

H_1. [Television] What is your language preference for the following.

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L * small base

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Hispanic	513	223	290	192	201	117	95	72	73	56	41	168	248
Weighted	513	246	267	241	192	77	101*	69*	70*	72*	41*	190	210
Television													
Only English	154 30%	79 32%	75 28%	66 27%	55 29%	33 43% CD	20 19%	21 31%	36 52% FG	16 22%	21 51% IKL	59 31%	59 28%
English more than Spanish	125 24%	65 26%	60 23%	66 27%	44 23%	14 18%	17 17%	22 32% F	26 37% F	20 27%	10 23%	35 18%	61 29% K
Spanish more than English	127 25%	52 21%	76 28%	64 26% E	51 27% E	13 16%	36 36% GH	14 21% H	3 4%	20 28%	6 14%	50 27%	51 24%
Only Spanish	80 16%	31 13%	48 18%	35 15%	31 16%	13 17%	23 23% H	10 14% H	2 3%	12 17%	3 8%	31 16%	34 16%
Don't know	27 5%	19 8% B	7 3%	11 4%	10 5%	5 6%	5 5%	1 2%	2 4%	5 7%	2 4%	15 8% L	6 3%
Summary													
English Preferred	279 54%	144 58%	135 51%	131 54%	99 52%	47 61%	36 36%	43 63% F	62 89% FG	35 49%	31 74% IKL	94 49%	120 57%
Spanish Preferred	207 40%	83 34%	124 46% A	99 41%	82 43%	26 33%	59 59% GH	24 35% H	5 7%	32 44% J	9 22%	81 43% J	85 40% J

H_1. [Television] What is your language preference for the following.

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P/Q/R - S/T * small base

		Study Language		Language of Most Comfort		Television Preference		Radio Preference		Internet Preference		Newspaper Preference		Magazine Preference		Length of Residency in US				Acculturation
	Total	English	Spanish	English	Spanish	English	Spanish	English	Spanish	English	Spanish	English	Spanish	English	Spanish	1-5 yrs	6-10 yrs	11-15 yrs	16+ yrs	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Base: Hispanic	513	304	209	226	262	284	204	257	227	281	182	293	194	282	206	48	51	59	152	
Weighted	513	301	212	219	267	279	207	251	230	282	186	285	198	278	208	55*	59*	63*	137	
Television																				
Only English	154 30%	143 47% B	12 6%	133 61% D	18 7%	154 55% F	0 -	143 57% H	10 4%	146 52% J	3 1%	148 52% L	3 2%	148 53% N	3 2%	5 8%	3 6%	4 7%	38 28% OPQ	
English more than Spanish	125 24%	98 32% B	27 13%	74 34% D	48 18%	125 45% F	0 -	86 34% H	30 13%	107 38% J	15 8%	109 38% L	15 8%	106 38% N	18 9%	9 16%	7 13%	9 15%	32 24%	
Spanish more than English	127 25%	27 9%	100 47% A	10 5% C	116 44% C	0 - E	127 61% E	17 7% G	110 48% G	27 10% I	93 50% I	20 7% K	103 52% K	18 6% M	109 52% M	18 33% R	30 51% R	33 52% R	38 28%	
Only Spanish	80 16%	13 4%	67 32% A	1 1% C	78 29% C	0 - E	80 39% E	2 1% G	77 33% G	1 0% I	73 39% I	5 2% K	74 37% K	4 2% M	74 36% M	22 40% R	17 29% R	16 26% R	23 17%	
Don't know	27 5%	21 7% B	6 3%	1 0%	7 2%	0 -	0 -	3 1%	3 1%	2 1%	2 1%	3 1%	3 2%	2 1%	3 2%	2 3%	1 2%	0 -	5 4%	
Summary																				
English Preferred	279 54%	240 80% B	39 18%	206 94% D	66 25%	279 100% F	0 -	229 91% H	40 17%	253 90% J	17 9%	258 90% L	19 9%	254 91% N	22 10%	14 24%	11 19%	14 22%	70 51% OPQ	
Spanish Preferred	207 40%	40 13%	167 79% A	12 5% C	195 73% C	0 - E	207 100% E	19 8% G	186 81% G	28 10% I	166 89% I	25 9% K	176 89% K	22 8% M	183 88% M	40 73% R	47 80% R	49 78% R	62 45%	

H_1. [Television] What is your language preference for the following.

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K * small base

		Children		Education			Employment Status				Marital Status	
	Total	Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other
		A	B	C	D	E	F	G	H	I	J	K
Base: Hispanic	513	300	206	238	156	115	237	67	127	76	339	171
Weighted	513	318	188	242	151	116	249	69*	135	53*	334	175
Television												
Only English	154 30%	85 27%	67 36% A	40 17%	50 33% C	62 54% CD	79 32%	21 30%	32 24%	20 38% H	102 30%	53 30%
English more than Spanish	125 24%	72 23%	51 27%	38 16%	56 37% C	31 27% C	75 30% H	14 20%	23 17%	12 22%	77 23%	48 27%
Spanish more than English	127 25%	94 30% B	32 17%	87 36% DE	26 17%	12 11%	51 21%	23 33% FI	46 34% FI	6 12%	91 27%	35 20%
Only Spanish	80 16%	50 16%	27 14%	64 27% DE	10 7%	5 4%	28 11%	11 16%	29 21% F	10 19%	47 14%	31 17%
Don't know	27 5%	16 5%	11 6%	12 5%	9 6%	5 4%	16 6%	1 2%	5 4%	4 8%	18 5%	9 5%
Summary												
English Preferred	279 54%	157 49%	118 63% A	78 32%	106 70% C	93 80% C	154 62% H	34 49%	55 41%	32 61% H	178 53%	101 58%
Spanish Preferred	207 40%	145 45% B	59 31%	151 63% DE	36 24%	18 15%	79 32%	34 49% FI	74 55% FI	16 31%	138 41%	66 38%

H 2. [Radio] What is your language preference for the following.

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L * small base

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Hispanic	513	223	290	192	201	117	95	72	73	56	41	168	248
Weighted	513	246	267	241	192	77	101*	69*	70*	72*	41*	190	210
Radio													
Only English	153 30%	77 31%	75 28%	66 27%	55 29%	31 40% CD	18 18%	21 30%	35 50% FG	16 23%	19 48% IKL	53 28%	64 30%
English more than Spanish	98 19%	50 20%	49 18%	44 18%	41 21%	12 16%	15 15%	19 28% F	22 31% F	16 22%	8 20%	34 18%	41 19%
Spanish more than English	120 23%	53 22%	67 25%	66 27% E	42 22%	13 17%	34 34% H	15 21% H	6 9%	19 26%	5 12%	47 25%	49 23%
Only Spanish	110 21%	41 17%	69 26% A	48 20%	45 24%	16 21%	29 29% H	12 17%	4 6%	15 20%	6 14%	42 22%	47 23%
Don't know	32 6%	25 10% B	7 3%	17 7%	9 5%	5 6%	4 4%	2 3%	3 5%	6 9%	2 6%	15 8%	9 4%
Summary													
English Preferred	251 49%	127 52%	124 46%	110 46%	96 50%	43 56%	33 33%	40 58% F	56 80% FG	32 44%	28 68% IKL	86 45%	105 50%
Spanish Preferred	230 45%	94 38%	136 51% A	113 47%	87 45%	29 38%	64 63% GH	26 38% H	11 15%	34 47%	11 27%	88 47% J	97 46% J

H 2. [Radio] What is your language preference for the following.

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P/Q/R - S/T * small base

		Study Language		Language of Most Comfort		Television Preference		Radio Preference		Internet Preference		Newspaper Preference		Magazine Preference		Length of Residency in US				Acculturation
	Total	English	Spanish	English	Spanish	English	Spanish	English	Spanish	English	Spanish	English	Spanish	English	Spanish	1-5 yrs	6-10 yrs	11-15 yrs	16+ yrs	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Base: Hispanic	513	304	209	226	262	284	204	257	227	281	182	293	194	282	206	48	51	59	152	
Weighted	513	301	212	219	267	279	207	251	230	282	186	285	198	278	208	55*	59*	63*	137	
Radio																				
Only English	153 30%	142 47% B	10 5%	127 58% D	24 9%	144 51% F	7 3%	153 61% H	0 -	143 51% J	7 4%	146 51% L	6 3%	145 52% N	5 2%	4 8%	3 5%	6 10%	36 26% OPQ	
English more than Spanish	98 19%	76 25% B	22 10%	59 27% D	36 14%	85 30% F	13 6%	98 39% H	0 -	87 31% J	8 4%	87 30% L	12 6%	87 31% N	12 6%	8 15%	6 9%	5 9%	28 21% Q	
Spanish more than English	120 23%	33 11%	86 41% A	20 9%	100 37% C	21 8%	96 47% E	0 -	120 52% G	27 10%	84 45% I	26 9%	91 46% K	23 8%	97 46% M	20 36%	27 47% R	25 40% R	33 24%	
Only Spanish	110 21%	21 7%	88 42% A	8 4%	101 38% C	19 7%	90 44% E	0 -	110 48% G	17 6%	86 47% I	18 6%	89 45% K	15 5%	93 45% M	23 42%	20 34%	23 37%	37 27%	
Don't know	32 6%	28 9% B	5 2%	5 2%	7 2%	11 4%	1 1%	0 -	0 -	9 3%	1 0%	9 3%	1 1%	8 3%	2 1%	0 -	3 5%	3 5%	4 3%	
Summary																				
English Preferred	251 49%	219 73% B	32 15%	185 85% D	60 22%	229 82% F	19 9%	251 100% H	0 -	229 81% J	15 8%	233 82% L	17 9%	232 83% N	17 8%	13 23%	8 14%	12 19%	64 47% OPQ	
Spanish Preferred	230 45%	55 18%	175 83% A	28 13%	201 75% C	40 14%	186 90% E	0 -	230 100% G	43 15%	170 92% I	44 15%	180 91% K	38 14%	190 91% M	43 77% R	48 81% R	48 77% R	69 51%	

H. 2. [Radio] What is your language preference for the following.

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K * small base

		Children		Education			Employment Status				Marital Status	
	Total	Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other
		A	B	C	D	E	F	G	H	I	J	K
Base: Hispanic	513	300	206	238	156	115	237	67	127	76	339	171
Weighted	513	318	188	242	151	116	249	69*	135	53*	334	175
Radio												
Only English	153 30%	84 26%	64 34%	35 15%	59 39%	55 48%	85 34%	15 22%	28 21%	20 37%	96 29%	55 31%
					C	C	H			H		
English more than Spanish	98 19%	55 17%	42 22%	27 11%	41 27%	31 27%	53 21%	12 17%	22 17%	11 20%	65 19%	34 19%
					C	C						
Spanish more than English	120 23%	92 29%	27 14%	80 33%	29 20%	9 7%	49 19%	23 34%	40 30%	7 13%	79 24%	40 23%
		B		DE	E			FI	FI			
Only Spanish	110 21%	67 21%	42 23%	85 35%	13 9%	12 10%	42 17%	18 26%	36 27%	13 24%	74 22%	35 20%
				DE					F			
Don't know	32 6%	20 6%	13 7%	15 6%	8 5%	9 8%	21 8%	1 2%	7 6%	3 6%	20 6%	13 7%
Summary												
English Preferred	251 49%	139 44%	106 56%	62 26%	100 66%	86 75%	138 55%	27 39%	51 38%	30 57%	161 48%	88 50%
			A		C	C	GH			GH		
Spanish Preferred	230 45%	159 50%	69 37%	165 68%	43 28%	21 18%	90 36%	41 59%	77 57%	20 37%	153 46%	75 43%
		B		DE				FI	FI			

H_3. [Internet] What is your language preference for the following.

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L * small base

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Hispanic	513	223	290	192	201	117	95	72	73	56	41	168	248
Weighted	513	246	267	241	192	77	101*	69*	70*	72*	41*	190	210
Internet													
Only English	187 36%	95 38%	93 35%	87 36%	66 34%	33 43%	23 23%	26 38% F	43 62% FG	18 26%	24 58% IKL	61 32%	84 40% I
English more than Spanish	94 18%	51 21%	44 16%	45 18%	41 21% E	8 10%	15 15%	18 26%	21 30% F	19 26% L	6 15%	40 21%	30 14%
Spanish more than English	86 17%	34 14%	52 19%	52 21% E	29 15%	6 7%	25 25% H	9 13% H	1 1% 1%	13 17%	3 8%	34 18%	36 17%
Only Spanish	100 19%	38 15%	62 23% A	42 17%	42 22%	15 20%	29 29% GH	9 13%	3 4%	18 25%	5 12%	32 17%	45 21%
Don't know	46 9%	29 12% B	17 6%	15 6%	14 7%	15 20% CD	9 9%	7 10%	1 2%	5 7%	3 7%	23 12%	16 7%
Summary													
English Preferred	282 55%	145 59%	137 51%	132 55%	107 56%	41 53%	38 38%	44 64% F	65 92% FG	37 52%	30 73% IKL	100 53%	114 54%
Spanish Preferred	186 36%	72 29%	113 42% A	94 39% E	71 37%	21 27%	54 53% GH	18 26% H	4 5%	30 42% J	8 20%	67 35%	80 38% J

H_3. [Internet] What is your language preference for the following.

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P/Q/R - S/T * small base

		Study Language		Language of Most Comfort		Television Preference		Radio Preference		Internet Preference		Newspaper Preference		Magazine Preference		Length of Residency in US				Acculturation
	Total	English	Spanish	English	Spanish	English	Spanish	English	Spanish	English	Spanish	English	Spanish	English	Spanish	1-5 yrs	6-10 yrs	11-15 yrs	16+ yrs	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Base: Hispanic	513	304	209	226	262	284	204	257	227	281	182	293	194	282	206	48	51	59	152	
Weighted	513	301	212	219	267	279	207	251	230	282	186	285	198	278	208	55*	59*	63*	137	
Internet																				
Only English	187 36%	178 59%	9 4%	158 72%	25 9%	178 64%	8 4%	167 67%	15 7%	187 66%	0 -	180 63%	5 3%	178 64%	8 4%	3 6%	3 6%	6 9%	45 33%	
		B		D		F		H		J		L		N					OPQ	
English more than Spanish	94 18%	64 21%	30 14%	44 20%	48 18%	75 27%	20 9%	62 25%	28 12%	94 34%	0 -	82 29%	13 6%	73 26%	21 10%	7 14%	10 17%	8 13%	30 22%	
						F		H		J		L		N						
Spanish more than English	86 17%	15 5%	71 33%	4 2%	82 31%	11 4%	75 36%	10 4%	75 33%	0 -	86 46%	7 2%	78 39%	10 4%	76 36%	16 30%	20 34%	25 39%	22 16%	
			A		C		E		G		I		K		M		R		R	
Only Spanish	100 19%	13 4%	87 41%	6 3%	93 35%	6 2%	91 44%	4 2%	95 41%	0 -	100 54%	6 2%	93 47%	8 3%	91 44%	25 46%	22 38%	21 34%	30 22%	
			A		C		E		G		I		K		M		R		R	
Don't know	46 9%	32 11%	14 7%	8 3%	19 7%	9 3%	14 7%	7 3%	16 7%	0 -	0 -	11 4%	10 5%	8 3%	13 6%	3 5%	3 6%	3 5%	10 7%	
								G												
Summary																				
English Preferred	282 55%	242 80%	40 19%	202 92%	73 27%	253 90%	28 13%	229 91%	43 19%	282 100%	0 -	262 92%	18 9%	252 91%	28 14%	11 19%	13 22%	14 22%	75 55%	
		B		D		F		H		J		L		N					OPQ	
Spanish Preferred	186 36%	28 9%	158 75%	9 4%	175 66%	17 6%	166 80%	15 6%	170 74%	0 -	186 100%	13 5%	171 86%	18 7%	167 80%	42 75%	42 72%	46 73%	51 38%	
			A		C		E		G		I		K		M		R		R	

H. 3. [Internet] What is your language preference for the following.

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K * small base

		Children		Education			Employment Status				Marital Status	
	Total	Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other
		A	B	C	D	E	F	G	H	I	J	K
Base: Hispanic	513	300	206	238	156	115	237	67	127	76	339	171
Weighted	513	318	188	242	151	116	249	69*	135	53*	334	175
Internet												
Only English	187 36%	105 33%	80 43% A	41 17%	79 53% C	64 55% C	100 40% H	23 33%	39 29%	22 42%	117 35%	71 40%
English more than Spanish	94 18%	52 16%	41 22%	30 13%	33 22% C	31 27% C	54 22%	13 18%	20 15%	8 15%	65 20%	29 17%
Spanish more than English	86 17%	65 20% B	19 10%	62 26% DE	13 9%	9 8%	33 13% I	20 29% FI	29 22% FI	2 4%	60 18%	24 13%
Only Spanish	100 19%	72 23% B	27 14%	82 34% DE	12 8%	6 5%	42 17%	11 16%	36 26% F	9 18%	62 18%	37 21%
Don't know	46 9%	24 8%	22 12%	26 11%	13 9%	6 5%	20 8%	3 4%	11 8%	12 22% FGH	31 9%	15 9%
Summary												
English Preferred	282 55%	157 49%	120 64% A	72 30%	113 75% C	95 82% C	154 62% H	35 51%	59 44%	30 57%	182 54%	100 57%
Spanish Preferred	186 36%	137 43% B	46 24%	144 60% DE	25 16%	15 13%	75 30%	31 45% FI	65 48% FI	11 22%	122 36%	61 35%

H_4. [Newspapers] What is your language preference for the following.

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L * small base

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Hispanic	513	223	290	192	201	117	95	72	73	56	41	168	248
Weighted	513	246	267	241	192	77	101*	69*	70*	72*	41*	190	210
Newspapers													
Only English	192 37%	97 40%	95 35%	83 35%	70 37%	38 49% CD	22 22%	26 38% F	40 58% FG	19 27%	22 53% IK	64 34%	86 41%
English more than Spanish	94 18%	52 21%	42 16%	41 17%	40 21%	11 14%	17 16%	20 29%	20 28%	16 23%	8 19%	34 18%	36 17%
Spanish more than English	99 19%	40 16%	60 22%	59 25% E	33 17% E	7 9%	24 24% H	9 14%	5 7%	10 14%	5 11%	42 22%	43 20%
Only Spanish	99 19%	37 15%	62 23% A	43 18%	39 20%	17 22%	36 35% GH	9 13%	3 4%	20 27%	6 15%	34 18%	39 18%
Don't know	29 6%	20 8% B	9 3%	14 6%	9 5%	4 6%	2 2%	4 5%	2 3%	6 9%	1 2%	16 8% L	6 3%
Summary													
English Preferred	285 56%	149 61% B	136 51%	125 52%	111 58%	48 63%	39 39%	47 68% F	60 86% FG	36 50%	29 72% IK	98 52%	122 58%
Spanish Preferred	198 39%	77 31%	121 46% A	102 42%	72 38%	24 31%	59 59% GH	19 27% H	8 11%	30 41%	11 26%	76 40%	82 39%

H_4. [Newspapers] What is your language preference for the following.

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P/Q/R - S/T * small base

		Study Language		Language of Most Comfort		Television Preference		Radio Preference		Internet Preference		Newspaper Preference		Magazine Preference		Length of Residency in US				Accultu
	Total	English	Spanish	English	Spanish	English	Spanish	English	Spanish	English	Spanish	English	Spanish	English	Spanish	1-5 yrs	6-10 yrs	11-15 yrs	16+ yrs	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Base: Hispanic	513	304	209	226	262	284	204	257	227	281	182	293	194	282	206	48	51	59	152	
Weighted	513	301	212	219	267	279	207	251	230	282	186	285	198	278	208	55*	59*	63*	137	
Newspapers																				
Only English	192 37%	181 60% B	11 5%	164 75% D	24 9%	181 65% F	8 4%	176 70% H	12 5%	180 64% J	5 3%	192 67% L	0 -	184 66% N	5 3%	3 5%	3 6%	8 12%	46 34% OPQ	
English more than Spanish	94 18%	65 21% B	29 14%	43 20%	47 18%	77 28% F	16 8%	57 23% H	31 14%	81 29% J	8 4%	94 33% L	0 -	79 29% N	14 7%	10 18%	7 12%	8 12%	26 19%	
Spanish more than English	99 19%	19 6%	80 38% A	7 3%	92 34% C	14 5%	84 41% E	12 5%	86 37% G	11 4%	87 47% I	0 -	99 50% K	12 4%	87 42% M	20 36% R	24 41% R	23 37% R	28 20%	
Only Spanish	99 19%	14 5%	85 40% A	4 2%	94 35% C	4 2%	93 45% E	5 2%	94 41% G	7 2%	84 45% I	0 -	99 50% K	1 0%	98 47% M	19 35%	22 37%	23 37%	32 24%	
Don't know	29 6%	22 7%	7 3%	0 -	10 4% C	3 1%	6 3%	1 0%	6 3% G	2 1%	2 1%	0 -	0 -	2 1%	5 2%	3 6%	2 3%	1 2%	4 3%	
Summary																				
English Preferred	285 56% B	246 82% B	40 19%	207 95% D	72 27%	258 92% F	25 12%	233 93% H	44 19%	262 93% J	13 7%	285 100% L	0 -	263 95% N	19 9%	13 23%	11 18%	15 25%	73 53% OPQ	
Spanish Preferred	198 39%	34 11%	165 78% A	12 5% C	186 70%	19 7%	176 85% E	17 7%	180 78% G	18 6%	171 92% I	0 -	198 100% K	13 5% M	185 89% M	39 71% R	46 78% R	46 74% R	60 44%	

H. 4. [Newspapers] What is your language preference for the following.

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K * small base

		Children		Education			Employment Status				Marital Status	
	Total	Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other
		A	B	C	D	E	F	G	H	I	J	K
Base: Hispanic	513	300	206	238	156	115	237	67	127	76	339	171
Weighted	513	318	188	242	151	116	249	69*	135	53*	334	175
Newspapers												
Only English	192 37%	110 35%	77 41%	44 18%	76 51%	70 60%	99 40%	22 31%	42 31%	25 47%	120 36%	70 40%
					C	C				H		
English more than Spanish	94 18%	47 15%	45 24%	32 13%	36 24%	26 22%	54 22%	14 21%	14 11%	10 19%	59 18%	34 20%
			A		C	C	H					
Spanish more than English	99 19%	79 25%	19 10%	71 29%	14 9%	12 11%	49 19%	14 21%	34 25%	2 3%	68 20%	31 18%
		B		DE			I	I	I			
Only Spanish	99 19%	63 20%	35 19%	81 34%	15 10%	3 2%	32 13%	16 23%	37 28%	14 26%	69 21%	30 17%
				DE	E				F	F		
Don't know	29 6%	18 6%	11 6%	14 6%	9 6%	6 5%	15 6%	3 5%	8 6%	3 6%	19 6%	11 6%
Summary												
English Preferred	285 56%	157 49%	122 65%	76 31%	112 75%	95 82%	153 62%	36 52%	56 41%	35 66%	179 54%	104 59%
			A		C	C	H			H		
Spanish Preferred	198 39%	143 45%	55 29%	152 63%	30 20%	15 13%	81 32%	30 44%	71 53%	15 29%	136 41%	61 35%
		B		DE					FI			

H_5. [Magazines] What is your language preference for the following.

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L * small base

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Hispanic	513	223	290	192	201	117	95	72	73	56	41	168	248
Weighted	513	246	267	241	192	77	101*	69*	70*	72*	41*	190	210
Magazines													
Only English	178 35%	94 38%	85 32%	77 32%	67 35%	34 45%	23 23%	30 43%	37 52%	21 29%	24 58%	57 30%	77 37%
						C		F	F		IKL		
English more than Spanish	99 19%	52 21%	47 18%	51 21%	35 18%	12 15%	12 12%	15 21%	22 32%	14 19%	6 14%	39 21%	40 19%
									F				
Spanish more than English	110 21%	49 20%	61 23%	61 25%	41 21%	7 10%	32 32%	13 19%	4 6%	15 21%	6 14%	48 26%	40 19%
				E	E		H	H					
Only Spanish	99 19%	34 14%	65 24%	39 16%	40 21%	19 25%	32 32%	9 13%	4 5%	17 23%	4 9%	31 17%	47 22%
			A				GH						
Don't know	27 5%	18 7%	9 3%	12 5%	9 5%	5 6%	1 1%	2 3%	3 4%	5 7%	2 4%	14 7%	6 3%
Summary													
English Preferred	278 54%	146 59%	132 50%	129 53%	101 53%	46 60%	35 35%	44 65%	59 84%	35 49%	30 73%	96 51%	117 56%
		B						F	FG		IKL		
Spanish Preferred	208 41%	83 34%	126 47%	101 42%	81 42%	26 34%	64 64%	22 32%	8 12%	32 45%	10 23%	80 42%	87 41%
			A				GH	H		J		J	J

H_5. [Magazines] What is your language preference for the following.

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P/Q/R - S/T * small base

		Study Language		Language of Most Comfort		Television Preference		Radio Preference		Internet Preference		Newspaper Preference		Magazine Preference		Length of Residency in US				Acculturation
	Total	English	Spanish	English	Spanish	English	Spanish	English	Spanish	English	Spanish	English	Spanish	English	Spanish	1-5 yrs	6-10 yrs	11-15 yrs	16+ yrs	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Base: Hispanic	513	304	209	226	262	284	204	257	227	281	182	293	194	282	206	48	51	59	152	
Weighted	513	301	212	219	267	279	207	251	230	282	186	285	198	278	208	55*	59*	63*	137	
Magazines																				
Only English	178 35%	164 54%	14 7%	153 70%	21 8%	168 60%	10 5%	166 66%	11 5%	166 59%	8 4%	171 60%	6 3%	178 64%	0 -	5 10%	3 5%	7 12%	44 32%	
		B		D		F		H		J		L		N					OPQ	
English more than Spanish	99 19%	77 26%	22 11%	51 24%	45 17%	86 31%	12 6%	66 26%	27 12%	85 30%	10 6%	92 32%	8 4%	99 36%	0 -	9 16%	9 15%	6 9%	25 18%	
		B				F		H		J		L		N						
Spanish more than English	110 21%	25 8%	85 40%	6 3%	103 39%	16 6%	90 44%	13 5%	94 41%	22 8%	81 44%	11 4%	94 47%	0 -	110 53%	23 42%	24 40%	25 39%	32 23%	
			A		C		E		G		I		K		M	R	R	R		
Only Spanish	99 19%	13 4%	85 40%	5 3%	93 35%	6 2%	93 45%	3 1%	96 42%	6 2%	86 46%	8 3%	91 46%	0 -	99 47%	17 31%	22 38%	24 38%	33 24%	
			A		C		E		G		I		K		M					
Don't know	27 5%	22 7%	4 2%	2 1%	6 2%	3 1%	2 1%	2 1%	2 1%	2 1%	0 -	4 1%	0 -	0 -	0 -	1 2%	1 2%	1 2%	3 2%	
		B																		
Summary																				
English Preferred	278 54%	241 80%	37 17%	205 94%	66 25%	254 91%	22 11%	232 92%	38 16%	252 89%	18 10%	263 92%	13 7%	278 100%	0 -	14 25%	11 20%	13 21%	69 50%	
		B		D		F		H		J		L		N					OPQ	
Spanish Preferred	208 41%	38 13%	170 81%	12 5%	196 73%	22 8%	183 89%	17 7%	190 83%	28 10%	167 90%	19 7%	185 93%	0 -	208 100%	40 72%	46 79%	48 77%	65 47%	
			A		C		E		G		I		K		M	R	R	R		

H 5. [Magazines] What is your language preference for the following.

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K * small base

		Children		Education			Employment Status				Marital Status	
	Total	Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other
		A	B	C	D	E	F	G	H	I	J	K
Base: Hispanic	513	300	206	238	156	115	237	67	127	76	339	171
Weighted	513	318	188	242	151	116	249	69*	135	53*	334	175
Magazines												
Only English	178 35%	99 31%	75 40% A	44 18%	70 46% C	62 54% C	97 39% H	19 28%	33 24%	24 46% GH	114 34%	62 35%
English more than Spanish	99 19%	52 16%	45 24% A	29 12%	38 26% C	32 28% C	55 22%	12 17%	25 18%	9 16%	58 17%	41 24%
Spanish more than English	110 21%	83 26% B	26 14%	79 33% DE	20 13%	9 8%	48 19% I	24 35% FI	33 24% I	4 8%	76 23%	33 19%
Only Spanish	99 19%	67 21%	32 17%	79 33% DE	14 9%	5 5%	35 14%	12 17%	38 28% F	13 25% F	67 20%	31 18%
Don't know	27 5%	17 5%	10 5%	10 4%	9 6%	7 6%	15 6%	1 2%	7 5%	3 5%	18 6%	8 5%
Summary												
English Preferred	278 54%	151 48%	120 64% A	73 30%	108 72% C	94 82% C	151 61% GH	31 45%	57 42%	33 62% H	172 52%	103 59%
Spanish Preferred	208 41%	150 47% B	58 31%	158 66% DE	34 22% E	15 13%	83 33%	36 53% FI	71 52% FI	17 33%	143 43%	64 37%

H. [English Preferred Summary] What is your language preference for the following.

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L * small base

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Hispanic	513	223	290	192	201	117	95	72	73	56	41	168	248
Weighted	513	246	267	241	192	77	101*	69*	70*	72*	41*	190	210
English Preferred Summary													
Television	279 54%	144 58%	135 51%	131 54%	99 52%	47 61%	36 36%	43 63% F	62 89% FG	35 49%	31 74% IKL	94 49%	120 57%
Radio	251 49%	127 52%	124 46%	110 46%	96 50%	43 56%	33 33%	40 58% F	56 80% FG	32 44%	28 68% IKL	86 45%	105 50%
Internet	282 55%	145 59%	137 51%	132 55%	107 56%	41 53%	38 38%	44 64% F	65 92% FG	37 52%	30 73% IKL	100 53%	114 54%
Newspapers	285 56%	149 61% B	136 51%	125 52%	111 58%	48 63%	39 39%	47 68% F	60 86% FG	36 50%	29 72% IK	98 52%	122 58%
Magazines	278 54%	146 59% B	132 50%	129 53%	101 53%	46 60%	35 35%	44 65% F	59 84% FG	35 49%	30 73% IKL	96 51%	117 56%

H. [English Preferred Summary] What is your language preference for the following.

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P/Q/R - S/T * small base

		Study Language		Language of Most Comfort		Television Preference		Radio Preference		Internet Preference		Newspaper Preference		Magazine Preference		Length of Residency in US				Acculturation
	Total	English	Spanish	English	Spanish	English	Spanish	English	Spanish	English	Spanish	English	Spanish	English	Spanish	1-5 yrs	6-10 yrs	11-15 yrs	16+ yrs	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Base: Hispanic	513	304	209	226	262	284	204	257	227	281	182	293	194	282	206	48	51	59	152	
Weighted	513	301	212	219	267	279	207	251	230	282	186	285	198	278	208	55*	59*	63*	137	
English Preferred Summary																				
Television	279 54%	240 80%	39 18%	206 94%	66 25%	279 100%	0 -	229 91%	40 17%	253 90%	17 9%	258 90%	19 9%	254 91%	22 10%	14 24%	11 19%	14 22%	70 51%	
		B		D		F		H		J		L		N					OPQ	
Radio	251 49%	219 73%	32 15%	185 85%	60 22%	229 82%	19 9%	251 100%	0 -	229 81%	15 8%	233 82%	17 9%	232 83%	17 8%	13 23%	8 14%	12 19%	64 47%	
		B		D		F		H		J		L		N					OPQ	
Internet	282 55%	242 80%	40 19%	202 92%	73 27%	253 90%	28 13%	229 91%	43 19%	282 100%	0 -	262 92%	18 9%	252 91%	28 14%	11 19%	13 22%	14 22%	75 55%	
		B		D		F		H		J		L		N					OPQ	
Newspapers	285 56%	246 82%	40 19%	207 95%	72 27%	258 92%	25 12%	233 93%	44 19%	262 93%	13 7%	285 100%	0 -	263 95%	19 9%	13 23%	11 18%	15 25%	73 53%	
		B		D		F		H		J		L		N					OPQ	
Magazines	278 54%	241 80%	37 17%	205 94%	66 25%	254 91%	22 11%	232 92%	38 16%	252 89%	18 10%	263 92%	13 7%	278 100%	0 -	14 25%	11 20%	13 21%	69 50%	
		B		D		F		H		J		L		N					OPQ	

H. [English Preferred Summary] What is your language preference for the following.

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K * small base

	Total	Children		Education			Employment Status				Marital Status	
		Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other
		A	B	C	D	E	F	G	H	I	J	K
Base: Hispanic	513	300	206	238	156	115	237	67	127	76	339	171
Weighted	513	318	188	242	151	116	249	69*	135	53*	334	175
English Preferred Summary												
Television	279 54%	157 49%	118 63% A	78 32%	106 70% C	93 80% C	154 62% H	34 49%	55 41%	32 61% H	178 53%	101 58%
Radio	251 49%	139 44%	106 56% A	62 26%	100 66% C	86 75% C	138 55% GH	27 39%	51 38%	30 57% GH	161 48%	88 50%
Internet	282 55%	157 49%	120 64% A	72 30%	113 75% C	95 82% C	154 62% H	35 51%	59 44%	30 57%	182 54%	100 57%
Newspapers	285 56%	157 49%	122 65% A	76 31%	112 75% C	95 82% C	153 62% H	36 52%	56 41%	35 66% H	179 54%	104 59%
Magazines	278 54%	151 48%	120 64% A	73 30%	108 72% C	94 82% C	151 61% GH	31 45%	57 42%	33 62% H	172 52%	103 59%

H. [Spanish Preferred Summary] What is your language preference for the following.

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L * small base

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Hispanic	513	223	290	192	201	117	95	72	73	56	41	168	248
Weighted	513	246	267	241	192	77	101*	69*	70*	72*	41*	190	210
Spanish Preferred Summary													
Television	207 40%	83 34%	124 46% A	99 41%	82 43%	26 33%	59 59% GH	24 35% H	5 7%	32 44% J	9 22%	81 43% J	85 40% J
Radio	230 45%	94 38%	136 51% A	113 47%	87 45%	29 38%	64 63% GH	26 38% H	11 15%	34 47%	11 27%	88 47% J	97 46% J
Internet	186 36%	72 29%	113 42% A	94 39% E	71 37%	21 27%	54 53% GH	18 26% H	4 5%	30 42% J	8 20%	67 35% J	80 38% J
Newspapers	198 39%	77 31%	121 46% A	102 42%	72 38%	24 31%	59 59% GH	19 27% H	8 11%	30 41%	11 26%	76 40% J	82 39% J
Magazines	208 41%	83 34%	126 47% A	101 42%	81 42%	26 34%	64 64% GH	22 32% H	8 12%	32 45% J	10 23%	80 42% J	87 41% J

H. [Spanish Preferred Summary] What is your language preference for the following.

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P/Q/R - S/T * small base

		Study Language		Language of Most Comfort		Television Preference		Radio Preference		Internet Preference		Newspaper Preference		Magazine Preference		Length of Residency in US				Acculturation
	Total	English	Spanish	English	Spanish	English	Spanish	English	Spanish	English	Spanish	English	Spanish	English	Spanish	1-5 yrs	6-10 yrs	11-15 yrs	16+ yrs	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Base: Hispanic	513	304	209	226	262	284	204	257	227	281	182	293	194	282	206	48	51	59	152	
Weighted	513	301	212	219	267	279	207	251	230	282	186	285	198	278	208	55*	59*	63*	137	
Spanish Preferred Summary																				
Television	207 40%	40 13%	167 79%	12 5%	195 73%	0 -	207 100%	19 8%	186 81%	28 10%	166 89%	25 9%	176 89%	22 8%	183 88%	40 73%	47 80%	49 78%	62 45%	
			A	C			E		G		I		K		M	R	R	R		
Radio	230 45%	55 18%	175 83%	28 13%	201 75%	40 14%	186 90%	0 -	230 100%	43 15%	170 92%	44 15%	180 91%	38 14%	190 91%	43 77%	48 81%	48 77%	69 51%	
			A	C			E		G		I		K		M	R	R	R		
Internet	186 36%	28 9%	158 75%	9 4%	175 66%	17 6%	166 80%	15 6%	170 74%	0 -	186 100%	13 5%	171 86%	18 7%	167 80%	42 75%	42 72%	46 73%	51 38%	
			A	C			E		G		I		K		M	R	R	R		
Newspapers	198 39%	34 11%	165 78%	12 5%	186 70%	19 7%	176 85%	17 7%	180 78%	18 6%	171 92%	0 -	198 100%	13 5%	185 89%	39 71%	46 78%	46 74%	60 44%	
			A	C			E		G		I		K		M	R	R	R		
Magazines	208 41%	38 13%	170 81%	12 5%	196 73%	22 8%	183 89%	17 7%	190 83%	28 10%	167 90%	19 7%	185 93%	0 -	208 100%	40 72%	46 79%	48 77%	65 47%	
			A	C			E		G		I		K		M	R	R	R		

H. [Spanish Preferred Summary] What is your language preference for the following.

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K * small base

	Total	Children		Education			Employment Status				Marital Status	
		Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other
		A	B	C	D	E	F	G	H	I	J	K
Base: Hispanic	513	300	206	238	156	115	237	67	127	76	339	171
Weighted	513	318	188	242	151	116	249	69*	135	53*	334	175
Spanish Preferred Summary												
Television	207 40%	145 45% B	59 31%	151 63% DE	36 24%	18 15%	79 32%	34 49% FI	74 55% FI	16 31%	138 41%	66 38%
Radio	230 45%	159 50% B	69 37%	165 68% DE	43 28%	21 18%	90 36%	41 59% FI	77 57% FI	20 37%	153 46%	75 43%
Internet	186 36%	137 43% B	46 24%	144 60% DE	25 16%	15 13%	75 30%	31 45% FI	65 48% FI	11 22%	122 36%	61 35%
Newspapers	198 39%	143 45% B	55 29%	152 63% DE	30 20%	15 13%	81 32%	30 44% FI	71 53% FI	15 29%	136 41%	61 35%
Magazines	208 41%	150 47% B	58 31%	158 66% DE	34 22% E	15 13%	83 33%	36 53% FI	71 52% FI	17 33%	143 43%	64 37%