

AVERAGE HISPANIC MONTHLY CABLE SPENDING

	TOTAL	SPANISH DOMINANT	BILINGUAL	ENGLISH DOMINANT
2007 Cable Spending	\$52.12	\$46.69	\$48.18	\$58.06
2012 Cable Spending	\$66.98	\$63.10	\$73.74	\$66.82
% INCREASE	+29%	+35%	+53%	+15%

Source: Horowitz & Associates