Foreign Language Television Market Sizing by Nielsen Designated Market Area

2006

Objective

- **Goals**
  - Develop a DMA Level Model for TV Households by Language Spoken at Home
  - Develop a DMA Level Model for Hispanic TV Households by Country of Origin
- **Approach**
  - Use US CENSUS (2000) data from the American Community Survey (ACS) which collected data on Language and Country of Origin
  - Use Country to DMA mapping from Nielsen Media (2004) to map population to DMA TV households
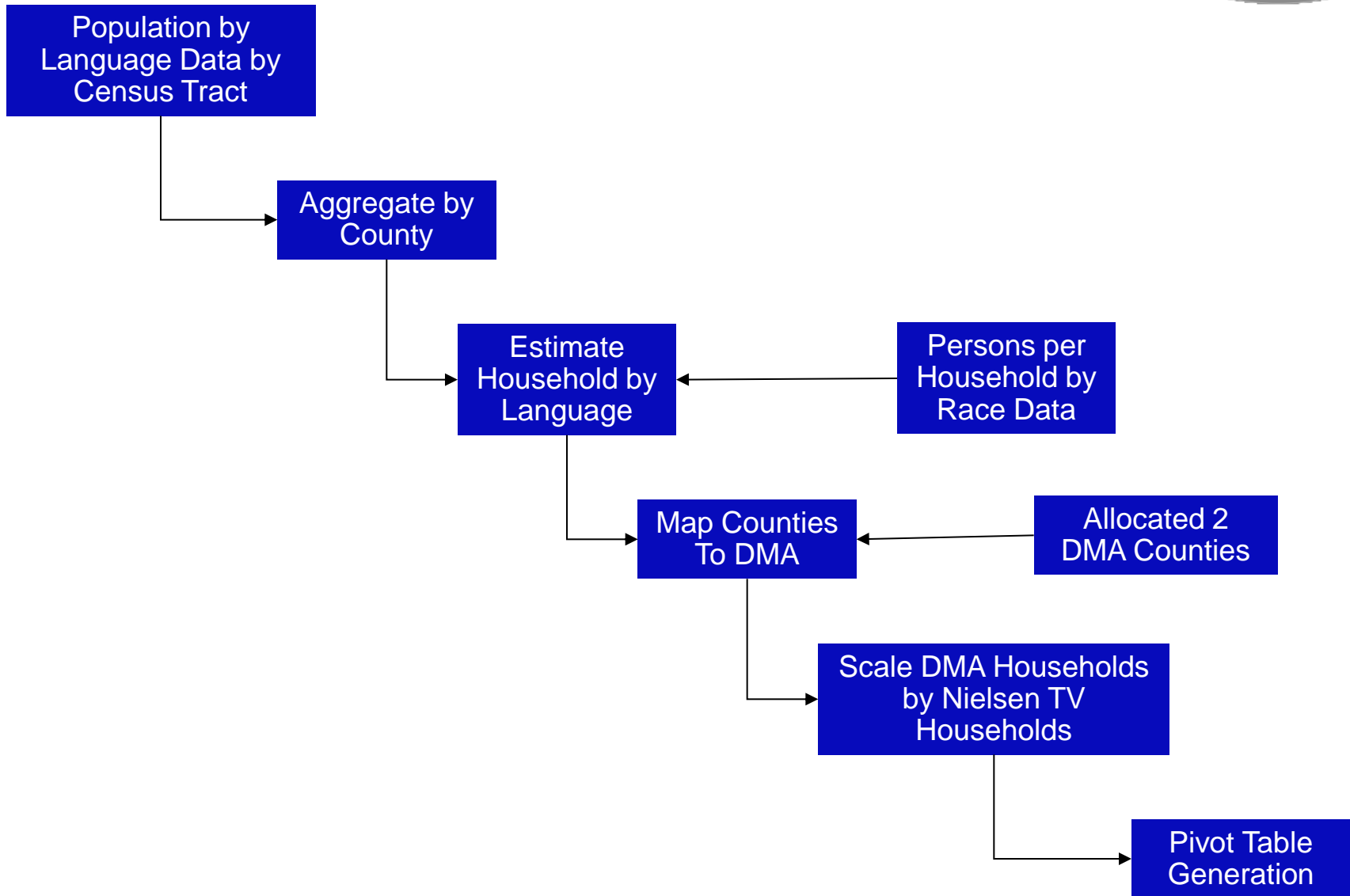- **Product**
  - EXCEL Pivot table model

Approach

- **Population data by Census Tract aggregated to county level**
  - 2000 US Census data used
  - All but 6 counties Map 1:1 to Nielsen DMA's
- **Households by language or country of origin were determined by using county level household size by race**
  - 2000 US Census data used
  - County level data was used since it was more accurate than National or State averages
- **County level language or country of origin counts were aggregated by DMA**
  - 2004 Nielsen DMA Data
  - 6 counties were split to two DMA's based on a straight population split
- **DMA data was scaled to account differences between Nielsen TV Households and Census Household estimates**
  - Census household estimate (2000) was 4% lower than Nielsen (2004) TV household estimate
  - Scaling for each DMA applied uniformly to all languages or country of origin

Language Spoken Approach

Population by Language Data by Census Tract → Aggregate by County → Estimate Household by Language ← Persons per Household by Race Data

Estimate Household by Language → Map Counties To DMA ← Allocated 2 DMA Counties

Map Counties To DMA → Scale DMA Households by Nielsen TV Households → Pivot Table Generation

Hispanic TV Household Breakdown by Country of Origin

Country Code	Total	Country
1	5,856,648	Mexican
2	1,061,114	Puerto Rico
3	712,900	Hispanic
4	427,409	Cuba
5	256,158	Dominican Republic
6	230,530	Spanish
7	198,015	El Salvador
8	155,608	Columbia
9	119,860	Latin
10	114,327	Guatamala
11	82,928	Ecuador
12	72,735	Hondoras
13	74,464	Peru
14	62,033	Nicaragua
15	34,215	Spaniard
16	32,749	Argentina
17	30,773	Panama
18	31,537	Venezuala
19	720,497	Other
Total	10,274,501	

Language Spoken Population Breakdown

Census Language Code	Language Spoken	Population
0	English only	215,335,340
625	Spanish	28,099,118
620	French	1,603,931
708	Chinese	1,487,737
607	German	1,380,088
742	Tagalog	1,214,135
619	Italian	1,001,426
728	Vietnamese	996,842
724	Korean	884,501
639	Russian	698,324
645	Polish	660,472
777	Arabic	604,156
629	Portuguese	556,837
723	Japanese	470,422
623	French Creole	448,659
637	Greek	358,064
663	Hindi	307,425
656	Persian	305,770
711	Cantonese	254,825
671	Urdu	252,755
667	Gujarathi	224,065
655	Armenian	199,607
778	Hebrew	189,710
609	Yiddish	175,775
726	Mon-Khmer, Cambodian	175,335

Census Language Code	Language Spoken	Population
864	Navaho	174,861
796	Kru, Ibo, Yoruba	173,711
712	Mandarin	169,295
722	Miao, Hmong	163,440
610	Dutch	142,698
725	Laotian	140,284
665	Panjabi	135,535
649	Serbocroatian	124,115
641	Ukrainian	124,017
664	Bengali	123,040
720	Thai	113,528
682	Hungarian	111,843
631	Romanian	109,775
608	Pennsylvania Dutch	80,012
714	Formosan	79,698
701	Telugu	79,620
780	Amharic	78,807
704	Tamil	78,530
638	Albanian	75,495
703	Malayalam	74,885
746	Ilocano	73,112
662	India, n.e.c.	71,486
691	Turkish	69,666
642	Czech	64,556
614	Swedish	62,071
779	Syriac	60,765
650	Croatian	54,365
767	Samoan	53,969
616	Norwegian	50,795
	All Others	936,021

Split DMA Counties

State	County	DMA 1	DMA 2	Percent Population DMA 1	Percent Population DMA 2
AZ	Apache	Albuquerque-Santa Fe	Phoenix (Prescott)	57%	43%
CA	Kern	Bakersfield	Los Angeles	82%	18%
CA	Riverside	Los Angeles	Palm Springs	79%	21%
CA	El Dorado	Reno	Sacramnto-Stkton-Modesto	65%	35%
CA	Solano	Sacramnto-Stkton-Modesto	San Francisco-Oak-San Jose	74%	26%
NY	Onieda	Utica	Syracuse	52%	48%

Note: TV Households by Language and Country of Origin in these counties split by total population split
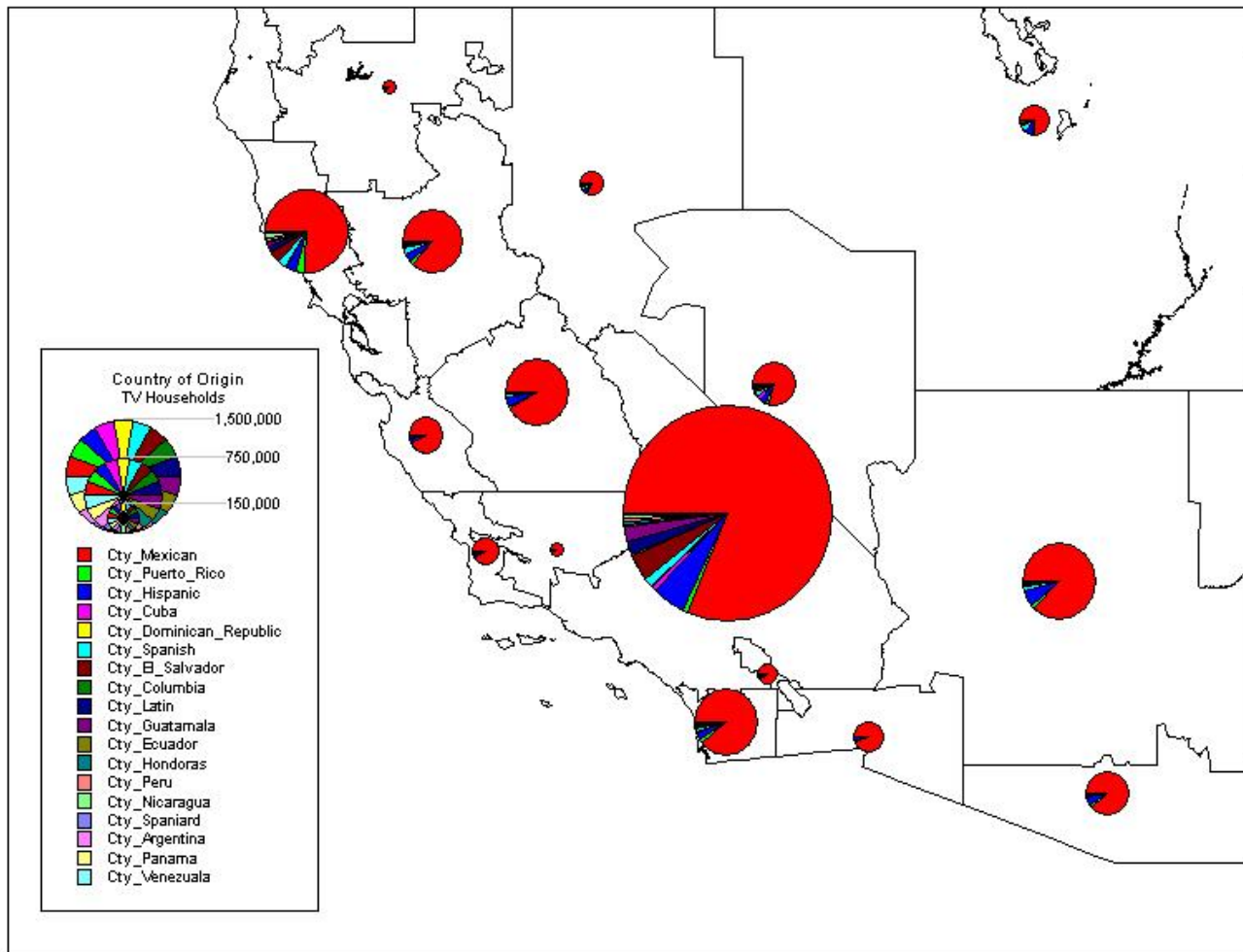
Scaling Factor for Top 30 DMA's

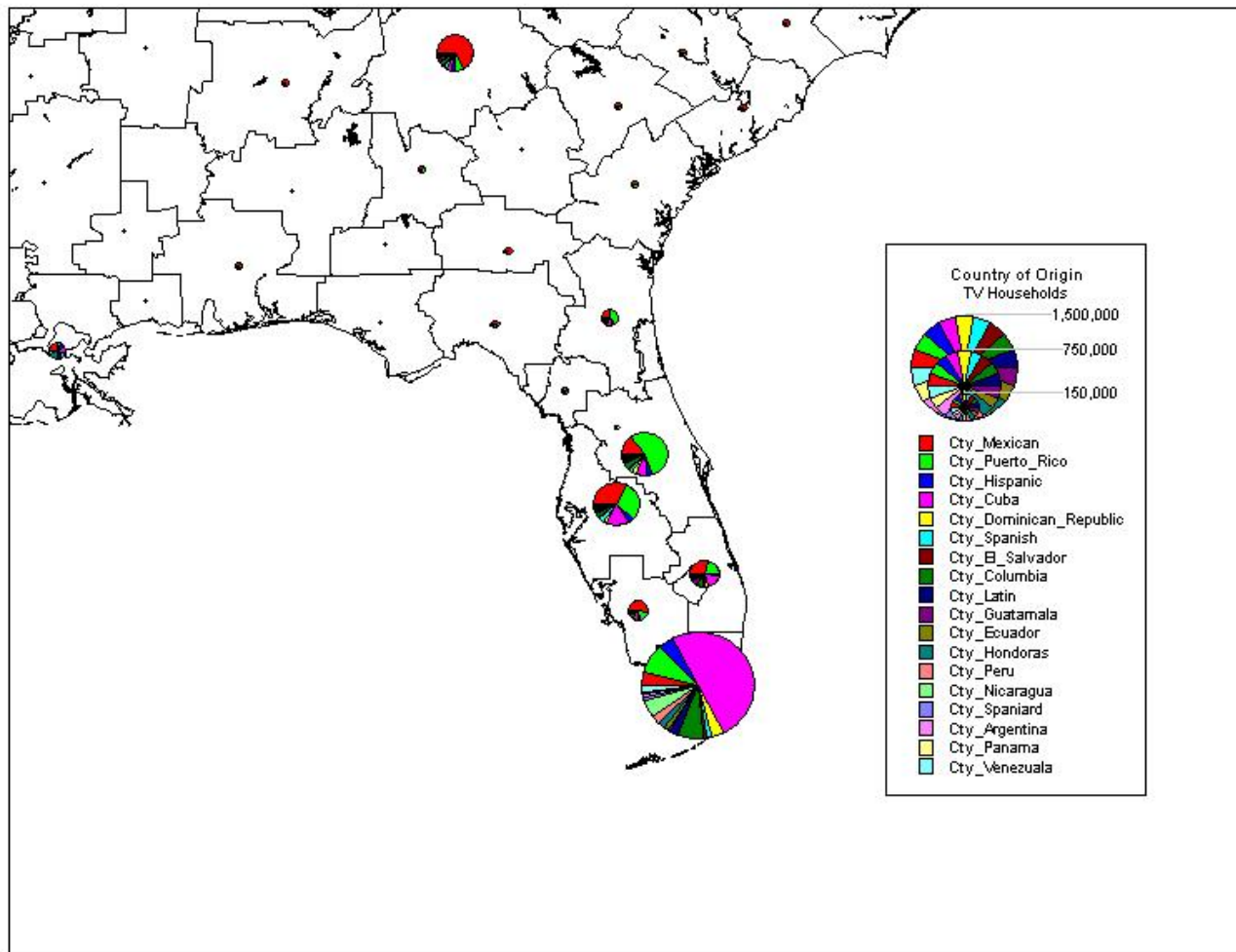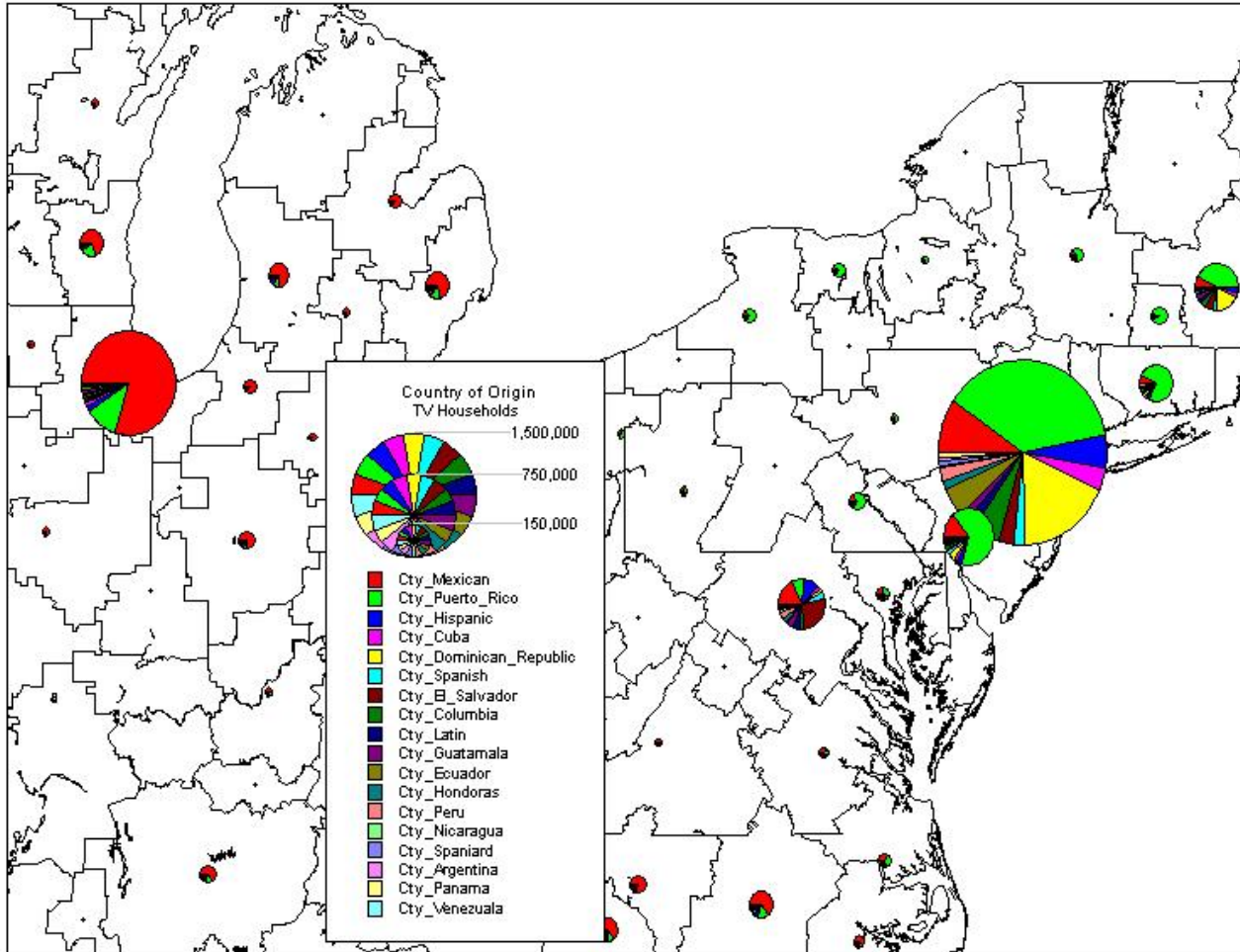| DMA ID	DMA NAME	DMA Rank	TV HH (000)	Nielsen-Census Ratio
501	NEW YORK	1	7376	104%
803	LOS ANGELES	2	5402	110%
602	CHICAGO	3	3399	105%
504	PHILADELPHIA	4	2874	103%
807	SAN FRANCISCO-OAK-SAN JOSE	5	2441	106%
506	BOSTON (MANCHESTER)	6	2392	105%
623	DALLAS-FT. WORTH	7	2256	116%
511	WASHINGTON, DC (HAGRSTWN)	8	2224	101%
524	ATLANTA	9	2035	111%
505	DETROIT	10	1923	105%
618	HOUSTON	11	1849	115%
819	SEATTLE-TACOMA	12	1685	105%
539	TAMPA-ST. PETE (SARASOTA)	13	1644	110%
613	MINNEAPOLIS-ST. PAUL	14	1636	107%
753	PHOENIX (PRESCOTT)	15	1562	116%
510	CLEVELAND-AKRON (CANTON)	16	1543	104%
528	MIAMI-FT. LAUDERDALE	17	1511	109%
751	DENVER	18	1399	110%
862	SACRAMNTO-STKTON-MODESTO	19	1278	109%
534	ORLANDO-DAYTONA BCH-MELBRN	20	1264	112%
609	ST. LOUIS	21	1202	105%
508	PITTSBURGH	22	1175	102%
512	BALTIMORE	23	1083	102%
820	PORTLAND, OR	24	1073	107%
527	INDIANAPOLIS	25	1038	107%
825	SAN DIEGO	26	1029	108%
533	HARTFORD & NEW HAVEN	27	1001	105%
517	CHARLOTTE	28	987	110%
560	RALEIGH-DURHAM (FAYETVLLE)	29	948	107%
659	NASHVILLE	30	904	107%

Country Average 104%

Hispanic TV Household Breakout by Country of Origin
Selected Regions - West Coast DMAs

Hispanic TV Household Breakout by Country of Origin Selected Regions - South Eastern DMAs

Hispanic TV Household Breakout by Country of Origin Selected Regions – North East DMAs

EXCEL Language Interface

DMA	803	Los Angeles
Total TV HH	5,195,685	

Language	Households	Percentage
English only	3,198,745	61.6%
Spanish	1,271,828	24.5%
Tagalog	89,426	1.7%
Korean	76,220	1.5%
Chinese	74,145	1.4%
Vietnamese	68,161	1.3%
Armenian	57,743	1.1%
Persian	32,393	0.6%
Japanese	27,762	0.5%
Arabic	25,060	0.5%
French	23,684	0.5%
German	22,864	0.4%
Russian	20,174	0.4%
Cantonese	19,355	0.4%
Mandarin	16,293	0.3%
Italian	13,129	0.3%

EXCEL Country of Origin Interface

DMA	803	Los Angeles
Total TV HH	5,195,685	
Total Hispanic HH	1,572,536	
Country of Origin	Total	Percentage
Mexican	1,195,454	76.0%
Not Identified	73,106	4.6%
El Salvador	58,534	3.7%
Guatamala	33,215	2.1%
Latin	28,219	1.8%
Spanish	18,820	1.2%
Puerto Rico	14,848	0.9%
Cuba	12,959	0.8%
Nicaragua	7,145	0.5%
Hondoras	6,780	0.4%
Peru	6,576	0.4%
Columbia	5,949	0.4%
Argentina	4,367	0.3%
Ecuador	4,029	0.3%
Spaniard	2,866	0.2%
Panama	1,356	0.1%
Dominican Republic	698	0.0%
Venezuala	621	0.0%
Other	96,995	6.2%