

# FOCUS: LATINO VIII<sup>™</sup>

THE U.S. LATINO MARKET FOR CABLE AND BROADBAND  
SERVICES, PROGRAMMING AND TECHNOLOGY

## 2008 PROSPECTUS

**SURVEYS UNLIMITED**  
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# **FOCUS: Latino™ VIII**

## **The 2008 Study of the U.S. Latino Market for Cable and Broadband Services, Programming and Technology**

FOCUS: Latino was the first, and the most comprehensive, study on the Hispanic market for cable programming and services, and it remains the benchmark study that is a must-have for cable networks and cable operators alike.

**Focus: Latino VIII™** is the eighth wave of this one-of-a-kind study series. The report provides in-depth analysis of Latinos sub-groups by age, sex, income, and the presence of children. Importantly, the study takes a detailed look at differences between language usage segments of this heterogeneous market. The study compares the findings segmented by “Spanish-dominant,” “Bilingual” and “English-oriented” Latinos— of key importance when planning programming, marketing, advertising and distribution strategies in Latino markets. Moreover, the study analyzes media consumption by household composition factors, such as the presence of other people in the home who are Spanish dominant even when the head of household is English-oriented.

The main topic areas covered in this study are:

- Penetration of **telecommunications services in the home (cable, satellite, Internet, broadband and telephone)**, including penetration of Verizon FiOS and AT&T U-verse; plans to switch to competing services for television, Internet and phone services;
- Penetration and usage of **advanced digital services** such as HDTVs, HDTV service, On-Demand, DVR and broadband-enabled portable devices;
- Penetration of and interest in **bundled services**, including specific bundled features;
- **Fluency with English and Spanish**, language spoken most in the home;
- **Programming and branding**: Favorite channels and genres, viewership of specific genres, viewership of English language and Spanish language TV;
- **Viewing of video content online** and types of genres viewed;
- **Viewing of video on portable devices** and types of genres viewed;
- **Interest in Spanish language programming and programming for Hispanic Americans**; importance of having more of specific genres in Spanish (movies, content for kids, etc.)
- Subscription, technology, lifestyle and demographic **profiles**;
- Awareness, impact and plans surrounding the **Digital Transition of 2009**;

### **Data and analysis available by:**

- Age and sex
- Income and Employment data
- Marital status and presence of children
- Type and ownership of family dwelling
- Household size and analysis of language usage of all members of the household
- Foreign Born vs. U.S. Born and length of time in the U.S.
- Country of origin
- Language use in the home

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## ***Study Design and Methodology:***

**500+/- interviews of Latino heads of household** from a random sample of urban markets (defined as cities or place names in the U.S. with a population of 50,000 or more). Quotas were established for each city/sampling point based on its proportion of Hispanics living there according to data from the Census Bureau.

An important aspect of this research is the use of random digital-dialing sample (RDD). Listed samples of Hispanic households cover less than 25% of the Hispanic population. An RDD sample will cover all listed and unlisted homes with and without Spanish-surnames in the designated areas. Hispanic ethnicity is determined by self-identification and interviews are conducted by bilingual interviewers in respondents' language of preference.

Respondents are interviewed in their preferred language. "Spanish-dominant" Hispanic respondents are referred to those Hispanics who report speaking only Spanish or mostly Spanish with some English at home. "Bilingual" Hispanics are defined as those who speak English and Spanish equally at home and "English-oriented" Hispanic respondents are those speaking mostly English with some Spanish or English only at home.

## ***Deliverables:***

- A written, interpretative report based on primary research of 500+/- Latino consumers in PowerPoint Format;
- An executive summary including secondary data analysis of the Latino market in the U.S.

## ***Schedule:***

- Survey Data Collection: February-March, 2008.
- Report: June, 2008

# FOCUS: Latino™ VIII

The 2008 Study of the U.S. Latino Market for Cable and Broadband Services, Programming and Technology

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