



**Hartford
WUVN 18**



**Hartford
WUTH 47**

Market Rank

Total.....	30
Hispanic.....	32

Source: Nielsen Universe Estimates, 2011. Rank based on number of TV Households.

DMA TV Households

Total.....	1,018,770
Hispanic.....	87,280
Non-Hispanic.....	931,490

Source: Nielsen Universe Estimates, 2011

DMA Population (Persons 2+)

Total.....	2,485,000
Hispanic.....	262,000
Non-Hispanic.....	2,223,000

Source: Nielsen Universe Estimates, 2011

Hispanic Penetration of Total DMA

Kids 2-11.....	17%
Teens 12-17.....	15%
18-34.....	16%
18-49.....	12%
25-54.....	10%
50+.....	5%

Source: Nielsen Universe Estimates, 2011

Number of Persons 2+ per Household

Total.....	2.4
Hispanic.....	3.0
Non-Hispanic.....	2.4

Source: Nielsen Universe Estimates, 2011

Median Age of Persons 2+ in TV Households

Total.....	40.6
Hispanic.....	26.4
Non-Hispanic.....	42.3

Source: Nielsen Universe Estimates, 2011

Average Household Income

Total.....	\$92,998
Hispanic.....	\$54,809
Non-Hispanic.....	\$96,632

Source: IHS 2009 Global Insight Hispanic Market Monitor

Consumer Spending

Total.....	\$78.1 Bil
Hispanic.....	\$4.5 Bil
Non-Hispanic.....	\$73.7 Bil

Source: IHS 2009 Global Insight Hispanic Market Monitor

Census Information

2010 Hispanic % of Population.....	11%
Proj 2000-2015 Hispanic % Growth.....	47%
Proj 2000-2015 Hispanic % Total Growth.....	69%

Source: Geoscape AMD 2010 Series, Census 2000, 2010 Estimates, 2015 Projections (Use for advertising decisions related to Univision only)

Hispanic Origin Penetration

Mexican.....	13%	South American.....	13%
Puerto Rican.....	60%	Cuban.....	4%
Central American.....	4%	Dominican.....	4%

Source: Geoscape AMD 2010 Series, Census 2000, 2010 Estimates, 2015 Projections (Use for advertising decisions related to Univision only)

Hispanic Household Language Usage

Any Spanish Spoken.....	80%
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Source: IHS 2009 Global Insight Hispanic Market Monitor

Cable/ADS Penetration

Total.....	97.5%
Hispanic.....	97.1%

Source: Nielsen Cable Estimates, Oct10

Spanish-Language Radio Stations

La Mega (910AM), La Puertoriquenisima (1120AM), La Gigante (840AM), WNEZ (1230AM), Galaxia (1380AM), Caliente (980AM), WPHH (104.1FM)

Spanish-Language Community Papers

La Voz Hispana de Connecticut, La Voz Hispana, Fusion, Identidad Latina

