

# The HMW Research Page

## Nielsen New Season Universe Estimates

Nielsen Media Research has released revised population estimates for National and DMA Hispanic populations incorporating data from the 2000 Census.

Table 1 provides full age/gender data for the national Hispanic TV Universe. As foreseen the new total of 10.2 million Hispanic TV households is a 14.1% increase (HMW 6/4/01). Demographic groups increased at a similar rate, from 11.1% for female teens to 16.1% for men 55+. It is interesting to note that while Hispanic HH are 9.7% of the U.S. and total 2+ population is 12.7% of U.S., Hispanic kids 2-5 years comprise over 20% of their age group in the U.S.

Among Nielsen DMA's, (detailed in Table 2), some of those reported by the NHSI service showed increases far greater than the national 14.1%, particularly Dallas, 49%; and Phoenix, 30%; Houston 23% and Chicago 22%.

The significance of the large increase in Hispanic national and local population is that all stations' Nielsen ratings will depend more upon Hispanic viewing, so look forward to more reports of Spanish stations topping their markets.

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Note: Regarding the individual DMA estimates, Nielsen states that:

"Persons estimates from the 2000 census are used in the calculation of the 2001-2002 Universe Estimates. However, none of the household estimates will be directly based on the Census 2000 results until the 2002-2003 television season. Until that time, household estimates will be obtained by calculating a persons per HH ratio from the Current Population Survey numbers; then applying this ratio to the persons number obtained from the 2000 census."

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<b>1. Nielsen Media Research - NHTI January 1, 2002 Universe Estimates, U.S. Total Hispanic Total and TV Households and Persons Therein (for 2001/2002 season, use beginning 8/27/2001)</b>						
		Tot U.S. TV HH (000)	Tot Hisp HH (000)	Hisp TV HH (000)	% Hisp in TV HH	2002 / 2001 Change
<b>Households</b>		105,500	10,410	10,200	9.7%	14.1%
<b>Persons in HH</b>						
<b>Total 2+</b>		269,880	34,914	34,405	12.7%	13.2%
<b>Working Women**</b>	Total 18+	51,780	NA	5,278	10.2%	13.1%
<b>Women</b>	Total 18+	107,070	11,597	11,447	10.7%	12.3%
	18-24	12,520	1,967	1,931	15.4%	14.9%
	18-34	31,110	4,603	4,519	14.5%	11.4%
	18-49	64,280	8,416	8,298	12.9%	12.1%
	21+	101,660	10,736	10,602	10.4%	12.2%
	21-49	58,870	7,555	7,453	12.7%	12.0%
	21-54	68,620	8,432	8,321	12.1%	12.1%
	25-49	51,760	6,449	6,367	12.3%	11.3%
	25-54	61,510	7,326	7,235	11.8%	11.5%
	35-64	56,520	5,816	5,767	10.2%	13.8%
	55+	33,040	2,304	2,281	6.9%	12.9%
<b>Females</b>	15-24	18,170	2,857	2,810	15.5%	13.6%
<b>Men</b>	Total 18+	98,560	11,823	11,605	11.8%	14.5%
	18-24	12,480	1,953	1,923	15.4%	15.3%
	18-34	31,080	5,007	4,917	15.8%	14.3%
	18-49	62,960	9,014	8,840	14.0%	14.5%
	21+	93,150	10,992	10,787	11.6%	14.8%
	21-49	57,550	8,183	8,022	13.9%	14.8%
	21-54	66,770	9,046	8,870	13.3%	14.5%
	25-49	50,480	7,061	6,917	13.7%	14.2%
	25-54	59,700	7,924	7,765	13.0%	13.9%
	35-64	53,570	5,926	5,813	10.9%	14.7%
	55+	26,380	1,946	1,917	7.3%	16.1%
<b>Males</b>	15-24	18,340	2,860	2,820	15.4%	14.9%
<b>Teens (12-17)</b>	Total	23,520	3,768	3,724	15.8%	12.5%
	Male	11,990	1,930	1,909	15.9%	13.9%
	Female	11,530	1,838	1,815	15.7%	11.1%
	Tot 12-14	12,010	1,971	1,948	16.2%	12.6%
	Tot 15-17	11,510	1,797	1,776	15.4%	12.5%
<b>Children</b>	Tot 2-11	40,730	7,726	7,629	18.7%	13.1%
	Boy 2-11	20,820	3,962	3,912	18.8%	13.5%
	Girl 2-11	19,910	3,764	3,717	18.7%	12.6%
	Tot 6-11	24,840	4,433	4,376	17.6%	12.1%
	Boy 6-11	12,700	2,286	2,257	17.8%	12.8%
	Girls 6-11	12,140	2,147	2,119	17.5%	11.4%
	Total 2-5	15,890	3,293	3,253	20.5%	14.4%
	Total 6-8	12,140	2,207	2,179	17.9%	11.2%
	Tot 9-11	12,700	2,226	2,197	17.3%	13.0%

\*\* Women working 30 or more hours per week.

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## Nielsen New Season Universe Estimates (Cont.)

2. Nielsen Media Research - NHSI							
2002 Hispanic HH Universe Estimates							
NH SI Mkt ?	DMA Name	Total HH	TV HH	Hispanic		Spanish Dominant	
				TV HH #	%	TV HH #	%
√	Los Angeles	5,419,700	5,303,490	1,573,400	30%	926,910	58.9%
√	New York	7,454,900	7,301,060	1,142,420	16%	585,690	51.3%
√	Miami-Ft. Lauderdale	1,572,600	1,549,680	555,780	36%	380,380	68.4%
√	Houston	1,866,100	1,831,680	415,440	23%	230,750	55.5%
√	Chicago	3,409,500	3,360,770	413,570	12%	253,970	61.4%
√	Dallas-Ft. Worth	2,233,600	2,201,170	348,750	16%	208,270	59.7%
√	San Francisco-Oak-San Jose	2,517,100	2,426,010	347,980	14%	157,930	45.4%
√	San Antonio	726,000	710,030	309,800	44%	91,740	29.6%
√	Phoenix	1,575,200	1,536,950	271,650	18%	126,840	46.7%
√	Harlingen-Wslco-Brnsvl-McA	281,000	273,370	220,080	81%	123,040	55.9%
√	Albuquerque-Santa Fe	632,200	607,170	206,530	34%	42,410	20.5%
	Denver	1,418,900	1,381,620	196,500	14%		
√	Fresno-Visalia	534,300	524,970	193,680	37%	89,820	46.4%
√	San Diego	1,000,500	975,690	191,820	20%	96,400	50.3%
√	Sacramento-Stockton-Modesto	1,255,200	1,226,670	191,280	16%	80,800	42.2%
√	El Paso	277,700	273,120	187,680	69%	90,670	48.3%
	Philadelphia	2,835,200	2,801,010	138,950	5%		
	Washington, DC (Hagrstwn)	2,162,500	2,128,430	133,450	6%		
	Tampa-St. Pete (Sarasota)	1,589,300	1,568,180	123,860	8%		
	Orlando-Daytona Bch-Melbrn	1,197,700	1,182,420	118,280	10%		
	Atlanta	2,019,000	1,990,650	112,350	6%		
	Austin	569,700	555,840	112,190	20%		
	Boston (Manchester)	2,352,900	2,315,700	106,670	5%		
	Las Vegas	588,800	579,680	105,290	18%		
	Tucson (Sierra Vista)	403,200	391,840	95,100	24%		
√	Corpus Christi\	191,900	188,260	92,240	49%	19,880	21.6%

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