MARKET RESEARCH AND DEMOGRAPHY

Latino Television Study

Prepared for

National Latino Media Coalition

by

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I.   **EXECUTIVE SUMMARY**

The Latino presence in the United States currently stands at 39 million with an estimated buying power of $653 billion. Indeed, the U.S. Latino population is larger than the population of Argentina (37 million), Canada (31 million), Peru (27 million), Venezuela (24 million) or Chile 15.2 million). Despite this presence, Latinos remain relatively "invisible" in the film and television industry. While various organizations have documented some of the factors contributing to the lack of Latino participation in the entertainment industry, little attention has traditionally focused on the problems caused from inaccurate estimates of Latino television audiences by Nielsen Media Research.   Indeed, low Nielsen ratings can lead to premature cancellation of Latino-targeted programs, reluctance among executives to produce or air a promising new show, diminished employment opportunities for Latino actors, and lost advertising revenues from potential advertisers seeking to reach Latino audiences. While television ratings continue to reaffirm the success of the Spanish-language television networks for Latino audiences, they present a rather grim picture regarding the potential of Latino-themed shows on English-language television networks. Moreover, serious concern has been raised by network executives about Nielsen's proposal to weight the Latino television ratings with their own internal measure of home language to compensate for the difficulties experienced in recruiting Spanish-dominant Latinos into their research panels.

Are Nielsen ratings for Latino television audiences accurate? Given their high stakes consequences, it would seem like a requirement by the industry. Interestingly though, most of the activities devoted to assuring the accuracy of the Nielsen ratings are conducted by the same organization that produces them – Nielsen Media Research. Comparative information by external entities to corroborate the accuracy of Nielsen's television ratings has not been available. The Latino Television Study, sponsored by The National Latino Media Coalition (NLMC) through an unconditional grant by CBS and ABC, was initiated to address these concerns. During the period between August to October of 2003, NLMC commissioned Rincon & Associates to conduct a study of 1,536 Latinos in four key television markets: Los Angeles, New York, Miami, and San Antonio. The study findings revealed the following:

- The home language measure used by Nielsen Media Research to classify Latino households into language categories was unstable and inadequate as a measure to weight Latino television ratings. More suitable alternatives for weighting television ratings are available in the decennial census by the U.S. Census Bureau.

- The Latino audience for English-language television programs may be significantly under-estimated by Nielsen Media Research. Our conservative estimate of 802,553 Latinos in four markets that watched The George Lopez Show on a frequent basis strongly suggests that the Nielsen estimate of 1.21 million Latinos watching this show in all 17 Latino television markets may be significantly underestimated.

- Foreign-born Latinos experienced more difficulty than native-born Latinos in recalling the names of English-language movies that they had seen, pointing to potential problems in the measurement of English-language television programs when retrospective recall is an integral part of the measurement process.

- A lower educational attainment and large renter population greatly increases the potential for bias in estimating Latino television audiences, while the absence of an external audit for the television ratings produced by Nielsen Media Research increases the likelihood that errors in measurement will not be identified or corrected.

- The core viewing audience for English-language television networks were native-born Latinos, while the core television audience for Spanish-language networks were foreign-born Latinos. The advantages enjoyed by the Spanish-language networks over the English-language networks included a strong Latino appetite for novelas, the strong Latino dependence on the Spanish language, and the paucity of theaters and video rental stores that can meet their Spanish-language entertainment needs.

- The rise of the second generation will profoundly impact the composition of future Latino audiences and the demand for English-language programming in the film and television industries as the more English-dependent children of immigrants displace the foreign-born as the primary driver of Latino growth into the future.

- In 2003, U.S. Latinos spent an estimated $12 billion in the entertainment industry and $680 million on movie admissions, representing a significant economic investment.

- The ability of Latinos to enjoy a movie was significantly influenced by the use of dubbing in Spanish and Spanish subtitles, and to a lesser extent by the use of non-Latino actors in Latino roles. In all cases, these factors influenced the movie enjoyment more for native-born than foreign-born Latinos.

- Latinos had broad access to both English-language and Spanish-language television programming. Half of all Latinos had access to cable television, while less than two in ten had access to satellite television. Simultaneous audio programming (SAP) was used by two in ten Latinos, especially the foreign-born.

- Regardless of nativity, the movies most recently viewed by Latinos included a variety of English-language genres such as horror, comic heroes, comedies and action movies.

- While viewing television, Latinos were more likely to view without the presence of children, occasionally switch English and Spanish-language programming when viewing with others, and have children that primarily watched English-language television.

- Over half of Latino children primarily viewed English-language television networks.

- The study results point to the need for external audits to verify the accuracy of the Nielsen estimates of Latino television audiences, expanding the variety of programming targeted to native-born Latinos, and evaluating the entertainment needs and preferences of all Latinos.

II.   **BACKGROUND AND OBJECTIVES**

The unprecedented growth of the U.S. Latino population, coupled with Corporate

America's desire to market their products and services to this growing consumer segment, has

focused unparalleled attention on the best media vehicles to reach Latinos. The growth of

Spanish-language media, coupled with existing English-language media, has greatly expanded

the ability of Corporate America to tap into the estimated $653 billion of Latino spending power

(Selig Center of Economic Growth, 2003). The estimated $530 million a year that Latinos spend

on movie tickets further illustrates their economic value to the film industry (Tomas Rivera Policy

Institute, 2000). The television industry, in particular, has witnessed dramatic changes in the

composition of their viewing audiences with expanded efforts to include Latino consumers.

Indeed, both network and film industries have expanded efforts to deliver entertainment that

appeals to Latino audiences with a corollary expectation of attracting more advertising dollars.

Unfortunately, significant barriers continue to undermine the potential of Latinos in the

film and television industry, including such factors as the unwillingness of studio executives to

employ Latino actors, the entertainment industry's stereotyped roles that Latinos are expected

to play, and the over-reliance on Spanish-language media to market Latino-themed movies.

Unlike the success story that Spanish-language television networks have experienced with

Latino audiences, English-language television networks are perceived as struggling to find the

"right formula" for programming that appeals to Latino audiences. Indeed, the failure to show

sufficient Latino audiences proved fatal for such Latino-themed programs as *Luis*, *Greetings*

from Tucson, *Resurrection Boulevard*, and *Kingpin*. *The Ortegas* has been postponed as well.

The one notable exception has been *The George Lopez Show* which, by some measures, has

succeeded in appealing to a diverse television audience.

Recently, television critic Ed Bark of The Dallas Morning News summarized a

perspective that has become commonplace in the industry: that millions of Latinos ignore

Latino-themed shows in English while devouring Spanish-language soap operas. In his article, "Networks yet to win Latino hearts," Mr. Bark cited Nielsen Media Research as he contrasted the 1.21 million Latinos who viewed The George Lopez Show with the 4.6 million watching the Spanish-language soap opera Niña Amada Mia, and described the rather grim outlook for the future potential of Latino-themed shows targeted to Latinos via English-language networks.

This grim outlook, based exclusively on Nielsen television ratings, has significant implications for the participation of Latinos in network programs and movies. When the Nielsen ratings report smaller than expected Hispanic audiences, it leads to premature cancellation of new programs, impedes the inclusion of Latino actors in television shows and movies, and discourages network executives from investing in future Latino-themed shows. Moreover, television networks lose out on millions of advertising dollars from advertisers who want to target Latino audiences that watch these shows.

Acknowledging that the stakes are high, more recent attention has focused on the accuracy of the Nielsen ratings for measuring Latino television audiences. For example, the National Latino Media Coalition has stated that Latinos are not adequately represented by the Nielsen television ratings, which fails to cover the full range of linguistic variation in the typical Latino household.

Adding to the credibility problem with the Latino ratings is the general cloak of secrecy and lack of external audits surrounding the Nielsen methodology. As stated by NBC's Wurtzel: "Nielsen not only sets all the rules, they own the bats and balls." Indeed, published information regarding Nielsen's Hispanic methodology is scant. Their web site provides only vague and outdated information on the methodology used for the Hispanic ratings, while requests for additional information from Nielsen executives and staff are either not fulfilled or provided in vague terms. Moreover, when potential problems with the ratings are raised by outside entities, the general Nielsen response is to use their own staff to conduct an internal audit. Without an

external point of reference, users of the Nielsen ratings are left without any basis by which to judge their accuracy.   Other organizations that measure important attributes of U.S. consumers, such as The College Board's SAT, have benefited significantly by research from external entities that have pointed to various errors in the SAT, a test that impacts the lives of many college aspirants. A measurement service with high stakes consequences, such as the SAT or Nielsen ratings, has a responsibility to the public to ensure the accuracy of its products by expanding the audit process beyond their own staff. The cloak of secrecy surrounding the Nielsen Hispanic ratings does little to encourage confidence in these ratings.   The reader is encouraged to refer to Appendix A of this report which includes a summary of the information gleaned by reviewing the Nielsen Media Research web site.

Despite the assurances provided by the Nielsen Media Research web site about the accuracy of their television ratings, it is unrealistic to presume that the ratings produced for Latino television audiences are sufficiently accurate -- especially since comparable alternative sources are not available to verify the numbers. Numerous sources of measurement bias are known to influence the outcome of a survey, especially one that involves Latinos. Even sophisticated research organizations can inadvertently fall prey to biases that lead to both sampling and non-sampling errors in the survey process. Although not enough is known about Nielsen's Hispanic methodology to identify specific sources of bias, the following factors are known to influence many Latino-targeted surveys:

- **Monolingual Interviewers**: Survey organizations often employ monolingual interviewers to conduct studies of U.S. consumers, even in areas with linguistically-diverse populations. The use of English-only interviewers with "back-up" Spanish-language interviewers produces interviews primarily with English speakers, especially Latinos with white-collar jobs and higher incomes. Conversely, the use of monolingual Spanish-language interviewers produces a sample of lower-income, foreign-born Spanish speakers. The results of numerous national and regional surveys over the past 30 years show that 60 to 70 percent of U.S. Latinos prefer to be interviewed in Spanish when given the choice, while 30-40% prefer an English-language interview. Given this trend, a monolingual interviewing strategy could hardly be expected to yield accurate results.

- **Lower cooperation rates.** Under the right circumstances, Latinos are actually more cooperative in surveys than other racial/ethnic groups, and eager to share their views on a range of topics. However, a lower cooperation rate can result when Latinos are required to respond in only one language, when they are required to disclose sensitive information, or when untrained interviewers fail to remind Latinos about the importance of their views. Latino males, in particular, usually require more encouragement to participate in a survey.

- **Biased samples.** Even survey organizations with bilingual interviewers often bias a Latino sample by selecting zipcodes or other geographic areas with higher concentrations of Latino residents. Latinos living in such high-density zipcodes are typically more recent immigrants with lower incomes and highly Spanish-language dependent. Such biased samples are more likely to exclude "acculturated" Latinos who are more English-speaking, native born, and have higher incomes. In addition, the exclusive use of Spanish-surnames to select Hispanic households excludes about 15 percent of the households without a traditional Spanish surname, an increasing factor given the increasing number of Hispanics who marry non-Hispanics.

Thus, this study was designed with three objectives in mind. The first study objective was to evaluate whether the Nielsen methodology under-estimates Latino television audiences. Indeed, without an alternate source for comparison, how does one know whether the Nielsen ratings are over-estimating or under-estimating Latino television audiences? The second objective was to examine the appropriateness of using home language measures to classify Latino households into the five Nielsen language groups, and the wisdom of using these language measures to "weight" the Latino television ratings. Thirdly, armed with an improved methodology, we present information that describes how Latinos in four key markets spend their time with English and Spanish-language television programming. Lastly, we discuss the implications of the shifting Latino immigration patterns and how these patterns will profoundly impact the demand for English-language television programming into the future.

III.   **METHODOLOGY**

Sample Design: The study was initially designed to provide an in-depth look at three selected Latino television markets: the Los Angeles, New York and Miami DMAs. These three markets were selected due their large presence of Latino television households and because Nielsen Media Research had previously announced plans to adjust the Latino television ratings in these markets with their exclusive home language measures. Considerable skepticism surrounds the appropriateness of using the Nielsen home language measure to adjust Latino television ratings since the reliability of such measures across different household members has not been established. The study excluded respondents who were younger than 16 years old since our ability to obtain valid information on various survey questions could be compromised. Parental permission for interviewing 16 and 17-year old respondents was not deemed necessary as defined by the Code of Data Collection Standards of the Marketing Research Association, which recommends parental permission for children 12 years or younger. Since one key aspect of this study was to develop alternative estimates of Latino viewing of both English and Spanish-language television networks, a concern was raised about limiting the focus to markets with high concentrations of foreign-born Latinos who traditionally devoted more time to Spanish-language programming. After some consideration, it was decided to add the San Antonio DMA as the fourth market since the proportion of foreign-born Latinos was significantly lower than the other three markets. Table 1 on the following page presents information from the U.S. Census Bureau (2000) related to the nativity of Latinos in each of these four markets.

Table 1
Nativity of Latinos in Selected Metro Areas

(Percents)	Metropolitan Areas			
	Los Angeles	New York	Miami	San Antonio
All Latinos				
Native	54.2	57.0	31.7	84.9
Foreign-born	45.8	43.0	68.3	15.1
	100.0	100.0	100.0	100.0
Latinos 18 yrs. +				
Native	34.4	44.5	19.2	79.7
Foreign-born	65.6	55.5	80.8	20.3
	100.0	100.0	100.0	100.0

Source: U.S. Census 2000

It is readily apparent from Table 1 above that the proportion of foreign-born Latinos was significantly greater in Los Angeles (45.8%), New York (43.0%) and Miami (68.3%) when compared to San Antonio (15.1%). Moreover, the proportion of foreign-born Latinos increases dramatically when considering only persons who are 18 years or older, often the focus on many national studies. For example, the proportion of foreign-born Latinos in Los Angeles increases from 45.8 percent to 65.6 percent. A sampling strategy that over-samples markets with high concentrations of foreign-born Latinos can lead to higher audience estimates of Spanish-language media and lower estimates of English-language media.

Within each DMA market, the **sampling frame** for the study was defined as all Latino television households with telephone access. Telephone penetration among Latino households does not pose a significant barrier since the Census 2000 confirms high penetration levels for Latino households in these metropolitan areas: Los Angeles (99.2%), New York (95.1%), Miami (98.0%), and San Antonio (95.7%). Using information provided by Nielsen Media Research relating to the number of Latino television households and Census data related to the age distribution of the Latino population that was 16 years or older, the following Table 2 presents the estimates that we prepared of the current universe of Latinos aged 16 years or older in each market.

Table 2
2003 Estimates of Latino TV Households
and Population 16 Years or Older by DMA Market

DMA Market	Number of Latino TV Households	Number of Latinos 16 years or older
Los Angeles	1,585,390	4,304,545
New York	1,100,030	2,660,750
Miami	550,190	1,271,200
San Antonio	317,810	707,616
Total Sampling Frame	3,553,420	8,944,111

Sources: Nielsen Media Research, 2003; Census 2000

The four markets selected for the study represented approximately 3.5 million Latino television households and 8.9 million <u>potential</u> Latino television viewers who were 16 years or older. It should be pointed out that this universe represents only four of the 17 DMA markets that are included in the Nielsen Hispanic-American Television Index (NHTI), as well as a more limited age range of Latinos who were 16 years or older. Hence, the estimates of television audiences produced by this study should be considered <u>very conservative estimates</u> of the Latino television viewing universe in the selected markets.

Careful steps were utilized in the **selection of the study sample**. In each market, the desired margin of error for each DMA market was plus or minus 5 percent at a confidence interval of 95 percent – which required a minimum sample size of 384 respondents per market. In the numerous studies that we've conducted on Latino consumers over the past 26 years, we have developed a sampling strategy that produces more representative samples of Latinos across different income and linguistic groups by combining the use of listed surnames and random-digit dialed (RDD) techniques. The use of Spanish surnames to select Latino households is highly effective in ensuring adequate geographic representation, which is far superior to the practice of selecting Latinos exclusively from high-density zipcodes. As pointed out earlier, Latinos residing in high-density zipcodes or other geographic areas tend to have a

predictable profile: lower income, blue collar, lower educational attainment, and strongly dependent on the Spanish language and media. The listed surname approach minimizes this source of sample selection bias, although it systematically excludes some Latinos without traditional Spanish surnames or households with unlisted telephone numbers. The RDD sampling technique addresses this shortcoming by providing such households a known probability of being selected for the study as well. The value of this sampling strategy was demonstrated during the Latino Poll 2000, a study sponsored by the Consortium of Public Broadcasters prior to the presidential election. The Latino Poll 2000, conducted by Rincon & Associates, predicted that 33 percent of Latinos would vote for candidate George W. Bush, which compared very favorably to the 35 percent Latino vote estimated by the CBS/CNN post-election exit poll during November of 2000.

Using this sampling strategy, we requested a simple random sample for each market from Scientific Telephone Samples (STS), a professional sampling organization that provides random samples to various research organizations. The telephone sample for each DMA market consisted of 80 percent listed numbers and 20 percent RDD numbers. Spanish-surname, which is approximately 85 percent accurate in identifying Latino-origin households, was used to select listed telephone households in the target markets, while the RDD part of the sample was designed to capture Latino households that were not listed or did not have a Spanish surname. A sample of approximately 5,000 was selected for each market and given up to four attempts by the telephone interviews during weekday evenings and Saturdays during the day. Table 3, on the following page, shows that the overall response rate to the study was 28.3 percent after removing the "non-eligible" numbers in bold.

Table 3
Sample Disposition Summary and Response Rate

DISPOSITION STATUS	TOTAL	
	N	%

Answering machine	2,465	13.0
Business	408	2.2
Busy signal	604	3.2
Call back	2,562	13.6
Completed interview	1,536	8.1
Fax, pager	259	1.4
Language barrier	49	0.3
No answer	3,062	16.2
Non-working number	3,633	19.2
Partially completed interview	94	0.5
Refusal	3,796	20.1
Terminated, LT 16 years old	97	0.5
Terminated, non-Hispanic	268	1.4
Wrong number	46	0.2
Call Blocking	20	0.1
Total Numbers Called	18,899	100.0
Less Non-Eligible Numbers	-13,473	
Total Eligible Numbers	5,426	
Total Completed Interviews	1,536	
Overall Response Rate	28.3%	

Although a definitive standard for the ideal response rate varies across studies, a greater response rate is generally thought to be desirable to ensure that respondents do not differ in important ways from non-respondents. The study response rate of 28.3 percent was considered adequate for several reasons. First, the study design did not allow for more than four call attempts to the initial sample of respondents since second and third follow-up interviews were also conducted. Secondly, time and budget limitations precluded a study of survey non-respondents. Thirdly, selected demographic characteristics of the study sample revealed a close correspondence with similar characteristics in the Census 2000 for each geographic area. For the study sample demographic characteristics that did not match as closely to the Census 2000, we utilized post-stratification weighting to align the sample characteristics to the Census 2000.

The **study questionnaire**, provided in English and Spanish, included a broad range of topics to address the study objectives. Aside from the questions that were asked of all survey respondents in the first wave, the study attempted to evaluate the reliability of the home language measure across two different household members in the second wave, and again in the third wave to check for temporal variations in language evaluations. Table 4, which follows, illustrates this interviewing design:

Table 4
Measurement Schedule

1st Wave	2nd Wave	3rd Wave 1-2 weeks later
Respondent Interviewed using main survey instrument	Second household member interviewed on home language and nativity of all household members and nativity of self, father and mother	Third interview with either 1st or 2nd previous respondent on home language of all household members & nativity of self, father and mother

Following is a summary of the questionnaire content for the survey instrument used in the first wave.

Demographic/Socioeconomic Characteristics

- Age of all household members
- Gender of all household members
- Hispanic origin and subgroup
- County of residence
- Nativity for respondent, father and mother
- Years of U.S. residency
- Educational attainment
- Household income
- Tenure

Language Usage

- Ability to understand English and Spanish
- Home language of all household members

Access to Media

- Number of television sets in the household
- Access to Spanish-language television networks
- Subscription to cable or satellite television
- Subscription to premium movie channels
- Access and usage of SAP (Simultaneous Audio Programming)

Television Viewing Behavior

- Frequency of viewing television networks/channels
- Network/channel watched most frequently during past month
- Average daily hours of viewing English-language television, weekdays and weekends
- Average daily hours of viewing Spanish-language television, weekdays and weekends
- English-language television programs viewed most often
- Spanish-language television programs viewed most often
- Frequency of viewing Latino-themed television programs
- Typical viewing mode: Alone vs. other household members
- Effect of other household members on changing of English-language or Spanish-language viewing choices
- Language preferences of children when viewing television
- Name of last movie seen and language of movie
- Factors influencing enjoyment of a movie, i.e., non-Latino actors playing Latino roles, sound dubbed in Spanish, and use of Spanish subtitles

The interview conducted during the second and third waves included the following

questions:

- Language of the interview
- Home language of all household members
- Nativity of the respondent, father and mother

A question on citizenship status was excluded from the questionnaire because of its

potential negative impact on the willingness of the respondents to cooperate with attempts to

complete follow-up interviews with other household members. A copy of the survey

questionnaire is included in Appendix B of this report, while the Household Chart used to record the information for the second and third wave interviews is included in Appendix C.

A pilot test was conducted during August 8th and 9th with 27 Latino respondents across the markets to identify potential problems in question wording, length, and regional variations in language usage. All appropriate modifications were made to the questionnaire prior to full implementation of the data collection process. These pilot interviews were not included in the final study analyses.

All **interviewing** was conducted during the months of August, September and October of 2003 from the central interviewing center of Rincon & Associates in Dallas, Texas. Only trained bilingual interviewer s were assigned to the study, which was administered via a web-based CATI system. For each selected household, interviewers used the recent birthday technique to identify a household member who was 16 years or older. Importantly, the interviewers were instructed to greet the household member answering the telephone in the language of the respondent. Once the appropriate person agreed to conduct the interview, the interviewing protocol required the interviewer to ask the respondent if they would like to continue the interview in English or Spanish. If the respondent indicated that either language was acceptable, the interviewer was instructed to require the respondent to choose the language of the interview. The reading of the English vs. Spanish interviewing option was randomized by the CATI system to ensure that there was no bias in this regard. The procedure of greeting the respondent in the language that they answer the telephone is extremely important in order to minimize the bias that is often introduced by monolingual interviews. For example, Nielsen Media Research argues that the language used by the interviewer when first approaching a Latino household does not matter in terms of producing different household language classifications – a position that is used by Nielsen to justify the use of Spanish when greeting all Latino households. Our past experience, however, shows that the greeting

language is very important in terms of the type of respondent that eventually cooperates with the survey. For example, an English-dominant household member is not likely to cooperate or respond positively to a Spanish-language monolingual interviewer who may be perceived as lacking English-speaking skills. The English-dominant member is more likely to refuse to cooperate with the survey or to seek out another household member who is Spanish dominant. The same outcome is likely when using English-language monolingual interviewers: a Spanish-dominant household member is more likely to not cooperate with the survey or seek out a member of the household who is English-dominant. In either scenario, a monolingual interviewer introduces a linguistic bias that can inadvertently influence the measurement of media behavior in both languages. Figure 1 below illustrates the importance of the interviewing language.

Figure 1: Interviewing Language by Market and Nativity
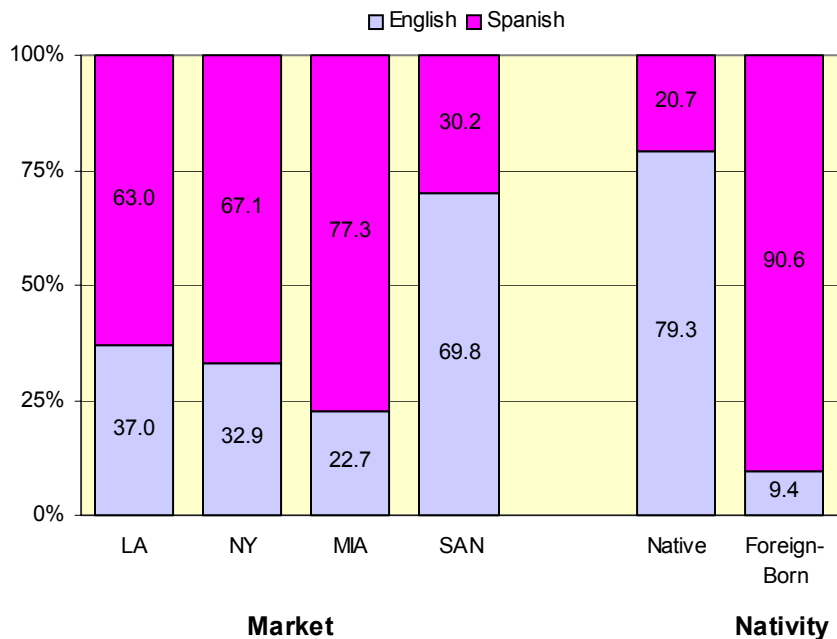
When using the optimal interviewing procedures as described above, nearly eight in ten native-born Latinos (79.3%) were interviewed in English while nine in ten foreign-born Latinos

(90.6%) were interviewed in Spanish. Moreover, these proportions varied widely across the four

markets with the highest proportion of Spanish-language interviews in the Miami market (77.3%)

and the highest proportion of English-language interviews in San Antonio (69.8%). These

findings suggest that it would be difficult to justify the use of a monolingual greeting or

interviewing strategy in any survey targeted to Latinos.

The average interview length for the first wave interviews was 13.4 minutes. A

supervisor was present at all times to monitor the data collection process. Table 5 below

presents the data collection schedule for the study.

Table 5
Data Collection Schedule

Market	No. Completed Interviews	Data Collection Period	No. Interviews Second Respondent	No. Interviews Third Contact
Los Angeles	384	8-11 to 8-19	99	47
Miami	384	8-20 to 8-28	66	45
New York	384	9-2 to 9-9	73	52
San Antonio	384	9-10 to 9-22	73	51
Total	1,536		311	195

As the schedule shows, a total of 1,536 interviews were conducted with Latino

respondents in the first wave, while 311 interviews were conducted in the second wave with a

different household member who was 16 years or older – allowing a comparison on the extent

of agreement on evaluations of the home language for each household member. Finally, 195

interviews were conducted in the third wave about 7 to 10 days following the second wave

interviews to evaluate temporal changes in the assessment of the home language of all

household members. Interviewers made up to three attempts to all of the 1,536 respondents to

complete the 311 interviews with a second household member, and up to three attempts to

complete the 195 interviews with either the first or second respondent. The full data collection

activity was completed on October 21, 2003.

Prior to conducting any data analyses, it was important to first check the distribution of gender, nativity and age in the study sample to determine whether **mathematical weighting** would be required**.** It is a general truism that females are more cooperative than males in most public opinion surveys, which leads to imbalances in the study samples. The <u>gender imbalance</u> is particularly problematic in studies involving Latinos, since Latino males are especially reluctant to participate in surveys and require more encouragement from a bilingual interviewer to share their views. Since past research confirms that Latinas spend more time viewing Spanish-language television programs than Latino males, a study that does not utilize gender weighting when needed might produce higher than expected estimates of Spanish-language television programs. Efforts to correct the potential gender imbalance by using quotas, i.e., 50 percent male and 50 percent female, are usually not recommended since quotas tend to distort the initial probabilities of selection.   Table 6 below presents the un-weighted counts and percentages for the 1,536 completed interviews, and the adjusted gender percentages after using the Census Bureau gender proportions as weights.

Table 6
Un-weighted and Weighted Gender Distribution

Market	Total	Un-weighted Percents				Weighted Percents*	
		Males		Females		Males	Females
		N	Pct.	N	Pct.	Males	Females
Los Angeles	384	159	41.4	225	58.6	50.7	49.3
New York	384	168	43.8	216	56.3	47.5	52.5
Miami	384	169	44.0	215	56.0	48.1	51.9
San Antonio	384	152	39.6	232	60.4	47.9	52.1

*Source: U.S. Census Bureau

As is readily apparent from Table 6 above, the proportion of females in the study was slightly higher when compared to the 2000 Census. The difference between the study and

Census female proportions varied by market: Los Angeles (9.3%), New York (3.8%), Miami (4.1%), and San Antonio (8.3%). The use of weights helps to remove the undue influence that females would have on the survey findings if weighting had not been used.

Nativity is yet another attribute that is often overlooked as a possible weighting variable in studies of Latinos, especially those employing a telephone methodology, which frequently yield higher proportions of foreign-born Latinos that one would expect from Census Bureau data. Like females, foreign-born Latinos are generally more cooperative in telephone surveys than native-born Latinos, which can also lead to over-estimates of media behavior. As Table 7 below reveals, the current study was no exception to this problem.

Table 7
Un-Weighted and Weighted Nativity Distribution

Market	Total	Un-weighted Percents				Weighted Percents*	
		Native		Foreign-Born			
		N	Pct.	N	Pct.	Native	For Born
Los Angeles	384	109	28.4	275	71.6	34.6	65.6
New York	384	129	33.6	255	66.4	44.5	55.5
Miami	384	70	18.2	314	81.8	19.2	80.8
San Antonio	384	261	68.0	123	32.0	79.7	20.3

Compared to the Census data, foreign-born Latinos in the study were over-represented as follows: Los Angeles (6.0%), New York (10.9%), Miami (1.0%), and San Antonio (11.7%). The over-representation of the foreign-born would likely be higher had our study excluded 16 to 17-year old Latinos, who are less likely to be foreign-born. Consequently, the nativity Census data was employed as a second weighting variable in the study. Since the Census nativity proportions that included Latinos who were 16 years or older were not readily available, we decided to use the nativity proportions in each market for Latinos that were 18 years or older, which still represents a conservative estimate of foreign-born Latinos in each market.

Finally, Table 8 below shows that the age distribution of the study sample approximated the age distribution from the Census 2000 for Latinos aged 16 years or older.

Table 8
Study vs. Census Age Distribution by Market

(Percents)

AGE	Los Angeles		New York		Miami		San Antonio	
	Study	*Census*	*Study*	*Census*	*Study*	*Census*	*Study*	*Census*
16-20	20.6	13.4	16.3	12.0	10.7	7.9	14.8	12.7
21-24	10.4	10.9	9.4	10.3	7.3	6.6	7.8	9.4
25-29	14.3	14.4	17.7	13.1	9.1	9.8	11.2	11.8
30-34	17.4	13.9	12	13.1	7.8	10.7	10.9	10.9
35-39	9.9	12.1	9.4	9.0	9.6	11.9	9.1	11.1
40-44	8.6	9.8	8.3	10.3	8.3	9.7	9.4	9.7
45-49	6.5	7.4	6	8.2	6.8	8.2	8.1	8.4
50-54	5.2	5.4	7.8	6.8	6.5	6.9	4.7	6.9
55-64	3.6	6.5	6.3	9.1	13.8	11.5	7.9	8.8
65 plus	3.5	6.3	6.8	8.1	20.1	16.9	16.1	10.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

With the exception of the 16-20 year-old group in the Los Angeles market, the two age distributions were sufficiently comparable, and no weighting by age was deemed necessary.

An explanatory note is necessary in regards to the **measurement of nativity**. The Census Bureau defines the foreign-born as persons who were not U.S. citizens at birth and born outside of the U.S., Puerto Rico or territories owned by the U.S., while natives are defined as persons that were born in the U.S., Puerto Rico or abroad of at least one parent who is a U.S. citizen. As mentioned earlier, citizenship status was not probed in the current study because of the potential negative effect that it would have on the willingness of Latino respondents to accept second and third follow-up calls. Nonetheless, Latinos in this study were defined as native-born if they were born in the U.S. or Puerto Rico, while the foreign-born were defined as Latinos who were born outside of the U.S., Puerto or other U.S.-owned territories.

All of the survey questions were cross-tabulated by key demographic variables, including DMA Market, Interviewing Language, respondent Home Language (Spanish-dominant, English-Dominant, Bilingual); Nativity (Native vs. Foreign-Born); Education (LT High School Graduate, HSG-Some College, College Graduate); Age (16-34 years, 35-49 years, 50 plus year and Gender. In the home language definition, our use of the term "Bilingual" corresponds to the term "Spanish/English Equally" by Nielsen Media Research. The survey tabulations are included in Appendix D of this report.

IV.   **STUDY FINDINGS**

The study findings are organized into five distinct sections:

- Characteristics of the study sample

- Reliability of the home language, nativity and other alternative measures

- Language characteristics

- Access to Programming

- Television viewing behavior

- Estimates of Latinos viewing The George Lopez Show

- Estimate of Latino expenditures on entertainment

- Implications of generational shifts for future television viewing audiences

The reader will discover that many of the charts that follow present several data items in each chart in order to facilitate the comparison of the study findings across the four geographic markets and nativity.

Characteristics of the Study Sample

Age Distribution: As noted earlier, the overall age distribution of the study sample by market corresponded well with the 2000 Census age distribution for this age group. The presence of younger Latinos (16-20 years old) was higher in Los Angeles, New York and San Antonio, while the proportion of Latinos who were 55 years or older was greater in the Miami and San Antonio markets (Figure 2 below).

Figure 2: Age Distribution by Market
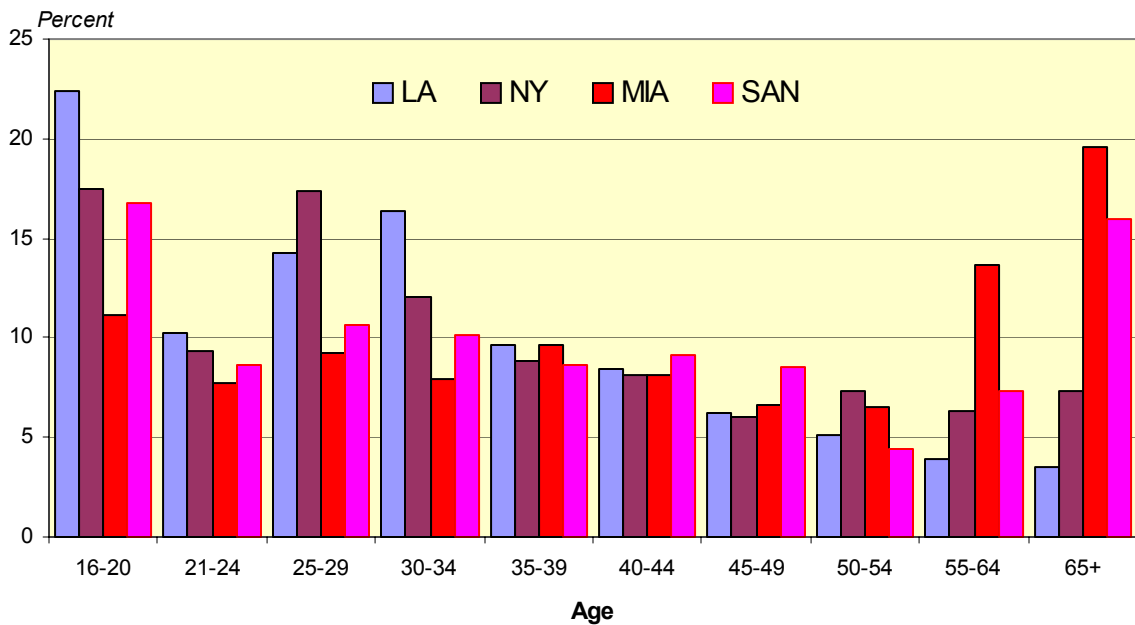
Latino Identity. The identity that Latinos chose varied considerably by market and nativity. As shown by Figure 3 below, Latinos identified as Mexican more frequently in Los Angeles (54.5%) and San Antonio (27.7%), while a Mexican-American identity was especially popular in San Antonio (67.7%).   Nativity also factors into the identities selected. Nearly half (49.7%) of the native-born Latinos identified as Mexican-Americans, while foreign-born Latinos were more likely to identify as Mexican (39.2%) or other Latino subgroups (39.1%).

These ethnic identities are similar to the ones provided in the 2000 Census questionnaire.

Figure 3: Latino Identity by Market and Nativity
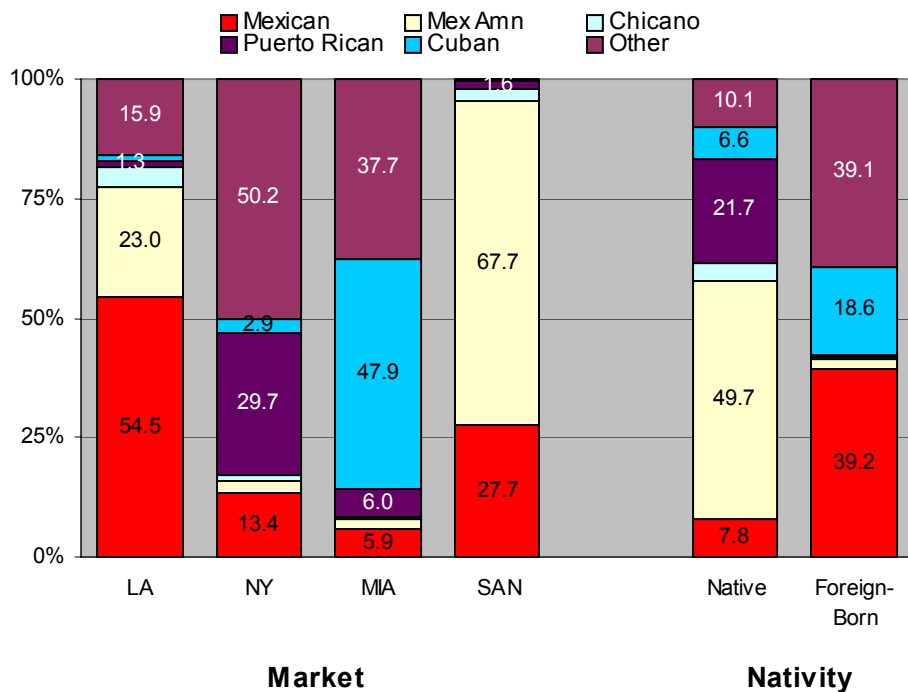
Nativity. As pointed out earlier, the nativity of Latino respondents varied greatly among the four markets. Figures 4 and 5 below further illustrate the generational gap in the nativity of the respondents and their parents. Native-born parents represented a relatively small proportion in each of the markets except San Antonio, where at least half of both parents were native born.

Figure 4: Nativity of Father by Market
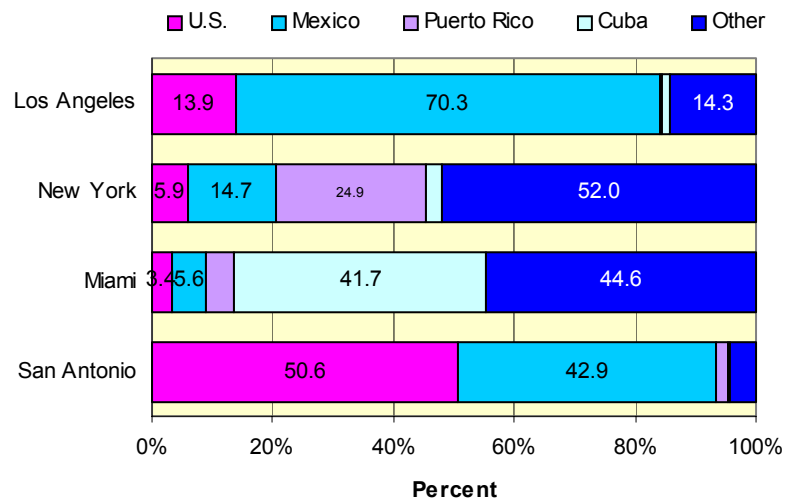
Figure 5: Nativity of Mother by Market
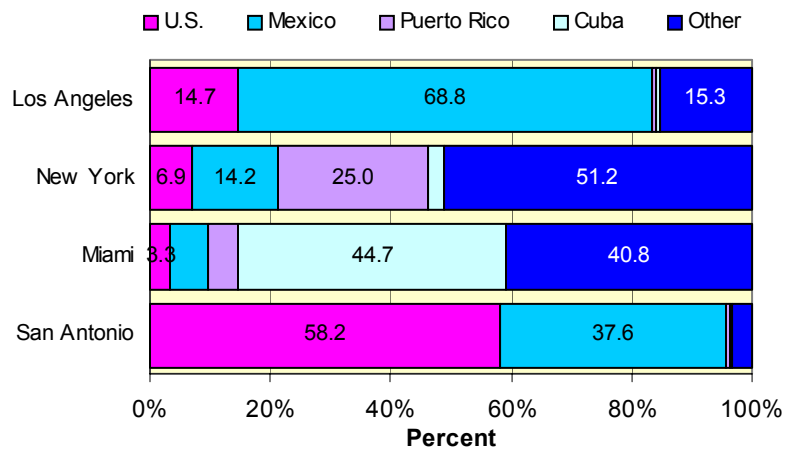
Generational Status. The nativity of the respondent and their parents was utilized to determine the generational status of the survey respondents. Generational status is typically defined as follows:

- **First generation**: Respondent was born outside the United States, its territories or possessions.

- **Second generation**: Respondent was born in the United States with at least one foreign-born parent. U.S. citizens by birth.

- **Third generation**: Respondent was born in the United States with both parents also born in the United States. U.S. citizens by birth.

Citizenship status was not included in our classification for the reasons discussed earlier. Nonetheless, Table 9 below illustrates the generational status for our study sample as compared to another national survey of U.S. Latino adults.

Table 9
Generational Status of Study Sample

Generation	Study Sample	Pew Study*
First	56%	63%
Second	21%	19%
Third	23%	17%
Total	100%	100%

*2002 National Survey of Latinos, Pew Hispanic Center, 2002

Nearly six in ten respondents (56%) were classified as first generation Latinos, over two in ten (21%) were in the second-generation group, while nearly one-quarter (23%) were in the third-generation category. The lower proportion of first-generation Latinos in this study stems in part from the inclusion of 16 to17 year-old Latinos while the Pew Study included only Latino adults.

Length of U.S. Residency. Foreign-born Latinos lived in the U.S. an average of 15.5 years, compared to 32.7 years for native-born Latinos (Figure 6 below). The average residency of San Antonio Latinos (34.3 years) was considerably higher than Latinos in Los Angeles (18.7 years), New York (19.4 years), and Miami (20.3 years).

Figure 6: Average Years of U.S. Residency by Market and Nativity
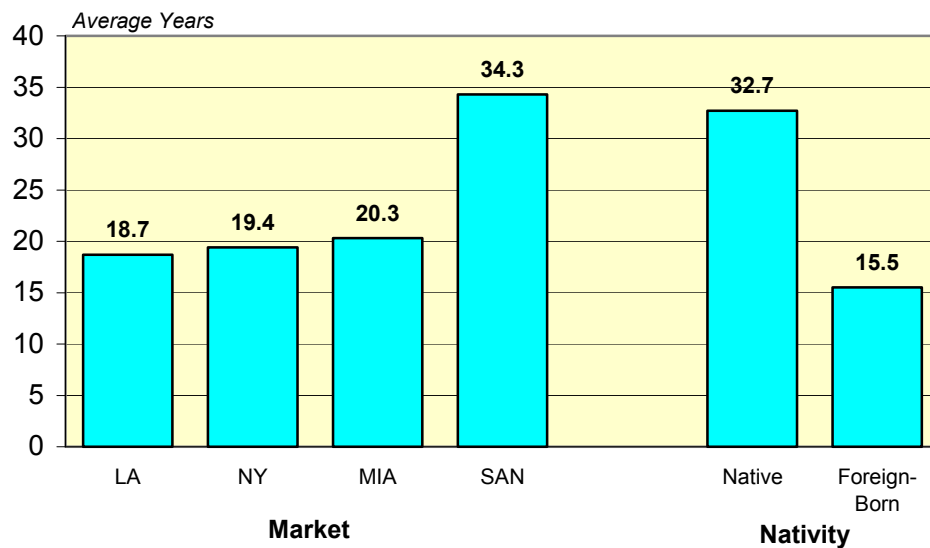
In markets like San Antonio, whose growth has been less dependent upon immigration than natural increase, the language and media behavior of Latinos becomes increasingly dependent upon English over time.

Educational Attainment. Educational attainment continues to be a major challenge for Latinos (Figure 7 below). The lack of a high school degree was higher among Latinos in Los Angeles (57.0%) than New York (39.4%), Miami (34.3%) or San Antonio (37.3%). The foreign-born were more likely (49.3%) than native-born Latinos (33.0%) to lack a high school degree.

**Figure 7: Educational Attainment
by Market and Nativity**
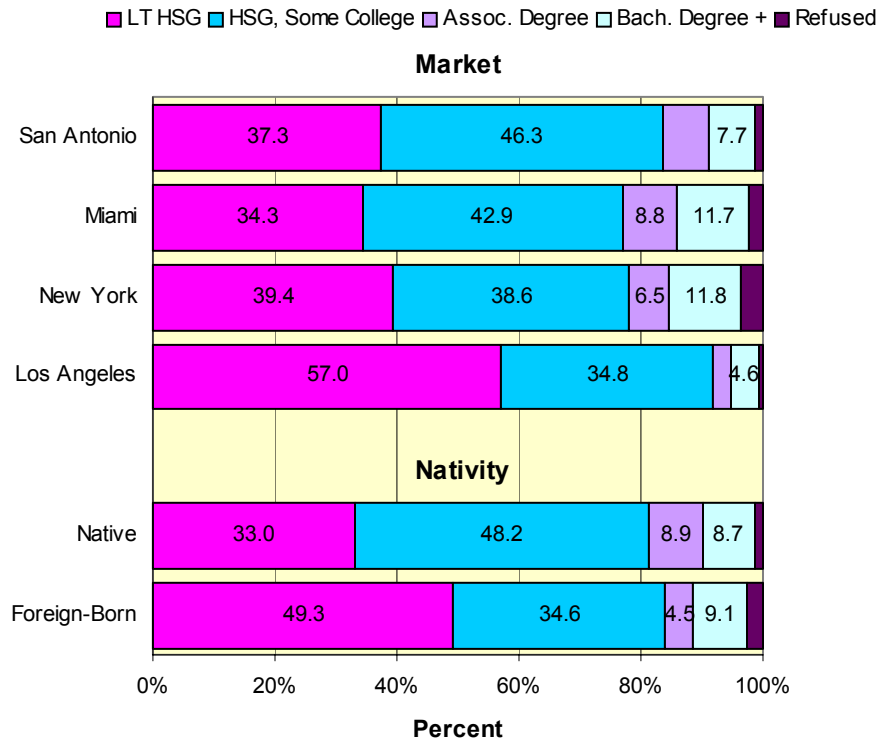
In the context of efforts to measure media behavior, the lower educational attainment of Latinos, especially the foreign-born, significantly challenges the task of obtaining accurate measurements of Latino media behavior when the measurement activity involves written records.

Tenure. Homeownership was a reality to half (50.2%) of the native-born and slightly over one-third (34.0%) of foreign-born Latinos (Figure 8 below). As a point of comparison, the homeownership rate was 45.7 percent for U.S. Latinos and 72.4 percent for non-Latino whites (Census 2000).

Figure 8: Tenure by Market and Nativity
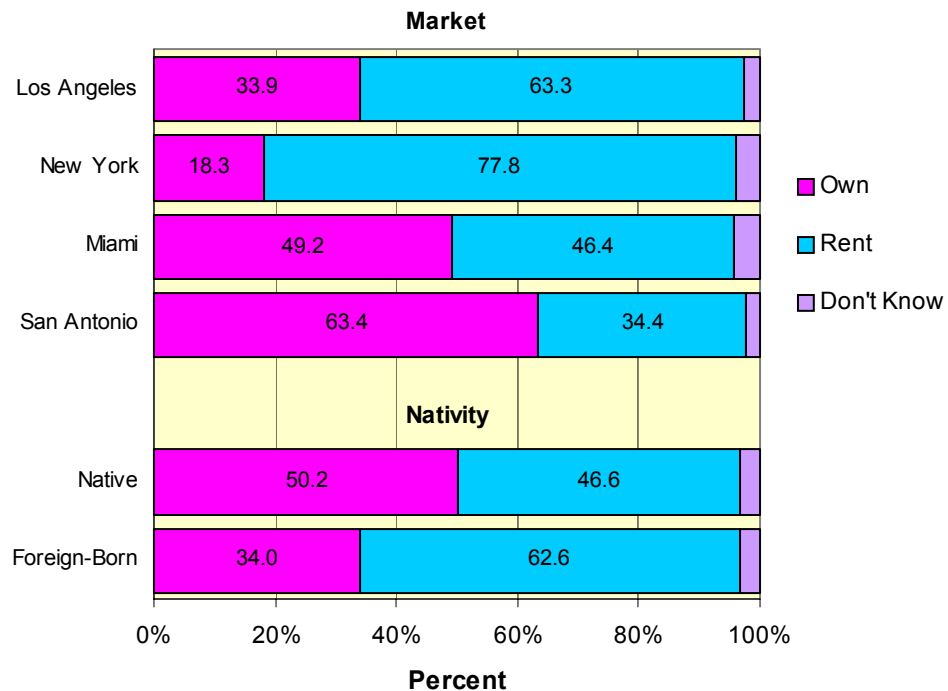
San Antonio Latinos revealed the highest homeownership rate (63.4%), followed further behind by Miami (49.2%), Los Angeles (33.9%), and New York (18.3%).

The high concentration of renters in some markets poses a major challenge for Nielsen Media Research's data collection efforts, which require stable measurements over time from participating households.

Household Income. Although one-third (32.6%) of the Latinos in the study refused to disclose their household income, which was twice as high as usually experienced in studies of Latinos. The high refusal rates on household income undermine efforts to make inferences about variations by market or nativity (Figure 9 below). Nonetheless, one can readily see that the proportion of native-born Latino households that earned $30,000 or more (42.1%) was higher than foreign-born households (27.3%).

Figure 9: Household Income by Market and Nativity
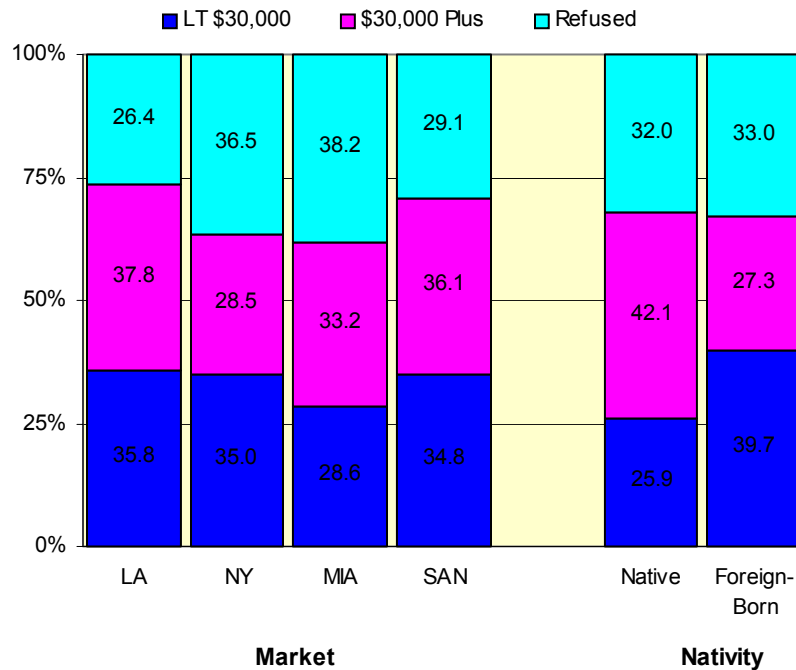
Reliability of the Home Language, Nativity and Alternatives

Since the recent announcement by Nielsen Media Research that they planned to weight the Hispanic television audience ratings by their measure of home language usage, some concern has surfaced about the desirability of using a weighting variable that has not been thoroughly evaluated. The need for the weighting by home language stems from the difficulties experienced by the Nielsen field team in recruiting Spanish-dominant Latino households to become part of their people meter and diary households. To compensate for the uneven participation of such households, Nielsen Media Research proposes to weight the Latino television ratings by an index of home language usage that is derived by factoring the language usage of all members of the household who are two years or older. The universe estimates for classifying Latino households by home language are derived from another series of telephone interviews by Nielsen Media Research.

To demonstrate the potential problems in using the Nielsen home language measure to classify Latino households, we conducted a short interview with a second member of each household that we surveyed and asked them to evaluate the home language usage of the same household members that were previously evaluated by the first respondent. For each household member, Table 10 on the following page presents the number of comparisons made, the percent of agreement between the two household members for the full language scale (5 groups) and the collapsed language scale (3 groups). One would expect the agreement rates to be higher for the three-group scale than the five-group scale since fewer categories are involved. The purpose of this analysis was to determine how likely it was for two different household members to agree on the home language spoken by each member of the household.

Table 10
Agreement Rates Between Two Household Members
For Measures of Home Language

Household Member	No. Comparisons	Percent Agreement	
		Full Language Scale	Collapsed Language Scale
Person 1	311	60.8	82.6
Person 2	308	57.1	79.9
Person 3	221	53.8	67.4
Person 4	144	49.3	68.8
Person 5	80	52.5	70.0
Person 6	38	47.4	60.5
Person 7	13	30.8	53.8
Person 8	4	50.0	50.0
Person 9	3	100.0	100.0
Person 10	1	50.0	100.0

For example, in regards to Person 2 in Table 10, we conducted an interview with 308 respondents on the first interview and 308 <u>different</u> household members on the second interview. In rating the home language of Person 2, the language ratings from these two respondents had an agreement rate of 57.1 percent using the full language scale (5 categories), and an agreement rate of 79.9 percent using the collapsed language scale (3 categories). The agreement rates decrease as the number of household members increase and illustrates the highly subjective nature of the language categories derived by Nielsen Media Research. The potential for misclassification of Latino households looms large, especially given Nielsen Media Research's recent announcement that they plan to include the home language of all eligible members of the household in their household language classification formula.

Since the classification of Latino households on measures of home language may occur at different points in time among household members, we were curious to determine the agreement rates on home language measures once a week to ten days had passed. Consequently, we contacted the household a third time and asked to speak to either one of the two household members that we had previously interviewed. We were successful in interviewing 195 respondents and asking them to evaluate the home language of all household members again. Table 11 below presents the results of these comparisons.

Table 11
Agreement Rates on Measures of Home Language
After One Week: Contact 1 vs. Contact 3

Household Member	No. Comparisons	Percent Agreement	
		Full Language Scale	Collapsed Language Scale
Person 1	195	63.1	45.1
Person 2	193	57.5	49.7
Person 3	136	51.5	35.3
Person 4	88	52.3	30.7
Person 5	49	40.8	30.6
Person 6	23	47.8	30.4
Person 7	9	33.3	11.1
Person 8	2	50.0	50.0
Person 9	2	0.0	0.0
Person 10	1	100.1	100.0

Considering only the language assessment for the first three members of the household, it seems clear that agreement rates on home language measures are also influenced by the simple passage of time.

We also compared the agreement rates on the <u>nativity</u> of the survey respondent and both parents during the same contacts previously described for home language.   As Table 12 below shows, the agreement rates were decidedly higher (80 to 90 percent) for each household member than the agreement rates for home language, regardless of whether the evaluation was made initially in the survey or seven to ten days later.

Table 12
Agreement Rates on Nativity of Selected Household Members:
Contact 1 vs. Contact 2 and Contact 1 vs. Contact 3

Household Member	Contact 1 vs. Contact 2		Contact 1 vs. Contact 3	
	No. Comparisons	Percent Agreement	No. Comparisons	Percent Agreement
Self	310	81.7	193	91.2
Father	310	83.5	193	88.1
Mother	310	88.7	193	90.2

Given the instability of the home language measure, what other alternatives are available to serve as potential weighting variables? The choice of a potential weighting variable to adjust Latino television ratings should be carefully evaluated since it may inadvertently introduce a bias in the development of television audience estimates. At least three factors should be considered in the choice of a weighting variable. First, the variable should be a <u>consistent and stable measure</u>. Our preliminary analyses have shown that the Nielsen home language measure is not very stable when used to evaluate the language of Latino household members. Secondly, the variable should be created by a process that is <u>independent of the measurement process where it will be used</u>.   Indeed, the potential weighting variable could also be biased if created by a biased measurement process. Lastly, the weighting variable should

have a <u>relationship to the behavior being measured</u>, i.e., television viewing behavior, that is meaningful.

We considered three variables that could potentially serve the purpose of weighting the television ratings: <u>nativity</u>, <u>years of U.S. residency</u>, and the <u>ability to understand English</u>. Aside from being attributes included in this study, these variables are also readily available for all geographic areas of the U.S and produced by a totally independent process, i.e., the Census Bureau. Moreover, the Census collects this information for all members of the household. The extent to which these variables were related to television viewing behavior, however, was not known.

To explore the relationship of these three variables to television viewing behavior, we conducted eight regressions using two independent variables: total number of weekly hours viewing English-language television (weekday and weekend) and total number of weekly hours viewing Spanish-language television. The independent variables were regressed <u>individually</u> on both independent variables since we were attempting to establish their relationship with television viewing behavior without the influence of highly inter-correlated variables. Table 13 on the following page provides a description of the variables included in the regression analyses.

Table 13

Regression Variables

Regression Variables	Survey Question	Description
Dependent Variables		
ENGHRWK	Q20 Average weekday hours viewing English-language television, Q23 Average weekend hours viewing English-language television	(Q20*5) + (Q23*2)
SPNHRWK	Q21 Average weekday hours viewing Spanish-language television, Q24 Average weekend hours viewing Spanish-language television	(Q21*5) + (Q24*2)
Independent Variables		
NATIVITY	Q45 Country of birth of survey respondent	Native = 1, Foreign-born = 0
HLANG	Q25a Home language usage of survey respondent	1=Only Spanish, 2=Mostly Spanish, Some English, 3=Spanish & English Equally, 4=Mostly English, Some Spanish, 5=Mostly English
UNDENGL	Q26a Ability to understand English	1=Very well, 2=Well, 3=Not Well, 4=Not at All
YRSUS	Q48 Years living in U.S.	

In using ENGHRWK and SPNHRWK as independent variables, we assumed that the ideal independent variable would have the ability to predict usage levels for both English-language and Spanish-language television. Table 14 on the following page summarizes the results of these eight regressions.

Table 14
Regressions of English and Spanish-language Television Viewing
with Potential Weighting Variables

Regression No.	No. Observations	Dependent Variable	Independent Variable	Multiple R	R^2	Probability of F-Ratio	S.E.
1	1515	ENGHRWK	HLANG	.4688	.2197	.0000	12.63
2	1515	ENGHRWK	NATIVITY	.4566	.2085	.0000	12.72
3	1506	ENGHRWK	YRSUS	.2673	.0715	.0000	13.78
4	1506	ENGHRWK	UNDENGL	.4983	.2430	.0000	12.40
5	1515	SPNHRWK	HLANG	.4197	.1728	.0000	13.61
6	1515	SPNHRWK	NATIVITY	.3297	.1087	.0000	14.13
7	1506	SPNHRWK	YRSUS	.1600	.0256	.0000	14.78
8	1506	SPNHRWK	UNDENGL	.4341	.1884	.0000	13.49

Regressions 1-4, related to <u>English-language television viewing hours</u>, show that the proportion of variance explained (R^2) was higher for understanding English (.2430), slightly lower for home language (.2197) and nativity (.2085), and lowest for years of U.S. residency (.0715). The standard error of estimate (S.E.), which should be minimized, was the lowest for understanding English (12.40), and somewhat higher for home language (12.63), nativity (12.72), and years of U.S. residency (13.78).

Regressions 5-8, related to <u>Spanish-language television viewing hours</u>, show that the proportion of variance explained (R^2) was comparable for understanding English (.4341) and home language (.4197), lower for nativity (.3297), and worse for years of U.S. residency (.1600). The standard error of estimate (S.E.) was the lowest for understanding English (13.49), and higher for home language (13.61), nativity (14.13), and years of U.S. residency (14.78).

Although exploratory, the results of these regressions suggest that the <u>ability of Latinos to understand English</u> and their <u>nativity</u> could serve as meaningful substitutes for the Nielsen home language measure as potential weighting variables to adjust Latino television ratings.

Moreover, these two variables are available from the Census Bureau for all geographic areas throughout the U.S.

Language Characteristics

In this section, we first describe the language characteristics of the study sample using the home language measure utilized by Nielsen Media Research, followed by an evaluation of the distinctiveness of the language categories.

For each household, we asked respondents to evaluate their own home language usage as well as other members of the household. The previously described categories collapsed into three groups in the interest of simplicity. Figure 10 below presents the evaluation of home language usage by the survey respondents for each member of their households. For each person, we also present the number of respondents who answered the language question for that household member in parentheses. For example, 491 respondents provided a language assessment for a fourth member in the household.

Figure 10: Home Language of Household Members
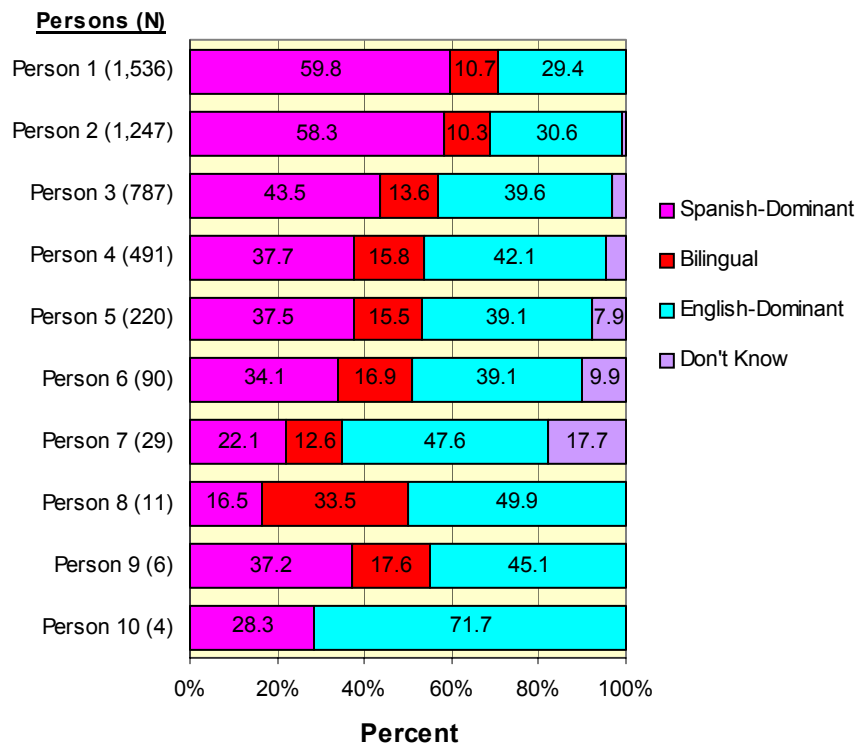
The household language information suggests that language usage in Latino households varies as the number of household members increases. Interestingly, the usage of English at home <u>increases</u> as the households become larger, while the usage of Spanish <u>decreases</u>.

With a focus only on households with four or less household members (Figure 11), it seems clear that the Spanish-dominant category among foreign-born Latinos decreases from a high of 86.4 percent for Person 1 to a low of 53.6 percent for Person 4. By contrast, the English-dominant category remains high among native-born Latinos, ranging from 57.6 percent for Person 1 to 62.4 percent for Person 4.

Figure 11: Home Language of Selected Household Members by Nativity

	Spanish-Dominant	Bilingual	English-Dominant	Don't Know
Person 1 Native	26.8	15.6	57.6	
Foreign-Born	86.4	6.9	6.6	
Persons 2 Native	32.2	11.8	55.2	
Foreign-Born	78.9	9.2	11.2	
Persons 3 Native	24.8	10.6	61.2	
Foreign-Born	58.3	15.8	22.5	
Persons 4 Native	18.2	16.0	62.4	
Foreign-Born	53.6	15.7	25.5	

Percent
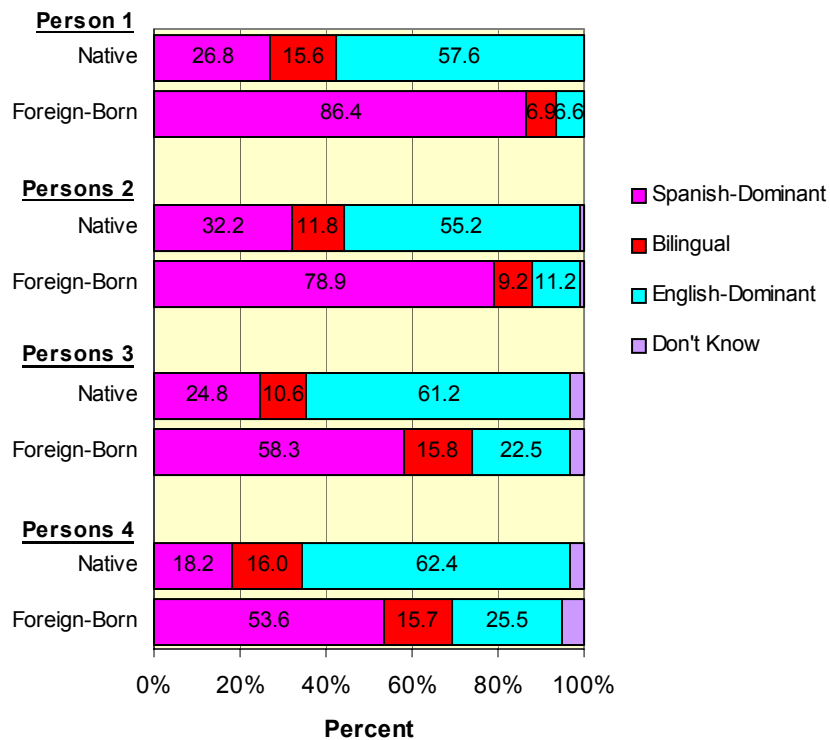
The language that Latinos spoke at home also varied by the particular market where they resided (Figure 12). The Spanish-dominant segment was clearly substantial for the first two household members in Los Angeles, New York and Miami while decreasing for the third and fourth members. Household members in San Antonio, however, were more highly concentrated in the English-dominant group for all four household members.

Figure 12: Home Language of Selected Household Members by Market

Person 1	Spanish-Dominant	Bilingual	English-Dominant
Los Angeles	66.2	7.7	26.1
New York	59.6	13.2	26.9
Miami	80.0	7.0	13.0
San Antonio	33.3	15.1	51.6

Persons 2			
Los Angeles	61.6	9.6	28.2
New York	60.3	11.5	27.4
Miami	74.5	9.1	15.4
San Antonio	37.5	11.2	50.8

Persons 3			
Los Angeles	42.0	13.6	41.9
New York	43.0	18.8	32.7
Miami		9.9	22.7
San Antonio	28.7	11.8	56.0

Persons 4			
Los Angeles	38.7	16.5	40.3
New York	44.8	14.7	36.1
Miami	53.3	10.5	32.4
San Antonio	19.6	19.5	56.4

Legend: Spanish-Dominant, Bilingual, English-Dominant, Don't Know

Percent

Aside from the traditional measures of home language usage, the ability to understand a language is particularly important in regards to viewing television (Figure 13 below). Indeed, one may not be able to speak or write a language very well, but still be able to watch a television program if they are able to understand the language.

Figure 13: Ability to Understand English by Market and Nativity
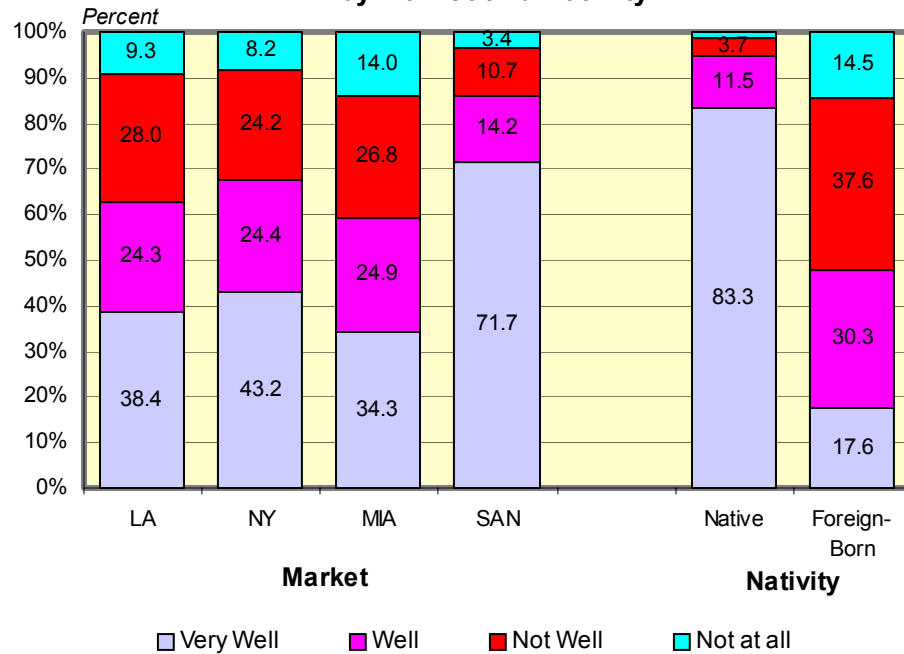
The ability to understand English was fairly constant across the Los Angeles, New York and Miami markets, while San Antonio Latinos were nearly twice as likely to understand English "very well" as Latinos in the other markets. The ability to understand English is intimately tied to nativity: over eight in ten (83.3%) of the native-born Latinos understood English "very well" compared to less than two in ten (17.6%) of the foreign-born Latinos.

By contrast, Latinos revealed decidedly greater ability to understand Spanish than English (Figure 14). The proportions of Latinos who understood Spanish "very well" were high in Los Angeles (61.3%), New York (75.7%), Miami (83.4%) and San Antonio (62.2%). Not surprisingly, foreign-born Latinos were considerably more likely (81.2%) than native-born Latinos (57.5%) to state that they understood Spanish "very well."

Figure 14: Ability to Understand Spanish by Market and Nativity

	Very Well	Well	Not Well	Not at all
LA	61.3	30.1	8.1	
NY	75.7	19.5	4.4	
MIA	83.4	13.9	2.5	
SAN	62.2	29.1	8.0	
Native	57.5	30.5	11.4	
Foreign-Born	81.2	17.2		

Market   Nativity

□ Very Well   ■ Well   ■ Not Well   ■ Not at all
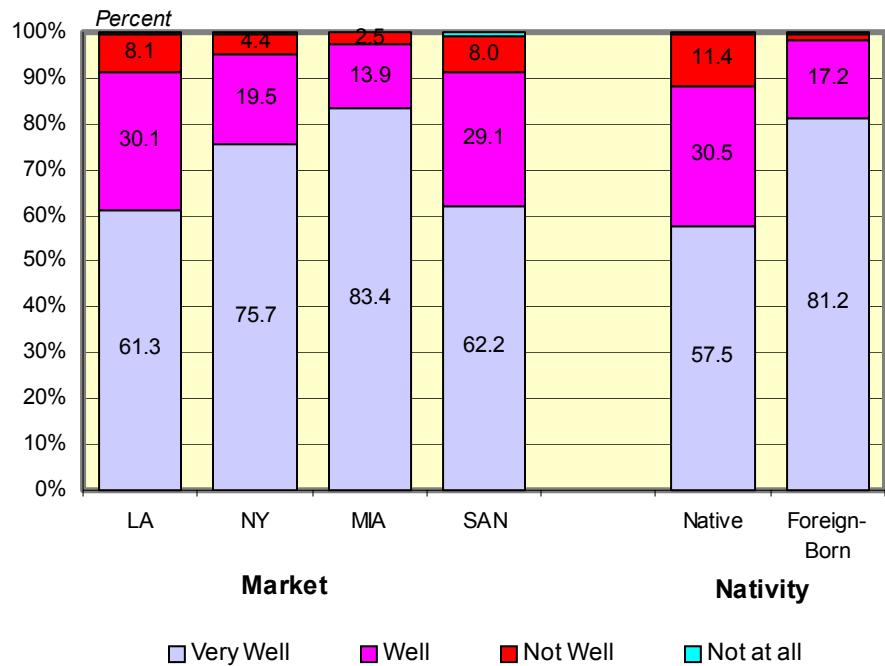
To be useful, the home language measure should define groups that are fairly distinct. To address this issue, Table 15 below presents a profile of the three home language groups with selected language, nativity and media attributes. While the comparison shows that the Spanish-dominant and English-dominant groups were quite distinct along most of these attributes, the Bilingual group appeared less distinctive and more likely than the English-Dominant group to understand Spanish "very well," use SAP with television, and view Spanish-language television.

Table 15
Profile of Home Language Groups by Language,
Nativity, and Media Behavior

Characteristics	Home Language Group		
	Spanish-Dominant	English-Dominant	Bilingual
Language Behavior			
Understand English "very well"	21.7	90.8	61.6
Understand Spanish "very well"	81.1	50.2	68.9
Use SAP "very often" or "often"	31.2	7.6	23.1
Pct. Interviewed in Spanish	85.5	11.6	45.1
Pct. Interviewed in English	14.5	88.4	54.5
Nativity			
Pct. Native-Born	20.1	87.5	64.7
Pct. Foreign-Born	79.9	12.5	35.3
Media Behavior			
Pct. Frequently View Spanish-Language Networks	80.6	25.6	58.2
Pct. Frequently View English-Language Networks	45.6	77.7	69.2
Pct. Watched English-Language TV Network Most Often During Past Month	22.0	76.3	50.6
Pct. Watched Spanish-Language TV Network Most Often During Past Month	69.2	11.7	39.1

The Bilinguals, which represented about 11 percent of the total sample, consisted mostly of native-born Latinos (64.7%) with a rather mixed language and media profile. The inability of the Bilingual category to clearly differentiate Latinos in terms of their language and media

behavior could be problematic when using the home language measure to classify Latino households into distinct language categories. Of course, Nielsen uses the home language information from more than one household member to classify households, suggesting that the problem associated with an unreliable home language measure could be multiplied as more household members are considered.

To further demonstrate the potential for misclassifying Latino households using Nielsen's home language scale, we conducted a **discriminant analysis** which is a multivariate procedure that uses available characteristics to predict membership in a particular group and determines which of these characteristics are more important in distinguishing among the groups (Table 16 below). The procedure allows us to address two questions: Are the three language groups truly unique when compared along language, demographic and media characteristics? If so, which of these characteristics are more effective in differentiating Latinos into the language groups? Following is a description of the variables included in the discriminant analysis:

Table 16
Variables Included in Discriminant Analysis

Variables	Coding
Dependent Group Variable	
Respondent Home Language	1 = Spanish-Dominant
	2 = English-Dominant
	3 = Bilingual
Independent Variables	
Gender	1 = Male, 0 = Female
Interviewing language	1 = Spanish, 0 = English
Age	1 = 35 yrs +, 0 = LT 35 yrs
U.S. Residency	Continuous variable
Education	1 = College graduate 0 = Non-college graduate
Nativity of Respondent	1 = US-born, 0 = Foreign-born
Number of English-Language TV Hours Viewed Per Week	0 to 125 hours
Number of Spanish-Language TV Hours Viewed Per Week	0 to 125 hours
Ability to Understand English	1 = Very well, well, 0 = Not well, not at all
Ability to Understand Spanish	1 = Very well, well, 0 = Not well, not at all

The results of the discriminant analysis are provided in the following three tables. Table 17 below presents the tests of equality of group means along each of the variables included in the equation.

Table 17
Tests of Equality of Group Means

Variable	Wilks' Lambda	F	Df1	Df2	Sig.
Gender	.999	.518	2	1490	.596
Age	.991	.6923	2	1490	.001
US Residency	.831	151.355	2	1490	.000
Education	.992	6.161	2	1490	.002
Nativity	.611	474.402	2	1490	.000
English Weekly TV Hours Viewed	.827	156.278	2	1490	.000
Spanish Weekly TV Hours Views	.878	103.409	2	1490	.000
Understand English	.742	258.972	2	1490	.000
Understand Spanish	.910	73.834	2	1490	.000

Of importance initially are the values of Wilks' Lambda and the column labeled "Sig." A Lambda value of 1.0 would mean that there were no group differences on that variable, while a smaller value of Lambda suggests better separation among the groups. The variable with the smallest value of Lambda was Nativity (.611), followed by Understand English (.742) and English Weekly TV Hours Viewed (.827). The non-significant value for Gender (.999) suggests that Gender contributes little information to distinguish the language groups. Table 18, which follows, presents the standardized discriminant function coefficients, which provide information about the relative importance that each variable contributes to the group differences.

Table 18
Standardized Discriminant Function Coefficients

Variable	Discriminant Function	
	1	**2**
Gender	-.71	-.059
Age	-.024	.130
U S Residency	.212	.328
Education	.058	-.192
Nativity	.554	-.375
English TV Hours Viewed Weekly	.236	.227
Spanish TV Hours Viewed Weekly	-.220	.242
Understand English	.322	.590
Understand Spanish	-.242	.599

In a three-group discriminant analysis, the procedure produces two discriminant functions that are linear combinations of the variables. The first discriminant function explained the majority of the variance (96.4%) of the group differences, while the second discriminant function explained a much smaller proportion (3.6%). Although both functions were statistically significant, we will focus our discussion only on the first function. The negative and positive signs have no significance for the moment since they reflect the coding decisions made earlier. The coefficients clearly show that Nativity (.554) played are much larger role in distinguishing the language groups than any other variable, and was followed in importance by the ability to understand English (.322) and Spanish (-.242). Interestingly, it appears that gender, age and education played a minimal role in the group separation. Finally, Table 19 below presents the classification results for the discriminant analysis, which provides a picture of how well the results of our analysis would predict the membership of Latinos into one of the three language groups.

Table 19
Classification Results

	Language Group	Predicted Group Membership			
		Spanish Dominant	*English Dominant*	*Bilingual*	*Total*
Original Count	SD	773	105	109	987
	ED	26	303	63	392
	Bilingual	42	64	50	156
Percent	SD	**78.3**	10.6	11.0	100.0
	ED	6.6	**77.3**	16.1	100.0
	Bilingual	26.9	41.0	**32.1**	100.0

*73.4% of original grouped cases were correctly classified.

The predicted group membership is somewhat inflated because it was based on the study respondents. If the same predictive formula were used on a new sample of respondents, however, the classification results could be expected to be lower. Nonetheless, the characteristics employed in the analysis resulted in a correct classification rate of 73.4 percent. More importantly, however, one can see that only 32.1 percent of the Bilingual Latinos were correctly classified, while the correct classification rates for the Spanish Dominant (78.3%) and English Dominant (77.3%) Latinos were distinctly higher. The findings suggest that the Bilingual (or Spanish & English equally) language group is not a unique category and inconsistently used by Latinos to describe their language usage as well as the language usage of other household members. Moreover, the analysis underscores the importance of nativity in defining the language groups, as well as the ability to understand English and Spanish.

Access to Programming

Number of Television Sets. The number of households with one to two television sets was comparable across the different markets with the exception of New York where six in ten (60.6%) Latinos had one to two television sets. Native-born Latinos were more likely (44.7%) than the foreign-born (35.3%) to have three to four television sets.

Figure 15: Number of Televsion Sets in Household by Market and Nativity

Market	1 to 2 Sets	3 to 4 Sets	5+ Sets
Los Angeles	51.7	40.8	7.5
New York	60.6	35.8	3.6
Miami	52.7	41.0	6.3
San Antonio	50.9	40.3	8.8

Nativity	1 to 2 Sets	3 to 4 Sets	5+ Sets
Native	46.9	44.7	8.4
Foreign-Born	59.8	35.3	4.9

Percent
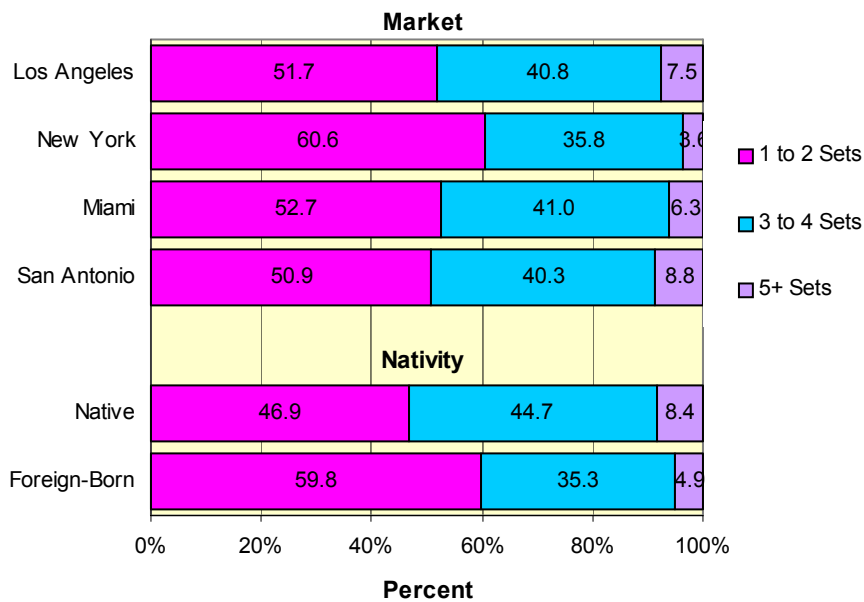
The increased number of television sets among native-born Latinos points to the increased likelihood that family members view different television programs.

Reception of Spanish-Language Programming. Spanish-language television

programming was available to a majority of the Latinos in all four markets (Figure 16 below).

Reception of Univision varied from 80.0 percent in Los Angeles to 94.0 percent in New York.

The availability of the Telemundo network ranged from 73.8 percent in Los Angeles to 86.9

percent in Miami. About six in ten respondents had access to Telefutura in all markets except

San Antonio, where it was received by only three in ten respondents. Access to Galavision was

more limited since cable or satellite subscription was required for its reception, while the Azteca

network was received by nearly three in ten Latinos in Los Angeles while its audience was

minimal in the other three markets.

Figure 16: Spanish-Language Networks Received by Market
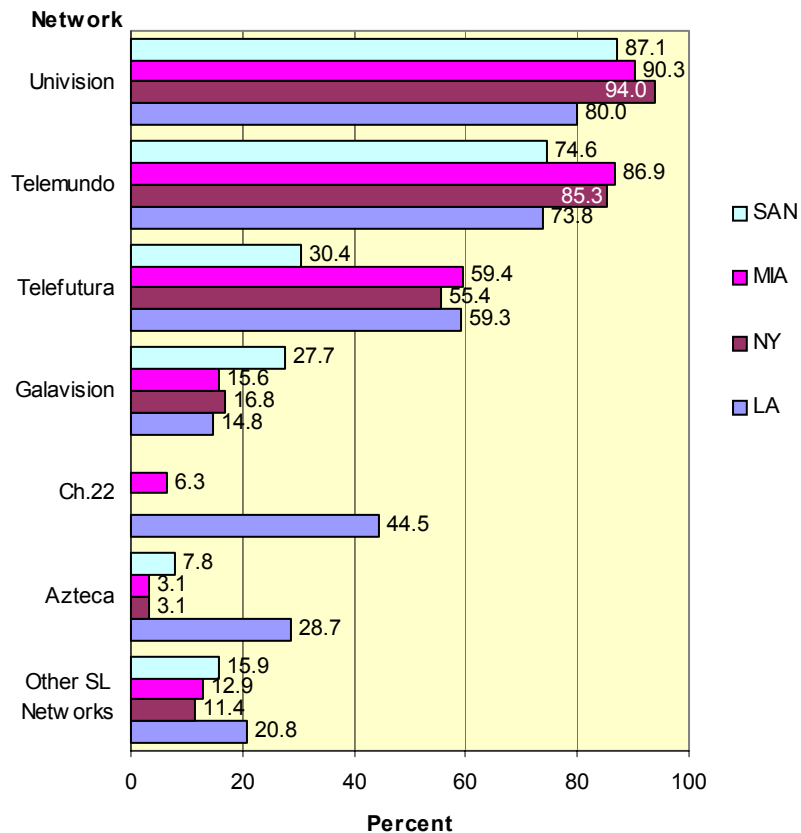
Percents based on
multiple responses

Cable Television Penetration. Cable penetration was the lowest in Los Angeles (39.9%) while nearly six in ten households had access to cable in the other three markets (Figure 17 below). Native-born Latinos were more likely (60.3%) than the foreign-born (49.1%) to subscribe to cable television.

**Figure 17: Cable Television Penetration Rates
by Market and Nativity**

Percent Subcribers

	LA	NY	MIA	SAN		Native	Foreign-Born
Value	39.9	59.0	58.4	59.2		60.3	49.1

Market   **Nativity**
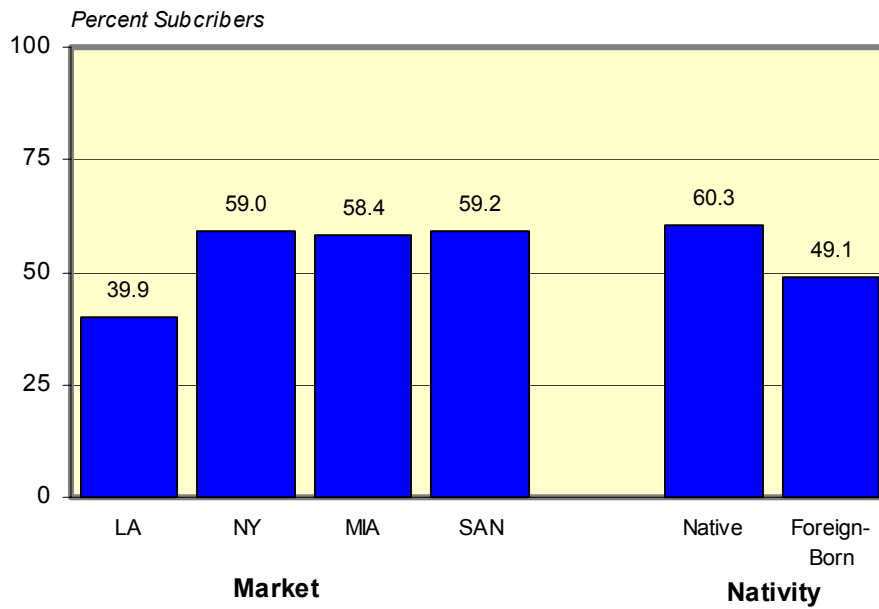
Satellite Television Penetration. Satellite television was considerably less popular among Latinos than cable television (Figure 18 below). Subscription to satellite television was the lowest in San Antonio (11.7%), followed by New York (14.3%), Miami (20.5%), and Los Angeles (21.0%). Satellite television access was comparable for native-born Latinos (16.8%) and the foreign-born (17.0%).

**Figure 18: Satellite Television Penetration Rates
by Market and Nativity**
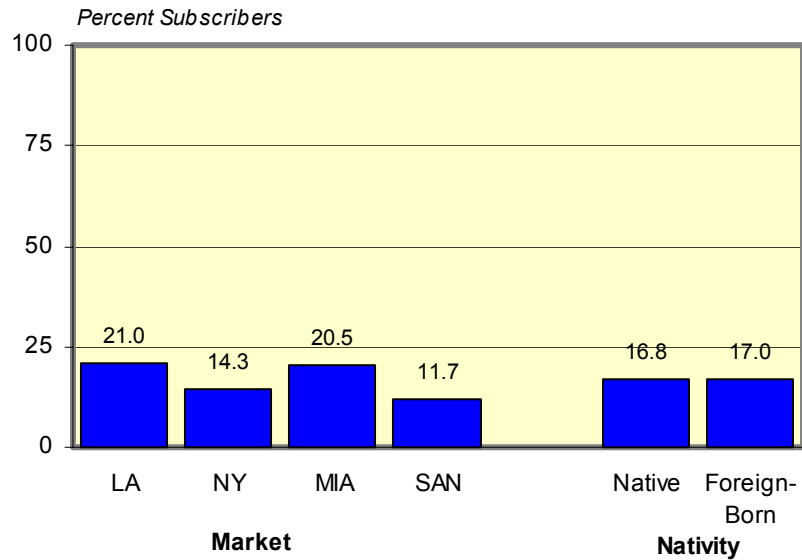
Subscription to Premium Movie Channels. Among the four major premium movie channels, HBO was the more popular choice among Latinos in all four markets (Figure 19 below). Native-born Latinos were more likely to subscribe to HBO than the foreign-born.

**Figure 19: Subscription Rates to Selected
Premium Movie Channels by Market and Nativity**
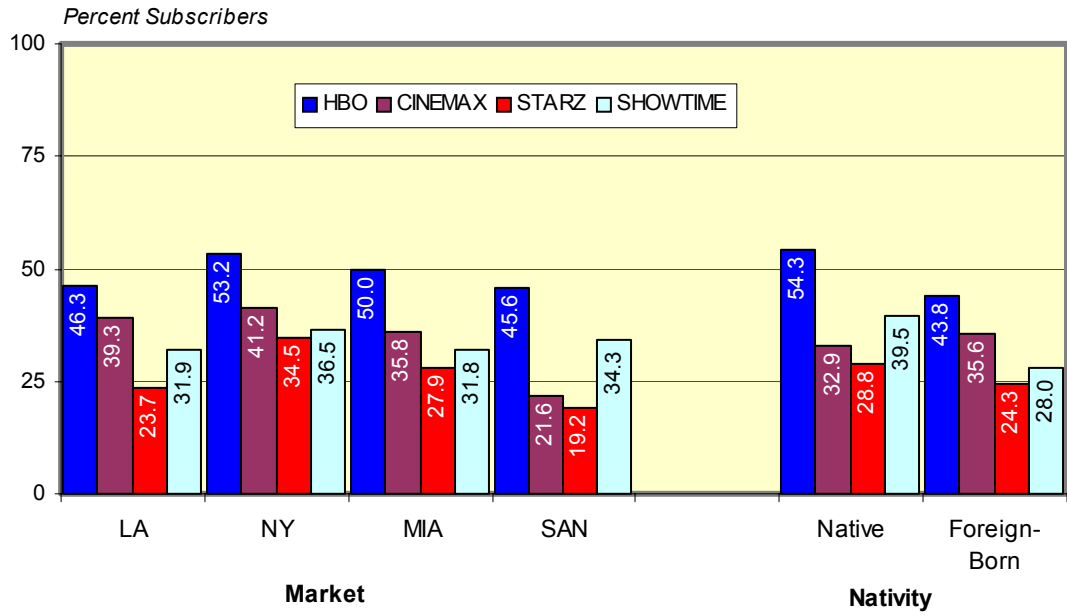
Access to SAP. Over four in ten (44.0%) native-born Latinos had access to simultaneous audio programming, or SAP, in their television sets (Figure 20 below), while less than one-third (31.7%) of the foreign-born had SAP. Access to SAP was higher in Los Angeles (45.0%), followed by Miami (38.3%), San Antonio (32.5%),and New York (33.1%). Native-born Latinos were more likely (44.0%) to have access to SAP than the foreign-born (31.7%). Since most television sets include SAP, it is likely that the varying access levels merely reflect awareness of the device.

Figure 20 Access to SAP on Television Sets Watched Regularly by Market and Nativity
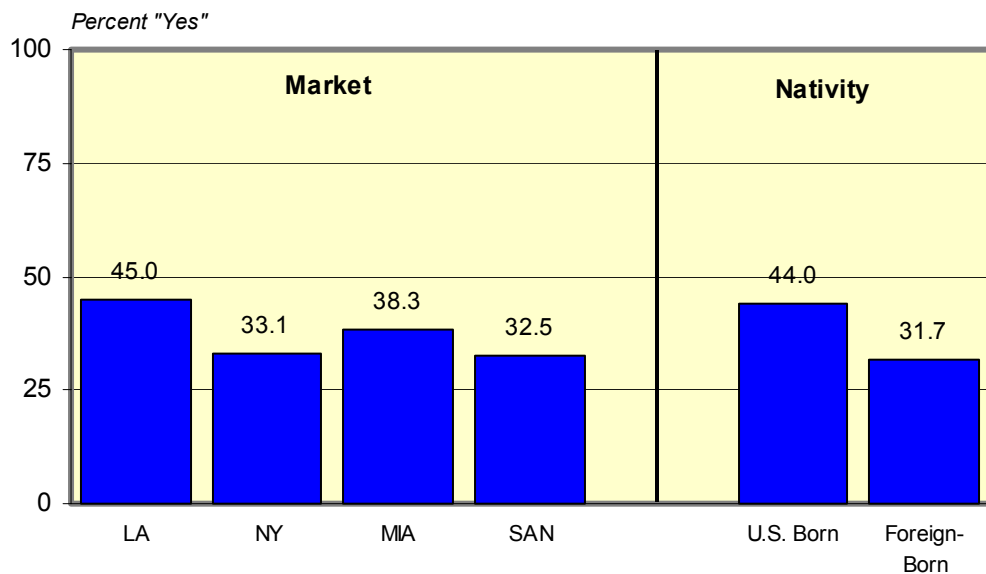
Usage of SAP. Slightly over one-third of foreign-born Latinos (34.7%) with access to the

SAP device on their television sets used it either "very often" or "often" (Figure 21 below). By

contrast, less than one in ten native-born Latinos (8.8%) used the SAP device either "very often"

or "often." The proportion of Latinos using SAP either "very often" or "often" was higher in Miami

(27.8%) and New York (23.1%), followed by Los Angeles (21.5%) and San Antonio (10.3%).

**Figure 21: Frequency of Using SAP
by Market and Nativity**
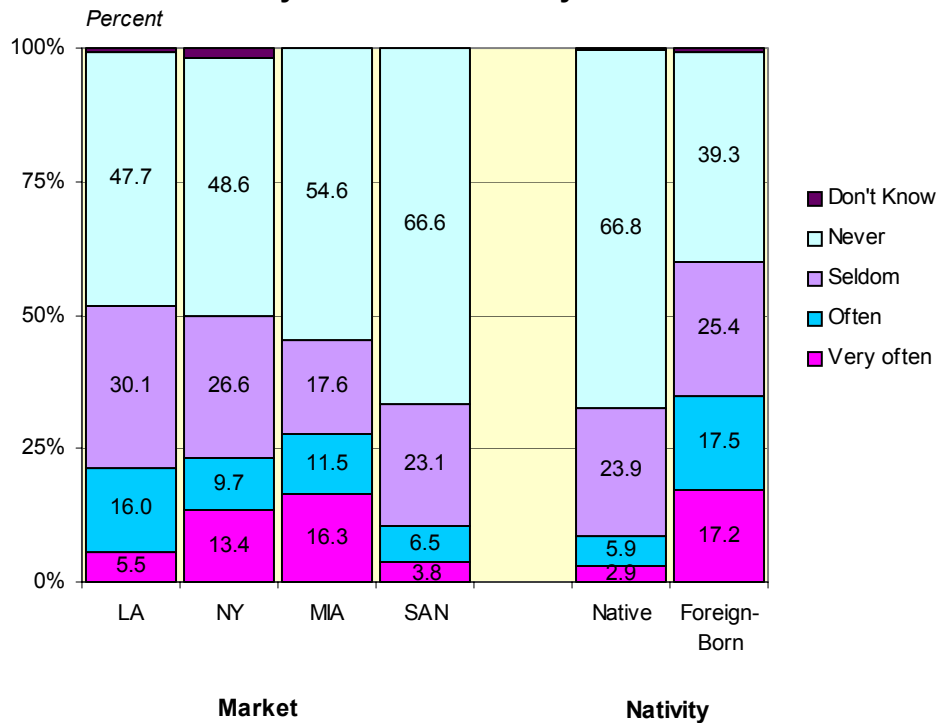
Despite the broad availability of Spanish-language programming, it appears that SAP

remains a useful tool for foreign-born Latinos.

Television Viewing Behavior

Weekday Viewing. The average daily time that Latinos spent watching television during weekday was comparable across the four markets, although native-born Latinos watched more weekday television (4.3 hours) than foreign-born Latinos (3.9 hours) (Table 20 below).   Of these hours viewed per day, San Antonio Latinos viewed more English-language television (2.7 hours) than Latinos in the other three markets, while native-born Latinos viewed more English-language television than the foreign-born. The average daily hours of Spanish-language television viewed was higher among Miami Latinos (2.7 hours) and lowest for San Antonio Latinos (1.4 hours). Foreign-born Latinos viewed more Spanish-language television during weekdays (2.7 hours) than native-born Latinos (1.2 hours).

Table 20
Average Hours of Television Viewed Per Day Monday–Friday,
by Market and Nativity

(Means)

TV Viewing	Market				Nativity	
	LA	*NY*	*MIA*	*SAN*	*Native-Born*	*Foreign-Born*
Avg. Hours of TV Viewed Per day	4.0	3.8	4.3	4.1	4.3	3.9*
Avg. Hours English-Language TV Viewed Per Day	2.0	1.9	1.6	2.7*	3.1	1.2*
Avg. Hours of Spanish-Language TV Viewed Per Day	2.1	1.9	2.7	1.4*	1.2	2.7*

*p<.01

Weekend Viewing. During weekends, Latinos in San Antonio (4.0 hours) and Miami (3.9 hours) watched more television than Latinos in New York (3.5 hours) or Los Angeles (3.4 hours) (Table 21 below). Native-born Latinos viewed more television on weekends (4.2 hours) than the foreign-born (3.3 hours).

Table 21
Average Hours of Television Viewed Per Day Saturday–Sunday,
by Market and Nativity

(Means)

TV Viewing	Market				Nativity	
	LA	NY	MIA	SAN	US Born	Foreign-Born
Avg. Hours of TV Viewed Per day	3.4	3.5	3.9	4.0*	4.2	3.3**
Avg. Hours of English-Language TV Viewed Per Day	2.1	2.2	2.0	3.4**	3.5	1.5**
Avg. Hours of Spanish-Language TV Viewed Per Day	1.9	1.9	2.4	1.3**	1.2	2.4**

*p<.05, **p<.01

On average, Latinos in San Antonio viewed more English-language television than Latinos in the other three markets, while native-born Latinos also watched more English-language television than the foreign-born.   Conversely, Latinos in San Antonio watched less Spanish-language television (1.3 hours) than Latinos in the other three markets, while foreign-born Latinos viewed more Spanish-language television (2.4 hours) than native-born Latinos (1.2 hours).

Viewing of Network Television. Latinos were queried, on an aided basis, regarding the frequency with which they watched five of the major English-language television networks and three of the major Spanish-language television networks. Figure 22 below presents the percentages of Latinos who viewed each network "frequently" by market. The viewing of network television varied significantly by market. For example, English-language networks like CBS, ABC and Fox had more frequent Latino viewers from the San Antonio market when compared to the other three markets. The Spanish-language networks, however, had distinctly more frequent viewers in the Miami, New York and Los Angeles markets.

Figure 22: Frequent Viewers of Network Television by Market

Percents based on multiple responses
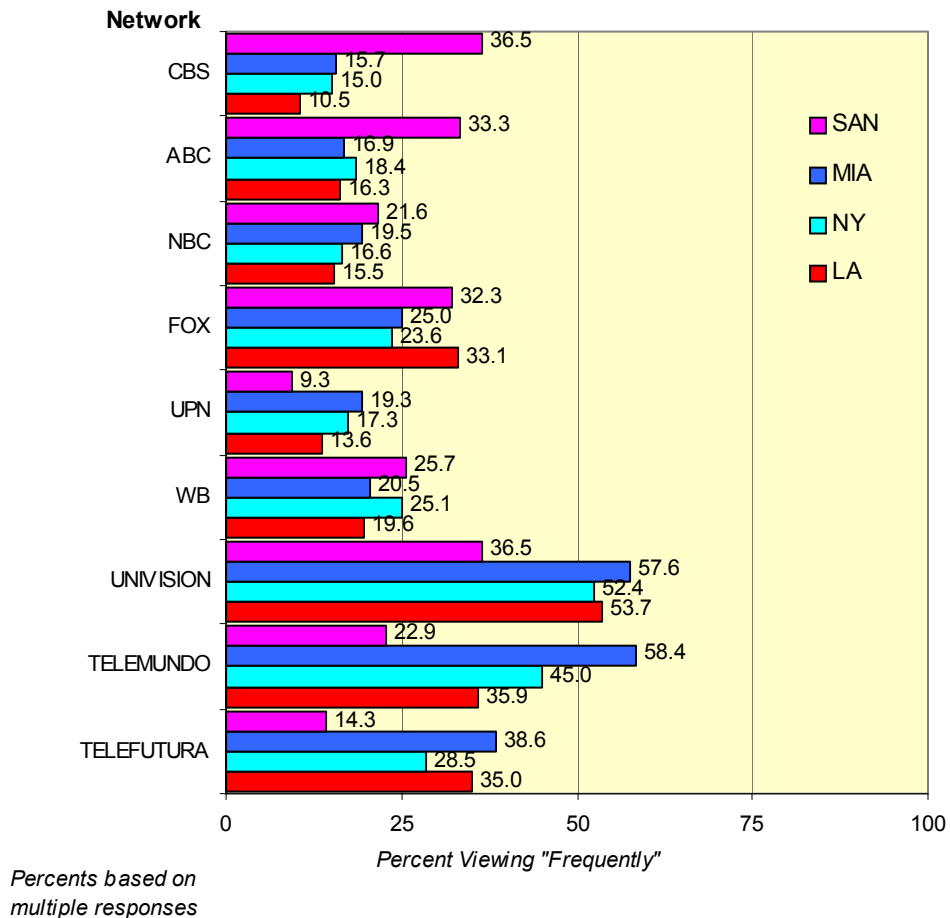
Latinos who were frequent viewers of Spanish-language network television were more likely to be foreign-born, while native-born Latinos were more likely to view English-language networks (Figure 23 below).   The core audience for all of the English-language networks are native-born Latinos, while the core audience for the Spanish-language networks are the foreign-born Latinos.

Figure 23: Frequent Viewers of Network Television by Nativity
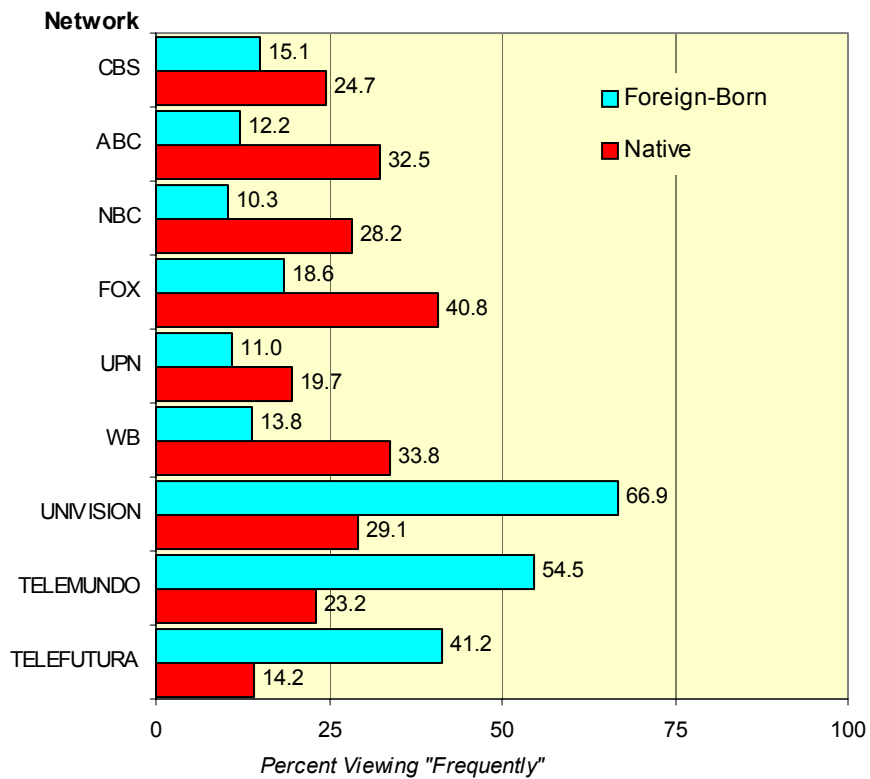
Percents based on multiple responses

Figure 24 below presents a summary of the frequent viewers of all English-language and Spanish-language television networks. While Spanish-language networks were viewed more frequently in Los Angeles, New York and Miami, about half of the Latinos in these markets also viewed English-language networks. Over three-quarters of San Antonio Latinos, however, were frequent viewers of English-language networks while less than half were frequent viewers of Spanish-language networks.

Figure 24: Frequent Viewers of English & Spanish-Language Networks by Market and Nativity

English-Language Networks ▢   Spanish-Language Networks ■

Percent Viewing "Frequently"

	LA	NY	MIA	SAN	Native	Foreign-Born
English-Language Networks	49.3	53.1	51.0	76.7	75.6	43.0
Spanish-Language Networks	64.0	64.0	76.3	43.5	38.2	81.1

Market   Nativity
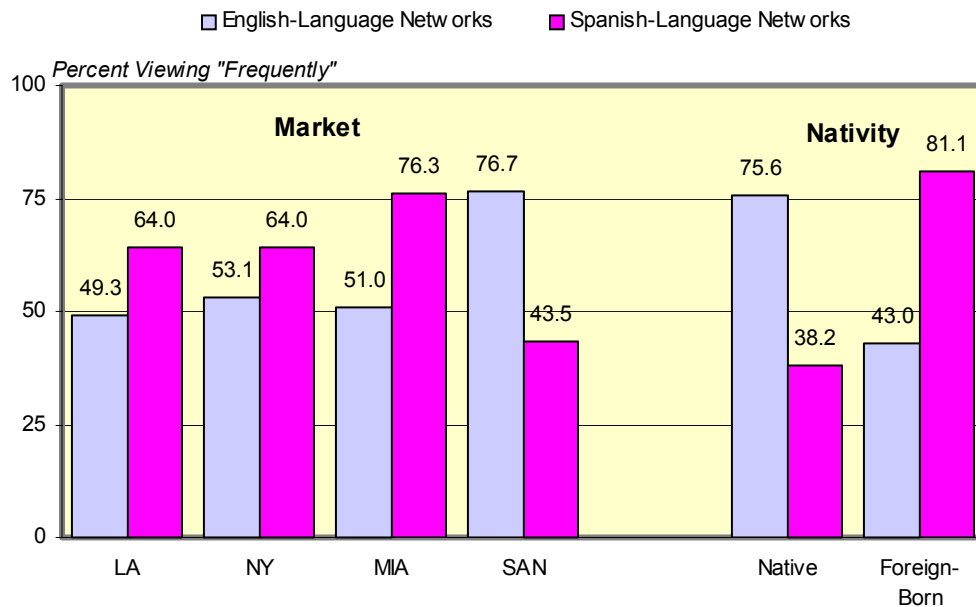
Percents based on multiple responses

As mentioned before, the core audience for English-language network television are native-born Latinos (75.6%), while the core audience for Spanish-language networks are foreign-born Latinos (81.1%).

Past Month Television Viewing: The past-month viewing of Spanish-language networks was higher in Miami (57.2%), Los Angeles (56.3%), and New York (49.1%). San Antonio Latinos were more likely to view English-language (54.1%) than Spanish-language networks (33.6%).

Figure 25: English & Spanish-Language Television Networks Watched Most Often During Past Month by Market and Nativity
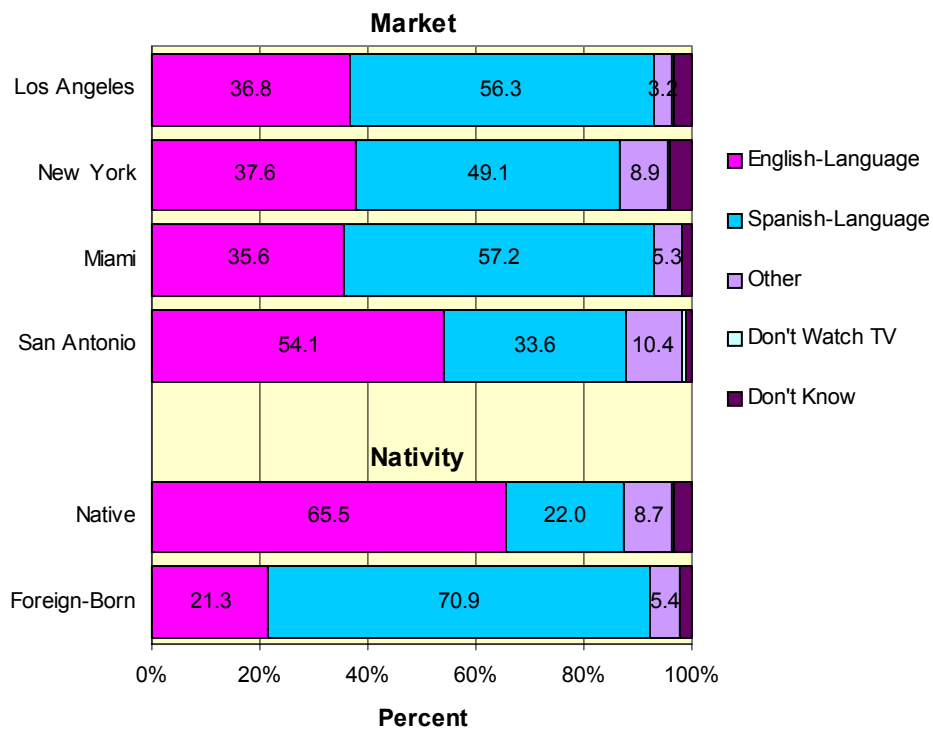
Nativity significantly influences the viewing of television networks. Seven in ten (70.9%) of the foreign-born Latinos viewed Spanish-language networks most often during the past month, while over six in ten native-born Latinos (65.5%) watched English-language networks most often.

The specific networks viewed most often during the past month varied by market (Table 22 below).

Table 22
Network Watched Most Often During Past Month by Market

(Percents)

NETWORK/CHANNEL	Market			
	Los Angeles	*New York*	*Miami*	*San Antonio*
CBS	1.5	0.4	3.0	5.0
NBC	3.8	2.6	3.0	8.1
WB	4.9	8.0	2.9	6.6
ABC	3.0	5.3	4.8	9.1
FOX	12.4	4.5	8.2	11.4
UPN	1.6	2.6	2.9	0.3
TBS	-	0.6	-	-
PBS	2.1	2.0	0.8	0.9
PAX	-	-	-	0.3
HBO	1.2	2.6	2.1	3.5
LIFETIME	-	-	0.3	2.0
MTV	0.7	2.1	1.4	1.7
ESPN	0.8	2.1	1.1	1.3
CNN	0.4	-	0.2	0.5
DISCOVERY	-	0.5	1.3	0.8
TNT	0.3	0.4	0.8	-
Independent English-Language Network	2.3	0.7	0.3	0.3
Other English-Language Networks	2.0	3.1	2.6	2.2
Univision	37.2	32.8	32.2	22.3
Telefutura	7.5	2.0	4.1	3.6
Telemundo	9.0	13.0	17.8	5.5
Azteca	1.5	-	-	1.3
Galavision	1.1	1.1	-	0.4
MUNDOS	-	-	0.3	0.4
Televisa	-	-	0.3	0.3
Independent Spanish-Language Network	-	-	2.6	-
Other Spanish-Language Networks	-	0.2	-	-
Other Networks Unknown Language	3.2	8.7	5.3	10.4
Don't Watch TV	0.3	0.4	-	0.7
Don't Know	3.4	4.3	1.8	1.1
Total	100.0	100.0	100.0	100.0

In the Los Angeles market the preferred networks included Univision (37.2%), Fox

(12.4%), Telemundo (9.0%), Telefutura (7.5%), WB (4.9%), NBC (3.8%), and ABC (3.0%). New

York Latinos most often viewed Univision (32.8%), Telemundo (13.0%), WB (8.0%), ABC

(5.3%), and Fox (4.5%). Miami Latinos most frequently viewed Univision (32.2%), Telemundo

(17.8%), Fox (8.2%), and ABC (4.8%). Finally, San Antonio Latinos most often viewed

Univision (22.3%), Fox (11.4%), ABC (9.2%), NBC (8.1%), and Telemundo (5.5%).

When comparing the television networks watched most often during the past month by

nativity, the relative lack of diversity in the viewing patterns of foreign-born Latinos becomes

more apparent. In Table 23 on the following page, fully two-thirds (66.0%) of the foreign-born

Latino viewing was focused on just three networks: Univision (43.9%), Telemundo (17.2%), and

Telefutura (6.0%). By contrast, the viewing choices of native-born Latinos were distinctly more

diverse, including such networks as Fox (14.9%), Univision (15.3%), ABC (9.8%), WB (9.7%),

NBC (8.0%), and CBS (4.5%). Spanish-language networks have a considerable advantage with

the foreign-born audience that stems from their appetite for novelas, high dependence on the

Spanish-language, and the near absence of theaters or video rental stores that provide

alternatives for entertainment. To be more competitive, English-language networks will need to

intimately study their core audience of native-born Latinos to better understand their

expectations related to film and television programming. The high stakes associated with film

and television production suggest the need to re-evaluate previously held assumptions about

what Latinos consider good entertainment.

Table 23
Network Watched Most Often During Past Month by Nativity

(Percents)

NETWORK/CHANNEL	Nativity	
	Native	*Foreign-Born*
CBS	4.5	0.9
NBC	8.0	1.5
WB	9.7	2.2
ABC	9.8	2.1
FOX	14.9	4.5
UPN	2.3	1.4
TBS	-	0.3
PBS	1.7	1.3
PAX	0.1	-
HBO	3.1	1.8
LIFETIME	1.0	0.2
MTV	2.3	0.8
ESPN	1.9	0.9
CNN	0.5	0.1
DISCOVERY	0.4	0.9
TNT	0.4	0.4
Independent English-Language Network	1.2	0.7
Other English-Language Networks	4.0	1.2
Univision	15.3	43.9
Telefutura	2.2	6.0
Telemundo	4.1	17.2
Azteca	0.2	1.1
Galavision	-	1.2
MUNDOS	0.2	0.1
Televisa	-	0.3
Independent Spanish-Language Network	-	1.2
Other Spanish-Language Networks	-	0.1
Other Networks Unknown Language	8.7	5.4
Don't Watch TV	0.4	0.3
Don't Know	3.4	2.1
Total	100.0	100.0

Viewing of Latino-Themed Television Shows. Latinos were asked on an aided basis the frequency with which they watched two Latino-themed shows: The George Lopez Show and American Family (Figure 26 below). The popularity of The George Lopez Show varied significantly by market. For example, over one-third (35.1%) of San Antonio Latinos watched The George Lopez Show either "frequently" or "occasionally," while nearly three in ten (28.6%) of Los Angeles Latinos viewed the show either "frequently" or "occasionally."   By contrast, the proportion of these viewers was decidedly lower in New York (15.5%) and Miami (13.3%). Clearly, the show connects better with Latinos in Mexican-dominated markets like San Antonio and Los Angeles.

Figure 26: Frequency of Viewing Latino-Themed Shows by Market

Legend: Frequently, Occasionally, Rarely, Never, Not Familiar

George Lopez Show:
	LA	NY	MIA	SAN
Not Familiar	6.1	7.1	12.9	4.5
Never	52.8	70.2	66.7	49.5
Rarely	12.6	7.2	7.0	10.9
Occasionally	17.8	10.3	8.2	16.0
Frequently	10.8	5.1	5.2	19.2

American Family:
	LA	NY	MIA	SAN
Not Familiar	11.2	8.8	13.1	11.4
Never	61.5	68.7	65.1	65.9
Rarely	11.4	6.5	7.8	7.8
Occasionally	12.7	11.9	10.0	8.0
Frequently	3.3	4.1	4.0	7.0
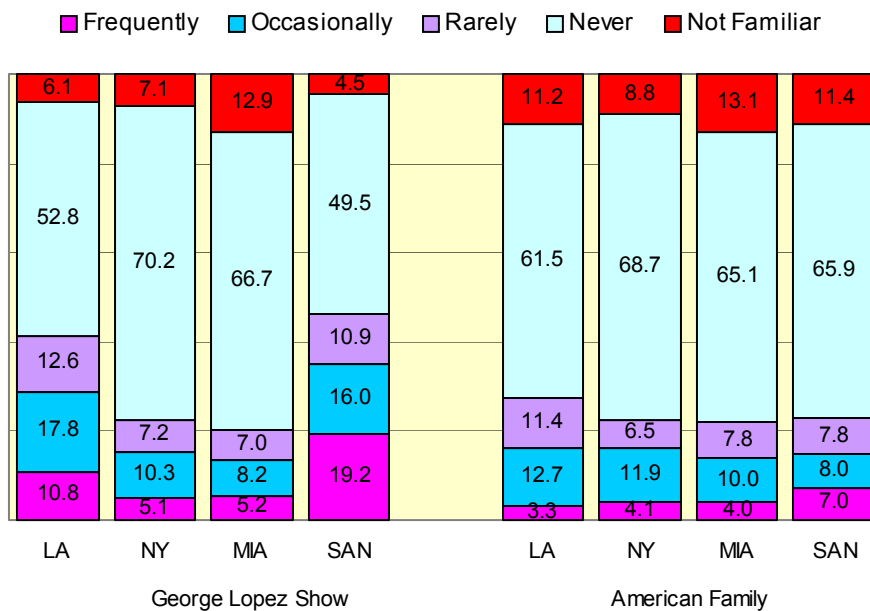
By contrast, American Family drew smaller Latino audiences across all of the markets. In the case of American Family, a potential obstacle is the relatively smaller Latino audience attracted by the PBS network in general.

In addition to drawing larger Latino audiences in San Antonio and Los Angeles, The George Lopez Show was decidedly more popular among native-born Latinos than the foreign-born (Figure 27 below). Indeed, nearly four in ten native-born Latinos (37.3%) watched The George Lopez show either "frequently" or "occasionally" – a viewing audience that was over three times greater than the audience of foreign-born Latinos (11.7%).

Figure 27: Frequency of Viewing Latino-Themed Programs by Nativity
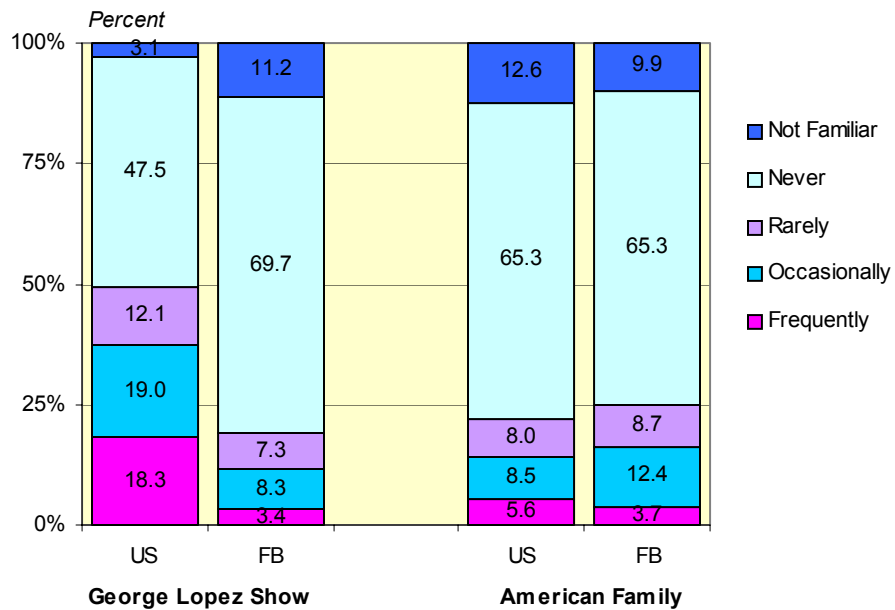
Nativity, however, had little influence on the smaller audiences for American Family. Given the uneven reception for Latino-themed shows, it may be useful to further explore the specific factors that contribute to the varying audience sizes of these shows.

Company While Viewing Television. Across the four markets, Latinos were more likely to view television alone (Figure 28 below) or with the company of another adult family member. The notion that Latinos often view television as a family was not supported here.

**Figure 28: Company While Watching Televison by
Market and Nativity**
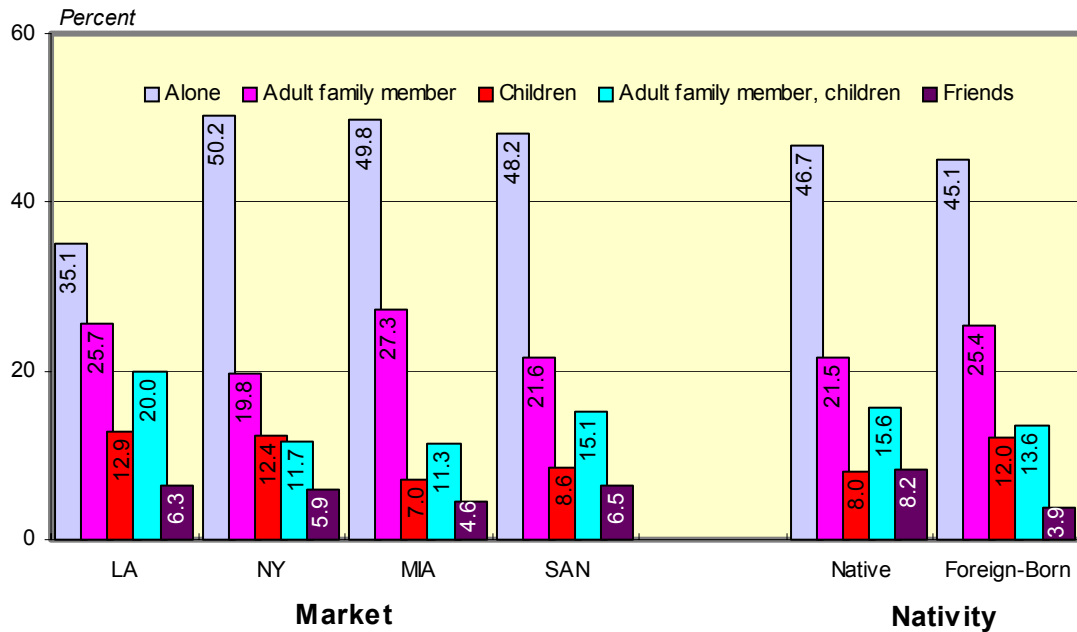
Aside from households with only one household member (18% of the total sample), the tendency to view television alone or with other adults may stem from the availability of multiple television sets, the absence of children, or perhaps the tendency for adults to view programs that are not suitable for children to view.

Latinos were generally not likely to switch Spanish or English-language programs while watching television with other members of the household (Figure 29 below). At least three-quarters of the Latinos in each market indicated that they would change programs "some of the time" or "never." Similarly, both native and foreign-born Latinos did not appear very willing to change the programming when viewing television with other household members.

Figure 29: Likelihood of Changing Spanish or English-Language Programming When Viewing TV with Others by Market and Nativity

(Base = respondents not living alone)

	Always	Most of the time	Some of the time	Never
LA	10.2	16.1	40.2	33.5
NY	7.6	16.6	41.7	34.1
MIA	10.8	13.3	47.5	28.4
SAN	5.2	16.8	40.4	37.6
Native	7.5	18.8	39.9	33.8
Foreign-Born	9.3	13.4	44.1	33.2

Market   **Nativity**
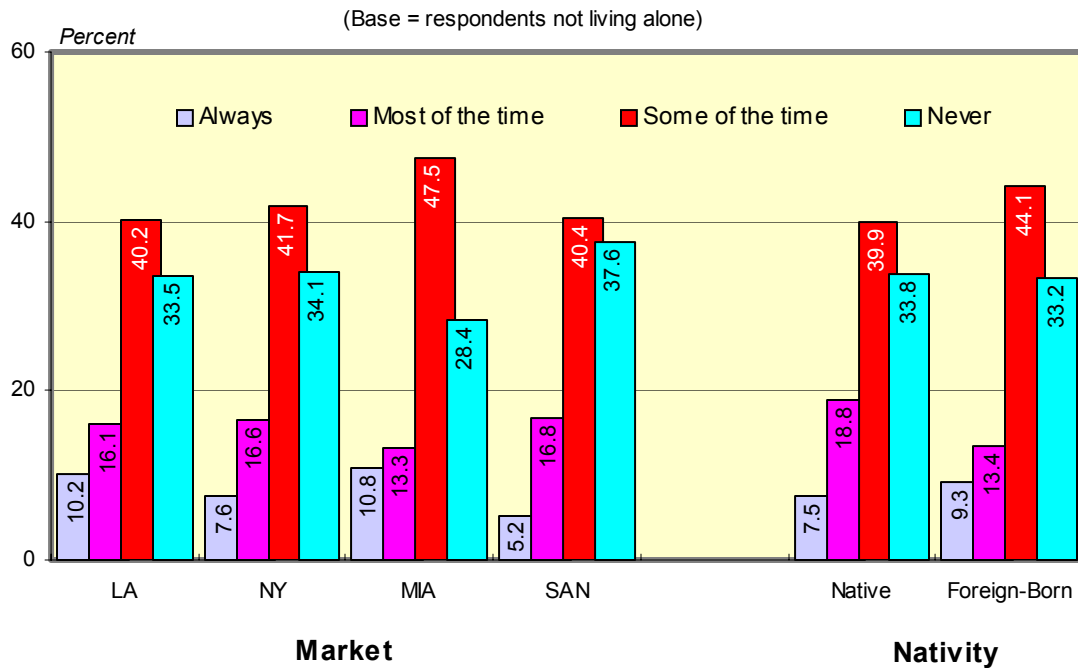
Language Preference of Children Viewing Television. Latino children were generally more likely to view television in English than in Spanish (Figure 30 below). The proportion of children watching television in English was decidedly higher in San Antonio (77.6%), followed by Miami (61.0%), Los Angeles (58.3%), and New York (56.9%)

Figure 30: Likelihood of Children Watching TV in English or Spanish by Market & Nativity
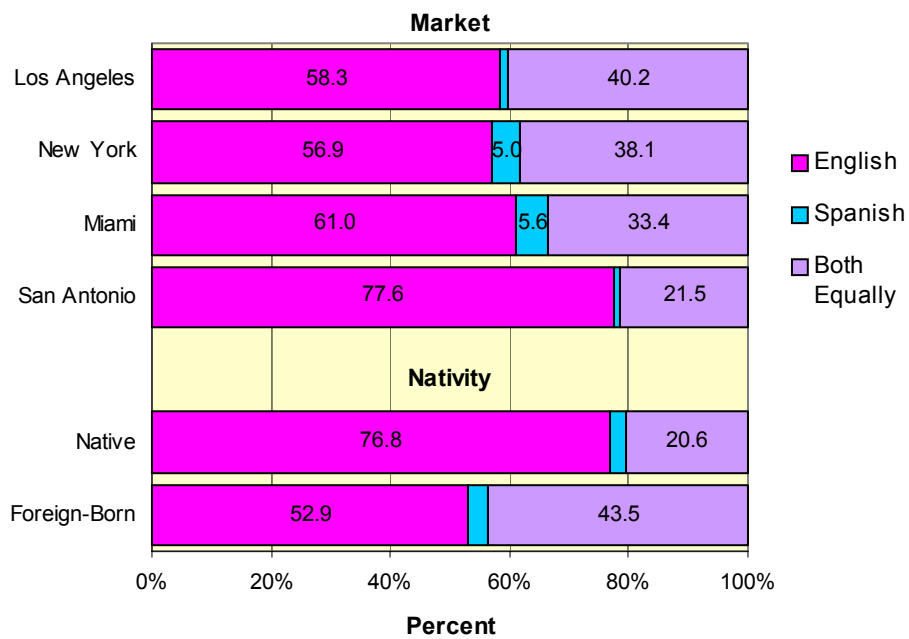
Base = Respondents with children

Native-born Latinos were more likely (76.8%) than the foreign-born (52.9%) to state that their children watched television in English.

Last Movie Seen. Regardless of their television viewing patterns, the last movie that Latinos saw consisted primarily of English-language mainstream movies (Table 24 below). This question did not ask respondents whether the movie was last seen at a theater, from a video rental store or on television. Apparently, Latinos enjoy a variety of movies, including horror, humor, comic heroes, and action. The movie viewing patterns of the foreign-born Latinos were clearly more diverse than native-born Latinos.

Table 24
Name of Last Movie Seen

Top 10 Movies by Nativity

	Native		Foreign-Born
Rank	Movie Name	Rank	Movie Name
1	Freddie vs. Jason	1	Terminator 3
2	Lord of the Rings	2	SWAT
3	SWAT	3	Freddie vs. Jason
4	Pirates of the Caribbean	4	American Wedding
5	Bad Boys	5	La Laguna Azul, Dinosaurs
6	Freaky Friday	6	Lord of the Rings, The Hulk
7	The Hulk	7	Pirates of the Carribean, Bad Boys, Final Destination 2, Cara Cortada, The Medallion, Dare Devil, Tacos Al Carbon
8	Jeepers Creepers	8	The Mummy, Amores Perros, Anaconda, El Bolero de Raquel
9	How to Lose a Guy in 10 Days	9	Spiderman, Volcano, Finding Nemo, How to Lose a Guy in 10 days, The Matrix, Head of State, Frida, Rush Hour, El Crimen de Padre Amaro, El Embuster
10	Spy Kids	10	Freaky Friday, 2 Fast 2 Furious, Enough

Unfortunately, foreign-born Latinos who want to see movies in Spanish have limited options available to them. Theaters that regularly show Spanish-language movies are rare in major metropolitan areas, while video rental stores typically have limited supplies of movies in Spanish. The limited availability of Spanish-language movies reinforces the demand for Spanish-language television and dependence upon the use of dubbing or subtitles on

mainstream movies. Interestingly, over four in ten (41.8%) of the foreign-born Latinos had difficulty recalling the name of the last movie that they saw, while native-born Latinos experienced less difficulty (15.0%).

Latinos' preferences for movies varied minimally across the different markets. As revealed by Table 25 below, the movie titles last seen were generally similar in each market although the relative ranks varied. Spanish-language movie titles appeared only in New York (El Bolero de Raquel).

Table 25
Name of Last Movie Seen
Top 10 Programs by Market

	Los Angeles		Miami
Rank	*Movie Name*	*Rank*	*Movie Name*
1	SWAT	1	Freddie vs. Jason
2	Pirates of the Caribbean	2	Spy Kids
3	Terminator 3	3	SWAT
4	American Wedding	4	Terminator 3
5	Freaky Friday	5	Pirates of the Caribbean
6	2 Fast 2 Furious	6	American Wedding, The Medallion
7	Dinosaurs	7	Jeepers Creepers
8	Bad Boys	8	Final Destination 2
9	How to Lose a Guy in 10 Days	9	How to Lose a Guy in 10 Days
10	Dare Devil	10	Bad Boys
	New York		**San Antonio**
Rank	*Movie Name*	*Rank*	*Movie Name*
1	Freddie vs. Jason	1	Lord of the Rings
2	Lord of the Rings	2	Jeepers Creepers
3	SWAT	3	Freddie vs. Jason
4	Bad Boys	4	How to Lose a Guy in 10 Days
5	Spy Kids	5	Final Destination 2
6	Terminator 3	6	Bad Boys, SWAT
7	American Wedding, Jeepers Creepers, Dinosaurs	7	Bringing Down the House
8	Anaconda	8	The Medallion
9	El Bolero de Raquel, Identity, Cara Cortada	9	Pirates of the Caribbean, Freaky Friday, Finding Nemo, Phone Booth
10	Spiderman, Freaky Friday, How to Lose a Guy in 10 Days, Pirates of the Caribbean	10	Pirates of the Caribbean

Language of Movie Last Seen. Over half of the Latinos across all markets had last seen a movie in English, while viewing of Spanish-language movies was minimal (Figure 31 below).

Slightly over half of the Latinos in Los Angeles (54.5%), New York (57.2%) and Miami (50.9%) had last viewed a movie in English, while seven in ten (69.6%) of San Antonio Latinos did so. Over eight in ten native-born Latinos (81.3%) had last seen a movie in English, nearly twice as high as foreign-born Latinos (39.3%). One-quarter of the foreign-born Latinos (25.1%) could not recall the language of the movie that they last saw.

Figure 31: Language of Last Movie Seen
by Market and Nativity
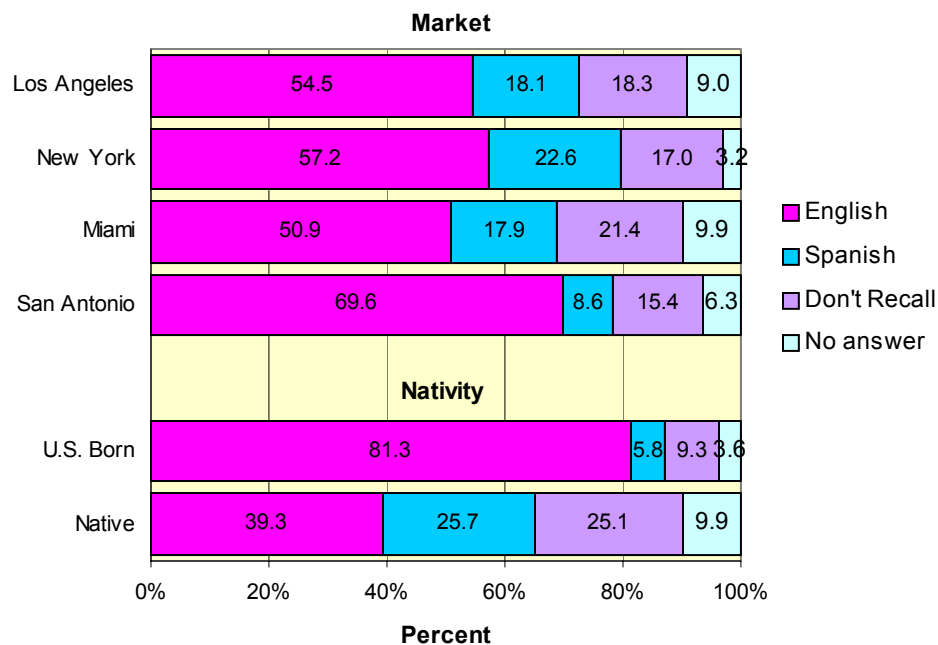
The difficulty in recalling the name or language of the movie last seen may have important implications for measurement activities that depend upon extensive retrospective recall of prior behavior, such as the diaries used by Nielsen Media Research. It may be more difficult, for example, for foreign-born Latinos to recall the English names of movies or television programs that they watch.

Factors Related to Enjoyment of a Movie. Movies are an important part of the entertainment mix that Latinos utilize, although their ability to enjoy movies can be influenced by

specific factors. For example, one study (Tomas River Policy Center, 2000) reported that the film and other entertainment choices of Latinos were partly dependent on whether Hispanic actors appeared in them.   We asked Latinos to evaluate the effect on their enjoyment of a movie when a <u>non-Latino actor played a Latino role</u> (Figure 32 below).

Figure 32: Ability to Enjoy a Movie When Non-Latino Actor Plays a Latino Role by Market and Nativity
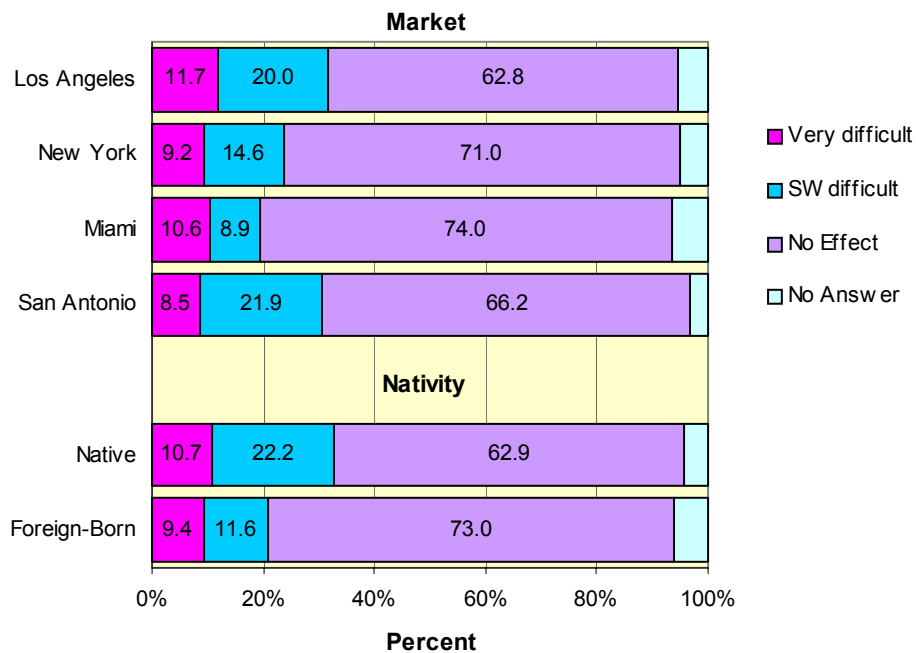
The influence on the enjoyment of a movie where a non-Latino actor played a Latino role varied significantly by market and nativity. The ability to enjoy such a movie, including only responses for "very difficult" or "somewhat difficult, " would be influenced more for Latinos in Los Angeles (31.7%) and San Antonio (30.4%), followed by New York (23.8%) and Miami (19.5%). Moreover, native-born Latinos were more likely (32.9%) than foreign-born Latinos (21.0%) to state that it would be "very" or "somewhat" difficult for them to enjoy a movie that included a non-Latino actor playing a Latino role.

The ability to enjoy a movie that was <u>dubbed in Spanish</u> was also problematic for Latinos (Figure 33 below). The ability to enjoy a movie dubbed in Spanish, including only responses for "very difficult" or "somewhat difficult, " was a greater problem for Latinos in San Antonio (43.1%), Miami (37.9%), and Los Angeles (37.9%), and slightly less of a problem in New York (3.3%). Moreover, native-born Latinos were more likely (44.6%) than foreign-born Latinos (33.6%) to state that it would be "very" or "somewhat" difficult for them to enjoy a movie that was dubbed in Spanish.

Figure 33: Abiilty to Enjoy a Movie When Sound is Dubbed in Spanish by Market and Nativity
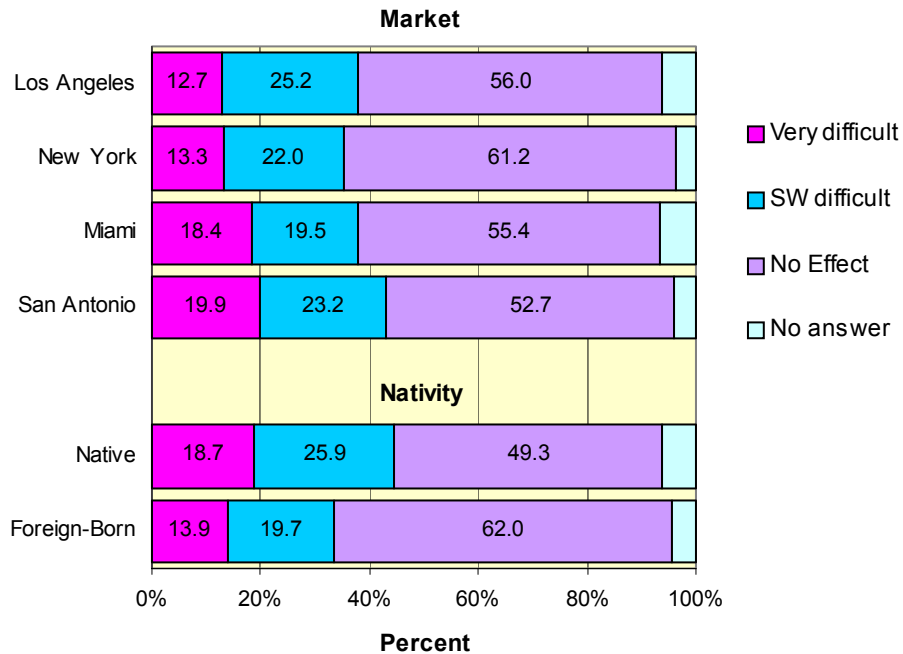
The use of <u>Spanish subtitles</u> in movies also influenced the ability of Latinos to enjoy a movie (Figure 34 below). The ability to enjoy a movie with Spanish subtitles, including only responses for "very difficult" or "somewhat difficult, " was more problematic for Latinos in Los Angeles (38.0%) and a slightly lesser problem in San Antonio (31.5%), Miami (27.7%) and New York (28.1%). Moreover, native-born Latinos were more likely (34.%) than foreign-born Latinos (28.6%) to state that it would be "very" or "somewhat" difficult for them to enjoy a movie with Spanish subtitles.

**Figure 34: Ability to Enjoy a Movie With Spanish Subtitles
by Market and Nativity**
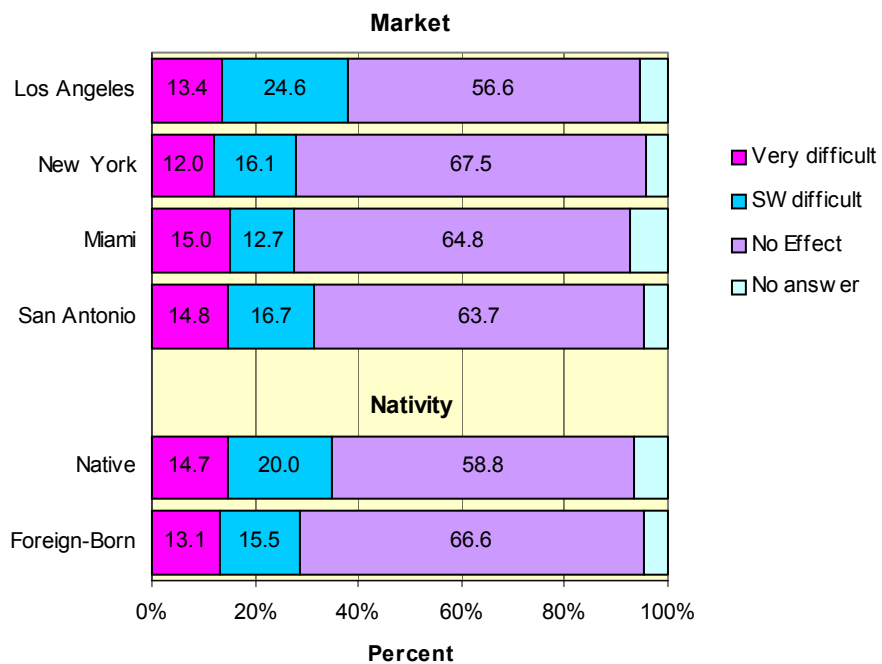
English-Language TV Programs Viewed Most Often. When viewing English-language television programs, Latinos were more likely to watch news programs, comedies, game shows, police/investigative shows, sports and movies (Table 26 below). News programs ranked number one among all Latinos, while comedies like The Simpsons, Friends, Everybody Loves Raymond and That 70's Show were ranked among the top ten programs watched most often. Police/investigative shows (Cops, CSI) and competitive games (Fear Factor) were also popular options among Latinos. Although not shown, The George Lopez Show ranked 11 among all native-born Latino viewers.

Table 26
English-Language Television Programs
Watched Most Often by Nativity
Top 10 Programs

	Native		Foreign-Born
Rank	*Program*	*Rank*	*Program*
1	News	1	News
2	The Simpsons	2	Friends
3	Friends	3	The Simpsons
4	CSI	4	Sports
5	Fear Factor	5	Baseball
6	Sports	6	Cops
7	Law & Order	7	Cartoons
8	Will & Grace	8	Discovery Channel, Animal Planet
9	Everybody Loves Raymond, That 70's Show	9	Everybody Loves Raymond, MTV
10	Cops	10	That 70's Show, Jerry Springer

English-language news programs, sports and comedies were popular choices among Latino viewers in all markets (Table 27 below). Competitive shows like Fear Factor were popular in all markets except San Antonio, while police/investigative shows like Cops and CSI were watched often in all the markets except New York. Unlike Spanish-language television, Latinos did not spend much time viewing soap operas on English-language television.

Table 27
English-Language Television Programs Watched Most Often by Market
Top 10 Programs

	Los Angeles		Miami
Rank	*Program*	*Rank*	*Program*
1	News	1	News
2	The Simpsons	2	Friends
3	Friends	3	The Simpsons
4	Sports	4	Cops
5	That 70's Show, Everybody Loves Raymond	5	Sports
6	Fear Factor	6	Discovery Channel
7	Will & Grace	7	Fear Factor
8	Cops, Jerry Springer, Blind Date	8	MTV
9	CSI	9	That 70's Show
10	The George Lopez Show	10	Everybody Loves Raymond
	New York		San Antonio
Rank	*Program*	*Rank*	*Program*
1	News	1	News
2	Friends	2	The Simpsons
3	Movies	3	Friends
4	The Simpsons	4	CSI Movies
5	Sports	5	The George Lopez Show
6	Fear Factor	6	Sports
7	Cartoons, Everybody Loves Raymond	7	Law & Order
8	Baseball	8	Football, Cops
9	Law & Order	9	That 70's Show
10	Will & Grace, MTV	10	Will & Grace

Spanish-Language TV Programs Viewed Most Often. News programs, game shows and novelas dominated the Spanish-language television viewing choices for Latinos (Table 28 below). News programs continued to rank number 1 among Latinos, followed by game show Sabado Gigante, novelas Niña, Amada Mia and El Malantial, and variety shows like Primer Impacto and Laura en America. Interestingly, only one comedy (El Gordo y La Flaca) was ranked among the top ten programs.

Table 28
Spanish-Language Television Programs Watched
Most Often by Nativity
Top 10 Programs

	Native		Foreign-Born
Rank	*Program*	*Rank*	*Program*
1	News	1	News
2	Sabado Gigante	2	Nina Amada Mia
3	Laura en America	3	El Malantial
4	Nina Amada Mia	4	Sabado Gigante
5	Primer Impacto	5	Primer Impacto
6	El Malantial	6	Laura en America
7	Al Rojo Vivo	7	El Gordo y La Flaca
8	Cristina	8	Despierta America
9	El Gordo y La Flaca	9	Al Rojo Vivo
10	Despierta America	10	Cristina

Compared to U.S.born-Latinos, foreign-born Latinos placed a greater viewing priority on such novelas as Niña Amada Mia and El Malantial. Both groups, however, viewed news programming more often than other types of Spanish-language programs.

News, novelas and game shows dominated the Spanish-language viewing choices of Latinos in all four markets (Table 29 on following page). Football was among the top ten rankings in Los Angeles, while sports were absent from the top ten choices in the other markets. One of the top-rated novelas, Niña Amada Mia, had a relatively lower ranking in the Miami market. The game show, Sabado Gigante, showed stronger audiences in Los Angeles, New York, and Miami.

Table 29
Spanish-Language Television Programs Watched Most Often by Market
Top 10 Programs

	Los Angeles		Miami
Rank	Program	Rank	Program
1	News	1	News
2	Sabado Gigante	2	Sabado Gigante
3	Nina Amada Mia	3	Primer Impacto
4	El Malantial	4	Al Rojo Vivo
5	Primer Impacto	5	El Malantial
6	El Gordo y La Flaca	6	El Gordo y La Flaca
7	Football	7	Laura en America
8	Laura en America	8	Despierta America
9	Clase 406	9	Nina Amada Mia
10	Cristina	10	Don Francisco Presenta
	New York		San Antonio
Rank	Program	Rank	Program
1	News	1	News
2	Sabado Gigante	2	Nina Amada Mia
3	El Malantial	3	El Malantial
4	Laura en America	4	Velo de Novia
5	Nina Amada Mia	5	Laura en America
6	Primer Impacto	6	Sabado Gigante
7	Al Rojo Vivo	7	Primer Impacto
8	El Gordo y La Flaca	8	Al Rojo Vivo
9	Cristina	9	Despierta America
10	Despierta America	10	El Gordo y La Flaca

Estimates of Latinos Viewing The George Lopez Show

As discussed earlier, the only information available to the study investigator concerning Latino viewing of specific television programs this year was provided in an article by television critic Ed Bark with The Dallas Morning News (10-4-03). Quoting information from Nielsen Media Research, the article stated that 1.21 million Latinos watched The George Lopez Show during the week of September 22-28, 2003. Using this estimate as a point of comparison, we calculated the number of Latinos in this study that were viewing The George Lopez Show either "frequently" or "occasionally." We were careful to use as a basis for these viewing estimates only the 2003 estimated population of Latinos who were 16 years or older in each market, which leads to very conservative estimates in comparison to the broader age range used by the Nielsen ratings. Further underscoring the conservative nature of our estimates is the fact that we included only four of the 17 markets currently used in the Nielsen Hispanic-American Television Index (NHTI). Table 30 below presents our Latino audience estimates for The George Lopez Show.

Table 30
Estimates of Latinos 16 Years or Older Watching The George Lopez Show

Viewing Frequency	Market				Total Viewers
	Los Angeles	*New York*	*Miami*	*San Antonio*	
Frequently	464,891	135,698	66,102	135,862	802,553
Occasionally	766,209	274,057	104,238	113,219	1,257,723
Total Frequently/ Occasional Viewers	1,231,100	409,755	170,340	249,081	2,060,276

Using the most conservative approach, **we estimated that 802,553 Latinos aged 16 years or older watched The George Lopez show "frequently" during the survey period.** Adding the number of Latinos who watched the show "occasionally," **the total number of Latino viewers increases to two million**.

Even considering our most conservative estimate of "frequent" viewers, Nielsen's estimate of Latinos watching The George Lopez Show appears to significantly under-estimate the Latino audience.   The disparity between our conservative estimate of 802,553 viewers and Nielsen's 1.21 million viewers might be more easily understood if Nielsen Media Research had provided more information on the methodology that they employed to measure Latino audiences. We have endeavored in a rather painstaking manner to discuss the methodology that was employed in this study, thus facilitating discourse among industry representatives to identify areas for improvement.   The accuracy of our estimates rests on a foundation of solid decision-making related to methodology:

- Superior sampling strategy to select Latino households
- Minimum sample size of 384 per market to assure a margin of error of plus or minus 5 percent per market
- Using a bilingual rather than a monolingual approach when greeting Latino households
- Providing all respondents the choice of the interviewing language
- Weighting by gender and nativity to adjust for the over-representation of females and foreign-born Latinos in the sample
- Comparability of key demographic characteristics with other credible sources of demographic and behavioral characteristics of U.S. Latinos.

The missing link, of course, is the willingness of Nielsen Media Research to disclose aspects about their methodology that would provide independent industry professionals the ability to verify the accuracy of their Latino television ratings. Through this study, we believe that we have taken the initial step to create this dialogue.

Implications of Generational Shifts for Future Television Viewing Audiences

In a recently released study by the Pew Hispanic Center entitled "The Rise of the Second Generation: Changing Patterns in Hispanic Population Growth," study investigators Roberto Suro and demographer Jeffrey S. Passel described a major shift that is taking place in the composition of the future Latino population. As described in their study:

> "As it continues to grow, the composition of the Hispanic population is undergoing a fundamental change: Births in the United States are outpacing immigration as the key source of growth. Over the next twenty years this will produce an importance shift in the makeup of the Hispanic population with second-generation Latinos – the U.S.-born children of immigrants – emerging as the largest component of that population...second generation births are a demographic echo of immigration and the high fertility among immigrants. So, larger numbers of Latino immigrants will simply produce larger numbers of second-generation Latinos." (p.2)

In their analysis of past demographic trends, the study points out that from 1970 to 2000, the Latino population grew from 9.6 million to 35.3 million, adding 25.7 million persons. During this period, first generation Latinos comprised 45 percent of this growth, the second generation comprised 28 percent and the third generation comprised 27 percent of the growth. However, the estimated growth between 2000 and 2020 looks dramatically different. During this period, the Latino population is expected to growth from 35.3 million to 60.4 million – adding 25.1 million persons. First generation Latinos will comprise only 25 percent of this growth, while second-generation Latinos (the children of immigrants), will comprise 47 percent of the growth, while third-generation Latinos will comprise 28 percent of this growth. The implications of this shifting pattern for the film and television industry are critical since second and third-generation Latinos are better educated and depend more on English-language media than first-generation Latinos. As a case in point, we compared the viewing of The George Lopez Show among the three generations in our study and found the following (Table 31 on the following page):

Table 31
Frequency of Viewing The George Lopez Show
by Generational Status

Frequency of Viewing	Generation		
	First	Second	Third
Frequently	3.4	18.5	18.4
Occasionally	8.3	15.0	22.8
Total (Frequent & Occasionally)	11.7	33.5	41.2

The success of shows like The George Lopez Show will increasingly depend upon the increasing growth of second-generation Latinos and the ability of measurement services like Nielsen Media Research to capture their viewing behavior. Lest one think that 20 years is too long to wait for these changes to take place, one only has to remember that Latino growth patterns have consistently exceeded the experts' estimates of their population growth, suggesting that the changes will come sooner than estimated. In other words, tomorrow is mañana.

Estimated Latino Expenditures on Entertainment

Much attention is typically devoted to the buying power that Latinos yield, which was estimated at $653 billion in 2003 (Selig Center of Economic Growth, 2003). However, how this buying power impacts specific industries is not always available or discussed. In their report "Still Missing: Latinos In and Out of Hollywood" by The Tomás Rivera Policy Center, the study investigators utilized National Consumer Expenditure Survey data to estimate the annual expenditures by Latino families on entertainment and movies. In 1998, Latino families spent approximately $10 billion annually on entertainment and $530 million on movie admissions. The number clearly underscored the economic value of Latinos to the entertainment industry. To update these estimates, we utilized the same calculations and assumptions used by these investigators and produced the estimates in Table 32 below.

Table 32
Annual Latino Family Expenditures on Entertainment and Movies

Market	2003 Estimate of Latino Households	Avg. Annual Expenditure on Entertainment (2001)	Estimated 2003 Total Annual Expenditures on Entertainment	Avg. Annual Expenditures on Admissions (movies, opera, ballet)	Estimated 2003 Total Annual Expenditures on Admissions	Estimated 2003 Total Annual Expenditures on Movies (80% of admissions)
			Latino Family Expenditures			
Los Angeles	1,585,390	$1,246	$1,975,395,940	$81	$128,416,590	$102,733,272
Miami	550,190	$1,246	$685,536,740	$81	$44,565,390	$35,652,312
New York	1,100,030	$1,246	$1,370,637,380	$81	$89,102,430	$71,281,944
San Antonio	317,810	$1,246	$395,991,260	$81	$25,742,610	$20,594,088
Total Four Markets	3,553,420		$4,427,561,320		$287,827,020	$230,261,616
Total U.S.	10,499,000	$1,246	$12,052,852,000	$81	$850,419,000	$680,335,200

The estimates produced are <u>conservative</u> since they are based on an annual Latino expenditure of $1,246 for entertainment in 2001, the most recent estimate provided by the Consumer Expenditure Survey (U.S. Dept. of Labor Statistics, 2003). Nonetheless, the expenditure estimates are revealing: **in 2003, Latino households spent an estimated $12 billion on entertainment, $850 million on admissions (includes movies, opera and ballet), and $680**

million on movies.

V.   CONCLUSIONS

We initiated this study with the recognition that many factors can influence the ability of the film and television industry to attract Latino audiences, including such things as the relevance of content, the relative absence of Latino actors in Hollywood and television, the tendency to cast Latino actors in stereotypical roles and poor marketing practices. Our primary study focus, however, was to examine the soundness of the Nielsen methodology for estimating Latino television audiences, and secondarily to present an alternative picture of the manner in which Latinos spend their viewing time with English and Spanish-language television. Following is a summary of the things that we learned and some of the implications for the film and television industry.

- **Latino television viewing behavior is difficult to measure accurately**. Lower educational attainment and a large renter population that is highly mobile are but two of the factors that challenge research organizations that require stable measurements over time. Moreover, research organizations often fall prey to practices that bias the representation of different segments of the Latino population that lead to corollary biases in the estimates of television audiences produced. Without an independent, external audit process to evaluate the results of a high-stakes measurement service like the Nielsen ratings, it is less likely that errors will be identified or corrected.

- **Based on the results of this study, it would be inadvisable to use a measure of home language as the basis to weight Latino television ratings**. Weighting is a necessary analytic tool to correct imbalances in a survey process that has resulted in the over or under-representation of specific subgroups. However, weighting should not be used with a variable like home language whose reliability is in question. The Nielsen home language classification proved to be too subjective and inconsistently used by different household members. The Bilingual (also known as Spanish/English Equally) group, in particular, was composed of native-born and foreign-born Latinos whose language and media usage were quite different. A discriminant analysis clearly showed that more errors in classifying Latinos could result in the Bilingual category when

compared to the English Dominant and Spanish Dominant groups. Perhaps more thought should be given to using <u>nativity</u> or <u>ability to understand English</u> as a weighting variable since it is less ambiguous than home language and is readily available from a highly credible source – the U.S. Census Bureau. More importantly, Nielsen needs to do a better job of recruiting both native-born and foreign-born Latinos into their research panels to minimize the need for such weighting.

- **The ability of Latinos to enjoy a movie was influenced more by the use of dubbing in Spanish and Spanish subtitles, and to a lesser extent the use of non-Latino actors in Latino roles. These factors impacted native-born Latinos more than foreign-born Latinos.** While native-born Latinos showed a greater disdain than foreign-born Latinos for dubbing, Spanish subtitles and the use of non-Latinos actors in Latino roles, from 20 to 30 percent of the foreign-born Latinos also believed that these factors interfered with their enjoyment of a movie. Consequently, removing these barriers may be an important step towards expanding Latino audiences.

- **Our conservative estimate of 802,553 Latinos who watched The George Lopez Show on a frequent basis stands in direct contradiction to the 1.21 million Latino viewers estimated by Nielsen Media Research in all of 17 Latino markets**. These two disparate estimates of the Latino viewing audience for The George Lopez Show requires an open dialogue to discuss the methodological differences that lead to these disparities. The stakes are high for the future of all television programming that is targeted to Latino audiences or includes Latino talent.

- **Latinos had broad access to both English-language and Spanish-language television programming.** The availability of multiple television sets, especially among U.S.-born Latinos, provides increased opportunities for family members to pursue their individual tastes. All of the markets revealed a high penetration of Spanish-language programming, especially by Univision and Telemundo. While half of the Latinos had access to cable television, satellite television was used by less than two in ten Latinos. About two-thirds of all Latinos had access to SAP, while slightly over two in ten used it either "very often" or "often." Despite the broad availability of Spanish-language programming, foreign-born Latinos remain somewhat dependent on SAP.

- **The television viewing behavior of native-born and foreign-born Latinos was distinctly different**. The core viewing audience for English-language networks primarily included native-born Latinos, while the core audience for Spanish-language networks consisted primarily of foreign-born Latinos. The advantage enjoyed by Spanish-language networks in reaching the foreign-born segment relates to the strong Latino appetite for novelas, their strong dependence on the Spanish language, and the paucity of Spanish-language theaters and video rental stores that can meet their entertainment needs. To expand their Latino audiences, English-language networks will need to initiate efforts to better understand the entertainment needs of their core audience: native-born Latinos. Moreover, any test market or audience research to evaluate potential appeal should be carefully matched to the market for which the programming was designed.

- **Both native-born and foreign-born Latinos primarily viewed mainstream English-language movies for their entertainment needs**. Regardless of nativity, the movies most recently viewed by Latinos included a variety of English-language genres such as horror, comic heroes, comedies and action movies. The relatively difficulty that foreign-born Latinos had in recalling the names of these movies underscores the potential problems inherent in the Nielsen diaries that may require extensive recall of the programs viewed on television – a problem that would likely influence the recall of English-language programs more than Spanish-language programs.

- **While viewing television, Latinos are more likely to view without the presence of children, occasionally switch English and Spanish-language programming when viewing with others, and have children that primarily watch English-language television**. The tendency to view television without the presence of children is somewhat influenced by households without any children (18%), but may also be influenced by the availability of multiple television sets that allow family members to pursue their own individual tastes. Adult members may also be viewing television programs that are not suitable for their children. Although there is a clear need for more family-oriented programming that all members can watch simultaneously, it seems likely that Latino viewing patterns will become increasingly segregated as their viewing options increase.

- **The rise of the second generation will profoundly impact the demographic composition of future Latino audiences and the demand for English-language programming**. Although the first generation (foreign-born) comprised 45 percent of the Latino growth between 1970 and 2000, they are predicted to comprise only 25 percent of the growth between 2000 and 2020. Instead, second-generation Latinos (children of immigrants) will comprise 47 percent of the Latino growth between 2000 and 2020. The impact of this generational shift is easy to understand with our study respondents: 41 percent of the third-generation and 34 percent of second generation Latinos had watched The George Lopez Show either frequently or occasionally – convincingly higher than the 12 percent of first generation Latinos. Ironically, one need not wait 10 to 20 years to fully appreciate the strength of the second and third generation Latinos. The careful inclusion of Latino markets with higher concentrations of native-born Latinos in current surveys would represent one major improvement.

- **Latinos represent a significant economic opportunity for the entertainment and movie industry.** Latinos spent an estimated $12 billion on entertainment during 2003 and $680 million on movies alone. Since most of the movies that Latinos viewed were mainstream English-language productions, the implications for Hollywood are significant.

APPENDIX A

Summary of Nielsen Methodology From Web Site

Notes on Nielsen Methodology from Web Site and Staff

To understand how Nielsen Media Research develops their television ratings, one can navigate their web site and review information that describes the complicated task of measuring the television viewing habits of U.S. consumers. According to the web site, Nielsen Media Research is required by members of the television industry to disclose their research procedures and that they do what they say they are doing. "The MRS provides users of Nielsen Media Research ratings with an independent certification that the operation of the ratings system has been fully and accurately disclosed." Interestingly, the language only requires full disclosure of their practices, but does not require an external audit to verify the accuracy of the ratings produced.

To develop their ratings, Nielsen combines information from different measurement processes, including meters on TV sets, VCRs, cable boxes and satellite dishes; People Meters that viewers use to record information about the specific programs they are watching; and written TV diaries where viewers record their television viewing during a specified measurement period.

To assure the web site visitor about the accuracy of this complicated measurement process, the web site further explains:

> "No measurement system is perfect, whether it measures the entire population or just a sample. Errors are always a possibility. When measurement is based on a sample, there is the additional source of error which comes from sampling variation (some samples are going to be a big high, others a bit low). For this reason, Nielsen Media Research regularly cross-checks the information obtained from different samples and different measurement methods. Remarkably, the ratings produced from more than 100,000 diaries collected from all markets during each sweep month have been similar to the ratings based on 5,000 People Meter homes for the same period of time. Different measurement methods, completely separate samples -- and a vast difference in sampling size – yet they both produce similar estimates of audience. In addition to this, we have ongoing audits and quality checks to make sure that all of our procedures are working correctly."

Moreover, to check the representativeness of their samples, Nielsen Media Research compares sample demographic information to the Census Bureau and also conducts periodic Telephone Coincidentals as described herein:

> "Occasionally, we do special studies called Telephone Coincidentals. In these tests, we call thousands of randomly selected telephone numbers and ask people if their TV sets are on and who is watching. This research provides a completely independent check on the amount of TV usage and viewing, and when we have found some differences, it has helped us zero in on ways to improve our ongoing measurement systems."

Clearly, one can be overwhelmed by the sheer scope and complexity of the Nielsen ratings methodology. However, for the curious investigator who is searching for <u>methodological</u> information about the Hispanic television ratings, the Nielsen's web site provides little useful information. Nonetheless, some of the interesting facts provided by the web site include:

- The 17 markets included in the Nielsen Hispanic-American Television Index (NHTI)
- The top ten primetime broadcast TV programs among Hispanic viewers
- The number of Hispanic television households in the U.S. and the 16 local markets included in the NHTI
- Estimates of the number of Spanish-dominant television households
- Average weekly viewing by Hispanic households, by primetime and daytime usage

Since the information provided above was 3-4 years old, its usefulness was also somewhat limited. Efforts to obtain additional detail on the sampling methodology were handled by one Nielsen staff member with an explanation that only subscribers were provided more detailed information related to the methodology. Nonetheless, the staff member provided the following information related to the current markets and sample sizes included in the NHTI markets with people meters and diaries:

Nielsen Hispanic Local Markets by Data Collection Method

DMA Market	Diary Sample	People Meter Sample
Albuquerque, NM	315	
Chicago, IL	384	208
Dallas, TX	349	
El Paso. TX	338	
Fresno, CA	367	
Harlingen, TX	547	
Houston, TX	448	
Los Angeles, CA	NA	216
Miami, FL	418	245
New York, NY	332	220
Phoenix, AZ	406	
Sacramento, CA	510	
San Antonio, TX	508	215
San Diego, CA	433	
San Francisco, CA	481	
Tucson, AZ	305	
Austin, TX	327	
Total Sample	6,750	1,104

Source: Nielsen Media Research, 2003.

As shown by the table above, only five markets were actually "metered" to measure television viewing behavior, while most of the 17 markets were evaluated with a diary wherein Latinos record their viewing habits in writing. Knowing the specific markets covered, the method of data collection used, and the sample sizes was certainly important. However, key information was missing regarding the procedures used to identify and select Hispanic households within each market, and the specific formula used to classify Hispanic households into the five language groups defined by Nielsen from the home language characteristics of household members. These five Nielsen-defined language groups are:

- Spanish only
- Mostly Spanish, Some English
- English and Spanish Equally
- Mostly English, Some Spanish
- English only

In regards to the identification and selection of Hispanic households, the Nielsen representative merely stated that a random selection procedure was employed, while no information was provided concerning the formula used to classify Hispanic households into the five language groups.

A second request by the National Latino Media Coalition for the household classification methodology produced the following explanation of the Nielsen Media Research's language model:

1. **Only Spanish**. All household members report that they only speak Spanish in the home.

2. **Mostly Spanish**. These are homes that report having a mixture of people present who Speak Only Spanish, Mostly Spanish or Spanish and English Equally. Each language group is counted as present if it has at least one representative in the home.

3. **Only English**. All household members report that they only speak English at home.

4. **Mostly English**. These are homes that report having a mixture of people present who Speak Only English, Mostly English, or Spanish and English Equally. Each language group is counted as present if it has at least one representative in the home.

5. **Spanish/English Equal**. These are all homes that do not fit into the above categories. For instance, a home that reported having at least one Mostly English and one Mostly Spanish Speaking home would be considered a Spanish/English Equal home.

It is unclear which member of the household is selected by Nielsen staff to make the language assessment for each household member. Moreover, since the five categories are not sufficiently unique, it could produce inconsistent classifications when utilized by different people.

APPENDIX B

Survey Questionnaire

Latino Television Study

INTERVIEWER GREETING INSTRUCTIONS: Greet the person answering the telephone in the language that the person is using (i.e., English or Spanish) when they answer the call. If answered in another language, politely terminate the interview.

Good evening. My name is _____ with Rincon & Associates, a company that conducts market research surveys. We are calling people in your community to learn about their television viewing habits and would like to include a member of your household who is 16 years or older in this important study. Could I please speak to the person who most recently celebrated their birthday?   (IF UNAVAILABLE, ASK FOR NEXT PERSON 16 YEARS OR OLDER WHO MOST RECENTLY CELEBRATED THEIR BIRTHDAY. IF NEITHER AVAILABLE, SCHEDULE A CALLBACK) (REPEAT INTRODUCTION IF NECESSARY)

SCREENING

1.   First, would you prefer than I continue this interview in English or Spanish? (READ LIST ROTATED)

   English..................... 1
   Spanish..................... 2

2.   What is your age? (DO NOT READ LIST)

   Under 16 (TERMINATE)
   16 – 20..................... 1
   21 – 24..................... 2
   25 – 29..................... 3
   30 – 34..................... 4
   35 – 39..................... 5
   40 – 44..................... 6
   45 –49..................... 7
   50 – 54..................... 8
   55 – 64..................... 9
   65 or older............... 10

3.   Gender (RECORD ONLY)

   Male....................... 1
   Female..................... 2

4.   Are you Spanish, Hispanic or Latino?

   Yes........................ 1   (CONTINUE)
   No......................... 2   (TERMINATE)

5.   More specifically, are you Mexican, Mexican-American, Chicano, Puerto Rican, Cuban, or some other Spanish/Hispanic/Latino group?

   Mexican.................... 1
   Mexican-American........... 2
   Chicago.................... 3
   Puerto Rican............... 4
   Cuban...................... 5
   Other (please specify)...... 6

6.　　Market (RECORD ONLY)

```
Los Angeles................. 1  (GO TO Q.7)
New York.................... 2  (GO TO Q.8)
Miami....................... 3  (GO TO Q.9)
San Antonio................. 4  (GO TO Q.10)
```

LOS ANGELES

7.　　What county do you reside in?　(DO NOT READ LIST)

```
INYO........................ 1
KERN-E...................... 2
LOS ANGELES................. 3
ORANGE...................... 4
RIVERSIDE-E................. 5
RIERSIDE-W.................. 6
SAN BERNADINO............... 7
VENTURA..................... 8
```

(SKIP TO Q.11)

NEW YORK

8.　　What county do you reside in?　(DO NOT READ LIST)

1	Fairfield, CT	Kings, NY	17
2	Bergen, NJ	Nassau, NY	18
3	Essex, NJ	New York, NY	19
4	Hudson, NJ	Orange, NY	20
5	Hunterdon, NJ	Putnam, NY	21
6	Middlesex, NJ	Queens, NY	22
7	Monmouth, NJ	Richmond, NY	23
8	Morris, NJ	Rockland, NY	24
9	Ocean, NJ	Suffolk, NY	25
10	Passaic, NJ	Sullivan, NY	26
11	Somerset, NJ	Ulster, NY	27
12	Sussex, NJ	Westchester, NY	28
13	Union, NJ	Pike, PA	29
14	Warren, NJ	Other (specify:	30
15	Bronx, NY		
16	Dutchens, NY	DK/RF	99

(SKIP TO Q.13)

MIAMI

9.　　What county do you reside in?　(DO NOT READ LIST)

```
BROWARD..................... 1
MIAMI-DADE.................. 2
MONROE...................... 3
```

(SKIP TO Q.15)

SAN ANTONIO

10.   What county do you reside in?   (DO NOT READ LIST)

       Atascosa.................... 1
       Bandera..................... 2
       Bexar....................... 3
       Comal....................... 4
       De Witt..................... 5
       Dimmit...................... 6
       Edwards..................... 7
       Frio........................ 8
       Goliad...................... 9
       Gonzales.................... 10
       Guadalupe................... 11
       Karnes...................... 12
       Kendall..................... 13
       Kerr........................ 14
       Kinney...................... 15
       La Salle.................... 16
       La Vaca..................... 17
       McMullen.................... 18
       Maverick.................... 19
       Medina...................... 20
       Real........................ 21
       Uvalde...................... 22
       Val Verde................... 23
       Wilson...................... 24
       Zavala...................... 25

                        (SKIP TO Q.17)

LOS ANGELES MARKET

11.   For each of the following television networks or channels, how often do
       you watch that network or channel? Would you say that you watch (READ
       NETWORK/CHANNEL ROTATED) frequently, occasionally, rarely, never?

	Frequently	Occasionally	Rarely	Never	DK/RF
CBS (CH. 2)............	1	2	3	4	9
ABC (CH. 7)............	1	2	3	4	9
NBC (CH.4).............	1	2	3	4	9
FOX (CH.11)............	1	2	3	4	9
UPN (CH.13)............	1	2	3	4	9
WB (CH.5)..............	1	2	3	4	9
UNIVISION (CH.34)......	1	2	3	4	9
TELEMUNDO (CH.52)......	1	2	3	4	9
TELEFUTURA (CH.46).....	1	2	3	4	9

12. During the past month, which television network or channel did you watch
    <u>most often</u>? (DO NOT READ THE LIST; RECORD SINGLE RESPONSE)

```
CH.2  CBS.................... 1
CH.4  NBC.................... 2
CH.5  WB..................... 3
CH.7  ABC.................... 4
CH.9  IND.................... 5
CH.11 FOX.................... 6
CH.13 UPN.................... 7
CH.17 TBS.................... 8
CH.18 INDEPENDENT........... 9
CH.22 INDEPENDENT SPANISH.. 10
CH.24 PBS.................. 11
CH.26 INDEPENDENT......... 12
CH.28 PBS.................. 13
CH.30 PAX.................. 14
CH.34 UNIVISION........... 15
CH.40 INDEPENDENT......... 16
CH.44 INDEPENDENT......... 17
CH.46 TELEFUTURA.......... 18
CH.50 PBS.................. 19
CH.52 TELEMUNDO........... 20
CH.54 TV AZTECA........... 21
CH.56 INDEPENDENT......... 22
CH.57 INDEPENDENT......... 23
CH.58 PBS.................. 24
CH.62 INDEPENDENT......... 25
Other (please specify)..... 26
DON'T WATCH................ 98
DON'T KNOW................. 99
```

(SKIP TO Q.19)

NEW YORK

13. For each of the following television networks orchannels, how often do you
    watch that network or channel? Would you say that you watch (READ
    NETWORK/CHANNEL) frequently, occasionally, rarely, never?

	Frequently	Occasionally	Rarely	Never	DK/RF
CBS (CH. 2)............	1	2	3	4	9
ABC (CH. 7)............	1	2	3	4	9
NBC (CH.4).............	1	2	3	4	9
FOX (CH.5).............	1	2	3	4	9
UPN (CH.9).............	1	2	3	4	9
WB (CH.11).............	1	2	3	4	9
UNIVISION (CH.41)......	1	2	3	4	9
TELEMUNDO (CH.47)......	1	2	3	4	9
TELEFUTURA (CH.68).....	1	2	3	4	9

14. During the past month, which television network or channel did you watch
    most often? (DO NOT READ LIST; RECORDSINGLE RESPONSE)

```
CH.2  CBS..................... 1
CH.4  NBC..................... 2
CH.5  FOX..................... 3
CH.7  ABC..................... 4
CH.9  UPN..................... 5
CH.11 WB...................... 6
CH.13 PBS..................... 7
CH.17 TBS..................... 8
CH.21 PBS..................... 9
CH.25 PBS.................... 10
CH.31 PAX.................... 11
CH.41 UNIVISION............. 12
CH.47 TELEMUNDO............. 13
CH.50 PBS.................... 14
CH.55 INDEPENDENT.......... 15
CH.58 WNJN................. 16
CH.63 INDEPENDENT.......... 17
CH.67 INDEPENDENT.......... 18
CH.68 TELEFUTURA........... 19
Other (please specify)..... 20
DON'T WATCH................ 98
DON'T KNOW................. 99
```

                         (SKIP TO Q.19)

MIAMI

15. For each of the following television networks or channels, how often do
    you watch that network or channel? Would you say that you watch (READ
    NETWORK/CHANNEL ROTATED) frequently, occasionally, rarely, never?

	Frequently	Occasionally	Rarely	Never	DK/RF
CBS (CH. 4)............	1	2	3	4	9
ABC (CH. 10)...........	1	2	3	4	9
NBC (CH.6).............	1	2	3	4	9
FOX (CH.7).............	1	2	3	4	9
UPN (CH.33)............	1	2	3	4	9
WB (CH.39).............	1	2	3	4	9
UNIVISION (CH.23)......	1	2	3	4	9
TELEMUNDO (CH.51)......	1	2	3	4	9
TELEFUTURA (CH.69).....	1	2	3	4	9

16. During the past month, which television network or channel did you watch <u>most often</u>? (DO NOT READ LIST; RECORD SINGLERESPONSE)

```
CH.2 PBS..................... 1
CH.4 CBS..................... 2
CH.6 NBC..................... 3
CH.7 FOX..................... 4
CH.10 ABC.................... 5
CH.17 PBS.................... 6
CH.22 IND SP................. 7
CH.23 UNIVISION.............. 8
CH.33 UPN.................... 9
CH.35 PAX................... 10
CH.39 WB.................... 11
CH.41 IND SP................ 12
CH.45 IND................... 13
CH.51 TELEMUNDO............. 14
CH.69 TF.................... 15
DON'T WATCH.................
DON'T KNOW..................
Other (please specify).......
```

(SKIP TO Q.19)

SAN ANTONIO

17. For each of the following television networks or channels, how often do you watch that network or channel? Would you say that you watch (READ NETWORK/CHANNEL ROTATED) frequently, occasionally, rarely, never?

	<u>Frequently</u>	<u>Occasionally</u>	<u>Rarely</u>	<u>Never</u>	<u>DK/RF</u>
CBS (CH. 5).............	1	2	3	4	9
ABC (CH. 12)...........	1	2	3	4	9
NBC (CH.4).............	1	2	3	4	9
FOX (CH.7).............	1	2	3	4	9
UPN (CH.2).............	1	2	3	4	9
WB (CH.35).............	1	2	3	4	9
UNIVISION (CH.41)......	1	2	3	4	9
TELEMUNDO (CH.60)......	1	2	3	4	9
TELEFUTURA (CH.17).....	1	2	3	4	9

18. During the past month, which television network or channel did you watch most often? (DO NOT READ LIST; RECORD SINGLE RESPONSE)

```
CH.9 PBS..................... 1
CH.5 CBS..................... 2
CH.4 NBC..................... 3
CH.29 FOX.................... 4
CH.12 ABC.................... 5
CH.41 UNIVISION............. 6
CH.26 PAX................... 7
CH.35 WB.................... 8
CH.60 TELEMUNDO............. 9
CH.18 TV AZTECA............ 10
CH.17 TELEFUTURA........... 11
CH.2 UPN................... 12
CH.23 INDEPENDENT......... 13
CH.45..................... 14
CH.67..................... 15
OTHER (SPECIFY)........... 16
DON'T WATCH............... 98
DON'T KNOW................ 99
```

19. On average, how many hours do you watch television per day Monday through Friday? (RECORD WHOLE NUMBER)

    NO. HOURS PER DAY M-F:_____

20. On average, how many of these (Q.19) hours do you spend watching English-language television? (ENTER WHOLE NUMBER)

    NO. HOURS PER DAY EL TV:_____

21. On average, how many of these (Q.19) hours do you spend watching Spanish-language television? (ENTER WHOLE NUMBER)

    NO. HOURS PER DAY SL TV:_____

    NOTE: SUM OF HOURS IN Q.20 AND Q.21 MUST EQUAL TO TOTAL HOURS WATCHED M-F IN Q.19)

22. On average, how many hours do you watch television per day Saturday and Sunday? (RECORD WHOLE NUMBER)

    NO. HOURS PER DAY SAT-SUN:_____

23. On average, how many of these (Q.22) hours do you spend watching English-language television? (ENTER WHOLE NUMBER)

    NO. HOURS PER DAY EL TV:_____

24. On average, how many of these (Q.22) hours do you spend watching Spanish-language television? (ENTER WHOLE NUMBER)

    NO. HOURS PER DAY SL TV:_____

    NOTE: SUM OF HOURS IN Q.23 AND Q.24 MUST EQUAL TO TOTAL HOURS WATCHED SAT-SUN IN Q.22)

LANGUAGE USAGE OF HOUSEHOLD MEMBERS

Next, I would like to ask about language communication in your household. In order to include everyone, I need to know the first name and age of each household member.(USING HOUSEHOLD CHART, RECORD FIRST NAME AND AGE OF EACH HOUSEHOLD MEMBER)

25. USING HOUSEHOLD CHART, ASK LANGUAGE QUESTION FOR EACH PERSON LISTED AND RECORD RESPONSE IN APPROPRIATE PERSON ROW. LEAVE PERSON ROW BLANK WHEN NECESSARY)

Thinking about the language that (PERSON 1) uses in the home, would you say (PERSON 1) speaks only Spanish in the home, mostly Spanish but some English, mostly English but some Spanish, or only English in the home? (NOTE: DO NOT READ SPANISH, ENGLISH EQUALLY CATEGORY)(REPEAT QUESTION FOR EACH HOUSEHOLD MEMBER)

26. How well do you (READ LIST ROTATED)? Do you (READ LIST) very well, well, not well, or not at all?

	Very Well	Well	Not Well	Not at All	DK/ RF
Understand English?	1	2	3	4	9
Understand Spanish?	1	2	3	4	9

27. What English-language television programs do you watch most often? RECORD SPECIFIC PROGRAM NAMES; MULTIPLE RESPONSES; PROBE UNTIL UNPRODUCTIVE) Any others?

_____

_____

28. What Spanish-language television programs do you watch most often? RECORD SPECIFIC PROGRAM NAMES; MULTIPLE RESPONSES; PROBE UNTIL UNPRODUCTIVE) Any others?

_____

_____

29. How often do you watch the following television programs? Do you watch (READ SHOW ROTATED) frequently, occasionally, rarely or never?

	Frequently	Occasionally	Rarely	Never	Not familiar
The George Lopez Show	1	2	3	4	9
American Family	1	2	3	4	9

30.   When you watch television, are you usually...(READ LIST ROTATED; RECORD SINGLE RESPONSE)

        Alone?...................... 1
        With adult family members?.. 2
        With children?.............. 3
        With adult family members
         and children?............. 4
        With friends?............... 5
        DK/NA...................... 9

31.   How often does your choice of Spanish or English-language programming change when you watch television with someone else? Would you say always, most of the time, some of the time, or never?

        Always..................... 1
        Most of the time........... 2
        Some of the time........... 3
        Never...................... 4
        DK/RF...................... 9

32.   How many television sets do you currently have in your household? (ENTER WHOLE NUMBER; ENTER '12' IF DON'T KNOW/REFUSED)

33.   Thinking about the <u>children</u> in your household, are they more likely to watch television in English, in Spanish, or equally in both languages? (RECORD SINGLE RESPONSE)

        English.................... 1
        Spanish.................... 2
        Both equally............... 3
        NO CHILDREN IN HOUSEHOLD.... 4
        UNSURE..................... 9

34.   What is the name of the <u>last</u> movie that you saw? (RECORD ONE RESPONSE VERBATIM)

        _____

35.   Was this movie in English, Spanish or another language?

        English.................... 1
        Spanish.................... 2
        Another language........... 3
        DON'T RECALL NAME OF MOVIE.. 4
        DK/RF...................... 9

36. When you (READ LIST ROTATED), to what extent does that influence your enjoyment of a movie or television show? Would you say that it has no effect on your enjoyment, makes it somewhat less enjoyable, or makes it very difficult to enjoy? (ASK FOR EACH STATEMENT)

	Has no effect	Somewhat Difficult to Enjoy	Very Difficult to Enjoy	DK/RF
a. See a non-Latino actor playing a Latino role	1	2	3	9
b. Watch a movie or show with the sound dubbed in Spanish	1	2	3	9
c. Watch a movie or show with Spanish subtitles	1	2	3	9

ACCESS TO SPANISH-LANGUAGE TELEVISION

37. (LOS ANGELES) What Spanish-language TV stations, channels or networks does your household <u>receive</u>? (DO NOT READ LIST;RECORD MULTIPLE RESPONSES)

        CH.22 INDEPENDENT SPANISH... 1
        CH.34 UNIVISION............. 2
        CH.46 TELEFUTURA........... 3
        CH.52 TELEMUNDO............ 4
        CH.54 TV Azteca............ 5
        Galavision................. 6
        Other (please specify)...... 7
        DON'T KNOW................. 8
        NONE RECEIVED.............. 9

38.   (NEW YORK) What Spanish-language TV stations, channels or networks does your household <u>receive</u>? (DO NOT READ LIST; RECORD MULTIPLE RESPONSES)

        CH.41 UNIVISION............. 1
        CH.47 TELEMUNDO............ 2
        CH.68 TELEFUTURA........... 3
        TV Azteca.................. 4
        Galavision................. 5
        Other (please specify)...... 6
        DON'T KNOW................. 7
        NONE RECEIVED.............. 9

39.   (MIAMI) What Spanish-language TV stations, channels or networks does your household <u>receive</u>? (DO NOT READ LIST; RECORD MULTIPLE RESPONSES)

        CH.22 INDEPENDENT SPANISH......... 1
        CH.23 UNIVISION................... 2
        CH.41 INDEPENDENT SPANISH......... 3
        CH.51 TELEMUNDO................... 4
        CH.69 TELEFUTURA................. 5
        TV Azteca........................ 6
        Galavision....................... 7
        Other (please specify)........... 8
        DON'T KNOW....................... 9
        NONE RECEIVED................... 10

40.   (SAN ANTONIO) What Spanish-language TV stations, channels or networks does your household <u>receive</u>? (DO NOT READ LIST; RECORD MULTIPLE RESPONSES)

        CH.41 UNIVISION................... 1
        CH.60 TELEMUNDO................... 2
        CH.18 TV AZTECA.................. 3
        GALAVISION....................... 4
        CH.17 TELEFUTURA................. 5
        OTHER (please specify)........... 6
        DON'T KNOW....................... 7
        NONE RECEIVED................... 8

41.   Does your household subscribe to any of the following services? (READ LIST)

                    Yes   NO   DK/RF
        Cable   1   2   9
        Satellite   1   2   9

42.   (ASK IF SUBSCRIBE TO CABLE OR SATELLITE IN Q.41) Which of the following movie channels are included as part of your subscription to cable or satellite television? (READ LIST)

                    Yes   No   DK/RF
        HBO   1   2   9
        CINEMAX   1   2   9
        STARZ   1   2   9
        SHOWTIME   1   2   9

43.   Are any of the televisions that you regularly watch equipped with a language translation device, commonly called SAP?

        Yes......................... 1   (CONTINUE)
        No.......................... 2   (SKIP TO Q.45)
        Unsure...................... 3   (SKIP TO Q.45)

44. How often do you use the SAP device when you watch television at Home? Do you use it very often, often, seldom, or never?

```
Very often.................. 1
Often...................... 2
Seldom..................... 3
Never...................... 4
DK/RF...................... 9
```

DEMOGRAPHIC-SOCIOECONOMIC CHARACTERISTICS

45. Were you born in the United States, in Mexico, in Puerto Rico, or somewhere else outside of the United States?

```
United States.............. 1
Mexico..................... 2
Puerto Rico................ 3
Other place outside U.S..... 4      (SPECIFY)
DK/RF...................... 9
```

46. Was your father born in the United States, in Mexico, in PuertoRico, or Somewhere else outside of the United States?

```
United States.............. 1
Mexico..................... 2
Puerto Rico................ 3
Other place outside U.S..... 4      (SPECIFY)
DK/RF...................... 9
```

47. Was your mother born in the United States, in Mexico, in Puerto Rico, or somewhere else outside of the United States?

```
United States.............. 1
Mexico..................... 2
Puerto Rico................ 3
Other place outside U.S..... 4      (SPECIFY)
DK/RF...................... 9
```

48. How many years have you lived in the United States? (RECORD WHOLE NUMBER, NO RANGES)

NO. YEARS:_____

49. What was the last grade of school that you completed? (DO NOT READ LIST; IF CURRENTLY ENROLLED, SELECT THE PREVIOUS GRADE OR HIGHEST DEGREE RECEIVED)

```
No schooling completed ............................. 1
Nursery school to 4th grade ........................ 2
5th grade or 6th grade ............................. 3
7th grade or 8th grade ............................. 4
9th grade .......................................... 5
10th grade ......................................... 6
11th grade ......................................... 7
12th grade, no diploma ............................. 8
High school graduate, HS diploma or GED............. 9
Some college credit, but LT 1 year................. 10
1 or more years of college......................... 11
Associate degree (i.e., AA, AS).................... 12
Bachelor's degree (i.e., BA, AB, BS)............... 13
Master's degree (i.e., MA, MS, MEng, MEd, MSW, MBA) 14
Professional degree (i.e., MD, DDS, DVM, LLB, JD).. 15
DK/RF.............................................. 99
```

50. Do you own your home, are you currently buying one, or do you rent?

```
Own home, buying............ 1
Renting..................... 2
DK/RF....................... 9
```

51. What is the total income earned by all members of your household last year? Was it.... (READ LIST)

```
Less than $20,000................. 1
$20,000 but less than $30,000..... 2
$30,000 but less than $40,000..... 3
$40,000 but less than $50,000..... 4
$50,000 but less than $60,000..... 5
$60,000 but less than $70,000..... 6
$70,000 or more................... 7
REFUSED........................... 9
```

RESPONDENT CLOSING

This concludes this part of the interview, and I would like to verify some information with you in case my supervisor wants to check my work later.

52. Respondent Information

```
Name
Telephone
Residential Zipcode
Interviewer Code
Sample ID
Interviewing Station Code
Survey IDNO
Interview Length
County Code
```

53.   Thank you for your cooperation. For this study, it is important for us to
       ask a couple of questions of another member of your household who is 16
       years or older. It will only take 1-2 minutes and it's important for us
       to get the opinion of another member of the household. Could I please
       speak to the person whose birthday is coming up next?

       Yes, complete HH chart with 2nd respondent 1
       Yes, need to callback later, end interview.......... 2
       No, live alone, end interview...................... 3
       No, refusal, end interview......................... 4
       No, no one else 16+ in household................... 5

 (REFER TO HOUSEHOLD CHART FOR 2ND AND 3RD RESPONDENT INTERVIEWS)

                    THANK YOU VERY MUCH FOR YOUR PARTICIPATION

APPENDIX C

Household Chart

Primary Interviewing Information		Callback Date/Disposition Code			
Survey ID: Market: LA NY MI SAN	Respondent	1st Att.	2nd Att.	3rd Att.	
Telephone:	2				
1st Respondent:	3				
Interview Date: Length:					
Interview Name/Code:					

HOUSEHOLD CHART

Member	First Name	Age	Sex	Contact Number (1, 2 or 3)
Person 1 (Self)			M F	
Person 2			M F	
Person 3			M F	
Person 4			M F	
Person 5			M F	
Person 6			M F	
Person 7			M F	
Person 8			M F	
Person 9			M F	
Person 10			M F	

SECOND RESPONDENT SECTION

REPEAT INTRODUCTION, THEN ASK:

QH1. I just have two questions to ask you. First, would you prefer that I continue the interview in….(READ LIST ROTATED)

English?...1
Spanish? 2

Q2H. Thinking about the language that (PERSON) uses in the home, would you say (PERSON) speaks only Spanish in the home, mostly Spanish but some English, mostly English but some Spanish, or only English in the home? (DO NOT READ SPANISH/ENGLISH EQUALLY CATEGORY; REPEAT QUESTION FOR EACH HOUSEHOLD MEMBER)

Household Member	Only Spanish	Mostly Spanish, Some English	Mostly English, Some Spanish	Only English	SPANISH, ENGLISH EQUALLY	DON'T KNOW/ REFUSED
Person 1	1	2	3	4	5	9
Person 2	1	2	3	4	5	9
Person 3	1	2	3	4	5	9
Person 4	1	2	3	4	5	9
Person 5	1	2	3	4	5	9
Person 6	1	2	3	4	5	9
Person 7	1	2	3	4	5	9
Person 8	1	2	3	4	5	9
Person 9	1	2	3	4	5	9
Person 10	1	2	3	4	5	9

QH3. Were **you** born in the United States, in Mexico, in Puerto Rico or somewhere else outside of the United States?

United States 1
Mexico 2
Puerto Rico......................................3
Elsewhere outside of U.S. ....4 (SPECIFY:_____)
DON'T KNOW/REFUSED............9

QH4. Was your **father** born in the United States, in Mexico, in Puerto Rico or somewhere else outside of the United States?

United States 1
Mexico 2
Puerto Rico......................................3
Elsewhere outside of U.S. ....4 (SPECIFY:_____)
DON'T KNOW/REFUSED............9

QH5. Was your **mother** born in the United States, in Mexico, in Puerto Rico or somewhere else outside of the United States?

United States 1
Mexico 2
Puerto Rico......................................3
Elsewhere outside of U.S. ....4 (SPECIFY:_____)
DON'T KNOW/REFUSED............9

CALLBACK TO RESPONDENT 1 OR 2

Could I please speak to (NAME OF EITHER RESPONDENT PREVIOUSLY INTERVIEWED)? As part of our quality procedures, we are calling back because we need to re-check the work of our interviewers.

Q6H. Thinking about the language that (PERSON) uses in the home, would you say (PERSON) speaks only Spanish in the home, mostly Spanish but some English, mostly English but some Spanish, or only English in the home? (DO NOT READ SPANISH/ENGLISH EQUALLY CATEGORY; REPEAT QUESTION FOR EACH HOUSEHOLD MEMBER)

	Only Spanish	Mostly Spanish, Some English	Mostly English, Some Spanish	Only English	SPANISH, ENGLISH EQUALLY	DON'T KNOW/ REFUSED
Person 1	1	2	3	4	5	9
Person 2	1	2	3	4	5	9
Person 3	1	2	3	4	5	9
Person 4	1	2	3	4	5	9
Person 5	1	2	3	4	5	9
Person 6	1	2	3	4	5	9
Person 7	1	2	3	4	5	9
Person 8	1	2	3	4	5	9
Person 9	1	2	3	4	5	9
Person 10	1	2	3	4	5	9

QH7. Were **you** born in the United States, in Mexico, in Puerto Rico or somewhere else outside of the United States?

    United States 1
    Mexico 2
    Puerto Rico......................................3
    Elsewhere outside of U.S................4   (SPECIFY:_____)
    DON'T KNOW/REFUSED.............9

QH8. Was your **father** born in the United States, in Mexico, in Puerto Rico or somewhere else outside of the United States?

    United States 1
    Mexico 2
    Puerto Rico......................................3
    Elsewhere outside of U.S................4   (SPECIFY:_____)
    DON'T KNOW/REFUSED.............9

QH9. Was your **mother** born in the United States, in Mexico, in Puerto Rico or somewhere else outside of the United States?

    United States 1
    Mexico 2
    Puerto Rico......................................3
    Elsewhere outside of U.S................4   (SPECIFY:_____)
    DON'T KNOW/REFUSED.............9

Thank you very much for your participation!

APPENDIX D

Survey Tabulations

Q.1 FIRST, WOULD YOU PREFER THAT I CONTINUE THIS INTERVIEW IN ENGLISH OR SPANISH?

	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
				<--- DMA MARKET --->		<- INTVLANG >		<--- HOMELANG --->			<- NATIVITY >		<--- EDUC --->			<--- AGE --->			<-- GENDER ->	
Weighted Total	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
ENGLISH	624	142	126	87	268	624	–	134	399	91	544	80	185	313	121	383	131	109	337	287
	40.6%	37.0%	32.9%	22.7%	69.8%	100.0%		14.5%	88.4%	54.9%	79.3%	9.4%	28.7%	50.1%	51.3%	49.5%	35.0%	28.2%	45.2%	36.3%
SPANISH	913	242	257	297	116	–	913	785	52	74	142	771	460	312	115	391	244	278	409	504
	59.4%	63.0%	67.1%	77.3%	30.2%		100.0%	85.5%	11.6%	45.1%	20.7%	90.6%	71.3%	49.9%	48.7%	50.5%	65.0%	71.8%	54.8%	63.7%
Unweighted Total	1536	384	384	384	384	538	998	987	392	156	569	967	675	603	227	760	384	392	648	888
Mean	1.59	1.63	1.67	1.77	1.30	1.00	2.00	1.85	1.12	1.45	1.21	1.91	1.71	1.50	1.49	1.50	1.65	1.72	1.55	1.64
S.D.	0.49	0.48	0.47	0.42	0.46	0.00	0.00	0.35	0.32	0.50	0.41	0.29	0.45	0.50	0.50	0.50	0.48	0.45	0.50	0.48
Standard error	0.01	0.02	0.02	0.02	0.02	0.00	0.00	0.01	0.02	0.04	0.02	0.01	0.02	0.02	0.03	0.02	0.02	0.02	0.02	0.02
Chi Square		198.102				1536.32		700.893			768.896		71.9370			54.8753			12.5530	
DF for Chi		3.				1.		2.			1.		2.			2.			1.	
Probability		0.0000				0.0000		0.0000			0.0000		0.0000			0.0000			0.0004	

BASE = TOTAL RESPONDENTS

Q.2 WHAT IS YOUR AGE?

			<------- DMA MARKET ------>			<- INTVLANG >		<---- HOMELANG ---->		<- NATIVITY >		<------ EDUC ------>		<------- AGE ------>		<-- GENDER ->	
	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
	------	--	--	---	---	----	----	----	----	---	------	-----	------	----	----	-----	-----	---	----	------
Weighted Total	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
16-20	261	86	67	43	65	176	85	126	98	37	170	91	169	88	1	261	–	–	143	118
	17.0%	22.4%	17.6%	11.1%	16.8%	28.2%	9.3%	13.7%	21.7%	22.1%	24.8%	10.6%	26.1%	14.1%	0.5%	33.7%			19.2%	14.9%
21-24	137	39	36	29	33	62	75	76	48	13	74	64	46	82	8	137	–	–	71	66
	8.9%	10.2%	9.3%	7.6%	8.6%	9.9%	8.2%	8.3%	10.7%	7.9%	10.7%	7.5%	7.1%	13.1%	3.5%	17.7%			9.5%	8.4%
25-29	198	55	67	35	41	77	121	123	63	12	84	114	62	95	37	198	–	–	101	96
	12.9%	14.3%	17.4%	9.2%	10.6%	12.3%	13.2%	13.4%	13.8%	7.2%	12.3%	13.4%	9.7%	15.2%	15.5%	25.6%			13.6%	12.2%
30-34	178	63	46	30	39	68	110	108	54	16	71	107	69	71	36	178	–	–	75	103
	11.6%	16.4%	12.0%	7.9%	10.1%	10.9%	12.1%	11.8%	11.9%	9.9%	10.3%	12.6%	10.6%	11.3%	15.4%	23.0%			10.1%	13.0%
35-39	141	37	34	37	33	43	98	94	34	12	49	92	53	52	32	–	141	–	66	75
	9.2%	9.6%	8.8%	9.6%	8.6%	6.9%	10.8%	10.3%	7.6%	7.5%	7.1%	10.8%	8.2%	8.3%	13.4%		37.6%		8.8%	9.5%
40-44	129	32	31	31	35	43	86	72	42	15	44	86	42	56	29	–	129	–	65	64
	8.4%	8.4%	8.1%	8.1%	9.1%	6.9%	9.4%	7.8%	9.4%	9.2%	6.4%	10.1%	6.4%	9.0%	12.3%		34.4%		8.8%	8.1%
45-49	105	24	23	26	33	45	60	55	35	14	45	60	38	37	31	–	105	–	52	53
	6.8%	6.2%	6.0%	6.6%	8.5%	7.3%	6.5%	6.0%	7.7%	8.6%	6.5%	7.1%	5.8%	5.9%	12.9%		28.0%		6.9%	6.7%
50-54	90	20	28	25	17	27	62	59	22	9	29	61	34	39	15	–	–	90	41	48
	5.8%	5.1%	7.3%	6.5%	4.4%	4.4%	6.8%	6.4%	4.8%	5.3%	4.2%	7.2%	5.3%	6.2%	6.5%			23.2%	5.5%	6.1%
55-64	119	15	24	53	28	37	82	81	30	9	46	74	41	58	16	–	–	119	57	62
	7.8%	3.9%	6.3%	13.7%	7.3%	6.0%	9.0%	8.8%	6.7%	5.2%	6.6%	8.7%	6.3%	9.3%	6.8%			30.8%	7.7%	7.9%
65 OR OLDER	178	13	28	75	61	45	133	124	26	28	76	103	93	48	31	–	–	178	74	105
	11.6%	3.5%	7.3%	19.6%	16.0%	7.2%	14.6%	13.5%	5.7%	17.1%	11.0%	12.1%	14.4%	7.6%	13.2%			46.0%	9.9%	13.2%
Unweighted Total	1536	384	384	384	384	538	998	987	392	156	569	967	675	603	227	760	384	392	648	888
Mean	4.97	4.04	4.58	6.00	5.24	4.16	5.52	5.24	4.36	5.12	4.47	5.36	4.75	4.77	5.92	2.38	5.90	9.23	4.77	5.15
S.D.	3.03	2.57	2.85	3.16	3.15	2.97	2.95	3.04	2.84	3.27	3.13	2.89	3.26	2.90	2.44	1.17	0.81	0.80	3.01	3.03
Standard error	0.08	0.13	0.15	0.16	0.16	0.12	0.10	0.10	0.13	0.25	0.12	0.10	0.13	0.12	0.16	0.04	0.04	0.04	0.11	0.11
Chi Square		129.576				115.307		53.5398			71.5744		152.035			3072.64			12.5378	
DF for Chi		27.				9.		18.			9.		18.			18.			9.	
Probability		0.0000				0.0000		0.0000			0.0000		0.0000			0.0000			0.1847	

BASE = TOTAL RESPONDENTS

Q.3 GENDER

	Total Sample	<------- DMA MARKET ------>				<- INTVLANG >		<---- HOMELANG ---->			<- NATIVITY >		<------ EDUC ------>			<------- AGE ------>			<-- GENDER ->	
		LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
	------	--	--	---	---	----	----	----	----	---	------	-----	------	----	----	-----	-----	---	----	------
Weighted Total	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
MALE	746	195	182	185	184	337	409	437	231	77	347	399	295	317	123	391	183	172	746	-
	48.6%	50.7%	47.5%	48.1%	47.9%	54.0%	44.8%	47.6%	51.0%	46.8%	50.6%	46.9%	45.7%	50.7%	52.0%	50.5%	48.8%	44.5%	100.0%	
FEMALE	790	189	202	199	200	287	504	481	221	88	339	452	351	308	114	383	192	215	-	790
	51.4%	49.3%	52.5%	51.9%	52.1%	46.0%	55.2%	52.4%	49.0%	53.2%	49.4%	53.1%	54.3%	49.3%	48.0%	49.5%	51.2%	55.5%		100.0%
Unweighted Total	1536	384	384	384	384	538	998	987	392	156	569	967	675	603	227	760	384	392	648	888
Mean	1.51	1.49	1.53	1.52	1.52	1.46	1.55	1.52	1.49	1.53	1.49	1.53	1.54	1.49	1.48	1.50	1.51	1.56	1.00	2.00
S.D.	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.00	0.00
Standard error	0.01	0.03	0.03	0.03	0.03	0.02	0.02	0.02	0.02	0.04	0.02	0.02	0.02	0.02	0.03	0.02	0.03	0.03	0.00	0.00
Chi Square		1.0058				12.5530		1.6263			2.1045		4.4275			3.7370			1536.32	
DF for Chi		3.				1.		2.			1.		2.			2.			1.	
Probability		0.7998				0.0004		0.4435			0.1469		0.1093			0.1544			0.0000	

BASE = TOTAL RESPONDENTS

Q.4 ARE YOU SPANISH, HISPANIC OR LATINO?

	Total Sample	<------- DMA MARKET ------>				<- INTVLANG >		<---- HOMELANG ---->			<- NATIVITY >		<------ EDUC ------>			<------- AGE ------>			<-- GENDER ->	
		LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
	------	--	--	---	---	----	----	----	----	---	------	-----	------	----	----	-----	-----	---	----	------
Weighted Total	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
YES	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
NO	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unweighted Total	1536	384	384	384	384	538	998	987	392	156	569	967	675	603	227	760	384	392	648	888
Mean	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
S.D.	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Standard error	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

BASE = TOTAL RESPONDENTS

Q.5 MORE SPECIFICALLY, ARE YOU MEXICAN, MEXICAN-AMERICAN, CHICANO, PUERTO RICAN, CUBAN OR SOME OTHER SPANISH-HISPANIC-LATINO GROUP?

	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
		<------- DMA MARKET ------>				<- INTVLANG >		<---- HOMELANG ---->			<- NATIVITY >		<------ EDUC ------>			<------- AGE ------>			<-- GENDER ->	
Weighted Total	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
MEXICAN	384	209	51	23	100	60	324	320	36	28	52	331	241	119	20	228	98	59	185	199
	25.0%	54.5%	13.4%	5.9%	26.1%	9.6%	35.5%	34.9%	7.9%	16.8%	7.6%	39.0%	37.3%	19.0%	8.3%	29.4%	26.0%	15.1%	24.8%	25.2%
MEXICAN-AMERICAN	352	89	10	9	245	290	62	81	216	54	332	20	125	164	61	183	86	82	177	174
	22.9%	23.0%	2.5%	2.2%	63.8%	46.5%	6.8%	8.8%	47.9%	32.9%	48.4%	2.3%	19.4%	26.2%	25.9%	23.7%	22.9%	21.3%	23.8%	22.1%
CHICANO	30	16	5	1	9	22	8	9	17	3	27	4	11	12	7	21	4	5	18	12
	2.0%	4.0%	1.3%	0.3%	2.3%	3.6%	0.9%	1.0%	3.8%	2.1%	3.9%	0.4%	1.7%	1.9%	3.0%	2.7%	1.1%	1.3%	2.4%	1.5%
PUERTO RICAN	148	5	114	23	6	97	51	49	78	21	145	3	48	75	21	77	34	37	73	75
	9.6%	1.3%	29.7%	6.0%	1.5%	15.5%	5.6%	5.3%	17.2%	13.0%	21.2%	0.3%	7.4%	12.0%	8.9%	10.0%	9.0%	9.6%	9.7%	9.5%
CUBAN	202	5	11	184	2	52	150	156	34	11	44	157	68	79	48	59	36	106	97	105
	13.1%	1.2%	2.9%	47.9%	0.5%	8.3%	16.4%	17.0%	7.6%	6.9%	6.5%	18.5%	10.6%	12.7%	20.4%	7.7%	9.7%	27.4%	13.0%	13.3%
OTHER SPANISH, HISPANIC, LATINO GROUP	421	61	193	145	22	103	318	303	70	47	85	336	152	176	79	205	118	98	196	225
	27.4%	15.9%	50.2%	37.7%	5.8%	16.5%	34.9%	33.0%	15.6%	28.3%	12.4%	39.5%	23.5%	28.2%	33.5%	26.5%	31.4%	25.3%	26.3%	28.4%
Unweighted Total	1536	384	384	384	384	538	998	987	392	156	569	967	675	603	227	760	384	392	648	888
Mean	3.45	2.19	4.57	5.01	2.04	3.16	3.65	3.60	3.15	3.45	3.08	3.76	3.05	3.58	4.08	3.22	3.48	3.89	3.41	3.49
S.D.	2.03	1.81	1.74	1.27	1.15	1.67	2.22	2.20	1.63	1.94	1.54	2.31	2.07	1.96	1.83	2.04	2.09	1.87	2.01	2.04
Standard error	0.05	0.09	0.09	0.06	0.06	0.07	0.07	0.07	0.08	0.15	0.06	0.08	0.08	0.08	0.12	0.07	0.11	0.10	0.07	0.07
Chi Square		1510.79				470.625		421.498 *			839.913		109.682 *			111.249			2.6201	
DF for Chi		15.				5.		10.			5.		10.			10.			5.	
Probability		0.0000				0.0000		0.0000			0.0000		0.0000			0.0000			0.7583	

BASE = TOTAL RESPONDENTS

DMA MARKET

	Total Sample	<------- DMA MARKET ------>				<- INTVLANG >		<---- HOMELANG ---->			<- NATIVITY >		<------ EDUC ------>			<------- AGE ------>			<-- GENDER ->	
		LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	1536 100.0%	384 100.0%	384 100.0%	384 100.0%	384 100.0%	624 100.0%	913 100.0%	918 100.0%	452 100.0%	165 100.0%	686 100.0%	850 100.0%	645 100.0%	625 100.0%	237 100.0%	774 100.0%	375 100.0%	387 100.0%	746 100.0%	790 100.0%
LA	384 25.0%	384 100.0%	-	-	-	142 22.8%	242 26.5%	254 27.7%	100 22.2%	30 17.9%	133 19.4%	251 29.5%	219 33.9%	134 21.4%	30 12.5%	243 31.4%	93 24.8%	48 12.4%	195 26.1%	189 24.0%
NY	384 25.0%	-	384 100.0%	-	-	126 20.3%	257 28.2%	229 24.9%	103 22.9%	51 30.8%	171 25.0%	212 25.0%	151 23.4%	148 23.7%	70 29.6%	216 27.9%	88 23.3%	80 20.7%	182 24.4%	202 25.5%
MIA	384 25.0%	-	-	384 100.0%	-	87 14.0%	297 32.5%	307 33.5%	50 11.1%	27 16.2%	75 10.9%	309 36.4%	132 20.4%	165 26.4%	79 33.2%	137 17.7%	94 25.0%	153 39.5%	185 24.8%	199 25.2%
SAN	384 25.0%	-	-	-	384 100.0%	268 43.0%	116 12.7%	128 13.9%	198 43.9%	58 35.1%	306 44.6%	78 9.2%	143 22.2%	178 28.5%	58 24.6%	177 22.9%	101 26.8%	106 27.4%	184 24.7%	200 25.3%
Unweighted Total	1536	384	384	384	384	538	998	987	392	156	569	967	675	603	227	760	384	392	648	888
Mean	2.50	1.00	2.00	3.00	4.00	2.77	2.31	2.34	2.77	2.69	2.81	2.25	2.31	2.62	2.70	2.32	2.54	2.82	2.48	2.52
S.D.	1.12	0.00	0.00	0.00	0.00	1.22	1.00	1.03	1.23	1.13	1.20	0.98	1.16	1.11	0.98	1.14	1.13	0.97	1.13	1.11
Standard error	0.03	0.00	0.00	0.00	0.00	0.05	0.03	0.03	0.06	0.09	0.05	0.03	0.05	0.04	0.06	0.04	0.06	0.05	0.04	0.04
Chi Square		4608.95				198.102		192.920			304.847		58.1175			94.8191			1.0058	
DF for Chi		9.				3.		6.			3.		6.			6.			3.	
Probability		0.0000				0.0000		0.0000			0.0000		0.0000			0.0000			0.7998	

BASE = TOTAL RESPONDENTS

Q.7 WHAT COUNTY DO YOU RESIDE IN? (LOS ANGELES DMA)

	Total Sample	<- INTVLANG > ENGL	SPAN	<- NATIVITY > NATIVE	FORGN BORN	<------ EDUC ------> LT HSG	HSG, SOME COLL	COLL GRAD	<------- AGE ------> 16-34	35-49	50+	<-- GENDER -> MALE	FEMALE
Weighted Total	384 100.0%	142 100.0%	242 100.0%	133 100.0%	251 100.0%	219 100.0%	134 100.0%	30 100.0%	243 100.0%	93 100.0%	48 100.0%	195 100.0%	189 100.0%
INYO	3 0.8%	1 0.7%	2 0.9%	1 0.8%	2 0.9%	1 0.5%	2 1.7%	-	-	3 3.5%	-	2 1.1%	1 0.5%
KERN-E	1 0.2%	-	1 0.3%	-	1 0.3%	1 0.4%	-	-	1 0.3%	-	-	-	1 0.4%
LOS ANGELES	194 50.5%	74 52.1%	120 49.5%	74 55.2%	120 48.0%	100 45.6%	72 54.2%	20 66.6%	118 48.6%	43 46.4%	33 67.8%	102 52.4%	92 48.5%
ORANGE	47 12.1%	15 10.6%	32 13.0%	13 9.5%	34 13.6%	35 15.9%	8 6.3%	4 11.9%	30 12.3%	12 12.7%	5 10.2%	25 12.6%	22 11.7%
RIVERSIDE-E	19 5.0%	6 4.1%	13 5.6%	6 4.5%	13 5.3%	11 4.8%	8 5.7%	1 3.8%	13 5.4%	6 6.5%	-	11 5.5%	8 4.5%
RIVERSIDE-W	8 2.1%	5 3.6%	3 1.2%	5 3.8%	3 1.2%	2 0.9%	6 4.6%	-	7 2.7%	1 1.6%	-	5 2.7%	3 1.5%
SAN BERNADINO	44 11.4%	19 13.6%	24 10.1%	19 14.0%	25 10.0%	25 11.6%	17 12.6%	1 5.0%	28 11.6%	11 12.1%	4 8.6%	19 9.5%	25 13.3%
VENTURA	14 3.6%	5 3.3%	9 3.8%	4 2.6%	10 4.1%	6 2.6%	6 4.6%	2 6.4%	8 3.2%	4 4.4%	2 3.7%	7 3.6%	7 3.5%
OTHER	38 9.9%	13 8.9%	25 10.4%	11 8.6%	26 10.5%	30 13.7%	8 5.9%	-	26 10.7%	10 10.2%	2 4.8%	15 7.8%	23 12.0%
REFUSED, NO ANSWER	17 4.4%	4 3.2%	13 5.2%	1 1.1%	16 6.2%	9 4.2%	6 4.5%	2 6.4%	12 5.1%	2 2.5%	2 4.8%	9 4.8%	8 4.1%
Unweighted Total	384	121	263	109	275	227	129	26	241	96	47	159	225
Mean	4.66	4.66	4.66	4.59	4.70	4.90	4.49	3.76	4.78	4.70	4.02	4.47	4.86
S.D.	2.39	2.34	2.42	2.31	2.44	2.55	2.22	1.53	2.41	2.48	2.02	2.26	2.51
Standard error	0.12	0.20	0.16	0.20	0.16	0.18	0.20	0.29	0.16	0.26	0.30	0.17	0.19
Chi Square		5.0757 *		7.0332 *		29.1544 *			20.5242 *			5.3023 *	
DF for Chi		8.		8.		16.			16.			8.	
Probability		0.7495		0.5331		0.0229			0.1975			0.7248	

BASE = LOS ANGELES RESPONDENTS

Q.8 WHAT COUNTY DO YOU RESIDE IN? (NEW YORK DMA)

	Total Sample	<- INTVLANG >		<- NATIVITY >		<------ EDUC ------>			<------- AGE ------>			<-- GENDER ->	
		ENGL	SPAN	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	384 100.0%	126 100.0%	257 100.0%	171 100.0%	212 100.0%	151 100.0%	148 100.0%	70 100.0%	216 100.0%	88 100.0%	80 100.0%	182 100.0%	202 100.0%
FAIRFIELD, CT	7 1.8%	2 2.0%	4 1.7%	2 1.5%	4 2.0%	1 0.8%	3 1.9%	3 3.8%	4 1.7%	2 2.4%	1 1.1%	3 1.5%	4 2.0%
BERGEN, NJ	8 2.2%	5 3.7%	4 1.4%	5 3.0%	3 1.5%	3 2.2%	4 2.4%	1 2.0%	4 2.0%	2 2.9%	1 1.8%	1 0.8%	7 3.4%
ESSEX, NJ	7 1.8%	3 2.2%	4 1.6%	5 3.1%	2 0.7%	1 0.5%	5 3.2%	1 2.0%	4 1.9%	1 0.9%	2 2.5%	3 1.6%	4 2.0%
HUDSON, NJ	11 3.0%	4 3.2%	7 2.9%	6 3.2%	6 2.8%	3 1.7%	6 4.0%	3 4.2%	8 3.7%	2 1.9%	2 2.1%	8 4.3%	4 1.8%
HUNTERDON, NJ	3 0.7%	-	3 1.0%	-	3 1.2%	2 1.1%	1 0.6%	-	-	3 2.9%	-	2 1.0%	1 0.4%
MIDDLESEX, NJ	2 0.6%	1 1.1%	1 0.3%	1 0.8%	1 0.4%	-	-	2 3.3%	1 0.7%	1 1.0%	-	2 1.3%	-
MONOUTH, NJ	7 1.8%	1 1.0%	6 2.2%	1 0.7%	6 2.6%	2 1.0%	5 3.0%	1 1.1%	4 1.8%	2 2.3%	1 1.1%	1 0.5%	6 3.0%
MORRIS, NJ	3 0.8%	-	3 1.2%	1 0.8%	2 0.7%	1 0.5%	2 1.5%	-	3 1.4%	-	-	1 0.8%	2 0.8%
OCEAN, NJ	2 0.6%	-	2 0.8%	1 0.7%	1 0.4%	1 0.6%	1 0.8%	-	1 0.6%	-	1 1.1%	1 0.5%	1 0.6%
PASSAIC, NJ	13 3.4%	7 5.9%	6 2.2%	7 3.8%	7 3.1%	2 1.1%	4 2.6%	8 10.9%	9 4.0%	4 4.2%	1 1.0%	6 3.0%	8 3.8%
SOMERSET, NJ	2 0.5%	-	2 0.7%	-	2 0.8%	-	1 0.6%	1 1.3%	-	2 2.0%	-	2 1.0%	-
SUSSEX, NJ	2 0.5%	-	2 0.7%	-	2 0.8%	2 1.2%	-	-	-	1 1.0%	1 1.1%	2 1.0%	-
UNION, NJ	5 1.3%	-	5 1.9%	-	5 2.3%	3 2.2%	-	2 2.4%	1 0.4%	2 2.8%	2 2.1%	2 1.0%	3 1.6%

(CONTINUED)

Q.8 WHAT COUNTY DO YOU RESIDE IN?   (NEW YORK DMA, CONTINUED)

	Total Sample	<- INTVLANG > ENGL	SPAN	<- NATIVITY > NATIVE	FORGN BORN	LT HSG	<------ EDUC ------> HSG, SOME COLL	COLL GRAD	<------- AGE ------> 16-34	35-49	50+	<-- GENDER -> MALE	FEMALE
Weighted Total	384 100.0%	126 100.0%	257 100.0%	171 100.0%	212 100.0%	151 100.0%	148 100.0%	70 100.0%	216 100.0%	88 100.0%	80 100.0%	182 100.0%	202 100.0%
BRONX, NY	89 23.1%	32 25.2%	57 22.1%	50 29.4%	38 18.1%	35 22.8%	37 25.2%	11 15.5%	50 22.9%	23 25.9%	16 20.6%	42 23.0%	47 23.2%
DUTCHENS, NY	1 0.2%	-	1 0.3%	-	1 0.4%	1 0.5%	-	-	1 0.4%	-	-	-	1 0.4%
KINGS, NY	6 1.6%	5 4.1%	1 0.3%	5 3.0%	1 0.4%	1 0.9%	5 3.1%	-	1 0.7%	2 2.4%	2 3.1%	2 1.3%	4 1.9%
NASSAU, NY	6 1.5%	1 1.0%	4 1.7%	4 2.3%	2 0.8%	2 1.1%	3 1.8%	1 1.8%	4 2.0%	-	1 1.6%	2 1.3%	3 1.6%
NEW YORK, NY	30 7.9%	6 5.0%	24 9.4%	12 7.0%	19 8.7%	13 8.7%	12 7.9%	5 6.6%	18 8.1%	6 6.9%	7 8.5%	16 8.5%	15 7.4%
ORANGE, NY	4 1.1%	3 2.2%	2 0.6%	3 1.7%	2 0.7%	1 0.5%	4 2.4%	-	-	3 3.2%	2 2.0%	3 1.6%	2 0.8%
PUNAM, NY	1 0.2%	-	1 0.3%	-	1 0.4%	1 0.5%	-	-	1 0.4%	-	-	-	1 0.4%
QUEENS, NY	38 10.0%	15 11.9%	23 9.0%	16 9.4%	22 10.4%	11 7.0%	16 10.8%	10 14.6%	23 10.9%	11 12.6%	4 4.7%	17 9.4%	21 10.5%
RICHMOND, NY	1 0.3%	1 1.0%	-	1 0.7%	-	1 0.8%	-	-	1 0.6%	-	-	-	1 0.6%
ROCKLAND, NY	1 0.2%	-	1 0.3%	-	1 0.4%	1 0.5%	-	-	1 0.4%	-	-	-	1 0.4%
SUFFOLK, NY	3 0.8%	2 1.8%	1 0.3%	1 0.8%	2 0.8%	-	2 1.6%	-	2 1.1%	1 0.9%	-	2 1.3%	1 0.4%
SULLIVAN, NY	2 0.6%	-	2 1.0%	-	2 1.2%	2 1.6%	-	-	2 1.1%	-	-	1 0.5%	2 0.8%
WESTCHESTER, NY	9 2.4%	5 3.9%	4 1.7%	4 2.4%	5 2.4%	3 1.9%	5 3.0%	-	6 2.7%	2 2.8%	1 1.1%	6 3.5%	3 1.4%

(CONTINUED)

Q.8 WHAT COUNTY DO YOU RESIDE IN?   (NEW YORK DMA, CONTINUED)

| | Total Sample | <- INTVLANG > | | <- NATIVITY > | | <------ EDUC ------> | | | <------- AGE ------> | | | <-- GENDER -> | |
		ENGL	SPAN	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	384 100.0%	126 100.0%	257 100.0%	171 100.0%	212 100.0%	151 100.0%	148 100.0%	70 100.0%	216 100.0%	88 100.0%	80 100.0%	182 100.0%	202 100.0%
PIKE, PA	1 0.4%	-	1 0.6%	1 0.8%	-	1 0.9%	-	-	1 0.7%	-	-	1 0.8%	-
OTHER	93 24.2%	23 17.9%	70 27.3%	35 20.1%	58 27.5%	45 29.5%	29 19.3%	17 24.6%	52 24.0%	14 16.5%	27 33.1%	45 24.6%	48 23.9%
REFUSED, NO ANSWER	25 6.6%	9 6.8%	17 6.6%	8 4.7%	17 8.2%	14 9.6%	6 4.1%	4 5.8%	13 5.9%	4 4.1%	9 11.3%	11 6.3%	14 6.9%
Unweighted Total	384	100	284	129	255	160	141	68	213	91	80	168	216
Mean	18.96	18.06	19.40	18.13	19.66	20.54	17.85	17.65	19.10	17.42	20.40	19.30	18.66
S.D.	8.70	8.61	8.73	8.50	8.83	8.37	8.66	9.43	8.76	8.32	8.81	8.63	8.78
Standard error	0.46	0.79	0.56	0.66	0.63	0.72	0.73	1.16	0.61	0.91	1.05	0.66	0.64
Chi Square		41.1023 *		36.6442 *		74.4999 *			55.3249 *			24.8607 *	
DF for Chi		27.		27.		54.			54.			27.	
Probability		0.0403		0.1019		0.0337			0.4244			0.5823	

BASE = NEW YORK RESPONDENTS

Q.9 WHAT COUNTY DO YOU RESIDE IN?   (MIAMI DMA)

	Total Sample	<- INTVLANG > ENGL	SPAN	<- NATIVITY > NATIVE	FORGN BORN	<------ EDUC ------> LT HSG	HSG, SOME COLL	COLL GRAD	<------- AGE ------> 16-34	35-49	50+	<-- GENDER -> MALE	FEMALE
Weighted Total	384 100.0%	87 100.0%	297 100.0%	75 100.0%	309 100.0%	132 100.0%	165 100.0%	79 100.0%	137 100.0%	94 100.0%	153 100.0%	185 100.0%	199 100.0%
BROWARD	55 14.3%	17 19.6%	38 12.7%	18 24.5%	37 11.8%	11 8.6%	29 17.3%	14 17.8%	22 16.0%	17 18.3%	16 10.3%	29 15.6%	26 13.1%
MIAMI-DADE	296 77.0%	68 78.0%	228 76.7%	52 70.0%	243 78.7%	101 76.6%	125 76.0%	63 79.5%	106 77.4%	70 74.3%	120 78.3%	142 76.8%	154 77.1%
MONROE	2 0.5%	-	2 0.7%	-	2 0.6%	1 0.7%	1 0.7%	-	-	1 1.1%	1 0.6%	1 0.6%	1 0.5%
OTHER	27 7.0%	2 2.4%	25 8.3%	4 5.5%	23 7.3%	16 11.8%	8 4.9%	2 2.7%	9 6.6%	5 5.2%	13 8.3%	12 6.5%	15 7.5%
REFUSED, NO ANSWER	5 1.2%	-	5 1.6%	-	5 1.5%	3 2.2%	2 1.1%	-	-	1 1.0%	4 2.5%	1 0.6%	4 1.8%
Unweighted Total	384	83	301	70	314	133	163	79	134	95	155	169	215
Mean	2.00	1.85	2.05	1.86	2.04	2.16	1.93	1.88	1.97	1.93	2.07	1.98	2.02
S.D.	0.66	0.52	0.69	0.67	0.65	0.75	0.62	0.52	0.65	0.64	0.67	0.65	0.67
Standard error	0.03	0.06	0.04	0.08	0.04	0.07	0.05	0.06	0.06	0.07	0.06	0.05	0.05

Chi Square		6.2313 *		8.1044 *		12.8613 *			5.3919 *		.5545 *
DF for Chi		3.		3.		6.			6.		3.
Probability		0.1009		0.0439		0.0453			0.4946		0.9068

BASE = MIAMI RESPONDENTS

Q.10 WHAT COUNTY DO YOU RESIDE IN? (SAN ANTONIO DMA)

	Total Sample	ENGL	SPAN	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	384 100.0%	268 100.0%	116 100.0%	306 100.0%	78 100.0%	143 100.0%	178 100.0%	58 100.0%	177 100.0%	101 100.0%	106 100.0%	184 100.0%	200 100.0%
ATASCOSA	5 1.4%	4 1.6%	1 0.9%	5 1.6%	1 0.7%	-	4 2.2%	1 2.4%	1 0.8%	2 2.0%	2 1.9%	3 1.5%	3 1.3%
BANDERA	3 0.7%	3 1.1%	-	3 0.9%	-	-	3 1.6%	-	1 0.8%	1 1.4%	-	3 1.5%	-
BEXAR	249 64.9%	186 69.3%	63 54.6%	203 66.2%	46 59.5%	88 61.7%	117 65.7%	40 68.4%	115 65.0%	64 64.0%	69 65.4%	116 62.9%	134 66.7%
COMAL	7 1.7%	4 1.7%	2 1.9%	6 1.9%	1 1.0%	1 1.0%	5 2.9%	-	5 2.7%	2 1.8%	-	4 2.0%	3 1.5%
DE WITT	1 0.1%	-	1 0.5%	-	1 0.7%	-	-	-	-	-	1 0.5%	-	1 0.3%
DIMMIT	3 0.8%	3 1.1%	-	3 1.0%	-	-	1 0.6%	2 3.5%	2 1.1%	1 1.0%	-	-	3 1.5%
EDWARDS	1 0.4%	1 0.5%	-	1 0.5%	-	-	-	1 2.4%	-	-	1 1.3%	1 0.8%	-
FRIO	4 1.0%	4 1.4%	-	4 1.3%	-	3 2.0%	1 0.6%	-	3 1.6%	1 1.0%	-	3 1.5%	1 0.5%
GONZALES	6 1.5%	4 1.6%	1 1.1%	4 1.3%	2 2.4%	1 0.5%	5 2.8%	-	3 1.8%	2 2.4%	-	4 2.0%	2 1.1%
GUADALUPE	5 1.3%	2 0.8%	3 2.6%	4 1.5%	1 0.7%	3 2.1%	1 0.6%	1 1.7%	3 1.7%	1 0.5%	1 1.3%	1 0.8%	4 1.8%
KARNES	1 0.3%	-	1 0.9%	1 0.3%	-	1 0.7%	-	-	-	-	1 1.0%	-	1 0.5%
KENDALL	3 0.8%	3 1.2%	-	2 0.8%	1 1.0%	1 1.0%	1 0.6%	1 1.3%	1 0.8%	2 1.8%	-	2 1.2%	1 0.5%
KERR	4 1.0%	2 0.8%	2 1.5%	3 1.0%	1 1.0%	3 1.9%	1 0.6%	-	1 0.6%	1 0.8%	2 1.9%	1 0.4%	3 1.5%

(CONTINUED)

Q.10 WHAT COUNTY DO YOU RESIDE IN? (SAN ANTONIO DMA, CONTINUED)

	Total Sample	<- INTVLANG > ENGL	SPAN	<- NATIVITY > NATIVE	FORGN BORN	<------ EDUC ------> LT HSG	HSG, SOME COLL	COLL GRAD	<------- AGE ------> 16-34	35-49	50+	<-- GENDER -> MALE	FEMALE
Weighted Total	384 100.0%	268 100.0%	116 100.0%	306 100.0%	78 100.0%	143 100.0%	178 100.0%	58 100.0%	177 100.0%	101 100.0%	106 100.0%	184 100.0%	200 100.0%
KINNEY	2 0.6%	2 0.9%	-	2 0.8%	-	-	2 1.4%	-	1 0.6%	-	1 1.3%	1 0.8%	1 0.5%
LA SALLE	3 0.9%	3 1.3%	-	3 1.1%	-	-	3 1.9%	-	2 1.4%	-	1 1.0%	1 0.8%	2 1.0%
LA VACA	2 0.5%	1 0.4%	1 0.7%	1 0.3%	1 1.0%	1 0.7%	1 0.4%	-	1 0.4%	-	1 1.0%	1 0.4%	1 0.5%
MCMULLEN	1 0.2%	-	1 0.7%	-	1 1.0%	1 0.5%	-	-	1 0.4%	-	-	1 0.4%	-
MAVERICK	21 5.6%	11 4.0%	11 9.3%	17 5.6%	4 5.8%	12 8.5%	8 4.7%	1 1.7%	13 7.5%	3 3.4%	5 4.5%	12 6.6%	9 4.6%
MEDINA	8 2.0%	8 2.9%	-	8 2.5%	-	1 1.0%	3 1.9%	3 4.9%	5 2.7%	3 2.8%	-	6 3.1%	2 1.0%
REAL	4 1.1%	1 0.5%	3 2.5%	3 0.9%	2 2.0%	4 2.5%	-	1 1.3%	1 0.8%	1 0.8%	2 2.1%	4 2.4%	-
UVALDE	10 2.7%	8 2.9%	2 2.0%	9 2.9%	1 1.7%	3 2.4%	4 2.4%	2 4.2%	2 1.4%	4 4.0%	4 3.5%	4 2.0%	7 3.3%
VAL VERDE	13 3.4%	4 1.6%	9 7.4%	9 2.8%	4 5.5%	5 3.7%	6 3.3%	2 3.1%	4 2.0%	6 6.2%	3 3.0%	7 3.9%	6 2.9%
WILSON	3 0.8%	2 0.9%	1 0.7%	2 0.8%	1 1.0%	1 0.5%	2 1.4%	-	1 0.8%	-	2 1.7%	2 1.2%	1 0.5%
ZAVALA	1 0.2%	-	1 0.7%	-	1 1.0%	-	1 0.4%	-	-	-	1 0.7%	1 0.4%	-
OTHER	14 3.6%	7 2.7%	7 5.7%	9 3.0%	5 5.9%	5 3.8%	6 3.4%	2 4.2%	5 3.0%	3 3.3%	5 4.9%	5 2.7%	9 4.4%

(CONTINUED)

Q.10 WHAT COUNTY DO YOU RESIDE IN?   (SAN ANTONIO DMA, CONTINUED)

	Total Sample	<- INTVLANG > ENGL	SPAN	<- NATIVITY > NATIVE	FORGN BORN	<------ EDUC ------> LT HSG	HSG, SOME COLL	COLL GRAD	<------- AGE ------> 16-34	35-49	50+	<-- GENDER -> MALE	FEMALE
	------	----	----	------	-----	------	----	----	-----	-----	---	----	------
Weighted	384	268	116	306	78	143	178	58	177	101	106	184	200
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
REFUSED, NO	10	2	7	3	6	8	1	1	3	3	3	2	8
ANSWER	2.5%	0.8%	6.4%	1.0%	8.3%	5.5%	0.6%	0.9%	1.9%	2.9%	3.0%	0.8%	4.0%
Unweighted	384	234	150	261	123	155	170	54	172	102	110	152	232
Total													
Mean	7.57	6.75	9.57	7.31	8.67	8.31	7.24	7.16	7.32	7.57	8.00	7.93	7.23
S.D.	7.75	7.11	8.85	7.50	8.67	8.03	7.61	7.72	7.37	7.92	8.24	7.91	7.59
Standard error	0.40	0.44	0.85	0.43	1.03	0.69	0.57	1.02	0.56	0.80	0.81	0.59	0.55
Chi Square		43.1804 *		21.5200 *		57.8353 *			43.1765 *			24.7123 *	
DF for Chi		24.		24.		46.			48.			24.	
Probability		0.0095		0.6079		0.1132			0.6704			0.4215	

                                  BASE = SAN ANTONIO RESPONDENTS

Q.11, Q.13, Q.15, Q.17 FOR EACH OF THE FOLLOWING TELEVISION NETWORKS OR CHANNELS, HOW OFTEN DO YOU WATCH THAT NETWORK OR CHANNEL? WOULD YOU SAY THAT YOU WATCH **CBS** FREQUENTLY, OCCASIONALLY, RARELY OR NEVER?

	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
FREQUENTLY, OCCASIONALLY	684	143	168	154	219	307	377	373	220	91	344	340	239	305	129	307	175	202	352	332
	44.5%	37.2%	43.8%	40.0%	56.9%	49.2%	41.3%	40.6%	48.6%	54.9%	50.1%	39.9%	37.1%	48.8%	54.6%	39.7%	46.5%	52.1%	47.2%	42.0%
FREQUENTLY	298	40	57	60	140	144	154	158	97	44	170	129	99	133	60	125	73	100	142	156
	19.4%	10.5%	15.0%	15.7%	36.5%	23.0%	16.9%	17.2%	21.4%	26.5%	24.7%	15.1%	15.4%	21.3%	25.4%	16.2%	19.4%	25.9%	19.0%	19.8%
OCCASIONALLY	385	103	111	94	79	163	222	215	123	47	174	211	140	172	69	182	102	101	210	175
	25.1%	26.7%	28.8%	24.4%	20.5%	26.2%	24.3%	23.5%	27.2%	28.4%	25.4%	24.8%	21.7%	27.6%	29.1%	23.5%	27.2%	26.1%	28.2%	22.2%
RARELY, NEVER	849	240	216	228	165	317	532	542	232	74	342	507	403	320	108	465	199	186	393	456
	55.3%	62.4%	56.2%	59.4%	43.1%	50.8%	58.3%	59.0%	51.4%	45.1%	49.9%	59.6%	62.4%	51.2%	45.4%	60.1%	52.9%	47.9%	52.7%	57.7%
RARELY	254	96	57	50	51	137	116	137	94	21	129	125	105	107	40	166	51	37	120	134
	16.5%	24.9%	14.8%	13.0%	13.3%	22.0%	12.8%	14.9%	20.9%	12.9%	18.9%	14.6%	16.2%	17.1%	17.0%	21.4%	13.6%	9.6%	16.1%	16.9%
NEVER	595	144	159	178	114	179	416	404	138	53	213	383	298	213	67	299	148	148	273	323
	38.8%	37.5%	41.4%	46.4%	29.7%	28.8%	45.6%	44.0%	30.5%	32.3%	31.0%	45.0%	46.2%	34.1%	28.4%	38.7%	39.3%	38.3%	36.6%	40.8%
REFUSED, NO ANSWER	4	2	-	2	-	-	4	4	-	-	-	4	4	-	-	2	2	-	1	2
	0.2%	0.4%		0.5%			0.4%	0.4%				0.4%	0.5%			0.2%	0.5%		0.1%	0.3%
Unweighted Total	1536	384	384	384	384	538	998	987	392	156	569	967	675	603	227	760	384	392	648	888
Mean	2.75	2.90	2.83	2.91	2.36	2.56	2.87	2.86	2.60	2.51	2.56	2.90	2.94	2.64	2.48	2.83	2.73	2.60	2.70	2.79
S.D.	1.16	1.03	1.13	1.16	1.25	1.13	1.17	1.16	1.13	1.20	1.17	1.14	1.14	1.16	1.15	1.12	1.17	1.24	1.15	1.18
Standard error	0.03	0.05	0.06	0.06	0.06	0.05	0.04	0.04	0.05	0.09	0.04	0.04	0.04	0.05	0.08	0.04	0.06	0.06	0.04	0.04
Chi Square		122.483				53.9817		34.4041			41.1867		36.6162			38.6976			7.5939	
DF for Chi		9.				3.		6.			3.		6.			6.			3.	
Probability		0.0000				0.0000		0.0000			0.0000		0.0000			0.0000			0.0552	

BASE = TOTAL RESPONDENTS

Q.11, Q.13, Q.15, Q.17 FOR EACH OF THE FOLLOWING TELEVISION NETWORKS OR CHANNELS, HOW OFTEN DO YOU WATCH THAT NETWORK OR CHANNEL? WOULD YOU SAY THAT YOU
WATCH **ABC** FREQUENTLY, OCCASIONALLY, RARELY OR NEVER?

| | Total Sample | <------- DMA MARKET ------> | | | | <- INTVLANG > | | <---- HOMELANG ----> | | | <- NATIVITY > | | <------ EDUC ------> | | | <------- AGE ------> | | | <-- GENDER -> | |
		LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
FREQUENTLY, OCCASIONALLY	786	186	181	171	247	432	354	365	326	96	454	332	268	374	133	397	199	190	403	383
------------	51.2%	48.3%	47.2%	44.6%	64.4%	69.3%	38.8%	39.7%	72.1%	57.9%	66.2%	39.0%	41.5%	59.9%	56.1%	51.3%	53.0%	49.1%	54.0%	48.5%
FREQUENTLY	326	63	71	65	128	216	111	107	174	46	223	104	88	168	64	158	79	89	167	159
	21.2%	16.3%	18.4%	16.9%	33.3%	34.6%	12.1%	11.6%	38.5%	27.8%	32.5%	12.2%	13.6%	27.0%	27.2%	20.5%	21.1%	23.0%	22.5%	20.1%
OCCASIONALLY	460	123	111	107	119	216	243	258	152	50	231	228	180	206	68	238	120	101	235	224
	29.9%	32.1%	28.8%	27.8%	31.1%	34.7%	26.7%	28.1%	33.6%	30.1%	33.7%	26.9%	27.9%	33.0%	28.9%	30.8%	32.0%	26.2%	31.5%	28.4%
RARELY, NEVER	745	196	203	211	136	192	554	549	126	69	232	514	376	248	103	375	173	197	339	407
-------	48.5%	51.1%	52.8%	54.8%	35.4%	30.7%	60.7%	59.7%	27.9%	42.1%	33.8%	60.4%	58.3%	39.7%	43.5%	48.5%	46.2%	50.9%	45.4%	51.5%
RARELY	281	95	70	59	57	129	152	159	87	35	134	148	122	110	47	167	67	47	148	133
	18.3%	24.6%	18.4%	15.4%	14.9%	20.7%	16.7%	17.3%	19.2%	21.0%	19.5%	17.4%	18.9%	17.7%	19.9%	21.6%	17.9%	12.1%	19.9%	16.8%
NEVER	464	102	132	151	79	62	402	390	40	35	98	366	254	138	56	207	106	150	190	274
	30.2%	26.5%	34.4%	39.4%	20.5%	10.0%	44.0%	42.4%	8.8%	21.1%	14.3%	43.0%	39.4%	22.0%	23.5%	26.8%	28.4%	38.8%	25.5%	34.6%
REFUSED, NO ANSWER	5	2	-	2	1	-	5	5	-	-	-	5	2	2	1	2	3	-	4	1
	0.3%	0.6%		0.6%	0.1%		0.5%	0.5%				0.6%	0.3%	0.4%	0.5%	0.3%	0.7%		0.6%	0.1%
Unweighted Total	1536	384	384	384	384	538	998	987	392	156	569	967	675	603	227	760	384	392	648	888
Mean	2.58	2.62	2.69	2.78	2.23	2.06	2.93	2.91	1.98	2.35	2.16	2.92	2.84	2.35	2.40	2.55	2.54	2.67	2.49	2.66
S.D.	1.13	1.05	1.13	1.14	1.12	0.98	1.09	1.08	0.96	1.10	1.03	1.09	1.09	1.10	1.12	1.09	1.12	1.21	1.10	1.15
Standard error	0.03	0.05	0.06	0.06	0.06	0.04	0.04	0.04	0.05	0.09	0.04	0.04	0.04	0.04	0.07	0.04	0.06	0.06	0.04	0.04
Chi Square		76.4831				240.687		229.246			184.275		70.5874			29.0133			14.7332	
DF for Chi		9.				3.		6.			3.		6.			6.			3.	
Probability		0.0000				0.0000		0.0000			0.0000		0.0000			0.0001			0.0021	

BASE = TOTAL RESPONDENTS

Q.11, Q.13, Q.15, Q.17 FOR EACH OF THE FOLLOWING TELEVISION NETWORKS OR CHANNELS, HOW OFTEN DO YOU WATCH THAT NETWORK OR CHANNEL? WOULD YOU SAY THAT YOU
WATCH **NBC** FREQUENTLY, OCCASIONALLY, RARELY OR NEVER?

	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
FREQUENTLY, OCCASIONALLY	743	166	180	177	220	412	331	336	316	92	443	300	235	350	147	378	188	176	381	362
------------	48.4%	43.2%	47.0%	46.0%	57.3%	66.0%	36.3%	36.5%	69.8%	55.7%	64.6%	35.3%	36.4%	56.1%	62.3%	48.9%	50.2%	45.5%	51.1%	45.7%
FREQUENTLY	281	60	64	75	83	186	95	94	156	31	193	88	66	138	75	135	77	69	148	133
	18.3%	15.5%	16.6%	19.5%	21.6%	29.8%	10.5%	10.2%	34.6%	18.7%	28.2%	10.3%	10.2%	22.0%	31.6%	17.5%	20.5%	17.8%	19.9%	16.8%
OCCASIONALLY	462	106	117	102	137	226	236	242	159	61	250	212	169	213	73	243	111	107	233	228
	30.1%	27.7%	30.4%	26.5%	35.7%	36.2%	25.8%	26.3%	35.2%	37.0%	36.4%	24.9%	26.2%	34.0%	30.6%	31.4%	29.7%	27.7%	31.3%	28.9%
RARELY, NEVER	788	216	203	205	164	212	577	578	136	73	243	546	407	273	89	393	185	210	363	425
-------	51.3%	56.2%	53.0%	53.5%	42.6%	34.0%	63.2%	62.9%	30.2%	44.3%	35.4%	64.2%	63.1%	43.7%	37.7%	50.8%	49.4%	54.2%	48.7%	53.8%
RARELY	275	90	75	43	67	120	155	156	76	42	117	158	125	109	38	165	59	51	146	129
	17.9%	23.4%	19.5%	11.3%	17.5%	19.2%	17.0%	17.0%	16.8%	25.4%	17.0%	18.6%	19.3%	17.4%	16.0%	21.3%	15.7%	13.2%	19.5%	16.4%
NEVER	513	126	129	162	96	92	421	422	60	31	126	387	283	164	52	228	126	159	218	296
	33.4%	32.8%	33.6%	42.2%	25.1%	14.8%	46.2%	45.9%	13.4%	18.9%	18.4%	45.6%	43.8%	26.3%	21.8%	29.5%	33.6%	41.0%	29.2%	37.4%
REFUSED, NO ANSWER	5	2	-	2	1	-	5	5	-	-	-	5	3	2	-	2	2	1	1	4
	0.3%	0.6%		0.5%	0.1%		0.5%	0.5%				0.6%	0.5%	0.3%		0.3%	0.4%	0.2%	0.1%	0.5%
Unweighted Total	1536	384	384	384	384	538	998	987	392	156	569	967	675	603	227	760	384	392	648	888
Mean	2.67	2.74	2.70	2.77	2.46	2.19	2.99	2.99	2.09	2.45	2.26	3.00	2.97	2.48	2.28	2.63	2.63	2.78	2.58	2.75
S.D.	1.12	1.08	1.10	1.19	1.09	1.02	1.07	1.07	1.02	1.00	1.06	1.06	1.06	1.10	1.13	1.09	1.15	1.16	1.11	1.13
Standard error	0.03	0.06	0.06	0.06	0.06	0.04	0.04	0.04	0.05	0.08	0.04	0.04	0.04	0.04	0.07	0.04	0.06	0.06	0.04	0.04
Chi Square		44.4101				199.281		222.840			167.129		98.4323			23.3456			12.5848	
DF for Chi		9.				3.		6.			3.		6.			6.			3.	
Probability		0.0000				0.0000		0.0000			0.0000		0.0000			0.0007			0.0056	

BASE = TOTAL RESPONDENTS

Q.11, Q.13, Q.15, Q.17 FOR EACH OF THE FOLLOWING TELEVISION NETWORKS OR CHANNELS, HOW OFTEN DO YOU WATCH THAT NETWORK OR CHANNEL? WOULD YOU SAY THAT YOU
WATCH **FOX** FREQUENTLY, OCCASIONALLY, RARELY OR NEVER?

| | Total Sample | <------- DMA MARKET ------> | | | | <- INTVLANG > | | <---- HOMELANG ----> | | | <- NATIVITY > | | <------ EDUC ------> | | | <------- AGE ------> | | | <-- GENDER -> | |
		LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
FREQUENTLY, OCCASIONALLY	920	249	216	196	259	495	426	455	354	112	503	417	326	420	163	515	223	183	486	435
------------	59.9%	64.8%	56.4%	51.0%	67.5%	79.4%	46.6%	49.5%	78.3%	67.8%	73.4%	49.1%	50.5%	67.1%	68.9%	66.5%	59.4%	47.2%	65.1%	55.0%
FREQUENTLY	438	127	90	96	124	272	166	187	194	57	280	158	148	206	80	273	91	73	247	191
	28.5%	33.1%	23.6%	25.0%	32.3%	43.6%	18.2%	20.4%	42.9%	34.5%	40.8%	18.6%	22.9%	33.0%	33.9%	35.3%	24.3%	19.0%	33.1%	24.2%
OCCASI ONALLY	483	122	126	100	135	223	260	268	160	55	224	259	178	213	83	241	132	109	239	243
	31.4%	31.7%	32.8%	25.9%	35.2%	35.7%	28.5%	29.1%	35.4%	33.3%	32.6%	30.4%	27.6%	34.1%	35.0%	31.2%	35.1%	28.3%	32.1%	30.8%
RARELY, NEVER	612	134	168	186	124	129	483	460	98	53	183	430	318	204	73	258	151	204	258	354
-------	39.8%	34.9%	43.6%	48.5%	32.3%	20.6%	53.0%	50.1%	21.7%	32.2%	26.6%	50.5%	49.3%	32.7%	30.7%	33.3%	40.2%	52.5%	34.6%	44.8%
RARELY	216	58	58	48	51	89	127	127	63	25	102	114	91	89	32	117	50	49	118	98
	14.1%	15.2%	15.1%	12.5%	13.4%	14.3%	13.9%	13.8%	13.8%	15.3%	14.8%	13.4%	14.0%	14.3%	13.7%	15.1%	13.3%	12.7%	15.8%	12.4%
NEVER	396	76	110	138	73	40	356	333	36	28	81	315	227	115	40	141	101	154	140	256
	25.8%	19.7%	28.5%	35.9%	19.0%	6.4%	39.1%	36.2%	7.9%	16.9%	11.8%	37.1%	35.2%	18.4%	17.0%	18.3%	26.9%	39.8%	18.8%	32.4%
REFUSED, NO ANSWER	4	1	-	2	1	-	4	4	-	-	-	4	2	1	1	1	2	1	2	1
	0.2%	0.3%		0.5%	0.1%		0.4%	0.4%				0.4%	0.3%	0.2%	0.4%	0.1%	0.4%	0.2%	0.3%	0.2%
Unweighted Total	1536	384	384	384	384	538	998	987	392	156	569	967	675	603	227	760	384	392	648	888
Mean	2.37	2.22	2.49	2.60	2.19	1.83	2.74	2.66	1.87	2.15	1.98	2.69	2.62	2.18	2.14	2.16	2.43	2.74	2.20	2.53
S.D.	1.15	1.11	1.14	1.21	1.09	0.90	1.16	1.17	0.93	1.08	1.01	1.15	1.18	1.09	1.07	1.10	1.13	1.17	1.10	1.18
Standard error	0.03	0.06	0.06	0.06	0.06	0.04	0.04	0.04	0.04	0.08	0.04	0.04	0.05	0.04	0.07	0.04	0.06	0.06	0.04	0.04
Chi Square		45.7234				243.555		159.857				160.788		62.6472			78.1189		41.5503	
DF for Chi		9.				3.		6.				3.		6.			6.		3.	
Probability		0.0000				0.0000		0.0000				0.0000		0.0000			0.0000		0.0000	

BASE = TOTAL RESPONDENTS

Q.11, Q.13, Q.15, Q.17 FOR EACH OF THE FOLLOWING TELEVISION NETWORKS OR CHANNELS, HOW OFTEN DO YOU WATCH THAT NETWORK OR CHANNEL? WOULD YOU SAY THAT YOU WATCH **UPN** FREQUENTLY, OCCASIONALLY, RARELY OR NEVER?

	Total Sample	<------- DMA MARKET ------> LA	NY	MIA	SAN	<- INTVLANG > ENGL	SPAN	<---- HOMELANG ----> SPAN DOM	ENGL DOM	<- NATIVITY > BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	<------- AGE ------> 16-34	35-49	50+	<-- GENDER -> MALE	FEMALE
Weighted Total	1536 100.0%	384 100.0%	384 100.0%	384 100.0%	384 100.0%	624 100.0%	913 100.0%	918 100.0%	452 100.0%	165 100.0%	686 100.0%	850 100.0%	645 100.0%	625 100.0%	237 100.0%	774 100.0%	375 100.0%	387 100.0%	746 100.0%	790 100.0%
FREQUENTLY, OCCASIONALLY	611 39.8%	172 44.7%	158 41.3%	172 44.7%	110 28.6%	299 48.0%	312 34.2%	321 34.9%	207 45.8%	84 50.7%	314 45.8%	297 34.9%	241 37.4%	259 41.4%	103 43.6%	333 43.0%	138 36.7%	141 36.3%	338 45.3%	274 34.6%
FREQUENTLY	229 14.9%	52 13.6%	66 17.3%	74 19.3%	36 9.3%	136 21.9%	92 10.1%	103 11.2%	92 20.3%	34 20.8%	135 19.7%	94 11.0%	80 12.5%	103 16.5%	43 18.1%	142 18.4%	43 11.4%	44 11.3%	130 17.5%	98 12.4%
OCCASIONALLY	383 24.9%	119 31.1%	92 24.0%	97 25.3%	74 19.3%	163 26.1%	220 24.1%	218 23.7%	115 25.5%	49 30.0%	179 26.1%	203 23.9%	161 24.9%	155 24.9%	60 25.5%	191 24.7%	95 25.3%	97 25.0%	207 27.8%	175 22.2%
RARELY, NEVER	894 58.2%	210 54.5%	225 58.5%	209 54.4%	251 65.4%	306 49.0%	589 64.5%	584 63.5%	235 52.0%	75 45.5%	352 51.3%	543 63.8%	391 60.6%	354 56.6%	128 54.0%	427 55.2%	227 60.4%	241 62.2%	391 52.4%	504 63.7%
RARELY	280 18.2%	85 22.1%	69 18.0%	51 13.3%	75 19.5%	140 22.5%	140 15.3%	144 15.7%	113 25.1%	21 12.9%	140 20.4%	140 16.4%	102 15.7%	127 20.3%	48 20.1%	160 20.6%	60 16.0%	60 15.5%	145 19.5%	134 17.0%
NEVER	615 40.0%	125 32.5%	156 40.5%	158 41.1%	176 45.9%	166 26.6%	449 49.2%	439 47.8%	122 26.9%	54 32.6%	212 30.9%	403 47.3%	290 44.9%	227 36.4%	80 33.9%	267 34.5%	166 44.4%	181 46.7%	245 32.9%	369 46.7%
REFUSED, NO ANSWER	31 2.0%	3 0.8%	1 0.2%	4 1.0%	23 6.0%	19 3.0%	12 1.3%	14 1.6%	10 2.2%	6 3.8%	20 2.9%	11 1.3%	13 2.0%	12 1.9%	6 2.4%	14 1.8%	11 2.8%	6 1.5%	18 2.4%	13 1.7%
Unweighted Total	1536	384	384	384	384	538	998	987	392	156	569	967	675	603	227	760	384	392	648	888
Mean	2.85	2.74	2.82	2.77	3.09	2.55	3.05	3.02	2.60	2.60	2.64	3.01	2.95	2.78	2.72	2.73	2.96	2.99	2.69	3.00
S.D.	1.12	1.06	1.14	1.18	1.04	1.12	1.07	1.09	1.10	1.17	1.13	1.08	1.10	1.12	1.13	1.13	1.09	1.09	1.12	1.10
Standard error	0.03	0.05	0.06	0.06	0.05	0.05	0.04	0.04	0.05	0.09	0.04	0.04	0.04	0.05	0.07	0.04	0.06	0.06	0.04	0.04
Chi Square		42.8843				93.2175		76.8246			48.7518		17.3966			29.5118			31.2737	
DF for Chi		9.				3.		6.			3.		6.			6.			3.	
Probability		0.0000				0.0000		0.0000			0.0000		0.0079			0.0000			0.0000	

BASE = TOTAL RESPONDENTS

Q.11, Q.13, Q.15, Q.17 FOR EACH OF THE FOLLOWING TELEVISION NETWORKS OR CHANNELS, HOW OFTEN DO YOU WATCH THAT NETWORK OR CHANNEL? WOULD YOU SAY THAT YOU WATCH **WB** FREQUENTLY, OCCASIONALLY, RARELY OR NEVER?

	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
				<--- DMA MARKET --->		<- INTVLANG >		<--- HOMELANG --->		<- NATIVITY >		<--- EDUC --->			<--- AGE --->			<-- GENDER ->	
Weighted Total	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
FREQUENTLY, OCCASIONALLY ------------	771	187	216	163	205	412	360	380	293	98	433	338	282	352	124	438	178	155	391	380
	50.2%	48.7%	56.4%	42.3%	53.4%	66.1%	39.4%	41.4%	64.9%	59.4%	63.2%	39.8%	43.7%	56.3%	52.5%	56.7%	47.4%	40.1%	52.5%	48.1%
FREQUENTLY	349	75	96	79	99	221	128	143	156	50	232	117	110	175	58	223	64	62	175	174
	22.7%	19.6%	25.1%	20.5%	25.7%	35.4%	14.0%	15.5%	34.6%	30.2%	33.8%	13.8%	17.1%	27.9%	24.7%	28.8%	17.2%	15.9%	23.5%	22.0%
OCCASIONALLY	422	112	120	84	107	191	231	237	137	48	202	221	172	177	66	215	113	94	216	206
	27.5%	29.1%	31.3%	21.8%	27.7%	30.6%	25.3%	25.8%	30.3%	29.2%	29.4%	26.0%	26.6%	28.4%	27.8%	27.8%	30.2%	24.2%	29.0%	26.1%
RARELY, NEVER -------	753	195	166	213	178	212	542	527	158	67	251	502	358	269	110	331	195	227	347	406
	49.0%	50.8%	43.4%	55.5%	46.4%	33.9%	59.3%	57.4%	35.1%	40.6%	36.6%	59.0%	55.4%	43.0%	46.7%	42.8%	52.0%	58.6%	46.5%	51.4%
RARELY	260	88	56	43	72	130	130	140	89	29	134	126	107	117	33	153	61	46	154	106
	16.9%	23.0%	14.6%	11.1%	18.9%	20.8%	14.3%	15.3%	19.8%	17.8%	19.5%	14.8%	16.6%	18.7%	14.0%	19.8%	16.3%	11.8%	20.6%	13.4%
NEVER	494	107	110	171	106	82	411	387	69	38	118	376	251	152	77	178	134	182	193	300
	32.1%	27.8%	28.7%	44.4%	27.6%	13.2%	45.1%	42.1%	15.3%	22.8%	17.1%	44.2%	38.9%	24.4%	32.6%	23.0%	35.7%	46.9%	25.9%	38.0%
REFUSED, NO ANSWER	12	2	1	8	1	-	12	12	-	-	1	10	5	4	2	4	3	5	7	4
	0.8%	0.5%	0.2%	2.1%	0.1%		1.3%	1.3%			0.2%	1.2%	0.8%	0.6%	0.9%	0.5%	0.7%	1.3%	1.0%	0.5%
Unweighted Total	1536	384	384	384	384	538	998	987	392	156	569	967	675	603	227	760	384	392	648	888
Mean	2.59	2.59	2.47	2.81	2.48	2.12	2.92	2.85	2.16	2.33	2.20	2.91	2.78	2.40	2.55	2.37	2.71	2.91	2.49	2.68
S.D.	1.16	1.09	1.15	1.22	1.15	1.04	1.13	1.14	1.06	1.14	1.09	1.12	1.14	1.14	1.19	1.13	1.13	1.17	1.12	1.19
Standard error	0.03	0.06	0.06	0.06	0.06	0.04	0.04	0.04	0.05	0.09	0.04	0.04	0.05	0.05	0.08	0.04	0.06	0.06	0.04	0.04
Chi Square		54.0479				204.249		131.622			160.034		40.6328			85.7642			30.4617	
DF for Chi		9.				3.		6.			3.		6.			6.			3.	
Probability		0.0000				0.0000		0.0000			0.0000		0.0000			0.0000			0.0000	

BASE = TOTAL RESPONDENTS

Q.11, Q.13, Q.15, Q.17 FOR EACH OF THE FOLLOWING TELEVISION NETWORKS OR CHANNELS, HOW OFTEN DO YOU WATCH THAT NETWORK OR CHANNEL? WOULD YOU SAY THAT YOU WATCH **UNIVISION** FREQUENTLY, OCCASIONALLY, RARELY OR NEVER?

	Total Sample	<------- DMA MARKET ------>				<- INTVLANG >		<---- HOMELANG ---->			<- NATIVITY >		<------ EDUC ------>			<------- AGE ------>			<-- GENDER ->	
		LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
	------	--	--	---	---	----	----	----	----	---	------	-----	------	----	----	-----	-----	---	----	------
Weighted Total	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
FREQUENTLY, OCCASIONALLY	1096	281	292	304	219	295	800	784	191	121	368	727	488	416	168	523	272	300	496	599
------------	71.3%	73.1%	76.1%	79.0%	56.9%	47.3%	87.7%	85.4%	42.2%	73.1%	53.7%	85.5%	75.6%	66.6%	70.9%	67.6%	72.6%	77.4%	66.5%	75.8%
FREQUENTLY	769	207	201	221	140	141	627	612	81	75	200	569	370	278	100	360	193	217	320	449
	50.0%	53.7%	52.4%	57.6%	36.5%	22.7%	68.7%	66.7%	18.0%	45.6%	29.1%	66.9%	57.4%	44.4%	42.0%	46.5%	51.4%	55.9%	42.9%	56.8%
OCCASIONALLY	327	74	91	82	79	154	173	172	109	45	168	158	117	138	68	164	80	83	177	150
	21.3%	19.4%	23.8%	21.5%	20.5%	24.6%	19.0%	18.7%	24.2%	27.5%	24.6%	18.6%	18.2%	22.1%	28.8%	21.1%	21.3%	21.5%	23.7%	19.0%
RARELY, NEVER	440	102	92	80	165	327	112	134	260	44	318	122	158	208	69	251	103	86	248	191
-------	28.6%	26.6%	23.9%	21.0%	43.1%	52.5%	12.3%	14.6%	57.5%	26.9%	46.3%	14.3%	24.4%	33.3%	29.1%	32.4%	27.4%	22.3%	33.3%	24.2%
RARELY	172	48	41	31	51	123	49	65	89	17	112	60	64	80	26	102	39	31	89	82
	11.2%	12.6%	10.8%	8.0%	13.3%	19.7%	5.4%	7.0%	19.8%	10.2%	16.3%	7.0%	9.9%	12.8%	10.8%	13.2%	10.4%	8.0%	12.0%	10.4%
NEVER	268	54	50	50	114	205	63	70	171	27	206	62	93	128	43	149	64	55	159	109
	17.4%	14.0%	13.1%	13.0%	29.7%	32.8%	6.9%	7.6%	37.8%	16.6%	30.0%	7.3%	14.5%	20.5%	18.3%	19.2%	17.0%	14.3%	21.3%	13.8%
REFUSED, NO ANSWER	1	1	-	-	-	1	-	-	1	-	-	1	-	1	-	-	-	1	1	-
	0.1%	0.3%				0.2%			0.2%			0.1%		0.2%				0.3%	0.1%	
Unweighted Total	1536	384	384	384	384	538	998	987	392	156	569	967	675	603	227	760	384	392	648	888
Mean	1.96	1.87	1.85	1.76	2.36	2.63	1.50	1.56	2.78	1.98	2.47	1.55	1.82	2.09	2.05	2.05	1.93	1.81	2.12	1.81
S.D.	1.14	1.10	1.06	1.06	1.25	1.16	0.88	0.92	1.14	1.11	1.20	0.91	1.10	1.18	1.12	1.17	1.14	1.09	1.18	1.09
Standard error	0.03	0.06	0.05	0.05	0.06	0.05	0.03	0.03	0.05	0.09	0.05	0.03	0.04	0.05	0.07	0.04	0.06	0.06	0.04	0.04
Chi Square		71.9850				373.083		354.304			256.392		32.2153			15.0273			32.2486	
DF for Chi		9.				3.		6.			3.		6.			6.			3.	
Probability		0.0000				0.0000		0.0000			0.0000		0.0000			0.0200			0.0000	

BASE = TOTAL RESPONDENTS

Q.11, Q.13, Q.15, Q.17 FOR EACH OF THE FOLLOWING TELEVISION NETWORKS OR CHANNELS, HOW OFTEN DO YOU WATCH THAT NETWORK OR CHANNEL? WOULD YOU SAY THAT YOU
WATCH TELEMUNDO FREQUENTLY, OCCASIONALLY, RARELY OR NEVER?

| | | | <------- DMA MARKET ------> | | | <- INTVLANG > | | <---- HOMELANG ----> | | <- NATIVITY > | | <------ EDUC ------> | | | <------- AGE ------> | | | <-- GENDER -> | |
	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
FREQUENTLY, OCCASIONALLY ------------	1003	263	272	301	167	235	768	744	160	99	312	691	457	360	163	461	251	291	475	528
	65.3%	68.4%	70.7%	78.4%	43.6%	37.8%	84.1%	80.9%	35.5%	60.1%	45.4%	81.3%	70.9%	57.7%	68.7%	59.5%	66.9%	75.2%	63.7%	66.8%
FREQUENTLY	623	138	173	224	88	103	520	504	60	58	159	464	278	226	101	264	151	208	299	323
	40.5%	35.9%	45.0%	58.4%	22.9%	16.5%	56.9%	54.9%	13.2%	35.4%	23.2%	54.5%	43.1%	36.2%	42.5%	34.1%	40.2%	53.7%	40.1%	40.9%
OCCASIONALLY	380	125	99	77	80	132	248	239	100	41	153	228	179	134	62	197	100	83	176	204
	24.8%	32.5%	25.7%	20.0%	20.7%	21.2%	27.2%	26.0%	22.2%	24.7%	22.2%	26.8%	27.7%	21.5%	26.2%	25.4%	26.7%	21.5%	23.6%	25.8%
RARELY, NEVER -------	530	119	111	83	216	387	143	172	291	66	374	155	187	262	74	313	123	94	267	262
	34.5%	31.0%	29.0%	21.6%	56.3%	62.1%	15.6%	18.8%	64.3%	39.9%	54.6%	18.3%	28.9%	41.9%	31.3%	40.5%	32.7%	24.2%	35.8%	33.2%
RARELY	210	51	47	36	76	144	65	83	100	26	132	78	72	100	36	130	42	38	98	112
	13.7%	13.2%	12.3%	9.5%	19.7%	23.1%	7.2%	9.1%	22.1%	15.5%	19.2%	9.2%	11.2%	16.0%	15.2%	16.8%	11.2%	9.8%	13.2%	14.1%
NEVER	320	69	64	46	141	243	77	89	190	40	243	77	114	162	38	183	81	56	169	151
	20.8%	17.9%	16.8%	12.1%	36.6%	38.9%	8.5%	9.7%	42.2%	24.4%	35.4%	9.1%	17.7%	25.9%	16.1%	23.7%	21.5%	14.5%	22.7%	19.1%
REFUSED, NO ANSWER	4	2	1	-	1	1	3	3	1	-	-	4	1	2	-	-	2	2	3	1
	0.2%	0.6%	0.2%		0.1%	0.2%	0.3%	0.3%	0.2%			0.4%	0.2%	0.4%			0.4%	0.5%	0.4%	0.1%
Unweighted Total	1536	384	384	384	384	538	998	987	392	156	569	967	675	603	227	760	384	392	648	888
Mean	2.15	2.13	2.01	1.75	2.70	2.85	1.67	1.73	2.93	2.29	2.67	1.73	2.04	2.32	2.05	2.30	2.14	1.85	2.18	2.11
S.D.	1.16	1.09	1.12	1.05	1.18	1.11	0.94	0.98	1.08	1.19	1.18	0.97	1.12	1.21	1.11	1.17	1.17	1.10	1.19	1.14
Standard error	0.03	0.06	0.06	0.05	0.06	0.04	0.03	0.03	0.05	0.09	0.05	0.03	0.04	0.05	0.07	0.04	0.06	0.06	0.04	0.04
Chi Square		159.703					388.980		325.559			248.636		28.3791			48.9550			3.4716	
DF for Chi		9.					3.		6.			3.		6.			6.			3.	
Probability		0.0000					0.0000		0.0000			0.0000		0.0001			0.0000			0.3245	

BASE = TOTAL RESPONDENTS

Q.11, Q.13, Q.15, Q.17 FOR EACH OF THE FOLLOWING TELEVISION NETWORKS OR CHANNELS, HOW OFTEN DO YOU WATCH THAT NETWORK OR CHANNEL? WOULD YOU SAY THAT YOU WATCH **TELEFUTURA** FREQUENTLY, OCCASIONALLY, RARELY OR NEVER?

		<------- DMA MARKET ------>			<- INTVLANG >		<---- HOMELANG ---->		<- NATIVITY >		<------ EDUC ------>			<------- AGE ------>			<-- GENDER ->	
	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
	------	--	--	---	---	----	----	----	----	---	------	-----	------	----	----	-----	-----	---	----	------
Weighted Total	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
FREQUENTLY, OCCASIONALLY ------------	792	234	199	245	115	152	640	630	95	67	207	585	377	292	104	382	191	219	377	415
	51.5%	60.8%	51.8%	63.7%	29.9%	24.3%	70.1%	68.5%	21.1%	40.7%	30.2%	68.8%	58.4%	46.7%	44.0%	49.3%	50.9%	56.5%	50.6%	52.4%
FREQUENTLY	447	135	109	148	55	65	383	378	39	30	97	350	218	166	54	217	113	118	224	223
	29.1%	35.0%	28.5%	38.6%	14.3%	10.4%	41.9%	41.1%	8.7%	18.5%	14.2%	41.2%	33.8%	26.6%	22.9%	28.0%	30.0%	30.4%	30.0%	28.3%
OCCASI ONALLY	345	99	89	97	60	87	258	252	56	37	110	235	159	125	50	165	78	101	153	191
	22.4%	25.7%	23.3%	25.1%	15.6%	14.0%	28.2%	27.4%	12.4%	22.2%	16.0%	27.6%	24.6%	20.1%	21.2%	21.3%	20.9%	26.2%	20.6%	24.2%
RARELY, NEVER -------	712	142	183	139	248	448	264	279	340	93	454	258	258	319	125	380	171	161	348	364
	46.4%	37.0%	47.6%	36.3%	64.6%	71.8%	29.0%	30.4%	75.1%	56.2%	66.2%	30.4%	40.0%	51.0%	53.0%	49.1%	45.7%	41.4%	46.7%	46.1%
RARELY	200	47	52	42	58	103	97	96	71	32	100	99	74	89	33	120	41	39	99	101
	13.0%	12.3%	13.6%	11.0%	15.1%	16.4%	10.6%	10.4%	15.7%	19.4%	14.6%	11.7%	11.5%	14.3%	14.2%	15.5%	10.8%	10.2%	13.3%	12.8%
NEVER	512	95	131	97	190	345	167	183	269	61	354	159	184	230	92	261	131	121	249	263
	33.4%	24.7%	34.0%	25.3%	49.5%	55.3%	18.3%	19.9%	59.5%	36.7%	51.6%	18.7%	28.5%	36.7%	38.9%	33.7%	34.9%	31.2%	33.4%	33.3%
REFUSED, NO ANSWER	32	9	2	-	21	24	8	10	17	5	25	8	11	14	7	12	13	8	21	12
	2.1%	2.3%	0.6%		5.6%	3.9%	0.9%	1.1%	3.8%	3.2%	3.6%	0.9%	1.7%	2.3%	3.0%	1.5%	3.4%	2.0%	2.7%	1.5%
Unweighted Total	1536	384	384	384	384	538	998	987	392	156	569	967	675	603	227	760	384	392	648	888
Mean	2.52	2.27	2.53	2.23	3.06	3.21	2.05	2.09	3.31	2.77	3.07	2.08	2.35	2.63	2.71	2.56	2.52	2.43	2.51	2.52
S.D.	1.24	1.19	1.23	1.21	1.14	1.05	1.13	1.15	1.01	1.15	1.13	1.13	1.22	1.24	1.22	1.23	1.26	1.23	1.25	1.23
Standard error	0.03	0.06	0.06	0.06	0.06	0.04	0.04	0.04	0.05	0.09	0.04	0.04	0.05	0.05	0.08	0.04	0.07	0.06	0.05	0.04
Chi Square		106.951				323.694		303.932			243.859		23.3495			11.9129			2.6512	
DF for Chi		9.				3.		6.			3.		6.			6.			3.	
Probability		0.0000				0.0000		0.0000			0.0000		0.0007			0.0639			0.4486	

BASE = TOTAL RESPONDENTS

QUESTIONS 11, 13, 15, 17 FOR EACH OF THE FOLLOWING TELEVISION NETWORKS OR CHANNELS, HOW OFTEN DO YOU WATCH THAT NETWORK OR CHANNEL?
FREQUENT VIEWERS OF SIX MAJOR ENGLISH TV NETWORKS AND THREE MAJOR SPANISH-LANGUAGE TV NETWORKS (AIDED)

	Total Sample	<------- DMA MARKET ------>				<- INTVLANG >		<---- HOMELANG ---->		<- NATIVITY >		<------ EDUC ------>			<------- AGE ------>			<-- GENDER ->	
		LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
	------	--	--	---	---	----	----	----	----	---	------	-----	------	----	----	-----	-----	---	----	------
Weighted Total	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
FREQUENT OF VIEWERS SL NETWORKS	952	246	246	293	167	193	759	740	116	96	262	690	448	342	137	439	235	278	423	529
	62.0%	64.0%	64.0%	76.3%	43.5%	31.0%	83.1%	80.6%	25.6%	58.2%	38.2%	81.1%	69.4%	54.8%	57.7%	56.8%	62.6%	71.7%	56.7%	66.9%
FREQUENT OF VIEWERS OF EL NETWORKS	884	190	204	196	295	483	400	418	351	114	518	365	305	406	157	494	192	197	459	425
	57.5%	49.3%	53.1%	51.0%	76.7%	77.5%	43.8%	45.6%	77.7%	69.2%	75.6%	43.0%	47.2%	65.0%	66.3%	63.9%	51.2%	50.8%	61.5%	53.8%
REFUSED, NO ANSWER	205	49	49	31	76	111	94	98	79	27	111	94	92	85	28	102	58	44	113	92
	13.3%	12.7%	12.8%	8.1%	19.8%	17.8%	10.3%	10.7%	17.4%	16.3%	16.2%	11.0%	14.3%	13.5%	11.7%	13.2%	15.5%	11.5%	15.2%	11.6%
Responses	1836	435	450	489	462	677	1159	1158	467	210	780	1055	753	749	294	934	427	475	882	954
Unweighted Total	1536	384	384	384	384	538	998	987	392	156	569	967	675	603	227	760	384	392	648	888
Chi Square		63.4102				233.089		207.056			181.736		32.2123			18.8582			10.2808	
DF for Chi		3.				1.		2.			1.		2.			2.			1.	
Probability		0.0000				0.0000		0.0000			0.0000		0.0000			0.0001			0.0013	

BASE = TOTAL RESPONDENTS

QUESTIONS 12, 14, 16, 18 DURING THE PAST MONTH, WHICH TELEVISION NETWORK OR CHANNEL DID YOU WATCH MOST OFTEN?

	Total Sample	<-------- DMA MARKET -------->				<- INTVLANG ->		<---- HOMELANG ---->			<- NATIVITY ->		<------ EDUC ------>				<------- AGE ------->			<-- GENDER -->	
		LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
ENGL LANG NETWORKS-STATIONS	630	142	144	137	208	472	159	202	345	83	450	181	184	306	137	357	153	120	349	281
	41.0%	36.8%	37.6%	35.6%	54.1%	75.6%	17.4%	22.0%	76.3%	50.6%	65.5%	21.3%	28.5%	48.9%	57.9%	46.2%	40.7%	31.0%	46.8%	35.6%
CBS	38	6	1	12	19	33	5	10	20	8	31	8	7	25	7	8	13	17	21	17
	2.5%	1.5%	0.4%	3.0%	5.0%	5.2%	0.6%	1.1%	4.4%	4.8%	4.5%	0.9%	1.0%	3.9%	3.0%	1.1%	3.4%	4.4%	2.9%	2.1%
NBC	68	15	10	12	31	55	13	13	49	5	55	13	16	33	19	35	16	16	30	37
	4.4%	3.8%	2.6%	3.0%	8.1%	8.8%	1.4%	1.4%	10.9%	3.1%	8.0%	1.5%	2.5%	5.2%	7.9%	4.5%	4.4%	4.2%	4.1%	4.7%
WB	86	19	31	11	25	69	16	26	45	14	67	19	31	42	12	64	15	7	38	48
	5.6%	4.9%	8.0%	2.9%	6.6%	11.1%	1.8%	2.8%	10.0%	8.8%	9.7%	2.2%	4.8%	6.8%	5.1%	8.2%	3.9%	1.9%	5.1%	6.0%
ABC	85	11	20	18	35	71	14	20	54	11	67	18	19	35	31	37	27	21	44	41
	5.5%	3.0%	5.3%	4.8%	9.1%	11.3%	1.6%	2.2%	11.9%	6.6%	9.8%	2.1%	2.9%	5.6%	13.0%	4.8%	7.1%	5.5%	5.9%	5.2%
FOX	140	48	17	31	44	109	31	52	76	12	102	38	47	70	22	95	27	19	92	49
	9.1%	12.4%	4.5%	8.2%	11.4%	17.5%	3.4%	5.7%	16.9%	7.0%	14.9%	4.5%	7.2%	11.2%	9.3%	12.2%	7.2%	4.8%	12.3%	6.1%
UPN	28	6	10	11	1	20	8	10	12	7	16	12	7	16	5	24	3	1	16	12
	1.8%	1.6%	2.6%	2.9%	0.3%	3.2%	0.9%	1.1%	2.6%	4.1%	2.3%	1.4%	1.1%	2.5%	2.1%	3.1%	0.8%	0.2%	2.1%	1.5%
TBS	2	-	2	-	-	-	2	2	-	-	-	2	2	1	-	1	1	1	1	2
	0.2%		0.6%				0.3%	0.3%				0.3%	0.2%	0.1%		0.1%	0.2%	0.2%	0.1%	0.2%
PBS	23	8	8	3	3	10	13	10	10	3	11	11	5	9	8	7	7	8	13	10
	1.5%	2.1%	2.0%	0.8%	0.9%	1.5%	1.4%	1.1%	2.2%	1.7%	1.7%	1.3%	0.8%	1.5%	3.3%	1.0%	1.9%	2.0%	1.7%	1.3%
PAX	1	-	-	-	1	-	1	-	-	1	1	-	1	-	-	-	-	1	-	1
	0.1%				0.3%		0.1%			0.6%	0.1%		0.2%					0.3%		0.1%
HBO	36	5	10	8	14	21	16	15	16	5	21	15	7	17	12	19	11	7	23	14
	2.4%	1.2%	2.6%	2.1%	3.5%	3.3%	1.7%	1.6%	3.5%	3.3%	3.1%	1.8%	1.1%	2.8%	5.1%	2.4%	2.9%	1.7%	3.0%	1.7%
LIFETIME	9	-	-	1	8	8	1	1	7	1	7	2	1	7	1	5	3	1	1	8
	0.6%			0.3%	2.0%	1.3%	0.1%	0.1%	1.6%	0.6%	1.0%	0.2%	0.2%	1.1%	0.4%	0.7%	0.8%	0.1%	0.1%	1.0%
MTV	22	3	8	5	7	19	4	7	11	4	16	7	15	5	1	22	-	-	14	9
	1.5%	0.7%	2.1%	1.4%	1.7%	3.0%	0.4%	0.8%	2.5%	2.3%	2.3%	0.8%	2.3%	0.9%	0.4%	2.9%			1.8%	1.1%

(CONTINUED)

QUESTIONS 12, 14, 16, 18 DURING THE PAST MONTH, WHICH TELEVISION NETWORK OR CHANNEL DID YOU WATCH MOST OFTEN?   (CONTINUED)

	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
						<- INTVLANG >		<---- HOMELANG ---->			<- NATIVITY >		<------ EDUC ------>			<------- AGE ------>			<-- GENDER ->	
Weighted Total	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
ESPN	20	3	8	4	5	12	8	8	11	1	13	8	4	9	7	10	7	4	19	1
	1.3%	0.8%	2.1%	1.1%	1.3%	1.9%	0.9%	0.9%	2.5%	0.5%	1.9%	0.9%	0.6%	1.5%	3.1%	1.3%	1.9%	0.9%	2.6%	0.2%
CNN	4	1	-	1	2	4	1	-	4	1	4	1	-	2	2	1	2	1	1	3
	0.3%	0.4%		0.2%	0.5%	0.6%	0.1%		0.8%	0.6%	0.5%	0.1%		0.3%	1.1%	0.1%	0.7%	0.2%	0.2%	0.4%
DISCOVERY	10	-	2	5	3	3	7	6	2	2	2	7	1	8	1	3	5	2	6	4
	0.6%		0.5%	1.3%	0.8%	0.5%	0.7%	0.7%	0.4%	1.2%	0.4%	0.9%	0.1%	1.3%	0.4%	0.4%	1.3%	0.6%	0.8%	0.5%
TNT	6	1	1	3	-	4	2	2	2	1	2	3	1	2	2	1	2	2	5	1
	0.4%	0.3%	0.4%	0.8%		0.6%	0.2%	0.2%	0.6%	0.6%	0.4%	0.4%	0.2%	0.3%	1.1%	0.1%	0.7%	0.6%	0.6%	0.1%
INDEPENDENT ENGLISH	14	9	2	1	1	9	5	6	5	2	8	6	9	4	1	5	4	5	8	6
	0.9%	2.3%	0.7%	0.3%	0.3%	1.4%	0.5%	0.7%	1.1%	1.4%	1.2%	0.7%	1.3%	0.6%	0.6%	0.6%	1.0%	1.3%	1.0%	0.7%
OTHER ENGLISH NETWORKS	38	8	12	10	9	27	11	13	20	6	27	11	13	20	5	21	10	7	18	20
	2.5%	2.0%	3.1%	2.6%	2.2%	4.3%	1.2%	1.4%	4.4%	3.4%	4.0%	1.2%	2.0%	3.3%	2.0%	2.7%	2.5%	1.9%	2.4%	2.6%
SPAN LANG NETWORKS-STATIONS	754	216	189	220	129	79	675	635	53	65	151	603	395	259	80	339	186	229	310	444
	49.1%	56.3%	49.1%	57.2%	33.6%	12.7%	73.9%	69.2%	11.7%	39.1%	22.0%	70.9%	61.2%	41.4%	33.8%	43.8%	49.6%	59.1%	41.6%	56.1%
UNIVISION	478	143	126	124	86	58	420	403	34	41	105	373	250	164	52	226	117	135	178	300
	31.1%	37.2%	32.8%	32.2%	22.3%	9.3%	46.0%	43.9%	7.4%	24.9%	15.3%	43.9%	38.7%	26.2%	22.1%	29.2%	31.2%	34.9%	23.9%	38.0%
TELEFUTURA	66	29	8	16	14	9	57	56	5	5	15	51	41	19	6	34	13	19	41	25
	4.3%	7.5%	2.0%	4.1%	3.6%	1.4%	6.3%	6.0%	1.1%	3.2%	2.2%	6.0%	6.3%	3.0%	2.3%	4.4%	3.5%	4.8%	5.4%	3.2%
TELEMUNDO	174	35	50	68	21	10	164	147	13	13	28	146	87	63	19	65	44	65	67	107
	11.3%	9.0%	13.0%	17.8%	5.5%	1.6%	17.9%	16.0%	2.9%	8.2%	4.1%	17.2%	13.5%	10.1%	8.0%	8.4%	11.7%	16.8%	9.0%	13.5%
AZTECA	10	6	-	-	5	-	10	10	-	-	1	9	5	5	1	5	2	3	7	3
	0.7%	1.5%			1.3%		1.1%	1.1%			0.2%	1.1%	0.8%	0.8%	0.2%	0.7%	0.6%	0.7%	0.9%	0.4%
GALAVISION	10	4	4	-	2	-	10	5	-	5	-	10	7	3	-	4	5	1	8	2
	0.6%	1.1%	1.1%		0.4%		1.1%	0.6%		2.8%		1.2%	1.1%	0.4%		0.5%	1.2%	0.3%	1.0%	0.3%

(CONTINUED)

QUESTIONS 12, 14, 16, 18 DURING THE PAST MONTH, WHICH TELEVISION NETWORK OR CHANNEL DID YOU WATCH MOST OFTEN? (CONTINUED)

	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
	<-------- DMA MARKET ------>				<- INTVLANG >		<---- HOMELANG ---->			<- NATIVITY >		<------ EDUC ------>			<------- AGE ------>			<-- GENDER ->	
Weighted Total	1536 100.0%	384 100.0%	384 100.0%	384 100.0%	384 100.0%	624 100.0%	913 100.0%	918 100.0%	452 100.0%	165 100.0%	686 100.0%	850 100.0%	645 100.0%	625 100.0%	237 100.0%	774 100.0%	375 100.0%	387 100.0%	746 100.0%	790 100.0%
TELEVISA	2 0.1%	-	-	1 0.3%	1 0.3%	-	2 0.2%	2 0.2%	-	-	-	2 0.3%	2 0.3%	-	-	-	1 0.3%	1 0.3%	1 0.1%	1 0.1%
MUNDOS	2 0.2%	-	-	1 0.3%	1 0.4%	2 0.4%	-	1 0.1%	1 0.3%	-	1 0.2%	1 0.1%	1 0.2%	1 0.2%	-	2 0.3%	-	-	2 0.3%	-
INDEPENDENT SPANISH	10 0.6%	-	-	10 2.6%	-	-	10 1.1%	10 1.1%	-	-	-	10 1.2%	2 0.3%	4 0.6%	2 0.8%	2 0.2%	3 0.8%	5 1.3%	5 0.7%	5 0.6%
OTHER SPANISH NETWORKS	1 0.1%	-	1 0.2%	-	-	-	1 0.1%	-	-	-	-	1 0.1%	-	-	1 0.4%	-	1 0.2%	-	1 0.1%	-
OTHER LANGUAGE UNKNOWN	106 6.9%	12 3.2%	33 8.7%	20 5.3%	40 10.4%	53 8.5%	53 5.8%	54 5.9%	42 9.2%	10 5.9%	60 8.7%	46 5.4%	44 6.9%	41 6.6%	15 6.4%	53 6.8%	27 7.3%	26 6.7%	60 8.0%	46 5.9%
DON'T WATCH	6 0.4%	1 0.3%	2 0.4%	-	3 0.7%	-	6 0.6%	6 0.6%	-	-	3 0.4%	3 0.3%	5 0.7%	-	1 0.3%	2 0.2%	-	4 1.0%	4 0.5%	2 0.2%
DON'T KNOW	41 2.7%	13 3.4%	16 4.3%	7 1.8%	4 1.1%	20 3.2%	21 2.3%	21 2.3%	13 2.8%	7 4.4%	23 3.4%	18 2.1%	17 2.6%	19 3.1%	4 1.5%	23 3.0%	9 2.4%	8 2.1%	23 3.1%	17 2.2%
Unweighted Total	1536	384	384	384	384	538	998	987	392	156	569	967	675	603	227	760	384	392	648	888
Mean	10.59	10.07	11.37	10.97	9.94	9.43	11.38	11.07	9.51	10.75	9.71	11.30	10.95	10.37	9.98	10.39	10.94	10.63	10.87	10.32
S.D.	6.20	5.33	6.28	6.08	6.90	7.95	4.48	4.76	8.02	7.04	7.47	4.82	5.31	6.77	6.97	6.35	6.50	5.54	6.67	5.71
Standard error	0.16	0.27	0.32	0.31	0.35	0.32	0.15	0.16	0.38	0.55	0.29	0.17	0.21	0.27	0.45	0.23	0.34	0.28	0.24	0.20
Chi Square		294.014 *				653.356 *		520.942 *			416.663 *		190.075 *			155.000 *			99.2711 *	
DF for Chi		87.				29.		56.			29.		58.			58.			29.	
Probability		0.0000				0.0000		0.0000			0.0000		0.0000			0.0000			0.0000	

BASE = TOTAL RESPONDENTS

Q.19 ON AVERAGE, HOW MANY HOURS DO YOU WATCH TELEVISION PER DAY MONDAY THROUGH FRIDAY?

	Total Sample	DMA MARKET LA	NY	MIA	SAN	INTVLANG ENGL	SPAN	HOMELANG SPAN DOM	ENGL DOM	NATIVITY BIL	NATIVE	FORGN BORN	LT HSG	EDUC HSG, SOME COLL	COLL GRAD	AGE 16-34	35-49	50+	GENDER MALE	FEMALE
Weighted Total	1536 100.0%	384 100.0%	384 100.0%	384 100.0%	384 100.0%	624 100.0%	913 100.0%	918 100.0%	452 100.0%	165 100.0%	686 100.0%	850 100.0%	645 100.0%	625 100.0%	237 100.0%	774 100.0%	375 100.0%	387 100.0%	746 100.0%	790 100.0%
0	12 0.8%	4 1.0%	2 0.7%	1 0.2%	4 1.1%	3 0.5%	8 0.9%	6 0.7%	5 1.0%	1 0.5%	6 0.9%	5 0.6%	10 1.5%	1 0.2%	–	4 0.5%	2 0.4%	7 1.7%	5 0.7%	7 0.8%
1	164 10.6%	45 11.6%	37 9.5%	38 9.8%	45 11.6%	60 9.6%	103 11.3%	94 10.2%	56 12.3%	14 8.6%	63 9.2%	100 11.8%	69 10.7%	73 11.6%	20 8.6%	74 9.5%	49 13.0%	41 10.5%	80 10.8%	83 10.5%
2	325 21.1%	99 25.7%	88 22.8%	68 17.6%	71 18.4%	132 21.2%	192 21.1%	190 20.7%	100 22.2%	34 20.7%	131 19.1%	194 22.8%	136 21.0%	129 20.7%	50 21.1%	160 20.7%	98 26.1%	67 17.2%	183 24.5%	142 17.9%
3	312 20.3%	63 16.4%	87 22.6%	79 20.7%	82 21.5%	129 20.6%	183 20.0%	198 21.6%	87 19.4%	25 14.9%	134 19.5%	177 20.9%	110 17.0%	134 21.5%	63 26.6%	159 20.6%	87 23.3%	65 16.8%	157 21.1%	154 19.5%
4	219 14.3%	50 12.9%	66 17.1%	57 14.8%	48 12.4%	87 14.0%	132 14.5%	133 14.5%	62 13.8%	24 14.7%	99 14.5%	120 14.1%	86 13.3%	96 15.4%	33 14.1%	118 15.3%	49 13.1%	52 13.5%	104 14.0%	115 14.6%
5	176 11.5%	43 11.2%	43 11.1%	44 11.5%	47 12.2%	77 12.4%	99 10.9%	105 11.4%	53 11.8%	19 11.2%	88 12.9%	88 10.4%	77 11.9%	70 11.2%	29 12.4%	104 13.5%	26 6.8%	47 12.1%	78 10.4%	99 12.5%
6	120 7.8%	32 8.4%	18 4.8%	36 9.3%	34 8.8%	54 8.7%	65 7.2%	69 7.5%	33 7.4%	18 11.0%	63 9.1%	57 6.7%	51 7.8%	41 6.6%	22 9.1%	59 7.6%	25 6.7%	36 9.3%	57 7.6%	63 8.0%
7	34 2.2%	7 1.8%	8 2.2%	13 3.3%	7 1.7%	9 1.4%	26 2.8%	23 2.5%	6 1.3%	5 3.2%	16 2.3%	18 2.2%	16 2.5%	13 2.1%	5 2.0%	17 2.2%	7 2.0%	10 2.7%	10 1.4%	24 3.1%
8	60 3.9%	11 3.0%	13 3.3%	22 5.8%	14 3.6%	21 3.4%	39 4.2%	45 4.9%	10 2.3%	5 2.8%	27 3.9%	33 3.9%	29 4.4%	29 4.6%	3 1.2%	26 3.3%	8 2.2%	26 6.7%	30 4.0%	31 3.9%
9	15 0.9%	2 0.6%	1 0.2%	3 0.8%	9 2.2%	8 1.3%	6 0.7%	6 0.6%	5 1.1%	4 2.4%	8 1.2%	6 0.7%	8 1.2%	6 0.9%	1 0.4%	7 0.9%	1 0.2%	7 1.7%	6 0.8%	8 1.1%
10	37 2.4%	14 3.7%	7 1.8%	6 1.5%	10 2.5%	16 2.6%	21 2.3%	18 1.9%	16 3.4%	3 1.9%	18 2.6%	19 2.2%	16 2.5%	14 2.2%	7 2.8%	17 2.2%	9 2.5%	10 2.6%	13 1.7%	24 3.0%
11	3 0.2%	–	–	1 0.2%	2 0.6%	2 0.4%	1 0.1%	1 0.1%	2 0.5%	–	2 0.4%	1 0.1%	1 0.2%	1 0.2%	1 0.4%	2 0.3%	–	1 0.2%	1 0.2%	2 0.2%
12	28 1.9%	4 1.2%	9 2.4%	9 2.3%	6 1.6%	13 2.1%	16 1.7%	12 1.3%	7 1.5%	10 6.0%	17 2.4%	12 1.4%	19 2.9%	8 1.2%	1 0.4%	11 1.4%	4 1.2%	13 3.4%	9 1.2%	20 2.5%

(CONTINUED)

Q.19 ON AVERAGE, HOW MANY HOURS DO YOU WATCH TELEVISION PER DAY MONDAY THROUGH FRIDAY? (CONTINUED)

	Total Sample	<------- DMA MARKET ------> LA	NY	MIA	SAN	<- INTVLANG > ENGL	SPAN	<---- HOMELANG ----> SPAN DOM	ENGL DOM	BIL	<- NATIVITY > NATIVE	FORGN BORN	LT HSG	<------ EDUC ------> HSG, SOME COLL	COLL GRAD	<------- AGE ------> 16-34	35-49	50+	<-- GENDER -> MALE	FEMALE
Weighted Total	1536 100.0%	384 100.0%	384 100.0%	384 100.0%	384 100.0%	624 100.0%	913 100.0%	918 100.0%	452 100.0%	165 100.0%	686 100.0%	850 100.0%	645 100.0%	625 100.0%	237 100.0%	774 100.0%	375 100.0%	387 100.0%	746 100.0%	790 100.0%
13	4 0.3%	2 0.6%	-	1 0.3%	1 0.3%	2 0.3%	2 0.2%	3 0.4%	-	1 0.6%	3 0.5%	1 0.1%	2 0.3%	2 0.4%	-	4 0.6%	-	-	2 0.3%	2 0.3%
14	3 0.2%	-	3 0.7%	-	1 0.1%	3 0.5%	1 0.1%	1 0.1%	3 0.6%	-	3 0.4%	1 0.1%	2 0.3%	1 0.2%	-	2 0.3%	-	1 0.4%	3 0.4%	1 0.1%
15	7 0.4%	2 0.5%	1 0.2%	3 0.7%	1 0.4%	1 0.2%	5 0.6%	5 0.5%	1 0.3%	1 0.6%	2 0.3%	5 0.5%	4 0.6%	2 0.4%	1 0.4%	2 0.3%	3 0.8%	2 0.5%	3 0.3%	4 0.6%
16	5 0.3%	2 0.6%	-	2 0.5%	1 0.2%	1 0.2%	4 0.4%	4 0.4%	1 0.2%	-	1 0.1%	4 0.5%	4 0.6%	1 0.1%	-	2 0.2%	3 0.8%	-	3 0.4%	2 0.2%
18	2 0.1%	1 0.2%	-	-	1 0.3%	-	2 0.2%	1 0.1%	1 0.2%	-	1 0.1%	1 0.1%	2 0.3%	-	-	1 0.1%	-	1 0.3%	-	2 0.2%
20	3 0.2%	3 0.7%	-	-	-	-	3 0.3%	2 0.2%	1 0.2%	-	-	3 0.3%	2 0.2%	1 0.2%	-	2 0.2%	1 0.3%	-	1 0.1%	2 0.2%
22	1 0.1%	-	-	-	1 0.3%	1 0.2%	-	-	1 0.2%	-	1 0.1%	-	-	-	1 0.4%	-	1 0.3%	-	-	1 0.1%
REFUSED, NO ANSWER	7 0.4%	1 0.2%	2 0.5%	3 0.7%	1 0.3%	1 0.2%	6 0.6%	5 0.5%	1 0.2%	1 0.8%	1 0.2%	6 0.7%	5 0.7%	2 0.3%	-	4 0.5%	1 0.2%	2 0.6%	1 0.1%	6 0.8%
Unweighted Total	1536	384	384	384	384	538	998	987	392	156	569	967	675	603	227	760	384	392	648	888
Mean	4.06	4.04	3.82	4.26	4.13	4.10	4.04	4.01	4.00	4.55	4.27	3.90	4.29	3.93	3.83	4.05	3.72	4.42	3.83	4.29
S.D.	2.85	3.13	2.53	2.78	2.94	2.78	2.90	2.72	3.03	3.05	2.90	2.81	3.17	2.64	2.48	2.71	2.97	2.98	2.66	3.01
Standard error	0.07	0.16	0.13	0.14	0.15	0.11	0.10	0.09	0.14	0.24	0.11	0.10	0.13	0.11	0.16	0.10	0.15	0.15	0.10	0.11
F value		1.6257				.1797		2.6020			6.5549		3.4164			5.7207			9.7931	
Probability		0.1815				0.6717		0.0745			0.0106		0.0331			0.0033			0.0018	
t value						.4239					2.5602								3.1294	

BASE = TOTAL RESPONDENTS

Q.20 ON AVERAGE, HOW MANY OF THESE - Q.19 HOURS - DO YOU SPEND WATCHING ENGLISH-LANGUAGE TELEVSION?

	Total Sample	<------- DMA MARKET ------> LA	NY	MIA	SAN	<- INTVLANG > ENGL	SPAN	<---- HOMELANG ----> SPAN DOM	ENGL DOM	BIL	<- NATIVITY > NATIVE	FORGN BORN	LT HSG	<------ EDUC ------> HSG, SOME COLL	COLL GRAD	<------- AGE ------> 16-34	35-49	50+	<-- GENDER -> MALE	FEMALE
Weighted Total	1518 100.0%	380 100.0%	379 100.0%	380 100.0%	378 100.0%	619 100.0%	899 100.0%	908 100.0%	446 100.0%	163 100.0%	678 100.0%	840 100.0%	631 100.0%	621 100.0%	237 100.0%	767 100.0%	373 100.0%	379 100.0%	740 100.0%	778 100.0%
0	363 23.9%	84 22.2%	102 26.8%	120 31.6%	57 15.0%	17 2.8%	346 38.5%	333 36.7%	14 3.1%	16 9.9%	47 7.0%	316 37.6%	215 34.1%	100 16.1%	33 14.0%	131 17.2%	92 24.7%	139 36.8%	141 19.1%	221 28.5%
1	408 26.9%	124 32.6%	96 25.2%	102 26.9%	86 22.8%	114 18.5%	293 32.7%	283 31.2%	88 19.7%	37 22.7%	126 18.6%	282 33.6%	168 26.6%	164 26.4%	71 30.1%	207 27.0%	120 32.1%	81 21.5%	215 29.0%	193 24.8%
2	264 17.4%	64 16.8%	64 17.0%	64 16.7%	72 19.0%	149 24.1%	115 12.8%	120 13.3%	106 23.7%	37 22.6%	151 22.3%	113 13.4%	78 12.3%	137 22.1%	46 19.5%	143 18.7%	68 18.1%	53 14.0%	135 18.2%	129 16.5%
3	201 13.3%	40 10.5%	60 15.7%	46 12.0%	56 14.8%	131 21.1%	71 7.8%	83 9.1%	95 21.3%	24 14.4%	139 20.5%	62 7.4%	53 8.3%	103 16.6%	40 16.8%	116 15.1%	42 11.3%	43 11.4%	109 14.7%	93 11.9%
4	114 7.5%	27 7.0%	29 7.7%	21 5.6%	37 9.7%	78 12.6%	36 4.0%	42 4.6%	54 12.2%	18 11.1%	79 11.6%	35 4.2%	47 7.4%	50 8.0%	16 6.8%	71 9.3%	18 4.9%	24 6.4%	50 6.8%	64 8.2%
5	80 5.2%	21 5.5%	11 2.8%	16 4.2%	32 8.4%	56 9.0%	24 2.6%	30 3.3%	36 8.0%	14 8.6%	55 8.1%	25 2.9%	31 5.0%	28 4.5%	21 8.7%	49 6.4%	14 3.7%	17 4.5%	43 5.8%	37 4.8%
6	31 2.0%	5 1.2%	6 1.5%	8 2.0%	13 3.4%	22 3.6%	8 0.9%	8 0.8%	18 4.0%	5 3.3%	25 3.7%	5 0.6%	14 2.3%	10 1.6%	6 2.7%	16 2.1%	9 2.5%	5 1.4%	18 2.4%	13 1.7%
7	10 0.7%	3 0.8%	1 0.3%	3 0.8%	3 0.7%	6 0.9%	4 0.5%	2 0.3%	4 1.0%	3 2.1%	8 1.2%	2 0.2%	4 0.6%	6 0.9%	1 0.4%	6 0.7%	3 0.9%	1 0.3%	4 0.5%	6 0.8%
8	16 1.0%	5 1.3%	3 0.7%	-	8 2.1%	14 2.3%	1 0.2%	5 0.6%	9 2.1%	1 0.6%	16 2.3%	-	7 1.1%	8 1.3%	-	10 1.3%	-	5 1.4%	7 1.0%	8 1.1%
9	6 0.4%	1 0.3%	-	-	5 1.3%	6 1.0%	-	-	4 0.9%	2 1.2%	5 0.8%	1 0.1%	3 0.5%	3 0.4%	-	4 0.5%	-	2 0.5%	1 0.2%	5 0.6%
10	12 0.8%	4 1.0%	3 0.7%	-	5 1.3%	11 1.7%	1 0.1%	1 0.2%	10 2.3%	-	12 1.7%	-	3 0.4%	6 1.0%	2 1.1%	5 0.7%	4 1.0%	2 0.7%	9 1.2%	3 0.4%
11	5 0.3%	-	3 0.7%	-	2 0.5%	5 0.8%	-	-	2 0.5%	2 1.4%	5 0.7%	-	3 0.4%	2 0.3%	-	1 0.1%	1 0.3%	2 0.6%	1 0.2%	3 0.4%
12	5 0.3%	1 0.4%	-	1 0.3%	2 0.6%	5 0.8%	-	1 0.2%	-	3 2.1%	5 0.7%	-	3 0.6%	1 0.2%	-	4 0.5%	1 0.3%	-	3 0.4%	2 0.3%

(CONTINUED)

Q.20 ON AVERAGE, HOW MANY OF THESE - Q.19 HOURS - DO YOU SPEND WATCHING ENGLISH-LANGUAGE TELEVSION? (CONTINUED)

	Total Sample	<------- DMA MARKET ------>				<- INTVLANG >		<---- HOMELANG ---->			<- NATIVITY >		<------ EDUC ------>			<------- AGE ------>			<-- GENDER ->	
		LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	1518	380	379	380	378	619	899	908	446	163	678	840	631	621	237	767	373	379	740	778
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
14	3	-	3	-	-	3	-	-	3	-	3	-	1	1	-	1	-	1	3	-
	0.2%		0.7%			0.5%			0.6%		0.4%		0.2%	0.2%		0.2%		0.4%	0.4%	
15	1	-	-	-	1	1	-	-	1	-	1	-	-	1	-	1	-	-	1	-
	0.1%				0.4%	0.2%			0.3%		0.2%			0.2%		0.2%			0.2%	
16	1	1	-	-	-	1	-	-	1	-	1	-	1	-	-	-	1	-	-	1
	0.1%	0.3%				0.2%			0.2%		0.2%		0.2%				0.3%			0.1%
Unweighted Total	1517	379	380	380	378	534	983	975	387	154	563	954	660	600	227	753	381	383	643	874
Mean	2.06	1.99	1.94	1.60	2.72	3.28	1.22	1.35	3.21	2.90	3.13	1.20	1.84	2.28	2.20	2.32	1.83	1.78	2.20	1.93
S.D.	2.19	2.17	2.18	1.70	2.50	2.49	1.46	1.61	2.48	2.51	2.52	1.38	2.33	2.18	1.81	2.20	2.07	2.23	2.26	2.12
Standard error	0.06	0.11	0.11	0.09	0.13	0.10	0.05	0.05	0.12	0.20	0.10	0.05	0.09	0.09	0.12	0.08	0.11	0.11	0.08	0.08
F value		18.1430				413.028		144.772			359.201		6.7762			10.4962			5.5150	
Probability		0.0000				0.0000		0.0000			0.0000		0.0012			0.0000			0.0190	
t value						20.3231					18.9526								2.3484	

BASE = TOTAL RESPONDENTS VIEWING TV
MONDAY - FRIDAY

Q.21 ON AVERAGE, HOW MANY OF THESE - Q.19 HOURS - DO YOU SPEND WATCHING SPANISH-LANGUAGE TELEVISION?

	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	1518	380	379	380	378	619	899	908	446	163	678	840	631	621	237	767	373	379	740	778
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
0	404	89	83	58	173	348	56	89	269	46	335	68	119	207	74	229	104	71	222	182
	26.6%	23.5%	22.0%	15.2%	45.8%	56.3%	6.2%	9.8%	60.3%	28.2%	49.5%	8.2%	18.9%	33.3%	31.1%	29.9%	27.9%	18.7%	30.0%	23.3%
1	423	125	114	100	85	165	258	257	111	55	170	252	164	179	75	219	112	91	232	191
	27.9%	32.8%	30.1%	26.2%	22.3%	26.7%	28.7%	28.3%	24.8%	33.5%	25.1%	30.1%	26.0%	28.9%	31.7%	28.6%	30.1%	24.1%	31.3%	24.6%
2	257	63	82	69	44	51	206	203	34	21	67	190	113	98	40	134	65	58	121	136
	16.9%	16.5%	21.5%	18.1%	11.6%	8.2%	22.9%	22.3%	7.5%	12.8%	9.8%	22.6%	17.9%	15.8%	16.8%	17.5%	17.3%	15.4%	16.4%	17.4%
3	170	36	43	58	33	27	143	134	13	23	49	121	86	56	21	85	38	47	76	94
	11.2%	9.4%	11.4%	15.2%	8.7%	4.4%	15.9%	14.7%	3.0%	13.9%	7.3%	14.4%	13.6%	9.0%	9.1%	11.1%	10.3%	12.4%	10.2%	12.1%
4	84	24	20	25	15	7	78	73	6	5	17	67	47	26	9	33	22	30	31	53
	5.6%	6.2%	5.4%	6.6%	4.0%	1.1%	8.6%	8.1%	1.3%	3.2%	2.6%	8.0%	7.4%	4.2%	3.9%	4.3%	5.9%	7.9%	4.2%	6.8%
5	70	18	18	21	13	12	57	57	5	7	18	52	37	22	11	33	7	29	25	44
	4.6%	4.8%	4.7%	5.4%	3.4%	2.0%	6.4%	6.3%	1.2%	4.1%	2.6%	6.2%	5.9%	3.5%	4.6%	4.4%	1.9%	7.7%	3.4%	5.7%
6	34	8	5	17	4	2	32	30	2	2	5	28	16	10	4	5	9	20	13	21
	2.2%	2.0%	1.4%	4.5%	1.1%	0.4%	3.5%	3.3%	0.5%	1.0%	0.8%	3.4%	2.6%	1.6%	1.5%	0.6%	2.4%	5.2%	1.8%	2.7%
7	20	1	3	13	3	1	19	18	-	2	4	15	12	7	1	6	6	8	3	17
	1.3%	0.2%	0.7%	3.5%	0.8%	0.2%	2.1%	1.9%		1.3%	0.6%	1.8%	2.0%	1.0%	0.3%	0.8%	1.5%	2.2%	0.4%	2.2%
8	24	4	7	11	3	4	21	20	2	2	7	17	12	10	1	9	2	13	7	17
	1.6%	1.0%	1.8%	2.8%	0.8%	0.6%	2.3%	2.2%	0.5%	1.4%	1.1%	2.0%	2.0%	1.6%	0.3%	1.2%	0.6%	3.4%	0.9%	2.2%
9	6	2	1	1	2	-	6	6	-	-	-	6	6	-	-	3	1	2	1	5
	0.4%	0.6%	0.2%	0.2%	0.4%		0.6%	0.6%				0.7%	0.9%			0.4%	0.2%	0.6%	0.1%	0.6%
10	6	5	1	-	-	-	6	5	1	-	-	6	5	1	-	4	2	-	3	2
	0.4%	1.3%	0.2%				0.6%	0.5%	0.3%			0.7%	0.7%	0.2%		0.5%	0.5%		0.5%	0.3%
11	2	-	1	1	-	-	2	2	-	-	-	2	1	-	1	1	-	1	-	2
	0.1%		0.2%	0.2%			0.2%	0.2%				0.2%	0.1%		0.4%	0.1%		0.2%		0.2%
12	8	-	1	4	3	1	7	5	2	1	4	3	5	3	-	-	1	7	-	8
	0.5%		0.3%	1.0%	0.7%	0.2%	0.7%	0.5%	0.5%	0.6%	0.6%	0.4%	0.7%	0.5%			0.3%	1.7%		1.0%
13	1	1	-	-	-	-	1	1	-	-	-	1	-	1	-	1	-	1	-	-
	0.1%	0.3%					0.1%	0.1%				0.1%		0.2%		0.1%		0.2%		

(CONTINUED)

Q.21 ON AVERAGE, HOW MANY OF THESE - Q.19 HOURS - DO YOU SPEND WATCHING SPANISH-LANGUAGE TELEVISION?   (CONTINUED)

	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
				<---- DMA MARKET ---->		<- INTVLANG >		<---- HOMELANG ---->			<- NATIVITY >	<----- EDUC ----->			<----- AGE ----->			<-- GENDER ->	
Weighted Total	1518	380	379	380	378	619	899	908	446	163	678	840	631	621	237	767	373	379	740	778
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
14	2	1	-	1	1	-	2	2	-	-	-	2	1	-	1	1	1	1	-	2
	0.1%	0.2%		0.2%	0.1%		0.2%	0.2%				0.3%	0.2%		0.4%	0.1%	0.2%	0.2%		0.3%
15	3	1	-	2	-	-	3	3	-	-	-	3	3	-	-	-	2	1	1	2
	0.2%	0.3%		0.5%			0.3%	0.3%				0.4%	0.5%				0.5%	0.2%	0.2%	0.2%
16	3	1	-	1	1	-	3	2	1	-	-	3	1	2	-	2	1	-	3	-
	0.2%	0.3%		0.3%	0.2%		0.3%	0.2%	0.3%			0.4%	0.2%	0.3%		0.2%	0.3%		0.4%	
17	1	1	-	-	-	-	1	1	-	-	-	1	1	-	-	1	-	-	-	1
	0.1%	0.2%					0.1%	0.1%				0.1%	0.1%			0.1%				0.1%
18	1	1	-	-	-	-	1	1	-	-	-	1	1	-	-	1	-	-	-	1
	0.1%	0.2%					0.1%	0.1%				0.1%	0.1%			0.1%				0.1%
20	1	1	-	-	-	-	1	1	-	-	-	1	1	-	-	1	-	-	-	1
	0.1%	0.2%					0.1%	0.1%				0.1%	0.1%			0.1%				0.1%
Unweighted Total	1517	379	380	380	378	534	983	975	387	154	563	954	660	600	227	753	381	383	643	874
Mean	2.02	2.10	1.91	2.67	1.40	0.81	2.86	2.69	0.79	1.68	1.15	2.72	2.52	1.66	1.55	1.76	1.85	2.72	1.66	2.36
S.D.	2.41	2.70	1.93	2.64	2.10	1.36	2.61	2.55	1.66	1.90	1.80	2.60	2.74	2.14	1.83	2.23	2.33	2.68	2.07	2.65
Standard error	0.06	0.14	0.10	0.14	0.11	0.05	0.09	0.08	0.08	0.15	0.07	0.09	0.11	0.09	0.12	0.08	0.12	0.14	0.08	0.09
F value		18.6222				321.802		108.829			178.160		25.9613			21.8841			33.3781	
Probability		0.0000				0.0000		0.0000			0.0000		0.0000			0.0000			0.0000	
t value						17.9388					13.3477								5.7774	

BASE = TOTAL RESPONDENTS VIEWING TV
MONDAY - FRIDAY

Q.22 ON AVERAGE, HOW MANY HOURS DO YOU WATCH TELEVISION PER DAY SATURDAY THROUGH SUNDAY?

	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
0	210	58	55	42	55	72	138	126	50	34	83	127	112	77	16	108	48	54	79	131
	13.7%	15.0%	14.4%	11.0%	14.2%	11.5%	15.2%	13.7%	11.1%	20.7%	12.1%	14.9%	17.3%	12.3%	6.6%	14.0%	12.7%	14.1%	10.6%	16.5%
1	124	40	25	36	23	37	87	92	29	4	31	94	65	41	17	66	31	27	53	71
	8.1%	10.3%	6.5%	9.4%	6.1%	5.9%	9.6%	10.0%	6.4%	2.3%	4.5%	11.0%	10.0%	6.6%	7.1%	8.5%	8.3%	7.1%	7.1%	9.0%
2	245	70	60	67	48	89	155	157	68	20	99	146	103	104	28	124	58	62	108	137
	15.9%	18.2%	15.5%	17.5%	12.5%	14.3%	17.0%	17.1%	15.0%	12.1%	14.4%	17.1%	16.0%	16.6%	11.8%	16.1%	15.6%	16.0%	14.4%	17.3%
3	223	56	67	48	51	89	133	139	62	22	91	131	95	87	39	115	51	56	119	104
	14.5%	14.6%	17.5%	12.4%	13.4%	14.3%	14.6%	15.1%	13.6%	13.4%	13.3%	15.4%	14.8%	13.9%	16.5%	14.9%	13.6%	14.5%	15.9%	13.1%
4	231	48	64	53	67	97	135	125	72	34	109	122	81	99	46	107	66	58	123	109
	15.1%	12.5%	16.7%	13.7%	17.3%	15.5%	14.8%	13.6%	15.8%	20.3%	15.9%	14.4%	12.5%	15.9%	19.6%	13.8%	17.7%	15.0%	16.4%	13.8%
5	160	31	38	49	42	76	84	89	55	16	88	73	56	65	37	81	41	39	72	88
	10.4%	8.1%	10.0%	12.8%	10.8%	12.2%	9.3%	9.7%	12.2%	9.6%	12.8%	8.5%	8.7%	10.4%	15.7%	10.4%	10.9%	10.0%	9.7%	11.1%
6	123	35	27	28	33	61	62	70	46	7	61	61	48	53	22	64	34	25	63	60
	8.0%	9.1%	7.1%	7.3%	8.5%	9.8%	6.8%	7.6%	10.2%	4.1%	9.0%	7.2%	7.4%	8.5%	9.1%	8.3%	8.9%	6.4%	8.5%	7.5%
7	43	10	9	9	15	24	20	21	17	6	28	15	19	19	5	25	9	10	25	19
	2.8%	2.6%	2.3%	2.4%	4.0%	3.8%	2.2%	2.3%	3.7%	3.5%	4.1%	1.8%	2.9%	3.0%	2.0%	3.2%	2.3%	2.6%	3.3%	2.4%
8	71	19	8	19	24	33	38	41	25	5	40	31	23	32	13	29	18	24	41	29
	4.6%	5.0%	2.1%	5.0%	6.3%	5.3%	4.1%	4.4%	5.6%	2.9%	5.8%	3.7%	3.6%	5.1%	5.4%	3.8%	4.7%	6.2%	5.5%	3.7%
9	12	3	5	3	1	6	6	8	3	1	5	7	6	4	2	5	2	5	7	5
	0.8%	0.9%	1.2%	0.8%	0.4%	1.0%	0.7%	0.9%	0.6%	0.9%	0.8%	0.8%	1.0%	0.6%	1.0%	0.7%	0.6%	1.3%	1.0%	0.6%
10	35	4	9	11	11	15	20	19	13	3	20	16	14	16	5	15	7	12	19	16
	2.3%	1.1%	2.4%	2.9%	2.8%	2.4%	2.2%	2.1%	2.8%	2.0%	2.8%	1.8%	2.1%	2.6%	2.2%	2.0%	2.0%	3.2%	2.5%	2.1%
11	1	-	-	1	-	-	1	-	-	1	1	-	-	1	-	1	-	-	1	-
	0.1%			0.3%			0.1%			0.7%	0.2%			0.2%		0.1%			0.2%	
12	28	7	4	9	8	14	14	17	5	5	14	13	12	11	5	12	6	9	18	10
	1.8%	1.8%	0.9%	2.3%	2.1%	2.2%	1.5%	1.9%	1.1%	3.3%	2.1%	1.6%	1.8%	1.8%	2.0%	1.6%	1.7%	2.3%	2.3%	1.3%

(CONTINUED)

Q.22 ON AVERAGE, HOW MANY HOURS DO YOU WATCH TELEVISION PER DAY SATURDAY THROUGH SUNDAY?   (CONTINUED)

	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
						<- INTVLANG >		<---- HOMELANG ---->			<- NATIVITY >									
Weighted Total	1536 100.0%	384 100.0%	384 100.0%	384 100.0%	384 100.0%	624 100.0%	913 100.0%	918 100.0%	452 100.0%	165 100.0%	686 100.0%	850 100.0%	645 100.0%	625 100.0%	237 100.0%	774 100.0%	375 100.0%	387 100.0%	746 100.0%	790 100.0%
13	4 0.3%	1 0.4%	-	1 0.3%	1 0.4%	4 0.6%	-	3 0.3%	1 0.3%	-	4 0.6%	-	1 0.2%	3 0.4%	-	4 0.5%	-	-	4 0.5%	-
14	1 0.1%	-	-	1 0.2%	-	-	1 0.1%	1 0.1%	-	-	-	1 0.1%	1 0.1%	-	-	-	-	1 0.2%	-	1 0.1%
15	2 0.2%	-	-	1 0.3%	1 0.4%	1 0.2%	1 0.1%	-	1 0.3%	1 0.6%	2 0.3%	-	-	2 0.4%	-	1 0.2%	1 0.3%	-	1 0.2%	1 0.1%
16	3 0.2%	-	1 0.4%	1 0.3%	1 0.2%	1 0.2%	2 0.2%	2 0.2%	1 0.3%	-	1 0.2%	2 0.2%	2 0.4%	1 0.1%	-	3 0.4%	-	-	3 0.4%	-
18	1 0.1%	-	1 0.4%	-	-	1 0.2%	-	-	1 0.3%	-	1 0.2%	-	-	1 0.2%	-	1 0.2%	-	-	1 0.2%	-
REFUSED, NO ANSWER	18 1.2%	2 0.4%	10 2.5%	4 1.1%	2 0.6%	4 0.6%	14 1.6%	9 0.9%	3 0.7%	6 3.7%	6 0.9%	12 1.4%	7 1.1%	9 1.4%	2 0.9%	10 1.3%	3 0.8%	4 1.1%	8 1.0%	10 1.3%
Unweighted Total	1536	384	384	384	384	538	998	987	392	156	569	967	675	603	227	760	384	392	648	888
Mean	3.69	3.41	3.49	3.88	3.97	4.09	3.41	3.53	4.02	3.65	4.16	3.31	3.40	3.87	4.08	3.66	3.65	3.78	4.05	3.35
S.D.	2.88	2.74	2.75	3.01	2.97	2.99	2.77	2.81	2.91	3.09	3.02	2.70	2.91	2.96	2.51	2.95	2.68	2.91	3.03	2.68
Standard error	0.07	0.14	0.14	0.15	0.15	0.12	0.09	0.09	0.14	0.25	0.12	0.09	0.12	0.12	0.16	0.11	0.14	0.15	0.11	0.10
F value		3.5003				20.5066		4.3134			33.1092		6.5722			.2314			22.8429	
Probability		0.0150				0.0000		0.0136			0.0000		0.0014			0.7934			0.0000	
t value						4.5284					5.7541								4.7794	

BASE = TOTAL RESPONDENTS

Q.23 ON AVERAGE, HOW MANY OF THESE - Q.22 HOURS - DO YOU SPEND WATCHING ENGLISH-LANGUAGE TELEVSION?

	Total Sample	<--- DMA MARKET ---> LA	NY	MIA	SAN	<- INTVLANG > ENGL	SPAN	<--- HOMELANG ---> SPAN DOM	ENGL DOM	BIL	<- NATIVITY > NATIVE	FORGN BORN	<--- EDUC ---> LT HSG	HSG, SOME COLL	COLL GRAD	<--- AGE ---> 16-34	35-49	50+	<-- GENDER -> MALE	FEMALE
Weighted Total	1308 100.0%	325 100.0%	319 100.0%	338 100.0%	327 100.0%	548 100.0%	760 100.0%	784 100.0%	399 100.0%	125 100.0%	597 100.0%	712 100.0%	527 100.0%	540 100.0%	219 100.0%	655 100.0%	324 100.0%	329 100.0%	659 100.0%	649 100.0%
0	336 25.7%	94 29.0%	83 26.0%	116 34.5%	43 13.0%	16 2.9%	320 42.1%	310 39.6%	11 2.8%	14 11.6%	47 7.9%	289 40.6%	196 37.2%	91 17.0%	36 16.6%	120 18.3%	96 29.6%	120 36.6%	138 21.0%	198 30.5%
1	220 16.8%	68 20.8%	59 18.5%	56 16.6%	37 11.3%	69 12.5%	151 19.9%	157 20.0%	50 12.5%	14 10.8%	75 12.5%	145 20.4%	90 17.1%	94 17.4%	34 15.3%	126 19.3%	50 15.3%	44 13.4%	114 17.2%	106 16.4%
2	253 19.4%	58 18.0%	65 20.4%	67 19.7%	63 19.4%	106 19.3%	147 19.4%	149 19.0%	75 18.9%	28 22.6%	118 19.7%	136 19.1%	83 15.7%	120 22.2%	47 21.3%	142 21.6%	62 19.3%	49 15.0%	131 19.8%	123 18.9%
3	165 12.6%	29 8.8%	50 15.6%	32 9.3%	55 16.9%	109 19.8%	57 7.4%	68 8.7%	74 18.5%	24 18.9%	112 18.8%	53 7.4%	49 9.3%	75 13.9%	39 18.0%	90 13.7%	28 8.6%	47 14.4%	96 14.5%	70 10.7%
4	113 8.7%	27 8.3%	21 6.4%	25 7.3%	41 12.6%	81 14.7%	33 4.3%	35 4.4%	64 16.1%	15 11.7%	74 12.4%	40 5.6%	38 7.2%	53 9.8%	22 9.9%	63 9.7%	27 8.4%	23 7.0%	53 8.1%	60 9.3%
5	80 6.1%	26 7.9%	13 4.2%	13 3.7%	28 8.5%	59 10.7%	21 2.8%	22 2.8%	45 11.3%	13 10.1%	62 10.4%	18 2.5%	30 5.8%	34 6.2%	16 7.1%	48 7.3%	19 5.8%	13 4.0%	41 6.2%	39 5.9%
6	60 4.6%	13 4.0%	14 4.5%	14 4.3%	18 5.6%	46 8.3%	14 1.9%	23 2.9%	30 7.6%	7 5.8%	43 7.2%	17 2.4%	16 3.1%	31 5.7%	13 5.7%	26 4.0%	23 7.0%	11 3.5%	32 4.9%	28 4.3%
7	22 1.7%	6 1.8%	-	3 0.9%	14 4.2%	21 3.7%	2 0.3%	4 0.5%	17 4.3%	1 1.1%	22 3.6%	1 0.1%	8 1.6%	13 2.3%	1 0.6%	13 2.0%	4 1.3%	5 1.5%	16 2.4%	7 1.0%
8	31 2.4%	1 0.3%	6 1.8%	8 2.4%	16 5.0%	20 3.7%	11 1.4%	11 1.4%	19 4.8%	1 1.0%	22 3.7%	9 1.2%	9 1.8%	17 3.1%	5 2.4%	14 2.1%	10 3.1%	7 2.3%	19 2.9%	12 1.9%
9	7 0.5%	-	3 0.8%	1 0.3%	3 1.1%	6 1.1%	1 0.1%	-	5 1.2%	2 2.0%	6 1.0%	1 0.2%	-	4 0.7%	4 1.6%	1 0.2%	1 0.3%	5 1.6%	4 0.6%	3 0.5%
10	3 0.3%	-	1 0.3%	1 0.3%	1 0.4%	1 0.3%	2 0.3%	1 0.2%	-	2 1.6%	1 0.2%	2 0.3%	-	2 0.5%	1 0.4%	1 0.2%	1 0.3%	1 0.4%	3 0.5%	-
11	1 0.1%	1 0.2%	-	-	-	1 0.1%	-	-	1 0.2%	-	-	1 0.1%	-	1 0.1%	-	1 0.1%	-	-	-	1 0.1%
12	10 0.7%	1 0.5%	1 0.4%	2 0.6%	5 1.5%	9 1.6%	1 0.1%	4 0.5%	3 0.7%	3 2.8%	9 1.5%	1 0.2%	5 1.0%	2 0.4%	2 1.1%	5 0.8%	4 1.1%	1 0.3%	7 1.0%	3 0.5%

(CONTINUED)

Q.23 ON AVERAGE, HOW MANY OF THESE - Q.22 HOURS - DO YOU SPEND WATCHING ENGLISH-LANGUAGE TELEVSION? (CONTINUED)

	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
						<- INTVLANG >		<---- HOMELANG ---->			<- NATIVITY >		<------ EDUC ------>			<------- AGE ------>			<-- GENDER ->	
Weighted Total	1308	325	319	338	327	548	760	784	399	125	597	712	527	540	219	655	324	329	659	649
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
13	1	1	-	-	-	1	-	1	-	-	1	-	-	1	-	1	-	-	1	-
	0.1%	0.5%				0.3%		0.2%			0.2%			0.3%		0.2%			0.2%	
15	1	-	-	-	1	1	-	-	1	-	1	-	-	1	-	1	-	-	1	-
	0.1%				0.4%	0.3%			0.4%		0.2%			0.3%		0.2%			0.2%	
16	3	-	3	-	-	3	-	-	3	-	3	-	1	1	-	3	-	-	3	-
	0.2%		0.9%			0.5%			0.7%		0.5%		0.3%	0.3%		0.4%			0.4%	
Unweighted Total	1294	322	316	337	319	473	821	829	346	118	494	800	544	518	208	638	329	327	571	723
Mean	2.41	2.09	2.24	1.96	3.35	3.78	1.42	1.57	3.79	3.28	3.52	1.48	1.94	2.77	2.77	2.60	2.37	2.06	2.69	2.13
S.D.	2.46	2.21	2.47	2.24	2.65	2.58	1.82	2.00	2.52	2.62	2.63	1.85	2.37	2.52	2.36	2.49	2.48	2.34	2.67	2.20
Standard error	0.07	0.12	0.14	0.12	0.15	0.11	0.07	0.07	0.13	0.23	0.11	0.07	0.10	0.11	0.16	0.10	0.14	0.13	0.10	0.09
F value		23.1672				377.745		140.768			269.313		17.9930			5.4144			17.0495	
Probability		0.0000				0.0000		0.0000			0.0000		0.0000			0.0046			0.0000	
t value						19.4357					16.4108								4.1291	

BASE = TOTAL RESPONDENTS VIEWING TV
SATURDAY - SUNDAY

Q.24 ON AVERAGE, HOW MANY OF THESE - Q.22 HOURS - DO YOU SPEND WATCHING SPANISH-LANGUAGE TELEVISION?

| | Total Sample | <------- DMA MARKET ------> | | | | <- INTVLANG > | | <---- HOMELANG ----> | | <- NATIVITY > | | <------ EDUC ------> | | | <------- AGE ------> | | | <-- GENDER -> | |
		LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	1308	325	319	338	327	548	760	784	399	125	597	712	527	540	219	655	324	329	659	649
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
0	406	89	79	79	160	317	89	117	246	44	296	110	130	197	76	225	104	77	206	201
	31.0%	27.2%	24.9%	23.3%	48.8%	57.8%	11.7%	14.9%	61.6%	34.9%	49.6%	15.5%	24.7%	36.6%	34.7%	34.3%	32.1%	23.5%	31.2%	30.9%
1	284	79	79	66	61	111	174	170	77	38	114	170	124	104	52	149	65	70	152	133
	21.7%	24.2%	24.7%	19.6%	18.6%	20.2%	22.9%	21.7%	19.3%	30.1%	19.1%	23.9%	23.6%	19.4%	23.6%	22.8%	20.1%	21.2%	23.0%	20.4%
2	259	65	74	74	47	61	197	196	40	22	83	175	101	112	36	122	67	70	131	128
	19.8%	20.0%	23.2%	21.8%	14.2%	11.2%	26.0%	25.0%	9.9%	17.6%	14.0%	24.6%	19.1%	20.8%	16.4%	18.6%	20.8%	21.2%	19.9%	19.7%
3	135	35	38	36	25	34	101	103	23	9	47	88	63	50	21	67	30	38	57	78
	10.3%	10.8%	12.0%	10.7%	7.7%	6.2%	13.2%	13.1%	5.8%	7.2%	7.8%	12.4%	11.9%	9.3%	9.7%	10.2%	9.2%	11.7%	8.7%	12.0%
4	88	26	19	28	16	7	81	77	6	5	18	70	37	31	17	38	28	23	45	43
	6.7%	7.9%	6.1%	8.2%	4.7%	1.3%	10.7%	9.9%	1.5%	4.0%	3.0%	9.9%	7.1%	5.8%	7.9%	5.7%	8.5%	7.0%	6.8%	6.7%
5	57	9	14	25	8	10	47	50	5	3	20	37	26	19	11	23	13	22	28	30
	4.4%	2.9%	4.5%	7.5%	2.6%	1.8%	6.2%	6.4%	1.2%	2.1%	3.3%	5.3%	4.9%	3.5%	5.3%	3.5%	3.9%	6.6%	4.2%	4.6%
6	38	14	10	9	5	6	32	32	3	3	11	27	22	14	3	20	10	9	19	19
	2.9%	4.4%	3.2%	2.7%	1.4%	1.1%	4.3%	4.1%	0.7%	2.5%	1.8%	3.8%	4.2%	2.5%	1.2%	3.0%	2.9%	2.7%	2.9%	2.9%
7	11	3	1	7	1	1	10	10	-	1	1	10	6	3	2	5	3	4	5	6
	0.8%	0.8%	0.3%	2.1%	0.2%	0.2%	1.3%	1.3%		0.9%	0.2%	1.4%	1.2%	0.5%	0.8%	0.7%	0.8%	1.2%	0.8%	0.9%
8	5	-	2	3	1	-	5	5	-	-	1	4	2	1	-	1	-	5	4	2
	0.4%		0.6%	0.9%	0.2%		0.7%	0.7%			0.2%	0.6%	0.5%	0.2%		0.1%		1.5%	0.6%	0.2%
9	9	3	1	3	2	1	8	9	-	-	2	7	6	2	1	5	1	3	6	3
	0.7%	0.9%	0.2%	0.9%	0.7%	0.2%	1.1%	1.2%			0.4%	1.0%	1.2%	0.3%	0.5%	0.8%	0.3%	1.0%	0.9%	0.5%
10	6	1	1	2	2	-	6	6	-	-	2	4	5	1	-	-	2	3	2	4
	0.4%	0.2%	0.4%	0.6%	0.5%		0.8%	0.7%			0.4%	0.5%	1.0%	0.1%			0.8%	1.0%	0.3%	0.6%
11	1	-	-	1	-	-	1	-	-	1	1	-	-	1	-	-	1	-	-	1
	0.1%			0.3%			0.1%			0.8%	0.2%			0.2%			0.3%			0.2%
12	5	2	-	3	-	-	5	5	-	-	-	5	2	3	-	-	1	4	3	2
	0.4%	0.7%		0.9%			0.7%	0.7%				0.7%	0.4%	0.6%			0.3%	1.2%	0.5%	0.3%
14	1	-	-	1	-	-	1	1	-	-	-	1	1	-	-	-	-	1	-	1
	0.1%			0.3%			0.1%	0.1%				0.1%	0.2%					0.3%		0.1%

(CONTINUED)

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Q.24 ON AVERAGE, HOW MANY OF THESE - Q.22 HOURS - DO YOU SPEND WATCHING SPANISH-LANGUAGE TELEVISION? (CONTINUED)

	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
	<------- DMA MARKET ------>					<- INTVLANG >		<---- HOMELANG ---->		<- NATIVITY >		<------ EDUC ------>			<------- AGE ------>			<-- GENDER ->	
Weighted Total	1308	325	319	338	327	548	760	784	399	125	597	712	527	540	219	655	324	329	659	649
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
16	2	-	-	1	1	-	2	2	-	-	-	2	1	1	-	2	-	-	2	-
	0.1%			0.3%	0.2%		0.2%	0.2%				0.3%	0.2%	0.1%		0.3%			0.3%	
Unweighted Total	1294	322	316	337	319	473	821	829	346	118	494	800	544	518	208	638	329	327	571	723
Mean	1.87	1.93	1.86	2.40	1.29	0.85	2.61	2.53	0.73	1.43	1.22	2.42	2.18	1.66	1.61	1.66	1.83	2.33	1.86	1.89
S.D.	2.12	2.05	1.78	2.51	1.91	1.34	2.27	2.28	1.18	1.75	1.75	2.25	2.33	2.01	1.73	1.94	2.03	2.46	2.18	2.07
Standard error	0.06	0.11	0.10	0.14	0.11	0.06	0.08	0.08	0.06	0.16	0.07	0.08	0.10	0.09	0.12	0.08	0.11	0.14	0.08	0.08
F value		15.7972				263.565		115.219			113.044		10.2349			11.2023			.0568	
Probability		0.0000				0.0000		0.0000			0.0000		0.0000			0.0000			0.8116	
t value						16.2347					10.6322								.2383	

BASE = TOTAL RESPONDENTS VIEWING TV
SATURDAY - SUNDAY

Q.25A THINKING ABOUT THE LANGUAGE THAT YOU USE AT HOME, WOULD YOU SAY THAT YOU SPEAK ONLY SPANISH IN THE HOME, MOSTLY SPANISH BUT SOME ENGLISH, MOSTLY
ENGLISH BUT SOME SPANISH, OR ONLY ENGLISH IN THE HOME? FIRST RESPONDENT

		<------- DMA MARKET ------>				<- INTVLANG >		<---- HOMELANG ---->				<- NATIVITY >		<------ EDUC ------>				<------- AGE ------>			<-- GENDER ->	
	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
	------	--	--	---	---	----	----	----	----	---	------	-----	------	----	----	-----	-----	---	----	------
Weighted Total	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
SPANISH-DOMINANT	918	254	229	307	128	134	785	918	-	-	184	735	471	308	119	433	221	264	437	481
--------	59.8%	66.2%	59.6%	80.0%	33.3%	21.4%	86.0%	100.0%			26.8%	86.4%	73.0%	49.2%	50.2%	56.0%	58.9%	68.2%	58.6%	60.9%
ONLY SPANISH	564	143	144	211	67	27	538	564	-	-	65	499	308	170	68	214	142	208	257	308
	36.7%	37.1%	37.6%	54.9%	17.3%	4.3%	58.9%	61.4%			9.5%	58.7%	47.7%	27.2%	28.9%	27.6%	37.9%	53.8%	34.4%	38.9%
MOSTLY SPANISH, SOME ENGLISH	354	112	85	96	61	107	247	354	-	-	119	235	163	138	50	219	79	56	181	173
	23.1%	29.1%	22.0%	25.1%	16.0%	17.1%	27.1%	38.6%			17.3%	27.7%	25.2%	22.0%	21.2%	28.4%	21.0%	14.4%	24.2%	21.9%
ENGLISH-DOMINANT	452	100	103	50	198	399	52	-	452	-	395	57	113	242	93	263	111	78	231	221
--------	29.4%	26.1%	26.9%	13.0%	51.6%	64.1%	5.7%		100.0%		57.6%	6.6%	17.5%	38.8%	39.1%	33.9%	29.7%	20.1%	30.9%	28.0%
MOSTLY ENGLISH, SOME SPANISH	328	70	74	39	144	284	43	-	328	-	280	47	78	176	71	192	83	53	168	160
	21.3%	18.2%	19.3%	10.2%	37.6%	45.6%	4.8%		72.5%		40.9%	5.6%	12.1%	28.1%	30.1%	24.8%	22.1%	13.6%	22.5%	20.3%
ONLY ENGLISH	124	30	29	11	54	115	9	-	124	-	115	9	35	66	21	71	29	25	63	61
	8.1%	7.9%	7.7%	2.8%	14.0%	18.5%	1.0%		27.5%		16.7%	1.1%	5.5%	10.6%	9.0%	9.1%	7.7%	6.4%	8.4%	7.8%
SPANISH & ENGLISH EQUALLY	165	30	51	27	58	91	74	-	-	165	107	58	61	75	25	78	42	46	77	88
	10.7%	7.7%	13.2%	7.0%	15.1%	14.5%	8.2%			100.0%	15.6%	6.9%	9.5%	12.0%	10.4%	10.1%	11.1%	11.8%	10.3%	11.1%
DON'T KNOW, NO ANSWER	1	-	1	-	-	-	1	-	-	-	-	1	-	-	1	-	1	-	1	-
	0.1%		0.2%				0.1%					0.1%			0.4%		0.2%		0.1%	
Base	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Unweighted Total	1536	384	384	384	384	538	998	987	392	156	569	967	675	603	227	760	384	392	648	888
Mean	2.33	2.20	2.38	1.82	2.94	3.22	1.73	1.39	3.27	5.00	3.12	1.70	2.04	2.58	2.53	2.46	2.35	2.08	2.37	2.30
S.D.	1.34	1.23	1.43	1.17	1.26	1.03	1.18	0.49	0.45	0.00	1.15	1.13	1.29	1.31	1.34	1.26	1.38	1.41	1.33	1.35
Standard error	0.03	0.06	0.07	0.06	0.06	0.04	0.04	0.02	0.02	0.00	0.04	0.04	0.05	0.05	0.09	0.05	0.07	0.07	0.05	0.05
Chi Square		211.865 *				761.222 *		3070.85			633.352 *		107.798 *			92.0421 *			5.2818 *	
DF for Chi		15.				5.		8.			5.		10.			10.			5.	
Probability		0.0000				0.0000		0.0000			0.0000		0.0000			0.0000			0.3825	

BASE = TOTAL RESPONDENTS WITH AT LEAST 1 HOUSEHOLD MEMBER

Q.25B THINKING ABOUT THE LANGUAGE THAT -PERSON 2- USES IN THE HOME, WOULD YOU SAY THAT -PERSON 2- SPEAKS ONLY SPANISH IN THE HOME, MOSTLY SPANISH BUT
SOME ENGLISH, MOSTLY ENGLISH BUT SOME SPANISH, OR ONLY ENGLISH IN THE HOME? FIRST RESPONDENT

	Total Sample	<------- DMA MARKET ------>				<- INTVLANG >		<---- HOMELANG ---->				<- NATIVITY >		<------ EDUC ------>			<------- AGE ------>			<-- GENDER ->	
		LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
	------	--	--	---	---	----	----	----	----	---	------	-----	------	----	----	-----	-----	---	----	------
Weighted Total	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
SPANISH-DOMINANT	727	208	178	224	118	152	575	640	57	31	177	550	366	255	93	398	182	148	356	371
--------	58.3%	61.6%	60.3%	74.5%	37.5%	29.1%	79.4%	86.6%	14.9%	24.1%	32.2%	78.9%	68.6%	49.9%	50.7%	58.8%	55.0%	61.5%	61.0%	56.0%
ONLY SPANISH	461	121	115	160	64	67	393	424	17	20	77	383	243	155	54	245	106	110	229	232
	37.0%	36.0%	39.0%	53.3%	20.4%	12.9%	54.4%	57.4%	4.4%	15.8%	14.1%	55.0%	45.5%	30.4%	29.5%	36.2%	32.2%	45.6%	39.2%	35.0%
MOSTLY SPANISH, SOME ENGLISH	267	86	63	64	54	85	181	216	40	11	100	167	124	100	39	153	75	38	127	140
	21.4%	25.5%	21.3%	21.2%	17.1%	16.3%	25.1%	29.3%	10.5%	8.2%	18.2%	23.9%	23.1%	19.6%	21.1%	22.6%	22.8%	15.9%	21.8%	21.0%
ENGLISH-DOMINANT	382	95	81	46	159	310	72	57	302	23	303	78	121	184	74	215	102	64	166	216
--------	30.6%	28.2%	27.4%	15.4%	50.8%	59.2%	10.0%	7.7%	79.7%	17.6%	55.2%	11.2%	22.6%	35.9%	40.2%	31.9%	31.0%	26.5%	28.5%	32.5%
MOSTLY ENGLISH, SOME SPANISH	231	50	55	29	96	177	54	47	172	12	171	60	77	108	42	128	66	36	94	137
	18.5%	15.0%	18.6%	9.6%	30.8%	33.9%	7.4%	6.3%	45.3%	9.4%	31.1%	8.6%	14.4%	21.2%	23.1%	19.0%	20.0%	15.0%	16.0%	20.7%
ONLY ENGLISH	151	44	26	17	63	132	19	10	130	11	133	18	44	76	31	87	36	28	73	78
	12.1%	13.2%	8.8%	5.8%	20.0%	25.3%	2.6%	1.3%	34.4%	8.2%	24.1%	2.6%	8.2%	14.8%	17.1%	12.9%	10.9%	11.5%	12.4%	11.8%
SPANISH & ENGLISH EQUALLY	129	32	34	27	35	60	69	39	18	72	65	64	42	71	14	57	43	28	58	70
	10.3%	9.6%	11.5%	9.1%	11.2%	11.4%	9.6%	5.3%	4.7%	56.1%	11.8%	9.2%	7.9%	13.8%	7.7%	8.5%	13.1%	11.6%	10.0%	10.6%
DON'T KNOW, NO ANSWER	9	2	2	3	2	2	7	3	2	3	4	5	5	2	3	5	3	1	3	6
	0.7%	0.7%	0.8%	1.0%	0.5%	0.3%	1.0%	0.4%	0.6%	2.2%	0.8%	0.7%	0.9%	0.3%	1.4%	0.8%	0.9%	0.4%	0.6%	0.9%
NOT ASKED	290	47	89	83	70	101	189	180	73	37	136	154	111	114	53	98	45	147	163	127
Base	1247	337	295	301	314	523	724	739	379	128	550	697	534	511	184	676	330	241	583	663
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Unweighted Total	1536	384	384	384	384	538	998	987	392	156	569	967	675	603	227	760	384	392	648	888
Mean	2.42	2.39	2.37	2.02	2.88	3.08	1.94	1.70	3.28	3.94	3.06	1.91	2.16	2.64	2.61	2.39	2.56	2.30	2.36	2.47
S.D.	1.47	1.45	1.49	1.48	1.34	1.23	1.44	1.13	0.98	1.73	1.32	1.38	1.44	1.45	1.50	1.43	1.51	1.49	1.45	1.48
Standard error	0.04	0.08	0.09	0.09	0.08	0.05	0.05	0.04	0.05	0.15	0.06	0.05	0.06	0.06	0.11	0.06	0.08	0.10	0.06	0.06
Chi Square		122.504 *				400.091 *		994.604 *				347.657 *		56.4494 *			19.5636 *		5.8903 *	
DF for Chi		15.				5.		10.				5.		10.			10.		5.	
Probability		0.0000				0.0000		0.0000				0.0000		0.0000			0.0337		0.3170	

BASE = TOTAL RESPONDENTS WITH AT LEAST 2 HOUSEHOLD MEMBERS

Q.25C THINKING ABOUT THE LANGUAGE THAT -PERSON 3- USES IN THE HOME, WOULD YOU SAY THAT -PERSON 3- SPEAKS ONLY SPANISH IN THE HOME, MOSTLY SPANISH BUT
SOME ENGLISH, MOSTLY ENGLISH BUT SOME SPANISH, OR ONLY ENGLISH IN THE HOME? FIRST RESPONDENT

														HSG,						
	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
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Weighted Total	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
SPANISH- DOMINANT	343	104	75	105	59	90	253	302	29	12	86	256	183	118	37	225	80	38	165	178
--------	43.5%	42.0%	43.0%	65.2%	28.7%	26.7%	56.1%	65.5%	12.0%	13.9%	24.8%	58.3%	51.2%	38.5%	32.9%	46.9%	34.7%	49.0%	46.7%	41.0%
ONLY SPANISH	209	64	38	77	30	45	165	194	8	8	41	169	112	72	23	137	46	26	108	101
	26.6%	25.9%	21.7%	47.9%	14.8%	13.3%	36.5%	42.0%	3.3%	9.0%	11.8%	38.3%	31.2%	23.6%	20.6%	28.6%	20.2%	33.1%	30.7%	23.3%
MOSTLY SPANISH, SOME ENGLISH	133	40	37	28	29	45	88	108	21	4	45	88	72	45	14	88	34	12	57	77
	16.9%	16.1%	21.3%	17.3%	14.0%	13.4%	19.6%	23.5%	8.7%	5.0%	13.1%	20.0%	20.0%	14.9%	12.3%	18.3%	14.6%	15.9%	16.1%	17.6%
ENGLISH- DOMINANT	312	104	57	37	114	208	104	87	193	31	213	99	109	141	57	177	109	25	132	179
--------	39.6%	41.9%	32.7%	22.7%	56.0%	61.8%	23.0%	18.8%	80.6%	36.9%	61.2%	22.5%	30.4%	46.1%	51.0%	37.0%	47.5%	32.0%	37.6%	41.1%
MOSTLY ENGLISH, SOME SPANISH	181	69	37	21	53	95	86	76	87	18	102	79	74	73	29	114	58	9	75	106
	23.0%	28.0%	21.4%	13.2%	26.1%	28.2%	19.1%	16.4%	36.4%	21.4%	29.3%	18.0%	20.8%	23.8%	26.0%	23.8%	25.3%	11.1%	21.4%	24.3%
ONLY ENGLISH	130	34	20	15	61	113	18	11	106	13	111	20	35	68	28	63	51	16	57	73
	16.6%	13.9%	11.3%	9.5%	29.9%	33.6%	3.9%	2.4%	44.2%	15.5%	31.8%	4.5%	9.7%	22.3%	25.0%	13.2%	22.1%	20.9%	16.2%	16.9%
SPANISH & ENGLISH EQUALLY	107	34	33	16	24	28	79	58	11	38	37	70	56	36	13	57	36	14	44	63
	13.6%	13.6%	18.8%	9.9%	11.8%	8.2%	17.5%	12.5%	4.4%	45.0%	10.6%	15.8%	15.6%	11.8%	11.4%	11.9%	15.6%	17.7%	12.5%	14.4%
DON'T KNOW, NO ANSWER	26	6	10	3	7	11	15	15	7	4	12	15	10	11	5	20	5	1	11	15
	3.3%	2.5%	5.4%	2.1%	3.5%	3.3%	3.4%	3.2%	3.0%	4.1%	3.3%	3.3%	2.8%	3.6%	4.7%	4.2%	2.2%	1.4%	3.2%	3.5%
NOT ASKED	749	137	209	223	180	287	462	457	212	80	338	411	288	319	126	295	145	310	394	355
Base	787	248	175	161	204	336	451	461	240	85	348	440	358	306	111	479	230	78	352	435
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Unweighted Total	1536	384	384	384	384	538	998	987	392	156	569	967	675	603	227	760	384	392	648	888
Mean	2.94	2.88	3.17	2.29	3.31	3.30	2.67	2.39	3.56	4.08	3.37	2.60	2.75	3.06	3.23	2.87	3.12	2.83	2.83	3.02
S.D.	1.77	1.67	1.98	1.69	1.64	1.56	1.87	1.80	1.27	1.65	1.56	1.86	1.77	1.76	1.83	1.85	1.61	1.70	1.78	1.76
Standard error	0.06	0.11	0.15	0.13	0.11	0.09	0.09	0.08	0.08	0.18	0.08	0.09	0.09	0.10	0.17	0.08	0.11	0.19	0.10	0.08
Chi Square		93.2945					164.916		400.189 *			159.347		34.7377 *			26.3085 *			5.6035	
DF for Chi		15.					5.		10.			5.		10.			10.			5.	
Probability		0.0000					0.0000		0.0000			0.0000		0.0001			0.0033			0.3467	

BASE = TOTAL RESPONDENTS WITH AT LEAST 3 HOUSEHOLD MEMBERS

Q.25D THINKING ABOUT THE LANGUAGE THAT -PERSON 4- USES IN THE HOME, WOULD YOU SAY THAT -PERSON 4- SPEAKS ONLY SPANISH IN THE HOME, MOSTLY SPANISH BUT SOME ENGLISH, MOSTLY ENGLISH BUT SOME SPANISH, OR ONLY ENGLISH IN THE HOME? FIRST RESPONDENT

	Total Sample	<------- DMA MARKET ------>				<- INTVLANG >		<---- HOMELANG ---->			<- NATIVITY >		<------ EDUC ------>			<------- AGE ------>			<-- GENDER ->	
		LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
	------	--	--	---	---	----	----	----	----	---	------	-----	------	----	----	-----	-----	---	----	------
Weighted Total	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
SPANISH- DOMINANT	185	69	46	46	24	38	147	167	11	7	40	145	103	61	18	124	49	13	90	94
--------	37.7%	38.7%	44.8%	53.3%	19.6%	17.8%	52.6%	59.6%	7.2%	12.4%	18.2%	53.6%	44.3%	31.9%	28.9%	40.5%	32.0%	38.0%	40.5%	35.3%
ONLY SPANISH	109	44	25	30	11	21	88	100	4	5	20	89	57	38	12	77	26	6	57	52
	22.2%	24.4%	24.6%	34.6%	8.5%	10.1%	31.3%	35.9%	2.5%	8.3%	9.1%	32.9%	24.6%	19.8%	19.1%	25.3%	17.1%	17.1%	25.3%	19.6%
MOSTLY SPANISH, SOME ENGLISH	76	26	21	16	14	16	60	66	7	2	20	56	46	23	6	46	23	7	34	42
	15.5%	14.3%	20.2%	18.7%	11.1%	7.7%	21.3%	23.7%	4.7%	4.1%	9.0%	20.7%	19.8%	12.1%	9.7%	15.2%	14.9%	20.9%	15.1%	15.7%
ENGLISH- DOMINANT	207	72	37	28	70	138	69	64	129	14	138	69	77	95	33	118	77	12	94	112
--------	42.1%	40.3%	36.1%	32.4%	56.4%	65.5%	24.6%	22.7%	83.4%	25.1%	62.4%	25.5%	33.3%	49.2%	54.6%	38.5%	50.8%	35.4%	42.2%	42.0%
MOSTLY ENGLISH, SOME SPANISH	109	42	24	14	29	57	53	49	52	8	55	54	46	48	13	64	42	3	51	58
	22.3%	23.4%	23.3%	16.9%	23.5%	26.9%	18.7%	17.5%	33.4%	15.5%	25.2%	19.9%	20.0%	25.2%	21.1%	20.9%	27.6%	10.5%	23.0%	21.7%
ONLY ENGLISH	97	30	13	13	41	81	16	15	78	5	82	15	31	46	20	54	35	8	43	54
	19.9%	17.0%	12.8%	15.4%	32.9%	38.6%	5.8%	5.2%	50.0%	9.6%	37.3%	5.7%	13.4%	24.0%	33.5%	17.7%	23.2%	24.9%	19.2%	20.4%
SPANISH & ENGLISH EQUALLY	78	30	15	9	24	29	49	36	9	32	35	43	45	26	6	46	24	7	32	45
	15.8%	16.5%	14.7%	10.5%	19.5%	13.7%	17.5%	13.0%	6.0%	58.8%	16.0%	15.7%	19.4%	13.4%	9.8%	15.2%	15.9%	21.7%	14.4%	17.0%
DON'T KNOW, NO ANSWER	21	8	5	3	6	6	15	13	5	2	7	14	7	11	4	18	2	2	6	15
	4.4%	4.4%	4.4%	3.9%	4.6%	3.0%	5.4%	4.7%	3.4%	3.7%	3.4%	5.2%	2.9%	5.5%	6.7%	5.8%	1.3%	4.9%	2.9%	5.6%
NOT ASKED	1046	206	282	299	260	413	632	639	297	111	465	580	414	433	176	468	223	354	522	523
Base	491	179	102	86	124	210	280	280	155	55	220	270	232	192	61	306	152	33	224	267
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Unweighted Total	1536	384	384	384	384	538	998	987	392	156	569	967	675	603	227	760	384	392	648	888
Mean	3.18	3.13	2.99	2.72	3.71	3.56	2.89	2.64	3.72	4.29	3.62	2.82	3.01	3.32	3.46	3.17	3.14	3.43	3.00	3.33
S.D.	1.85	1.88	1.88	1.87	1.65	1.48	2.04	1.96	1.26	1.60	1.52	2.01	1.78	1.89	1.97	2.01	1.47	1.93	1.73	1.94
Standard error	0.08	0.14	0.19	0.20	0.15	0.10	0.12	0.12	0.10	0.22	0.10	0.12	0.12	0.14	0.25	0.11	0.12	0.33	0.12	0.12

BASE = TOTAL RESPONDENTS

Chi Square		39.6952 *				109.856		274.877 *			104.905		26.6579 *			15.9709 *			4.5709	
DF for Chi		15.				5.		10.			5.		10.			10.			5.	
Probability		0.0005				0.0000		0.0000			0.0000		0.0029			0.1005			0.4705	

BASE = TOTAL RESPONDENTS WITH AT LEAST 4 HOUSEHOLD MEMBERS

Q.25E THINKING ABOUT THE LANGUAGE THAT -PERSON 5- USES IN THE HOME, WOULD YOU SAY THAT -PERSON 5- SPEAKS ONLY SPANISH IN THE HOME, MOSTLY SPANISH BUT SOME ENGLISH, MOSTLY ENGLISH BUT SOME SPANISH, OR ONLY ENGLISH IN THE HOME?   FIRST RESPONDENT

	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
SPANISH- DOMINANT	83	38	17	14	13	22	61	71	9	3	19	64	51	26	5	59	20	4	50	33
	37.5%	42.2%	43.8%	51.0%	20.9%	23.5%	47.6%	56.9%	12.7%	11.7%	20.8%	49.2%	41.4%	34.9%	26.7%	42.6%	28.8%	30.0%	46.9%	28.9%
ONLY SPANISH	45	18	11	8	8	9	36	42	1	3	6	39	29	14	2	33	11	1	27	18
	20.4%	20.2%	27.9%	28.6%	12.5%	9.9%	28.0%	33.5%	1.1%	11.7%	7.0%	29.7%	23.6%	18.9%	8.2%	23.9%	16.3%	6.2%	25.1%	16.1%
MOSTLY SPANISH, SOME ENGLISH	38	20	6	6	5	13	25	29	8	-	12	25	22	12	4	26	9	3	23	15
	17.1%	22.0%	15.9%	22.3%	8.5%	13.6%	19.6%	23.5%	11.6%		13.7%	19.4%	17.8%	16.0%	18.5%	18.8%	12.6%	23.9%	21.8%	12.7%
ENGLISH- DOMINANT	86	28	11	10	37	56	30	28	52	6	52	34	40	33	13	45	35	6	43	43
	39.1%	31.1%	29.4%	35.6%	58.0%	60.6%	23.6%	22.5%	71.3%	28.4%	57.7%	26.1%	31.8%	44.0%	64.4%	32.7%	50.1%	47.8%	40.6%	37.6%
MOSTLY ENGLISH, SOME SPANISH	49	18	6	6	18	26	24	21	26	2	21	28	29	15	5	28	19	3	28	22
	22.4%	20.1%	16.8%	21.9%	29.2%	27.8%	18.4%	17.1%	36.2%	7.5%	23.6%	21.5%	23.3%	20.0%	23.0%	20.0%	27.4%	20.4%	26.0%	19.0%
ONLY ENGLISH	37	10	5	4	18	30	7	7	26	5	31	6	11	18	8	17	16	3	15	21
	16.7%	10.9%	12.6%	13.7%	28.8%	32.8%	5.2%	5.4%	35.1%	20.9%	34.1%	4.6%	8.6%	24.0%	41.4%	12.7%	22.7%	27.4%	14.6%	18.7%
SPANISH & ENGLISH EQUALLY	34	16	7	2	9	10	25	18	6	11	14	20	25	8	1	21	12	2	8	27
	15.5%	17.9%	19.2%	6.5%	13.8%	10.4%	19.1%	14.2%	8.1%	47.9%	15.2%	15.7%	20.1%	11.1%	4.5%	14.9%	16.5%	16.0%	7.1%	23.2%
DON'T KNOW, NO ANSWER	17	8	3	2	5	5	12	8	6	3	6	12	8	7	1	13	3	1	6	12
	7.9%	8.8%	7.6%	7.0%	7.2%	5.4%	9.6%	6.4%	8.0%	12.1%	6.3%	9.0%	6.6%	10.1%	4.4%	9.8%	4.5%	6.2%	5.3%	10.3%
NOT ASKED	1316	294	345	356	321	532	785	794	379	143	596	720	521	551	216	636	305	375	640	676
Base	220	90	39	28	63	92	128	124	73	22	90	130	124	74	20	138	70	13	106	115
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Unweighted Total	1536	384	384	384	384	538	998	987	392	156	569	967	675	603	227	760	384	392	648	888
Mean	3.37	3.37	3.25	2.89	3.66	3.53	3.26	2.82	3.85	4.66	3.75	3.11	3.24	3.53	3.42	3.35	3.38	3.60	2.89	3.82
S.D.	2.12	2.22	2.23	2.11	1.91	1.73	2.36	2.12	1.74	2.10	1.77	2.31	2.09	2.24	1.63	2.30	1.78	1.88	1.89	2.23
Standard error	0.14	0.23	0.36	0.39	0.24	0.18	0.21	0.19	0.20	0.45	0.19	0.20	0.19	0.26	0.36	0.20	0.21	0.53	0.18	0.21

Chi Square	20.8897 *				40.0214		85.2494 *		42.7431	22.4093 *	10.7036 *	17.4846
DF for Chi	15.				5.		10.		5.	10.	10.	5.
Probability	0.1404				0.0000		0.0000		0.0000	0.0132	0.3811	0.0037

BASE = TOTAL RESPONDENTS WITH AT LEAST 5 HOUSEHOLD MEMBERS

Q.25F THINKING ABOUT THE LANGUAGE THAT -PERSON 6- USES IN THE HOME, WOULD YOU SAY THAT -PERSON 6- SPEAKS ONLY SPANISH IN THE HOME, MOSTLY SPANISH BUT SOME ENGLISH, MOSTLY ENGLISH BUT SOME SPANISH, OR ONLY ENGLISH IN THE HOME?   FIRST RESPONDENT

	Total Sample	<------- DMA MARKET ------>				<- INTVLANG >		<---- HOMELANG ---->		<- NATIVITY >		<------ EDUC ------>			<------- AGE ------>			<-- GENDER ->	
		LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
SPANISH- DOMINANT	31	16	6	4	4	10	21	26	2	3	5	25	23	6	1	23	7	1	18	13
	34.1%	43.8%	34.5%	53.8%	15.5%	23.9%	42.2%	54.6%	6.8%	28.0%	12.3%	53.6%	42.4%	21.7%	17.9%	40.3%	27.0%	7.7%	42.3%	27.1%
ONLY SPANISH	22	11	5	2	3	6	15	19	-	3	3	19	17	3	1	19	2	-	12	10
	24.0%	30.3%	29.9%	26.0%	11.6%	15.3%	30.9%	40.1%		28.0%	6.8%	39.3%	31.0%	13.1%	11.1%	33.2%	9.1%		28.7%	20.0%
MOSTLY SPANISH, SOME ENGLISH	9	5	1	2	1	3	6	7	2	-	2	7	6	2	1	4	4	1	6	3
	10.1%	13.5%	4.7%	27.8%	3.9%	8.6%	11.4%	14.5%	6.8%		5.4%	14.3%	11.3%	8.6%	6.8%	7.2%	17.9%	7.7%	13.7%	7.1%
ENGLISH- DOMINANT	35	10	7	1	17	22	13	9	26	-	26	9	18	12	6	19	12	4	16	19
	39.1%	27.9%	42.8%	11.1%	59.5%	54.5%	26.8%	18.4%	79.7%		62.2%	18.4%	31.8%	44.7%	70.8%	32.8%	49.8%	53.4%	39.2%	39.0%
MOSTLY ENGLISH, SOME SPANISH	18	6	4	-	7	7	11	8	10	-	10	8	10	4	3	10	5	3	6	12
	20.1%	17.0%	26.0%		26.4%	17.5%	22.1%	16.5%	31.0%		24.1%	16.5%	18.4%	16.9%	41.9%	17.7%	20.1%	39.3%	14.9%	24.5%
ONLY ENGLISH	17	4	3	1	9	15	2	1	16	-	16	1	7	7	2	9	7	1	10	7
	19.0%	10.9%	16.8%	11.1%	33.1%	36.9%	4.7%	2.0%	48.7%		38.1%	1.9%	13.4%	27.7%	28.9%	15.1%	29.7%	14.1%	24.3%	14.5%
SPANISH & ENGLISH EQUALLY	15	8	3	1	4	6	9	6	2	7	7	8	10	4	1	9	4	2	4	11
	16.9%	21.0%	15.3%	11.1%	14.4%	15.3%	18.2%	13.3%	6.1%	72.0%	16.8%	17.0%	18.5%	15.3%	11.4%	16.2%	15.2%	28.1%	9.7%	23.1%
DON'T KNOW, NO ANSWER	9	3	1	2	3	2	6	6	2	-	4	5	4	5	-	6	2	1	4	5
	9.9%	7.3%	7.4%	24.1%	10.6%	6.3%	12.8%	13.7%	7.3%		8.7%	11.0%	7.3%	18.3%		10.6%	7.9%	10.8%	8.7%	10.9%
NOT ASKED	1447	348	367	376	356	584	863	871	419	156	644	803	590	598	229	716	351	380	705	742
Base	90	36	17	8	28	40	50	47	33	10	42	47	55	26	8	58	24	7	41	48
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Unweighted Total	1536	384	384	384	384	538	998	987	392	156	569	967	675	603	227	760	384	392	648	888
Mean	3.54	3.23	3.27	3.98	3.98	3.66	3.45	3.16	3.98	3.88	4.05	3.09	3.21	4.34	3.23	3.38	3.72	4.28	3.25	3.79
S.D.	2.29	2.24	2.21	3.30	2.10	1.90	2.58	2.72	1.60	1.90	1.87	2.55	2.22	2.56	1.17	2.45	1.99	2.05	2.26	2.31
Standard error	0.24	0.37	0.54	1.15	0.40	0.30	0.37	0.40	0.28	0.61	0.29	0.37	0.30	0.50	0.41	0.32	0.40	0.76	0.35	0.33
Chi Square		17.0746 *				15.8158 *		65.5470 *			27.6986 *		11.0617 *			12.2859 *			6.2248 *	
DF for Chi		15.				5.		10.			5.		10.			10.			5.	
Probability		0.3144				0.0074		0.0000			0.0000		0.3527			0.2664			0.2850	

BASE = TOTAL RESPONDENTS WITH AT LEAST 6 HOUSEHOLD MEMBERS

Q.25G THINKING ABOUT THE LANGUAGE THAT -PERSON 7- USES IN THE HOME, WOULD YOU SAY THAT -PERSON 7- SPEAKS ONLY SPANISH IN THE HOME, MOSTLY SPANISH BUT SOME ENGLISH, MOSTLY ENGLISH BUT SOME SPANISH, OR ONLY ENGLISH IN THE HOME?   FIRST RESPONDENT

	Total Sample	<------- DMA MARKET ------> LA	NY	MIA	SAN	<- INTVLANG > ENGL	SPAN	<---- HOMELANG ----> SPAN DOM	ENGL DOM	<- NATIVITY > BIL	NATIVE	FORGN BORN	<------ EDUC ------> LT HSG	HSG, SOME COLL	COLL GRAD	<------- AGE ------> 16-34	35-49	50+	<-- GENDER -> MALE	FEMALE
Weighted Total	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
SPANISH- DOMINANT	6	2	3	1	1	1	5	5	1	-	1	5	5	-	2	5	1	1	2	4
	22.1%	15.2%	54.4%	54.0%	6.1%	6.6%	42.3%	40.0%	10.6%		8.2%	37.8%	23.2%		66.2%	27.0%	11.2%	17.6%	21.5%	22.5%
ONLY SPANISH	3	1	1	1	-	1	2	3	-	-	-	3	3	-	-	2	1	-	2	1
	10.4%	9.0%	15.2%	54.0%		6.6%	15.3%	23.4%				22.1%	15.2%			11.9%	11.2%		21.5%	4.3%
MOSTLY SPANISH, SOME ENGLISH	3	1	2	-	1	-	3	2	1	-	1	2	2	-	2	3	-	1	-	3
	11.7%	6.2%	39.3%		6.1%		27.0%	16.6%	10.6%		8.2%	15.7%	8.0%		66.2%	15.2%		17.6%		18.2%
ENGLISH- DOMINANT	14	7	2	1	5	9	5	4	8	2	8	6	10	3	1	6	5	3	4	10
	47.6%	52.4%	30.4%	46.0%	51.2%	54.2%	38.9%	30.0%	65.3%	51.1%	49.9%	44.9%	48.8%	49.5%	33.8%	31.6%	74.3%	82.4%	36.3%	53.8%
MOSTLY ENGLISH, SOME SPANISH	5	3	2	-	1	1	4	3	2	-	1	4	5	-	-	3	1	2	1	4
	17.6%	23.4%	30.4%		6.1%	6.9%	31.5%	22.8%	18.2%		6.7%	29.8%	25.7%			14.5%	11.2%	50.0%	10.9%	21.3%
ONLY ENGLISH	9	4	-	1	4	8	1	1	6	2	7	2	5	3	1	3	4	1	3	6
	30.0%	29.0%		46.0%	45.1%	47.3%	7.4%	7.2%	47.1%	51.1%	43.2%	15.1%	23.1%	49.5%	33.8%	17.0%	63.1%	32.4%	25.4%	32.5%
SPANISH & ENGLISH EQUALLY	4	2	1	-	1	2	2	2	-	2	2	2	3	1	-	3	1	-	-	4
	12.6%	14.4%	15.2%		11.3%	12.6%	12.6%	12.3%		48.9%	13.4%	11.6%	13.2%	16.0%		14.0%	14.4%			19.5%
DON'T KNOW, NO ANSWER	5	2	-	-	3	4	1	2	3	-	4	1	3	2	-	5	-	-	4	1
	17.7%	18.1%			31.5%	26.6%	6.2%	17.7%	24.1%		28.4%	5.7%	14.8%	34.5%		27.4%			42.2%	4.2%
NOT ASKED	1508	372	379	382	375	607	900	906	440	161	671	837	626	618	234	755	368	384	736	772
Base	29	12	5	2	9	16	12	13	12	4	15	13	20	6	3	19	7	3	10	18
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Unweighted Total	1536	384	384	384	384	538	998	987	392	156	569	967	675	603	227	760	384	392	648	888
Mean	4.29	4.42	2.61	2.38	5.50	5.19	3.12	3.74	4.81	4.49	5.32	3.13	4.00	5.88	2.68	4.71	3.69	3.15	5.35	3.70
S.D.	2.51	2.50	1.34	2.12	2.60	2.54	2.00	2.85	2.55	0.57	2.51	2.00	2.47	2.49	1.19	2.97	1.17	0.84	3.45	1.62
Standard error	0.47	0.71	0.59	1.50	0.87	0.63	0.57	0.80	0.74	0.28	0.64	0.54	0.56	0.99	0.72	0.69	0.44	0.47	1.08	0.38

	Chi Square	DF for Chi	Probability
DMA MARKET	15.5870 *	15.	0.4100
INTVLANG	12.7039 *	5.	0.0263
HOMELANG	16.2512 *	10.	0.0927
NATIVITY	9.8128 *	5.	0.0807
EDUC	14.6832 *	10.	0.1440
AGE	10.4177 *	10.	0.4046
GENDER	11.5774 *	5.	0.0411

BASE = TOTAL RESPONDENTS WITH AT LEAST 7 HOUSEHOLD MEMBERS

Q.25H THINKING ABOUT THE LANGUAGE THAT -PERSON 8- USES IN THE HOME, WOULD YOU SAY THAT -PERSON 8- SPEAKS ONLY SPANISH IN THE HOME, MOSTLY SPANISH BUT SOME ENGLISH, MOSTLY ENGLISH BUT SOME SPANISH, OR ONLY ENGLISH IN THE HOME?   FIRST RESPONDENT

| | <------- DMA MARKET ------> | | | | <- INTVLANG > | | <---- HOMELANG ----> | | | <- NATIVITY > | | <------ EDUC ------> | | | <------- AGE ------> | | | <-- GENDER -> | |
	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
SPANISH-DOMINANT	2	2	-	-	-	1	1	1	1	-	-	2	1	1	-	2	-	-	1	1
	16.5%	34.3%				15.6%	18.0%	23.7%	18.5%			34.4%	14.7%	26.6%		30.3%			21.8%	12.3%

ONLY SPANISH	2	2	-	-	-	1	1	1	1	-	-	2	1	1	-	2	-	-	1	1
	16.5%	34.3%				15.6%	18.0%	23.7%	18.5%			34.4%	14.7%	26.6%		30.3%			21.8%	12.3%
ENGLISH-DOMINANT	6	3	1	1	1	4	2	2	3	1	3	3	4	1	1	3	2	1	4	2
	49.9%	47.1%	50.0%	100.0%	41.1%	56.1%	39.7%	52.2%	47.8%	52.5%	48.7%	51.3%	48.3%	38.5%	100.0%	40.6%	54.2%	100.0%	78.2%	27.0%

MOSTLY ENGLISH, SOME SPANISH	1	-	1	-	-	-	1	1	-	-	-	1	1	-	-	-	-	1	-	1
	6.9%		50.0%				18.4%	24.1%				14.3%	10.3%					100.0%		12.5%
ONLY ENGLISH	5	3	-	1	1	4	1	1	3	1	3	2	3	1	1	3	2	-	4	1
	43.1%	47.1%		100.0%	41.1%	56.1%	21.4%	28.1%	47.8%	52.5%	48.7%	37.0%	37.9%	38.5%	100.0%	40.6%	54.2%		78.2%	14.5%
SPANISH & ENGLISH EQUALLY	4	1	1	-	2	2	2	1	2	1	3	1	3	1	-	2	2	-	-	4
	33.5%	18.6%	50.0%		58.9%	28.3%	42.2%	24.1%	33.7%	47.5%	51.3%	14.3%	37.1%	34.9%		29.1%	45.8%			60.7%
NOT ASKED	1525	379	382	383	381	616	908	915	446	163	680	845	638	622	236	768	371	387	741	784
Base	11	6	2	1	3	7	4	3	6	2	6	6	8	3	1	6	4	1	5	6
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Unweighted Total	1536	384	384	384	384	538	998	987	392	156	569	967	675	603	227	760	384	392	648	888
Mean	3.77	3.16	4.00	4.00	4.59	3.81	3.70	3.29	3.78	4.48	4.51	2.97	3.83	3.55	4.00	3.38	4.46	3.00	3.35	4.12
S.D.	1.42	1.77	1.65	0.00	0.58	1.39	1.67	1.74	1.53	0.69	0.55	1.68	1.42	1.97	0.00	1.77	0.57	0.00	1.38	1.47
Standard error	0.42	0.75	1.32	0.00	0.31	0.52	0.81	0.96	0.62	0.47	0.22	0.72	0.52	1.16	0.00	0.71	0.27	0.00	0.61	0.59
Chi Square		9.8271 *					2.2274 *		2.8973 *				4.1502 *		1.8314 *			13.2121 *			6.5768 *
DF for Chi		9.					3.		6.				3.		6.			6.			3.
Probability		0.3647					0.5266		0.8216				0.2457		0.9345			0.0398			0.0867

BASE = TOTAL RESPONDENTS WITH AT LEAST 8 HOUSEHOLD MEMBERS

Q.25I THINKING ABOUT THE LANGUAGE THAT -PERSON 9- USES IN THE HOME, WOULD YOU SAY THAT -PERSON 9- SPEAKS ENGLISH, MOSTLY ENGLISH BUT SOME SPANISH, OR
ONLY ENGLISH IN THE HOME?   FIRST RESPONDENT

	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
SPANISH- DOMINANT	2 37.2%	2 45.2%	-	-	-	1 23.6%	1 100.0%	-	2 59.2%	-	1 29.1%	1 50.0%	2 59.2%	-	-	2 65.7%	-	-	1 30.1%	1 50.3%
ONLY SPANISH	1 19.4%	1 23.6%	-	-	-	1 23.6%	-	-	1 30.9%	-	-	1 50.0%	1 30.9%	-	-	1 34.3%	-	-	1 30.1%	-
MOSTLY SPANISH, SOME ENGLISH	1 17.8%	1 21.6%	-	-	-	-	1 100.0%	-	1 28.3%	-	1 29.1%	-	1 28.3%	-	-	1 31.4%	-	-	-	1 50.3%
ENGLISH- DOMINANT	3 45.1%	3 54.8%	-	-	-	3 54.9%	-	-	1 40.8%	1 52.5%	1 42.1%	1 50.0%	1 40.8%	1 52.5%	-	1 34.3%	1 59.3%	-	3 69.9%	-
ONLY ENGLISH	3 45.1%	3 54.8%	-	-	-	3 54.9%	-	-	1 40.8%	1 52.5%	1 42.1%	1 50.0%	1 40.8%	1 52.5%	-	1 34.3%	1 59.3%	-	3 69.9%	-
SPANISH & ENGLISH EQUALLY	1 17.6%	-	-	-	1 100.0%	1 21.4%	-	-	-	1 47.5%	1 28.8%	-	-	1 47.5%	-	-	1 40.7%	-	-	1 49.7%
NOT ASKED	1531	380	384	384	383	619	912	918	448	163	682	848	642	623	237	771	373	387	742	788
Base	6 100.0%	5 100.0%	-	-	1 100.0%	5 100.0%	1 100.0%	-	4 100.0%	2 100.0%	4 100.0%	2 100.0%	4 100.0%	2 100.0%	-	3 100.0%	2 100.0%	-	4 100.0%	2 100.0%
Unweighted Total	1536	384	384	384	384	538	998	987	392	156	569	967	675	603	227	760	384	392	648	888
Mean	3.24	2.86	-	-	5.00	3.50	2.00	-	2.51	4.48	3.71	2.50	2.51	4.48	-	2.34	4.41	-	3.10	3.49
S.D.	1.58	1.46	-	-	0.00	1.63	0.00	-	1.53	0.69	1.38	2.02	1.53	0.69	-	1.52	0.63	-	1.61	2.10
Standard error	0.66	0.67	-	-	0.00	0.75	0.00	-	0.80	0.47	0.74	1.35	0.80	0.47	-	0.84	0.40	-	0.84	1.47
Chi Square		5.7488 *				5.7488 *		3.0209 *			3.0712 *		3.0209 *			3.1574 *			5.7488 *	
DF for Chi		3.				3.		3.			3.		3.			3.			3.	
Probability		0.1245				0.1245		0.3884			0.3808		0.3884			0.3680			0.1245	

BASE = TOTAL RESPONDENTS WITH AT LEAST 9 HOUSEHOLD MEMBERS

Q.25J THINKING ABOUT THE LANGUAGE THAT -PERSON 10- USES IN THE HOME, WOULD YOU SAY THAT -PERSON 10- SPEAKS ONLY SPANISH IN THE HOME, MOSTLY SPANISH BUT SOME ENGLISH, MOSTLY ENGLISH BUT SOME SPANISH, OR ONLY ENGLISH IN THE HOME?   FIRST RESPONDENT

	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
SPANISH-DOMINANT	1 28.3%	1 28.3%	-	-	-	-	1 100.0%	-	1 40.9%	-	1 40.9%	-	1 40.9%	-	-	1 47.8%	-	-	-	1 100.0%
ONLY SPANISH	1 28.3%	1 28.3%	-	-	-	-	1 100.0%	-	1 40.9%	-	1 40.9%	-	1 40.9%	-	-	1 47.8%	-	-	-	1 100.0%
ENGLISH-DOMINANT	3 71.7%	3 71.7%	-	-	-	3 100.0%	-	-	1 59.1%	1 100.0%	1 59.1%	1 100.0%	1 59.1%	1 100.0%	-	1 52.2%	1 100.0%	-	3 100.0%	-
ONLY ENGLISH	3 71.7%	3 71.7%	-	-	-	3 100.0%	-	-	1 59.1%	1 100.0%	1 59.1%	1 100.0%	1 59.1%	1 100.0%	-	1 52.2%	1 100.0%	-	3 100.0%	-
NOT ASKED	1533	381	384	384	384	621	912	918	449	164	683	849	643	624	237	772	374	387	743	789
Base	4 100.0%	4 100.0%	-	-	-	3 100.0%	1 100.0%	-	3 100.0%	1 100.0%	3 100.0%	1 100.0%	3 100.0%	1 100.0%	-	2 100.0%	1 100.0%	-	3 100.0%	1 100.0%
Unweighted Total	1536	384	384	384	384	538	998	987	392	156	569	967	675	603	227	760	384	392	648	888
Mean	3.15	3.15	-	-	-	4.00	1.00	-	2.77	4.00	2.77	4.00	2.77	4.00	-	2.57	4.00	-	4.00	1.00
S.D.	1.59	1.59	-	-	-	0.00	0.00	-	1.90	0.00	1.90	0.00	1.90	0.00	-	2.05	0.00	-	0.00	0.00
Standard error	0.83	0.83	-	-	-	0.00	0.00	-	1.20	0.00	1.20	0.00	1.20	0.00	-	1.40	0.00	-	0.00	0.00
Chi Square						.3674 *	.2160 *			.2160 *	.2160 *					.0381 *			.3674 *	
DF for Chi						1.	1.			1.	1.					1.			1.	
Probability						0.5444	0.6421			0.6421	0.6421					0.8452			0.5444	

BASE = TOTAL RESPONDENTS WITH 10 HOUSEHOLD MEMBERS

Q.26A HOW WELL DO YOU UNDERSTAND ENGLISH? DO YOU UNDERSTAND ENGLISH VERY WELL, WELL, NOT WELL OR NOT AT ALL?

	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
VERY WELL	721	147	166	132	276	575	146	209	410	102	571	149	202	370	144	431	157	133	393	328
	46.9%	38.4%	43.2%	34.3%	71.7%	92.2%	16.0%	22.7%	90.8%	61.6%	83.3%	17.6%	31.2%	59.2%	60.7%	55.7%	41.8%	34.4%	52.7%	41.5%
WELL	337	93	94	96	55	46	291	248	34	55	79	258	151	135	46	167	78	92	164	173
	21.9%	24.3%	24.4%	24.9%	14.2%	7.4%	31.9%	27.0%	7.5%	33.2%	11.5%	30.3%	23.5%	21.6%	19.3%	21.6%	20.8%	23.8%	22.0%	21.9%
NOT WELL	345	108	93	103	41	–	345	330	6	9	25	319	196	95	41	141	100	104	139	206
	22.4%	28.0%	24.2%	26.8%	10.7%		37.8%	35.9%	1.4%	5.2%	3.7%	37.6%	30.4%	15.2%	17.3%	18.2%	26.6%	26.8%	18.6%	26.0%
NOT AT ALL	132	36	31	54	11	1	131	132	–	–	8	124	96	25	5	34	40	58	48	84
	8.6%	9.3%	8.1%	14.0%	3.0%	0.1%	14.4%	14.4%			1.2%	14.5%	14.9%	4.0%	2.2%	4.4%	10.7%	14.9%	6.5%	10.6%
REFUSED, NO ANSWER	1	–	–	–	1	1	–	–	1	–	1	–	–	–	1	1	–	–	1	–
	0.1%				0.4%	0.2%			0.3%		0.2%				0.6%	0.2%			0.2%	
Unweighted Total	1536	384	384	384	384	538	998	987	392	156	569	967	675	603	227	760	384	392	648	888
Mean	1.93	2.08	1.97	2.20	1.45	1.08	2.51	2.42	1.10	1.44	1.23	2.49	2.29	1.64	1.61	1.71	2.06	2.22	1.79	2.06
S.D.	1.02	1.02	1.00	1.06	0.80	0.29	0.93	0.99	0.35	0.59	0.57	0.95	1.06	0.88	0.85	0.91	1.06	1.08	0.96	1.05
Standard error	0.03	0.05	0.05	0.05	0.04	0.01	0.03	0.03	0.02	0.05	0.02	0.03	0.04	0.04	0.06	0.03	0.05	0.05	0.04	0.04
Chi Square		144.869				882.351		645.208			683.347		158.455			77.2981			27.4023	
DF for Chi		9.				3.		6.			3.		6.			6.			3.	
Probability		0.0000				0.0000		0.0000			0.0000		0.0000			0.0000			0.0000	

BASE = TOTAL RESPONDENTS

Q.26B HOW WELL DO YOU UNDERSTAND SPANISH? DO YOU UNDERSTAND SPANISH VERY WELL, WELL, NOT WELL OR NOT AT ALL?

	Total Sample	<------- DMA MARKET ------> LA	NY	MIA	SAN	<- INTVLANG > ENGL	SPAN	<---- HOMELANG ----> SPAN DOM	ENGL DOM	BIL	<- NATIVITY > NATIVE	FORGN BORN	<------ EDUC ------> LT HSG	HSG, SOME COLL	COLL GRAD	<------- AGE ------> 16-34	35-49	50+	<-- GENDER -> MALE	FEMALE
Weighted Total	1536 100.0%	384 100.0%	384 100.0%	384 100.0%	384 100.0%	624 100.0%	913 100.0%	918 100.0%	452 100.0%	165 100.0%	686 100.0%	850 100.0%	645 100.0%	625 100.0%	237 100.0%	774 100.0%	375 100.0%	387 100.0%	746 100.0%	790 100.0%
VERY WELL	1085 70.6%	236 61.3%	291 75.7%	320 83.4%	239 62.2%	347 55.6%	739 80.9%	745 81.1%	227 50.2%	114 68.9%	394 57.5%	691 81.2%	447 69.3%	441 70.6%	177 74.6%	489 63.1%	278 74.1%	319 82.2%	509 68.2%	576 72.9%
WELL	356 23.2%	116 30.1%	75 19.5%	54 13.9%	112 29.1%	192 30.7%	164 18.0%	162 17.6%	148 32.8%	45 27.1%	209 30.5%	147 17.2%	159 24.6%	140 22.4%	52 22.0%	221 28.6%	78 20.7%	57 14.7%	188 25.3%	167 21.2%
NOT WELL	88 5.7%	31 8.1%	17 4.4%	9 2.5%	31 8.0%	81 13.0%	7 0.8%	9 1.0%	73 16.1%	7 4.0%	78 11.4%	10 1.2%	36 5.6%	41 6.6%	7 2.9%	58 7.5%	19 5.0%	11 2.9%	48 6.4%	41 5.2%
NOT AT ALL	6 0.4%	2 0.5%	1 0.4%	1 0.2%	2 0.5%	3 0.6%	3 0.3%	3 0.3%	3 0.8%	-	3 0.5%	3 0.3%	3 0.4%	2 0.3%	1 0.6%	5 0.6%	1 0.2%	1 0.1%	1 0.2%	5 0.6%
REFUSED, NO ANSWER	1 0.1%	-	-	-	1 0.3%	1 0.2%	-	-	1 0.2%	-	1 0.1%	-	-	1 0.2%	-	1 0.1%	-	-	-	1 0.1%
Unweighted Total	1536	384	384	384	384	538	998	987	392	156	569	967	675	603	227	760	384	392	648	888
Mean	1.36	1.48	1.29	1.20	1.47	1.58	1.20	1.21	1.67	1.35	1.55	1.21	1.37	1.37	1.29	1.46	1.31	1.21	1.39	1.33
S.D.	0.61	0.66	0.57	0.47	0.67	0.73	0.44	0.45	0.77	0.56	0.71	0.46	0.61	0.62	0.55	0.66	0.57	0.48	0.61	0.60
Standard error	0.02	0.03	0.03	0.02	0.03	0.03	0.01	0.01	0.04	0.04	0.03	0.02	0.02	0.02	0.04	0.02	0.03	0.02	0.02	0.02
Chi Square		64.8383 *				156.270 *		195.722 *			128.264 *		6.1944 *			48.6852 *			6.6434 *	
DF for Chi		9.				3.		6.			3.		6.			6.			3.	
Probability		0.0000				0.0000		0.0000			0.0000		0.4018			0.0000			0.0842	

BASE = TOTAL RESPONDENTS

Q.27 WHAT ENGLISH-LANGUAGE TELEVISION PROGRAMS DO YOU WATCH MOST OFTEN? ANY OTHERS?

	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
NEWS	261	49	66	53	94	140	122	123	102	36	150	112	94	110	52	106	85	71	126	136
	17.0%	12.8%	17.1%	13.7%	24.4%	22.4%	13.3%	13.4%	22.6%	21.6%	21.8%	13.1%	14.5%	17.6%	21.9%	13.7%	22.5%	18.2%	16.9%	17.1%
THE SIMPSONS	119	48	19	20	32	76	43	58	55	5	78	41	57	50	12	112	4	2	72	47
	7.7%	12.6%	4.9%	5.1%	8.3%	12.1%	4.7%	6.3%	12.2%	3.3%	11.3%	4.8%	8.9%	8.0%	4.9%	14.5%	1.0%	0.6%	9.6%	5.9%
FRIENDS	111	27	36	27	22	71	40	43	57	11	69	43	26	60	26	88	15	8	45	66
	7.2%	7.1%	9.3%	6.9%	5.6%	11.4%	4.4%	4.7%	12.7%	6.6%	10.0%	5.0%	4.0%	9.5%	11.1%	11.3%	4.1%	2.2%	6.0%	8.4%
SPORTS	64	19	15	14	15	31	33	36	18	10	30	34	24	27	12	33	14	17	51	12
	4.1%	5.0%	3.8%	3.7%	4.0%	4.9%	3.6%	3.9%	4.0%	5.8%	4.4%	4.0%	3.7%	4.3%	5.2%	4.2%	3.8%	4.3%	6.9%	1.6%
MOVIES	62	6	22	17	18	18	45	38	16	9	24	38	20	27	15	33	17	12	31	32
	4.1%	1.5%	5.6%	4.4%	4.7%	2.8%	4.9%	4.1%	3.5%	5.3%	3.6%	4.5%	3.1%	4.3%	6.3%	4.3%	4.5%	3.1%	4.1%	4.0%
FEAR FACTOR	42	10	12	12	8	28	14	13	24	5	31	11	13	16	13	29	6	8	28	14
	2.8%	2.7%	3.1%	3.0%	2.2%	4.6%	1.5%	1.4%	5.4%	2.9%	4.5%	1.3%	2.0%	2.6%	5.6%	3.7%	1.6%	2.0%	3.8%	1.8%
COPS	39	9	1	16	13	14	25	27	8	4	23	16	13	19	8	23	10	6	26	14
	2.6%	2.4%	0.3%	4.1%	3.5%	2.2%	2.8%	2.9%	1.8%	2.7%	3.4%	1.9%	2.0%	3.0%	3.3%	3.0%	2.6%	1.6%	3.5%	1.7%
EVERYBODY LOVES RAYMOND	38	11	10	8	9	27	11	8	23	7	25	13	7	23	7	24	8	6	14	24
	2.5%	2.9%	2.5%	2.1%	2.4%	4.3%	1.2%	0.8%	5.2%	4.2%	3.6%	1.5%	1.1%	3.7%	3.1%	3.1%	2.2%	1.5%	1.9%	3.0%
THAT 70s SHOW	37	11	6	8	11	30	7	14	17	6	25	12	10	20	7	30	7	-	22	15
	2.4%	2.9%	1.6%	2.2%	3.0%	4.8%	0.8%	1.5%	3.9%	3.7%	3.6%	1.4%	1.5%	3.2%	3.0%	3.8%	2.0%		2.9%	1.9%
CSI	35	9	5	3	19	31	4	2	25	8	34	2	6	19	8	16	12	8	19	17
	2.3%	2.2%	1.3%	0.8%	4.9%	5.0%	0.5%	0.2%	5.6%	4.8%	4.9%	0.2%	1.0%	3.1%	3.5%	2.0%	3.2%	2.0%	2.5%	2.1%
LAW AND ORDER	32	4	8	6	15	28	5	4	23	5	27	6	6	17	10	9	13	11	18	14
	2.1%	0.9%	2.2%	1.6%	3.8%	4.4%	0.5%	0.5%	5.2%	2.8%	3.9%	0.7%	1.0%	2.7%	4.1%	1.1%	3.5%	2.8%	2.4%	1.8%
WILL AND GRACE	32	10	8	4	10	25	7	7	24	1	25	6	12	13	7	25	3	3	7	25
	2.1%	2.6%	2.0%	1.1%	2.6%	3.9%	0.8%	0.7%	5.3%	0.7%	3.7%	0.7%	1.8%	2.1%	2.8%	3.3%	0.8%	0.8%	0.9%	3.1%

(CONTINUED)

Q.27 WHAT ENGLISH-LANGUAGE TELEVISION PROGRAMS DO YOU WATCH MOST OFTEN? ANY OTHERS? (CONTINUED)

	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
MTV	25	3	8	11	4	15	10	17	7	1	12	13	15	9	2	18	5	2	13	12
	1.7%	0.7%	2.0%	2.9%	1.0%	2.4%	1.1%	1.8%	1.6%	0.8%	1.8%	1.5%	2.3%	1.4%	0.8%	2.4%	1.4%	0.5%	1.8%	1.6%
GEORGE LOPEZ SHOW	25	7	–	–	17	22	3	3	17	4	23	2	10	10	4	15	7	2	13	12
	1.6%	1.9%			4.5%	3.5%	0.3%	0.4%	3.8%	2.4%	3.3%	0.2%	1.5%	1.7%	1.9%	1.9%	1.9%	0.6%	1.7%	1.5%
CARTOONS	22	6	10	4	3	7	15	13	7	2	7	15	12	6	3	17	5	–	7	15
	1.5%	1.6%	2.5%	1.0%	0.7%	1.2%	1.7%	1.4%	1.6%	1.2%	1.1%	1.8%	1.9%	0.9%	1.3%	2.3%	1.3%		0.9%	2.0%
DISCOVERY CHANNEL	21	1	5	12	3	8	13	13	4	3	7	14	3	12	6	8	7	7	11	10
	1.4%	0.4%	1.2%	3.1%	0.8%	1.4%	1.4%	1.5%	1.0%	2.0%	1.1%	1.6%	0.4%	2.0%	2.5%	1.0%	1.8%	1.8%	1.5%	1.2%
JERRY SPRINGER	21	9	6	4	2	9	12	15	4	3	10	12	11	7	3	13	4	4	11	10
	1.4%	2.4%	1.6%	1.1%	0.5%	1.5%	1.3%	1.6%	0.9%	1.6%	1.4%	1.4%	1.7%	1.1%	1.3%	1.6%	1.2%	1.0%	1.5%	1.2%
BASEBALL	19	3	9	5	2	3	17	17	1	2	3	17	6	9	4	8	6	5	15	4
	1.3%	0.9%	2.2%	1.4%	0.5%	0.4%	1.8%	1.8%	0.3%	1.0%	0.4%	2.0%	1.0%	1.5%	1.6%	1.1%	1.7%	1.2%	2.0%	0.5%
BLIND DATE	19	9	4	4	1	12	6	10	5	4	14	4	6	6	7	18	1	–	13	6
	1.2%	2.3%	1.1%	1.1%	0.4%	2.0%	0.7%	1.1%	1.2%	2.2%	2.1%	0.5%	1.0%	0.9%	2.9%	2.3%	0.3%		1.7%	0.8%
SMALLVILLE	16	5	1	4	6	12	4	7	5	5	11	5	6	10	–	13	4	–	11	5
	1.1%	1.2%	0.3%	1.1%	1.6%	2.0%	0.5%	0.7%	1.1%	2.9%	1.6%	0.6%	0.9%	1.7%		1.7%	1.0%		1.5%	0.7%
ER	16	2	4	2	9	15	1	1	13	2	13	3	2	9	5	11	6	–	6	10
	1.1%	0.6%	0.9%	0.5%	2.2%	2.5%	0.1%	0.1%	2.9%	1.3%	1.9%	0.3%	0.3%	1.4%	2.3%	1.4%	1.5%		0.8%	1.3%
ANIMAL PLANET	16	1	7	7	1	3	13	13	2	1	3	13	5	8	3	6	5	5	9	7
	1.0%	0.3%	1.8%	1.8%	0.3%	0.5%	1.4%	1.4%	0.5%	0.8%	0.4%	1.6%	0.7%	1.3%	1.3%	0.7%	1.5%	1.3%	1.2%	0.9%
FOOTBALL	16	1	1	–	13	12	4	6	5	5	14	2	5	10	1	8	3	5	12	4
	1.0%	0.3%	0.4%		3.5%	2.0%	0.4%	0.6%	1.2%	3.2%	2.1%	0.2%	0.7%	1.6%	0.6%	1.0%	0.7%	1.4%	1.7%	0.5%
BUFFY THE VAMPIRE SLAYER	16	3	7	5	1	13	3	6	9	1	12	4	3	10	4	14	–	1	8	8
	1.0%	0.8%	1.8%	1.3%	0.3%	2.0%	0.3%	0.7%	1.9%	0.8%	1.7%	0.5%	0.4%	1.5%	1.5%	1.9%		0.4%	1.0%	1.0%
X FILES	16	3	3	3	6	9	6	7	5	4	10	6	3	9	3	7	8	–	6	10
	1.0%	0.9%	0.9%	0.7%	1.6%	1.5%	0.7%	0.7%	1.0%	2.7%	1.4%	0.7%	0.4%	1.5%	1.1%	0.9%	2.3%		0.8%	1.2%

(CONTINUED)

Q.27 WHAT ENGLISH-LANGUAGE TELEVISION PROGRAMS DO YOU WATCH MOST OFTEN? ANY OTHERS? (CONTINUED)

	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
PARIDISE HOTEL	15	5	1	3	5	11	4	4	8	3	14	1	8	4	2	14	1	-	4	11
	1.0%	1.3%	0.4%	0.8%	1.4%	1.7%	0.5%	0.5%	1.7%	1.8%	2.1%	0.1%	1.3%	0.7%	0.9%	1.8%	0.3%		0.5%	1.4%
FORENSIC FILES	15	-	7	4	4	9	6	4	8	3	9	6	3	11	1	6	3	6	6	9
	1.0%		1.7%	1.0%	1.2%	1.5%	0.6%	0.4%	1.8%	2.0%	1.2%	0.7%	0.4%	1.7%	0.6%	0.7%	0.8%	1.7%	0.8%	1.1%
SEVENTH HEAVEN	14	4	5	-	4	10	4	4	7	3	10	4	5	8	1	11	3	-	-	14
	0.9%	1.1%	1.4%		1.1%	1.6%	0.4%	0.4%	1.5%	1.7%	1.4%	0.5%	0.7%	1.3%	0.4%	1.4%	0.7%			1.7%
SEINFELD	13	1	3	2	7	10	3	1	10	2	9	4	3	8	2	8	5	1	10	3
	0.9%	0.3%	0.8%	0.5%	1.8%	1.6%	0.4%	0.1%	2.2%	1.4%	1.3%	0.5%	0.5%	1.2%	1.0%	1.0%	1.2%	0.1%	1.3%	0.4%
WHEEL OF FORTUNE	13	4	5	2	2	5	8	7	5	1	5	8	7	6	-	2	4	7	8	5
	0.9%	1.0%	1.4%	0.5%	0.6%	0.9%	0.9%	0.8%	1.1%	0.9%	0.8%	0.9%	1.1%	1.0%		0.2%	1.2%	1.8%	1.1%	0.6%
OPRAH	13	3	4	1	6	6	7	6	5	2	8	5	2	7	4	4	5	4	7	6
	0.9%	0.7%	0.9%	0.3%	1.5%	1.0%	0.7%	0.6%	1.1%	1.3%	1.2%	0.6%	0.3%	1.1%	1.6%	0.6%	1.3%	1.0%	0.9%	0.8%
SOPRANOS	12	-	7	2	3	8	4	7	6	-	10	3	6	2	4	6	4	2	8	4
	0.8%		1.8%	0.5%	0.9%	1.3%	0.4%	0.7%	1.2%		1.4%	0.3%	0.9%	0.4%	1.8%	0.8%	1.0%	0.6%	1.1%	0.5%
FRAZIER	12	-	-	2	10	11	1	1	11	-	10	2	1	8	3	5	5	2	3	9
	0.8%			0.5%	2.6%	1.7%	0.1%	0.1%	2.4%		1.4%	0.2%	0.1%	1.2%	1.3%	0.6%	1.3%	0.5%	0.4%	1.1%
BASKETBALL	11	3	-	2	6	6	6	6	3	3	6	6	2	8	1	5	3	3	11	-
	0.7%	0.9%		0.6%	1.5%	0.9%	0.6%	0.6%	0.6%	1.7%	0.8%	0.6%	0.3%	1.2%	0.6%	0.6%	0.9%	0.7%	1.5%	
WWF	11	5	2	2	2	3	8	7	3	1	3	8	6	5	-	9	2	-	7	4
	0.7%	1.4%	0.4%	0.5%	0.5%	0.5%	0.8%	0.7%	0.7%	0.9%	0.5%	0.9%	0.9%	0.8%		1.2%	0.6%		0.9%	0.5%
KING OF THE HILL	11	6	-	1	4	9	2	5	5	-	10	1	7	3	-	11	-	-	6	5
	0.7%	1.5%		0.3%	1.0%	1.4%	0.3%	0.6%	1.2%		1.4%	0.2%	1.2%	0.6%		1.4%			0.7%	0.7%
GILMORE GIRLS	11	4	1	1	4	11	-	1	7	2	11	-	2	9	-	9	1	-	1	9
	0.7%	1.1%	0.3%	0.3%	1.1%	1.7%		0.1%	1.6%	1.3%	1.5%		0.3%	1.4%		1.2%	0.3%		0.2%	1.2%
AMERICAS FUNNIEST VIDEOS	11	4	4	1	1	5	6	6	3	1	5	6	4	3	3	8	1	1	5	6
	0.7%	1.2%	1.0%	0.3%	0.3%	0.7%	0.6%	0.7%	0.7%	0.9%	0.7%	0.7%	0.7%	0.5%	1.3%	1.1%	0.2%	0.4%	0.6%	0.8%

(CONTINUED)

Q.27 WHAT ENGLISH-LANGUAGE TELEVISION PROGRAMS DO YOU WATCH MOST OFTEN? ANY OTHERS? (CONTINUED)

	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
ALL MY CHILDREN	10	2	1	-	7	7	3	3	5	2	9	1	3	6	1	3	2	5	-	10
	0.7%	0.5%	0.3%		1.8%	1.2%	0.3%	0.3%	1.1%	1.4%	1.4%	0.1%	0.5%	1.0%	0.3%	0.4%	0.5%	1.2%		1.3%
20-20	10	2	3	1	4	6	4	3	5	2	6	5	2	6	2	6	1	3	1	9
	0.7%	0.4%	0.9%	0.3%	1.1%	1.0%	0.4%	0.3%	1.2%	0.9%	0.8%	0.5%	0.2%	1.0%	1.1%	0.8%	0.3%	0.7%	0.1%	1.1%
OTHER MENTIONS	259	60	75	59	65	112	147	154	80	26	126	133	96	118	42	126	60	74	126	134
	16.9%	15.6%	19.7%	15.4%	16.9%	17.9%	16.2%	16.7%	17.7%	15.5%	18.4%	15.6%	14.9%	18.9%	17.7%	16.2%	16.0%	19.0%	16.9%	16.9%
DO NOT WATCH TV	142	28	38	34	43	19	123	122	13	8	35	107	83	39	13	53	33	56	57	85
	9.2%	7.3%	9.8%	8.7%	11.1%	3.0%	13.5%	13.2%	2.8%	4.5%	5.1%	12.6%	12.9%	6.2%	5.5%	6.8%	8.9%	14.4%	7.6%	10.8%
DON'T KNOW, DON'T REMEMBER	265	92	51	97	26	31	234	220	20	24	42	223	152	76	27	113	70	82	102	163
	17.3%	23.8%	13.2%	25.2%	6.9%	5.0%	25.7%	24.0%	4.4%	14.7%	6.2%	26.2%	23.6%	12.2%	11.3%	14.6%	18.8%	21.1%	13.7%	20.6%
DO NOT WATCH ENGLISH TV	49	10	12	19	8	-	49	48	-	2	2	47	28	15	4	10	17	22	20	29
	3.2%	2.6%	3.2%	5.0%	2.0%		5.4%	5.2%		1.0%	0.3%	5.6%	4.4%	2.4%	1.8%	1.3%	4.5%	5.7%	2.7%	3.7%
Responses	2019	501	490	482	546	937	1083	1105	684	230	1009	1010	793	860	335	1092	476	451	975	1045
Unweighted Total	1536	384	384	384	384	538	998	987	392	156	569	967	675	603	227	760	384	392	648	888

BASE = TOTAL RESPONDENTS
PERCENTS BASED ON MULTIPLE RESPONSES

Q.28 WHAT SPANISH-LANGUAGE TELEVISION PROGRAMS DO YOU WATCH MOST OFTEN? ANY OTHERS?

	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
				<----- DMA MARKET ----->		<- INTVLANG >		<---- HOMELANG ---->		<- NATIVITY >		<------ EDUC ------>			<------- AGE ------>			<-- GENDER ->	
Weighted Total	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
NEWS	452	108	124	141	79	95	357	352	67	33	120	332	193	173	74	192	122	138	228	224
	29.4%	28.2%	32.3%	36.6%	20.5%	15.2%	39.1%	38.4%	14.8%	19.8%	17.5%	39.0%	29.8%	27.7%	31.3%	24.8%	32.6%	35.6%	30.6%	28.3%
SABADO GIGANTE	154	41	40	48	24	60	94	97	35	21	73	81	62	62	26	68	45	41	76	77
	10.0%	10.8%	10.3%	12.5%	6.4%	9.6%	10.3%	10.6%	7.8%	12.7%	10.6%	9.5%	9.7%	9.9%	11.2%	8.8%	12.0%	10.5%	10.2%	9.8%
NINA AMADA MIA	127	35	27	19	46	32	95	93	21	13	38	88	69	47	10	67	34	26	31	95
	8.2%	9.1%	6.9%	5.0%	11.9%	5.1%	10.4%	10.1%	4.7%	7.6%	5.6%	10.4%	10.7%	7.5%	4.2%	8.6%	9.0%	6.7%	4.2%	12.1%
EL MALANTIAL	118	24	32	29	33	24	94	96	10	12	32	86	59	44	12	57	21	40	19	99
	7.7%	6.2%	8.3%	7.6%	8.5%	3.8%	10.3%	10.4%	2.3%	7.1%	4.7%	10.1%	9.1%	7.1%	5.0%	7.4%	5.5%	10.3%	2.5%	12.5%
NOVELAS, NON-SPECIFIC	108	18	41	23	26	37	71	70	23	16	46	62	47	45	12	51	20	36	39	69
	7.0%	4.7%	10.6%	6.1%	6.7%	5.9%	7.8%	7.6%	5.0%	9.4%	6.7%	7.3%	7.2%	7.1%	5.0%	6.6%	5.5%	9.3%	5.2%	8.8%
LAURA EN AMERICA	95	16	29	20	29	33	62	54	30	11	46	49	45	42	6	32	21	42	22	73
	6.2%	4.2%	7.7%	5.3%	7.6%	5.3%	6.8%	5.9%	6.7%	6.8%	6.7%	5.8%	7.0%	6.7%	2.4%	4.2%	5.5%	10.9%	3.0%	9.2%
PRIMER IMPACTO	95	18	24	31	21	25	70	62	28	5	38	57	33	39	21	52	18	25	52	43
	6.2%	4.7%	6.3%	8.1%	5.5%	4.0%	7.6%	6.7%	6.2%	2.9%	5.5%	6.7%	5.2%	6.3%	8.9%	6.7%	4.8%	6.4%	7.0%	5.4%
AL ROJO VIVO	72	8	18	29	16	22	50	49	20	2	31	41	21	33	16	35	14	23	44	28
	4.7%	2.2%	4.7%	7.6%	4.3%	3.6%	5.4%	5.4%	4.5%	1.4%	4.5%	4.8%	3.3%	5.3%	7.0%	4.5%	3.8%	6.0%	5.9%	3.5%
EL GORDO Y LA FLACA	71	19	17	23	13	17	55	55	12	4	24	47	26	30	14	45	13	13	19	52
	4.6%	4.8%	4.3%	6.1%	3.3%	2.7%	6.0%	6.0%	2.7%	2.1%	3.6%	5.5%	4.0%	4.8%	6.0%	5.9%	3.6%	3.2%	2.6%	6.6%
DESPIERTA AMERICA	61	12	14	20	15	17	44	40	13	7	19	42	26	24	11	35	15	11	20	41
	4.0%	3.0%	3.6%	5.2%	4.0%	2.7%	4.8%	4.4%	3.0%	4.5%	2.7%	5.0%	4.0%	3.8%	4.5%	4.5%	4.1%	2.8%	2.7%	5.2%
VELO DE NOVIA	61	3	14	12	32	14	47	42	8	11	22	39	30	24	6	27	15	19	10	51
	4.0%	0.9%	3.6%	3.2%	8.2%	2.3%	5.1%	4.5%	1.7%	6.9%	3.2%	4.6%	4.6%	3.8%	2.3%	3.5%	4.0%	4.8%	1.3%	6.5%
CRISTINA	54	13	15	15	12	20	35	35	8	11	26	28	19	26	8	24	17	14	18	37
	3.5%	3.3%	3.8%	3.9%	3.1%	3.1%	3.8%	3.8%	1.8%	6.6%	3.8%	3.3%	3.0%	4.1%	3.5%	3.1%	4.4%	3.5%	2.4%	4.6%

(CONTINUED)

Q.28 WHAT SPANISH-LANGUAGE TELEVISION PROGRAMS DO YOU WATCH MOST OFTEN? ANY OTHERS? (CONTINUED)

	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
MOVIES	45	13	11	14	7	7	38	36	4	5	15	30	15	23	7	24	8	14	22	22
	2.9%	3.4%	2.8%	3.7%	1.8%	1.1%	4.2%	3.9%	0.9%	3.1%	2.2%	3.5%	2.3%	3.6%	2.8%	3.0%	2.1%	3.5%	3.0%	2.8%
CLASE 406	39	16	10	8	5	11	28	30	5	4	12	27	24	13	1	34	2	3	4	35
	2.5%	4.1%	2.6%	2.0%	1.3%	1.8%	3.0%	3.2%	1.1%	2.4%	1.7%	3.2%	3.8%	2.0%	0.5%	4.3%	0.5%	0.9%	0.6%	4.4%
DON FRANCISCO PRESENTA	36	4	9	16	7	7	29	27	5	3	13	23	14	14	7	8	15	13	16	20
	2.4%	1.1%	2.4%	4.2%	1.7%	1.1%	3.2%	3.0%	1.2%	2.0%	1.9%	2.7%	2.1%	2.3%	3.0%	1.0%	4.0%	3.5%	2.1%	2.6%
100 MEXICANOS DIJERON	30	10	8	9	4	3	28	26	2	2	4	26	13	14	4	15	5	10	16	15
	2.0%	2.6%	2.0%	2.3%	1.1%	0.4%	3.0%	2.8%	0.4%	1.4%	0.6%	3.1%	2.0%	2.2%	1.6%	1.9%	1.5%	2.6%	2.1%	1.9%
REBECCA	24	10	4	8	3	3	21	19	-	5	4	20	16	6	2	12	3	9	2	22
	1.6%	2.5%	1.0%	2.0%	0.7%	0.5%	2.3%	2.1%		2.7%	0.6%	2.3%	2.4%	0.9%	0.8%	1.5%	0.9%	2.3%	0.3%	2.8%
CALIENTE	24	5	5	3	11	11	12	13	10	1	13	11	12	10	1	18	3	2	14	10
	1.5%	1.2%	1.4%	0.8%	2.7%	1.8%	1.4%	1.4%	2.1%	0.7%	1.9%	1.2%	1.9%	1.5%	0.6%	2.3%	0.9%	0.5%	1.8%	1.2%
CAMILA	23	3	6	10	5	2	21	16	4	3	6	18	13	6	4	13	4	6	3	20
	1.5%	0.8%	1.5%	2.5%	1.2%	0.3%	2.3%	1.8%	0.9%	1.6%	0.8%	2.1%	2.1%	1.0%	1.6%	1.6%	1.2%	1.5%	0.4%	2.5%
LADRON DE CORAZONES	21	6	8	6	2	2	19	14	1	6	4	17	7	7	7	12	4	5	6	15
	1.4%	1.5%	2.1%	1.5%	0.5%	0.3%	2.1%	1.6%	0.2%	3.7%	0.6%	2.0%	1.2%	1.1%	3.0%	1.5%	1.2%	1.4%	0.8%	1.9%
FOOTBALL	21	17	2	2	-	1	20	20	-	1	-	21	15	4	1	10	8	3	21	-
	1.3%	4.4%	0.5%	0.6%		0.2%	2.2%	2.1%		0.7%		2.4%	2.4%	0.7%	0.5%	1.3%	2.1%	0.8%	2.8%	
CASOS DE LA VIDA REAL	20	6	3	5	6	3	17	16	4	1	6	14	13	6	1	11	7	3	1	19
	1.3%	1.6%	0.7%	1.3%	1.6%	0.5%	1.9%	1.7%	0.9%	0.3%	0.9%	1.6%	2.0%	0.9%	0.3%	1.4%	1.8%	0.7%	0.1%	2.4%
DEPORTES	20	7	-	9	4	5	15	18	1	1	8	11	7	12	-	7	8	5	18	2
	1.3%	1.8%		2.3%	1.0%	0.8%	1.6%	1.9%	0.3%	0.6%	1.2%	1.3%	1.2%	2.0%		1.0%	2.0%	1.2%	2.4%	0.3%
GUERRA DE LOS SEXOS	19	5	5	7	2	3	16	13	4	1	3	16	10	6	3	11	4	4	8	11
	1.2%	1.4%	1.3%	1.9%	0.4%	0.5%	1.8%	1.5%	1.0%	0.7%	0.5%	1.9%	1.6%	0.9%	1.2%	1.4%	1.0%	1.1%	1.1%	1.3%

(CONTINUED)

Q.28 WHAT SPANISH-LANGUAGE TELEVISION PROGRAMS DO YOU WATCH MOST OFTEN? ANY OTHERS?   (CONTINUED)

	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
LAZOS DE FAMILIA	18	1	7	10	-	1	17	15	1	2	4	14	4	7	7	5	4	9	4	14
	1.2%	0.3%	1.7%	2.7%		0.2%	1.9%	1.6%	0.2%	1.1%	0.5%	1.7%	0.6%	1.2%	2.9%	0.6%	1.2%	2.3%	0.5%	1.8%
ESCANDOLO DE MEDIO DIA	16	3	4	7	2	3	12	12	2	2	4	11	6	5	3	8	5	3	3	13
	1.0%	0.7%	1.1%	1.8%	0.5%	0.5%	1.4%	1.3%	0.5%	1.1%	0.6%	1.3%	1.0%	0.8%	1.2%	1.0%	1.2%	0.8%	0.4%	1.6%
ENGANADA	15	5	3	7	1	2	14	12	1	2	3	12	8	4	3	6	5	5	2	13
	1.0%	1.3%	0.7%	1.8%	0.3%	0.3%	1.5%	1.3%	0.2%	1.3%	0.5%	1.4%	1.3%	0.6%	1.1%	0.7%	1.4%	1.2%	0.3%	1.7%
VIVAN LOS NINOS	14	6	5	2	1	1	13	13	2	-	2	12	7	3	4	10	2	2	2	12
	0.9%	1.7%	1.4%	0.5%	0.1%	0.2%	1.5%	1.4%	0.4%		0.4%	1.4%	1.1%	0.5%	1.7%	1.3%	0.5%	0.5%	0.3%	1.5%
SALA DE PAREJAS	14	-	4	8	2	3	11	8	5	1	7	7	10	3	-	1	4	9	5	9
	0.9%		1.0%	2.1%	0.5%	0.5%	1.2%	0.8%	1.2%	0.7%	1.0%	0.8%	1.5%	0.5%		0.1%	1.2%	2.2%	0.7%	1.1%
LA CORTE DEL PUEBLO	13	2	2	5	4	1	12	10	2	1	3	10	5	6	1	1	4	8	5	9
	0.9%	0.4%	0.6%	1.3%	1.1%	0.2%	1.3%	1.1%	0.4%	0.6%	0.4%	1.2%	0.8%	1.0%	0.4%	0.1%	1.2%	2.1%	0.6%	1.1%
MARTA SUSANA	12	2	3	5	3	1	11	11	1	1	3	9	7	4	1	2	4	6	-	12
	0.8%	0.6%	0.7%	1.2%	0.7%	0.2%	1.3%	1.2%	0.2%	0.3%	0.5%	1.1%	1.1%	0.7%	0.2%	0.3%	1.1%	1.7%		1.6%
LA JUGADA	12	1	2	4	4	5	7	7	4	1	7	5	-	7	5	9	-	3	7	5
	0.8%	0.3%	0.6%	1.1%	1.1%	0.8%	0.7%	0.7%	0.9%	0.7%	1.0%	0.5%		1.1%	2.1%	1.1%		0.8%	0.9%	0.6%
REPUBLICA DEPORTIVA	11	1	6	3	1	1	10	9	1	-	2	8	2	9	-	8	2	1	9	2
	0.7%	0.3%	1.5%	0.8%	0.2%	0.2%	1.1%	1.0%	0.3%		0.3%	1.0%	0.3%	1.4%		1.0%	0.5%	0.2%	1.2%	0.2%
MICKIN BEA	10	-	-	10	-	1	9	10	-	-	1	9	2	4	4	-	5	5	4	6
	0.6%			2.6%		0.2%	1.0%	1.1%			0.1%	1.0%	0.3%	0.6%	1.6%		1.3%	1.3%	0.6%	0.7%
OTHER MENTIONS	241	90	55	41	54	149	91	114	91	35	150	91	102	102	34	144	49	47	146	95
	15.7%	23.5%	14.2%	10.8%	14.1%	24.0%	10.0%	12.4%	20.2%	21.4%	21.8%	10.7%	15.7%	16.3%	14.2%	18.7%	13.1%	12.1%	19.6%	12.0%
DON'T KNOW, DON'T REMEMBER	52	20	9	18	5	6	46	39	6	6	8	44	27	13	9	19	13	20	23	29
	3.4%	5.3%	2.4%	4.6%	1.3%	0.9%	5.0%	4.2%	1.4%	3.4%	1.1%	5.2%	4.2%	2.1%	3.8%	2.4%	3.5%	5.1%	3.1%	3.6%
DOES NOT WATCH SPANISH TV	177	27	27	24	99	153	25	26	132	20	153	24	45	96	36	92	51	34	105	73
	11.5%	6.9%	7.1%	6.3%	25.9%	24.5%	2.7%	2.8%	29.1%	12.2%	22.4%	2.8%	7.0%	15.3%	15.1%	11.9%	13.6%	8.9%	14.0%	9.2%

(CONTINUED

Q.28 WHAT SPANISH-LANGUAGE TELEVISION PROGRAMS DO YOU WATCH MOST OFTEN? ANY OTHERS?   (CONTINUED)

	Total Sample	<--- DMA MARKET ---> LA	NY	MIA	SAN	<- INTVLANG > ENGL	SPAN	<--- HOMELANG ---> SPAN DOM	ENGL DOM	<- NATIVITY > BIL	NATIVE	FORGN BORN	<--- EDUC ---> LT HSG	HSG, SOME COLL	COLL GRAD	<--- AGE ---> 16-34	35-49	50+	<-- GENDER -> MALE	FEMALE
Weighted Total	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
DOES NOT WATCH TV	31	11	5	3	12	22	9	10	16	5	22	9	12	12	6	20	4	6	17	14
	2.0%	2.7%	1.3%	0.8%	3.2%	3.5%	1.0%	1.1%	3.6%	2.7%	3.1%	1.1%	1.9%	1.9%	2.7%	2.6%	1.1%	1.6%	2.3%	1.8%
Responses	2424	585	597	655	588	801	1623	1588	583	253	974	1451	1027	983	365	1183	580	661	1042	1382
Unweighted Total	1536	384	384	384	384	538	998	987	392	156	569	967	675	603	227	760	384	392	648	888

BASE = TOTAL RESPONDENTS
PERCENTS BASED ON MULTIPLE RESPONSES

Q.29A HOW OFTEN DO YOU WATCH THE FOLLOWING TELEVISION PROGRAMS? DO YOU WATCH THE GEORGE LOPEZ SHOW FREQUENTLY, OCCASIONALLY, RARELY OR NEVER?

| | Total Sample | <------- DMA MARKET ------> | | | | <- INTVLANG > | | <---- HOMELANG ----> | | <- NATIVITY > | | <------ EDUC ------> | | | <------- AGE ------> | | | <-- GENDER -> | |
		LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
FREQUENTLY, OCCASIONALLY	355	110	59	51	135	253	103	126	191	38	256	99	111	167	75	184	95	76	187	168
------------	23.1%	28.6%	15.5%	13.3%	35.1%	40.5%	11.2%	13.7%	42.3%	23.0%	37.3%	11.7%	17.2%	26.7%	31.8%	23.8%	25.3%	19.7%	25.0%	21.3%
FREQUENTLY	155	42	20	20	74	127	27	40	90	25	126	29	44	78	33	81	42	32	79	76
	10.1%	10.8%	5.1%	5.2%	19.2%	20.4%	3.0%	4.4%	19.8%	14.9%	18.3%	3.4%	6.8%	12.4%	14.1%	10.4%	11.1%	8.3%	10.5%	9.6%
OCCASIONALLY	201	68	40	31	61	125	75	86	102	13	130	71	67	90	42	103	53	44	108	93
	13.1%	17.8%	10.3%	8.2%	16.0%	20.1%	8.2%	9.4%	22.5%	8.0%	19.0%	8.3%	10.4%	14.3%	17.8%	13.3%	14.2%	11.4%	14.5%	11.7%
RARELY, NEVER	1064	251	297	283	232	350	714	694	250	118	409	655	481	416	144	545	250	269	505	559
-------	69.3%	65.4%	77.5%	73.7%	60.4%	56.1%	78.2%	75.6%	55.4%	71.6%	59.6%	77.1%	74.5%	66.6%	60.7%	70.4%	66.6%	69.5%	67.7%	70.7%
RARELY	145	48	28	27	42	80	65	74	56	15	83	62	61	60	25	85	34	26	80	65
	9.4%	12.6%	7.2%	7.0%	10.9%	12.9%	7.1%	8.0%	12.3%	8.9%	12.1%	7.3%	9.4%	9.5%	10.4%	11.0%	9.1%	6.7%	10.7%	8.3%
NEVER	919	203	270	256	190	269	649	621	195	104	326	593	420	356	119	460	216	243	425	494
	59.8%	52.8%	70.2%	66.7%	49.5%	43.2%	71.2%	67.6%	43.1%	62.8%	47.5%	69.7%	65.1%	57.0%	50.3%	59.4%	57.5%	62.8%	57.0%	62.4%
NOT FAMILIAR	117	23	27	50	17	21	96	98	10	9	22	96	54	42	18	45	30	42	54	63
	7.6%	6.1%	7.1%	12.9%	4.5%	3.4%	10.5%	10.7%	2.3%	5.4%	3.1%	11.2%	8.3%	6.7%	7.5%	5.8%	8.1%	10.7%	7.3%	8.0%
Unweighted Total	1536	384	384	384	384	538	998	987	392	156	569	967	675	603	227	760	384	392	648	888
Mean	3.72	3.50	3.92	4.26	3.22	3.03	4.20	4.14	2.95	3.57	3.11	4.22	3.91	3.58	3.49	3.60	3.70	3.99	3.65	3.79
S.D.	1.83	1.76	1.65	2.01	1.73	1.64	1.81	1.87	1.51	1.71	1.59	1.86	1.79	1.81	1.93	1.70	1.90	1.99	1.83	1.84
Standard error	0.05	0.09	0.08	0.10	0.09	0.07	0.06	0.06	0.07	0.13	0.06	0.06	0.07	0.07	0.13	0.06	0.10	0.10	0.07	0.07
Chi Square		118.073				237.366		185.757			190.451		30.5678			16.9443			7.0536	
DF for Chi		12.				4.		8.			4.		8.			8.			4.	
Probability		0.0000				0.0000		0.0000			0.0000		0.0002			0.0307			0.1331	

BASE = TOTAL RESPONDENTS

Q.29B HOW OFTEN DO YOU WATCH THE FOLLOWING TELEVISION PROGRAMS? DO YOU WATCH AMERICAN FAMILY FREQUENTLY, OCCASIONALLY, RARELY OR NEVER?

	Total Sample	<-------- DMA MARKET ------>				<- INTVLANG >		<---- HOMELANG ---->		<- NATIVITY >		<------ EDUC ------>			<------- AGE ------>			<-- GENDER ->	
		LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
	------	--	--	---	---	----	----	----	----	---	------	-----	------	----	----	-----	-----	---	----	------
Weighted Total	1536 100.0%	384 100.0%	384 100.0%	384 100.0%	384 100.0%	624 100.0%	913 100.0%	918 100.0%	452 100.0%	165 100.0%	686 100.0%	850 100.0%	645 100.0%	625 100.0%	237 100.0%	774 100.0%	375 100.0%	387 100.0%	746 100.0%	790 100.0%
FREQUENTLY, OCCASIONALLY ------------	234 15.2%	61 15.9%	61 16.0%	54 14.0%	57 14.9%	87 13.9%	147 16.1%	135 14.7%	63 13.9%	35 21.4%	97 14.1%	137 16.1%	95 14.6%	99 15.8%	39 16.5%	100 12.9%	65 17.4%	69 17.7%	110 14.7%	124 15.7%
FREQUENTLY	70 4.6%	12 3.3%	16 4.1%	15 4.0%	27 7.0%	35 5.6%	35 3.9%	33 3.6%	22 4.8%	15 9.2%	38 5.6%	32 3.7%	26 4.0%	32 5.1%	13 5.3%	28 3.6%	23 6.1%	20 5.1%	32 4.3%	38 4.9%
OCCASIONALLY	163 10.6%	49 12.7%	46 11.9%	39 10.0%	31 8.0%	52 8.3%	111 12.2%	102 11.1%	41 9.1%	20 12.2%	58 8.5%	105 12.4%	69 10.6%	67 10.7%	26 11.2%	72 9.3%	42 11.3%	49 12.6%	78 10.4%	86 10.9%
RARELY, NEVER -------	1132 73.7%	280 72.9%	289 75.2%	280 72.9%	283 73.7%	453 72.7%	678 74.3%	689 75.0%	330 73.0%	112 68.0%	503 73.3%	629 74.0%	488 75.6%	447 71.6%	172 72.6%	589 76.2%	267 71.2%	275 71.1%	552 74.0%	580 73.4%
RARELY	129 8.4%	44 11.4%	25 6.5%	30 7.8%	30 7.8%	54 8.7%	74 8.1%	77 8.4%	38 8.3%	14 8.2%	55 8.0%	74 8.7%	49 7.7%	56 8.9%	22 9.5%	80 10.4%	25 6.7%	23 6.0%	58 7.7%	71 8.9%
NEVER	1003 65.3%	236 61.5%	264 68.7%	250 65.1%	253 65.9%	399 64.0%	604 66.2%	611 66.5%	292 64.7%	99 59.8%	448 65.3%	555 65.3%	438 67.9%	392 62.7%	149 63.1%	509 65.8%	242 64.4%	252 65.1%	494 66.2%	509 64.4%
NOT FAMILIAR	171 11.1%	43 11.2%	34 8.8%	50 13.1%	44 11.4%	83 13.4%	87 9.6%	95 10.3%	59 13.0%	17 10.6%	86 12.6%	84 9.9%	63 9.8%	79 12.6%	26 10.9%	85 10.9%	43 11.4%	43 11.2%	85 11.4%	86 10.9%
Unweighted Total	1536	384	384	384	384	538	998	987	392	156	569	967	675	603	227	760	384	392	648	888
Mean	4.12	4.09	4.01	4.26	4.12	4.25	4.04	4.10	4.24	3.93	4.21	4.05	4.08	4.17	4.07	4.15	4.09	4.09	4.15	4.09
S.D.	1.92	1.93	1.76	2.02	1.97	2.05	1.82	1.85	2.02	2.01	2.01	1.84	1.82	2.03	1.94	1.88	1.98	1.95	1.92	1.92
Standard error	0.05	0.10	0.09	0.10	0.10	0.08	0.06	0.06	0.10	0.16	0.08	0.06	0.07	0.08	0.13	0.07	0.10	0.10	0.07	0.07
Chi Square		22.3872				12.7235		14.4006			10.8559		5.8134			14.3301			1.2668	
DF for Chi		12.				4.		8.			4.		8.			8.			4.	
Probability		0.0334				0.0127		0.0719			0.0282		0.6681			0.0736			0.8670	

BASE = TOTAL RESPONDENTS

| Unweighted | 1536 | 384 | 384 | 384 | 384 | 538 | 998 | 987 | 392 | 156 | 569 | 967 | 675 | 603 | 227 | 760 | 384 | 392 | 648 | 888 |

Q.30 WHEN YOU WATCH TELEVISION, ARE YOU USUALLY..

	Total Sample	<------- DMA MARKET ------> LA	NY	MIA	SAN	<- INTVLANG > ENGL	SPAN	<---- HOMELANG ----> SPAN DOM	ENGL DOM	BIL	<- NATIVITY > NATIVE	FORGN BORN	<------ EDUC ------> LT HSG	HSG, SOME COLL	COLL GRAD	<------- AGE ------> 16-34	35-49	50+	<-- GENDER -> MALE	FEMALE
Weighted Total	1536 100.0%	384 100.0%	384 100.0%	384 100.0%	384 100.0%	624 100.0%	913 100.0%	918 100.0%	452 100.0%	165 100.0%	686 100.0%	850 100.0%	645 100.0%	625 100.0%	237 100.0%	774 100.0%	375 100.0%	387 100.0%	746 100.0%	790 100.0%
ALONE?	704 45.8%	135 35.1%	193 50.2%	191 49.8%	185 48.2%	286 45.8%	419 45.9%	425 46.3%	198 43.7%	82 49.5%	320 46.7%	384 45.1%	290 44.9%	291 46.5%	105 44.4%	328 42.4%	140 37.3%	236 61.0%	367 49.2%	337 42.7%
WITH ADULT FAMILY MEMBERS?	363 23.6%	99 25.7%	76 19.8%	105 27.3%	83 21.6%	138 22.0%	226 24.7%	229 25.0%	98 21.7%	36 21.7%	147 21.5%	216 25.4%	154 23.9%	142 22.7%	61 25.9%	154 20.0%	91 24.2%	118 30.4%	182 24.3%	181 23.0%
WITH CHILDREN?	158 10.3%	50 12.9%	48 12.4%	27 7.0%	33 8.6%	52 8.4%	105 11.6%	101 11.0%	45 9.9%	12 7.4%	55 8.0%	102 12.0%	73 11.4%	64 10.2%	19 7.9%	96 12.5%	48 12.9%	13 3.3%	29 3.9%	128 16.2%
WITH ADULT FAMILY MEMBERS AND CHILDREN?	223 14.5%	77 20.0%	45 11.7%	43 11.3%	58 15.1%	96 15.4%	127 13.9%	116 12.7%	80 17.7%	26 15.7%	107 15.6%	116 13.6%	85 13.2%	92 14.7%	42 17.7%	124 16.0%	87 23.1%	12 3.1%	103 13.8%	120 15.1%
WITH FRIENDS?	79 5.1%	24 6.3%	19 5.1%	14 3.5%	22 5.6%	50 8.1%	29 3.1%	40 4.3%	30 6.7%	8 5.1%	48 7.0%	31 3.6%	38 5.9%	32 5.2%	9 3.6%	68 8.8%	6 1.5%	5 1.3%	57 7.6%	22 2.8%
REFUSED, NO ANSWER	10 0.6%	–	3 0.7%	4 1.1%	3 0.7%	2 0.3%	8 0.8%	7 0.8%	1 0.3%	1 0.7%	8 1.1%	2 0.2%	4 0.7%	4 0.7%	1 0.5%	3 0.4%	4 0.9%	3 0.9%	8 1.1%	2 0.2%
Unweighted Total	1536	384	384	384	384	538	998	987	392	156	569	967	675	603	227	760	384	392	648	888
Mean	2.09	2.37	2.01	1.90	2.08	2.18	2.03	2.03	2.22	2.05	2.14	2.05	2.11	2.09	2.10	2.29	2.27	1.52	2.05	2.12
S.D.	1.27	1.31	1.25	1.16	1.30	1.36	1.19	1.22	1.35	1.29	1.34	1.20	1.27	1.27	1.25	1.38	1.23	0.82	1.34	1.20
Standard error	0.03	0.07	0.06	0.06	0.07	0.05	0.04	0.04	0.06	0.10	0.05	0.04	0.05	0.05	0.08	0.05	0.06	0.04	0.05	0.04
Chi Square		44.2002				22.9390		13.3675			18.2439		7.1740			159.629			78.4965	
DF for Chi		12.				4.		8.			4.		8.			8.			4.	
Probability		0.0000				0.0001		0.0998			0.0011		0.5180			0.0000			0.0000	

BASE = TOTAL RESPONDENTS

Q.31 HOW OFTEN DOES YOUR CHOICE OF SPANISH OR ENGLISH-LANGUAGE PROGRAMMING CHANGE WHEN YOU WATCH TELEVISION WITH SOMEONE ELSE? WOULD YOU SAY ALWAYS, MOST OF THE TIME, SOME OF THE TIME OR NEVER?

	Total Sample	<------- DMA MARKET ------>				<- INTVLANG >		<---- HOMELANG ---->			<- NATIVITY >		<------ EDUC ------>			<------- AGE ------>			<-- GENDER ->	
		LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	822 100.0%	249 100.0%	188 100.0%	189 100.0%	196 100.0%	336 100.0%	486 100.0%	486 100.0%	253 100.0%	82 100.0%	358 100.0%	465 100.0%	351 100.0%	330 100.0%	131 100.0%	443 100.0%	232 100.0%	148 100.0%	371 100.0%	451 100.0%
ALWAYS	70 8.5%	25 10.2%	14 7.6%	20 10.8%	10 5.2%	24 7.3%	46 9.4%	41 8.4%	20 7.8%	10 11.8%	27 7.5%	43 9.3%	30 8.5%	28 8.5%	12 9.3%	31 6.9%	27 11.5%	13 8.7%	29 7.9%	41 9.0%
MOST OF THE TIME	129 15.7%	40 16.1%	31 16.6%	25 13.3%	33 16.8%	67 19.9%	63 12.9%	77 15.8%	41 16.3%	12 14.1%	67 18.8%	62 13.4%	48 13.6%	59 17.9%	19 14.5%	85 19.1%	29 12.7%	16 10.5%	61 16.5%	68 15.1%
SOME OF THE TIME	348 42.3%	100 40.2%	78 41.7%	90 47.5%	79 40.4%	139 41.2%	209 43.0%	208 42.8%	104 41.0%	36 43.4%	143 39.9%	205 44.1%	148 42.3%	143 43.4%	54 41.7%	193 43.6%	96 41.6%	58 39.4%	161 43.5%	186 41.3%
NEVER	271 33.0%	82 32.9%	63 33.5%	54 28.4%	73 37.1%	104 31.0%	167 34.4%	158 32.5%	88 35.0%	24 29.2%	119 33.2%	153 32.8%	123 35.1%	98 29.8%	44 33.7%	133 29.9%	79 33.9%	60 40.7%	119 32.1%	152 33.8%
REFUSED, NO ANSWER	4 0.5%	2 0.6%	1 0.7%	–	1 0.5%	2 0.7%	2 0.3%	3 0.5%	–	1 1.5%	2 0.6%	2 0.3%	2 0.4%	1 0.4%	1 0.8%	2 0.5%	1 0.3%	1 0.7%	–	4 0.8%
Unweighted Total	832	252	193	190	197	293	539	529	222	80	301	531	375	320	125	447	237	148	323	509
Mean	3.00	2.96	3.02	2.94	3.10	2.97	3.03	3.00	3.03	2.91	2.99	3.01	3.05	2.95	3.01	2.97	2.98	3.13	3.00	3.01
S.D.	0.91	0.95	0.90	0.92	0.86	0.90	0.92	0.91	0.91	0.96	0.91	0.92	0.91	0.91	0.93	0.88	0.97	0.93	0.90	0.93
Standard error	0.03	0.06	0.07	0.07	0.06	0.05	0.04	0.04	0.06	0.11	0.05	0.04	0.05	0.05	0.08	0.04	0.06	0.08	0.05	0.04
Chi Square		9.5604				8.0597		2.2185			5.3378		3.7416			15.3165			.9541	
DF for Chi		9.				3.		6.			3.		6.			6.			3.	
Probability		0.3872				0.0448		0.8985			0.1487		0.7116			0.0179			0.8124	

BASE = RESPONDENTS WHO USUALLY WATCH
TELEVISION WITH SOMEONE ELSE

Q.32 HOW MANY TELEVISION SETS DO YOU CURRENTLY HAVE IN OUR HOUSEHOLD?

	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
		DMA MARKET				INTVLANG		HOMELANG			NATIVITY		EDUC			AGE			GENDER	
Weighted Total	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
1	257	67	76	55	60	69	188	182	54	20	94	163	125	91	32	104	47	106	135	122
	16.7%	17.3%	19.7%	14.3%	15.5%	11.1%	20.6%	19.8%	12.1%	12.2%	13.7%	19.2%	19.3%	14.5%	13.4%	13.4%	12.5%	27.4%	18.1%	15.4%
2	573	132	157	148	136	189	384	386	128	59	227	345	239	232	93	294	134	145	253	320
	37.3%	34.4%	40.9%	38.4%	35.4%	30.3%	42.1%	42.0%	28.2%	36.0%	33.2%	40.6%	37.1%	37.1%	39.2%	38.0%	35.8%	37.3%	33.9%	40.4%
3	396	104	97	98	97	175	220	223	128	45	181	214	190	134	62	210	106	79	192	203
	25.7%	27.0%	25.2%	25.4%	25.4%	28.1%	24.1%	24.2%	28.2%	27.0%	26.5%	25.2%	29.5%	21.5%	26.1%	27.1%	28.3%	20.4%	25.8%	25.7%
4	210	53	41	60	57	126	84	87	94	29	125	86	54	125	29	113	62	35	104	107
	13.7%	13.8%	10.6%	15.6%	14.9%	20.2%	9.2%	9.5%	20.9%	17.3%	18.2%	10.1%	8.4%	20.0%	12.3%	14.6%	16.7%	9.0%	13.9%	13.5%
5	73	26	9	16	21	43	29	29	37	6	41	31	31	29	13	35	23	15	47	26
	4.7%	6.8%	2.5%	4.1%	5.5%	7.0%	3.2%	3.2%	8.2%	3.8%	6.0%	3.7%	4.8%	4.6%	5.3%	4.5%	6.1%	3.9%	6.3%	3.3%
6	17	3	2	4	8	14	3	8	8	1	10	7	4	9	4	12	–	5	8	9
	1.1%	0.7%	0.4%	1.1%	2.1%	2.2%	0.4%	0.8%	1.8%	0.7%	1.4%	0.8%	0.7%	1.4%	1.7%	1.5%		1.3%	1.1%	1.1%
7	5	–	1	–	4	5	–	–	2	3	5	–	–	1	4	3	1	1	3	2
	0.3%		0.3%		1.0%	0.8%			0.5%	1.6%	0.7%			0.2%	1.6%	0.3%	0.3%	0.4%	0.4%	0.3%
8	4	–	1	3	–	2	2	2	–	2	2	2	1	3	–	3	–	1	2	2
	0.3%		0.3%	0.8%		0.4%	0.2%	0.2%		1.3%	0.3%	0.2%	0.2%	0.5%		0.4%		0.3%	0.3%	0.3%
9	1	–	–	1	–	–	1	1	–	–	–	1	–	–	1	–	1	–	1	–
	0.1%			0.3%			0.1%	0.1%				0.1%			0.5%		0.3%		0.1%	
10	1	–	–	–	1	–	1	1	–	–	–	1	–	1	–	1	–	–	1	–
	*				0.2%		0.1%	0.1%				0.1%		0.1%		0.1%			0.1%	
Unweighted Total	1536	384	384	384	384	538	998	987	392	156	569	967	675	603	227	760	384	392	648	888
Mean	2.59	2.60	2.39	2.66	2.71	2.93	2.36	2.39	2.93	2.80	2.79	2.44	2.45	2.71	2.71	2.67	2.71	2.32	2.64	2.55
S.D.	1.21	1.16	1.10	1.25	1.31	1.28	1.11	1.13	1.24	1.34	1.26	1.15	1.11	1.27	1.32	1.22	1.16	1.23	1.29	1.14
Standard error	0.03	0.06	0.06	0.06	0.07	0.05	0.04	0.04	0.06	0.10	0.05	0.04	0.04	0.05	0.09	0.04	0.06	0.06	0.05	0.04
F value		5.1211				86.8847		33.2830			32.5069		8.4158			13.5884			2.2645	
Probability		0.0016				0.0000		0.0000			0.0000		0.0002			0.0000			0.1326	
t value						9.3212					5.7015								1.5048	

BASE = TOTAL RESPONDENTS

Q.33   THINKING ABOUT THE CHILDREN IN YOUR HOUSEHOLD, ARE THEY MORE LIKELY TO WATCH TELEVISION IN ENGLISH, IN SPANISH, OR EQUALLY IN BOTH LANGUAGES?

	Total Sample	<------- DMA MARKET ------>				<- INTVLANG >		<---- HOMELANG ---->			<- NATIVITY >		<------ EDUC ------>			<------- AGE ------>			<-- GENDER ->	
		LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	796	252	195	187	163	313	482	470	242	83	321	475	357	310	115	453	251	91	318	477
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
ENGLISH	498	147	111	114	126	260	238	238	205	54	247	251	205	206	80	259	173	66	208	290
	62.6%	58.3%	56.9%	61.0%	77.6%	83.0%	49.3%	50.6%	84.6%	65.4%	76.8%	52.9%	57.4%	66.5%	69.2%	57.1%	68.8%	72.3%	65.3%	60.7%
SPANISH	25	4	10	10	2	1	24	21	2	2	8	17	9	13	2	14	5	7	14	11
	3.2%	1.5%	5.0%	5.6%	0.9%	0.5%	5.0%	4.5%	0.8%	3.0%	2.6%	3.6%	2.4%	4.3%	1.9%	3.1%	1.9%	7.3%	4.4%	2.4%
BOTH EQUALLY	273	101	74	62	35	52	221	211	36	26	66	206	143	90	33	180	74	19	97	176
	34.3%	40.2%	38.1%	33.3%	21.5%	16.6%	45.7%	44.9%	14.7%	31.6%	20.7%	43.4%	40.2%	29.2%	28.9%	39.8%	29.3%	20.4%	30.3%	36.9%
Unweighted Total	823	260	202	188	173	279	544	524	217	81	274	549	388	307	113	466	263	94	279	544
Mean	1.72	1.82	1.81	1.72	1.44	1.34	1.96	1.94	1.30	1.66	1.44	1.90	1.83	1.63	1.60	1.83	1.61	1.48	1.65	1.76
S.D.	0.94	0.98	0.96	0.93	0.82	0.75	0.98	0.98	0.71	0.93	0.81	0.98	0.97	0.91	0.91	0.97	0.91	0.82	0.91	0.96
Standard error	0.03	0.06	0.07	0.07	0.06	0.04	0.04	0.05	0.05	0.10	0.05	0.04	0.05	0.05	0.08	0.05	0.06	0.09	0.05	0.04
Chi Square		29.2576				93.7327		79.1326 *			46.9889		12.6499 *			22.2318 *			5.4465	
DF for Chi		6.				2.		4.			2.		4.			4.			2.	
Probability		0.0001				0.0000		0.0000			0.0000		0.0131			0.0002			0.0657	

BASE = RESPONDENTS WITH CHILDREN IN HOUSEHOLD

Q.34 WHAT IS THE NAME OF THE LAST MOVIE THAT YOU SAW?

	Total Sample	DMA MARKET LA	DMA MARKET NY	DMA MARKET MIA	DMA MARKET SAN	INTVLANG ENGL	INTVLANG SPAN	HOMELANG SPAN DOM	HOMELANG ENGL DOM	HOMELANG BIL	NATIVITY NATIVE	NATIVITY FORGN BORN	EDUC LT HSG	EDUC HSG, SOME COLL	EDUC COLL GRAD	AGE 16-34	AGE 35-49	AGE 50+	GENDER MALE	GENDER FEMALE
Weighted Total	1536 100.0%	384 100.0%	384 100.0%	384 100.0%	384 100.0%	624 100.0%	913 100.0%	918 100.0%	452 100.0%	165 100.0%	686 100.0%	850 100.0%	645 100.0%	625 100.0%	237 100.0%	774 100.0%	375 100.0%	387 100.0%	746 100.0%	790 100.0%
FREDDIE VS JASON	49 3.2%	5 1.4%	24 6.2%	12 3.1%	8 2.0%	35 5.6%	14 1.5%	22 2.4%	15 3.4%	11 6.9%	38 5.5%	11 1.3%	23 3.6%	20 3.2%	6 2.5%	48 6.2%	1 0.3%	-	31 4.2%	17 2.2%
LORD OF THE RINGS	38 2.5%	2 0.5%	13 3.5%	2 0.5%	20 5.3%	25 3.9%	13 1.4%	11 1.2%	22 4.9%	4 2.6%	31 4.6%	6 0.7%	11 1.8%	16 2.6%	10 4.2%	20 2.6%	14 3.8%	4 0.9%	23 3.0%	15 1.9%
SWAT	37 2.4%	14 3.6%	11 2.8%	7 1.9%	5 1.4%	24 3.8%	13 1.5%	13 1.5%	18 4.0%	5 3.3%	25 3.7%	12 1.4%	10 1.6%	23 3.7%	4 1.7%	30 3.9%	3 0.7%	4 1.0%	23 3.0%	14 1.8%
TERMINATOR 3	25 1.6%	11 2.8%	5 1.4%	6 1.7%	2 0.6%	12 1.9%	13 1.4%	10 1.1%	10 2.1%	5 2.9%	10 1.5%	14 1.7%	9 1.5%	14 2.2%	1 0.6%	18 2.3%	7 1.9%	-	18 2.4%	7 0.9%
PIRATES OF THE CARRIBEAN	24 1.6%	12 3.0%	4 0.9%	5 1.4%	4 1.1%	18 2.9%	6 0.7%	6 0.7%	17 3.8%	1 0.6%	19 2.8%	5 0.6%	5 0.8%	12 1.9%	7 3.1%	19 2.5%	4 1.1%	1 0.3%	14 1.9%	10 1.3%
BAD BOYS 1-2	24 1.6%	5 1.4%	10 2.7%	3 0.8%	5 1.4%	20 3.1%	5 0.5%	6 0.7%	14 3.2%	4 2.2%	19 2.7%	5 0.6%	5 0.8%	14 2.2%	3 1.5%	23 3.0%	1 0.3%	-	13 1.8%	11 1.4%
THE HULK	21 1.4%	6 1.5%	-	12 3.1%	4 0.9%	11 1.8%	10 1.1%	13 1.4%	9 1.9%	-	15 2.2%	6 0.7%	4 0.6%	14 2.2%	3 1.4%	17 2.2%	3 0.7%	1 0.3%	13 1.7%	8 1.0%
AMERICAN WEDDING	20 1.3%	8 2.2%	5 1.3%	5 1.3%	1 0.4%	17 2.7%	3 0.3%	10 1.0%	10 2.1%	1 0.5%	11 1.7%	8 1.0%	6 1.0%	8 1.4%	5 2.1%	17 2.2%	1 0.3%	1 0.4%	12 1.7%	8 1.0%
FREAKY FRIDAY	20 1.3%	8 2.0%	3 0.9%	5 1.2%	4 1.1%	17 2.7%	3 0.3%	7 0.8%	11 2.5%	1 0.9%	17 2.5%	3 0.3%	8 1.3%	6 0.9%	6 2.5%	11 1.5%	7 2.0%	1 0.3%	8 1.1%	11 1.4%
SPY KIDS 1-3	20 1.3%	3 0.9%	7 1.8%	8 2.1%	1 0.4%	10 1.6%	9 1.0%	10 1.1%	9 2.0%	1 0.5%	12 1.7%	8 0.9%	4 0.6%	10 1.7%	5 2.3%	15 1.9%	5 1.3%	-	10 1.3%	10 1.3%
HOW TO LOSE A GUY IN 10 DAYS	16 1.0%	2 0.5%	4 0.9%	3 0.9%	7 1.8%	15 2.4%	1 0.1%	4 0.5%	10 2.3%	1 0.7%	13 1.9%	3 0.4%	2 0.3%	6 1.0%	7 3.0%	11 1.5%	4 1.2%	-	8 1.1%	7 0.9%
JEEPERS CREEPERS	16 1.0%	-	5 1.3%	-	10 2.7%	13 2.0%	3 0.3%	2 0.2%	13 2.8%	1 0.5%	14 2.1%	1 0.2%	3 0.5%	12 2.0%	-	12 1.6%	3 0.9%	-	15 2.0%	1 0.1%
FINAL DESTINATION 2	14 0.9%	1 0.3%	2 0.5%	4 1.1%	7 1.7%	8 1.3%	6 0.6%	6 0.7%	5 1.2%	3 1.6%	9 1.3%	5 0.6%	2 0.3%	8 1.3%	4 1.5%	12 1.5%	2 0.7%	-	8 1.1%	6 0.8%

(CONTINUED)

Q.34 WHAT IS THE NAME OF THE LAST MOVIE THAT YOU SAW?   (CONTINUED)

	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
THE MEDALLION	11	-	1	5	5	6	5	5	5	-	6	5	2	5	3	8	1	2	7	4
	0.7%		0.4%	1.3%	1.2%	1.0%	0.5%	0.6%	1.2%		0.9%	0.6%	0.4%	0.9%	1.3%	1.0%	0.2%	0.5%	0.9%	0.6%
LA LAGUNA AZUL	11	-	3	8	-	-	11	10	-	1	3	8	5	6	-	4	3	4	4	7
	0.7%		0.8%	2.1%			1.2%	1.1%		0.6%	0.5%	0.9%	0.8%	0.9%		0.5%	0.8%	1.1%	0.6%	0.8%
DARE DEVIL	11	4	2	1	3	8	3	4	6	1	6	5	3	7	1	8	2	1	7	4
	0.7%	1.0%	0.6%	0.3%	0.9%	1.3%	0.3%	0.4%	1.3%	0.7%	0.9%	0.6%	0.4%	1.2%	0.4%	1.0%	0.5%	0.3%	0.9%	0.5%
FINDING NEMO	9	2	2	1	4	6	3	2	6	1	6	3	-	5	3	5	3	1	2	7
	0.6%	0.6%	0.5%	0.3%	1.1%	1.0%	0.3%	0.2%	1.4%	0.5%	0.9%	0.4%		0.8%	1.3%	0.7%	0.8%	0.3%	0.3%	0.9%
DINOSAURS	9	6	-	3	-	2	7	8	-	1	1	8	5	4	-	6	-	3	6	3
	0.6%	1.5%		0.8%		0.3%	0.8%	0.9%		0.6%	0.1%	0.9%	0.7%	0.7%		0.8%		0.8%	0.7%	0.4%
SPIDERMAN	8	3	3	-	2	4	3	4	3	-	5	3	3	3	1	6	1	1	1	7
	0.5%	0.7%	0.9%		0.4%	0.7%	0.4%	0.5%	0.7%		0.7%	0.4%	0.4%	0.5%	0.6%	0.8%	0.2%	0.2%	0.1%	0.8%
2 FAST 2 FURIOUS	7	6	-	1	-	6	2	2	2	3	5	3	6	1	-	7	-	-	3	5
	0.5%	1.7%		0.2%		0.9%	0.2%	0.2%	0.5%	2.0%	0.7%	0.3%	1.0%	0.2%		1.0%			0.3%	0.6%
THE MUMMY	7	3	-	2	2	4	3	5	2	-	3	4	3	1	3	3	2	2	3	4
	0.5%	0.8%		0.5%	0.5%	0.6%	0.4%	0.6%	0.4%		0.4%	0.5%	0.5%	0.1%	1.3%	0.4%	0.6%	0.5%	0.4%	0.5%
AMORES PERROS	7	2	3	2	-	2	5	4	3	-	3	4	2	3	1	6	-	1	5	2
	0.4%	0.6%	0.7%	0.5%		0.4%	0.5%	0.5%	0.6%		0.4%	0.5%	0.3%	0.6%	0.5%	0.8%		0.2%	0.6%	0.3%
BRINGING DOWN THE HOUSE	7	-	-	2	5	6	1	1	3	2	5	2	-	3	4	2	5	-	4	3
	0.4%			0.5%	1.3%	1.0%	0.1%	0.1%	0.8%	1.5%	0.7%	0.2%		0.5%	1.6%	0.3%	1.3%		0.5%	0.4%
TACOS AL CARBON	7	4	1	1	1	-	7	5	-	1	1	5	4	3	-	2	3	2	5	2
	0.4%	1.2%	0.2%	0.2%	0.1%		0.8%	0.6%		0.9%	0.2%	0.6%	0.6%	0.5%		0.2%	0.8%	0.5%	0.6%	0.3%
IDENTITY	6	-	4	-	2	6	-	-	6	-	6	-	1	4	1	4	2	-	3	3
	0.4%		1.1%		0.5%	1.0%			1.4%		0.9%		0.2%	0.6%	0.4%	0.5%	0.6%		0.4%	0.4%
ANACONDA	6	-	5	1	-	1	4	4	-	1	1	4	4	2	-	3	-	2	4	2
	0.4%		1.2%	0.3%		0.2%	0.5%	0.5%		0.9%	0.2%	0.5%	0.6%	0.4%		0.4%		0.6%	0.6%	0.2%

(CONTINUED)

Q.34 WHAT IS THE NAME OF THE LAST MOVIE THAT YOU SAW?   (CONTINUED)

	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
CHICAGO	6	-	1	2	2	5	1	2	2	1	4	2	-	2	3	2	2	1	5	1
	0.4%		0.4%	0.5%	0.6%	0.7%	0.1%	0.3%	0.5%	0.5%	0.6%	0.2%		0.4%	1.4%	0.3%	0.5%	0.4%	0.6%	0.1%
THE MATRIX	6	4	-	2	-	3	2	4	1	1	2	4	4	-	1	5	1	-	1	5
	0.4%	0.9%		0.5%		0.5%	0.3%	0.4%	0.2%	0.6%	0.3%	0.4%	0.6%		0.4%	0.6%	0.2%		0.1%	0.6%
HEAD OF STATE	5	-	2	2	1	4	1	3	2	-	2	3	2	3	-	4	1	-	3	2
	0.3%		0.6%	0.6%	0.3%	0.7%	0.1%	0.3%	0.5%		0.3%	0.4%	0.3%	0.5%		0.5%	0.3%		0.4%	0.3%
PHONE BOOTH	5	-	1	-	4	4	1	1	4	-	4	1	-	5	-	4	1	-	5	-
	0.3%		0.2%		1.1%	0.7%	0.1%	0.1%	0.9%		0.6%	0.1%		0.8%		0.5%	0.4%		0.7%	
FRIDA	5	2	1	1	1	2	3	3	2	-	2	3	1	2	2	3	1	1	3	2
	0.3%	0.6%	0.2%	0.3%	0.3%	0.3%	0.3%	0.3%	0.5%		0.3%	0.4%	0.2%	0.3%	0.9%	0.4%	0.2%	0.3%	0.4%	0.3%
CARA CORTADA	5	-	4	1	-	-	5	5	-	-	-	5	2	2	-	2	2	2	2	3
	0.3%		1.1%	0.2%			0.6%	0.6%				0.6%	0.4%	0.3%		0.2%	0.5%	0.4%	0.2%	0.4%
ENOUGH	5	1	3	-	1	3	2	3	2	-	3	2	1	3	1	2	3	-	1	4
	0.3%	0.2%	0.7%		0.4%	0.4%	0.3%	0.3%	0.5%		0.4%	0.3%	0.2%	0.5%	0.3%	0.2%	0.9%		0.2%	0.5%
RUSH HOUR 1-2	5	-	2	1	1	1	4	2	1	2	1	4	3	1	1	2	2	1	3	2
	0.3%		0.6%	0.3%	0.4%	0.2%	0.4%	0.2%	0.3%	1.0%	0.2%	0.4%	0.5%	0.1%	0.4%	0.3%	0.5%	0.2%	0.5%	0.2%
EL CRIMEN DE PADRE AMARO	5	2	-	2	1	1	3	3	1	-	1	3	2	-	2	2	2	1	1	3
	0.3%	0.6%		0.5%	0.1%	0.2%	0.3%	0.3%	0.3%		0.2%	0.4%	0.3%		1.0%	0.2%	0.5%	0.2%	0.2%	0.4%
EL EMBUSTER	5	-	3	-	2	-	5	5	-	-	1	3	1	4	-	2	1	2	4	1
	0.3%		0.8%		0.4%		0.5%	0.5%			0.2%	0.4%	0.1%	0.6%		0.2%	0.2%	0.6%	0.5%	0.1%
AMERICAN PIE	5	2	1	-	1	3	1	2	1	1	3	2	1	2	1	4	1	-	3	2
	0.3%	0.5%	0.3%		0.4%	0.6%	0.1%	0.2%	0.3%	0.9%	0.4%	0.2%	0.2%	0.4%	0.5%	0.5%	0.2%		0.3%	0.3%
X-MEN	4	1	1	-	2	4	-	-	3	1	4	1	1	2	1	4	1	-	2	2
	0.3%	0.3%	0.3%		0.6%	0.7%			0.7%	0.8%	0.5%	0.1%	0.2%	0.4%	0.3%	0.5%	0.2%		0.3%	0.3%
ROCKY	4	1	1	-	3	1	3	3	1	-	3	2	3	1	1	3	-	1	3	2
	0.3%	0.2%	0.2%		0.7%	0.2%	0.3%	0.3%	0.3%		0.4%	0.2%	0.4%	0.1%	0.3%	0.4%		0.4%	0.4%	0.2%

(CONTINUED)

Q.34 WHAT IS THE NAME OF THE LAST MOVIE THAT YOU SAW?   (CONTINUED)

	Total Sample	<------- DMA MARKET ------>				<- INTVLANG >		<---- HOMELANG ---->			<- NATIVITY >		<------ EDUC ------>			<------- AGE ------>			<-- GENDER ->	
		LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
THE PIANIST	4	1	2	-	1	2	2	1	2	1	2	2	1	1	2	-	3	1	1	3
	0.3%	0.3%	0.5%		0.3%	0.4%	0.2%	0.1%	0.5%	0.8%	0.3%	0.2%	0.1%	0.2%	1.0%		0.8%	0.3%	0.1%	0.4%
EL BOLERO DE RAQUEL	4	-	4	-	-	-	4	3	-	1	-	4	2	2	1	1	-	3	2	2
	0.3%		1.1%				0.5%	0.4%		0.5%		0.5%	0.3%	0.3%	0.3%	0.1%		0.8%	0.2%	0.3%
TRIPLE X	4	1	2	1	-	1	3	3	1	-	1	3	1	3	-	3	1	-	3	2
	0.3%	0.4%	0.4%	0.3%		0.2%	0.3%	0.3%	0.3%		0.2%	0.3%	0.1%	0.5%		0.4%	0.2%		0.3%	0.2%
THE RING	4	1	1	-	2	3	1	2	1	1	2	2	1	2	1	4	-	-	2	2
	0.3%	0.3%	0.2%		0.6%	0.5%	0.1%	0.2%	0.2%	0.5%	0.4%	0.2%	0.1%	0.3%	0.6%	0.5%			0.3%	0.2%
LEGALLY BLOND 1-2	4	1	1	1	1	1	3	3	-	1	1	3	3	-	1	2	2	-	2	2
	0.3%	0.3%	0.2%	0.2%	0.3%	0.1%	0.3%	0.3%		0.6%	0.1%	0.3%	0.4%		0.5%	0.2%	0.5%		0.3%	0.2%
VOLCANO	4	2	1	1	-	-	4	4	-	-	-	4	1	2	1	4	-	-	2	2
	0.2%	0.5%	0.2%	0.3%			0.4%	0.4%				0.4%	0.1%	0.3%	0.5%	0.5%			0.3%	0.2%
KANGAROO JACK	4	2	-	1	1	-	4	2	1	1	1	2	4	-	-	3	1	-	2	1
	0.2%	0.5%		0.3%	0.1%		0.4%	0.2%	0.2%	0.7%	0.2%	0.3%	0.6%			0.4%	0.1%		0.3%	0.2%
CANTINFLAS	2	-	2	-	-	-	2	2	-	-	-	2	2	-	-	1	1	-	-	2
	0.1%		0.4%				0.2%	0.2%				0.2%	0.2%			0.1%	0.2%			0.2%
OTHER MOVIES	500	116	128	101	156	229	271	276	161	63	247	254	187	216	92	239	139	123	243	257
	32.6%	30.2%	33.2%	26.2%	40.6%	36.7%	29.7%	30.1%	35.5%	38.0%	36.0%	29.8%	29.0%	34.6%	39.0%	30.9%	37.0%	31.7%	32.6%	32.6%
CANNOT RECALL NAME	458	124	95	149	91	71	388	361	59	38	103	356	259	143	42	155	120	183	185	274
	29.8%	32.1%	24.8%	38.7%	23.7%	11.4%	42.5%	39.3%	13.0%	23.2%	15.0%	41.8%	40.1%	22.8%	17.6%	20.0%	32.0%	47.3%	24.7%	34.7%
DO NOT WATCH MOVIES	55	16	11	19	10	7	48	50	3	2	12	43	32	15	3	8	12	35	18	37
	3.6%	4.1%	2.7%	5.0%	2.5%	1.1%	5.2%	5.4%	0.7%	1.3%	1.7%	5.1%	4.9%	2.4%	1.1%	1.0%	3.2%	9.0%	2.4%	4.7%
Unweighted Total	1536	384	384	384	384	538	998	987	392	156	569	967	675	603	227	760	384	392	648	888
Mean	56.01	58.04	51.05	62.17	52.79	40.37	66.70	64.13	41.46	50.73	43.73	65.92	64.18	50.12	46.42	45.80	58.96	73.55	51.12	60.63
S.D.	32.91	33.12	32.62	34.42	30.29	26.69	32.49	33.30	27.08	30.58	28.47	32.92	33.32	31.45	28.92	30.86	31.61	30.08	32.11	33.00
Standard error	0.84	1.69	1.66	1.76	1.55	1.07	1.08	1.10	1.27	2.38	1.09	1.13	1.31	1.26	1.88	1.11	1.63	1.53	1.18	1.17
Chi Square		330.957 *				358.262 *		324.908 *			274.818 *		225.635 *			353.869 *			84.5445 *	
DF for Chi		147.				49.		98.			49.		98.			98.			49.	
Probability		0.0000				0.0000		0.0000			0.0000		0.0000			0.0000			0.0012	

BASE = TOTAL RESPONDENTS

Q.35 WAS THIS MOVIE IN ENGLISH, SPANISH OR ANOTHER LANGUAGE?

	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
ENGLISH	892	209	220	195	267	551	341	378	394	118	557	334	284	424	175	549	212	130	473	418
	58.0%	54.5%	57.2%	50.9%	69.6%	88.3%	37.3%	41.2%	87.2%	71.7%	81.3%	39.3%	44.0%	67.9%	73.8%	71.0%	56.5%	33.7%	63.5%	52.9%
SPANISH	258	70	87	69	33	15	243	232	12	15	40	218	146	78	31	109	63	86	120	138
	16.8%	18.1%	22.6%	17.9%	8.6%	2.4%	26.7%	25.2%	2.6%	8.9%	5.8%	25.7%	22.6%	12.4%	13.2%	14.1%	16.8%	22.2%	16.1%	17.4%
ANOTHER LANGUAGE	1	-	-	-	1	-	1	1	-	-	-	1	1	-	-	1	-	-	-	1
	*				0.1%		0.1%	0.1%				0.1%	0.1%			0.1%				0.1%
DON'T RECALL	277	70	65	82	59	45	232	216	32	28	64	213	154	90	23	86	76	114	113	164
	18.0%	18.3%	17.0%	21.4%	15.4%	7.2%	25.4%	23.6%	7.1%	17.2%	9.3%	25.1%	23.8%	14.3%	9.6%	11.2%	20.2%	29.5%	15.1%	20.7%
REFUSED, NO ANSWER	109	35	12	38	24	13	96	91	14	4	25	84	61	33	8	28	24	57	39	70
	7.1%	9.0%	3.2%	9.9%	6.3%	2.1%	10.5%	9.9%	3.1%	2.3%	3.6%	9.9%	9.5%	5.3%	3.3%	3.7%	6.4%	14.6%	5.3%	8.8%
Unweighted Total	1536	384	384	384	384	538	998	987	392	156	569	967	675	603	227	760	384	392	648	888
Mean	1.76	1.80	1.76	1.91	1.59	1.24	2.15	2.07	1.25	1.62	1.35	2.12	2.04	1.59	1.44	1.50	1.83	2.30	1.65	1.88
S.D.	1.16	1.17	1.11	1.23	1.11	0.79	1.24	1.23	0.79	1.14	0.90	1.24	1.24	1.07	0.92	0.97	1.20	1.30	1.09	1.22
Standard error	0.03	0.06	0.06	0.07	0.06	0.03	0.04	0.04	0.04	0.09	0.03	0.04	0.05	0.04	0.06	0.04	0.06	0.07	0.04	0.05

Chi Square		41.2932 *				357.116 *		256.529 *			253.721 *	90.4364 *		123.831 *			14.4346 *
DF for Chi		9.				3.		6.			3.	6.		6.			3.
Probability		0.0000				0.0000		0.0000			0.0000	0.0000		0.0000			0.0024

BASE = TOTAL RESPONDENTS

Q.36A WHEN YOU SEE A NON-LATINO ACTOR PLAYING A LATINO ROLE, TO WHAT EXTENT DOES THAT INFLUENCE YOUR ENJOYMENT OF A MOVIE OR TELEVISION SHOW?
WOULD YOU SAY THAT IT HAS NO EFFECT ON YOUR ENJOYMENT, MAKES IT SOMEWHAT LESS ENJOYABLE, OR MAKES IT VERY DIFFICULT TO ENJOY?

| | Total Sample | <------- DMA MARKET ------> | | | | <- INTVLANG > | | <---- HOMELANG ----> | | | <- NATIVITY > | | <------ EDUC ------> | | | <------- AGE ------> | | | <-- GENDER -> | |
		LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
HAS NO EFFECT	1053	241	273	284	254	393	660	647	294	112	432	621	444	424	164	525	265	263	496	557
	68.5%	62.8%	71.0%	74.0%	66.2%	63.0%	72.3%	70.5%	65.0%	67.6%	62.9%	73.0%	68.8%	67.8%	69.1%	67.8%	70.6%	67.8%	66.5%	70.4%
SOMEWHAT DIFFICULT TO ENJOY	251	77	56	34	84	145	105	127	96	27	152	98	104	114	34	142	46	63	133	118
	16.3%	20.0%	14.6%	8.9%	21.9%	23.3%	11.6%	13.8%	21.3%	16.3%	22.2%	11.6%	16.0%	18.2%	14.2%	18.3%	12.2%	16.3%	17.8%	14.9%
VERY DIFFICULT TO ENJOY	153	45	35	41	33	66	87	85	50	18	74	80	59	58	33	73	52	29	87	66
	10.0%	11.7%	9.2%	10.6%	8.5%	10.7%	9.5%	9.3%	11.0%	10.9%	10.7%	9.4%	9.1%	9.3%	13.8%	9.4%	13.8%	7.5%	11.7%	8.4%
REFUSED, NO ANSWER	80	21	20	25	13	19	61	59	12	8	28	51	39	29	7	34	13	33	30	49
	5.2%	5.6%	5.2%	6.5%	3.4%	3.1%	6.6%	6.4%	2.6%	5.1%	4.1%	6.0%	6.1%	4.7%	2.9%	4.4%	3.4%	8.4%	4.0%	6.3%
Unweighted Total	1536	384	384	384	384	538	998	987	392	156	569	967	675	603	227	760	384	392	648	888
Mean	1.38	1.46	1.35	1.32	1.40	1.46	1.33	1.35	1.45	1.40	1.46	1.32	1.37	1.39	1.43	1.39	1.41	1.34	1.43	1.34
S.D.	0.67	0.70	0.65	0.67	0.65	0.68	0.65	0.65	0.69	0.69	0.69	0.65	0.65	0.66	0.73	0.66	0.73	0.62	0.70	0.63
Standard error	0.02	0.04	0.03	0.04	0.03	0.03	0.02	0.02	0.03	0.06	0.03	0.02	0.03	0.03	0.05	0.02	0.04	0.03	0.03	0.02
Chi Square		30.4132				35.7178		12.2978			32.5746		5.9423			13.5103			6.8721	
DF for Chi		6.				2.		4.			2.		4.			4.			2.	
Probability		0.0000				0.0000		0.0153			0.0000		0.2035			0.0090			0.0322	

BASE = TOTAL RESPONDENTS

Q.36B WHEN YOU WATCH A MOVIE OR SHOW WITH THE SOUND DUBBED IN SPANISH, TO WHAT EXTENT DOES THAT INFLUENCE YOUR ENJOYMENT OF A MOVIE OR TELEVISION SHOW?
WOULD YOU SAY THAT IT HAS NO EFFECT ON YOUR ENJOYMENT, MAKES IT SOMEWHAT LESS ENJOYABLE, OR MAKES IT VERY DIFFICULT TO ENJOY?

	Total Sample	<------- DMA MARKET ------>				<- INTVLANG >		<---- HOMELANG ---->		<- NATIVITY >		<------ EDUC ------>			<------- AGE ------>			<-- GENDER ->	
		LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
HAS NO EFFECT	865	215	235	213	202	305	560	561	215	89	338	527	374	335	134	431	227	208	421	444
	56.3%	56.0%	61.2%	55.4%	52.7%	48.9%	61.4%	61.1%	47.7%	53.8%	49.3%	62.0%	57.9%	53.6%	56.5%	55.6%	60.5%	53.6%	56.5%	56.1%
SOMEWHAT DIFFICULT TO ENJOY	345	97	84	75	89	162	184	199	120	27	178	168	146	134	62	192	84	69	166	179
	22.5%	25.2%	22.0%	19.5%	23.2%	26.0%	20.1%	21.6%	26.6%	16.2%	25.9%	19.7%	22.7%	21.4%	26.0%	24.8%	22.4%	17.9%	22.3%	22.7%
VERY DIFFICULT TO ENJOY	247	49	51	71	76	121	126	113	89	43	128	118	85	128	33	120	48	79	117	130
	16.1%	12.7%	13.3%	18.4%	19.9%	19.4%	13.8%	12.3%	19.8%	26.1%	18.7%	13.9%	13.1%	20.5%	14.0%	15.5%	12.7%	20.4%	15.6%	16.5%
REFUSED, NO ANSWER	79	23	13	26	16	36	43	46	27	6	41	38	41	28	9	32	16	31	42	37
	5.1%	6.1%	3.5%	6.7%	4.2%	5.7%	4.7%	5.0%	6.0%	3.9%	6.0%	4.4%	6.3%	4.4%	3.6%	4.1%	4.3%	8.1%	5.6%	4.7%
Unweighted Total	1536	384	384	384	384	538	998	987	392	156	569	967	675	603	227	760	384	392	648	888
Mean	1.58	1.54	1.50	1.60	1.66	1.69	1.50	1.49	1.70	1.71	1.67	1.50	1.52	1.65	1.56	1.58	1.50	1.64	1.57	1.58
S.D.	0.76	0.72	0.73	0.80	0.80	0.79	0.73	0.71	0.79	0.87	0.79	0.74	0.73	0.81	0.73	0.75	0.72	0.82	0.76	0.77
Standard error	0.02	0.04	0.04	0.04	0.04	0.03	0.02	0.02	0.04	0.07	0.03	0.03	0.03	0.03	0.05	0.03	0.04	0.04	0.03	0.03
Chi Square		14.4085				23.2250		38.6478			22.7069		14.0265			14.2761			.1711	
DF for Chi		6.				2.		4.			2.		4.			4.			2.	
Probability		0.0254				0.0000		0.0000			0.0000		0.0072			0.0065			0.9180	

BASE = TOTAL RESPONDENTS

Q.36C WHEN YOU WATCH A MOVIE OR SHOW WITH SPANISH SUBTITLES, TO WHAT EXTENT DOES THAT INFLUENCE YOUR ENJOYMENT OF A MOVIE OR TELEVISION SHOW? WOULD YOU SAY THAT IT HAS NO EFFECT ON YOUR ENJOYMENT, MAKES IT SOMEWHAT LESS ENJOYABLE, OR MAKES IT VERY DIFFICULT TO ENJOY?

	Total Sample	<------- DMA MARKET ------>				<- INTVLANG >		<---- HOMELANG ---->		<- NATIVITY >		<------ EDUC ------>			<------- AGE ------>			<-- GENDER ->	
		LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
HAS NO EFFECT	970	217	259	249	245	354	616	603	268	97	403	567	409	382	156	491	242	237	451	519
	63.1%	56.6%	67.5%	64.8%	63.7%	56.7%	67.5%	65.7%	59.4%	59.0%	58.8%	66.6%	63.4%	61.2%	66.1%	63.5%	64.4%	61.2%	60.4%	65.7%
SOMEWHAT DIFFICULT TO ENJOY	269	94	62	49	64	125	144	154	79	36	137	132	106	121	39	151	61	58	144	125
	17.5%	24.6%	16.1%	12.7%	16.7%	20.0%	15.8%	16.8%	17.5%	21.7%	20.0%	15.5%	16.4%	19.3%	16.5%	19.5%	16.1%	14.9%	19.3%	15.8%
VERY DIFFICULT TO ENJOY	212	51	46	58	57	107	105	116	72	24	101	111	93	90	26	106	55	51	107	105
	13.8%	13.4%	12.0%	15.0%	14.8%	17.1%	11.5%	12.6%	16.0%	14.5%	14.7%	13.1%	14.4%	14.5%	11.0%	13.8%	14.6%	13.1%	14.3%	13.3%
REFUSED, NO ANSWER	85	21	17	29	18	38	47	45	32	8	44	41	37	31	15	25	18	42	44	41
	5.5%	5.5%	4.4%	7.6%	4.8%	6.1%	5.2%	4.9%	7.1%	4.8%	6.5%	4.8%	5.7%	5.0%	6.4%	3.3%	4.8%	10.8%	6.0%	5.2%
Unweighted Total	1536	384	384	384	384	538	998	987	392	156	569	967	675	603	227	760	384	392	648	888
Mean	1.48	1.54	1.42	1.46	1.49	1.58	1.41	1.44	1.53	1.53	1.53	1.44	1.48	1.51	1.41	1.49	1.48	1.46	1.51	1.45
S.D.	0.74	0.73	0.70	0.76	0.75	0.78	0.70	0.72	0.77	0.75	0.75	0.72	0.75	0.75	0.69	0.73	0.75	0.74	0.74	0.73
Standard error	0.02	0.04	0.04	0.04	0.04	0.03	0.02	0.02	0.04	0.06	0.03	0.03	0.03	0.03	0.05	0.03	0.04	0.04	0.03	0.03
Chi Square		22.0491				18.9708		6.7647			8.6840		4.0935			2.6863			4.6647	
DF for Chi		6.				2.		4.			2.		4.			4.			2.	
Probability		0.0012				0.0001		0.1489			0.0130		0.3935			0.6116			0.0971	

BASE = TOTAL RESPONDENTS

Q.37-40 WHAT SPANISH-LANGUAGE TV STATIONS CHANNELS, OR NETWORKS DOES YOUR HOUSEHOLD RECEIVE?

	Total Sample	<------- DMA MARKET ------> LA	NY	MIA	SAN	<- INTVLANG > ENGL	SPAN	<---- HOMELANG ----> SPAN DOM	ENGL DOM	BIL	<- NATIVITY > NATIVE	FORGN BORN	<------ EDUC ------> LT HSG	HSG, SOME COLL	COLL GRAD	<------- AGE ------> 16-34	35-49	50+	<-- GENDER -> MALE	FEMALE
Weighted Total	1536 100.0%	384 100.0%	384 100.0%	384 100.0%	384 100.0%	624 100.0%	913 100.0%	918 100.0%	452 100.0%	165 100.0%	686 100.0%	850 100.0%	645 100.0%	625 100.0%	237 100.0%	774 100.0%	375 100.0%	387 100.0%	746 100.0%	790 100.0%
UNIVISION	1350 87.9%	307 80.0%	361 94.0%	347 90.3%	335 87.1%	520 83.4%	830 90.9%	835 90.9%	366 80.9%	148 89.6%	582 84.8%	768 90.3%	556 86.1%	550 88.0%	216 91.3%	676 87.4%	332 88.6%	341 88.1%	652 87.4%	698 88.3%
TELEMUNDO	1231 80.1%	283 73.8%	327 85.3%	334 86.9%	286 74.6%	473 75.9%	758 83.0%	763 83.1%	330 73.0%	138 83.3%	526 76.7%	705 82.9%	501 77.6%	501 80.3%	203 85.7%	624 80.7%	311 82.9%	296 76.4%	602 80.7%	629 79.6%
TELEFUTURA	785 51.1%	228 59.3%	213 55.4%	228 59.4%	117 30.4%	227 36.3%	559 61.2%	559 60.9%	152 33.6%	74 45.0%	265 38.7%	520 61.2%	337 52.2%	304 48.6%	127 53.8%	411 53.1%	190 50.6%	185 47.6%	378 50.7%	407 51.5%
GALAVISION	288 18.7%	57 14.8%	64 16.8%	60 15.6%	106 27.7%	128 20.5%	160 17.5%	152 16.5%	91 20.2%	44 26.6%	140 20.4%	147 17.3%	107 16.6%	133 21.2%	47 19.8%	151 19.5%	76 20.2%	61 15.8%	159 21.3%	129 16.3%
CH.22 INDEPENDENT SPANISH	196 12.7%	171 44.5%	–	24 6.3%	–	51 8.2%	144 15.8%	155 16.8%	32 7.2%	9 5.2%	49 7.1%	147 17.2%	115 17.8%	58 9.3%	22 9.2%	101 13.0%	58 15.4%	37 9.6%	107 14.4%	88 11.2%
CH.54 AZTECA	164 10.7%	110 28.7%	12 3.1%	12 3.1%	30 7.8%	44 7.1%	120 13.1%	120 13.0%	35 7.7%	9 5.5%	56 8.2%	108 12.7%	72 11.1%	70 11.2%	20 8.6%	97 12.6%	46 12.2%	21 5.4%	93 12.4%	71 9.0%
OTHER SPANISH-LANGUAGE STATIONS	234 15.3%	80 20.8%	44 11.4%	49 12.9%	61 15.9%	100 16.0%	135 14.7%	138 15.1%	72 15.9%	24 14.5%	104 15.1%	130 15.3%	111 17.3%	90 14.4%	31 13.1%	108 14.0%	53 14.1%	73 18.9%	110 14.7%	125 15.8%
REFUSED, NO ANSWER	16 1.0%	9 2.4%	–	2 0.5%	4 1.2%	13 2.0%	3 0.3%	4 0.5%	11 2.3%	1 0.6%	14 2.0%	2 0.2%	5 0.7%	9 1.5%	2 0.8%	9 1.2%	2 0.7%	4 1.0%	7 0.9%	9 1.1%
Responses	4248	1237	1021	1054	935	1544	2704	2722	1078	445	1722	2526	1799	1705	667	2168	1065	1014	2100	2147
Unweighted Total	1536	384	384	384	384	538	998	987	392	156	569	967	675	603	227	760	384	392	648	888

BASE = TOTAL RESPONDENTS
PERCENTS BASED ON MULTIPLE RESPONSES

Q.41A DOES YOUR HOUSEHOLD SUBSCRIBE TO ANY OF THE FOLLOWING SERVICES? **CABLE**

	Total Sample	<------- DMA MARKET ------>				<- INTVLANG >		<---- HOMELANG ---->			<- NATIVITY >		<------ EDUC ------>			<------- AGE ------>			<-- GENDER ->	
		LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
	------	--	--	---	---	----	----	----	----	---	------	-----	------	----	----	-----	-----	---	----	------
Weighted Total	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
YES	831	153	226	224	227	386	445	441	289	101	414	418	309	358	154	407	210	215	405	426
	54.1%	39.9%	59.0%	58.4%	59.2%	61.9%	48.8%	48.0%	64.0%	61.1%	60.3%	49.1%	47.9%	57.4%	65.2%	52.5%	55.9%	55.4%	54.3%	53.9%
NO	695	229	156	156	153	233	462	472	162	60	266	429	329	264	82	361	164	171	339	356
	45.2%	59.6%	40.7%	40.6%	39.9%	37.3%	50.6%	51.4%	35.8%	36.3%	38.7%	50.5%	51.0%	42.3%	34.8%	46.6%	43.6%	44.0%	45.4%	45.1%
REFUSED, NO ANSWER	10	2	1	4	3	5	6	5	1	4	7	4	7	2	–	7	2	2	3	8
	0.7%	0.5%	0.3%	1.0%	0.9%	0.7%	0.6%	0.6%	0.2%	2.6%	1.0%	0.4%	1.2%	0.3%		0.9%	0.5%	0.5%	0.3%	1.0%
Unweighted Total	1536	384	384	384	384	538	998	987	392	156	569	967	675	603	227	760	384	392	648	888
Mean	1.46	1.60	1.41	1.41	1.40	1.38	1.51	1.52	1.36	1.37	1.39	1.51	1.52	1.42	1.35	1.47	1.44	1.44	1.46	1.46
S.D.	0.50	0.49	0.49	0.49	0.49	0.48	0.50	0.50	0.48	0.49	0.49	0.50	0.50	0.49	0.48	0.50	0.50	0.50	0.50	0.50
Standard error	0.01	0.03	0.03	0.03	0.03	0.02	0.02	0.02	0.02	0.04	0.02	0.02	0.02	0.02	0.03	0.02	0.03	0.03	0.02	0.02
Chi Square		42.7489				26.3287		35.5746			20.3991		22.6972			1.3533			.0000	
DF for Chi		3.				1.		2.			1.		2.			2.			1.	
Probability		0.0000				0.0000		0.0000			0.0000		0.0000			0.5083			0.9944	

BASE = TOTAL RESPONDENTS

Q.41B DO YOU HOUSEHOLD SUBSCRIBE TO ANY OF THE FOLLOWING SERVICES?   **SATELLITE**

	Total Sample	<------- DMA MARKET ------>				<- INTVLANG >		<---- HOMELANG ---->			<- NATIVITY >		<------ EDUC ------>			<------- AGE ------>			<-- GENDER ->	
		LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
	------	--	--	---	---	----	----	----	----	---	------	-----	------	----	----	-----	-----	---	----	------
Weighted Total	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
YES	260	81	55	79	45	118	141	149	85	25	115	144	96	109	52	151	63	45	161	99
	16.9%	21.0%	14.3%	20.5%	11.7%	19.0%	15.5%	16.2%	18.8%	15.2%	16.8%	17.0%	14.9%	17.4%	22.1%	19.6%	16.8%	11.6%	21.6%	12.5%
NO	1267	302	329	300	336	502	765	764	366	137	565	702	542	515	184	616	309	341	584	683
	82.5%	78.6%	85.7%	78.2%	87.4%	80.5%	83.8%	83.2%	80.9%	83.0%	82.4%	82.5%	84.0%	82.5%	77.9%	79.6%	82.5%	88.1%	78.2%	86.5%
REFUSED, NO ANSWER	10	2	-	5	3	3	6	6	1	3	5	4	7	1	-	6	3	1	1	8
	0.6%	0.4%		1.2%	0.9%	0.5%	0.7%	0.6%	0.2%	1.8%	0.8%	0.5%	1.1%	0.1%		0.8%	0.7%	0.2%	0.2%	1.0%
Unweighted Total	1536	384	384	384	384	538	998	987	392	156	569	967	675	603	227	760	384	392	648	888
Mean	1.83	1.79	1.86	1.79	1.88	1.81	1.84	1.84	1.81	1.85	1.83	1.83	1.85	1.83	1.78	1.80	1.83	1.88	1.78	1.87
S.D.	0.38	0.41	0.35	0.41	0.32	0.39	0.36	0.37	0.39	0.36	0.38	0.38	0.36	0.38	0.42	0.40	0.38	0.32	0.41	0.33
Standard error	0.01	0.02	0.02	0.02	0.02	0.02	0.01	0.01	0.02	0.03	0.01	0.01	0.01	0.02	0.03	0.01	0.02	0.02	0.02	0.01
Chi Square		17.7899				3.1427		1.7491			.0066		6.0989			11.8957			21.9217	
DF for Chi		3.				1.		2.			1.		2.			2.			1.	
Probability		0.0005				0.0763		0.4170			0.9351		0.0474			0.0026			0.0000	

BASE = TOTAL RESPONDENTS

Q.42A WHICH OF THE FOLLOWING MOVIE CHANNELS ARE INCLUDED AS PART OF YOUR SUBSCRIPTION TO CABLE OR SATELLITE TELEVISION? **HBO**

	Total Sample	<------- DMA MARKET ------>				<- INTVLANG >		<---- HOMELANG ---->			<- NATIVITY >		<------ EDUC ------>			<------- AGE ------>			<-- GENDER ->	
		LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	1040	217	273	285	266	484	556	557	363	120	509	532	388	443	198	529	261	250	533	508
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
YES	509	100	145	143	121	255	254	248	203	57	276	233	176	220	109	288	120	102	285	225
	49.0%	46.3%	53.2%	50.0%	45.6%	52.7%	45.7%	44.5%	56.1%	47.7%	54.3%	43.8%	45.4%	49.7%	54.9%	54.4%	45.7%	40.7%	53.4%	44.3%
NO	470	101	110	124	135	224	246	252	157	61	222	248	171	208	85	220	124	126	232	238
	45.2%	46.4%	40.5%	43.6%	50.7%	46.3%	44.2%	45.3%	43.3%	50.6%	43.6%	46.7%	44.1%	46.9%	43.0%	41.5%	47.5%	50.6%	43.6%	46.9%
REFUSED, NO ANSWER	61	16	17	18	10	5	56	57	2	2	10	50	40	15	4	21	18	22	16	45
	5.8%	7.3%	6.3%	6.4%	3.7%	1.0%	10.1%	10.2%	0.6%	1.7%	2.0%	9.5%	10.4%	3.5%	2.1%	4.1%	6.7%	8.7%	3.0%	8.8%
Unweighted Total	1016	209	267	284	256	417	599	590	311	114	419	597	397	419	189	510	258	248	456	560
Mean	1.48	1.50	1.43	1.47	1.53	1.47	1.49	1.50	1.44	1.51	1.45	1.52	1.49	1.49	1.44	1.43	1.51	1.55	1.45	1.51
S.D.	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50
Standard error	0.02	0.04	0.03	0.03	0.03	0.02	0.02	0.02	0.03	0.05	0.02	0.02	0.03	0.02	0.04	0.02	0.03	0.03	0.02	0.02
Chi Square		5.1220				.5560		4.6156			4.8388		1.5637			10.5083			4.1379	
DF for Chi		3.				1.		2.			1.		2.			2.			1.	
Probability		0.1631				0.4559		0.0995			0.0278		0.4576			0.0052			0.0419	

BASE = RESPONDENTS SUBSCRIBING TO
CABLE OR SATELLITE TELEVISION

Q.42B WHICH OF THE FOLLOWING MOVIE CHANNELS ARE INCLUDED AS PART OF YOUR SUBSCRIPTION TO CABLE OR SATELLITE TELEVISION? **CINEMAX**

	Total Sample	<------- DMA MARKET ------>				<- INTVLANG >		<---- HOMELANG ---->			<- NATIVITY >		<------ EDUC ------>			<------- AGE ------>			<-- GENDER ->	
		LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	1040	217	273	285	266	484	556	557	363	120	509	532	388	443	198	529	261	250	533	508
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
YES	357	85	112	102	57	151	206	192	128	36	168	189	132	151	70	206	83	68	203	154
	34.3%	39.3%	41.2%	35.8%	21.6%	31.2%	37.0%	34.5%	35.4%	29.6%	32.9%	35.6%	34.0%	33.9%	35.1%	38.9%	31.7%	27.2%	38.2%	30.2%
NO	618	119	143	160	196	323	295	310	229	79	325	293	217	275	122	302	159	157	312	307
	59.4%	54.8%	52.5%	56.3%	73.7%	66.7%	53.1%	55.7%	63.2%	65.9%	64.0%	55.1%	55.8%	61.9%	61.6%	57.1%	60.9%	62.7%	58.5%	60.4%
REFUSED, NO ANSWER	65	13	17	23	12	10	55	55	5	5	16	49	39	18	7	21	19	25	18	48
	6.3%	5.9%	6.4%	7.9%	4.7%	2.1%	9.9%	9.8%	1.5%	4.4%	3.1%	9.3%	10.1%	4.1%	3.3%	3.9%	7.4%	10.1%	3.3%	9.4%
Unweighted Total	1016	209	267	284	256	417	599	590	311	114	419	597	397	419	189	510	258	248	456	560
Mean	1.63	1.58	1.56	1.61	1.77	1.68	1.59	1.62	1.64	1.69	1.66	1.61	1.62	1.65	1.64	1.59	1.66	1.70	1.61	1.67
S.D.	0.48	0.49	0.50	0.49	0.42	0.47	0.49	0.49	0.48	0.46	0.47	0.49	0.49	0.48	0.48	0.49	0.48	0.46	0.49	0.47
Standard error	0.02	0.03	0.03	0.03	0.03	0.02	0.02	0.02	0.03	0.04	0.02	0.02	0.03	0.02	0.03	0.02	0.03	0.03	0.02	0.02
Chi Square		30.0377				8.8731		2.2195			2.9551		.4988			7.8706			3.9219	
DF for Chi		3.				1.		2.			1.		2.			2.			1.	
Probability		0.0000				0.0029		0.3296			0.0856		0.7793			0.0195			0.0477	

BASE = RESPONDENTS SUBSCRIBING TO
CABLE OR SATELLITE TELEVISION

Q.42C WHICH OF THE FOLLOWING MOVIE CHANNELS ARE INCLUDED AS PART OF YOUR SUBSCRIPTION TO CABLE OR SATELLITE TELEVISION? **STARZ**

	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
				<------- DMA MARKET ------>		<- INTVLANG >		<---- HOMELANG ---->			<- NATIVITY >		<------ EDUC ------>			<------- AGE ------>			<-- GENDER ->	
Weighted Total	1040	217	273	285	266	484	556	557	363	120	509	532	388	443	198	529	261	250	533	508
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
YES	276	51	94	80	51	138	138	130	109	36	147	129	93	125	55	148	65	63	155	121
	26.5%	23.7%	34.5%	27.9%	19.2%	28.6%	24.8%	23.4%	30.1%	29.9%	28.8%	24.3%	24.0%	28.3%	27.9%	28.0%	24.9%	25.1%	29.1%	23.8%
NO	678	149	153	175	201	332	346	356	245	76	343	335	247	292	131	349	174	155	358	320
	65.1%	68.7%	56.1%	61.4%	75.6%	68.5%	62.2%	63.9%	67.7%	63.5%	67.5%	62.9%	63.8%	65.9%	66.2%	65.9%	66.6%	62.1%	67.1%	63.1%
REFUSED, NO ANSWER	87	16	26	31	14	14	73	71	8	8	19	68	47	26	12	32	22	32	20	67
	8.3%	7.6%	9.4%	10.7%	5.2%	2.9%	13.0%	12.7%	2.2%	6.6%	3.7%	12.7%	12.2%	5.9%	5.8%	6.1%	8.5%	12.8%	3.8%	13.1%
Unweighted Total	1016	209	267	284	256	417	599	590	311	114	419	597	397	419	189	510	258	248	456	560
Mean	1.71	1.74	1.62	1.69	1.80	1.71	1.72	1.73	1.69	1.68	1.70	1.72	1.73	1.70	1.70	1.70	1.73	1.71	1.70	1.73
S.D.	0.45	0.44	0.49	0.46	0.40	0.46	0.45	0.44	0.46	0.47	0.46	0.45	0.45	0.46	0.46	0.46	0.45	0.45	0.46	0.45
Standard error	0.01	0.03	0.03	0.03	0.03	0.02	0.02	0.02	0.02	0.04	0.02	0.02	0.02	0.02	0.03	0.02	0.03	0.03	0.02	0.02
Chi Square		20.9734				.1054		2.2190			.4844		.7010			.5495			.9218	
DF for Chi		3.				1.		2.			1.		2.			2.			1.	
Probability		0.0001				0.7455		0.3297			0.4864		0.7043			0.7598			0.3370	

BASE = RESPONDENTS SUBSCRIBING TO
CABLE OR SATELLITE TELEVISION

Q.42D WHICH OF THE FOLLOWING MOVIE CHANNELS ARE INCLUDED AS PART OF YOUR SUBSCRIPTION TO CABLE OR SATELLITE TELEVISION? **SHOWTIME**

	Total Sample	<------- DMA MARKET ------>				<- INTVLANG >		<---- HOMELANG ---->		<- NATIVITY >		<------ EDUC ------>			<------- AGE ------>			<-- GENDER ->	
		LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	1040	217	273	285	266	484	556	557	363	120	509	532	388	443	198	529	261	250	533	508
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
YES	350	69	99	91	91	192	158	163	152	34	201	149	119	163	65	213	79	58	194	156
	33.6%	31.9%	36.5%	31.8%	34.3%	39.6%	28.5%	29.4%	41.8%	28.4%	39.5%	28.0%	30.6%	36.7%	32.6%	40.2%	30.2%	23.4%	36.5%	30.7%
NO	616	131	151	169	166	286	330	328	208	80	298	319	226	259	125	292	161	164	320	297
	59.3%	60.3%	55.5%	59.1%	62.4%	59.2%	59.3%	58.9%	57.4%	66.8%	58.5%	59.9%	58.2%	58.5%	63.3%	55.2%	61.5%	65.6%	60.0%	58.5%
REFUSED, NO ANSWER	74	17	22	26	9	6	68	65	3	6	10	64	43	22	8	25	22	28	19	55
	7.1%	7.8%	8.1%	9.1%	3.3%	1.3%	12.2%	11.7%	0.8%	4.9%	2.0%	12.0%	11.2%	4.9%	4.1%	4.7%	8.3%	11.0%	3.5%	10.9%
Unweighted Total	1016	209	267	284	256	417	599	590	311	114	419	597	397	419	189	510	258	248	456	560
Mean	1.64	1.65	1.60	1.65	1.65	1.60	1.68	1.67	1.58	1.70	1.60	1.68	1.66	1.61	1.66	1.58	1.67	1.74	1.62	1.66
S.D.	0.48	0.48	0.49	0.48	0.48	0.49	0.47	0.47	0.49	0.46	0.49	0.47	0.48	0.49	0.47	0.49	0.47	0.44	0.49	0.48
Standard error	0.02	0.03	0.03	0.03	0.03	0.02	0.02	0.02	0.03	0.04	0.02	0.02	0.03	0.02	0.03	0.02	0.03	0.03	0.02	0.02
Chi Square		1.7695				6.1444		9.3749			7.4284		1.8747			18.2989			1.2234	
DF for Chi		3.				1.		2.			1.		2.			2.			1.	
Probability		0.6216				0.0132		0.0092			0.0064		0.3917			0.0001			0.2687	

BASE = RESPONDENTS SUBSCRIBING TO
CABLE OR SATELLITE TELEVISION

Q.43 ARE ANY OF THE TELEVISIONS THAT YOU REGULARLY WATCH EQUIPPED WITH A LANGUAGE TRANSLATION DEVICE, COMMONLY CALLED **SAP**?

	Total Sample	<-------- DMA MARKET ------>				<- INTVLANG >		<---- HOMELANG ---->			<- NATIVITY >		<------ EDUC ------>			<------- AGE ------>			<-- GENDER ->	
		LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
	------	--	--	---	---	----	----	----	----	---	------	-----	------	----	----	-----	-----	---	----	------
Weighted Total	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
YES	572	173	127	147	125	315	257	286	225	60	302	270	192	260	117	330	148	94	322	249
	37.2%	45.0%	33.1%	38.3%	32.5%	50.5%	28.1%	31.2%	49.9%	36.4%	44.0%	31.7%	29.7%	41.5%	49.6%	42.7%	39.3%	24.3%	43.2%	31.6%
NO	860	183	231	202	243	269	591	560	202	97	334	525	414	318	102	399	207	254	377	482
	56.0%	47.6%	60.2%	52.6%	63.4%	43.1%	64.7%	61.0%	44.6%	58.5%	48.8%	61.8%	64.1%	50.9%	43.0%	51.5%	55.1%	65.6%	50.6%	61.0%
REFUSED, NO ANSWER	105	28	26	35	16	40	65	72	25	8	50	55	40	47	18	45	21	39	46	59
	6.8%	7.4%	6.8%	9.1%	4.1%	6.4%	7.2%	7.8%	5.5%	5.0%	7.2%	6.5%	6.1%	7.5%	7.4%	5.8%	5.6%	10.1%	6.2%	7.4%
Unweighted Total	1536	384	384	384	384	538	998	987	392	156	569	967	675	603	227	760	384	392	648	888
Mean	1.60	1.51	1.65	1.58	1.66	1.46	1.70	1.66	1.47	1.62	1.53	1.66	1.68	1.55	1.46	1.55	1.58	1.73	1.54	1.66
S.D.	0.49	0.50	0.48	0.49	0.47	0.50	0.46	0.47	0.50	0.49	0.50	0.47	0.47	0.50	0.50	0.50	0.49	0.44	0.50	0.47
Standard error	0.01	0.03	0.03	0.03	0.02	0.02	0.02	0.02	0.02	0.04	0.02	0.02	0.02	0.02	0.03	0.02	0.03	0.02	0.02	0.02
Chi Square		20.4153				80.4677		42.7635			26.8568		39.8236			33.4704			21.3588	
DF for Chi		3.				1.		2.			1.		2.			2.			1.	
Probability		0.0001				0.0000		0.0000			0.0000		0.0000			0.0000			0.0000	

BASE = TOTAL RESPONDENTS

Q.44   HOW OFTEN DO YOU USE THE SAP DEVICE WHEN YOU WATCH TELEVISION AT HOME?   DO YOU USE IT VERY OFTEN, OFTEN, SELDOM OR NEVER?

| | Total Sample | <------- DMA MARKET ------> | | | | <- INTVLANG > | | <---- HOMELANG ----> | | | | <- NATIVITY > | | <------ EDUC ------> | | | <------- AGE ------> | | | <-- GENDER -> | |
		LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	572	173	127	147	125	315	257	286	225	60	302	270	192	260	117	330	148	94	322	249
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
VERY OFTEN	55	9	17	24	5	7	48	48	3	4	9	46	18	24	11	28	18	10	29	26
	9.6%	5.5%	13.4%	16.3%	3.8%	2.1%	18.9%	16.6%	1.5%	7.0%	2.9%	17.2%	9.5%	9.4%	9.7%	8.4%	12.1%	10.2%	9.0%	10.5%
OFTEN	65	28	12	17	8	24	41	42	14	10	18	47	24	30	10	38	18	9	43	22
	11.4%	16.0%	9.7%	11.5%	6.5%	7.7%	15.9%	14.6%	6.1%	16.1%	5.9%	17.5%	12.7%	11.6%	8.9%	11.5%	12.4%	9.3%	13.4%	8.7%
SELDOM	141	52	34	26	29	74	67	82	50	9	72	68	59	52	29	86	34	21	82	59
	24.6%	30.1%	26.6%	17.6%	23.1%	23.4%	26.1%	28.5%	22.4%	14.4%	23.9%	25.4%	30.7%	19.9%	24.9%	26.0%	23.0%	22.2%	25.3%	23.7%
NEVER	308	83	62	80	83	210	97	113	158	36	202	106	87	153	66	176	76	55	166	142
	53.8%	47.7%	48.6%	54.6%	66.6%	66.8%	37.9%	39.6%	70.1%	60.6%	66.8%	39.3%	45.4%	59.1%	56.4%	53.4%	51.7%	58.3%	51.5%	56.7%
REFUSED, NO ANSWER	3	1	2	-	-	-	3	2	-	1	1	2	3	-	-	2	1	-	3	1
	0.6%	0.6%	1.7%				1.3%	0.8%		1.9%	0.5%	0.7%	1.7%			0.7%	0.8%		0.8%	0.3%
Unweighted Total	539	163	123	144	109	268	271	289	194	56	247	292	185	243	108	308	141	90	270	269
Mean	3.23	3.21	3.12	3.11	3.52	3.55	2.84	2.92	3.61	3.31	3.55	2.87	3.14	3.29	3.28	3.25	3.15	3.29	3.20	3.27
S.D.	1.00	0.91	1.06	1.14	0.78	0.73	1.14	1.10	0.67	0.99	0.74	1.12	0.98	1.00	0.99	0.97	1.06	1.01	0.99	1.01
Standard error	0.04	0.07	0.10	0.09	0.07	0.04	0.07	0.07	0.04	0.13	0.04	0.07	0.07	0.06	0.09	0.05	0.09	0.10	0.06	0.06
Chi Square		33.2445				71.8878		66.5951			67.1149		10.2018			3.0706			3.9176	
DF for Chi		9.				3.		6.			3.		6.			6.			3.	
Probability		0.0001				0.0000		0.0000			0.0000		0.1164			0.7999			0.2705	

BASE = RESPONDENTS WITH TELEVISIONS
EQUIPPED WITH SAP

Q.45 WERE YOU BORN IN THE UNITED STATES, IN MEXICO, IN PUERTO RICO OR SOMEWHERE ELSE OUTSIDE OF THE UNITED STATES?

	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNITED STATES	616	131	119	63	304	515	101	148	371	97	616	–	203	295	113	378	118	120	318	298
	40.1%	34.0%	30.9%	16.3%	79.1%	82.6%	11.0%	16.2%	82.1%	58.5%	89.8%		31.5%	47.3%	47.8%	48.9%	31.3%	31.0%	42.6%	37.7%
MEXICO	348	208	49	18	73	26	321	305	22	21	–	348	225	101	18	206	96	46	173	175
	22.6%	54.2%	12.7%	4.7%	18.9%	4.2%	35.2%	33.3%	4.8%	12.5%		40.9%	34.8%	16.2%	7.5%	26.6%	25.5%	11.9%	23.1%	22.2%
PUERTO RICO	70	3	53	12	2	28	41	35	24	10	70	–	23	36	8	20	20	30	29	41
	4.5%	0.7%	13.7%	3.2%	0.6%	4.6%	4.5%	3.9%	5.4%	6.2%	10.2%		3.5%	5.7%	3.2%	2.6%	5.2%	7.7%	3.9%	5.2%
CUBA	161	1	7	153	–	18	143	142	13	6	–	161	62	57	36	22	32	107	74	88
	10.5%	0.3%	1.8%	39.9%		2.9%	15.7%	15.5%	2.9%	3.6%		19.0%	9.5%	9.1%	15.2%	2.9%	8.5%	27.6%	9.9%	11.1%
ARGENTINA	8	–	1	7	–	–	8	7	–	1	–	8	5	1	2	2	5	1	5	3
	0.5%		0.2%	1.8%			0.9%	0.8%		0.6%		0.9%	0.8%	0.1%	0.8%	0.3%	1.3%	0.2%	0.7%	0.3%
COLOMBIA	52	3	15	34	–	4	48	47	2	3	–	52	12	25	15	16	19	17	26	25
	3.4%	0.7%	4.0%	8.7%		0.6%	5.3%	5.1%	0.3%	1.7%		6.1%	1.9%	3.9%	6.2%	2.1%	5.0%	4.3%	3.5%	3.2%
DOMINICAN	54	–	47	7	–	6	48	43	5	6	–	54	21	23	8	18	18	18	20	34
	3.5%		12.2%	1.8%		1.0%	5.2%	4.6%	1.2%	3.6%		6.3%	3.3%	3.8%	3.2%	2.4%	4.8%	4.6%	2.7%	4.3%
ECUADOR	36	–	29	7	–	2	34	29	3	4	–	36	12	16	5	19	9	8	15	21
	2.3%		7.5%	1.9%		0.3%	3.7%	3.2%	0.6%	2.5%		4.2%	1.8%	2.6%	2.2%	2.4%	2.5%	2.0%	2.0%	2.6%
EL SALVADOR	34	7	17	10	1	2	32	32	–	2	–	34	21	9	2	19	7	7	11	23
	2.2%	1.9%	4.3%	2.5%	0.1%	0.4%	3.5%	3.5%		1.0%		4.0%	3.3%	1.4%	1.0%	2.5%	2.0%	1.8%	1.4%	3.0%
GUATEMALA	26	11	9	6	–	2	24	23	1	2	–	26	15	8	3	14	5	6	11	14
	1.7%	2.8%	2.4%	1.6%		0.3%	2.6%	2.5%	0.2%	1.0%		3.0%	2.3%	1.3%	1.1%	1.9%	1.5%	1.5%	1.5%	1.8%
CHILE	13	1	9	3	–	–	13	11	1	2	–	13	5	3	4	6	3	4	7	6
	0.9%	0.2%	2.5%	0.8%			1.4%	1.2%	0.2%	1.0%		1.5%	0.8%	0.5%	1.9%	0.8%	0.7%	1.2%	1.0%	0.7%
HONDURAS	20	2	7	9	2	1	19	14	1	5	–	20	8	9	2	9	5	6	11	9
	1.3%	0.4%	1.9%	2.4%	0.4%	0.1%	2.1%	1.6%	0.2%	2.8%		2.3%	1.2%	1.5%	0.8%	1.1%	1.2%	1.6%	1.5%	1.1%
NICARAGUA	24	3	–	20	1	6	18	21	1	2	–	24	9	11	3	13	7	4	8	15
	1.5%	0.7%		5.3%	0.2%	0.9%	2.0%	2.3%	0.2%	1.3%		2.8%	1.4%	1.7%	1.4%	1.6%	1.9%	1.0%	1.1%	1.9%
PERU	20	3	9	7	1	3	17	17	1	2	–	20	8	6	4	7	8	5	10	10
	1.3%	0.8%	2.4%	1.8%	0.2%	0.5%	1.9%	1.9%	0.2%	1.3%		2.4%	1.3%	1.0%	1.5%	0.9%	2.1%	1.3%	1.4%	1.2%

(CONTINUED)

Q.45 WERE YOU BORN IN THE UNITED STATES, IN MEXICO, IN PUERTO RICO OR SOMEWHERE ELSE OUTSIDE OF THE UNITED STATES?   (CONTINUED)

	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	1536 100.0%	384 100.0%	384 100.0%	384 100.0%	384 100.0%	624 100.0%	913 100.0%	918 100.0%	452 100.0%	165 100.0%	686 100.0%	850 100.0%	645 100.0%	625 100.0%	237 100.0%	774 100.0%	375 100.0%	387 100.0%	746 100.0%	790 100.0%
VENEZUELA	14 0.9%	-	1 0.2%	13 3.3%	-	3 0.5%	11 1.2%	12 1.3%	2 0.4%	-	-	14 1.6%	2 0.3%	8 1.2%	4 1.6%	8 1.0%	6 1.6%	-	5 0.7%	8 1.0%
SPAIN	7 0.5%	-	4 1.1%	3 0.7%	-	-	7 0.8%	5 0.6%	2 0.4%	-	-	7 0.8%	1 0.1%	2 0.3%	4 1.5%	2 0.3%	3 0.7%	2 0.5%	3 0.4%	4 0.5%
OTHER PLACE OUTSIDE U.S.	35 2.3%	13 3.4%	8 2.2%	12 3.2%	2 0.4%	8 1.2%	27 3.0%	26 2.8%	4 1.0%	4 2.5%	-	35 4.1%	13 2.0%	14 2.2%	7 3.0%	13 1.7%	16 4.2%	6 1.7%	19 2.5%	16 2.1%
Unweighted Total	1536	384	384	384	384	538	998	987	392	156	569	967	675	603	227	760	384	392	648	888
Mean	3.67	2.43	4.91	6.01	1.33	1.74	4.99	4.76	1.69	3.04	1.20	5.66	3.59	3.52	4.04	3.16	4.17	4.22	3.45	3.88
S.D.	3.80	2.65	4.22	4.16	1.25	2.32	4.04	4.03	2.18	3.61	0.61	4.11	3.59	3.79	4.18	3.73	4.09	3.49	3.66	3.91
Standard error	0.10	0.14	0.22	0.21	0.06	0.09	0.13	0.13	0.10	0.28	0.02	0.14	0.14	0.15	0.27	0.13	0.21	0.18	0.13	0.14
Chi Square		1381.72 *				824.973 *		626.877 *			1536.32 *		153.407 *			263.831 *			16.3068 *	
DF for Chi		48.				16.		32.			16.		32.			32.			16.	
Probability		0.0000				0.0000		0.0000			0.0000		0.0000			0.0000			0.4318	

BASE = TOTAL RESPONDENTS

Q.46 WAS YOUR FATHER BORN IN THE UNITED STATES, IN MEXICO, IN PUERTO RICO OR SOMEWHERE ELSE OUTSIDE OF THE UNITED STATES?

	Total Sample	DMA MARKET LA	NY	MIA	SAN	INTVLANG ENGL	SPAN	HOMELANG SPAN DOM	ENGL DOM	BIL	NATIVITY NATIVE	FORGN BORN	EDUC LT HSG	HSG, SOME COLL	COLL GRAD	AGE 16-34	35-49	50+	GENDER MALE	FEMALE
Weighted Total	1536 100.0%	384 100.0%	384 100.0%	384 100.0%	384 100.0%	624 100.0%	913 100.0%	918 100.0%	452 100.0%	165 100.0%	686 100.0%	850 100.0%	645 100.0%	625 100.0%	237 100.0%	774 100.0%	375 100.0%	387 100.0%	746 100.0%	790 100.0%
UNITED STATES	283 18.4%	54 13.9%	23 5.9%	13 3.4%	194 50.6%	260 41.7%	23 2.5%	41 4.5%	206 45.6%	36 21.7%	277 40.4%	6 0.8%	78 12.1%	159 25.4%	47 19.7%	147 18.9%	77 20.4%	60 15.5%	133 17.8%	151 19.1%
MEXICO	513 33.4%	270 70.3%	56 14.7%	22 5.6%	165 42.9%	153 24.6%	360 39.4%	362 39.4%	99 21.9%	53 31.9%	176 25.7%	337 39.6%	301 46.6%	157 25.2%	51 21.4%	305 39.5%	117 31.3%	90 23.3%	267 35.9%	246 31.1%
PUERTO RICO	122 7.9%	1 0.3%	95 24.9%	18 4.7%	7 1.9%	73 11.6%	49 5.4%	48 5.2%	59 13.0%	15 9.3%	121 17.6%	1 0.1%	41 6.4%	60 9.7%	16 6.9%	56 7.3%	31 8.2%	35 8.9%	64 8.6%	58 7.3%
CUBA	175 11.4%	5 1.2%	10 2.5%	160 41.7%	1 0.3%	46 7.4%	129 14.1%	135 14.7%	30 6.7%	10 6.3%	38 5.5%	138 16.2%	62 9.6%	71 11.3%	39 16.4%	51 6.6%	33 8.9%	91 23.4%	87 11.7%	88 11.2%
ARGENTINA	9 0.6%	-	2 0.6%	7 1.8%	-	1 0.2%	8 0.9%	7 0.8%	1 0.3%	1 0.6%	1 0.2%	8 0.9%	5 0.8%	1 0.1%	3 1.4%	4 0.5%	5 1.3%	1 0.2%	7 0.9%	3 0.3%
COLOMBIA	64 4.2%	5 1.2%	21 5.5%	38 9.8%	1 0.3%	14 2.2%	51 5.5%	50 5.5%	10 2.2%	4 2.4%	11 1.6%	54 6.3%	13 2.1%	33 5.2%	17 7.3%	23 3.0%	23 6.2%	18 4.6%	32 4.2%	33 4.1%
DOMINICAN	69 4.5%	-	61 16.0%	8 2.1%	-	17 2.7%	52 5.7%	44 4.8%	15 3.3%	11 6.4%	17 2.4%	53 6.2%	25 3.8%	32 5.2%	10 4.4%	36 4.6%	16 4.3%	18 4.6%	26 3.5%	43 5.5%
ECUADOR	48 3.1%	-	31 8.1%	8 2.2%	9 2.3%	10 1.6%	38 4.2%	34 3.7%	8 1.8%	6 3.6%	12 1.7%	37 4.3%	17 2.6%	22 3.5%	6 2.7%	28 3.7%	9 2.5%	11 2.7%	20 2.7%	28 3.5%
EL SALVADOR	46 3.0%	19 4.8%	17 4.3%	11 2.8%	1 0.1%	5 0.8%	42 4.6%	43 4.7%	-	4 2.2%	5 0.7%	41 4.9%	29 4.6%	13 2.1%	2 1.0%	29 3.8%	10 2.7%	7 1.9%	19 2.5%	28 3.5%
GUATEMALA	28 1.9%	12 3.2%	10 2.6%	6 1.6%	-	3 0.4%	26 2.8%	25 2.7%	2 0.4%	2 1.0%	1 0.1%	27 3.2%	17 2.6%	8 1.3%	4 1.5%	17 2.2%	5 1.5%	6 1.5%	12 1.6%	16 2.1%
CHILE	15 1.0%	2 0.6%	10 2.5%	3 0.8%	-	2 0.4%	13 1.4%	11 1.2%	1 0.2%	3 1.7%	3 0.4%	12 1.4%	7 1.1%	2 0.4%	6 2.4%	7 0.9%	3 0.9%	4 1.2%	8 1.1%	7 0.9%
HONDURAS	20 1.3%	2 0.5%	6 1.7%	10 2.7%	2 0.4%	2 0.3%	18 2.0%	15 1.7%	2 0.4%	3 1.8%	2 0.3%	18 2.1%	6 0.9%	11 1.8%	2 0.8%	10 1.3%	5 1.2%	5 1.4%	10 1.3%	10 1.3%
NICARAGUA	25 1.6%	3 0.7%	1 0.3%	20 5.3%	1 0.2%	7 1.1%	18 2.0%	21 2.3%	1 0.2%	3 2.1%	1 0.2%	24 2.8%	9 1.4%	12 1.9%	3 1.4%	14 1.8%	7 1.9%	4 1.0%	8 1.1%	17 2.1%
PERU	23 1.5%	3 0.8%	9 2.4%	9 2.4%	1 0.2%	5 0.9%	17 1.9%	19 2.1%	1 0.2%	2 1.3%	2 0.3%	20 2.4%	8 1.3%	9 1.4%	5 1.9%	9 1.2%	8 2.1%	5 1.3%	13 1.7%	10 1.2%

(CONTINUED)

Q.46 WAS YOUR FATHER BORN IN THE UNITED STATES, IN MEXICO, IN PUERTO RICO OR SOMEWHERE ELSE OUTSIDE OF THE UNITED STATES? (CONTINUED)

	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
VENEZUELA	12	-	1	11	-	2	10	10	2	-	-	12	2	7	3	7	5	-	4	7
	0.7%		0.2%	2.8%		0.3%	1.0%	1.0%	0.4%			1.4%	0.3%	1.1%	1.2%	0.9%	1.3%		0.6%	0.9%
SPAIN	28	-	8	18	2	5	24	23	2	2	5	23	9	6	12	6	4	19	10	18
	1.8%		2.0%	4.7%	0.6%	0.7%	2.6%	2.6%	0.5%	1.5%	0.7%	2.7%	1.5%	0.9%	5.1%	0.7%	1.0%	4.9%	1.3%	2.3%
OTHER PLACE OUTSIDE U.S.	39	7	15	16	1	13	25	21	11	6	8	30	10	18	10	16	11	11	18	20
	2.5%	1.7%	3.9%	4.1%	0.3%	2.1%	2.8%	2.3%	2.4%	3.6%	1.2%	3.5%	1.6%	2.9%	4.4%	2.1%	2.9%	2.9%	2.5%	2.6%
REFUSED, NO ANSWER	16	3	7	6	-	6	10	9	2	5	6	10	6	3	-	9	5	2	8	8
	1.0%	0.8%	1.8%	1.6%		0.9%	1.1%	1.0%	0.5%	2.9%	0.9%	1.1%	0.9%	0.5%		1.1%	1.4%	0.5%	1.0%	1.0%
Unweighted Total	1536	384	384	384	384	538	998	987	392	156	569	967	675	603	227	760	384	392	648	888
Mean	4.45	2.98	5.95	7.05	1.90	2.94	5.49	5.38	2.66	4.25	2.64	5.92	4.23	4.31	5.23	4.18	4.44	5.00	4.22	4.68
S.D.	4.04	3.00	3.99	4.32	2.09	3.12	4.27	4.30	2.68	4.00	2.60	4.39	3.86	3.95	4.58	3.91	4.07	4.22	3.84	4.21
Standard error	0.10	0.15	0.21	0.22	0.11	0.13	0.14	0.14	0.13	0.32	0.10	0.15	0.15	0.16	0.30	0.14	0.21	0.22	0.14	0.15

Chi Square	1641.39 *					448.742 *		433.645 *			680.874 *		167.826 *			140.731 *			17.0933 *	
DF for Chi	48.					16.		32.			16.		32.			32.			16.	
Probability	0.0000					0.0000		0.0000			0.0000		0.0000			0.0000			0.3796	

BASE = TOTAL RESPONDENTS

Q.47 WAS YOUR MOTHER BORN IN THE UNITED STATES, IN MEXICO, IN PUERTO RICO OR SOMEWHERE ELSE OUTSIDE OF THE UNITED STATES?

	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNITED STATES	319	57	26	13	223	287	33	55	222	43	309	10	96	178	44	167	84	68	157	162
	20.8%	14.7%	6.9%	3.3%	58.2%	45.9%	3.6%	5.9%	49.1%	25.8%	45.1%	1.1%	14.9%	28.5%	18.7%	21.6%	22.4%	17.6%	21.1%	20.5%
MEXICO	487	264	55	24	144	129	358	359	81	47	147	340	288	146	48	299	108	79	249	238
	31.7%	68.8%	14.2%	6.2%	37.6%	20.7%	39.2%	39.1%	17.9%	28.6%	21.5%	39.9%	44.7%	23.3%	20.2%	38.7%	28.9%	20.5%	33.3%	30.2%
PUERTO RICO	119	2	96	19	2	72	47	42	60	18	118	1	40	55	20	51	32	36	61	58
	7.8%	0.5%	25.0%	5.0%	0.6%	11.6%	5.1%	4.6%	13.2%	10.6%	17.3%	0.1%	6.1%	8.9%	8.7%	6.6%	8.5%	9.4%	8.2%	7.4%
CUBA	186	3	10	172	1	48	137	146	31	8	39	147	65	76	41	55	32	99	89	97
	12.1%	0.7%	2.7%	44.7%	0.3%	7.8%	15.0%	15.9%	6.9%	5.1%	5.7%	17.3%	10.0%	12.1%	17.5%	7.1%	8.6%	25.5%	11.9%	12.3%
ARGENTINA	8	–	1	7	–	–	8	6	–	2	–	8	4	1	3	1	6	1	4	4
	0.5%		0.2%	1.8%			0.9%	0.6%		1.1%		0.9%	0.6%	0.1%	1.2%	0.1%	1.5%	0.2%	0.6%	0.5%
COLOMBIA	63	6	21	35	1	15	48	49	8	6	11	52	16	30	16	23	23	17	30	33
	4.1%	1.6%	5.6%	9.0%	0.3%	2.4%	5.3%	5.4%	1.7%	3.6%	1.6%	6.1%	2.4%	4.8%	7.0%	3.0%	6.2%	4.3%	4.1%	4.1%
DOMINICAN	68	–	61	7	–	16	52	45	15	8	14	54	24	32	10	33	17	18	27	41
	4.4%		15.9%	1.8%		2.5%	5.7%	4.9%	3.3%	5.1%	2.1%	6.3%	3.7%	5.2%	4.3%	4.3%	4.5%	4.6%	3.6%	5.2%
ECUADOR	43	–	31	7	4	7	36	32	6	5	6	37	14	19	8	23	11	10	20	23
	2.8%		8.2%	1.9%	1.1%	1.1%	3.9%	3.4%	1.4%	3.0%	0.9%	4.3%	2.2%	3.0%	3.3%	2.9%	2.8%	2.5%	2.7%	2.9%
EL SALVADOR	47	19	17	11	1	6	41	42	1	4	6	41	29	14	2	29	10	7	19	28
	3.0%	4.9%	4.3%	2.8%	0.1%	0.9%	4.5%	4.6%	0.2%	2.2%	0.9%	4.8%	4.4%	2.2%	1.0%	3.8%	2.7%	1.9%	2.5%	3.5%
GUATEMALA	28	14	9	5	–	4	24	24	3	1	3	26	16	9	4	18	5	5	13	15
	1.8%	3.6%	2.4%	1.3%		0.7%	2.6%	2.6%	0.7%	0.5%	0.4%	3.0%	2.4%	1.4%	1.5%	2.3%	1.5%	1.3%	1.7%	1.9%
CHILE	13	1	10	2	–	–	13	11	1	2	3	10	6	4	3	7	3	4	7	6
	0.9%	0.2%	2.7%	0.5%			1.4%	1.2%	0.2%	1.0%	0.4%	1.2%	0.9%	0.6%	1.5%	0.9%	0.7%	0.9%	0.9%	0.8%
HONDURAS	22	2	6	12	2	1	21	15	1	6	1	21	8	11	2	11	5	6	11	11
	1.4%	0.4%	1.7%	3.2%	0.4%	0.1%	2.3%	1.7%	0.2%	3.5%	0.1%	2.5%	1.2%	1.8%	0.8%	1.4%	1.2%	1.6%	1.5%	1.4%
NICARAGUA	24	3	1	19	1	6	18	21	2	1	1	23	8	11	5	13	7	4	7	17
	1.6%	0.7%	0.3%	5.0%	0.2%	0.9%	2.0%	2.3%	0.4%	0.7%	0.2%	2.7%	1.3%	1.7%	2.0%	1.6%	1.9%	1.0%	1.0%	2.1%
PERU	23	5	9	9	1	8	15	20	–	3	5	18	10	9	4	11	7	5	12	11
	1.5%	1.2%	2.3%	2.4%	0.2%	1.3%	1.7%	2.2%		2.1%	0.7%	2.2%	1.6%	1.4%	1.5%	1.4%	1.9%	1.3%	1.7%	1.4%

(CONTINUED)

Q.47 WAS YOUR MOTHER BORN IN THE UNITED STATES, IN MEXICO, IN PUERTO RICO OR SOMEWHERE ELSE OUTSIDE OF THE UNITED STATES? (CONTINUED)

	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
VENEZUELA	12	-	2	11	-	3	9	10	2	-	-	12	1	8	4	7	5	-	4	8
	0.8%		0.4%	2.8%		0.5%	1.0%	1.1%	0.4%			1.4%	0.1%	1.2%	1.6%	0.9%	1.4%		0.6%	1.0%
SPAIN	23	2	7	11	3	5	18	13	5	5	6	17	7	7	8	5	4	14	8	15
	1.5%	0.5%	1.9%	2.8%	0.8%	0.8%	1.9%	1.5%	1.1%	2.8%	0.8%	2.0%	1.1%	1.1%	3.5%	0.6%	1.0%	3.7%	1.1%	1.8%
OTHER PLACE OUTSIDE U.S.	38	7	14	16	1	12	26	22	11	4	10	28	12	14	13	17	11	10	19	19
	2.5%	1.8%	3.7%	4.2%	0.3%	2.0%	2.9%	2.4%	2.4%	2.5%	1.5%	3.3%	1.8%	2.2%	5.4%	2.2%	3.0%	2.7%	2.6%	2.4%
REFUSED, NO ANSWER	13	1	6	5	-	5	8	6	4	3	5	8	2	3	1	4	5	3	7	6
	0.8%	0.4%	1.7%	1.3%		0.8%	0.9%	0.6%	0.8%	2.0%	0.8%	0.9%	0.4%	0.4%	0.3%	0.5%	1.4%	0.9%	0.9%	0.7%
Unweighted Total	1536	384	384	384	384	538	998	987	392	156	569	967	675	603	227	760	384	392	648	888
Mean	4.36	3.10	5.90	6.74	1.75	2.90	5.36	5.20	2.68	4.29	2.60	5.78	4.11	4.27	5.08	4.10	4.41	4.83	4.13	4.58
S.D.	3.99	3.24	3.99	4.09	2.03	3.20	4.16	4.15	2.88	4.27	2.71	4.28	3.78	4.01	4.33	3.92	4.05	4.02	3.80	4.14
Standard error	0.10	0.17	0.21	0.21	0.10	0.13	0.14	0.14	0.14	0.34	0.10	0.15	0.15	0.16	0.28	0.14	0.21	0.21	0.14	0.15

Chi Square		1734.38 *				481.683 *		460.227 *			724.514 *		151.750 *			159.080 *			11.1822 *	
DF for Chi		48.				16.		32.			16.		32.			32.			16.	
Probability		0.0000				0.0000		0.0000			0.0000		0.0000			0.0000			0.7981	

BASE = TOTAL RESPONDENTS

Q.48 HOW MANY YEARS HAVE YOU LIVED IN THE U.S.?

	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
1-5 YRS	230	60	81	76	13	5	225	215	5	10	18	212	118	77	33	150	56	23	103	126
	15.0%	15.5%	21.0%	19.9%	3.5%	0.7%	24.7%	23.5%	1.0%	5.9%	2.6%	24.9%	18.3%	12.3%	13.8%	19.4%	15.0%	5.9%	13.9%	16.0%
6-10 YRS	193	62	65	45	22	20	172	172	9	12	16	176	90	73	27	126	47	19	91	102
	12.5%	16.1%	16.8%	11.6%	5.6%	3.2%	18.9%	18.7%	2.0%	7.1%	2.4%	20.7%	13.9%	11.7%	11.5%	16.3%	12.5%	5.0%	12.1%	12.9%
11-15 YRS	152	51	38	51	11	23	129	123	13	15	16	135	78	52	19	87	37	27	65	86
	9.9%	13.4%	9.9%	13.3%	2.9%	3.7%	14.1%	13.4%	3.0%	9.1%	2.4%	15.9%	12.1%	8.2%	8.1%	11.2%	9.9%	7.1%	8.8%	10.9%
16-20 YRS	267	97	56	44	70	160	107	133	101	33	166	101	158	95	13	188	50	29	142	125
	17.4%	25.3%	14.5%	11.5%	18.2%	25.7%	11.7%	14.5%	22.3%	20.0%	24.2%	11.9%	24.5%	15.1%	5.4%	24.2%	13.3%	7.6%	19.0%	15.8%
OVER 20 YRS	689	114	141	165	268	414	274	271	323	93	468	220	202	329	145	220	182	287	342	347
	44.8%	29.8%	36.7%	43.0%	69.8%	66.4%	30.0%	29.5%	71.5%	56.6%	68.3%	25.9%	31.3%	52.7%	61.2%	28.4%	48.4%	74.1%	45.8%	43.9%
REFUSED, NO ANSWER	7	–	4	3	–	1	6	4	1	2	1	6	–	–	–	3	3	1	3	4
	0.4%		1.0%	0.8%		0.2%	0.6%	0.4%	0.2%	1.2%	0.2%	0.7%				0.4%	0.8%	0.3%	0.4%	0.5%
Unweighted Total	1536	384	384	384	384	538	998	987	392	156	569	967	675	603	227	760	384	392	648	888
Mean	23.15	18.66	19.35	20.27	34.25	31.34	17.53	17.49	31.87	30.77	32.65	15.45	20.08	24.58	27.27	15.35	23.37	38.49	23.25	23.05
S.D.	17.44	14.07	15.70	14.51	19.90	16.29	15.92	15.33	15.50	20.64	17.99	12.48	16.96	16.98	18.05	9.18	15.21	21.38	16.73	18.09
Standard error	0.45	0.72	0.81	0.74	1.02	0.65	0.53	0.51	0.73	1.62	0.69	0.43	0.67	0.68	1.17	0.33	0.79	1.09	0.61	0.64
F value		80.7886				272.519		142.215			484.476		19.3387			321.773			.0475	
Probability		0.0000				0.0000		0.0000			0.0000		0.0000			0.0000			0.8274	
t value						16.5081					22.0108								.2180	

BASE = TOTAL RESPONDENTS

Q.49 WHAT WAS THE LAST GRADE OF SCHOOL THAT YOU COMPLETED?

	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
	------	--	--	---	---	----	----	----	----	---	------	-----	------	----	----	-----	-----	---	----	------
Weighted Total	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
LT HSG	645	219	151	132	143	185	460	471	113	61	226	419	645	–	–	346	132	168	295	351
------	42.0%	57.0%	39.4%	34.3%	37.3%	29.7%	50.4%	51.3%	25.0%	37.2%	33.0%	49.3%	100.0%			44.7%	35.2%	43.3%	39.5%	44.4%
NO SCHOOLING COMPLETED	25	4	9	3	9	1	24	20	2	2	10	14	25	–	–	3	6	15	7	18
	1.6%	1.0%	2.4%	0.7%	2.3%	0.2%	2.6%	2.2%	0.5%	1.5%	1.5%	1.7%	3.8%			0.3%	1.7%	4.0%	0.9%	2.3%
NURSERY SCHOOL TO 4TH GRADE	70	20	21	18	10	2	67	63	3	3	15	55	70	–	–	17	21	31	31	39
	4.5%	5.2%	5.5%	4.7%	2.7%	0.3%	7.4%	6.9%	0.7%	2.1%	2.1%	6.5%	10.8%			2.2%	5.7%	8.1%	4.1%	4.9%
5TH GRADE OR 6 GRADE	119	43	33	28	15	–	119	112	1	6	8	111	119	–	–	47	25	48	54	65
	7.8%	11.2%	8.7%	7.4%	3.8%		13.1%	12.2%	0.2%	3.9%	1.1%	13.1%	18.5%			6.0%	6.6%	12.4%	7.2%	8.3%
7TH GRADE OR 8TH GRADE	74	20	20	20	13	9	65	60	6	8	15	59	74	–	–	33	14	26	33	41
	4.8%	5.2%	5.3%	5.2%	3.4%	1.4%	7.1%	6.5%	1.3%	4.8%	2.1%	6.9%	11.4%			4.3%	3.8%	6.7%	4.4%	5.2%
9TH GRADE	77	21	20	14	22	25	51	55	10	12	30	46	77	–	–	45	19	12	29	47
	5.0%	5.4%	5.2%	3.6%	5.9%	4.1%	5.6%	5.9%	2.3%	7.2%	4.4%	5.5%	11.9%			5.8%	5.1%	3.2%	3.9%	6.0%
10TH GRADE	79	23	17	9	31	47	32	43	29	7	48	31	79	–	–	56	10	14	39	40
	5.1%	5.9%	4.4%	2.3%	8.0%	7.6%	3.5%	4.7%	6.4%	4.1%	6.9%	3.7%	12.2%			7.2%	2.6%	3.5%	5.3%	5.0%
11TH GRADE	98	36	14	16	32	59	40	49	39	10	60	39	98	–	–	76	13	10	54	44
	6.4%	9.3%	3.7%	4.3%	8.3%	9.4%	4.4%	5.3%	8.7%	6.3%	8.7%	4.5%	15.2%			9.8%	3.3%	2.5%	7.3%	5.6%
12TH GRADE, NO DIPLOMA	105	53	17	24	11	42	62	70	23	12	41	63	105	–	–	69	24	11	48	57
	6.8%	13.8%	4.3%	6.2%	3.0%	6.8%	6.8%	7.6%	5.0%	7.4%	6.0%	7.4%	16.2%			9.0%	6.4%	2.9%	6.4%	7.2%
HSG, SOME COLLEGE ---------	625	134	148	165	178	313	312	308	242	75	331	294	–	625	–	336	145	144	317	308
	40.7%	34.8%	38.6%	42.9%	46.3%	50.2%	34.2%	33.5%	53.6%	45.4%	48.2%	34.6%		100.0%		43.4%	38.6%	37.3%	42.5%	38.9%
HSG, HS DIPLOMA OR GED	356	84	70	86	116	171	185	188	121	47	182	174	–	356	–	204	72	80	181	174
	23.2%	21.8%	18.3%	22.3%	30.2%	27.4%	20.3%	20.5%	26.8%	28.2%	26.5%	20.5%		57.0%		26.4%	19.1%	20.6%	24.3%	22.1%

(CONTINUED)

Q.49 WHAT WAS THE LAST GRADE OF SCHOOL THAT YOU COMPLETED? (CONTINUED)

		<------- DMA MARKET ------>				<- INTVLANG >		<---- HOMELANG ---->			<- NATIVITY >		<------ EDUC ------>			<------- AGE ------>			<-- GENDER ->	
	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
	------	--	--	---	---	----	----	----	----	---	------	-----	------	----	----	-----	-----	---	----	------
Weighted Total	1536 100.0%	384 100.0%	384 100.0%	384 100.0%	384 100.0%	624 100.0%	913 100.0%	918 100.0%	452 100.0%	165 100.0%	686 100.0%	850 100.0%	645 100.0%	625 100.0%	237 100.0%	774 100.0%	375 100.0%	387 100.0%	746 100.0%	790 100.0%
SOME COLLEGE CREDIT, BUT LT 1 YEAR	89 5.8%	17 4.5%	30 7.8%	24 6.2%	18 4.7%	52 8.4%	36 4.0%	41 4.5%	39 8.7%	9 5.2%	57 8.3%	32 3.7%	–	89 14.2%	–	59 7.7%	18 4.7%	12 3.0%	49 6.5%	40 5.0%
1 OR MORE YEARS OF COLLEGE	180 11.7%	33 8.6%	48 12.5%	55 14.4%	44 11.5%	90 14.4%	90 9.9%	78 8.5%	82 18.1%	20 12.1%	92 13.4%	88 10.4%	–	180 28.8%	–	72 9.3%	55 14.7%	53 13.7%	87 11.6%	93 11.8%
ASSOC DEGREE -----------	99 6.5%	12 3.1%	25 6.5%	34 8.8%	29 7.4%	60 9.6%	39 4.3%	44 4.8%	43 9.4%	12 7.2%	61 8.9%	38 4.5%	–	–	99 41.9%	40 5.1%	42 11.2%	18 4.5%	56 7.5%	43 5.5%
ASSOCIATE DEGREE	99 6.5%	12 3.1%	25 6.5%	34 8.8%	29 7.4%	60 9.6%	39 4.3%	44 4.8%	43 9.4%	12 7.2%	61 8.9%	38 4.5%	–	–	99 41.9%	40 5.1%	42 11.2%	18 4.5%	56 7.5%	43 5.5%
BACHELORS DEGREE PLUS -----------	138 9.0%	18 4.6%	45 11.8%	45 11.7%	30 7.7%	62 9.9%	76 8.3%	75 8.2%	50 11.0%	13 7.7%	60 8.7%	78 9.1%	–	–	138 58.1%	43 5.6%	49 13.2%	45 11.6%	67 9.0%	71 8.9%
BACHELOR'S DEGREE	87 5.7%	14 3.6%	32 8.3%	25 6.5%	17 4.4%	41 6.6%	46 5.1%	44 4.8%	34 7.6%	9 5.7%	39 5.7%	48 5.7%	–	–	87 37.0%	31 4.0%	32 8.5%	24 6.3%	44 5.8%	44 5.6%
MASTER'S DEGREE	25 1.7%	1 0.3%	5 1.4%	11 2.7%	8 2.1%	14 2.2%	12 1.3%	15 1.7%	9 2.0%	1 0.8%	14 2.0%	12 1.4%	–	–	25 10.7%	7 0.9%	8 2.0%	11 2.8%	10 1.4%	15 1.9%
PROFESSIONAL DEGREE	17 1.1%	1 0.3%	7 1.7%	7 2.0%	2 0.5%	2 0.3%	15 1.7%	13 1.4%	2 0.4%	2 1.2%	2 0.3%	15 1.7%	–	–	17 7.2%	4 0.5%	8 2.0%	5 1.4%	8 1.1%	9 1.1%
DOCTORATE DEGREE	8 0.5%	1 0.4%	1 0.4%	2 0.5%	3 0.7%	5 0.8%	3 0.3%	3 0.3%	5 1.1%	–	5 0.7%	3 0.3%	–	–	8 3.2%	1 0.1%	2 0.6%	4 1.1%	5 0.6%	3 0.4%
REFUSED, NO ANSWER	29 1.9%	2 0.5%	14 3.7%	9 2.3%	4 1.1%	4 0.6%	25 2.8%	21 2.3%	4 0.9%	4 2.5%	8 1.2%	21 2.5%	–	–	–	10 1.3%	7 1.9%	13 3.3%	11 1.5%	18 2.3%
Unweighted Total	1536	384	384	384	384	538	998	987	392	156	569	967	675	603	227	760	384	392	648	888
Mean	8.18	7.41	8.21	8.71	8.41	9.36	7.36	7.43	9.57	8.49	8.95	7.55	4.95	9.72	12.93	8.16	8.75	7.68	8.39	7.98
S.D.	3.39	3.10	3.69	3.47	3.12	2.43	3.70	3.60	2.48	3.02	2.84	3.66	2.15	0.88	1.05	2.84	3.63	4.03	3.28	3.47
Standard error	0.09	0.16	0.19	0.18	0.16	0.10	0.12	0.12	0.12	0.24	0.11	0.13	0.08	0.04	0.07	0.10	0.19	0.21	0.12	0.13
Chi Square		152.089 *				243.338 *		194.254 *			166.954 *		3013.83 *			189.985 *			17.6114 *	
DF for Chi		45.				15.		30.			15.		30.			30.			15.	
Probability		0.0000				0.0000		0.0000			0.0000		0.0000			0.0000			0.2836	

BASE = TOTAL RESPONDENTS

Q.50 DO YOU OWN YOUR HOME, ARE YOU CURRENTLY BUYING ONE OR DO YOU RENT?

| | Total Sample | <------- DMA MARKET ------> | | | | <- INTVLANG > | | <---- HOMELANG ----> | | <- NATIVITY > | | <------ EDUC ------> | | | <------- AGE ------> | | | <-- GENDER -> | |
		LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
OWN HOME, BUYING	633	130	70	189	244	346	287	309	251	72	344	289	214	275	140	253	176	205	330	303
	41.2%	33.9%	18.3%	49.2%	63.4%	55.5%	31.4%	33.6%	55.6%	43.8%	50.2%	34.0%	33.2%	44.0%	59.1%	32.6%	46.9%	52.8%	44.3%	38.3%
RENTING	852	243	299	178	132	256	596	580	185	87	320	533	414	337	95	492	192	169	396	457
	55.5%	63.3%	77.8%	46.4%	34.4%	41.1%	65.3%	63.2%	40.9%	52.7%	46.6%	62.6%	64.1%	53.9%	40.1%	63.6%	51.2%	43.5%	53.0%	57.8%
REFUSED, NO ANSWER	51	11	15	17	8	21	30	29	16	6	22	29	17	13	2	29	7	14	20	31
	3.3%	2.8%	3.9%	4.4%	2.2%	3.4%	3.3%	3.2%	3.5%	3.5%	3.2%	3.4%	2.6%	2.1%	0.8%	3.8%	1.9%	3.7%	2.7%	3.9%
Unweighted Total	1536	384	384	384	384	538	998	987	392	156	569	967	675	603	227	760	384	392	648	888
Mean	1.57	1.65	1.81	1.49	1.35	1.43	1.68	1.65	1.42	1.55	1.48	1.65	1.66	1.55	1.40	1.66	1.52	1.45	1.54	1.60
S.D.	0.49	0.48	0.39	0.50	0.48	0.49	0.47	0.48	0.49	0.50	0.50	0.48	0.47	0.50	0.49	0.47	0.50	0.50	0.50	0.49
Standard error	0.01	0.02	0.02	0.03	0.02	0.02	0.02	0.02	0.02	0.04	0.02	0.02	0.02	0.02	0.03	0.02	0.03	0.03	0.02	0.02
Chi Square		180.544				91.4554		63.2955			41.5042		47.4758			49.7838			4.8388	
DF for Chi		3.				1.		2.			1.		2.			2.			1.	
Probability		0.0000				0.0000		0.0000			0.0000		0.0000			0.0000			0.0278	

BASE = TOTAL RESPONDENTS

Q.51 WHAT IS THE TOTAL INCOME EARNED BY ALL MEMBERS OF YOUR HOUSEHOLD LAST YEAR? WAS IT...

| | Total Sample | <------- DMA MARKET ------> | | | | <- INTVLANG > | | <---- HOMELANG ----> | | | <- NATIVITY > | | <------ EDUC ------> | | | <------- AGE ------> | | | <-- GENDER -> | |
		LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	1536	384	384	384	384	624	913	918	452	165	686	850	645	625	237	774	375	387	746	790
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
LT $30K	515	138	134	110	134	151	364	362	100	54	178	338	275	197	40	250	120	145	221	294
-------	33.5%	35.8%	35.0%	28.6%	34.8%	24.3%	39.9%	39.4%	22.1%	32.5%	25.9%	39.7%	42.6%	31.5%	17.0%	32.3%	32.1%	37.5%	29.7%	37.2%
LESS THAN $20,000?	298	73	83	71	70	64	234	227	46	25	86	212	187	95	15	140	64	94	124	174
	19.4%	19.0%	21.6%	18.6%	18.3%	10.3%	25.6%	24.7%	10.2%	14.9%	12.5%	24.9%	29.0%	15.2%	6.3%	18.0%	17.2%	24.2%	16.6%	22.1%
$20,000 BUT LESS THAN $30,000?	217	64	51	38	63	87	130	134	54	29	92	126	88	102	25	110	56	51	98	120
	14.1%	16.8%	13.3%	10.0%	16.5%	14.0%	14.3%	14.6%	11.9%	17.5%	13.4%	14.8%	13.6%	16.3%	10.7%	14.2%	14.9%	13.3%	13.1%	15.1%
$30K PLUS	521	145	109	127	139	291	229	245	223	53	289	232	127	260	133	262	160	99	303	218
---------	33.9%	37.8%	28.5%	33.2%	36.1%	46.7%	25.1%	26.6%	49.3%	31.9%	42.1%	27.3%	19.6%	41.6%	56.3%	33.9%	42.7%	25.5%	40.6%	27.6%
$30,000 BUT LESS THAN $40,000?	198	65	32	50	51	82	117	119	62	18	85	113	67	104	27	105	61	32	113	85
	12.9%	16.9%	8.3%	13.1%	13.4%	13.1%	12.8%	12.9%	13.6%	10.9%	12.5%	13.3%	10.4%	16.6%	11.4%	13.6%	16.3%	8.3%	15.1%	10.8%
$40,000 BUT LESS THAN $50,000?	134	41	26	32	36	79	55	65	56	14	82	52	36	62	37	70	34	31	74	61
	8.8%	10.6%	6.7%	8.2%	9.5%	12.7%	6.0%	7.1%	12.4%	8.3%	12.0%	6.1%	5.5%	9.9%	15.6%	9.0%	9.1%	7.9%	9.9%	7.7%
$50,000 BUT LESS THAN $60,000?	57	5	13	17	22	32	25	26	23	8	31	26	8	32	17	28	16	14	33	25
	3.7%	1.4%	3.4%	4.4%	5.6%	5.1%	2.8%	2.8%	5.1%	5.0%	4.6%	3.0%	1.2%	5.2%	7.3%	3.6%	4.1%	3.5%	4.4%	3.1%
$60,000 BUT LESS THAN $70,000?	38	6	10	9	13	29	8	8	25	4	28	10	4	23	11	18	15	5	24	14
	2.4%	1.4%	2.6%	2.4%	3.3%	4.7%	0.9%	0.8%	5.5%	2.6%	4.0%	1.2%	0.6%	3.6%	4.7%	2.3%	3.9%	1.3%	3.2%	1.8%
$70,000 OR MORE?	93	29	29	19	17	69	24	27	58	8	62	31	12	39	41	41	35	17	60	33
	6.1%	7.5%	7.5%	5.0%	4.3%	11.1%	2.6%	3.0%	12.8%	5.0%	9.1%	3.6%	1.9%	6.3%	17.4%	5.4%	9.3%	4.4%	8.1%	4.2%
REFUSED	500	101	140	147	112	181	319	312	129	59	219	281	244	168	63	262	95	144	222	279
	32.6%	26.4%	36.5%	38.2%	29.1%	29.0%	35.0%	34.0%	28.6%	35.6%	32.0%	33.0%	37.8%	26.8%	26.7%	33.8%	25.2%	37.1%	29.7%	35.2%
Unweighted Total	1536	384	384	384	384	538	998	987	392	156	569	967	675	603	227	760	384	392	648	888
Mean	4.90	4.51	5.14	5.27	4.70	5.21	4.69	4.67	5.29	5.13	5.23	4.64	4.72	4.71	5.51	4.97	4.68	4.97	4.92	4.88
S.D.	3.23	3.11	3.35	3.28	3.14	2.94	3.40	3.37	2.91	3.23	3.05	3.35	3.52	3.03	2.71	3.24	3.03	3.41	3.11	3.35
Standard error	0.08	0.16	0.17	0.17	0.16	0.12	0.11	0.11	0.14	0.25	0.12	0.11	0.14	0.12	0.18	0.12	0.16	0.17	0.11	0.12

	DMA MARKET	INTVLANG	HOMELANG	NATIVITY	EDUC	AGE	GENDER
Chi Square	54.1504	138.326	132.299 *	79.3672	212.763	40.3873	32.5898
DF for Chi	21.	7.	14.	7.	14.	14.	7.
Probability	0.0001	0.0000	0.0000	0.0000	0.0000	0.0002	0.0000

BASE = TOTAL RESPONDENTS

Q.H1 I JUST HAVE TWO QUESTIONS TO ASK YOU. FIRST, WOULD YOU PREFER THAT I CONTINUE THE INTERVIEW IN ENGLISH OR SPANISH? SECOND RESPONDENT

	Total Sample	<------- DMA MARKET ------> LA	NY	MIA	SAN	<- INTVLANG > ENGL	SPAN	<---- HOMELANG ----> SPAN DOM	ENGL DOM	BIL	<- NATIVITY > NATIVE	FORGN BORN	<------ EDUC ------> LT HSG	HSG, SOME COLL	COLL GRAD	<------- AGE ------> 16-34	35-49	50+	<-- GENDER -> MALE	FEMALE
Weighted Total	308	97	71	66	73	120	187	195	91	22	125	183	143	121	43	177	84	47	152	156
ENGLISH	122	37	26	11	48	98	24	30	80	12	97	25	42	55	25	69	35	18	57	65
	39.7%	37.7%	36.0%	17.1%	66.4%	81.0%	13.1%	15.3%	88.3%	54.5%	77.5%	13.8%	29.3%	45.7%	57.9%	39.0%	42.2%	37.5%	37.5%	41.7%
SPANISH	186	61	46	55	24	23	163	165	11	10	28	158	101	66	18	108	48	29	95	91
	60.3%	62.3%	64.0%	82.9%	33.6%	19.0%	86.9%	84.7%	11.7%	45.5%	22.5%	86.2%	70.7%	54.3%	42.1%	61.0%	57.8%	62.5%	62.5%	58.3%
Base	308	97	71	66	73	120	187	195	91	22	125	183	143	121	43	177	84	47	152	156
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Unweighted Total	311	99	73	66	73	104	207	212	79	20	105	206	152	118	40	176	87	48	135	176
Mean	1.60	1.62	1.64	1.83	1.34	1.19	1.87	1.85	1.12	1.46	1.22	1.86	1.71	1.54	1.42	1.61	1.58	1.63	1.62	1.58
S.D.	0.49	0.49	0.48	0.38	0.48	0.39	0.34	0.36	0.32	0.51	0.42	0.35	0.46	0.50	0.50	0.49	0.50	0.49	0.49	0.49
Standard error	0.03	0.05	0.06	0.05	0.06	0.04	0.02	0.03	0.03	0.11	0.04	0.03	0.04	0.05	0.08	0.04	0.05	0.07	0.04	0.04
Chi Square		36.4275				141.464		140.136			125.918		14.1092			.3490			.5728	
DF for Chi		3.				1.		2.			1.		2.			2.			1.	
Probability		0.0000				0.0000		0.0000			0.0000		0.0009			0.8399			0.4492	

BASE = RESPONDENTS COMPLETED SECOND INTERVIEW

Q.2H1 THINKING ABOUT THE LANGUAGE THAT (PERSON 1) USES IN THE HOME, WOULD YOU SAY (PERSON 1) SPEAKS ONLY SPANISH IN THE HOME, MOSTLY SPANISH BUT SOME
      ENGLISH, MOSTLY ENGLISH BUT SOME SPANISH OR ONLY ENGLISH IN THE HOME?   (2ND RESPONDENT)

	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
	<------- DMA MARKET ------>				<- INTVLANG >		<---- HOMELANG ---->			<- NATIVITY >		<------ EDUC ------>			<------- AGE ------>			<-- GENDER ->	
Weighted Total	308	97	71	66	73	120	187	195	91	22	125	183	143	121	43	177	84	47	152	156
SPAN DOM	184	56	47	59	22	19	165	166	10	8	27	157	96	67	19	88	59	38	92	92
	59.8%	57.1%	66.3%	88.8%	30.7%	15.8%	88.1%	85.0%	11.5%	35.8%	21.5%	85.9%	67.7%	55.4%	45.4%	49.7%	69.8%	79.8%	60.7%	59.0%
ENGL DOM	91	28	15	5	43	81	11	12	75	5	82	10	34	38	19	67	19	5	46	46
	29.7%	28.5%	21.7%	8.2%	59.0%	67.1%	5.7%	5.9%	83.1%	20.8%	65.5%	5.3%	23.9%	31.6%	44.8%	38.1%	23.0%	10.5%	30.1%	29.4%
ENG-SPAN EQ	32	14	9	2	7	21	12	18	5	10	16	16	12	16	4	22	6	5	14	18
	10.4%	14.5%	12.0%	3.0%	10.3%	17.1%	6.2%	9.1%	5.4%	43.4%	13.0%	8.7%	8.5%	13.1%	9.7%	12.2%	7.2%	9.7%	9.2%	11.7%
Base	308	97	71	66	73	120	187	195	91	22	125	183	143	121	43	177	84	47	152	156
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Unweighted Total	311	99	73	66	73	104	207	212	79	20	105	206	152	118	40	176	87	48	135	176
Mean	1.51	1.57	1.46	1.14	1.80	2.01	1.18	1.24	1.94	2.08	1.91	1.23	1.41	1.58	1.64	1.62	1.37	1.30	1.48	1.53
S.D.	0.68	0.73	0.70	0.43	0.61	0.58	0.52	0.60	0.41	0.91	0.58	0.59	0.64	0.71	0.66	0.69	0.62	0.64	0.66	0.70
Standard error	0.04	0.07	0.08	0.05	0.07	0.05	0.04	0.04	0.04	0.19	0.05	0.04	0.05	0.06	0.10	0.05	0.07	0.09	0.05	0.06
Chi Square		58.2844				165.519		208.300 *			143.055		9.7273 *			20.2177 *			.5221	
DF for Chi		6.				2.		4.			2.		4.			4.			2.	
Probability		0.0000				0.0000		0.0000			0.0000		0.0453			0.0005			0.7703	

BASE = RESPONDENTS COMPLETING 2ND INTERVIEW

Q.2H2 THINKING ABOUT THE LANGUAGE THAT (PERSON 2) USES IN THE HOME, WOULD YOU SAY (PERSON 2) SPEAKS ONLY SPANISH IN THE HOME, MOSTLY SPANISH BUT SOME
ENGLISH, MOSTLY ENGLISH BUT SOME SPANISH OR ONLY ENGLISH IN THE HOME? (2ND RESPONDENT)

	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	308	97	71	66	73	120	187	195	91	22	125	183	143	121	43	177	84	47	152	156
SPAN DOM	187	59	43	58	28	32	155	165	12	10	36	152	99	68	20	104	50	34	96	92
	61.6%	62.4%	60.3%	87.6%	38.0%	26.6%	84.5%	86.0%	13.3%	45.3%	29.0%	83.8%	69.6%	56.9%	47.1%	59.7%	59.5%	72.6%	64.2%	59.1%
ENGL DOM	86	24	18	7	36	72	13	13	68	5	70	15	25	39	22	53	24	9	43	43
	28.2%	25.8%	25.7%	10.8%	49.5%	60.1%	7.3%	6.7%	75.5%	22.2%	57.1%	8.5%	17.9%	32.5%	50.8%	30.2%	28.5%	19.9%	28.6%	27.8%
ENG-SPAN EQ	28	9	10	-	9	15	13	13	9	6	16	12	16	12	1	15	10	3	10	19
	9.3%	9.9%	14.0%		12.5%	12.5%	7.2%	6.9%	10.1%	27.6%	13.1%	6.7%	11.2%	9.7%	2.1%	8.5%	12.0%	7.5%	6.5%	12.0%
DK-NA	3	2	-	1	-	1	2	1	1	1	1	2	2	1	-	3	-	-	1	2
	0.9%	1.9%		1.6%		0.8%	1.0%	0.4%	1.1%	4.9%	0.8%	1.0%	1.3%	0.9%		1.7%			0.7%	1.2%
NOT ASKED	3	3	-	-	-	-	3	3	1	-	1	2	1	3	-	3	-	1	3	1
Base	304	94	71	66	73	120	184	192	90	22	123	181	142	119	43	174	84	46	149	155
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Unweighted Total	311	99	73	66	73	104	207	212	79	20	105	206	152	118	40	176	87	48	135	176
Mean	1.50	1.51	1.54	1.16	1.74	1.88	1.25	1.22	1.99	1.92	1.86	1.25	1.44	1.55	1.55	1.52	1.53	1.35	1.44	1.55
S.D.	0.70	0.75	0.73	0.48	0.67	0.64	0.63	0.58	0.53	0.98	0.66	0.62	0.74	0.71	0.54	0.72	0.70	0.62	0.65	0.75
Standard error	0.04	0.08	0.09	0.06	0.08	0.06	0.05	0.04	0.06	0.21	0.06	0.05	0.06	0.06	0.08	0.05	0.08	0.09	0.05	0.06

	DMA MARKET	INTVLANG	HOMELANG	NATIVITY	EDUC	AGE	GENDER
Chi Square	44.4387 *	113.896 *	170.599 *	100.658 *	20.7700 *	5.5272 *	2.9856 *
DF for Chi	9.	3.	6.	3.	6.	6.	3.
Probability	0.0000	0.0000	0.0000	0.0000	0.0020	0.4782	0.3939

BASE = RESPONDENTS COMPLETING 2ND INTERVIEW

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Q.2H3 THINKING ABOUT THE LANGUAGE THAT (PERSON 3) USES IN THE HOME, WOULD YOU SAY (PERSON 3) SPEAKS ONLY SPANISH IN THE HOME, MOSTLY SPANISH BUT SOME
      ENGLISH, MOSTLY ENGLISH BUT SOME SPANISH OR ONLY ENGLISH IN THE HOME? (2ND RESPONDENT)

	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	308	97	71	66	73	120	187	195	91	22	125	183	143	121	43	177	84	47	152	156
SPAN DOM	90	32	16	28	14	19	71	79	5	6	16	74	49	33	7	60	24	7	50	40
	41.5%	44.0%	37.9%	60.2%	25.6%	22.5%	53.6%	58.6%	8.0%	30.1%	18.5%	56.6%	44.4%	43.7%	25.0%	44.8%	37.3%	32.8%	47.5%	35.9%
ENGL DOM	83	28	16	10	29	53	31	30	47	7	54	29	34	31	18	49	29	5	38	46
	38.5%	38.3%	39.1%	21.8%	52.3%	62.8%	23.1%	22.3%	74.6%	35.7%	63.3%	22.3%	30.8%	40.5%	62.4%	36.7%	46.0%	27.0%	35.8%	41.1%
ENG-SPAN EQ	33	9	9	7	8	9	25	21	6	6	10	24	23	6	4	16	10	8	14	19
	15.3%	12.8%	21.1%	16.0%	13.9%	10.1%	18.7%	15.4%	9.6%	34.2%	11.3%	18.0%	21.0%	8.2%	12.6%	11.8%	15.1%	40.2%	13.3%	17.3%
DK-NA	10	4	1	1	5	4	6	5	5	-	6	4	4	6	-	9	1	-	4	6
	4.6%	4.9%	1.9%	2.0%	8.3%	4.6%	4.6%	3.7%	7.8%		6.9%	3.1%	3.7%	7.6%		6.7%	1.6%		3.4%	5.7%
NOT ASKED	91	24	29	21	17	36	55	59	28	3	39	52	32	45	13	43	21	27	46	45
Base	216	73	42	46	56	84	132	135	62	19	86	131	111	76	29	133	63	20	106	111
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Unweighted Total	311	99	73	66	73	104	207	212	79	20	105	206	152	118	40	176	87	48	135	176
Mean	1.83	1.79	1.87	1.60	2.05	1.97	1.74	1.64	2.17	2.04	2.07	1.68	1.84	1.80	1.88	1.80	1.81	2.07	1.73	1.93
S.D.	0.85	0.85	0.82	0.83	0.86	0.72	0.92	0.88	0.68	0.82	0.76	0.88	0.89	0.89	0.61	0.89	0.75	0.87	0.82	0.87
Standard error	0.06	0.10	0.13	0.12	0.12	0.08	0.08	0.08	0.09	0.19	0.08	0.08	0.08	0.10	0.11	0.08	0.09	0.20	0.08	0.08

Chi Square	17.8935 *				35.4300 *	65.3794 *		43.8443 *	16.4107 *		15.2576 *		3.3579 *
DF for Chi	9.				3.	6.		3.	6.		6.		3.
Probability	0.0364				0.0000	0.0000		0.0000	0.0117		0.0183		0.3397

BASE = RESPONDENTS COMPLETING 2ND INTERVIEW

Q.2H4 THINKING ABOUT THE LANGUAGE THAT (PERSON 4) USES IN THE HOME, WOULD YOU SAY (PERSON 4) SPEAKS ONLY SPANISH IN THE HOME, MOSTLY SPANISH BUT SOME
      ENGLISH, MOSTLY ENGLISH BUT SOME SPANISH OR ONLY ENGLISH IN THE HOME?   (2ND RESPONDENT)

	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	308	97	71	66	73	120	187	195	91	22	125	183	143	121	43	177	84	47	152	156
SPAN DOM	60	25	14	13	8	17	44	47	7	6	11	49	35	23	2	39	19	3	27	33
	42.2%	45.5%	51.0%	55.8%	22.4%	25.5%	56.1%	59.6%	14.3%	38.7%	18.6%	59.7%	46.2%	47.5%	10.9%	43.2%	41.0%	37.4%	42.5%	41.9%
ENGL DOM	56	15	8	7	25	43	13	15	38	3	43	13	21	22	12	37	17	2	24	32
	39.3%	27.9%	30.4%	30.7%	67.9%	66.7%	16.5%	18.5%	79.8%	21.3%	71.3%	15.5%	28.3%	45.3%	68.6%	40.8%	38.5%	25.0%	37.8%	40.4%
ENG-SPAN EQ	22	11	4	3	4	5	17	14	2	6	6	16	18	2	2	11	8	3	12	11
	15.6%	20.4%	15.7%	13.4%	9.6%	7.8%	22.0%	17.6%	4.3%	40.0%	10.1%	19.7%	24.4%	4.1%	9.9%	12.3%	18.8%	37.6%	18.0%	13.7%
DK-NA	4	3	1	-	-	-	4	3	1	-	-	4	1	2	2	3	1	-	1	3
	3.0%	6.2%	2.9%				5.4%	4.3%	1.6%			5.2%	1.0%	3.2%	10.6%	3.8%	1.7%		1.7%	4.0%
NOT ASKED	165	42	44	43	35	56	109	115	43	6	64	101	67	72	25	86	39	40	87	78
Base	143	55	27	23	37	65	78	79	48	16	61	82	76	49	18	90	45	7	64	78
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Unweighted Total	311	99	73	66	73	104	207	212	79	20	105	206	152	118	40	176	87	48	135	176
Mean	1.79	1.87	1.70	1.58	1.87	1.82	1.77	1.67	1.93	2.01	1.91	1.70	1.80	1.63	2.20	1.77	1.81	2.00	1.79	1.80
S.D.	0.81	0.95	0.85	0.73	0.56	0.55	0.98	0.92	0.50	0.92	0.53	0.96	0.85	0.72	0.79	0.81	0.80	0.93	0.80	0.83
Standard error	0.07	0.13	0.16	0.15	0.09	0.07	0.11	0.10	0.07	0.23	0.07	0.11	0.10	0.10	0.19	0.09	0.12	0.35	0.10	0.09
Chi Square		21.1695 *				38.6234 *		55.8488 *			46.8621 *		24.2773 *			4.2957 *			1.0778 *	
DF for Chi		9.				3.		6.			3.		6.			6.			3.	
Probability		0.0119				0.0000		0.0000			0.0000		0.0005			0.6367			0.7824	

BASE = RESPONDENTS COMPLETING 2ND INTERVIEW

Q.2H5 THINKING ABOUT THE LANGUAGE THAT (PERSON 5) USES IN THE HOME, WOULD YOU SAY (PERSON 5) SPEAKS ONLY SPANISH IN THE HOME, MOSTLY SPANISH BUT SOME
ENGLISH, MOSTLY ENGLISH BUT SOME SPANISH OR ONLY ENGLISH IN THE HOME? (2ND RESPONDENT)

| | Total Sample | <------- DMA MARKET ------> | | | | <- INTVLANG > | | <---- HOMELANG ----> | | | <- NATIVITY > | | <------ EDUC ------> | | | <------- AGE ------> | | | <-- GENDER -> | |
		LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	308	97	71	66	73	120	187	195	91	22	125	183	143	121	43	177	84	47	152	156
SPAN DOM	35	16	7	5	6	7	28	29	3	3	4	31	22	12	1	22	11	2	18	17
	44.2%	51.8%	55.8%	64.8%	22.9%	21.7%	60.1%	70.8%	11.6%	27.4%	12.2%	66.7%	48.8%	42.3%	16.4%	44.9%	48.3%	24.2%	46.0%	42.5%
ENGL DOM	29	9	4	2	15	19	10	8	22	-	21	8	17	9	4	17	9	3	13	17
	37.4%	28.0%	30.7%	23.5%	56.2%	58.4%	22.5%	18.5%	76.7%		65.0%	18.0%	37.0%	32.0%	67.3%	34.8%	41.0%	44.1%	32.5%	42.1%
ENG-SPAN EQ	11	5	2	1	4	5	6	4	1	6	6	5	6	5	1	7	2	2	7	5
	14.6%	15.2%	13.5%	11.7%	15.4%	15.5%	14.0%	10.8%	4.0%	64.2%	18.5%	11.9%	12.5%	17.8%	16.4%	14.2%	10.8%	31.7%	17.8%	11.5%
DK-NA	3	2	-	-	1	1	2	-	2	1	1	2	1	2	-	3	-	-	1	2
	3.8%	5.0%			5.5%	4.4%	3.4%		7.7%	8.4%	4.4%	3.4%	1.7%	7.9%		6.1%			3.7%	3.9%
NOT ASKED	229	66	58	59	47	88	141	154	62	13	93	137	97	94	37	128	61	41	113	117
Base	78	31	13	8	26	32	46	41	28	9	32	46	45	28	5	49	23	6	39	39
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Unweighted Total	311	99	73	66	73	104	207	212	79	20	105	206	152	118	40	176	87	48	135	176
Mean	1.78	1.73	1.58	1.47	2.04	2.03	1.61	1.40	2.08	2.54	2.15	1.52	1.67	1.91	2.00	1.81	1.62	2.07	1.79	1.77
S.D.	0.84	0.91	0.75	0.74	0.79	0.75	0.86	0.68	0.69	1.04	0.69	0.84	0.77	0.97	0.63	0.90	0.69	0.81	0.87	0.81
Standard error	0.09	0.16	0.20	0.27	0.16	0.13	0.13	0.11	0.13	0.34	0.12	0.12	0.11	0.19	0.27	0.13	0.14	0.32	0.14	0.13
Chi Square		9.1598 *				12.9629 *		54.3662 *			24.5056 *		5.0268 *			4.1745 *			1.0774 *	
DF for Chi		9.				3.		6.			3.		6.			6.			3.	
Probability		0.4227				0.0047		0.0000			0.0000		0.5404			0.6531			0.7825	

BASE = RESPONDENTS COMPLETING 2ND INTERVIEW

Q.2H6 THINKING ABOUT THE LANGUAGE THAT (PERSON 6) USES IN THE HOME, WOULD YOU SAY (PERSON 6) SPEAKS ONLY SPANISH IN THE HOME, MOSTLY SPANISH BUT SOME
      ENGLISH, MOSTLY ENGLISH BUT SOME SPANISH OR ONLY ENGLISH IN THE HOME?   (2ND RESPONDENT)

	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	308	97	71	66	73	120	187	195	91	22	125	183	143	121	43	177	84	47	152	156
SPAN DOM	16	6	6	3	1	4	11	12	2	1	1	15	11	4	1	10	5	–	7	9
	41.3%	43.4%	65.3%	100.0%	8.5%	24.2%	55.9%	66.7%	14.0%	28.5%	6.3%	67.8%	48.7%	25.5%	100.0%	44.8%	49.5%		36.3%	46.8%
ENGL DOM	11	1	2	–	8	8	3	2	9	–	9	2	8	3	–	6	3	2	5	6
	29.7%	8.7%	24.7%		61.5%	47.8%	14.3%	10.3%	60.8%		57.4%	8.9%	34.1%	24.6%		25.9%	30.4%	50.2%	27.5%	32.2%
ENG-SPAN EQ	5	2	1	–	2	2	3	2	1	2	3	2	2	3	–	2	1	2	3	2
	14.5%	16.6%	10.0%		18.9%	14.0%	14.9%	10.9%	9.2%	51.8%	21.3%	9.4%	8.9%	24.5%		10.6%	9.6%	49.8%	17.6%	11.2%
DK-NA	5	4	–	–	1	2	3	2	2	1	2	3	2	4	–	4	1	–	4	2
	14.4%	31.3%			11.0%	14.0%	14.8%	12.1%	15.9%	19.7%	15.0%	14.0%	8.3%	25.4%		18.8%	10.5%		18.7%	9.9%
NOT ASKED	270	84	62	63	60	103	167	176	75	18	109	161	120	107	42	154	73	43	132	138
Base	38	13	9	3	13	17	20	18	15	4	16	21	23	14	1	23	11	4	20	18
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Unweighted Total	311	99	73	66	73	104	207	212	79	20	105	206	152	118	40	176	87	48	135	176
Mean	2.02	2.36	1.45	1.00	2.32	2.18	1.89	1.68	2.27	2.63	2.45	1.70	1.77	2.50	1.00	2.03	1.81	2.50	2.19	1.84
S.D.	1.08	1.37	0.71	0.00	0.81	0.98	1.16	1.11	0.92	1.27	0.85	1.14	0.95	1.17	0.00	1.17	1.04	0.58	1.15	1.00
Standard error	0.18	0.38	0.24	0.00	0.23	0.24	0.26	0.26	0.24	0.64	0.21	0.25	0.20	0.31	0.00	0.24	0.32	0.29	0.26	0.23

Chi Square		19.5817 *				5.8101 *		18.7056 *			16.6813 *		5.8994 *		7.4901 *			1.0933 *
DF for Chi		9.				3.		6.			3.		6.		6.			3.
Probability		0.0207				0.1212		0.0047			0.0008		0.4346		0.2779			0.7787

* Some cells had an expected value of less than 5.

BASE = RESPONDENTS COMPLETING 2ND INTERVIEW

Q.2H7 THINKING ABOUT THE LANGUAGE THAT (PERSON 7) USES IN THE HOME, WOULD YOU SAY (PERSON 7) SPEAKS ONLY SPANISH IN THE HOME, MOSTLY SPANISH BUT SOME
      ENGLISH, MOSTLY ENGLISH BUT SOME SPANISH OR ONLY ENGLISH IN THE HOME?   (2ND RESPONDENT)

	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	308	97	71	66	73	120	187	195	91	22	125	183	143	121	43	177	84	47	152	156
SPAN DOM	3	-	2	1	-	1	2	3	-	-	-	3	3	-	-	2	1	-	1	2
	19.7%		48.4%	100.0%		11.7%	36.8%	61.2%				40.4%	33.1%			20.8%	30.4%		15.3%	24.5%
ENGL DOM	7	2	-	-	4	6	1	-	5	1	5	1	3	3	-	5	1	1	3	4
	49.0%	65.7%			75.9%	60.7%	23.9%		68.4%	100.0%	79.5%	17.0%	43.1%	57.6%		50.9%	39.1%	53.1%	36.0%	63.2%
ENG-SPAN EQ	3	1	2	-	-	1	2	2	1	-	-	3	2	1	-	1	1	1	2	1
	20.8%	34.3%	51.6%			12.2%	39.3%	38.8%	14.0%			42.6%	23.8%	16.4%		12.5%	30.4%	46.9%	28.6%	12.3%
DK-NA	1	-	-	-	1	1	-	-	1	-	1	-	-	1	-	1	-	-	1	-
	10.5%				24.1%	15.4%			17.7%		20.5%			25.9%		15.8%			20.1%	
NOT ASKED	294	94	68	65	67	111	183	191	83	21	118	176	135	116	43	168	81	45	144	150
Base	13	3	3	1	6	9	4	4	8	1	7	7	8	5	-	9	3	2	7	6
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		100.0%	100.0%	100.0%	100.0%	100.0%
Unweighted Total	311	99	73	66	73	104	207	212	79	20	105	206	152	118	40	176	87	48	135	176
Mean	2.22	2.34	2.03	1.00	2.48	2.31	2.02	1.78	2.49	2.00	2.41	2.02	1.91	2.68	-	2.23	2.00	2.47	2.53	1.88
S.D.	0.92	0.57	1.20	0.00	0.94	0.92	1.00	1.11	0.83	0.00	0.87	0.99	0.80	0.95	-	1.01	1.00	0.72	1.06	0.65
Standard error	0.25	0.32	0.66	0.00	0.39	0.30	0.48	0.53	0.29	0.00	0.33	0.39	0.28	0.41	-	0.34	0.62	0.52	0.40	0.26
Chi Square		14.9100 *				3.4320 *		10.9717 *			9.7494 *		4.1106 *			2.3480 *			2.3758 *	
DF for Chi		9.				3.		6.			3.		3.			6.			3.	
Probability		0.0934				0.3297		0.0893			0.0208		0.2498			0.8851			0.4982	

BASE = RESPONDENTS COMPLETING 2ND INTERVIEW

Q.2H8 THINKING ABOUT THE LANGUAGE THAT (PERSON 8) USES IN THE HOME, WOULD YOU SAY (PERSON 8) SPEAKS ONLY SPANISH IN THE HOME, MOSTLY SPANISH BUT SOME
ENGLISH, MOSTLY ENGLISH BUT SOME SPANISH OR ONLY ENGLISH IN THE HOME? (2ND RESPONDENT)

	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	308	97	71	66	73	120	187	195	91	22	125	183	143	121	43	177	84	47	152	156
SPAN DOM	1	1	-	-	-	1	-	-	1	-	-	1	1	-	-	1	-	-	1	-
	26.9%	34.3%				50.0%			52.2%			35.7%	52.2%			34.3%			35.7%	
ENGL DOM	1	1	-	-	-	1	-	-	-	1	-	1	-	1	-	1	-	-	1	-
	26.9%	34.3%				50.0%				100.0%		35.7%		55.5%		34.3%			35.7%	
ENG-SPAN EQ	1	-	1	-	-	-	1	1	-	-	-	1	-	1	-	-	-	1	1	-
	21.5%		100.0%				46.7%	100.0%				28.6%		44.5%				100.0%	28.6%	
DK-NA	1	1	-	-	-	-	1	-	1	-	1	-	1	-	-	1	-	-	-	1
	24.6%	31.4%					53.3%		47.8%		100.0%		47.8%			31.4%				100.0%
NOT ASKED	303	94	70	66	73	118	185	194	89	21	124	180	140	119	43	173	84	46	148	155
Base	4	3	1	-	-	2	2	1	2	1	1	3	2	2	-	3	-	1	3	1
	100.0%	100.0%	100.0%			100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		100.0%		100.0%	100.0%	100.0%
Unweighted Total	311	99	73	66	73	104	207	212	79	20	105	206	152	118	40	176	87	48	135	176
Mean	2.44	2.29	3.00	-	-	1.50	3.53	3.00	2.43	2.00	4.00	1.93	2.43	2.44	-	2.29	-	3.00	1.93	4.00
S.D.	1.30	1.48	0.00	-	-	0.67	0.72	0.00	2.05	0.00	0.00	0.97	2.05	0.70	-	1.48	-	0.00	0.97	0.00
Standard error	0.64	0.82	0.00	-	-	0.45	0.52	0.00	1.40	0.00	0.00	0.55	1.40	0.49	-	0.82	-	0.00	0.55	0.00
Chi Square		4.1533 *				4.1533 *		8.3067 *				4.1533 *		4.1533 *		4.1533 *			4.1533 *	
DF for Chi		3.				3.		6.				3.		3.		3.			3.	
Probability		0.2454				0.2454		0.2165				0.2454		0.2454		0.2454			0.2454	

BASE = RESPONDENTS COMPLETING 2ND INTERVIEW

Q.2H9 THINKING ABOUT THE LANGUAGE THAT (PERSON 9) USES IN THE HOME, WOULD YOU SAY (PERSON 9) SPEAKS ONLY SPANISH IN THE HOME, MOSTLY SPANISH BUT SOME
      ENGLISH, MOSTLY ENGLISH BUT SOME SPANISH OR ONLY ENGLISH IN THE HOME? (2ND RESPONDENT)

| | | <------- DMA MARKET ------> | | | <- INTVLANG > | | <---- HOMELANG ----> | | <- NATIVITY > | | <------ EDUC ------> | | | <------- AGE ------> | | | <-- GENDER -> | |
	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	308	97	71	66	73	120	187	195	91	22	125	183	143	121	43	177	84	47	152	156
SPAN DOM	2	2	-	-	-	1	1	-	2	-	1	1	2	-	-	2	-	-	1	1
	65.7%	65.7%				50.0%	100.0%		100.0%		100.0%	50.0%	100.0%			65.7%			50.0%	100.0%
ENGL DOM	1	1	-	-	-	1	-	-	-	1	-	1	-	1	-	1	-	-	1	-
	34.3%	34.3%				50.0%				100.0%		50.0%		100.0%		34.3%			50.0%	
NOT ASKED	304	94	71	66	73	118	186	195	89	21	124	181	140	120	43	173	84	47	149	155
Base	3	3	-	-	-	2	1	-	2	1	1	2	2	1	-	3	-	-	2	1
	100.0%	100.0%				100.0%	100.0%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		100.0%			100.0%	100.0%
Unweighted Total	311	99	73	66	73	104	207	212	79	20	105	206	152	118	40	176	87	48	135	176
Mean	1.34	1.34	-	-	-	1.50	1.00	-	1.00	2.00	1.00	1.50	1.00	2.00	-	1.34	-	-	1.50	1.00
S.D.	0.57	0.57	-	-	-	0.67	0.00	-	0.00	0.00	0.00	0.67	0.00	0.00	-	0.57	-	-	0.67	0.00
Standard error	0.32	0.32	-	-	-	0.45	0.00	-	0.00	0.00	0.00	0.45	0.00	0.00	-	0.32	-	-	0.45	0.00
Chi Square						.1405 *		.3317 *				.1405 *		.3317 *					.1405 *	
DF for Chi						1.		1.				1.		1.					1.	
Probability						0.7078		0.5647				0.7078		0.5647					0.7078	

BASE = RESPONDENTS COMPLETING 2ND INTERVIEW

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Q.2H10 THINKING ABOUT THE LANGUAGE THAT (PERSON 10) USES IN THE HOME, WOULD YOU SAY (PERSON 10) SPEAKS ONLY SPANISH IN THE HOME, MOSTLY SPANISH BUT SOME
        ENGLISH, MOSTLY ENGLISH BUT SOME SPANISH OR ONLY ENGLISH IN THE HOME? (2ND RESPONDENT)

	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
DMA MARKET →						**INTVLANG**		**HOMELANG**			**NATIVITY**		**EDUC**			**AGE**			**GENDER**	
Weighted Total	308	97	71	66	73	120	187	195	91	22	125	183	143	121	43	177	84	47	152	156
SPAN DOM	1	1	-	-	-	-	1	-	1	-	1	-	1	-	-	1	-	-	-	1
	47.8%	47.8%					100.0%		100.0%		100.0%		100.0%			47.8%				100.0%
ENGL DOM	1	1	-	-	-	1	-	-	-	1	-	1	-	1	-	1	-	-	1	-
	52.2%	52.2%				100.0%				100.0%		100.0%		100.0%		52.2%			100.0%	
NOT ASKED	305	95	71	66	73	119	186	195	90	21	124	182	142	120	43	175	84	47	150	155
Base	2	2	-	-	-	1	1	-	1	1	1	1	1	1	-	2	-	-	1	1
	100.0%	100.0%				100.0%	100.0%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		100.0%			100.0%	100.0%
Unweighted Total	311	99	73	66	73	104	207	212	79	20	105	206	152	118	40	176	87	48	135	176
Mean	1.52	1.52	-	-	-	2.00	1.00	-	1.00	2.00	1.00	2.00	1.00	2.00	-	1.52	-	-	2.00	1.00
S.D.	0.68	0.68	-	-	-	0.00	0.00	-	0.00	0.00	0.00	0.00	0.00	0.00	-	0.68	-	-	0.00	0.00
Standard error	0.47	0.47	-	-	-	0.00	0.00	-	0.00	0.00	0.00	0.00	0.00	0.00	-	0.47	-	-	0.00	0.00
Chi Square						.0087 *		.0087 *			.0087 *		.0087 *						.0087 *	
DF for Chi						1.		1.			1.		1.						1.	
Probability						0.9255		0.9255			0.9255		0.9255						0.9255	

BASE = RESPONDENTS COMPLETING 2ND INTERVIEW

Q.H3 WERE YOU BORN IN THE UNITED STATES, IN MEXICO, IN PUERTO RICO OR SOMEWHERE ELSE OUTSIDE OF THE UNITED STATES? SECOND RESPONDENT

	Total Sample	<--- DMA MARKET ---> LA	NY	MIA	SAN	<- INTVLANG > ENGL	SPAN	<--- HOMELANG ---> SPAN DOM	ENGL DOM	BIL	<- NATIVITY > NATIVE	FORGN BORN	<--- EDUC ---> LT HSG	HSG, SOME COLL	COLL GRAD	<--- AGE ---> 16-34	35-49	50+	<-- GENDER -> MALE	FEMALE
Weighted Total	308	97	71	66	73	120	187	195	91	22	125	183	143	121	43	177	84	47	152	156
UNITED STATES	118	30	21	10	58	86	33	35	73	10	94	24	37	59	23	64	37	17	56	62
	38.5%	30.5%	29.2%	15.0%	79.8%	71.2%	17.5%	18.1%	80.8%	45.0%	75.6%	13.2%	25.8%	48.6%	52.8%	36.5%	44.4%	35.6%	36.9%	40.0%
MEXICO	88	55	16	3	14	10	78	77	7	4	9	80	57	26	5	58	22	8	50	39
	28.7%	56.4%	22.2%	5.0%	19.4%	8.1%	41.9%	39.6%	7.6%	18.5%	6.8%	43.6%	40.2%	21.1%	12.4%	32.8%	26.5%	17.1%	32.7%	24.7%
PUERTO RICO	9	-	5	4	-	3	6	7	1	-	6	3	5	4	-	3	4	2	2	6
	2.8%		6.6%	6.0%		2.2%	3.2%	3.8%	1.4%		4.7%	1.5%	3.4%	3.1%		1.7%	4.5%	4.2%	1.6%	3.9%
ELSEWHERE OUTSIDE U.S.	89	11	30	47	1	21	67	74	8	6	15	74	43	31	14	51	20	18	42	46
	28.8%	11.1%	42.0%	71.2%	0.8%	17.5%	36.0%	38.1%	9.0%	28.6%	12.0%	40.2%	30.0%	25.5%	32.6%	28.6%	23.5%	38.8%	28.0%	29.6%
DON'T KNOW, NO ANSWER	4	2	-	2	-	1	3	1	1	2	1	3	1	2	1	1	1	2	1	3
	1.2%	1.9%		2.9%		0.9%	1.4%	0.5%	1.2%	8.0%	0.8%	1.5%	0.5%	1.7%	2.1%	0.4%	1.2%	4.3%	0.7%	1.7%
Base	308	97	71	66	73	120	187	195	91	22	125	183	143	121	43	177	84	47	152	156
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Unweighted Total	311	99	73	66	73	104	207	212	79	20	105	206	152	118	40	176	87	48	135	176
Mean	2.31	2.05	2.62	3.53	1.22	1.73	2.68	2.65	1.47	2.68	1.59	2.80	2.41	2.18	2.27	2.26	2.15	2.76	2.26	2.35
S.D.	1.44	1.31	1.30	1.46	0.47	1.35	1.38	1.25	1.23	2.30	1.23	1.37	1.26	1.54	1.70	1.30	1.42	1.89	1.35	1.53
Standard error	0.08	0.13	0.15	0.18	0.05	0.12	0.10	0.09	0.13	0.49	0.11	0.10	0.11	0.14	0.26	0.10	0.15	0.28	0.11	0.12
Chi Square		177.812 *				93.0801 *		115.759 *			133.478 *		27.6294 *			13.3631 *			4.0323 *	
DF for Chi		12.				4.		8.			4.		8.			8.			4.	
Probability		0.0000				0.0000		0.0000			0.0000		0.0006			0.1000			0.4017	

BASE = RESPONDENTS COMPLETING 2ND INTERVIEW

Q.H4 WAS YOUR FATHER BORN IN THE UNITED STATES, IN MEXICO, IN PUERTO RICO OR SOMEWHERE ELSE OUTSIDE OF THE UNITED STATES? SECOND RESPONDENT

	Total Sample	<--------- DMA MARKET ------> LA	NY	MIA	SAN	<- INTVLANG > ENGL	SPAN	<---- HOMELANG ----> SPAN DOM	ENGL DOM	BIL	<- NATIVITY > NATIVE	FORGN BORN	<------ EDUC ------> LT HSG	HSG, SOME COLL	COLL GRAD	<------- AGE ------> 16-34	35-49	50+	<-- GENDER -> MALE	FEMALE
Weighted Total	308	97	71	66	73	120	187	195	91	22	125	183	143	121	43	177	84	47	152	156
UNITED STATES	73 23.8%	20 20.6%	7 9.2%	2 3.0%	44 61.2%	59 49.7%	13 7.2%	16 8.4%	51 55.8%	6 27.3%	64 51.5%	9 4.7%	25 17.4%	35 29.3%	13 30.0%	39 22.2%	23 27.6%	11 22.9%	34 22.5%	39 25.0%
MEXICO	114 37.0%	63 65.1%	20 27.4%	4 6.7%	27 36.7%	28 23.0%	86 45.9%	84 43.2%	22 24.0%	8 36.2%	28 22.8%	85 46.7%	63 44.5%	39 32.1%	11 26.6%	76 43.1%	27 32.9%	10 21.5%	63 41.5%	51 32.6%
PUERTO RICO	16 5.4%	-	11 16.1%	4 6.0%	1 1.4%	9 7.7%	7 3.9%	8 4.3%	8 8.8%	-	14 10.9%	3 1.5%	5 3.4%	8 6.5%	4 8.6%	7 3.9%	7 7.9%	3 6.3%	7 4.5%	10 6.2%
ELSEWHERE OUTSIDE U.S.	100 32.7%	12 12.4%	34 47.3%	54 81.5%	1 0.8%	22 18.7%	78 41.6%	85 43.7%	9 10.1%	6 28.6%	17 14.0%	83 45.5%	49 34.1%	37 30.4%	14 32.6%	54 30.4%	25 30.5%	21 44.9%	47 30.8%	54 34.5%
DON'T KNOW, NO ANSWER	4 1.2%	2 2.0%	-	2 2.9%	-	1 0.9%	3 1.4%	1 0.5%	1 1.2%	2 8.0%	1 0.8%	3 1.5%	1 0.5%	2 1.7%	1 2.1%	1 0.4%	1 1.2%	2 4.3%	1 0.7%	3 1.7%
NOT ASKED	1	1	-	-	-	1	-	1	-	-	-	1	-	1	-	-	1	-	-	1
Base	307 100.0%	97 100.0%	71 100.0%	66 100.0%	73 100.0%	120 100.0%	187 100.0%	194 100.0%	91 100.0%	22 100.0%	125 100.0%	182 100.0%	143 100.0%	121 100.0%	43 100.0%	177 100.0%	83 100.0%	47 100.0%	152 100.0%	155 100.0%
Unweighted Total	311	99	73	66	73	104	207	212	79	20	105	206	152	118	40	176	87	48	135	176
Mean	2.56	2.18	3.01	3.86	1.42	2.02	2.90	2.87	1.82	2.86	1.93	2.99	2.58	2.50	2.59	2.46	2.50	3.04	2.49	2.62
S.D.	1.38	1.28	1.06	1.15	0.57	1.34	1.29	1.17	1.28	2.19	1.26	1.29	1.23	1.48	1.57	1.22	1.39	1.79	1.28	1.47
Standard error	0.08	0.13	0.13	0.14	0.07	0.12	0.09	0.08	0.13	0.47	0.11	0.10	0.10	0.13	0.24	0.09	0.15	0.26	0.10	0.12
Chi Square		214.392 *				79.5071 *		98.7307 *			114.624 *		12.3408 *			14.8105 *			3.2311 *	
DF for Chi		12.				4.		8.			4.		8.			8.			4.	
Probability		0.0000				0.0000		0.0000			0.0000		0.1366			0.0629			0.5199	

BASE = RESPONDENTS COMPLETING 2ND INTERVIEW

Q.H5 WAS YOUR MOTHER BORN IN THE UNITED STATES, IN MEXICO, IN PUERTO RICO OR SOMEWHERE ELSE OUTSIDE OF THE UNITED STATES? SECOND RESPONDENT

	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
		<-------- DMA MARKET ------>				<- INTVLANG >		<---- HOMELANG ---->			<- NATIVITY >		<------ EDUC ------>			<------- AGE ------>			<-- GENDER ->	
Weighted Total	308	97	71	66	73	120	187	195	91	22	125	183	143	121	43	177	84	47	152	156
UNITED STATES	72	19	7	2	44	64	8	10	57	5	66	6	23	33	15	38	22	12	36	36
	23.5%	20.0%	9.5%	3.0%	60.7%	53.9%	4.1%	5.4%	62.8%	21.6%	52.8%	3.5%	16.5%	27.7%	35.8%	21.4%	26.7%	26.0%	23.9%	23.2%
MEXICO	111	62	18	4	25	21	89	89	15	7	25	86	64	36	10	77	26	8	60	51
	36.1%	64.6%	25.9%	6.7%	35.0%	17.9%	47.7%	45.9%	16.6%	29.8%	19.9%	47.2%	45.0%	30.1%	24.0%	43.3%	31.9%	16.4%	39.6%	32.7%
PUERTO RICO	15	-	11	4	-	7	8	8	5	1	11	4	5	8	2	6	6	3	8	7
	4.9%		15.6%	6.0%		5.8%	4.3%	4.3%	5.9%	6.4%	9.1%	2.0%	3.4%	6.5%	5.4%	3.2%	7.3%	7.2%	5.0%	4.8%
ELSEWHERE OUTSIDE U.S.	103	13	35	53	2	25	79	84	11	8	21	82	48	40	14	56	25	22	47	57
	33.6%	13.4%	49.0%	80.1%	2.9%	20.6%	41.9%	43.5%	12.4%	34.2%	16.6%	45.3%	33.9%	33.2%	32.6%	31.7%	30.6%	46.1%	30.8%	36.4%
DON'T KNOW, NO ANSWER	6	2	-	3	1	2	4	2	2	2	2	4	2	3	1	1	3	2	1	5
	1.9%	2.0%		4.2%	1.4%	1.8%	1.9%	0.9%	2.3%	8.0%	1.6%	2.0%	1.2%	2.6%	2.1%	0.4%	3.5%	4.3%	0.7%	3.0%
NOT ASKED	1	1	-	-	-	1	-	1	-	-	-	1	-	1	-	-	1	-	-	1
Base	307	97	71	66	73	120	187	194	91	22	125	182	143	121	43	177	83	47	152	155
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Unweighted Total	311	99	73	66	73	104	207	212	79	20	105	206	152	118	40	176	87	48	135	176
Mean	2.62	2.21	3.04	3.93	1.55	2.06	2.98	2.92	1.84	3.09	2.01	3.03	2.63	2.63	2.50	2.48	2.66	3.04	2.48	2.75
S.D.	1.47	1.29	1.07	1.30	1.10	1.52	1.33	1.20	1.53	2.14	1.44	1.34	1.32	1.60	1.61	1.23	1.70	1.81	1.29	1.62
Standard error	0.08	0.13	0.13	0.16	0.13	0.14	0.10	0.09	0.16	0.46	0.13	0.10	0.11	0.15	0.25	0.09	0.19	0.26	0.10	0.13
Chi Square		208.668 *				105.136 *		125.261 *			117.563 *		14.6706 *			18.5951 *			3.7850 *	
DF for Chi		12.				4.		8.			4.		8.			8.			4.	
Probability		0.0000				0.0000		0.0000			0.0000		0.0659			0.0172			0.4359	

BASE = RESPONDENTS COMPLETING 2ND INTERVIEW

Q.6H1 THINKING ABOUT THE LANGUAGE THAT (PERSON 1) USES IN THE HOME, WOULD YOU SAY (PERSON 1) SPEAKS ONLY SPANISH IN THE HOME, MOSTLY SPANISH BUT SOME
ENGLISH, MOSTLY ENGLISH BUT SOME SPANISH OR ONLY ENGLISH IN THE HOME? (3RD CALLBACK RESPONDENT)

	Total Sample	<------- DMA MARKET ------>				<- INTVLANG >		<---- HOMELANG ---->			<- NATIVITY >		<------ EDUC ------>			<------- AGE ------>			<-- GENDER ->	
		LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	190	45	50	44	51	71	120	121	57	12	73	117	96	70	24	104	53	34	87	103
SPAN DOM	120	31	33	35	21	16	103	109	5	6	20	99	68	41	11	63	31	26	56	64
	63.1%	68.5%	66.1%	80.8%	40.4%	23.2%	86.9%	90.5%	8.8%	46.9%	27.7%	85.5%	71.0%	59.1%	43.8%	60.4%	60.5%	75.3%	64.3%	62.1%
ENGL DOM	51	10	15	4	22	43	8	4	45	2	41	10	22	17	12	32	13	6	23	28
	27.0%	22.2%	29.6%	9.7%	43.3%	61.0%	6.7%	3.4%	78.9%	17.7%	56.4%	8.4%	23.1%	24.8%	48.3%	31.3%	25.2%	16.5%	26.0%	27.8%
ENG-SPAN EQ	19	4	2	4	8	11	8	7	7	4	12	7	6	11	2	9	7	3	8	10
	9.9%	9.3%	4.3%	9.5%	16.3%	15.8%	6.4%	6.2%	12.3%	35.4%	15.9%	6.1%	5.9%	16.1%	7.9%	8.3%	14.3%	8.2%	9.7%	10.0%
NOT ASKED	1	-	-	1	-	-	1	1	-	-	-	1	1	-	-	-	1	-	-	1
Base	190	45	50	43	51	71	119	120	57	12	73	116	95	70	24	104	52	34	87	102
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Unweighted Total	195	47	52	45	51	61	134	134	50	11	62	133	104	68	23	105	55	35	79	116
Mean	1.47	1.41	1.38	1.29	1.76	1.93	1.19	1.16	2.04	1.89	1.88	1.21	1.35	1.57	1.64	1.48	1.54	1.33	1.45	1.48
S.D.	0.67	0.66	0.57	0.64	0.72	0.62	0.54	0.51	0.46	0.94	0.65	0.54	0.59	0.76	0.64	0.65	0.74	0.63	0.67	0.67
Standard error	0.05	0.10	0.08	0.10	0.10	0.07	0.05	0.05	0.06	0.27	0.08	0.05	0.06	0.09	0.13	0.06	0.10	0.11	0.07	0.07
Chi Square		20.6479 *					81.0391		133.613 *			66.5197		11.6104 *			4.5505 *			.0996
DF for Chi		6.					2.		4.			2.		4.			4.			2.
Probability		0.0021					0.0000		0.0000			0.0000		0.0205			0.3366			0.9514

BASE = RESPONDENTS COMPLETING 3RD INTERVIEW

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Q.6H2 THINKING ABOUT THE LANGUAGE THAT (PERSON 2) USES IN THE HOME, WOULD YOU SAY (PERSON 2) SPEAKS ONLY SPANISH IN THE HOME, MOSTLY SPANISH BUT SOME
      ENGLISH, MOSTLY ENGLISH BUT SOME SPANISH OR ONLY ENGLISH IN THE HOME? (3RD CALLBACK RESPONDENT)

	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	190	45	50	44	51	71	120	121	57	12	73	117	96	70	24	104	53	34	87	103
SPAN DOM	118	31	30	38	19	19	99	103	9	5	21	96	66	41	11	69	27	22	58	60
	62.5%	69.0%	61.8%	86.3%	37.1%	26.7%	84.0%	86.4%	16.4%	44.1%	29.6%	82.9%	69.9%	59.0%	43.7%	66.6%	52.4%	65.4%	66.8%	58.8%
ENGL DOM	47	9	13	3	22	38	9	7	37	3	37	9	20	16	11	26	16	4	19	28
	24.7%	20.1%	26.1%	6.7%	42.8%	53.6%	7.3%	5.6%	64.4%	26.0%	51.4%	8.1%	20.8%	23.1%	44.6%	25.2%	31.4%	12.8%	21.3%	27.6%
ENG-SPAN EQ	22	4	6	3	9	13	9	9	10	4	12	10	8	11	3	8	8	6	9	13
	11.6%	9.1%	12.2%	7.0%	17.3%	17.7%	8.0%	7.3%	16.7%	29.9%	17.1%	8.3%	8.5%	15.9%	11.7%	7.5%	16.2%	17.5%	10.3%	12.8%
DK-NA	2	1	-	-	1	1	1	1	1	-	1	1	1	1	-	1	-	1	1	1
	1.2%	1.7%			2.8%	2.0%	0.7%	0.6%	2.5%		2.0%	0.7%	0.8%	2.0%		0.7%		4.3%	1.6%	0.8%
NOT ASKED	2	-	1	1	-	-	2	2	-	-	1	1	2	-	-	-	1	1	-	2
Base	188	45	49	43	51	71	118	119	57	12	72	116	94	70	24	104	52	33	87	101
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Unweighted Total	195	47	52	45	51	61	134	134	50	11	62	133	104	68	23	105	55	35	79	116
Mean	1.51	1.44	1.50	1.21	1.86	1.95	1.25	1.22	2.05	1.86	1.91	1.27	1.40	1.61	1.68	1.42	1.64	1.61	1.47	1.55
S.D.	0.75	0.74	0.71	0.56	0.80	0.73	0.63	0.60	0.66	0.89	0.74	0.64	0.68	0.83	0.69	0.67	0.75	0.93	0.75	0.74
Standard error	0.05	0.11	0.10	0.08	0.11	0.09	0.06	0.06	0.09	0.25	0.09	0.06	0.07	0.10	0.14	0.07	0.10	0.16	0.08	0.07

Chi Square	27.1756 *				65.8301 *		92.7311 *			57.6080 *		9.5680 *		10.9754 *			1.7767 *	
DF for Chi	9.				3.		6.			3.		6.		6.			3.	
Probability	0.0013				0.0000		0.0000			0.0000		0.1441		0.0891			0.6200	

BASE = RESPONDENTS COMPLETING 3RD INTERVIEW

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Q.6H3 THINKING ABOUT THE LANGUAGE THAT (PERSON 3) USES IN THE HOME, WOULD YOU SAY (PERSON 3) SPEAKS ONLY SPANISH IN THE HOME, MOSTLY SPANISH BUT SOME
      ENGLISH, MOSTLY ENGLISH BUT SOME SPANISH OR ONLY ENGLISH IN THE HOME?   (3RD CALLBACK RESPONDENT)

		<------- DMA MARKET ------>				<- INTVLANG >	<---- HOMELANG ---->		<- NATIVITY >		<------ EDUC ------>			<------- AGE ------>			<-- GENDER ->	
	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
	------	--	--	---	---	----	----	----	----	---	------	-----	------	----	----	-----	-----	---	----	------
Weighted Total	190	45	50	44	51	71	120	121	57	12	73	117	96	70	24	104	53	34	87	103
SPAN DOM	62	20	13	18	11	13	49	54	3	6	12	50	35	24	3	41	15	6	31	31
	47.1%	55.5%	44.3%	64.2%	29.4%	25.3%	60.2%	67.4%	6.7%	58.2%	24.1%	61.4%	50.6%	53.1%	16.4%	52.3%	39.4%	39.5%	51.6%	43.4%
ENGL DOM	46	9	10	5	21	31	15	11	35	1	33	13	22	13	11	26	14	6	20	26
	35.2%	26.4%	35.6%	18.5%	54.9%	62.4%	18.8%	13.4%	81.7%	9.6%	65.9%	16.2%	31.7%	28.7%	67.4%	33.6%	36.8%	39.4%	33.7%	36.4%
ENG-SPAN EQ	21	6	4	5	6	6	15	13	5	3	5	16	12	7	3	9	9	3	9	12
	15.9%	15.9%	14.7%	17.3%	15.8%	12.3%	18.1%	16.2%	11.6%	32.2%	10.0%	19.5%	16.6%	14.7%	16.2%	11.1%	23.8%	21.1%	14.6%	16.9%
DK-NA	2	1	2	–	–	–	2	2	–	–	–	2	1	2	–	2	–	–	–	2
	1.8%	2.2%	5.4%				2.9%	3.0%				2.9%	1.1%	3.5%		3.0%				3.3%
NOT ASKED	59	9	21	17	12	21	38	42	14	3	23	36	27	25	7	25	15	19	28	31
Base	131	36	29	28	39	49	82	79	42	10	50	81	69	45	17	79	38	15	59	72
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Unweighted Total	195	47	52	45	51	61	134	134	50	11	62	133	104	68	23	105	55	35	79	116
Mean	1.72	1.65	1.81	1.53	1.86	1.87	1.64	1.55	2.05	1.74	1.86	1.64	1.68	1.69	2.00	1.65	1.84	1.82	1.63	1.80
S.D.	0.79	0.83	0.89	0.79	0.67	0.61	0.88	0.87	0.43	0.97	0.57	0.90	0.79	0.86	0.59	0.80	0.79	0.78	0.73	0.84
Standard error	0.07	0.14	0.17	0.15	0.11	0.09	0.10	0.10	0.07	0.31	0.08	0.10	0.09	0.13	0.14	0.09	0.13	0.20	0.10	0.10
Chi Square		15.6166 *				26.6170 *		64.1641 *			34.2288 *		10.8275 *			5.7424 *			2.5647 *	
DF for Chi		9.				3.		6.			3.		6.			6.			3.	
Probability		0.0753				0.0000		0.0000			0.0000		0.0939			0.4527			0.4637	

BASE = RESPONDENTS COMPLETING 3RD INTERVIEW

Q.6H4 THINKING ABOUT THE LANGUAGE THAT (PERSON4) USES IN THE HOME, WOULD YOU SAY (PERSON 4) SPEAKS ONLY SPANISH IN THE HOME, MOSTLY SPANISH BUT SOME
ENGLISH, MOSTLY ENGLISH BUT SOME SPANISH OR ONLY ENGLISH IN THE HOME? (3RD CALLBACK RESPONDENT)

	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	190	45	50	44	51	71	120	121	57	12	73	117	96	70	24	104	53	34	87	103
SPAN DOM	34	13	7	9	6	9	25	26	5	4	8	26	18	15	1	25	8	2	14	20
	39.6%	48.0%	38.7%	60.1%	20.6%	23.3%	53.7%	58.4%	13.3%	48.7%	20.5%	56.0%	38.9%	56.3%	6.9%	46.1%	27.7%	35.7%	37.8%	41.0%
ENGL DOM	30	7	7	2	14	24	6	5	25	-	25	6	14	9	8	17	11	2	12	18
	35.1%	25.7%	38.3%	14.9%	53.5%	59.5%	14.0%	11.6%	73.3%		62.3%	11.8%	29.3%	31.3%	63.5%	31.9%	39.4%	46.5%	33.2%	36.4%
ENG-SPAN EQ	19	5	4	4	6	7	13	11	5	4	7	13	13	3	3	9	9	1	10	10
	22.5%	19.3%	23.0%	25.0%	23.9%	17.1%	27.1%	24.5%	13.4%	51.3%	17.2%	26.9%	28.9%	12.4%	21.0%	17.5%	32.9%	17.8%	25.9%	19.9%
DK-NA	2	2	-	-	1	-	2	2	-	-	-	2	1	-	1	2	-	-	1	1
	2.8%	7.1%			2.0%		5.3%	5.5%				5.2%	2.9%		8.7%	4.5%			3.0%	2.7%
NOT ASKED	104	18	32	29	24	31	73	77	23	5	33	71	50	43	11	49	25	30	50	54
Base	86	27	18	15	27	40	46	44	34	8	40	47	46	27	13	54	28	4	37	50
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Unweighted Total	195	47	52	45	51	61	134	134	50	11	62	133	104	68	23	105	55	35	79	116
Mean	1.88	1.85	1.84	1.65	2.07	1.94	1.84	1.77	2.00	2.03	1.97	1.81	1.96	1.56	2.31	1.80	2.05	1.82	1.94	1.84
S.D.	0.85	0.99	0.79	0.88	0.74	0.64	1.01	1.01	0.52	1.07	0.62	1.01	0.90	0.72	0.76	0.89	0.79	0.81	0.88	0.84
Standard error	0.09	0.19	0.19	0.23	0.14	0.10	0.15	0.15	0.09	0.39	0.10	0.15	0.13	0.14	0.21	0.12	0.15	0.39	0.15	0.12

Chi Square		12.4023 *				20.7594 *		40.5808 *			25.3729 *		13.3420 *			5.4977 *			.4600 *	
DF for Chi		9.				3.		6.			3.		6.			6.			3.	
Probability		0.1916				0.0001		0.0000			0.0000		0.0379			0.4817			0.9276	

BASE = RESPONDENTS COMPLETING 3RD INTERVIEW

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Q.6H5 THINKING ABOUT THE LANGUAGE THAT (PERSON 5) USES IN THE HOME, WOULD YOU SAY (PERSON 5) SPEAKS ONLY SPANISH IN THE HOME, MOSTLY SPANISH BUT SOME
      ENGLISH, MOSTLY ENGLISH BUT SOME SPANISH OR ONLY ENGLISH IN THE HOME?   (3RD CALLBACK RESPONDENT)

	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
				<------- DMA MARKET ------>		<- INTVLANG >		<---- HOMELANG ---->		<- NATIVITY >		<------ EDUC ------>			<------- AGE ------>			<-- GENDER ->	
Weighted Total	190	45	50	44	51	71	120	121	57	12	73	117	96	70	24	104	53	34	87	103
SPAN DOM	23	11	3	4	5	3	20	19	2	2	3	20	19	3	1	15	6	2	10	13
	48.8%	68.7%	39.6%	81.9%	26.8%	15.2%	74.1%	80.9%	11.0%	45.0%	14.3%	77.0%	62.7%	28.6%	16.4%	53.0%	41.9%	43.2%	43.4%	53.7%
ENGL DOM	14	1	3	-	9	13	1	-	11	2	14	-	6	5	2	7	5	2	9	5
	28.7%	9.4%	34.4%		50.4%	61.8%	3.7%		57.1%	55.0%	63.7%		19.5%	44.6%	44.4%	23.2%	32.7%	56.8%	38.0%	20.3%
ENG-SPAN EQ	6	2	1	1	3	2	4	3	4	-	2	4	3	2	1	3	3	-	2	4
	12.9%	9.8%	10.9%	18.1%	15.1%	9.9%	15.2%	11.0%	18.3%		9.5%	15.8%	11.5%	15.0%	16.4%	12.0%	18.0%		7.4%	18.0%
DK-NA	5	2	1	-	1	3	2	2	3	-	3	2	2	1	1	3	1	-	3	2
	9.6%	12.0%	15.2%		7.7%	13.1%	7.0%	8.1%	13.7%		12.5%	7.2%	6.3%	11.9%	22.8%	11.8%	7.5%		11.2%	8.1%
NOT ASKED	143	29	42	39	32	50	93	98	37	8	52	91	66	58	19	75	38	31	65	78
Base	48	16	8	5	18	20	27	23	20	5	21	26	30	12	5	29	15	4	23	25
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Unweighted Total	195	47	52	45	51	61	134	134	50	11	62	133	104	68	23	105	55	35	79	116
Mean	1.83	1.65	2.02	1.36	2.04	2.21	1.55	1.46	2.35	1.55	2.20	1.53	1.61	2.10	2.46	1.83	1.91	1.57	1.86	1.81
S.D.	1.00	1.11	1.12	0.86	0.88	0.88	1.00	1.00	0.87	0.56	0.85	1.02	0.93	0.99	1.12	1.06	0.98	0.58	0.99	1.02
Standard error	0.14	0.28	0.39	0.38	0.20	0.19	0.19	0.21	0.20	0.26	0.18	0.20	0.17	0.29	0.48	0.20	0.25	0.31	0.21	0.20
Chi Square		12.2593 *				22.6903 *		25.9302 *			26.8215 *		7.3250 *			2.9818 *			2.7025 *	
DF for Chi		9.				3.		6.			3.		6.			6.			3.	
Probability		0.1991				0.0000		0.0002			0.0000		0.2918			0.8111			0.4398	

BASE = RESPONDENTS COMPLETING 3RD INTERVIEW

Q.6H6 THINKING ABOUT THE LANGUAGE THAT (PERSON 6) USES IN THE HOME, WOULD YOU SAY (PERSON 6) SPEAKS ONLY SPANISH IN THE HOME, MOSTLY SPANISH BUT SOME
      ENGLISH, MOSTLY ENGLISH BUT SOME SPANISH OR ONLY ENGLISH IN THE HOME?

| | Total Sample | <------- DMA MARKET ------> | | | | <- INTVLANG > | | <---- HOMELANG ----> | | | <- NATIVITY > | | <------ EDUC ------> | | | <------- AGE ------> | | | <-- GENDER -> | |
		LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	190	45	50	44	51	71	120	121	57	12	73	117	96	70	24	104	53	34	87	103
SPAN DOM	11	4	2	2	2	3	8	8	1	2	3	8	9	1	1	7	4	-	3	8
	48.2%	66.2%	63.5%	100.0%	20.3%	23.3%	79.2%	87.8%	8.6%	100.0%	24.0%	78.3%	62.4%	11.0%	100.0%	48.6%	62.3%		27.9%	66.5%
ENGL DOM	7	-	1	-	6	6	1	-	7	-	7	-	3	4	-	4	1	2	4	3
	31.6%		36.5%		56.4%	49.0%	9.9%		61.5%		57.0%		22.8%	54.6%		26.4%	22.0%	100.0%	38.8%	25.1%
ENG-SPAN EQ	2	1	-	-	1	2	-	-	2	-	1	1	1	1	-	1	1	-	1	1
	9.2%	16.9%			9.7%	16.6%			18.0%		7.9%	10.9%	7.4%	14.4%		7.7%	15.7%		10.2%	8.4%
DK-NA	3	1	-	-	1	1	1	1	1	-	1	1	1	1	-	3	-	-	3	-
	11.0%	16.9%			13.6%	11.0%	10.9%	12.2%	11.9%		11.1%	10.9%	7.4%	20.1%		17.4%			23.1%	
NOT ASKED	167	39	46	42	41	58	110	112	45	10	61	107	81	63	23	89	46	32	76	91
Base	23	7	4	2	10	13	10	9	12	2	13	10	15	7	1	15	6	2	11	12
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Unweighted Total	195	47	52	45	51	61	134	134	50	11	62	133	104	68	23	105	55	35	79	116
Mean	1.83	1.85	1.36	1.00	2.17	2.15	1.43	1.37	2.33	1.00	2.06	1.54	1.60	2.44	1.00	1.94	1.53	2.00	2.29	1.42
S.D.	1.01	1.32	0.56	0.00	0.95	0.94	1.00	1.04	0.83	0.00	0.91	1.11	0.94	1.01	0.00	1.16	0.82	0.00	1.16	0.67
Standard error	0.21	0.51	0.28	0.00	0.29	0.26	0.31	0.34	0.24	0.00	0.25	0.35	0.24	0.38	0.00	0.30	0.32	0.00	0.35	0.19
Chi Square		10.2616 *				8.1534 *		17.1127 *			9.4055 *		6.1385 *			6.5484 *			4.9474 *	
DF for Chi		9.				3.		6.			3.		6.			6.			3.	
Probability		0.3297				0.0429		0.0089			0.0244		0.4079			0.3646			0.1757	

* Some cells had an expected value of less than 5.

BASE = RESPONDENTS COMPLETING 3RD INTERVIEW

Q.6H7 THINKING ABOUT THE LANGUAGE THAT (PERSON 7) USES IN THE HOME, WOULD YOU SAY (PERSON 7) SPEAKS ONLY SPANISH IN THE HOME, MOSTLY SPANISH BUT SOME
       ENGLISH, MOSTLY ENGLISH BUT SOME SPANISH OR ONLY ENGLISH IN THE HOME? (3RD CALLBACK RESPONDENT)

	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
		<------- DMA MARKET ------>				<- INTVLANG >		<---- HOMELANG ---->		<- NATIVITY >		<------ EDUC ------>			<------- AGE ------>			<-- GENDER ->	
Weighted Total	190	45	50	44	51	71	120	121	57	12	73	117	96	70	24	104	53	34	87	103
SPAN DOM	4	1	2	1	-	2	2	3	1	-	-	4	4	-	-	3	1	-	2	2
	39.1%	52.2%	100.0%	100.0%		31.1%	60.6%	100.0%	16.0%			100.0%	52.2%			38.0%	43.8%		43.7%	34.1%
ENGL DOM	3	1	-	-	2	2	1	-	3	-	3	-	3	-	-	3	-	-	1	2
	35.8%	47.8%			50.0%	34.4%	39.4%		49.3%		58.7%		47.8%			44.0%			28.2%	44.0%
ENG-SPAN EQ	1	-	-	-	1	1	-	-	1	-	1	-	-	1	-	-	1	-	-	1
	10.5%				20.9%	14.4%			14.5%		17.2%			41.7%			56.2%			21.9%
DK-NA	1	-	-	-	1	1	-	-	1	-	1	-	-	1	-	1	-	-	1	-
	14.7%				29.1%	20.1%			20.2%		24.1%			58.3%		18.0%			28.2%	
NOT ASKED	181	43	48	43	46	64	117	119	50	12	67	113	89	68	24	96	51	34	82	99
Base	10	2	2	1	5	7	3	3	7	-	6	4	7	2	-	8	2	-	5	5
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		100.0%	100.0%	100.0%	100.0%		100.0%	100.0%		100.0%	100.0%
Unweighted Total	195	47	52	45	51	61	134	134	50	11	62	133	104	68	23	105	55	35	79	116
Mean	2.01	1.48	1.00	1.00	2.79	2.23	1.39	1.00	2.39	-	2.65	1.00	1.48	3.58	-	1.98	2.12	-	2.13	1.88
S.D.	1.10	0.68	0.00	0.00	0.97	1.18	0.62	0.00	1.06	-	0.92	0.00	0.54	0.64	-	1.12	1.49	-	1.39	0.83
Standard error	0.35	0.47	0.00	0.00	0.44	0.45	0.39	0.00	0.40	-	0.38	0.00	0.20	0.41	-	0.40	1.11	-	0.62	0.39
Chi Square		8.2207 *				1.3313 *		5.7062 *			9.6504 *		9.6504 *			5.5429 *			2.6290 *	
DF for Chi		9.				3.		3.			3.		3.			3.			3.	
Probability		0.5121				0.7217		0.1268			0.0218		0.0218			0.1361			0.4524	

BASE = RESPONDENTS COMPLETING 3RD INTERVIEW

Q.6H8 THINKING ABOUT THE LANGUAGE THAT (PERSON 8) USES IN THE HOME, WOULD YOU SAY (PERSON 8) SPEAKS ONLY SPANISH IN THE HOME, MOSTLY SPANISH BUT SOME
ENGLISH, MOSTLY ENGLISH BUT SOME SPANISH OR ONLY ENGLISH IN THE HOME? (3RD CALLBACK RESPONDENT)

	Total Sample	<------- DMA MARKET ------>				<- INTVLANG >		<---- HOMELANG ---->			<- NATIVITY >		<------ EDUC ------>			<------- AGE ------>			<-- GENDER ->	
		LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	190	45	50	44	51	71	120	121	57	12	73	117	96	70	24	104	53	34	87	103
SPAN DOM	1	1	-	-	-	1	-	-	1	-	-	1	1	-	-	1	-	-	1	-
	52.2%	52.2%				100.0%			52.2%			100.0%	52.2%			52.2%			100.0%	
DK-NA	1	1	-	-	-	-	1	-	1	-	1	-	1	-	-	1	-	-	-	1
	47.8%	47.8%					100.0%		47.8%		100.0%		47.8%			47.8%				100.0%
NOT ASKED	188	43	50	44	51	70	119	121	55	12	72	116	94	70	24	101	53	34	86	102
Base	2	2	-	-	-	1	1	-	2	-	1	1	2	-	-	2	-	-	1	1
	100.0%	100.0%				100.0%	100.0%		100.0%		100.0%	100.0%	100.0%			100.0%			100.0%	100.0%
Unweighted Total	195	47	52	45	51	61	134	134	50	11	62	133	104	68	23	105	55	35	79	116
Mean	2.43	2.43	-	-	-	1.00	4.00	-	2.43	-	4.00	1.00	2.43	-	-	2.43	-	-	1.00	4.00
S.D.	2.05	2.05	-	-	-	0.00	0.00	-	2.05	-	0.00	0.00	2.05	-	-	2.05	-	-	0.00	0.00
Standard error	1.40	1.40	-	-	-	0.00	0.00	-	1.40	-	0.00	0.00	1.40	-	-	1.40	-	-	0.00	0.00

Chi Square						.0087 *					.0087 *								.0087 *	
DF for Chi						1.					1.								1.	
Probability						0.9255					0.9255								0.9255	

BASE = RESPONDENTS COMPLETING 3RD INTERVIEW

Q.6H9 THINKING ABOUT THE LANGUAGE THAT (PERSON 9) USES IN THE HOME, WOULD YOU SAY (PERSON 9) SPEAKS ONLY SPANISH IN THE HOME, MOSTLY SPANISH BUT SOME ENGLISH, MOSTLY ENGLISH BUT SOME SPANISH OR ONLY ENGLISH IN THE HOME? (3RD CALLBACK RESPONDENT)

	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	190	45	50	44	51	71	120	121	57	12	73	117	96	70	24	104	53	34	87	103
SPAN DOM	1	1	-	-	-	-	1	-	1	-	1	-	1	-	-	1	-	-	-	1
	47.8%	47.8%					100.0%		47.8%		100.0%		47.8%			47.8%				100.0%
ENG-SPAN EQ	1	1	-	-	-	1	-	-	1	-	-	1	1	-	-	1	-	-	1	-
	52.2%	52.2%				100.0%			52.2%			100.0%	52.2%			52.2%			100.0%	
NOT ASKED	188	43	50	44	51	70	119	121	55	12	72	116	94	70	24	101	53	34	86	102
Base	2	2	-	-	-	1	1	-	2	-	1	1	2	-	-	2	-	-	1	1
	100.0%	100.0%				100.0%	100.0%		100.0%		100.0%	100.0%	100.0%			100.0%			100.0%	100.0%
Unweighted Total	195	47	52	45	51	61	134	134	50	11	62	133	104	68	23	105	55	35	79	116
Mean	2.04	2.04	-	-	-	3.00	1.00	-	2.04	-	1.00	3.00	2.04	-	-	2.04	-	-	3.00	1.00
S.D.	1.37	1.37	-	-	-	0.00	0.00	-	1.37	-	0.00	0.00	1.37	-	-	1.37	-	-	0.00	0.00
Standard error	0.94	0.94	-	-	-	0.00	0.00	-	0.94	-	0.00	0.00	0.94	-	-	0.94	-	-	0.00	0.00

Chi Square　　　　　　　　　　.0087 *　　　　　　　　　　.0087 *　　　　　　　　　　　　　.0087 *
DF for Chi　　　　　　　　　　1.　　　　　　　　　　　　1.　　　　　　　　　　　　　　　1.
Probability　　　　　　　　　0.9255　　　　　　　　　　0.9255　　　　　　　　　　　　　0.9255

BASE = RESPONDENTS COMPLETING 3RD INTERVIEW

Q.6H10 THINKING ABOUT THE LANGUAGE THAT (PERSON 10) USES IN THE HOME, WOULD YOU SAY (PERSON 10) SPEAKS ONLY SPANISH IN THE HOME, MOSTLY SPANISH BUT SOME
        ENGLISH, MOSTLY ENGLISH BUT SOME SPANISH OR ONLY ENGLISH IN THE HOME?   (3RD CALLBACK RESPONDENT)

	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	190	45	50	44	51	71	120	121	57	12	73	117	96	70	24	104	53	34	87	103
SPAN DOM	1	1	-	-	-	-	1	-	1	-	1	-	1	-	-	1	-	-	-	1
	100.0%	100.0%					100.0%		100.0%		100.0%		100.0%			100.0%				100.0%
NOT ASKED	189	44	50	44	51	71	119	121	56	12	72	117	95	70	24	103	53	34	87	102
Base	1	1	-	-	-	-	1	-	1	-	1	-	1	-	-	1	-	-	-	1
	100.0%	100.0%					100.0%		100.0%		100.0%		100.0%			100.0%				100.0%
Unweighted Total	195	47	52	45	51	61	134	134	50	11	62	133	104	68	23	105	55	35	79	116
Mean	1.00	1.00	-	-	-	-	1.00	-	1.00	-	1.00	-	1.00	-	-	1.00	-	-	-	1.00
S.D.	0.00	0.00	-	-	-	-	0.00	-	0.00	-	0.00	-	0.00	-	-	0.00	-	-	-	0.00
Standard error	0.00	0.00	-	-	-	-	0.00	-	0.00	-	0.00	-	0.00	-	-	0.00	-	-	-	0.00

BASE = RESPONDENTS COMPLETING 3RD INTERVIEW

Q.H7 WERE YOU BORN IN THE UNITED STATES, IN MEXICO, IN PUERTO RICO OR SOMEWHERE ELSE OUTSIDE OF THE UNITED STATES? THIRD CALLBACK RESPONDENT

	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	190	45	50	44	51	71	120	121	57	12	73	117	96	70	24	104	53	34	87	103
UNITED STATES	68	11	15	5	37	53	16	13	45	10	61	7	26	31	11	38	20	11	28	40
	36.3%	24.3%	29.7%	11.6%	75.5%	75.9%	13.2%	10.6%	81.3%	84.7%	85.2%	6.1%	27.3%	44.6%	47.1%	36.8%	38.7%	31.2%	33.2%	38.9%
MEXICO	57	28	14	3	12	8	49	50	7	-	4	53	35	18	4	33	17	8	30	26
	30.2%	62.1%	27.4%	6.8%	24.5%	11.6%	41.1%	41.6%	12.1%		5.1%	45.8%	37.6%	25.5%	15.2%	31.8%	32.4%	22.2%	35.5%	25.8%
PUERTO RICO	6	-	3	3	-	1	5	6	-	-	4	2	5	1	-	2	1	3	1	5
	3.4%		6.6%	7.0%		1.8%	4.3%	5.3%			6.2%	1.6%	5.6%	1.5%		2.0%	2.1%	9.4%	1.3%	5.1%
ELSEWHERE OUTSIDE U.S.	57	6	18	32	-	7	49	51	4	2	3	54	28	20	9	30	14	13	26	31
	30.1%	13.5%	36.3%	74.6%		10.8%	41.4%	42.5%	6.6%	15.3%	3.6%	46.6%	29.5%	28.4%	37.7%	29.4%	26.9%	37.2%	30.1%	30.2%
NOT ASKED	2	-	-	1	1	1	1	1	1	-	1	1	2	-	-	1	1	-	1	1
Base	188	45	50	43	50	69	119	120	55	12	72	116	94	70	24	102	52	34	86	102
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Unweighted Total	195	47	52	45	51	61	134	134	50	11	62	133	104	68	23	105	55	35	79	116
Mean	2.27	2.03	2.49	3.45	1.25	1.47	2.74	2.80	1.32	1.46	1.28	2.89	2.37	2.14	2.28	2.24	2.17	2.53	2.28	2.27
S.D.	1.24	0.90	1.27	1.05	0.43	0.97	1.14	1.11	0.79	1.13	0.74	1.08	1.18	1.27	1.41	1.23	1.22	1.29	1.22	1.26
Standard error	0.09	0.13	0.18	0.16	0.06	0.12	0.10	0.10	0.11	0.32	0.09	0.10	0.12	0.15	0.29	0.12	0.17	0.22	0.13	0.12

Chi Square	108.962 *					74.4298 *		96.4889 *			130.998 *		11.6591 *			6.4904 *			3.9263 *	
DF for Chi	9.					3.		6.			3.		6.			6.			3.	
Probability	0.0000					0.0000		0.0000			0.0000		0.0700			0.3706			0.2695	

BASE = RESPONDENTS COMPLETING 3RD INTERVIEW

Q.H8 WAS YOUR FATHER BORN IN THE UNITED STATES, IN MEXICO, IN PUERTO RICO OR SOMEWHERE ELSE OUTSIDE OF THE UNITED STATES? THIRD CALLBACK RESPONDENT

	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	190	45	50	44	51	71	120	121	57	12	73	117	96	70	24	104	53	34	87	103
UNITED STATES	32	4	3	1	24	27	5	3	28	1	29	3	12	15	6	14	12	6	13	20
	17.2%	9.3%	5.3%	2.5%	49.4%	39.6%	4.1%	2.4%	51.3%	8.3%	40.9%	2.5%	12.4%	21.1%	24.6%	14.1%	23.3%	17.3%	15.0%	19.1%
MEXICO	73	32	15	2	24	19	54	54	16	4	20	54	45	22	6	45	19	9	38	35
	39.0%	71.6%	29.9%	4.6%	48.6%	28.1%	45.3%	44.8%	28.6%	28.8%	27.2%	46.3%	48.2%	31.7%	24.6%	44.2%	37.1%	26.3%	44.6%	34.3%
PUERTO RICO	13	-	8	4	1	7	6	5	5	2	11	2	3	8	2	3	5	4	5	7
	6.7%		15.1%	9.2%	2.0%	9.4%	5.1%	4.0%	9.6%	19.6%	14.9%	1.6%	2.9%	10.8%	9.4%	3.2%	9.5%	12.8%	6.2%	7.1%
ELSEWHERE OUTSIDE U.S.	69	9	24	36	-	15	54	57	6	5	11	58	33	26	10	38	16	15	29	39
	36.5%	19.1%	47.2%	83.7%		21.0%	45.4%	47.7%	10.5%	43.3%	15.2%	49.6%	35.1%	36.5%	41.5%	37.2%	30.2%	43.6%	34.2%	38.3%
DON'T KNOW, NO ANSWER	1	-	1	-	-	1	-	1	-	-	1	-	1	-	-	1	-	-	-	1
	0.7%		2.5%			1.8%		1.0%			1.7%		1.3%			1.2%				1.2%
NOT ASKED	2	-	-	1	1	1	1	1	1	-	1	1	2	-	-	1	1	-	1	1
Base	188	45	50	43	50	69	119	120	55	12	72	116	94	70	24	102	52	34	86	102
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Unweighted Total	195	47	52	45	51	61	134	134	50	11	62	133	104	68	23	105	55	35	79	116
Mean	2.67	2.29	3.22	3.74	1.53	2.24	2.92	3.04	1.79	2.98	2.17	2.98	2.70	2.63	2.68	2.72	2.47	2.83	2.60	2.73
S.D.	1.26	0.89	1.37	0.67	0.54	1.48	1.04	1.19	1.00	1.07	1.42	1.03	1.32	1.19	1.27	1.33	1.16	1.18	1.11	1.37
Standard error	0.09	0.13	0.19	0.10	0.08	0.18	0.10	0.11	0.13	0.31	0.17	0.10	0.14	0.14	0.26	0.13	0.16	0.20	0.12	0.14

Chi Square		132.492 *				45.8573 *		76.6795 *			70.2569 *		12.3789 *			10.3220 *			3.0057 *	
DF for Chi		12.				4.		8.			4.		8.			8.			4.	
Probability		0.0000				0.0000		0.0000			0.0000		0.1351			0.2431			0.5569	

BASE = RESPONDENTS COMPLETING 3RD INTERVIEW

Q.H9 WAS YOUR MOTHER BORN IN THE UNITED STATES, IN MEXICO, IN PUERTO RICO OR SOMEWHERE ELSE OUTSIDE OF THE UNITED STATES? THIRD CALLBACK RESPONDENT

	Total Sample	LA	NY	MIA	SAN	ENGL	SPAN	SPAN DOM	ENGL DOM	BIL	NATIVE	FORGN BORN	LT HSG	HSG, SOME COLL	COLL GRAD	16-34	35-49	50+	MALE	FEMALE
Weighted Total	190	45	50	44	51	71	120	121	57	12	73	117	96	70	24	104	53	34	87	103
UNITED STATES	33 17.6%	3 7.0%	3 5.7%	1 2.5%	26 52.7%	30 43.4%	3 2.6%	2 1.8%	30 54.1%	1 8.3%	31 43.1%	2 1.9%	9 9.2%	18 25.1%	7 28.8%	13 12.9%	13 26.0%	7 19.2%	15 17.4%	18 17.8%
MEXICO	72 38.5%	34 74.9%	14 27.4%	2 4.6%	23 46.2%	17 24.9%	55 46.4%	57 47.1%	12 22.0%	4 28.8%	18 25.6%	54 46.5%	45 48.4%	22 31.7%	5 19.4%	44 43.4%	19 37.1%	9 25.8%	39 45.5%	33 32.6%
PUERTO RICO	13 6.7%	-	9 17.2%	4 9.2%	-	5 7.7%	7 6.1%	5 4.2%	5 9.3%	2 19.6%	11 15.0%	2 1.6%	4 4.3%	6 8.8%	2 10.3%	5 4.4%	3 6.7%	5 13.5%	4 4.6%	9 8.5%
ELSEWHERE OUTSIDE U.S.	70 37.2%	8 18.1%	25 49.7%	36 83.7%	1 1.1%	17 24.0%	53 44.8%	57 46.9%	8 14.6%	5 43.3%	12 16.3%	58 50.1%	36 38.1%	24 34.4%	10 41.5%	40 39.2%	16 30.2%	14 41.5%	28 32.5%	42 41.1%
NOT ASKED	2	-	-	1	1	1	1	1	1	-	1	1	2	-	-	1	1	-	1	1
Base	188 100.0%	45 100.0%	50 100.0%	43 100.0%	50 100.0%	69 100.0%	119 100.0%	120 100.0%	55 100.0%	12 100.0%	72 100.0%	116 100.0%	94 100.0%	70 100.0%	24 100.0%	102 100.0%	52 100.0%	34 100.0%	86 100.0%	102 100.0%
Unweighted Total	195	47	52	45	51	61	134	134	50	11	62	133	104	68	23	105	55	35	79	116
Mean	2.63	2.29	3.11	3.74	1.49	2.12	2.93	2.96	1.84	2.98	2.05	3.00	2.71	2.52	2.65	2.70	2.41	2.77	2.52	2.73
S.D.	1.16	0.85	1.00	0.67	0.57	1.22	1.01	1.01	1.10	1.07	1.12	1.02	1.08	1.21	1.31	1.12	1.18	1.20	1.12	1.18
Standard error	0.08	0.13	0.14	0.10	0.08	0.15	0.09	0.09	0.15	0.31	0.13	0.10	0.11	0.14	0.27	0.11	0.16	0.20	0.12	0.12
Chi Square		142.261 *				51.6368 *		81.8113 *			73.2314 *		15.2791 *			9.6518 *			4.0499	
DF for Chi		9.				3.		6.			3.		6.			6.			3.	
Probability		0.0000				0.0000		0.0000			0.0000		0.0182			0.1401			0.2561	

BASE = RESPONDENTS COMPLETING 3RD INTERVIEW