

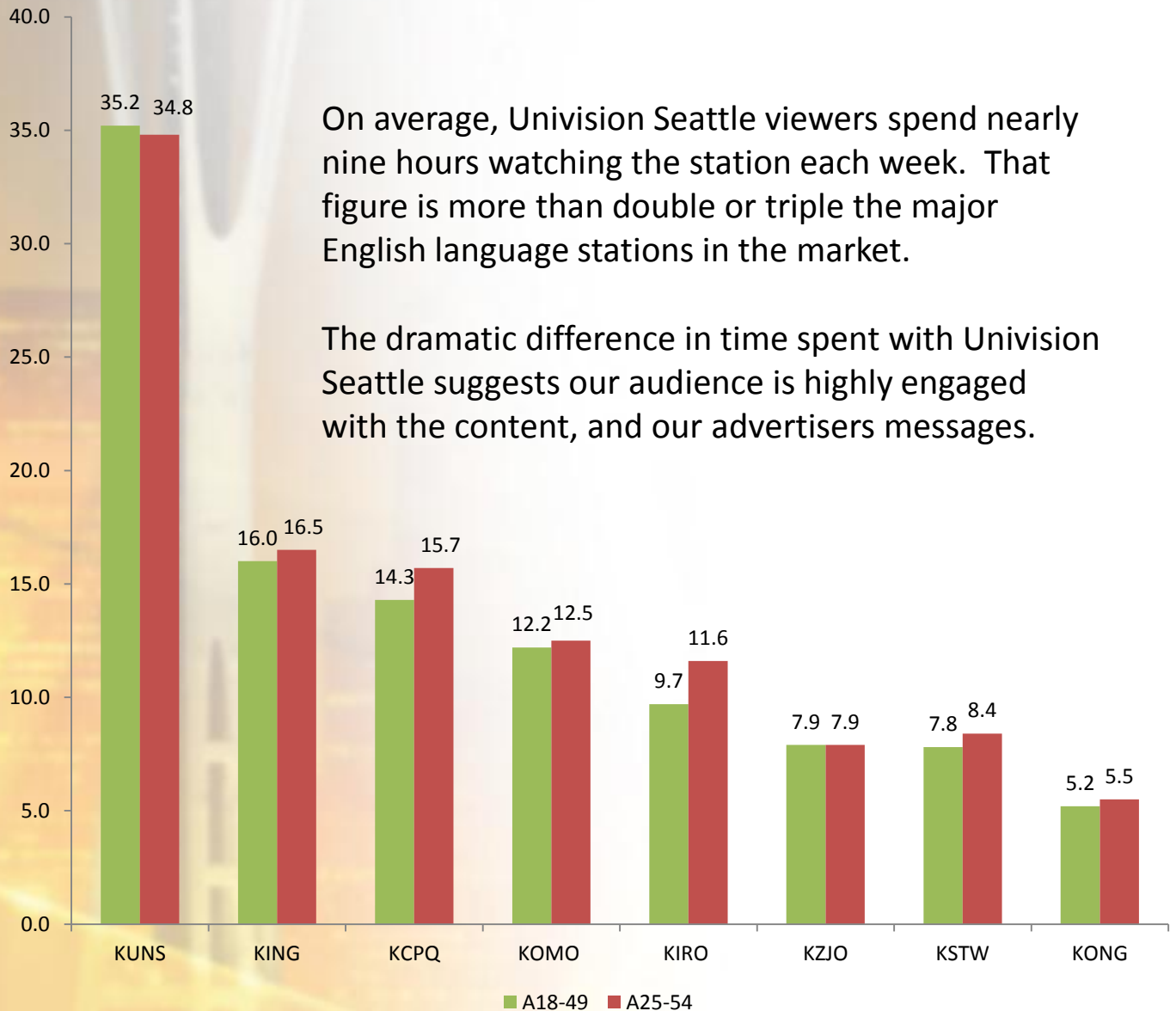
## Univision Delivers The Valuable Hispanic Audience

- Hispanics are the largest and fastest growing minority population in the Seattle-Tacoma DMA...currently nearly half a million people!
- Hispanics already make up 10% of the market population, and are projected to make up 12% of the market population by 2017.
- Hispanic Households in the Seattle Tacoma DMA represent more than \$8 Billion of the market's total HH Income.
  - US                      WA State      Seattle-Tacoma DMA Avg HH Income
  - \$54,456              \$52,792      **\$66,126**
- Hispanics in the Seattle-Tacoma DMA have higher average incomes than Hispanics at the state, and national level.
- Univision Seattle delivers competitive general market ratings; on par with KONG, KSTW, and KZJO. Univision Seattle's local newscasts (the only Spanish language local newscasts in the market) frequently out-deliver English language newscasts on major affiliate stations.
- Univision Seattle reliably delivers younger viewers, excelling in the A18-34 and A18-49 demos.
- Univision Seattle delivers the most engaged and loyal audience in the market!



# Univision Seattle's viewers are the most loyal and engaged!

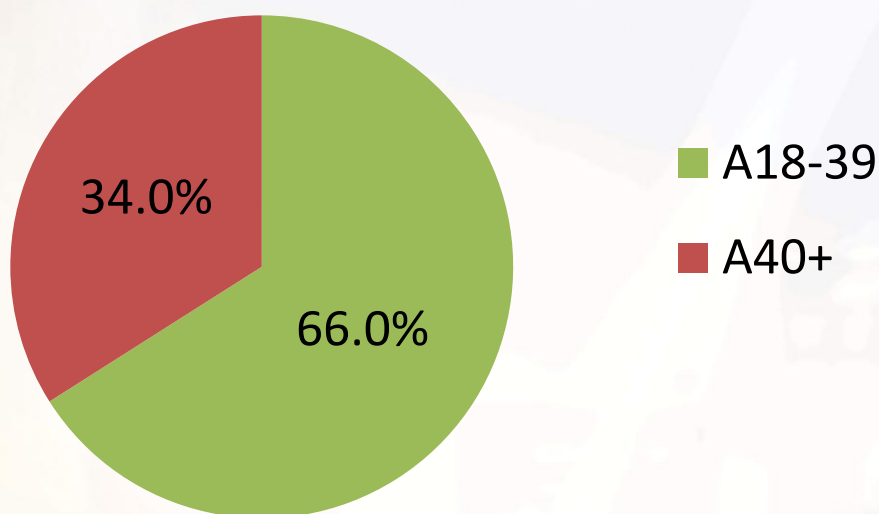
(Avg. # of Quarter Hours Viewed Per Week, Per Viewer)



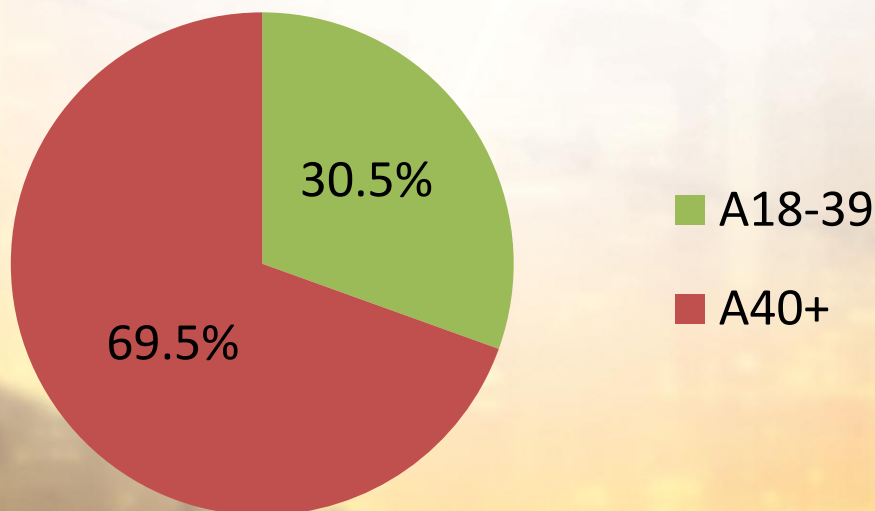
## Univision Seattle Balances the Younger Audience Segments

The Hispanic audience in the Seattle DMA is significantly younger than the general market audience. Two thirds of the Univision Seattle audience is under 40, compared to only 30% of the English language station audience.

**Univision Seattle Viewers By Age**



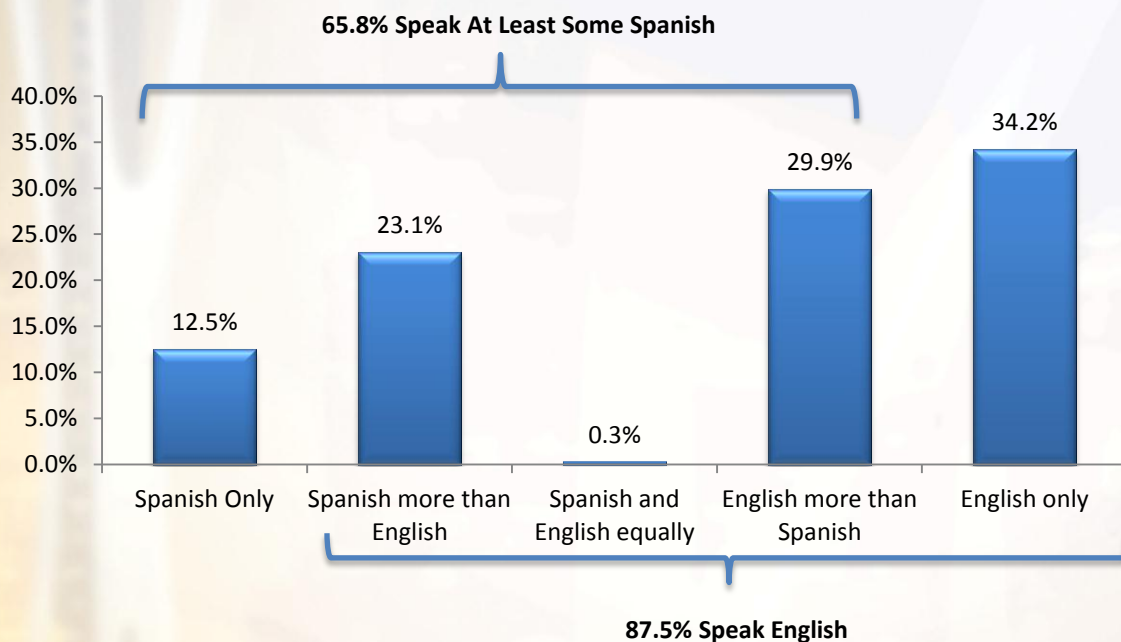
**Seattle English Language Stations Viewers By Age**





## Seattle Market Hispanics and Language

There are currently 430,331 Hispanics in Seattle and the vast majority **are bilingual**; 12.5% of all Hispanics in the Seattle DMA prefer to speak Spanish exclusively - **and 2/3 of the market's Hispanics prefer to use and speak Spanish some or most of the time.**



## Why Does Language Matter?

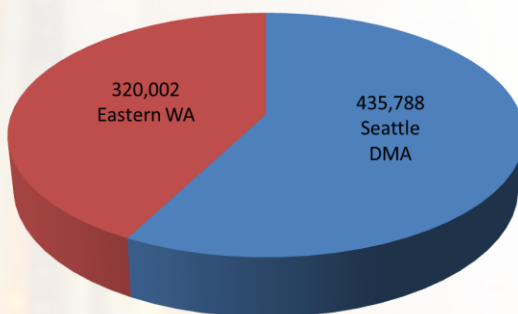
**According to a Simmons study, of the predominant Spanish speakers:**

- ❖ 56% agreed that they feel more respect for companies that advertise in Spanish
- ❖ 52% agreed that they feel **more loyal to companies that advertise in Spanish**
- ❖ 51% agreed that they remember products that are advertised in Spanish
- ❖ 47% agreed that Spanish language advertising is important to their purchasing decisions
- ❖ **U.S. Hispanic birth-top-death ratio is 8 to 1** (vs. 1 to 1 for white non-Hispanics)

## Hispanic/Latinos in WA

- There are 755,790 Hispanic/Latinos residing in Washington State, and make up approximately 11% of the total population. About 435,788 are in the Seattle DMA (*US Census Bureau*)
- 64% are second or third generation, born in the U.S. and 36% are first generation who migrated here
- Hispanics/Latinos currently count at 18% of all students in Washington attending Kindergarten to twelfth grade, according to the Pew Hispanic Center
- 82% of all Hispanic/Latino immigrants to Washington identify as Mexican in origin. 18% identify themselves as non-Mexican

- About 435,788 of the Hispanic/Latinos residing in WA are in the Seattle DMA (*US Census Bureau*)



- *Seattle DMA has higher # of Hispanic/Latinos*
- *Eastern WA has higher concentration and % of Hispanic residents.*

- Currently 18% of all students in WA (K-12) are Hispanic/Latinos (Pew Hispanic Research).

