



TELEMUNDO
STATION GROUP



Houston Hispanic
Chamber of Commerce

CONSISTENTLY IN THE **TOP 3**



#3

Largest Hispanic/Latino
Community in the U.S.

#2

Largest Hispanic/Latino county
in the U.S., Harris county

#1

Largest Hispanic/Latino
Community and Economy in
Texas

THE HOUSTON AREA IS A TOP RANKED HISPANIC MARKET

Behind Los Angeles and New York, Houston represents the **THIRD** largest U.S. Hispanic population...

7,229,367 Total Population

2,624,514 Hispanic Population

36% Of the Total Population



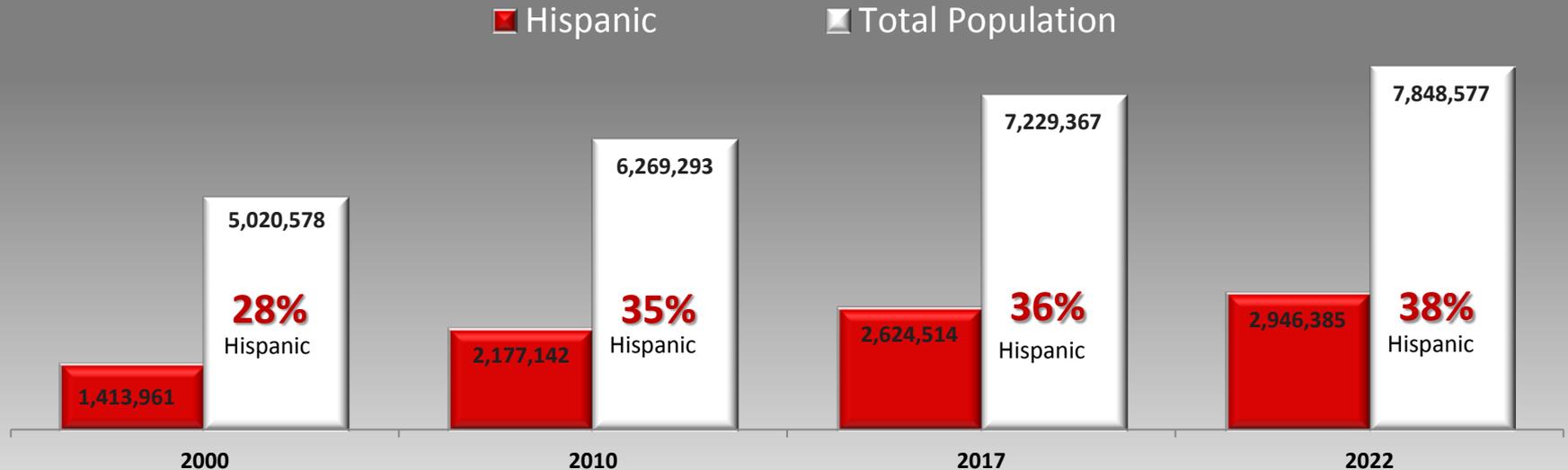
THE HOUSTON HISPANIC MARKET CONTINUES TO GROW

Hispanic population has increased:

+108% from 2000 → 2022

versus +56% for Total Population

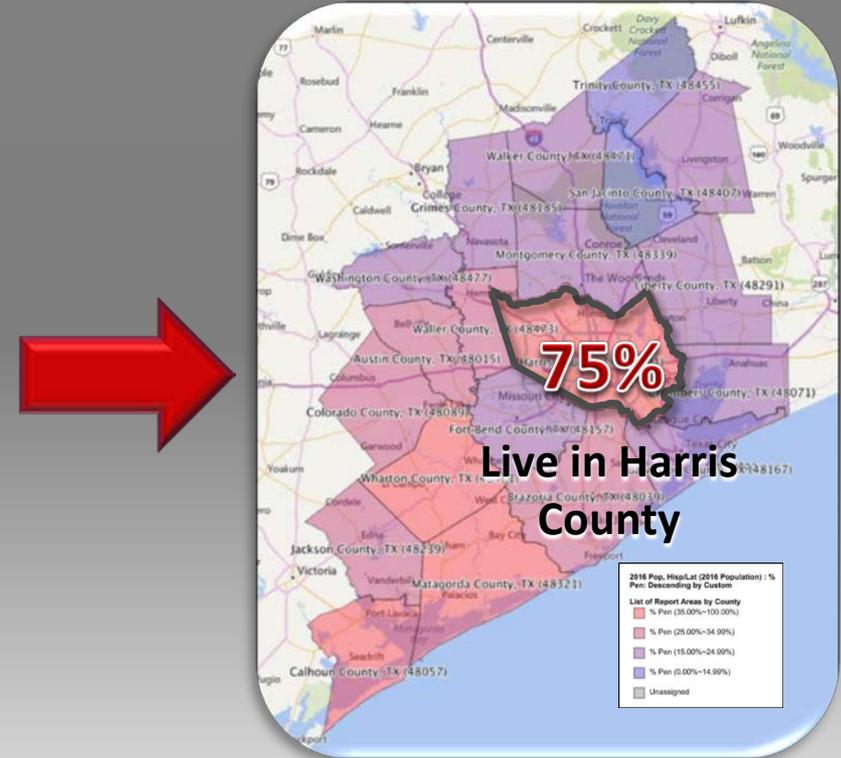
+12% from 2017 → 2022



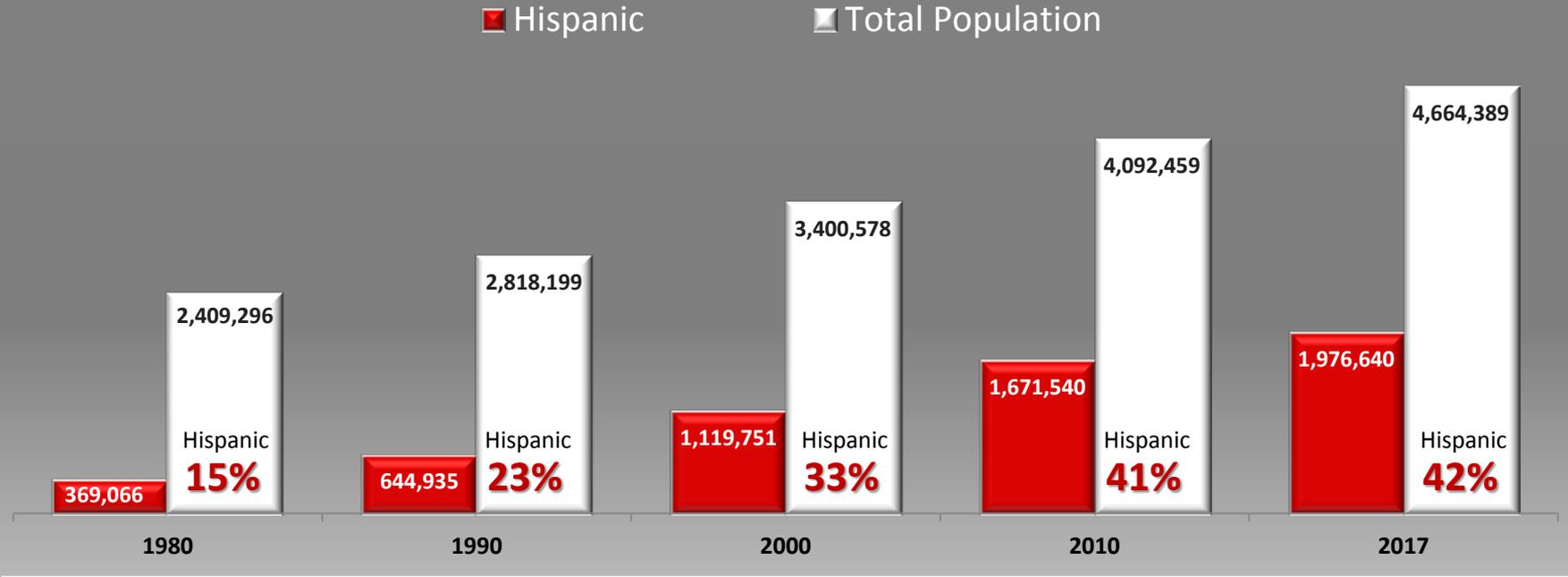
HOUSTON HISPANIC CONSUMERS REPRESENT A SIGNIFICANT SHARE OF THE TOTAL POPULATION

Counties	Total	Hispanic	Hisp% of Total Pop	Hisp% of County
Harris	4,664,389	1,976,640	75%	42%
Fort Bend	751,900	182,751	7%	24%
Montgomery	560,278	132,075	5%	24%
Brazoria	356,307	107,706	4%	30%
Galveston	331,091	81,440	3%	25%
Liberty	82,101	18,338	1%	22%
Wharton	41,726	17,134	1%	41%
Matagorda	36,839	15,335	1%	42%
Waller	50,157	15,190	1%	30%
Walker	71,866	13,330	1%	19%
Calhoun	22,143	10,820	0%	49%
Chambers	39,690	9,059	0%	23%
Austin	30,204	8,302	0%	27%
Polk	48,273	7,357	0%	15%
Grimes	28,201	6,744	0%	24%
Colorado	21,416	6,346	0%	30%
Washington	35,289	5,607	0%	16%
Jackson	15,128	4,983	0%	33%
San Jacinto	28,110	3,887	0%	14%
Trinity	14,259	1,470	0%	10%
Total	7,229,367	2,624,514	100%	36%

Houston Hispanic Density by County

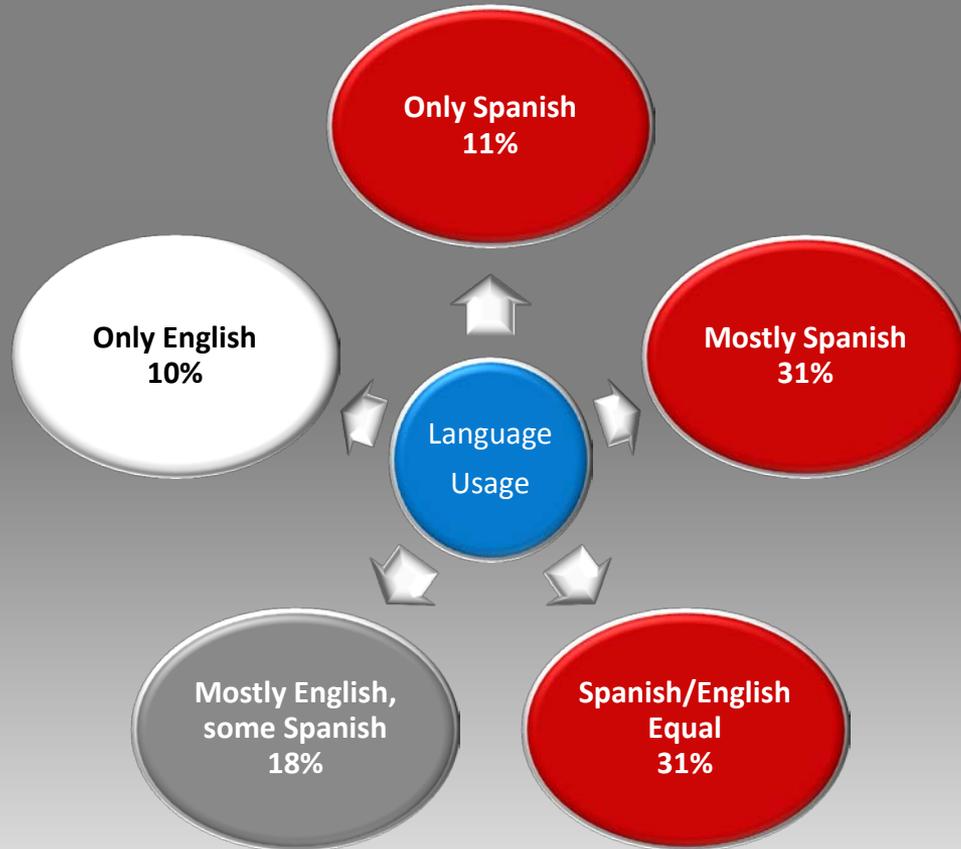


HARRIS COUNTY 2ND LARGEST HISPANIC COUNTY IN THE U.S.



**Hispanic population in Harris county continues to grow!
+77% since 2000 and +18% since the 2010**

THE MAJORITY OF **HOUSTON AREA HISPANICS** SPEAK SPANISH



90%

of Hispanics in Houston speak Spanish

72%

of Hispanics in Houston prefer Spanish

#3

Hispanic market with the most bilinguals in the U.S.

HOUSTON HISPANIC CONSUMER SPENDING REPRESENT A SIGNIFICANT SHARE OF THE TOTAL

Hispanics/Latino
Consumer Spending
(\$ Billions/Shares of Total)



2010
\$39.7
21.4%

2017
\$53.9
23.2%

2022
\$77.6
25.8%

Non-Hispanics/Latino
Consumer Spending
(\$ Billions/Shares of Total)

2010
\$145.3
78.6%

2017
\$178.9
76.8%

2022
\$222.9
74.2%

UNDERSTANDING **HISPANICS** IN HOUSTON



Hispanic Adults in Houston



Hispanic consumer spending in Houston is over **\$50 billion**

It surpasses the San Antonio and Rio Grande combined spending

Hispanics represent **24% of all auto sales** in Houston for 2017-td.

Over index Hispanics auto sales shares in Chicago by **60%**, DFW and New York by **50%**

Hispanics spent in mortgage or rent **\$7.4 billion** and this represents **24%** of the overall market

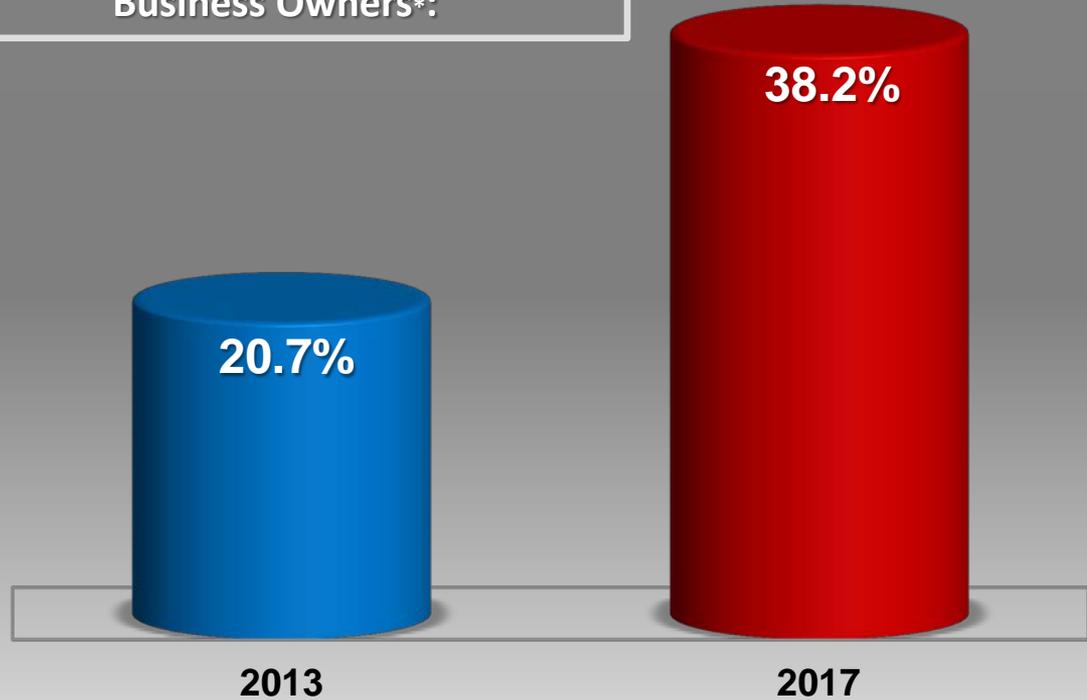
Between 2005 and 2015 the number of Hispanics in Harris county age 25 and older who had at least a bachelor's degree **grew 88%**

HISPANIC OWNED SMALL BUSINESS IN THE HOUSTON AREA HAVE NEARLY DOUBLED



The number of business owners who are Hispanic has increased 85% since 2013 ...

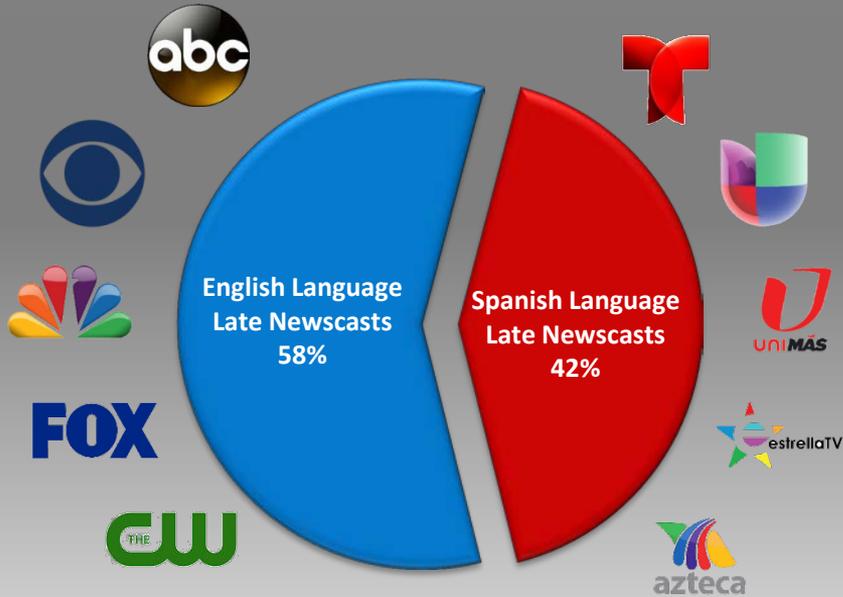
Hispanic Share of Houston's Small Business Owners*:



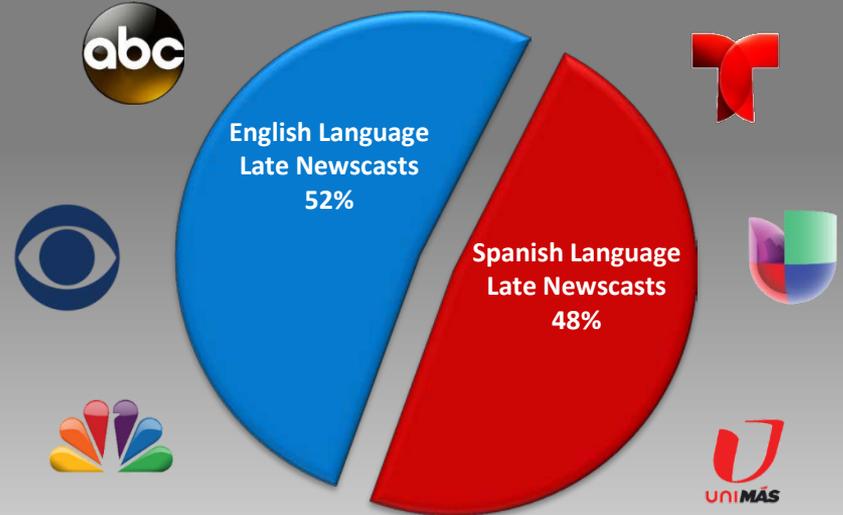
HOUSTON'S ADULTS 18-49 ARE **WATCHING CONTENT EN ESPAÑOL**

Spanish-TV continues to hold a strong share of overall broadcast TV viewing

2017-td /Weekday Primetime



2017-td/Late News Viewers among SIX Stations @ 10P



NSI 2008 FY & 2017 AVG to Date (Jan-Aug15); % of M-F SLTV 6-10p and ELTV Prime Adjusted TP AQH Rtg; Live +SD; Spn-Lng TV KTMD, KXLN, KFTH, KXJL, KYAZ; Eng-TV KTRK, KHOU, KPRC, KRIV, KIAH

NSI 2017 AVG to Date (Jan-Aug15); % of M-F 10p-1030p TP AQH Rtg; Live +SD; Spn-Lng TV KTMD, KXLN, KFTH Simulcast, Eng-TV KTRK, KHOU, KPRC

HOUSTON'S ADULTS 18-49 ARE **WATCHING MORE SPANISH-LANGUAGE TELEVISION**

Median Age

SLTV

ELTV

42

58

- ✓ Spanish Broadcast viewers are 16 years younger than English Broadcast viewers
- ✓ Among Hispanics, Spanish Broadcast viewers are 5 years younger than English Broadcast viewers

Hispanic Average monthly minutes spent

SLTV

ELTV

1,566

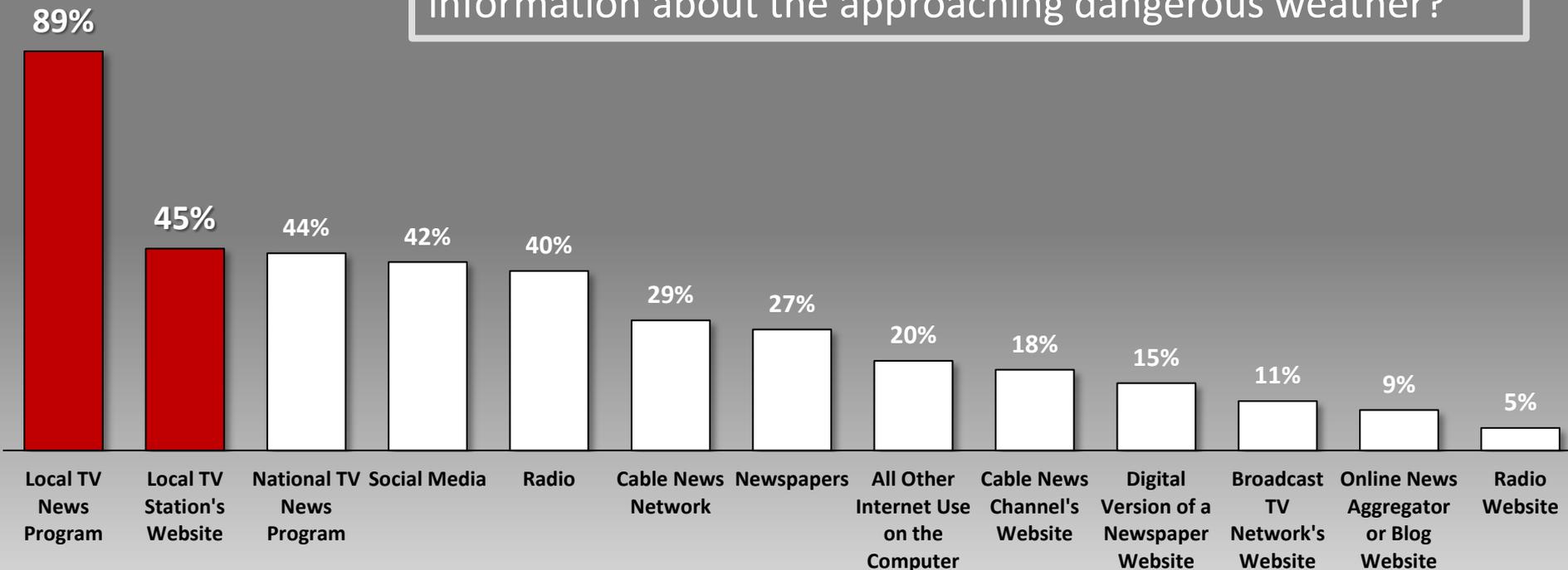
515

- ✓ Hispanic adults in Houston are watching slightly more SLTV vs. last year (+2 min on average); Houston ranks #2 for Spanish broadcast in rating and time spent among Hispanic adults (just behind NY).
- ✓ Spanish language stations account for 28% of all broadcast viewing in Houston (+2% vs. last year), the highest of any LPM market aside from Los Angeles (38%); among Hispanic adults specifically, SLTV accounts for 32% of all TV viewing in the market (+3% over last year)

	Average minutes
Houston	1,566
Dallas-Ft. Worth	1,291
Los Angeles	1,223
Chicago	1,083
Bay Area	959

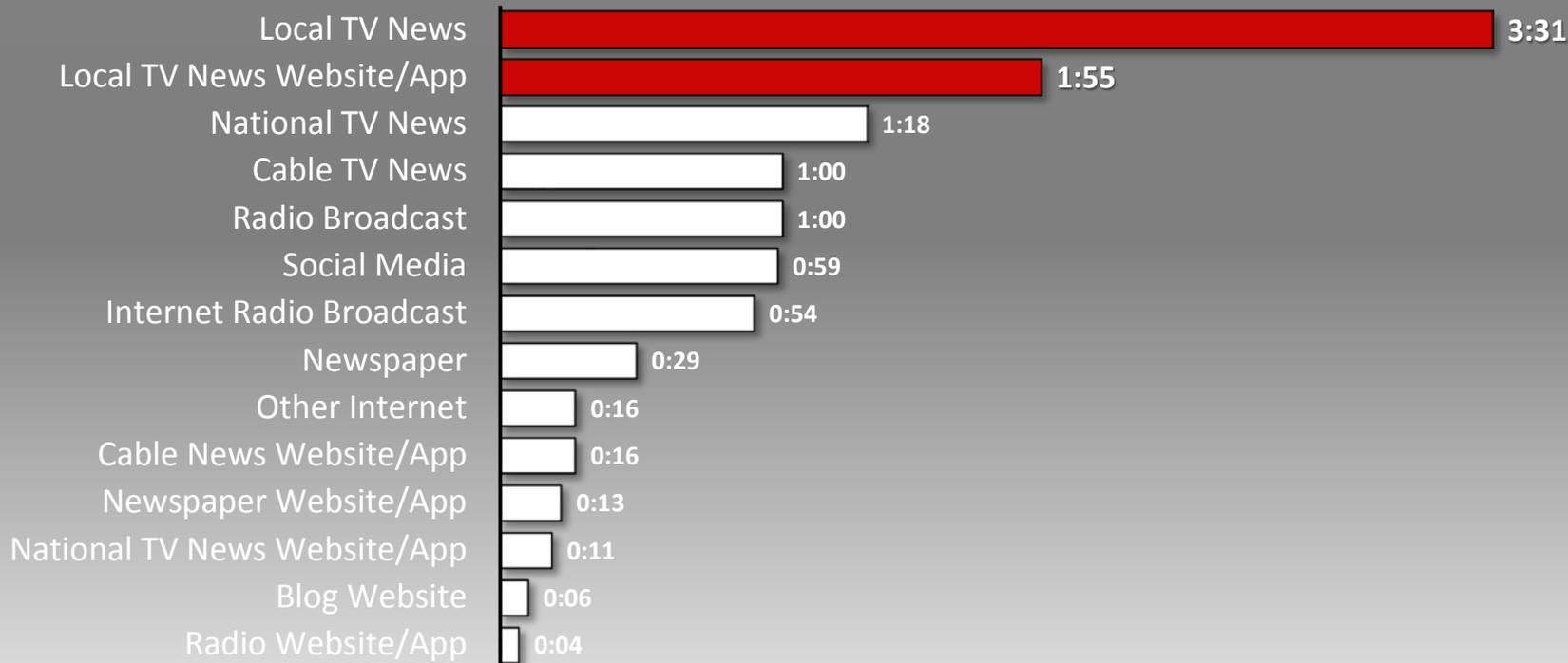
LOCAL TV NEWS TOPS FOR HURRICANE HARVEY INFORMATION

Which of these sources did you watch, listen to or go to for information about the approaching dangerous weather?



MOST TIME SPENT WITH LOCAL TV NEWS ASSETS

Daily Time Spent Yesterday A18+
(In Hours:Minutes)





HURRICANE HARVEY – KEY POINTS

- **News Sources:** 89% of respondents used local TV news for Hurricane Harvey information; the second choice was local TV station's websites.
- **Time Spent:** Respondents spent more time with Hurricane Harvey coverage on local television than any other source, nearly three times more than cable TV news. In the digital sphere, respondents spent almost twice the amount of time with local TV websites and apps as social media.
- **Preparation Information:** Twice as many people chose local TV for information on how to prepare for Hurricane Harvey than they did cable news.
- **Trust:** Local TV news was the most trusted source for Hurricane Harvey coverage and information. Local TV digital assets were the most trusted digital source.
- **The top reason cited for watching local TV news during Hurricane Harvey is that respondents wanted information that pertained to their area.**
- **The top reason for using local TV news websites and apps is that they are constantly updating and giving the latest information.**



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