



# Springfield, MA WHTX 43

## Market Rank

|               |     |
|---------------|-----|
| Total.....    | 110 |
| Hispanic..... | 61  |

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

## DMA TV Households

|                   |         |
|-------------------|---------|
| Total.....        | 269,500 |
| Hispanic.....     | 30,470  |
| Non-Hispanic..... | 239,030 |

Source: Nielsen Universe Estimates, 2011

## DMA Population (Persons 2+)

|                   |         |
|-------------------|---------|
| Total.....        | 651,000 |
| Hispanic.....     | 90,000  |
| Non-Hispanic..... | 561,000 |

Source: Nielsen Universe Estimates, 2011

## Hispanic Penetration of Total DMA

|                  |     |
|------------------|-----|
| Kids 2-11.....   | 25% |
| Teens 12-17..... | 21% |
| 18-34.....       | 19% |
| 18-49.....       | 16% |
| 25-54.....       | 13% |
| 50+.....         | 6%  |

Source: Nielsen Universe Estimates, 2011

## Number of Persons 2+ per Household

|                   |     |
|-------------------|-----|
| Total.....        | 2.4 |
| Hispanic.....     | 3.0 |
| Non-Hispanic..... | 2.3 |

Source: Nielsen Universe Estimates, 2011

## Median Age of Persons 2+ in TV Households

|                   |      |
|-------------------|------|
| Total.....        | 39.6 |
| Hispanic.....     | 25.0 |
| Non-Hispanic..... | 42.3 |

Source: Nielsen Universe Estimates, 2011

## Average Household Income

|                   |          |
|-------------------|----------|
| Total.....        | \$70,557 |
| Hispanic.....     | \$37,868 |
| Non-Hispanic..... | \$74,675 |

Source: IHS 2009 Global Insight Hispanic Market Monitor

## Consumer Spending

|                   |            |
|-------------------|------------|
| Total.....        | \$16.9 Bil |
| Hispanic.....     | \$1.1 Bil  |
| Non-Hispanic..... | \$15.8 Bil |

Source: IHS 2009 Global Insight Hispanic Market Monitor

## Census Information

|   |     |
|---|-----|
| 2010 Hispanic % of Population.....          | 14% |
| Proj 2000-2015 Hispanic % Growth.....       | 42% |
| Proj 2000-2015 Hispanic % Total Growth..... | 92% |

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

## Hispanic Origin Penetration

|                       |     |                     |    |
|-----------------------|-----|---------------------|----|
| Mexican.....          | 6%  | South American..... | 4% |
| Puerto Rican.....     | 81% | Cuban.....          | 2% |
| Central American..... | 3%  | Dominican.....      | 2% |

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..... | 84% |
|-------------------------|-----|

Source: IHS 2009 Global Insight Hispanic Market Monitor

## Cable/ADS Penetration

|            |       |
|------------|-------|
| Total..... | 94.6% |
|------------|-------|

Source: Nielsen Cable Estimates, Oct10

## Spanish-Language Radio Stations

WSPR 1270 AM

## Spanish-Language Community Papers

La Voz

