



# Ethnic Trends in Media

March 2009

Population trends have clear implications for those involved in the media and advertising industries. Today, there are over 114 million U.S. television households, with immigration continuing to play a major role in population growth. In February 2009, according to Nielsen's National People Meter (NPM) sample, U.S. penetration among the following ethnic groups was:

- **White: 76.1%**
- **African-American: 12.3%**
- **Hispanic: 11.4%**
- **Asian: 3.5%**

This paper presents a profile of White, African-American, Hispanic, and Asian households in the U.S., examining household characteristics, television usage, timeshifted viewing and popular programming genres for each group.<sup>1</sup>

#### Key findings include:

- According to the U.S. Census Bureau, the U.S. Hispanic and Asian populations will experience the highest rates of growth of all ethnic groups over the next twenty to thirty years. It is predicted by the year 2050 more than half of the U.S. population will be non-white.
- Household characteristics are quite different across each ethnic break. Household Size, Geographic Territory and Media Ownership (Video Game consoles and DVRs) are just some of the notable differences.
- Among the top ten DMAs in the U.S., only three markets are common across each ethnic group - New York, Los Angeles and Chicago.
- Television usage is also different across the various ethnic breaks. Persons 18-49 in African-American households view more television than Total U.S., while Hispanic and Asian Persons 18-49 view less television than Total U.S.
- White and Asian households use their DVRs similarly in Primetime. Live+7<sup>2</sup> usage increases 7.8% when DVR playback is factored in among Persons 18-49 within White households and 7.6% within Asian households. By comparison the lifts for Persons 18-49 within African-American and Hispanic households were 3.0 % and 2.7% respectively.
- Common genres tuned across all breaks include Participation Variety, Conversation and Colloquies, Audience Participation and Evening Animation. However, there are also certain genres that are unique to each ethnic break.

<sup>1</sup> All ratings included in this paper are based on the Live+7 data for October 2008 for Persons 18-49, Household counts and characteristics are based on scaled installed counts for October 2008 (09/29 - 10/26/08). Ethnic breaks are listed in order of Total U.S. penetration in the NPM sample.

<sup>2</sup> L+7 ratings includes DVR playback within one week of recording.





## U.S. Population Trends And Characteristics

### Projected U.S. Population

Chart 1, which is based on U.S. Census data, projects the Total U.S. Population by race and Hispanic origin.

As depicted in the chart, the number of Hispanic households will continue to increase, at a rate that is three times that of the total population. By the year 2030, the Hispanic population is expected to account for 23% of the total U.S. population. The Asian population is also expected to increase at a high rate. The census predicts that by 2050, more than half of the U.S. population will be non-White.

### Household Characteristics of Various Ethnic Groups

Table 1 on the next page compares Total U.S. penetration for various household characteristics to White, African-American, Hispanic, and Asian households during October 2008.

African-American, Hispanic and Asian households all over-index to Total U.S. for the following breaks:

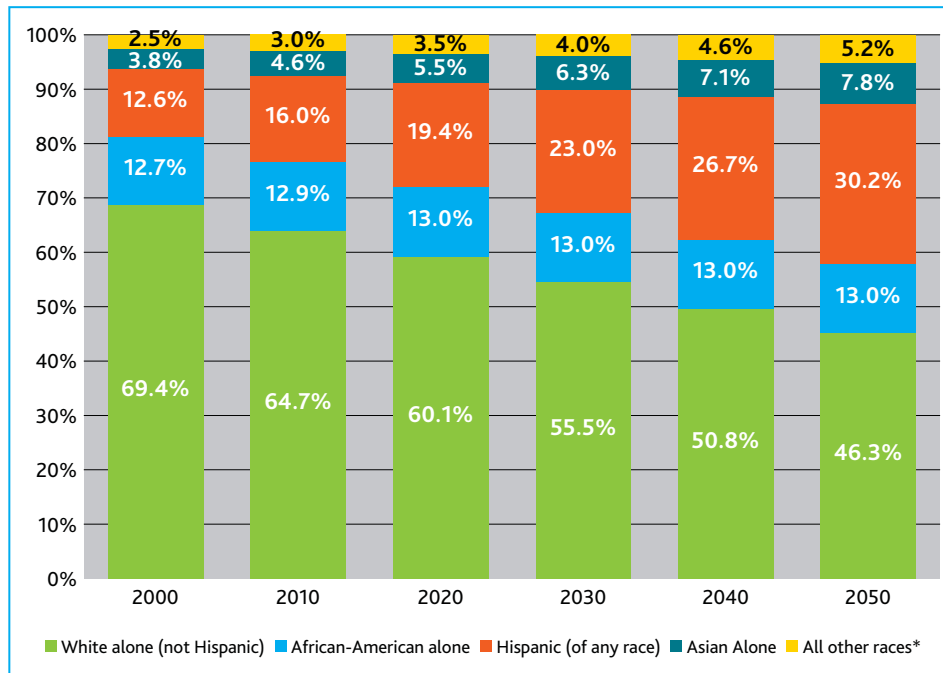
- County Size A
- Households with Children
- Head of Household Age < 35

Therefore, according to our National People Meter panel, non-White households are more likely to be younger, have children and reside in larger counties. However, unique patterns also exist within each ethnic break:

### African-American

Compared to Total U.S., African-American households are more likely to have Cable Plus with Pay and Wired Digital Cable. As depicted in the table, 53% of all African-American households are Cable Plus with Pay, compared to 49% of Total U.S., and 44% are Digital Wired Cable homes, compared to 40% of Total U.S. Moreover, 35% of African-American households reside in the Southeast territory, while only 21% of the Total U.S. resides in the Southeast territory.

Chart 1: Projected Population of the U.S., by Race and Hispanic Origin: 2000 - 2050



Source: U.S. Census Bureau (August 2008)

\* American Indian and Alaska Native alone, Native Hawaiian and other Pacific islander alone, and 2 or more races are not included in the 4 breaks

There is some overlap across these breaks.

## Hispanic

Hispanic households also over-index to Total U.S. for Household Size and Presence of Children. More than half (51%) of all Hispanic homes are homes with four or more members, which is almost double the figure for Total U.S. (27%). In a related fashion, 57% of Hispanic homes are Households with Children, while only 36% of Total U.S. are Households with Children. As Hispanic homes are more likely to have children, it makes sense that almost half (46%) of Hispanic homes are also Video Game Owners, the highest penetration of any ethnic group.

## Asian

Asian households tend to be in larger counties in the Pacific territory. Half (50%) of all Asian households reside in the Pacific territory, compared to 19% of the Total U.S. More than two thirds (68%) of all Asian households reside in County Size A, double the figure for White households (34%). Moreover, Asian households are the most internet-ready and HD-ready out of any ethnic group. 86% of all Asian households have one or more PCs with internet access versus 74% of the Total U.S. Additionally, 26% of Asian households have at least one HD Capable/Receivable television set.

Table 1: Household Characteristics by Race and Origin

Market Break	% of Total U.S.	% of White	% of African-American	% of Hispanic	% of Asian
<b>Total U.S.</b>	<b>100.0%</b>	<b>76.0%</b>	<b>12.3%</b>	<b>11.1%</b>	<b>3.5%</b>
Cable Plus	89%	90%	85%	83%	87%
Cable Plus with Pay ADS	49%	49%	53%	46%	41%
Broadcast Only	29%	30%	22%	33%	26%
Wired Cable	11%	10%	15%	17%	13%
Wired Digital Cable	61%	61%	64%	52%	64%
	40%	40%	44%	34%	43%
County Size A	39%	34%	50%	57%	68%
County Size B	31%	33%	30%	27%	23%
County Size C	15%	16%	10%	10%	8%
County Size D	15%	17%	10%	6%	1%
Northeast	20%	19%	23%	18%	24%
East Central	13%	14%	11%	3%	4%
West Central	15%	17%	9%	9%	7%
Southeast	21%	20%	35%	14%	7%
Southwest	12%	11%	13%	22%	8%
Pacific	19%	18%	9%	35%	50%
DVR Household	28%	30%	21%	21%	27%
Video Game Owner	39%	38%	39%	46%	42%
DVD Owner	89%	90%	86%	89%	90%
HD Capable/Receivable Home	22%	24%	16%	18%	26%
PC with Internet Access	74%	77%	58%	60%	86%
\$50,000+	52%	56%	36%	38%	66%
\$60,000+	43%	46%	28%	29%	60%
\$75,000+	31%	34%	18%	19%	46%
\$100,000+	17%	19%	9%	9%	30%
HH Size = 1	23%	23%	27%	13%	17%
HH Size = 2	34%	37%	28%	20%	30%
HH Size = 3	16%	15%	19%	17%	17%
HH Size = 4+	27%	25%	26%	51%	37%
4+ Years College	32%	34%	23%	15%	61%
4 Years HS/Graduate	23%	24%	24%	21%	10%
Blue Collar	27%	24%	31%	46%	17%
White Collar	43%	44%	41%	33%	63%
Professional/Managerial	28%	29%	26%	19%	49%
HH with Children	36%	32%	41%	57%	40%
HH without Children	64%	68%	59%	43%	59%
HOH Age < 35	21%	19%	23%	32%	27%
HOH Age = 35-54	41%	40%	44%	46%	48%
HOH Age 55+	38%	41%	33%	21%	25%

Source: Based on NPM scaled installed counts during October 2008



**Top Ten Designated Market Areas (DMAs)**

Table 2 displays the top ten DMAs based on TV homes for Total U.S. and each ethnic break. These rankings are based on absolute number of households for each break. New York, Los Angeles, and Chicago, the three largest DMAs, are represented in each of the top ten markets for each ethnic break.

Additional findings from these rankings include:

- Boston ranks 7th for the Total U.S., but does not make the top ten across the African-American, Hispanic and Asian breaks.
- Atlanta is the 8th ranked DMA for the Total U.S. and is the 2nd highest populated African American market. In fact, over 27% of the Atlanta DMA is African-American.

- Harlingen is the 87th ranked DMA for the Total U.S., but is the 10th highest among Hispanic households. Hispanic households make up more than 83% of the Harlingen DMA.
- Honolulu is the 72rd ranked DMA for the Total U.S., but is the 4th highest Asian market in the U.S., with nearly half (49.9%) of the DMA being Asian Households.
- Minneapolis is the 15th ranked DMA for the Total U.S., but is the 7th highest White market. White households make up nearly 90% of the Minneapolis DMA.

**Table 2: Top Ten Designated Market Areas (DMAs) by Race and Origin**

Total U.S.	TV Homes	% of Total U.S.	White	TV Homes	% of Market	African American	TV Homes	% of Market
NEW YORK	7,433,820	6.5%	NEW YORK	4,906,430	66.0%	NEW YORK	1,272,940	17.1%
LOS ANGELES	5,654,260	4.9%	LOS ANGELES	3,335,980	59.0%	ATLANTA	653,240	27.6%
CHICAGO	3,492,850	3.1%	CHICAGO	2,440,400	69.9%	CHICAGO	601,600	17.2%
PHILADELPHIA	2,950,220	2.6%	PHILADELPHIA	2,185,730	74.1%	WASHINGTON, DC	563,490	24.3%
DALLAS-FT. WORTH	2,489,970	2.2%	BOSTON	2,073,590	86.1%	PHILADELPHIA	534,010	18.1%
SAN FRANCISCO	2,476,450	2.2%	DALLAS-FT. WORTH	1,745,960	70.1%	LOS ANGELES	482,540	8.5%
BOSTON	2,409,080	2.1%	MINNEAPOLIS	1,550,750	89.6%	DETROIT	395,070	20.5%
ATLANTA	2,369,780	2.1%	ATLANTA	1,545,650	65.2%	HOUSTON	373,230	17.7%
WASHINGTON, DC	2,321,610	2.0%	TAMPA BAY	1,544,900	84.8%	DALLAS-FT. WORTH	356,800	14.3%
HOUSTON	2,106,210	1.8%	SAN FRANCISCO	1,537,340	62.1%	BALTIMORE	298,360	27.1%

Hispanic	TV Homes	% of Market	Asian	TV Homes	% of Market
LOS ANGELES	1,854,810	32.8%	LOS ANGELES	697,580	12.3%
NEW YORK	1,242,160	16.7%	NEW YORK	603,090	8.1%
MIAMI	658,490	42.6%	SAN FRANCISCO	516,680	20.9%
HOUSTON	549,890	26.1%	HONOLULU	214,620	49.9%
DALLAS-FT. WORTH	488,150	19.6%	CHICAGO	178,330	5.1%
CHICAGO	485,270	13.9%	WASHINGTON, DC	164,550	7.1%
SAN ANTONIO	382,990	46.8%	SEATTLE	146,810	8.1%
PHOENIX	381,180	20.5%	SACRAMENTO	133,230	9.5%
SAN FRANCISCO	377,730	15.3%	PHILADELPHIA	115,170	3.9%
HARLINGEN	291,220	83.2%	HOUSTON	112,320	5.3%

Source: Based on Universe Estimates for the 2008-2009 season.

## Television Usage Trends

### Median Age

As mentioned earlier, African-American, Hispanic and Asian viewers tend to be younger than Total U.S. viewers. Table 3 compares the median age for all breaks based on Persons 2+. This analysis is based on Persons 2+ watching TV on a Total Day basis.

**Table 3: Median Age by Race and Origin**

Market Break	Live+7 Median Age
Total U.S.	45
White	47
African-American	40
Hispanic	32
Asian	39

Source: Based on Total Day usage for Persons 2+ during October 2008

As the table shows, the median age of viewers for each ethnic group is lower than the median age of the Total U.S. viewer. On the other hand, the median age for White households (47) is slightly older than Total U.S. (45). Hispanic viewers have the youngest median age (32), which is not surprising because, as previously noted, 57% of all Hispanic homes are Households with Children.

**Table 4a: Total Day Usage by Race and Origin, PUT%**

Market Break	NOV '07	DEC '07	JAN '08	FEB '08	MAR '08	APR '08	MAY '08	JUN '08	JUL '08	AUG '08	SEP '08	OCT '08	Avg
Total U.S.	19.0	18.9	20.0	19.4	18.5	18.1	17.6	17.1	16.7	17.5	18.5	18.6	18.3
White	18.4	18.2	19.2	18.7	17.8	17.5	16.8	16.2	15.8	16.5	17.7	17.9	17.5
African-American	27.6	27.9	29.1	27.9	26.9	25.9	26.0	25.2	25.1	26.2	27.1	26.8	26.8
Hispanic	17.0	17.0	18.2	18.0	17.0	16.6	16.3	15.8	15.5	15.7	16.3	16.4	16.6
Asian	10.9	10.0	10.9	10.7	10.7	11.0	11.2	11.1	10.5	12.0	12.0	12.1	11.1

**Table 4b: Broadcast Prime Usage by Race and Origin, PUT%**

Market Break	NOV'07	DEC'07	JAN'08	FEB'08	MAR'08	APR'08	MAY'08	JUN'08	JUL'08	AUG'08	SEP'08	OCT'08	Avg
Total U.S.	37.8	36.0	38.5	38.5	36.5	36.3	35.2	32.2	30.9	33.4	36.4	37.6	35.7
White	38.1	36.2	38.5	38.6	36.7	36.4	35.0	31.8	30.5	33.0	36.5	38.0	35.8
African-American	43.2	42.2	44.8	44.5	41.6	41.0	40.4	38.1	37.0	39.6	42.0	42.3	41.3
Hispanic	35.4	33.9	36.4	36.6	34.8	34.7	34.0	31.8	30.8	32.3	34.6	35.3	34.1
Asian	24.7	22.3	23.8	24.2	24.2	24.9	25.3	22.9	21.2	25.3	25.6	26.2	24.2

Source: Live+7 usage for Persons 18-49 during October 2008

### Usage Trends

Table 4 includes monthly usage trends based on PUT% (persons using television) dating back to November 2007 for Persons 18-49 for the Total Day and Broadcast Prime dayparts. Total Day usage peaked in January for all groups except Persons 18-49 in Asian households. For this group, Total Day usage peaked during August, September and October, with the Beijing Summer Olympics likely playing a role during August.

On a Total Day basis, Persons 18-49 viewing within White households is slightly less than that of Total U.S. (17.5 versus 18.3). Persons 18-49 in White households view almost the same amount of television as Total U.S. during Prime (35.8 versus 35.7). Since White households currently make up 76% of the total sample, it is not surprising that the usage for Total U.S. and White households is very similar.

Television usage for African-American, Asian and Hispanic households varies greatly. Persons 18-49 in African American households view more television than Hispanic and Asian households during both Total Day and Prime dayparts. For Total Day, Persons 18-49 in African American households view 46% more television than Total U.S. (26.8 vs. 18.3). Conversely, Persons 18-49 in Asian households view 39% less television on a Total Day basis than Total U.S. (11.1 vs. 18.3). Hispanic Persons 18-49 view 9% less on a Total Day basis than Total U.S. (16.6 vs. 18.3).

Genre Trends

Table 5 indicates the top ten genres for Persons 18-49 during October 2008; all telecasts across Broadcast, Cable and Syndication are included in each genre.

The following genres were common across each ethnic break: Audience Participation, Conversations and Colloquies, Evening Animation and Participation Variety.

Participation Variety is at the top of the list for Total U.S., and is near the top for all ethnic breaks; *Dancing with the Stars* and *Biggest Loser 6* are some of the programs that fall under this genre. Conversations and Colloquies, also known as talk shows,

include programs such as *Oprah Winfrey*, *Cristina* and *Meet the Press*. Evening Animation, which is comprised of programs such as *Family Guy*, *Robot Chicken* and *South Park*, was the 2nd highest rated genre on a Total U.S. basis. The Audience Participation genre, with programs such as *Price is Right* and *12 Corazones*, was also common across all ethnic breaks.

Some genre differences exist between the groups. For example, the Child Live genre is in the top ten for all breaks except for Asian homes. News Documentary ranks 2nd within Hispanic households but is not in the top ten for the other breaks. Similarly, Award Ceremonies ranks 2nd within African-American households but is not in the top ten for any other ethnic break.

Table 5: Top Ten Genres by Race and Origin

Total U.S.			White			African American		
Program Type	T/C	L+7 AA%	Program Type	T/C	L+7 AA%	Program Type	T/C	L+7 AA%
Participation Variety	179	0.76	Participation Variety	179	0.84	Child - Live	14	1.00
Evening Animation	813	0.44	Evening Animation	813	0.45	Award Ceremonies	28	0.74
Audience Participation	84	0.43	Audience Participation	84	0.36	Participation Variety	179	0.73
Child - Live	14	0.41	Child - Live	14	0.32	Audience Participation	84	0.58
Conversations, Colloquies	925	0.33	General Drama	6353	0.32	Evening Animation	813	0.58
General Drama	6353	0.32	Situation Comedy	6078	0.30	Situation Comedy	6078	0.52
General Drama	6353	0.32	Science Fiction	255	0.28	Conversations, Colloquies	925	0.52
Situation Comedy	6078	0.31	Conversations, Colloquies	925	0.28	Children's News	7	0.50
Science Fiction	255	0.26	Sports Event	3867	0.24	Official Police	2	0.46
Children's News	7	0.23	Format Varies	49	0.23	Child Day - Animation	160	0.43
Daytime Drama	956	0.23						

Hispanic			Asian		
Program Type	T/C	L+7 AA%	Program Type	T/C	L+7 AA%
Audience Participation	84	0.81	Participation Variety	179	0.47
News Documentary	448	0.57	Conversations, Colloquies	925	0.20
Conversations, Colloquies	925	0.53	Audience Participation	84	0.18
Daytime Drama	956	0.48	News	5055	0.18
Participation Variety	179	0.42	Science Fiction	255	0.18
Child - Live	14	0.34	Political	5	0.18
General Drama	6353	0.31	Evening Animation	813	0.17
General Variety	2439	0.27	Official Police	2	0.17
Evening Animation	813	0.23	General Drama	6353	0.16
Comedy Variety	1492	0.22	Situation Comedy	6078	0.14

Source: Live+7 AA% for Persons 18-49 during October 2008. Gross Average Audience (GAA) was used for Syndication.



## Program Rankings

Appendix 1 (at the end of the paper) includes tables of the top ten programs for Persons 18-49 across Broadcast, Cable and Syndication for each ethnic group in October 2008. The top two broadcast programs for Persons 18-49 in White and African-American households were *NFL Football* telecasts on FOX and CBS. *Heroes* on NBC tops the list for Persons 18-49 in Asian households. *Fuego en la Sangre* is the top rated broadcast program among Hispanics.

The top ten cable programs during October 2008 were the Presidential and Vice Presidential debates and sporting events among White, Hispanic and Asian Persons 18-49. Cable program viewing among African-Americans was slightly different. *The BET Hip Hop Awards* that originally aired on 10/23/08 and the debates were among the top rated cable shows among African-Americans. For Syndication, sitcoms and *ESPN NFL Football* made up the majority of the top ten programs across each group.

## Timeshifted Viewing

As shown previously in Table 1, more than a quarter (28%) of the Total U.S. homes are DVR households, according to Nielsen's National People Meter panel during October. When looking at DVR ownership, White Households over-index to Total U.S. (30%), while Asian (27%), Hispanic (21%) and African-American (21%) households all under-index to Total U.S.

Given these differences in DVR ownership, an analysis of DVR usage for each group was conducted. Table 6 compares Live and Live+7 usage in Primetime for Persons 18-49 for each group during October. The data show that Asian and White households have similar levels of DVR lift, although White households view more television. Usage in Prime increases by 2.8 rating points for White and 1.8 rating points for Asian. African-American and Hispanic usage increases by about 1 rating point.

The lower half of Table 6 is cut back to DVR households within each break. DVR lifts are much more pronounced when looking at households with DVRs. For instance, usage increases by more than 25% among Persons 18-49 in DVR households.

Table 6: Time-shifted Activity by Race and Origin

Broadcast Prime (Mo-Sa 8-11P/Su 7-11P)				
Market Break	Live AA%	Live+7 AA%	Actual Difference	Percent Difference
<b>Total U.S.</b>	<b>35.3</b>	<b>37.6</b>	<b>2.3</b>	<b>6.5%</b>
White	35.2	38.0	2.8	7.8%
African-American	41.1	42.3	1.2	3.0%
Hispanic	34.4	35.3	0.9	2.7%
Asian	24.4	26.2	1.8	7.6%
DVR Household				
Market Break	Live AA%	Live+7 AA%	Actual Difference	Percent Difference
<b>Total U.S.</b>	<b>30.5</b>	<b>38.3</b>	<b>7.8</b>	<b>25.5%</b>
White	30.1	38.4	8.3	27.7%
African-American	36.3	42.0	5.6	15.5%
Hispanic	29.3	34.3	5.0	17.1%
Asian	26.9	34.2	7.4	27.5%

Source: Persons 18-49 during October 2008.

African-American and Hispanic Persons 18-49 in DVR households view slightly less television in Prime, compared to total African-American (42.0 versus 42.3) and total Hispanic (34.3 versus 35.3). Interestingly, Persons 18-49 in Asian households with a DVR view significantly more TV (31%) than the Total Asian Persons 18-49 (34.2 versus 26.2). Moreover, Asian Persons 18-49 with a DVR even view more Live television in Prime than Total Asian Persons 18-49 (26.9 versus 24.4), which is unusual because prior research has shown that DVR households typically view less Live television.

The U.S. is becoming increasingly diverse in population, as well as in television usage. Today, there are clear household characteristic differences across each ethnic group, including geographic dispersion by region, household size and presence of children. Moreover, television usage levels, the types of programs viewed, as well as DVR penetration and usage are unique for each ethnic group. As we move into the future, Nielsen will continue to provide glimpses into the evolving U.S. television audience.



## Appendix I: Top Ten Programs by Race and Origin by Source Type

October 2008 - P18-49

Syndication rankings based on L+7 GAA%

Total U.S.					
Net	Broadcast Program Name	Net	Cable Program Name	Net	Syndication Program Name
FOX	FOX NFL SUNDAY-NATIONAL	ESPN	NFL REGULAR SEASON L	ESPN	ESPN NFL REGULAR SEASON
CBS	CBS NFL NATIONAL	CNN	VICE PRES DEBATE 2008-10/02/2008	WB TV	TWO-HALF MEN-SYN (AT)
CBS	CSI	CNN	PRES DEBATE 2 2008-10/07/2008	20TH TV	FAMILY GUY-MF-SYN (AT)
ABC	GREY'S ANATOMY-THU 9PM	CNN	PRES DEBATE 3 2008-10/15/2008	SONY PICT TV	SEINFELD (AT)
ABC	DESPERATE HOUSEWIVES	TBSC	MLB ALCS	CBS TV DIST	EVRY LVS RAYMOND-SYN(AT)
FOX	FOX NFL SUNDAY-SINGLE	FOXNC	VP DEBATE-10/02/2008	SONY PICT TV	SEINFELD-WKND (AT)
CBS	TWO AND A HALF MEN	USA	WWE ENTERTAINMENT	WB TV	GEORGE LOPEZ (AT)
FOX	HOUSE	FOXNC	PRESIDENTIAL DEBATE-10/07/2008	CBS TV DIST	JUDGE JUDY (AT)
NBC	SNL:WKND UPDT 10/9	FOXNC	PRESIDENTIAL DEBATE-10/15/2008	WB TV	FRIENDS (AT)
NBC	OFFICE	ESPN	SPORTSCENTER: L	SONY PICT TV	KING OF QUEENS-SYN (AT)

White					
Net	Broadcast Program Name	Net	Cable Program Name	Net	Syndication Program Name
FOX	FOX NFL SUNDAY-NATIONAL	ESPN	NFL REGULAR SEASON L	ESPN	ESPN NFL REGULAR SEASON
CBS	CBS NFL NATIONAL	CNN	VICE PRES DEBATE 2008-10/02/2008	WB TV	TWO-HALF MEN-SYN (AT)
CBS	CSI	CNN	PRES DEBATE 2 2008-10/07/2008	20TH TV	FAMILY GUY-MF-SYN (AT)
ABC	GREY'S ANATOMY-THU 9PM	FOXNC	VP DEBATE-10/02/2008	SONY PICT TV	SEINFELD (AT)
ABC	DESPERATE HOUSEWIVES	TBSC	MLB ALCS	CBS TV DIST	EVRY LVS RAYMOND-SYN(AT)
CBS	TWO AND A HALF MEN	CNN	PRES DEBATE 3 2008-10/15/2008	WB TV	FRIENDS (AT)
NBC	SNL:WKND UPDT 10/9	FOXNC	PRESIDENTIAL DEBATE-10/07/2008	SONY PICT TV	KING OF QUEENS-SYN (AT)
NBC	OFFICE	FOXNC	PRESIDENTIAL DEBATE-10/15/2008	CBS TV DIST	JUDGE JUDY (AT)
FOX	HOUSE	FOXNC	VP DEBATE ANALYSIS-10/02/2008	SONY PICT TV	SEINFELD-WKND (AT)
FOX	FOX NFL SUNDAY-SINGLE	USA	WWE ENTERTAINMENT	CBS TV DIST	OPRAH WINFREY SHOW

African American					
Net	Broadcast Program Name	Net	Cable Program Name	Net	Syndication Program Name
FOX	FOX NFL SUNDAY-NATIONAL	BET	BET HIP HOP AWARDS-10/23/2008	ESPN	ESPN NFL REGULAR SEASON
CBS	CBS NFL NATIONAL	CNN	VICE PRES DEBATE 2008-10/02/2008	20TH TV	HOUSE OF PAYNE MF-SYN(AT)
FOX	FOX NFL SUNDAY-SINGLE	ESPN	NFL REGULAR SEASON L	20TH TV	HOUSE OF PAYNE WK-SYN(AT)
FOX	FOX NFL SUNDAY-REGIONAL	CNN	PRES DEBATE 3 2008-10/15/2008	CBS TV DIST	JUDGE JUDY (AT)
FOX	OT, THE	CNN	PRES DEBATE 2 2008-10/07/2008	20TH TV	FAMILY GUY-MF-SYN (AT)
NBC	NBC SUNDAY NIGHT FOOTBALL	BET	BET HIP HOP AWARDS-10/24/2008	NBC UNIV	MAURY (AT)
CBS	CBS NFL SINGLE	BET	AMERICAN GANGSTER 3	SONY PICT TV	SEINFELD-WKND (AT)
CBS	CSI	BET	HIP HOP AWARDS PRE-SHOW-10/23/2008	20TH TV	BERNIE MAC-SYN (AT)
CBS	CSI: MIAMI	ESPN	SPORTSCENTER: L	WB TV	JUDGE MATHIS (AT)
CW	GAME, THE	BET	BET HIP HOP AWARDS-10/25/2008	SONY PICT TV	KING OF QUEENS-WKND (AT)

## Appendix I: Top Ten Programs by Race and Origin by Source Type - *continued*

Hispanic					
Net	Broadcast Program Name	Net	Cable Program Name	Net	Syndication Program Name
UNI	FUEGO EN LA SANGRE THU	CNN	PRES DEBATE 2 2008-10/07/2008	WB TV	GEORGE LOPEZ (AT)
UNI	FUEGO EN LA SANGRE TUE	CNN	PRES DEBATE 3 2008-10/15/2008	20TH TV	FAMILY GUY-MF-SYN (AT)
UNI	FUEGO EN LA SANGRE WED	ESPN	NFL REGULAR SEASON L	ESPN	ESPN NFL REGULAR SEASON
UNI	FUEGO EN LA SANGRE MON	CNN	VICE PRES DEBATE 2008-10/02/2008	WB TV	TWO-HALF MEN-SYN (AT)
UNI	FUEGO EN LA SANGRE FRI	USA	WWE ENTERTAINMENT	20TH TV	FAMILY GUY-WK-SYN (AT)
UNI	CUIDADO CON EL ANGEL WED	TBSC	MLB ALCS	WB TV	GEORGE LOPEZ WKND A (AT)
UNI	CUIDADO CON EL ANGEL THU	TBSC	MLB DIVISION SERIES	WB TV	GEORGE LOPEZ WKND B (AT)
UNI	CUIDADO CON EL ANGEL TUE	SPIKE	UFC 87:ST-PIERRE VS FITCH	WB TV	FRIENDS (AT)
UNI	CUIDADO CON EL ANGEL MON	GALA	EL CHAVO II	SONY PICT TV	SEINFELD (AT)
UNI	CUIDADO CON EL ANGEL FRI	FSE	COPA SUD QTR RD GM2	SONY PICT TV	KING OF QUEENS-WKND (AT)

Asian					
Net	Broadcast Program Name	Net	Cable Program Name	Net	Syndication Program Name
NBC	HEROES	CNN	VICE PRES DEBATE 2008-10/02/2008 9:02P	ESPN	ESPN NFL REGULAR SEASON
FOX	FOX NFL SUNDAY-NATIONAL	CNN	PRES DEBATE 3 2008-10/15/2008	WB TV	TWO-HALF MEN-SYN (AT)
ABC	GREY'S ANATOMY-THU 9PM	CNN	PRES DEBATE 2 2008-10/07/2008	20TH TV	FAMILY GUY-MF-SYN (AT)
NBC	SATURDAY NIGHT	ESPN	NFL REGULAR SEASON L	WB TV	FRIENDS (AT)
CBS	CBS NFL NATIONAL	FOXNC	VP DEBATE-10/02/2008	SONY PICT TV	SEINFELD-WKND (AT)
FOX	FRINGE	FOXNC	PRESIDENTIAL DEBATE-10/07/2008	SONY PICT TV	SEINFELD (AT)
CBS	CSI	TBSC	MLB ALCS	CBS TV DIST	OPRAH WINFREY SHOW
NBC	SNL:WKND UPDT 10/9	CNN	VICE PRES DEBATE 2008-10/02/2008 12:02A	CBS TV DIST	WHEEL OF FORTUNE
ABC	DESPERATE HOUSEWIVES	FOXNC	VP DEBATE ANALYSIS-10/02/2008	CBS TV DIST	CSI NEW YORK-SYN(AT)
NBC	DECISION '08:VP ANALYS	ESPN	SPORTSCENTER: L	SONY PICT TV	KING OF QUEENS-SYN (AT)

Source: Persons 18-49 during October 2008.

For Cable, specials were broken out by telecast and regularly scheduled programs are monthly averages.