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U.S. TV Trends
by Race and
Ethnicity

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Who Watched What? U.S. TV Trends by Race and Ethnicity

The face of America is changing. As we await the population findings from the 2010 U.S. Census, the race/ethnicity of people within the more than 115 million television homes is more relevant than ever: groups tend to watch different programs and use peripheral devices differently, all of which hold significant implications for the media and advertising industries. According to The Nielsen Company's National People Meter (NPM) sample, the U.S. composition by ethnic group in November 2010 was as follows:

- White: 75.8%
- African-American: 12.8%
- Hispanic: 11.7%
- Asian: 3.8%

This report profiles the household characteristics, TV and peripheral usage and programming genres for White, African-American, Hispanic, and Asian households in the U.S.

Characteristics and Population Trends

Household Characteristics of Ethnic Groups

Table 1 compares the Total U.S. penetration for various market breaks to White, African-American, Hispanic, and Asian households during November 2010.

African-Americans, Hispanics, and Asians all over-index the Total U.S. among:

- Broadcast Only
- County Size A
- Household Size 3+
- Household with Children
- Head of House Age < 35

Based on our NPM sample, non-White Households tend to be larger with kids, younger and live in urban areas. Other differences include:

African-Americans

African-Americans are more likely to have Cable Plus with Pay (55% of all African-American households compared to 50% of the Total U.S.). Furthermore, 35% of African-Americans live in the Southeast, whereas just 21% of the Total U.S. resides in this region. Although they over-index the U.S. in terms of Household Size 3+, they are also more likely to live in a single person household, with 26% of African-Americans living in a Household Size = 1, greater than the Total U.S. at 22%.

Table 1: Household Characteristics by Race and Origin

Market Break	% of Total US	% of White	% of African American	% of Hispanic	% of Asian
Total U.S.	100.0%	75.8%	12.8%	11.7%	3.8%
Broadcast Only	9%	9%	11%	15%	10%
Cable Plus	91%	91%	89%	85%	89%
Cable Plus with Pay	50%	50%	55%	43%	48%
DBS	30%	30%	27%	35%	26%
Wired Cable	61%	61%	62%	50%	66%
Wired Digital Cable	49%	49%	48%	40%	56%
County Size A	39%	35%	49%	56%	65%
County Size B	31%	31%	31%	28%	27%
County Size C	15%	17%	10%	10%	4%
County Size D	15%	16%	11%	7%	4%
Northeast	20%	19%	23%	17%	23%
Southeast	21%	20%	35%	15%	7%
East Central	13%	14%	11%	3%	4%
West Central	15%	17%	10%	10%	9%
Southwest	12%	12%	13%	22%	8%
Pacific	19%	18%	8%	33%	48%
High Def Capable/Receivable	58%	59%	52%	59%	69%
DVR Household	38%	40%	31%	30%	36%
DVD Owner	87%	87%	85%	84%	88%
VCR Ownership	48%	51%	39%	39%	38%
Video Game Owner	43%	43%	44%	48%	50%
Presence of at least 1 Video & Internet Enabled Phone	35%	33%	40%	44%	48%

Table continued on next page

Hispanics

Hispanics are more likely to have DBS as a multichannel provider than the Total U.S. (35% Hispanic versus 30% Total U.S.). Compared to all persons, a greater percentage of Hispanics reside in the Pacific (33% vs. 19% of Total U.S.) and Southwest (22% vs. 12% of Total U.S.) regions. Although Hispanics are less likely to have a computer at home, they are more likely to have a video and Internet enabled cell phone (44% vs. 35% of Total U.S.).

Asians

Almost half of Asian households (48%) are located in the Pacific region. This over-indexes the Total U.S., where 19% of all households are in the Pacific. At 69%, they are more likely than any other race or ethnic break to be HD capable/receivable. A majority of Asian homes (87%) have a home computer with high speed Internet connection, higher than the general population at 73%. Asians are the most likely break to graduate from college (59%) and have a white collar job (61%).

Table 1 (continued): Household Characteristics by Race and Origin

Market Break	% of Total US	% of White	% of African American	% of Hispanic	% of Asian
PC Access-Home	84%	85%	77%	74%	93%
PC with Internet Access-Home = Yes	77%	80%	67%	62%	89%
PC with Internet Access-Home = No	7%	6%	11%	11%	3%
HHLI Internet Connection Speed = Dial-Up	3%	3%	2%	1%	1%
HHLI Internet Connection Speed = High Speed	73%	75%	64%	61%	87%
HH Income=					
Less than \$20K	15%	13%	25%	25%	9%
\$20K - \$40K	24%	23%	30%	31%	14%
\$40K - \$60K	20%	20%	18%	19%	19%
\$60K - \$75K	11%	12%	9%	8%	10%
\$75K - \$100K	14%	15%	9%	9%	18%
\$100K+	16%	18%	9%	9%	31%
HH Size = 1	22%	24%	26%	10%	12%
HH Size = 2	34%	37%	28%	21%	27%
HH Size = 3	17%	16%	20%	18%	20%
HH Size = 4+	26%	24%	26%	52%	41%
4 Years HS/Graduate	22%	22%	25%	23%	11%
4+ Years College	33%	34%	24%	16%	59%
Blue Collar	26%	23%	32%	47%	20%
White Collar	43%	44%	41%	31%	61%
Professional/Managerial	29%	29%	25%	18%	47%
HH with Children	35%	31%	41%	58%	47%
HOH Age < 35	21%	19%	23%	33%	27%
HOH Age 35-54	40%	38%	45%	46%	50%
HOH Age 55-64	19%	20%	19%	12%	13%
HOH Age 65+	20%	23%	13%	9%	10%

Source: Based on NPM scaled installed counts during November 2010.

Top 10 Designated Market Areas (DMAs)

Table 2 reveals the top ten DMAs for each race and ethnic break ranked by total number of TV homes. Also provided is the percentage of market for each of the breaks. 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. 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.

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

Total U.S.	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	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

Hispanic	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

African American	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



Asian	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

Source: Based on Universe Estimates for the 2010-2011.

Television Usage Trends

Median Age

Table 3 displays the median age for all ethnicities based on Persons 2+ watching TV on a Total Day basis.

White households, which make up the majority of all homes, have the highest median age of all breaks at 48. African-American, Asian, and Hispanic homes skew younger than the U.S. as a whole, with Hispanic homes having the youngest median age at 31. This is consistent with the household characteristics data, which show that 58% of Hispanic households have children.

Table 3: Median Age by Race and Origin

Market Break	Live +7 Median Age
Total U.S.	45
White	48
African-American	40
Hispanic	31
Asian	38

Source: Based on Total Day usage for Persons 2+ during November 2010.

Live PUT+DVR Playback Trends

Tables 4a and 4b exhibit a 12-month TV usage trend of average daily hours:minutes for Total Day and Primetime among Persons 18-49. Usage is defined as Live PUT+DVR playback. Total Day usage peaked in the month of January for Total U.S., Whites, African-Americans, and Hispanics. Asians had slightly more viewing in February than January.

As White households make up 76% of the U.S. population, it is no surprise that their viewing patterns most closely resemble those of the overall U.S., although people age 18-49 in these homes watched slightly less TV than Total U.S. Hispanics age 18-49 view less television than White homes, but the difference is marginal in some months.



Table 4a: Total Day TV Usage by Race and Origin (Daily HH:MM)

Market Break	Dec '09	Jan '10	Feb '10	Mar '10	Apr '10	May '10	Jun '10	Jul '10	Aug '10	Sep '10	Oct '10	Nov '10	Avg
Total U.S.	4:42	4:55	4:50	4:29	4:20	4:17	4:17	4:11	4:13	4:23	4:31	4:42	4:29
White	4:33	4:46	4:41	4:18	4:08	4:06	4:05	3:58	4:00	4:12	4:20	4:32	4:18
African-American	6:38	6:51	6:34	6:22	6:17	6:13	6:08	6:09	6:13	6:15	6:29	6:36	6:24
Hispanic	4:07	4:17	4:12	3:56	3:49	3:52	4:01	3:51	3:47	3:56	4:02	4:09	4:00
Asian	2:43	2:56	2:59	2:40	2:34	2:33	2:39	2:34	2:35	2:43	2:46	2:52	2:43

Table 4b: Broadcast Prime TV Usage by Race and Origin (Daily HH:MM)

Market Break	Dec '09	Jan '10	Feb '10	Mar '10	Apr '10	May '10	Jun '10	Jul '10	Aug '10	Sep '10	Oct '10	Nov '10	Avg
Total U.S.	1:09	1:12	1:13	1:08	1:06	1:05	1:01	0:59	1:01	1:06	1:09	1:10	1:07
White	1:09	1:13	1:14	1:09	1:06	1:05	1:01	0:58	1:01	1:06	1:09	1:10	1:07
African-American	1:19	1:21	1:18	1:16	1:14	1:13	1:11	1:09	1:12	1:16	1:19	1:18	1:16
Hispanic	1:03	1:07	1:07	1:03	1:02	1:02	1:00	0:58	0:59	1:03	1:05	1:06	1:03
Asian	0:45	0:50	0:52	0:46	0:44	0:44	0:42	0:39	0:41	0:46	0:48	0:48	0:45

Source: Based on Live PUT+DVR Playback for Persons 18-49 during November 2010.

The largest contrast in television usage comes from African-Americans and Asians. Across both Total Day and Primetime, people age 18-49 in African-American households watch more television than any other race or ethnicity. Conversely, Asians age 18-49 watch the least television.

Peripheral Usage Trends

Is there a difference in peripheral use by race? Tables 5a and 5b display the average daily time spent (HH:MM) with Live TV, DVR, DVD, and VCR playback, as well as video game console use. African-Americans age 18-49 spend more than six hours a day watching Live TV—46% more than the Total U.S. on a Total Day basis and more than any other break. They also spend the most time with DVD playback and video game console use. People age 18-49 in White households use DVR playback the most, while Hispanic homes use it the least. Compared to all races and ethnicities, Asian homes spend the least amount of time watching Live TV and using a video game console.

Timeshifted Viewing

As shown on Table 1, 38% of all homes in the U.S. had a DVR as of November 2010. White homes over-index the Total U.S. (40%), while Asians (36%), African-Americans (31%) and Hispanics (30%) under-index the population. With these differences in DVR ownership, an analysis of DVR Playback within each group was produced for November 2010 (Table 6).

Across all households (the top of Table 6), 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 over 2 rating points with the additional DVR playback.

The lower half of Table 6 is cut back to DVR households within each break. The usage lift with DVR playback is more pronounced when looking at homes with DVRs. For example, primetime usage among Asians and Whites increased by nearly 40% among Persons 18-49 in DVR households. Hispanic usage grew by nearly 30% and African-American usage increased by just over 20%.

Table 5a: Total Day TV and Peripheral Usage by Race and Origin (Daily HH:MM)

Market Break	Total Use of TV	Live TV	DVR Playback	DVD Playback	VCR Playback	Video Games
Total U.S.	5:11	4:17	0:24	0:15	<0:01	0:13
White	5:02	4:05	0:27	0:15	<0:01	0:13
African-American	7:12	6:16	0:20	0:18	<0:01	0:16
Hispanic	4:35	3:54	0:14	0:14	<0:01	0:10
Asian	3:14	2:34	0:17	0:12	<0:01	0:09

Table 5b: Broadcast Prime TV and Peripheral Usage by Race and Origin (Daily HH:MM)

Market Break	Total Use of TV	Live TV	DVR Playback	DVD Playback	VCR Playback	Video Games
Total U.S.	1:18	1:02	0:08	0:04	<0:01	0:03
White	1:19	1:01	0:09	0:04	<0:01	0:03
African-American	1:26	1:13	0:04	0:04	<0:01	0:03
Hispanic	1:13	1:02	0:04	0:03	<0:01	0:02
Asian	0:55	0:42	0:05	0:03	<0:01	0:02

Source: Based on Live stream for Persons 18-49 during November 2010.

Table 6: Primetime Timeshifted Activity by Race and Origin

Composite	Live AA %	DVR Playback AA%	Live + DVR Playback	Actual Lift	Percent Lift
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 Household	Live AA %	DVR Playback AA%	Live + DVR Playback	Actual Lift	Percent Lift
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: Persons 18-49 during November 2010.

Consistent with what other studies have shown, DVR households within each break watched less live television compared to all households, with the exception of Asian homes. However, when DVR playback is added to live viewing, it is these DVR homes that watch more TV overall in primetime, as this technology allows viewers to watch what they want when they want.

Genre Viewing Trends

Looking at the top ten viewed genres in November 2010 by ethnicity for people age 18-49 (Table 7), Participation Variety, which includes many reality programs, as well as Award Ceremonies ranked as the top two of each list. Among the remaining eight top genres for each ethnicity, there were another four they had in common: Evening Animation, Child-Live, General Drama, and Conversations Colloquies. Conversely, there were also genres unique to the top ten lists among people age 18-49 in Hispanic and African-American homes: Daytime Dramas made the list in Hispanic homes, while Child Day-Animation was among the top ten in African-American homes.

Program Rankings

Table 8 provides rankings of the top 10 programs across Broadcast, Cable, and Syndication by ethnicity for people age 18-49 in November 2010.

Across Broadcast, NFL programming occupied at least half of the top ten spots, including the top four spots among Whites and Asians, as well as all ten spots among African-Americans. FOX's *Glee* and ABC's *Modern Family* both ranked among the top ten programs for Whites and Asians. CBS's *Big Bang Theory* was among the top ten for Whites, while NBC's *Outsourced* was among the top ten programs for Asians. Among Hispanics, Univision programming took all ten spots, with *Soy Tu Duena* ranking 2-6.

Table 7: Top Ten Genres by Race and Origin

Total U.S.		
Program Type	T/C	L+7 AA%
PARTICIPATION VARIETY	82	1.25
AWARD CEREMONIES	35	1.10
EVENING ANIMATION	747	0.63
SPORTS EVENT	2705	0.35
CONVERSATIONS, COLLOQUIES	986	0.35
CHILD - LIVE	15	0.35
SITUATION COMEDY	6315	0.29
NEWS DOCUMENTARY	438	0.29
AUDIENCE PARTICIPATION	138	0.29
GENERAL DRAMA	7173	0.26

White		
Program Type	T/C	L+7 AA%
PARTICIPATION VARIETY	82	1.39
AWARD CEREMONIES	35	1.02
EVENING ANIMATION	747	0.65
SPORTS EVENT	2705	0.36
SITUATION COMEDY	6315	0.29
CHILD - LIVE	15	0.27
AUDIENCE PARTICIPATION	138	0.27
CONVERSATIONS, COLLOQUIES	986	0.27
NEWS DOCUMENTARY	438	0.26
GENERAL DRAMA	7173	0.25

African-American		
Program Type	T/C	L+7 AA%
AWARD CEREMONIES	35	1.47
PARTICIPATION VARIETY	82	1.12
EVENING ANIMATION	747	0.89
CHILD - LIVE	15	0.87
CONVERSATIONS, COLLOQUIES	986	0.63
SITUATION COMEDY	6315	0.49
SPORTS EVENT	2705	0.49
GENERAL DRAMA	7173	0.38
AUDIENCE PARTICIPATION	138	0.37
CHILD DAY - ANIMATION	124	0.36

Hispanic		
Program Type	T/C	L+7 AA%
AWARD CEREMONIES	35	1.50
PARTICIPATION VARIETY	82	0.87
CONVERSATIONS, COLLOQUIES	986	0.60
NEWS DOCUMENTARY	438	0.60
DAYTIME DRAMA	833	0.47
AUDIENCE PARTICIPATION	138	0.40
EVENING ANIMATION	747	0.33
GENERAL VARIETY	2709	0.28
GENERAL DRAMA	7173	0.25
CHILD - LIVE	15	0.23

● Indicates common genres among each group

Source: Live+7 AA% for Persons 18-49 during November 2010. Gross Average Audience (GAA) was used for Syndication.

Asian		
Program Type	T/C	L+7 AA%
PARTICIPATION VARIETY	82	0.81
AWARD CEREMONIES	35	0.61
EVENING ANIMATION	747	0.27
SPORTS EVENT	2705	0.22
CHILD - LIVE	15	0.19
CONVERSATIONS, COLLOQUIES	986	0.13
SITUATION COMEDY	6315	0.13
NEWS DOCUMENTARY	438	0.13
GENERAL DRAMA	7173	0.12
GENERAL VARIETY	2709	0.11

Among cable programming, ESPN's *NFL Regular Season* took the top spot for Whites, African-Americans and Asians, and second spot among Hispanics, for whom the top program was Galavision's *Futbol Liga Mex-Thu*. In fact, sports programming claimed at least half of the top ten cable spots for all race/ethnic groups, led by NFL football programming. USA's *WWE Entertainment* was also found among the top ten for Whites and Hispanics, while TNT's *NBA Basketball* was found among the top ten for African-Americans and Asians.

Within Syndication, sitcoms and animated programs make up the majority of the top ten rankers for all race and ethnic groups. African-Americans varied slightly in that their top ten had a greater variety of sitcoms, talk shows, and court shows.



Table 8: Top 10 Programs by Race and Origin by Source Type

Total U.S.					
Net	Broadcast Program Name	Net	Cable Program Name	Net	Syndication Program Name
FOX	FOX NFL-THU	ESPN	NFL REGULAR SEASON L	ESPN	ESPN NFL REGULAR SEASON
FOX	FOX NFL SUNDAY-NATIONAL	NFLN	NFL REGULAR SEASON GAME	20TH TV	FAMILY GUY-WK-SYN (AT)
CBS	CBS NFL SINGLE - THU	USA	WWE ENTERTAINMENT	WB TV	TWO-HALF MEN-SYN (AT)
CBS	CBS NFL NATIONAL	ESPN	SPORTSCENTER: L	NFLN	2010 NFL REG SEASON GAMES
NBC	NBC SUNDAY NIGHT FOOTBALL	NFLN	POSTGUN	20TH TV	FAMILY GUY-MF-SYN (AT)
FOX	FOX NFL SUNDAY-SINGLE	ESPN	NASCAR SPRINT CUP L	CBS TV	JUDGE JUDY (AT)
ABC	MODERN FAMILY	ESPN	MONDAY NIGHT COUNTDOWN L	20TH TV	HOW I MET-MTHR-MF-SYN(AT)
NBC	MACYS THANKSGIVING PARADE	NFLN	PRE-KICK	CBS TV	OPRAH WINFREY SHOW
CBS	CBS NFL-THU POST GAME	ESPN	NFL COUNTDOWN L	NFLN	2010 NFL REG SEA POSTGUN
FOX	GLEE	DSNY	TINKER BELL & GREAT FAIRY	20TH TV	HOW I MET-MTHR-WK-SYN(AT)

White					
Net	Broadcast Program Name	Net	Cable Program Name	Net	Syndication Program Name
FOX	FOX NFL-THU	ESPN	NFL REGULAR SEASON L	ESPN	ESPN NFL REGULAR SEASON
CBS	CBS NFL SINGLE - THU	NFLN	NFL REGULAR SEASON GAME	20TH TV	FAMILY GUY-WK-SYN (AT)
FOX	FOX NFL SUNDAY-NATIONAL	ESPN	NASCAR SPRINT CUP L	WB TV	TWO-HALF MEN-SYN (AT)
CBS	CBS NFL NATIONAL	USA	WWE ENTERTAINMENT	NFLN	2010 NFL REG SEASON GAMES
NBC	NBC SUNDAY NIGHT FOOTBALL	NFLN	POSTGUN	20TH TV	FAMILY GUY-MF-SYN (AT)
ABC	MODERN FAMILY	ESPN	SPORTSCENTER: L	20TH TV	HOW I MET-MTHR-MF-SYN(AT)
NBC	MACYS THANKSGIVING PARADE	ESPN	MONDAY NIGHT COUNTDOWN L	20TH TV	HOW I MET-MTHR-WK-SYN(AT)
FOX	FOX NFL SUNDAY-SINGLE	NFLN	PRE-KICK	WB TV	TWO-HALF MEN WKND B (AT)
FOX	GLEE	ESPN	NFL COUNTDOWN L	NBC UNI	OFFICE-SYN (AT)
CBS	BIG BANG THEORY, THE	FNC	AMERICAS ELECTION HQ	CBS TV	JUDGE JUDY (AT)

African American					
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	BET	SOUL TRAIN AWARDS	20TH TV	FAMILY GUY-WK-SYN (AT)
FOX	FOX NFL-THU	BET	SOUL TRAIN RED CARPET	TNT	MEET THE BROWNS (AT)
NBC	NBC SUNDAY NIGHT FOOTBALL	BET	BLACK GIRLS ROCK!	NBC UNI	MAURY (AT)
CBS	CBS NFL SINGLE - THU	ESPN	SPORTSCENTER: L	DSNY ABC	MY WIFE AND KIDS (AT)
FOX	FOX NFL SUNDAY-PST GN-NAT	TBS	MEET THE BROWNS	CBS TV	JUDGE JUDY (AT)
FOX	FOX NFL SUNDAY-SINGLE	CENTRIC	SOUL TRAIN: HIPPEST TRIP	NBC UNI	LAW & ORDER:CI-WKL (AT)
FOX	OT, THE	TNT	NBA BASKETBALL	20TH TV	HOUSE OF PAYNE MF-SYN(AT)
NBC	SUNDAY NIGHT NFL PRE-KICK	NFLN	NFL REGULAR SEASON GAME	CBS TV	TWO-HALF MEN-SYN (AT)
FOX	FOX NFL SUNDAY-REGIONAL	ESPN	NBA REGULAR SEASON L	20TH TV	FAMILY GUY-MF-SYN (AT)

Hispanic					
Net	Broadcast Program Name	Net	Cable Program Name	Net	Syndication Program Name
UNI	LATIN GRAMMY 10 11/11	GALA	FUTBOL LIGA MEX - THU	20TH TV	FAMILY GUY-WK-SYN (AT)
UNI	SOY TU DUENA THU	ESPN	NFL REGULAR SEASON L	ESPN	ESPN NFL REGULAR SEASON
UNI	SOY TU DUENA MON	GALA	EL CHAVO II	CBS TV	TWO-HALF MEN-SYN (AT)
UNI	SOY TU DUENA WED	GALA	EL CHAVO	20TH TV	FAMILY GUY-MF-SYN (AT)
UNI	SOY TU DUENA TUE	USA	WWE ENTERTAINMENT	NFLN	2010 NFL REG SEASON GAMES
UNI	SOY TU DUENA FRI	GALA	EL CHAVO-MARATHON	WB TV	GEORGE LOPEZ (AT)
UNI	MIRA QUIEN BAILA SUN	NFLN	NFL REGULAR SEASON GAME	20TH TV	HOW I MET-MTHR-WK-SYN(AT)
UNI	NOCHE DE ESTRELLAS 11/11	GALA	DERBEZ EN CUANDO	20TH TV	KING OF THE HILL-SYN(AT)
UNI	ROSA DE GUADALUPE THU	GALA	FUTBOL LIGA MEX - FRI	20TH TV	HOW I MET-MTHR-MF-SYN(AT)
UNI	CRISTINA MON	GALA	XH DERBEZ	NFLN	2010 NFL REG SEA POSTGUN

Asian					
Net	Broadcast Program Name	Net	Cable Program Name	Net	Syndication Program Name
FOX	FOX NFL-THU	ESPN	NFL REGULAR SEASON L	ESPN	ESPN NFL REGULAR SEASON
CBS	CBS NFL NATIONAL	NFLN	NFL REGULAR SEASON GAME	20TH TV	FAMILY GUY-WK-SYN (AT)
NBC	NBC SUNDAY NIGHT FOOTBALL	DSNY	TINKER BELL & GREAT FAIRY	CBS TV	TWO-HALF MEN-SYN (AT)
FOX	FOX NFL SUNDAY-NATIONAL	TNT	NBA BASKETBALL	NFLN	2010 NFL REG SEASON GAMES
FOX	GLEE	ESPN	SPORTSCENTER: L	CBS TV	OPRAH WINFREY SHOW
CBS	CBS NFL SINGLE - THU	CNN	ELECTION NIGHT IN AMERICA	20TH TV	HOW I MET-MTHR-MF-SYN(AT)
ABC	MODERN FAMILY SP-11/24	NFLN	POSTGUN	20TH TV	FAMILY GUY-MF-SYN (AT)
NBC	OUTSOURCED	SPIKE	UFC 122: MARQU VS OKAMI	NFLN	2010 NFL REG SEA POSTGUN
ABC	MODERN FAMILY	NICK	DIEGO INTL RESCUE LEAGUE	20TH TV	HOW I MET-MTHR-WK-SYN(AT)
CBS	HAWAII FIVE-0	NFLN	PRE-KICK	NFLN	2010 NFL REG SEA PRE-KICK

Source: Persons 18-49 during November 2010. Broadcast and cable rankings based on Live +7 AA%. Syndication rankings based on Live +7 GAA%. Excluding programs <10 minutes.

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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