

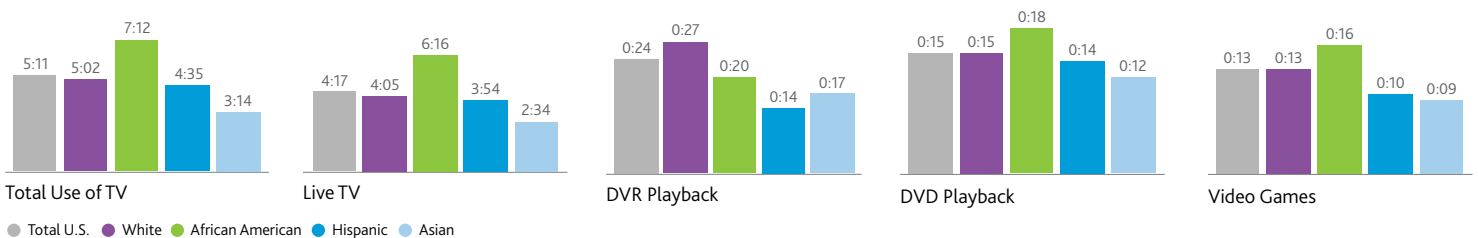
# State of the Media: March 2011

## U.S. TV Trends by Ethnicity

### Who Watches What? U.S. TV Trends by Ethnicity

How and what Americans watch on TV varies to some degree based on their ethnicity. The Nielsen Company takes a look TV viewing and usage trends in 2010.

#### Total Day TV and Peripheral Usage by Race and Origin (Daily HH:MM)



Source: The Nielsen Company. Based on Live Stream for Persons 18-49 during November 2010.

#### TV Usage and Time Spent

In November 2010, African-Americans used their TVs an average of 7 hours 12 minutes each day—far above the total U.S. average of 5 hours 11 minutes. Asians used their TVs the least, just 3 hours and 14 minutes on average. African-Americans also used DVD players and video game consoles more than average. Another fact to note: the VCR has virtually disappeared for all groups.

More than one-third (38%) of American homes had a DVR in November 2010. White homes had more than average (40%) and the highest usage while Hispanics had the fewest (30%).

Across all households (Table right—middle), White households' primetime usage increased by 5.0 rating points with DVR playback, more than any other group. Asian homes had usage growth of 3.1 rating points, while African-American and Hispanic households increased their usage by more than 2 rating points with the additional DVR playback. These increases more than double when cut back to DVR households.

#### Prime Time (Mon-Sun 8p-11p) Timeshifted Ratings by Race & Origin

	Live AA%	DVR Playback AA%	Live + DVR Playback	Actual lift	Percent lift
Composite					
Total U.S.	33.0	4.3	37.3	4.3	13.0%
White	32.6	5.0	37.6	5.0	15.4%
African-American	38.9	2.7	41.6	2.7	6.9%
Hispanic	33.1	2.4	35.5	2.4	7.2%
Asian	22.7	3.1	25.9	3.1	13.8%
DVR Households					
Total U.S.	29.4	9.8	39.2	9.8	33.3%
White	29.2	10.4	39.5	10.4	35.6%
African-American	35.1	7.2	42.4	7.2	20.6%
Hispanic	29.6	8.4	37.9	8.4	28.2%
Asian	22.7	9.0	31.7	9.0	39.4%

Source: The Nielsen Company. Based on Persons 18-49 during November 2010.

## Program Rankings

A look at the top ten programs across broadcast and cable by race and origin for people age 18-49 in November 2010 provides a glimpse of how viewing varies. But one thing is common across ethnic groups: NFL football unites us as a nation. Broadcast airings of regular season games occupied all ten spots for African-Americans and half of the top ten for Whites and Asians. Expanding the snapshot to cable, ESPN's NFL Regular Season took the top spot for Whites, African-Americans and Asians and second place with Hispanics.



## Top 10 Programs by Race & Origin

### Total U.S.

Rank	Net	Broadcast Program Name	Net	Cable Program Name
1	FOX	FOX NFL-THU	ESPN	NFL REGULAR SEASON L
2	FOX	FOX NFL SUNDAY-NATIONAL	NFLN	NFL REGULAR SEASON GAME
3	CBS	CBS NFL SINGLE - THU	USA	WWE ENTERTAINMENT
4	CBS	CBS NFL NATIONAL	ESPN	SPORTSCENTER: L
5	NBC	NBC SUNDAY NIGHT FOOTBALL	NFLN	POSTGUN
6	FOX	FOX NFL SUNDAY-SINGLE	ESPN	NASCAR SPRINT CUP L
7	ABC	MODERN FAMILY	ESPN	MONDAY NIGHT COUNTDOWN L
8	NBC	MACYS THANKSGIVING PARADE	NFLN	PRE-KICK
9	CBS	CBS NFL-THU POST GAME	ESPN	NFL COUNTDOWN L
10	FOX	GLEE	DSNY	TINKER BELL & GREAT FAIRY

### White

Rank	Net	Broadcast Program Name	Net	Cable Program Name
1	FOX	FOX NFL-THU	ESPN	NFL REGULAR SEASON L
2	CBS	CBS NFL SINGLE - THU	NFLN	NFL REGULAR SEASON GAME
3	FOX	FOX NFL SUNDAY-NATIONAL	ESPN	NASCAR SPRINT CUP L
4	CBS	CBS NFL NATIONAL	USA	WWE ENTERTAINMENT
5	NBC	NBC SUNDAY NIGHT FOOTBALL	NFLN	POSTGUN
6	ABC	MODERN FAMILY	ESPN	SPORTSCENTER: L
7	NBC	MACYS THANKSGIVING PARADE	ESPN	MONDAY NIGHT COUNTDOWN L
8	FOX	FOX NFL SUNDAY-SINGLE	NFLN	PRE-KICK
9	FOX	GLEE	ESPN	NFL COUNTDOWN L
10	CBS	BIG BANG THEORY, THE	FNC	AMERICAS ELECTION HQ

## African-American

Rank	Net	Broadcast Program Name	Net	Cable Program Name
1	FOX	FOX NFL SUNDAY-NATIONAL	ESPN	NFL REGULAR SEASON L
2	CBS	CBS NFL NATIONAL	BET	SOUL TRAIN AWARDS
3	FOX	FOX NFL-THU	BET	SOUL TRAIN RED CARPET
4	NBC	NBC SUNDAY NIGHT FOOTBALL	BET	BLACK GIRLS ROCK!
5	CBS	CBS NFL SINGLE - THU	ESPN	SPORTSCENTER: L
6	FOX	FOX NFL SUNDAY-PST GN-NAT	TBS	MEET THE BROWNS
7	FOX	FOX NFL SUNDAY-SINGLE	CENTRIC	SOUL TRAIN: HIPPEST TRIP
8	FOX	OT, THE	TNT	NBA BASKETBALL
9	NBC	SUNDAY NIGHT NFL PRE-KICK	NFLN	NFL REGULAR SEASON GAME
10	FOX	FOX NFL SUNDAY-REGIONAL	ESPN	NBA REGULAR SEASON L

## Hispanic

Rank	Net	Broadcast Program Name	Net	Cable Program Name
1	UNI	LATIN GRAMMY 10 11/11	GALA	FUTBOL LIGA MEX - THU
2	UNI	SOY TU DUENA THU	ESPN	NFL REGULAR SEASON L
3	UNI	SOY TU DUENA MON	GALA	EL CHAVO II
4	UNI	SOY TU DUENA WED	GALA	EL CHAVO
5	UNI	SOY TU DUENA TUE	USA	WWE ENTERTAINMENT
6	UNI	SOY TU DUENA FRI	GALA	EL CHAVO-MARATHON
7	UNI	MIRA QUIEN BAILA SUN	NFLN	NFL REGULAR SEASON GAME
8	UNI	NOCHE DE ESTRELLAS 11/11	GALA	DERBEZ EN CUANDO
9	UNI	ROSA DE GUADALUPE THU	GALA	FUTBOL LIGA MEX - FRI
10	UNI	CRISTINA MON	GALA	XH DERBEZ

## Asian

Rank	Net	Broadcast Program Name	Net	Cable Program Name
1	FOX	FOX NFL-THU	ESPN	NFL REGULAR SEASON L
2	CBS	CBS NFL NATIONAL	NFLN	NFL REGULAR SEASON GAME
3	NBC	NBC SUNDAY NIGHT FOOTBALL	DSNY	TINKER BELL & GREAT FAIRY
4	FOX	FOX NFL SUNDAY-NATIONAL	TNT	NBA BASKETBALL
5	FOX	GLEE	ESPN	SPORTSCENTER: L
6	CBS	CBS NFL SINGLE - THU	CNN	ELECTION NIGHT IN AMERICA
7	ABC	MODERN FAMILY SP-11/24	NFLN	POSTGUN
8	NBC	OUTSOURCED	SPIKE	UFC 122: MARQU VS OKAMI
9	ABC	MODERN FAMILY	NICK	DIEGO INTL RESCUE LEAGUE
10	CBS	HAWAII FIVE-0	NFLN	PRE-KICK

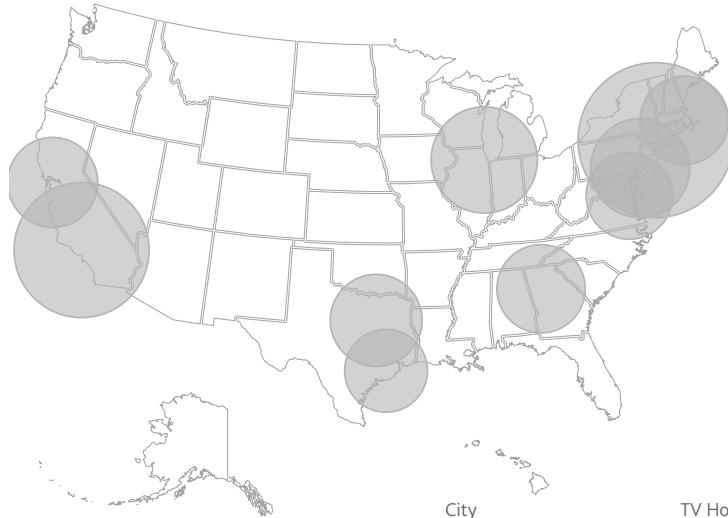
## Ethnicity by Market

The top three markets for the Total U.S. -- New York, Los Angeles, and Chicago -- rank among the top ten for each break. Other findings of note include:

- Boston is the 7th largest overall U.S. market but does not rank among the top ten markets for African-Americans, Hispanics, or Asians.
- Minneapolis ranks 15th overall but seventh among White markets. Ninety percent of Minneapolis' TV households are White.
- Atlanta is the second largest African-American market, although it ranks 8th overall. Over 28% of Atlanta's DMA is African-American.
- Harlingen, Texas ranks as the 87th DMA in the U.S., but is the 10th largest Hispanic market. Hispanic homes account for 84% of Harlingen's DMA.
- Honolulu is the 4th largest market in terms of Asian households, although it ranks as the 72nd largest market in the U.S. Half of Honolulu's TV homes are Asian.

## Top 10 Designated Market Areas (DMAs)

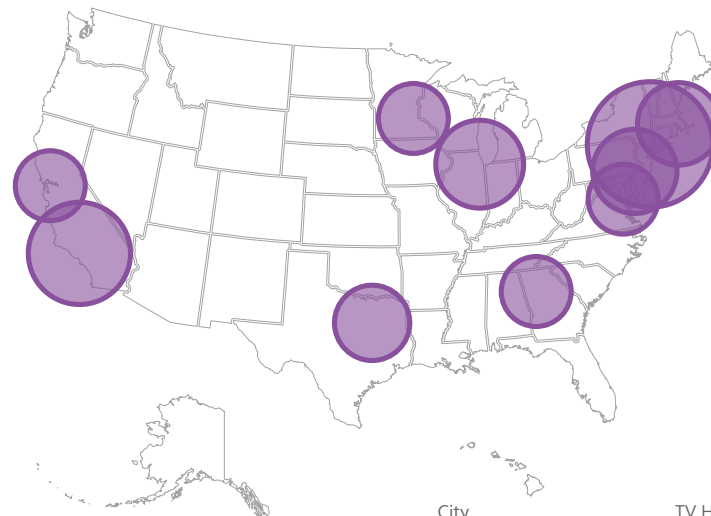
### Total U.S.



Source: The Nielsen Company. Based on Universe Estimates for 2010-2011.

City	TV Homes	% of Total U.S.
New York	7,515,330	6.5
Los Angeles	5,666,900	4.9
Chicago	3,502,610	3.0
Philadelphia	3,015,820	2.6
Dallas-Ft. Worth	2,594,630	2.2
San Francisco	2,523,520	2.2
Boston	2,460,290	2.1
Atlanta	2,407,080	2.1
Washington, DC	2,389,710	2.1
Houston	2,177,220	1.9

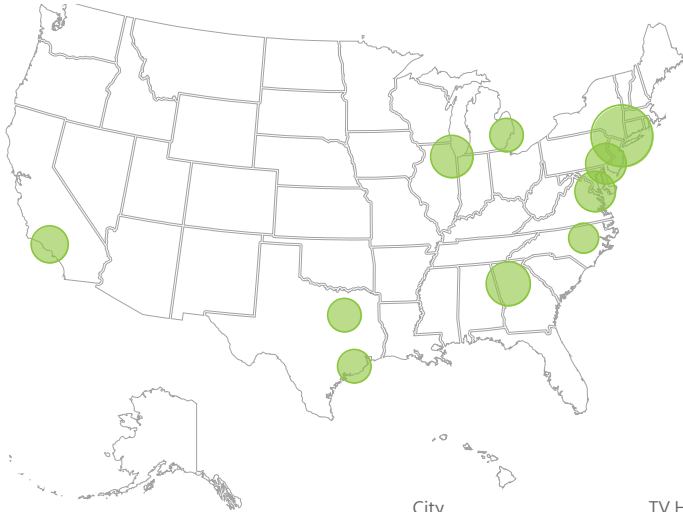
### White



Source: The Nielsen Company. Based on Universe Estimates for 2010-2011.

City	TV Homes	% of Market
New York	4,954,760	65.9
Los Angeles	3,324,930	58.7
Chicago	2,447,070	69.9
Philadelphia	2,214,530	73.4
Boston	2,109,770	85.8
Dallas-Ft. Worth	1,806,350	69.6
Minneapolis-St. Paul	1,570,280	89.5
Atlanta	1,560,350	64.8
San Francisco	1,555,340	61.6
Washington, DC	1,532,650	64.1

## African American

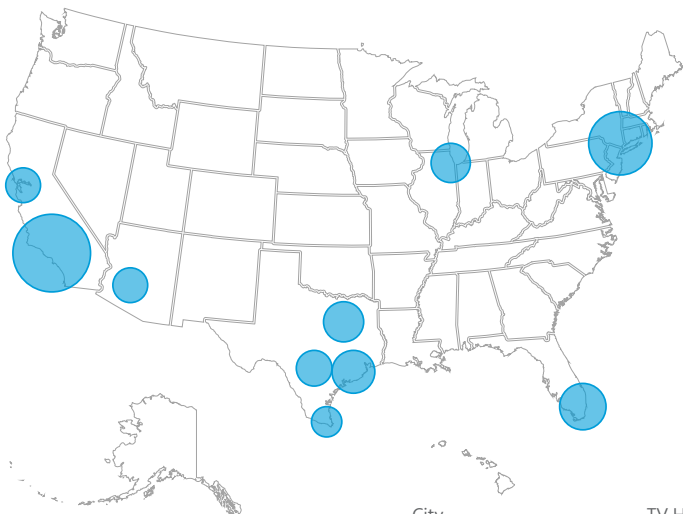


Source: The Nielsen Company.  
Based on Universe Estimates for 2010-2011.

City	TV Homes	% of Market
New York	1,256,380	16.7
Atlanta	664,860	27.6
Chicago	589,240	16.8
Washington, DC	571,980	23.9
Philadelphia	551,070	18.3
Los Angeles	475,180	8.4
Detroit	378,730	20.1
Houston	377,960	17.4
Dallas-Ft. Worth	368,640	14.2
Raleigh-Durham	302,670	26.8



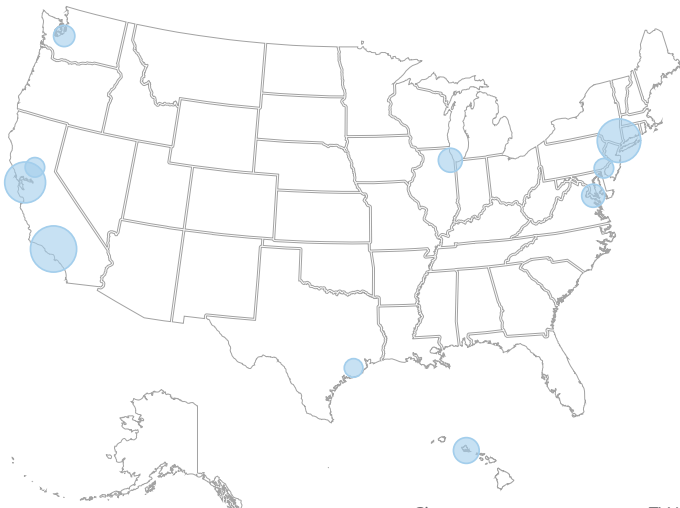
## Hispanic



Source: The Nielsen Company.  
Based on Universe Estimates for 2010-2011.

City	TV Homes	% of Market
Los Angeles	1,893,810	33.4
New York	1,276,130	17.0
Miami-Ft. Lauderdale	690,640	43.7
Houston	586,120	26.9
Dallas-Ft. Worth	526,760	20.3
Chicago	501,090	14.3
San Antonio	400,710	47.4
Phoenix	398,750	21.2
San Francisco	393,530	15.6
Harlingen	297,250	83.5

## Asian



Source: The Nielsen Company.  
Based on Universe Estimates for 2010-2011.

City	TV Homes	% of Market
Los Angeles	699,860	12.3
New York	614,490	8.2
San Francisco	530,690	21.0
Honolulu	212,650	49.1
Chicago	182,650	5.2
Washington, DC	173,830	7.3
Seattle-Tacoma	152,360	8.1
Sacramento	130,790	9.3
Philadelphia	120,420	4.0
Houston	118,430	5.4

## About The Nielsen Company

The Nielsen Company (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related assets. The company has a presence in approximately 100 countries, with headquarters in New York, USA. For more information on The Nielsen Company, [visit www.nielsen.com](http://www.nielsen.com).

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