



Description

Blockbuster programming is specifically tailored to meet the needs of the U.S. Hispanic audience, providing an unparalleled connection to their favorite stars and entertainment through its lineup of novelas, sports, specials, news, variety, and talk shows.

Format

Entertainment

Gender	Col %	Index
Male	57.1	118
Female	42.9	83

Age	Col %	Index
18-34	57.0	190
18-49	83.3	144
25-54	72.9	131
35-64	37.4	71
50 +	16.7	39

Education	Col %	Index
High School Grad or Less	70.4	238
Some College (No Degree)	19.3	66
College Graduate	6.6	48
Beyond College Degree	3.7	36

Race	Col %	Index
White	82.2	99
African American	17.1	148
Other	0.6	23

Household Income	Col %	Index
0-\$19,999	14.6	163
\$20,000-\$29,999	18.5	166
\$30,000-\$39,999	18.8	132
\$40,000-\$49,999	25.3	226
\$50,000-\$74,999	10.2	57
\$75,000-\$99,999	5.4	35
\$100,000-\$149,999	5.1	41
\$150,000-\$249,999	1.1	18
\$250,000 +	1.0	35

Children	Col %	Index
Yes	66.7	143
No	33.3	57

Networks Viewed	Col %	Index
Discovery	46.6	133
Cartoon	29.1	210
MTV	27.5	237
Animal Planet	26.3	137
Nickelodeon	25.6	214
History	24.9	85
ESPN	24.1	83
Weather Channel	22.9	84
FOX News Channel	21.8	84
CNN	21.1	85

Source: Scarborough USA Feb08-Mar09

