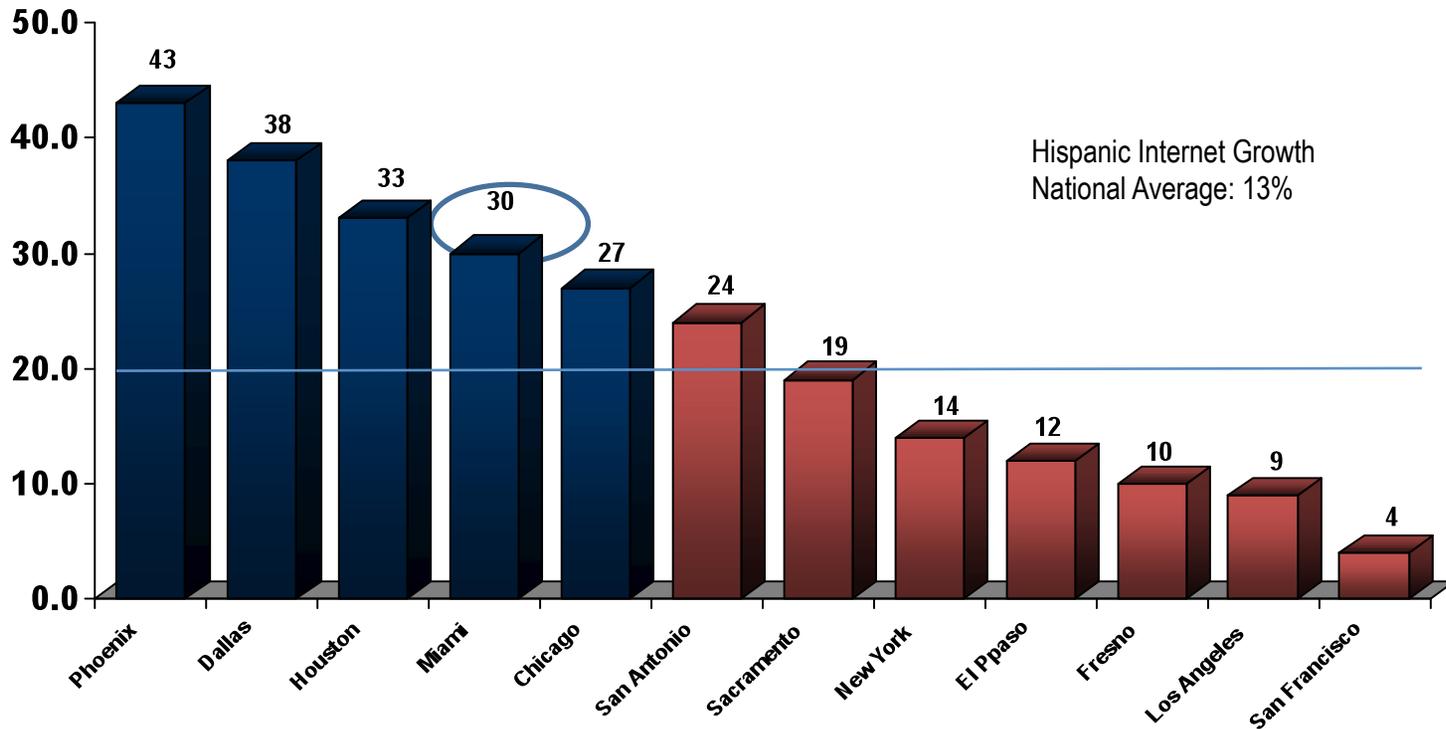
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Make a big impression.

Hispanic Market Research

Scarborough Research Custom Study– The Power of the Hispanic Consumer Online



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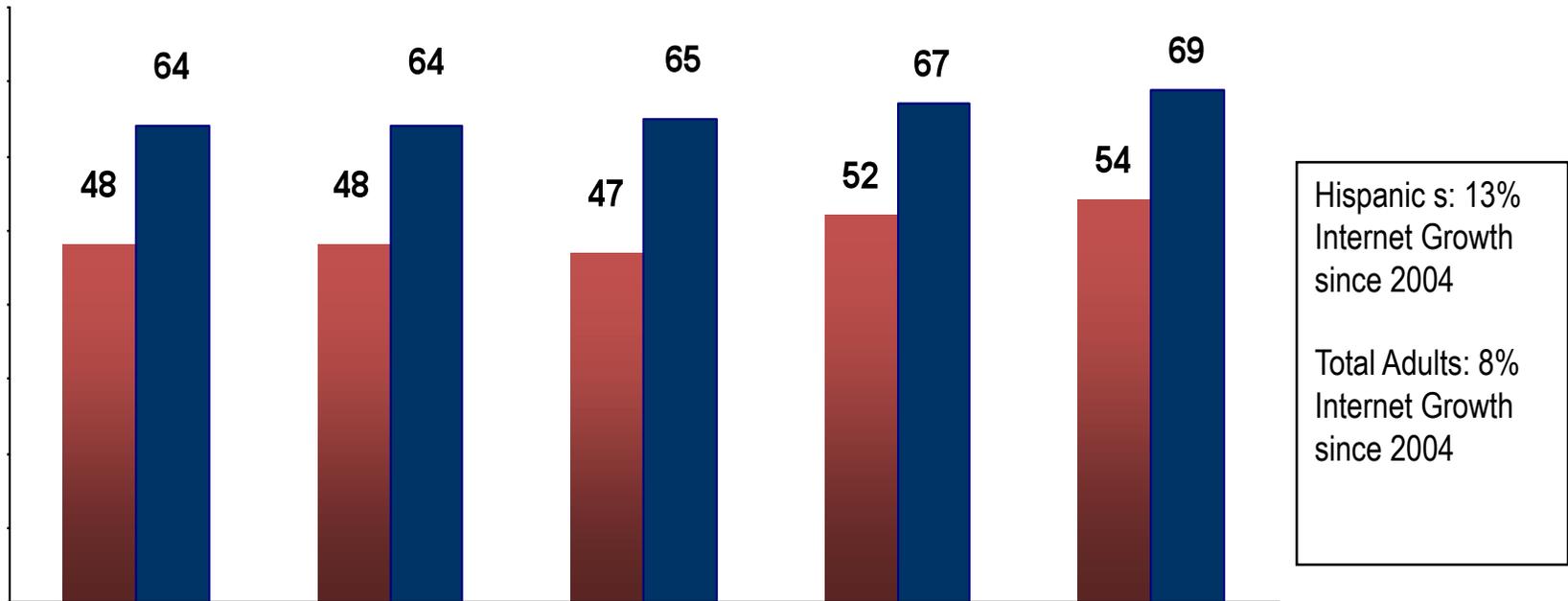
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Growth Rate of Hispanic Internet Access Outreached that of Total Adults
% of Adults who Access the Internet

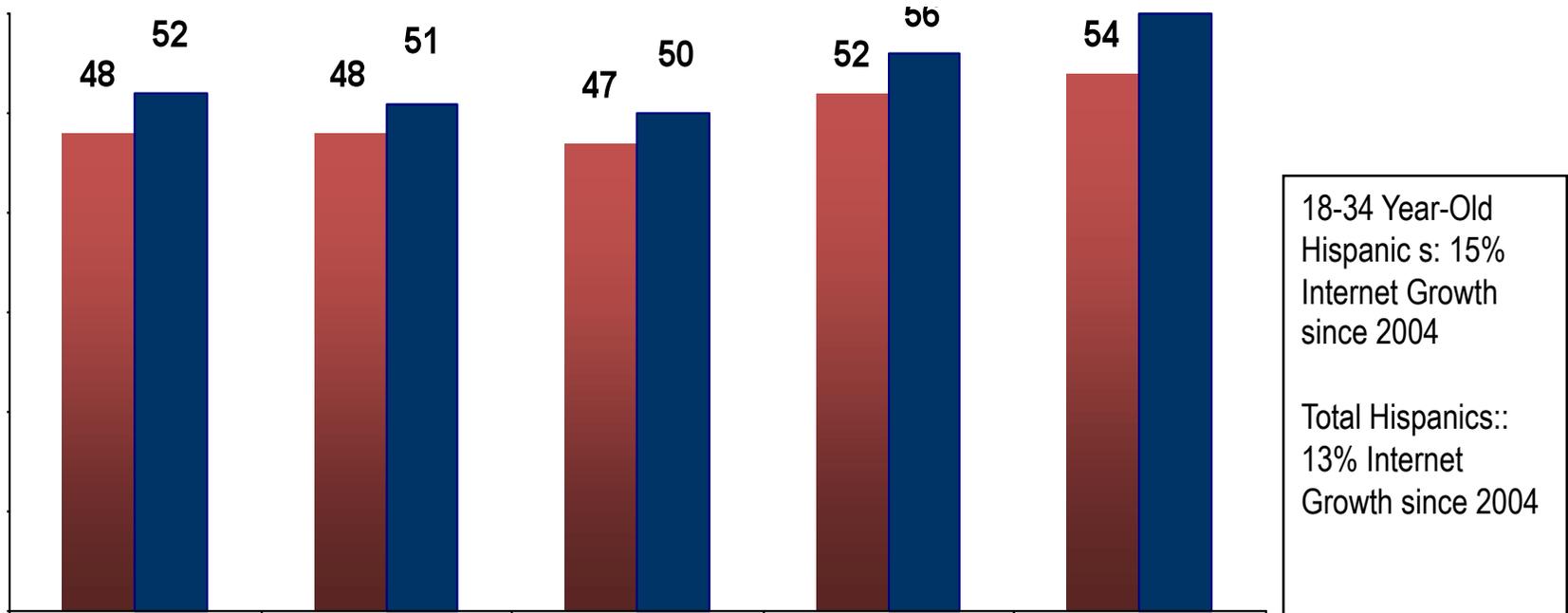


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Scarborough Research Custom Study- The Power of the Hispanic Consumer Online



18-34 Year-Old Growth Hispanic Internet Usage Growth % of Total Hispanics accessing the Internet Over Time vs. 18-34 Year-Old Hispanics



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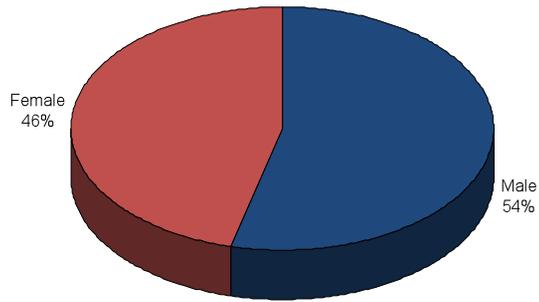
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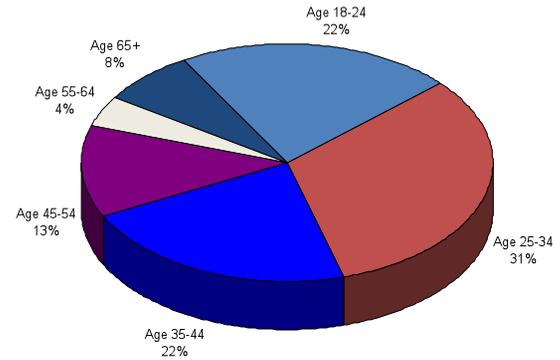


Hispanic Profile

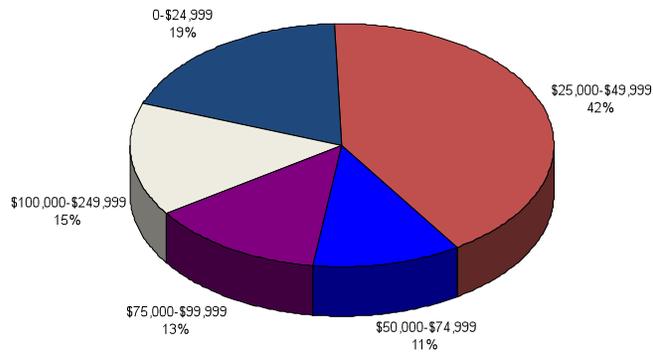
54% of Hispanics are men



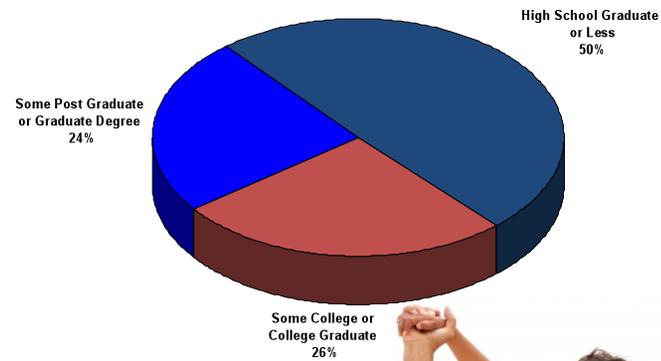
75% of Hispanics are age 18-44



41% of Hispanics have a household income of \$24,000-\$49,999

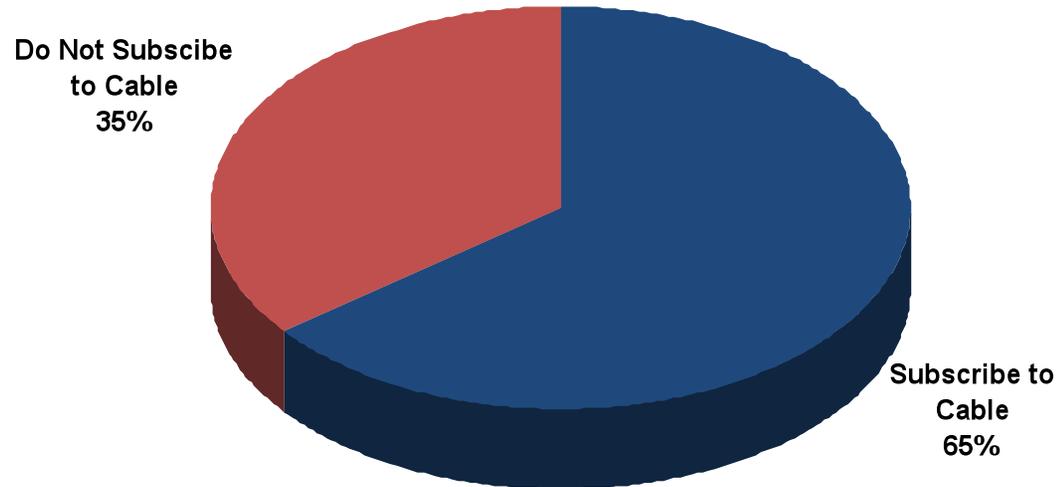


60% of Hispanics have a High School Diploma or less



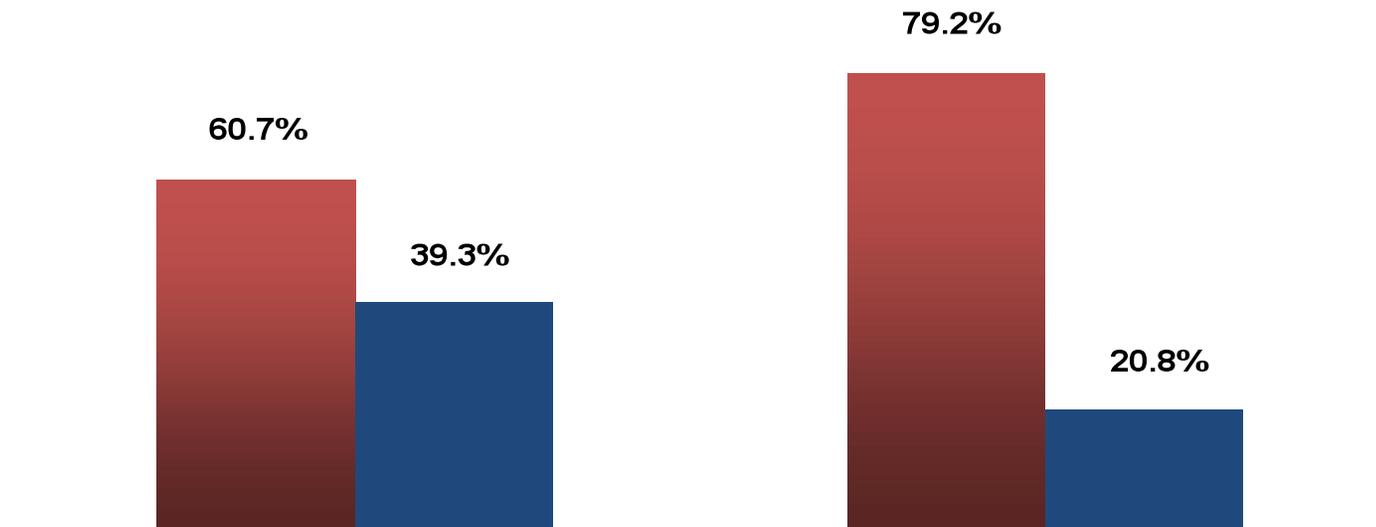
CABLE VS. NON-CABLE SUBSCRIBERS

65% of Hispanics subscribe to cable television



Cable Vs. Non-Cable Households PRIMARY LANGUAGE

Hispanics cable households speak English more than non-cable households



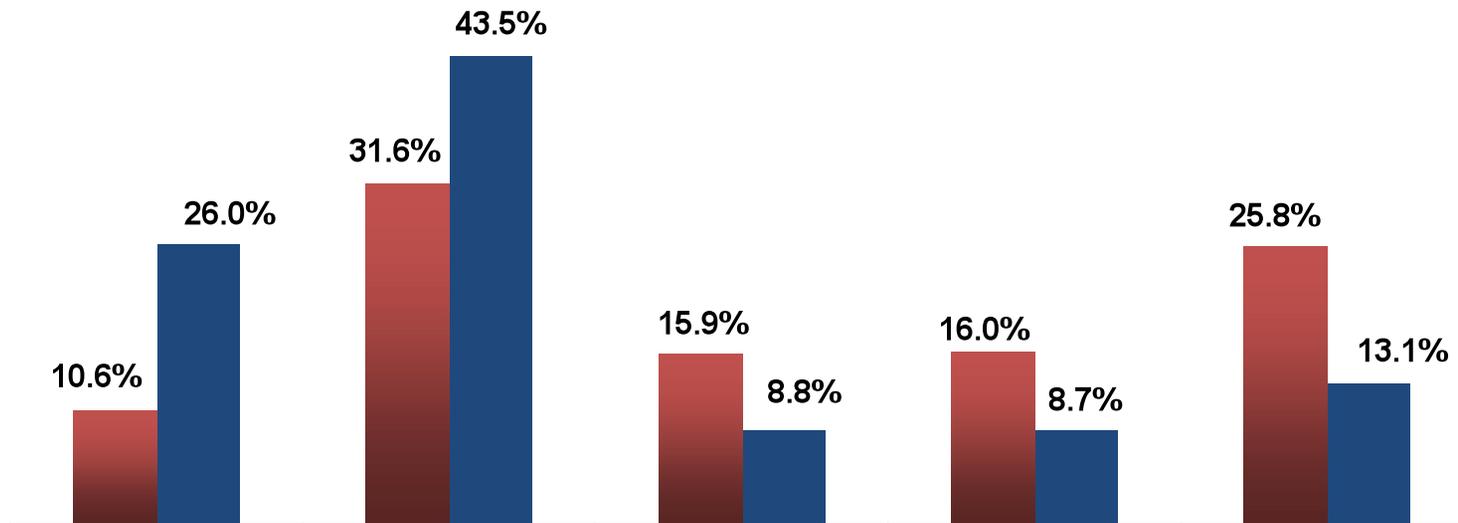
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Source: West Palm Beach, FL Feb'08-Jan'09, Scarborough



Cable Vs. Non-Cable Households HOUSEHOLD INCOME

Hispanic cable households have higher income levels than non-cable households



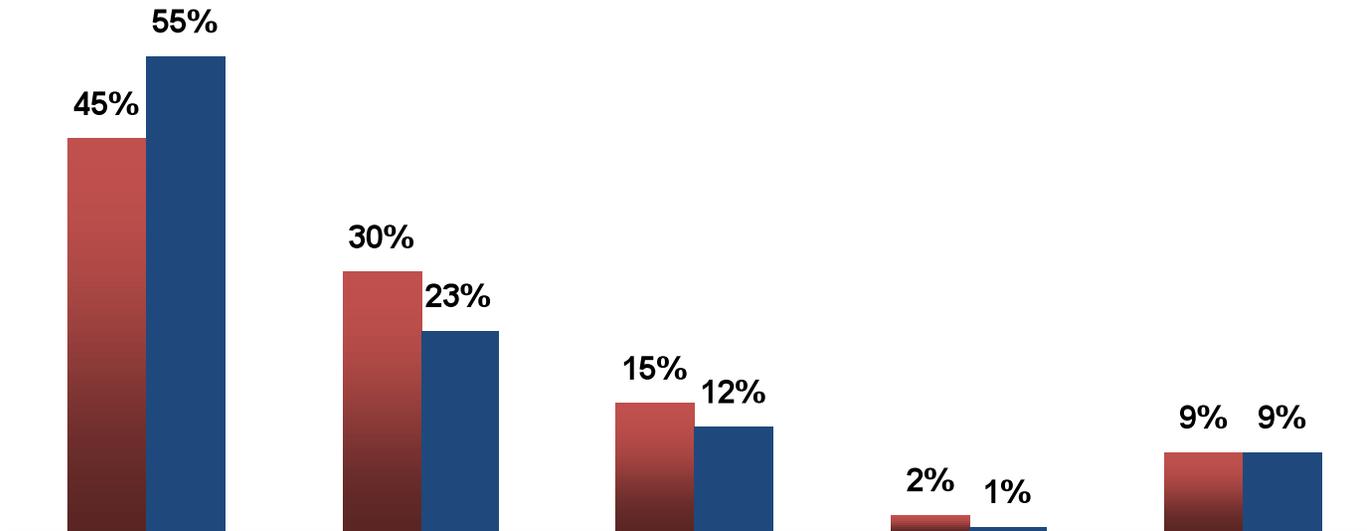
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Cable Vs. Non-Cable Households EDUCATION

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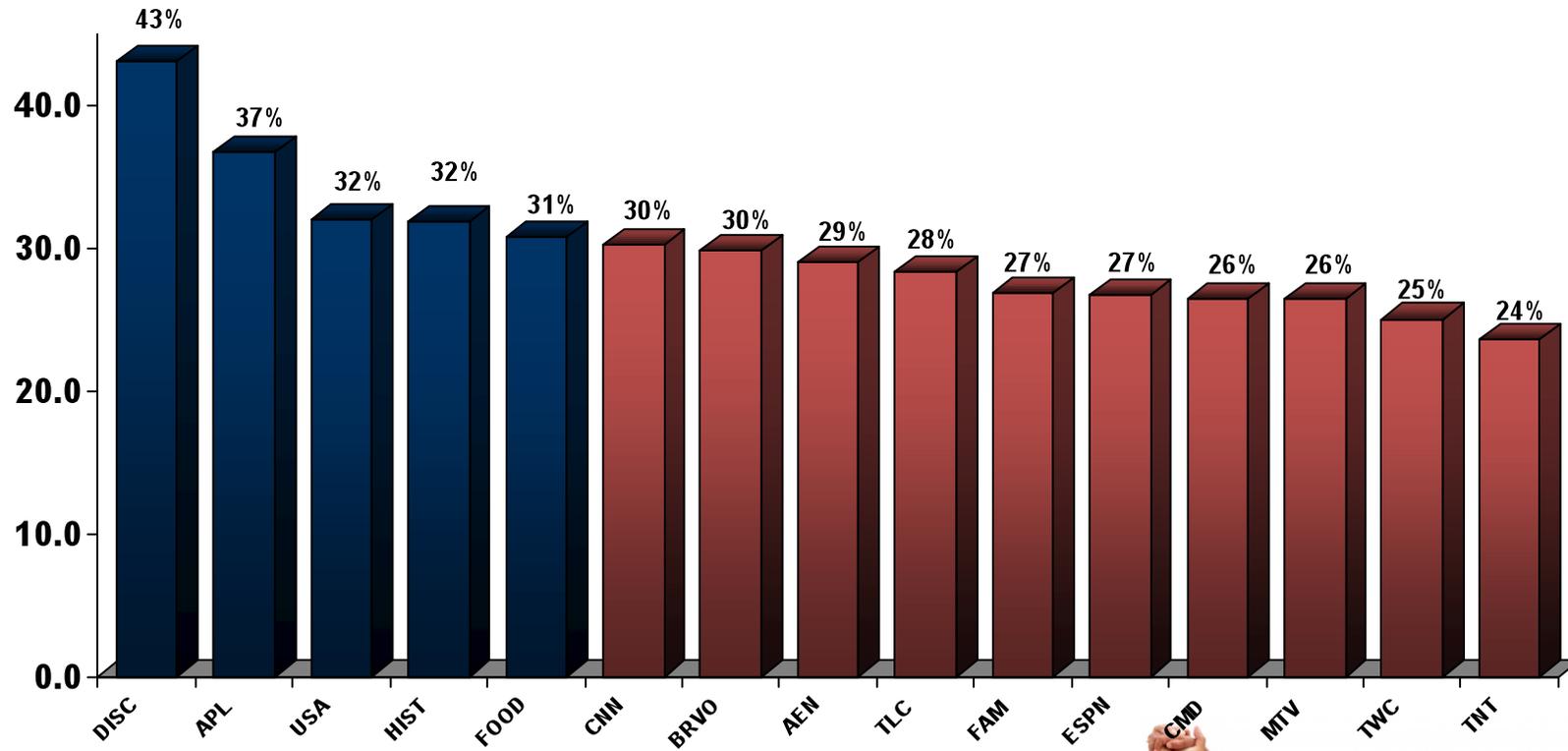
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HISPANIC ADULTS

Adult Hispanic cable subscribers are watching these top rated cable networks



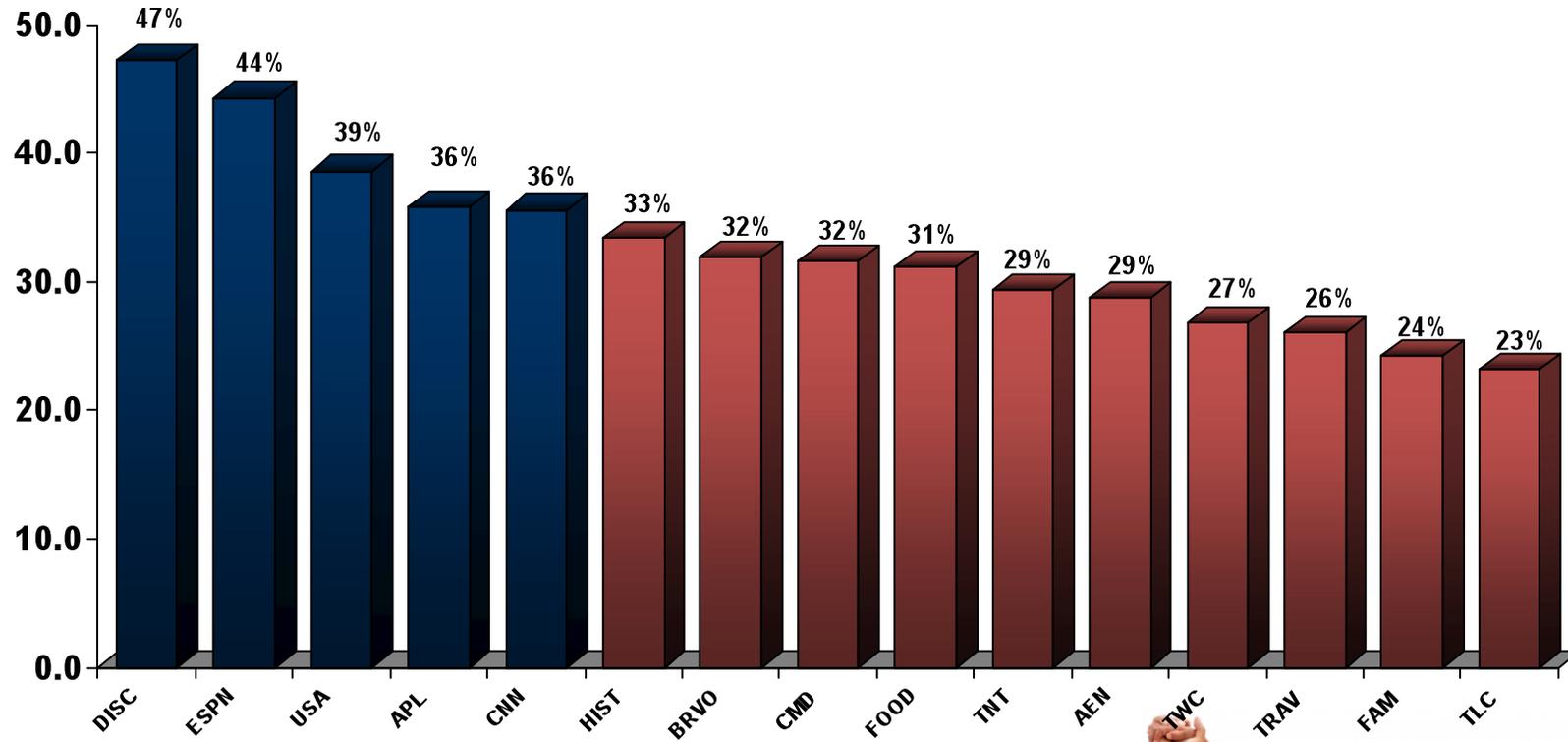
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HISPANIC MEN

Adult Hispanic cable subscribers are watching these top rated cable networks



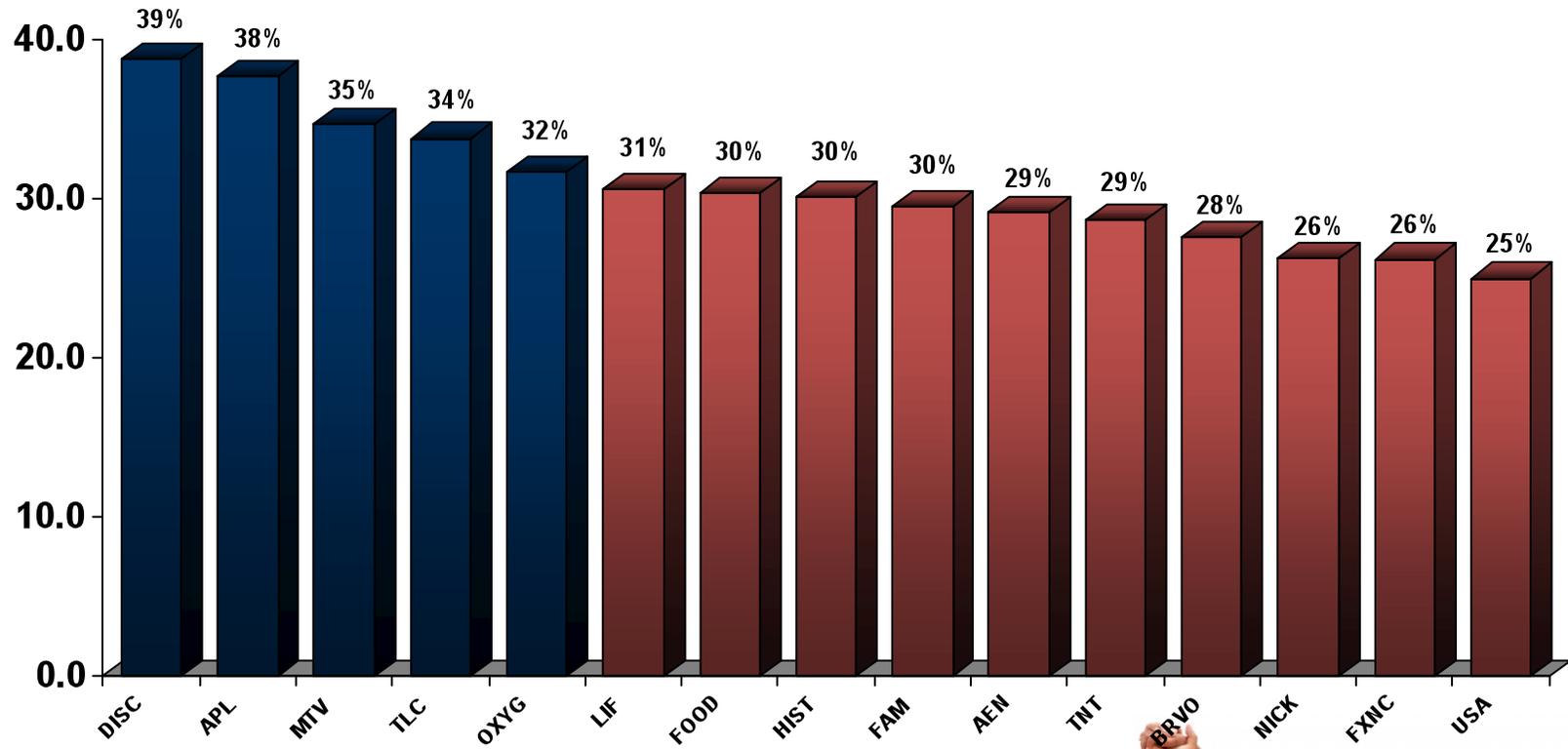
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HISPANIC WOMEN

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