



Ipsos Public Affairs

TELEMUNDO AND IPSOS ANNOUNCE GROUND-BREAKING RESEARCH PARTNERSHIP

***Poll Finds Majority of Hispanics Intend to Participate in 2010 Census and
Are Confident Personal Information Collected Won't Be Shared With Other
Government Organizations***

MIAMI – January 25, 2010 – Telemundo, a leading producer of high-quality content for Hispanics in the U.S. and audiences around the world, announced the establishment of a polling partnership with Ipsos, a leading global survey-based market research company. The Ipsos-Telemundo Poll will help monitor Hispanics' opinions and attitudes.

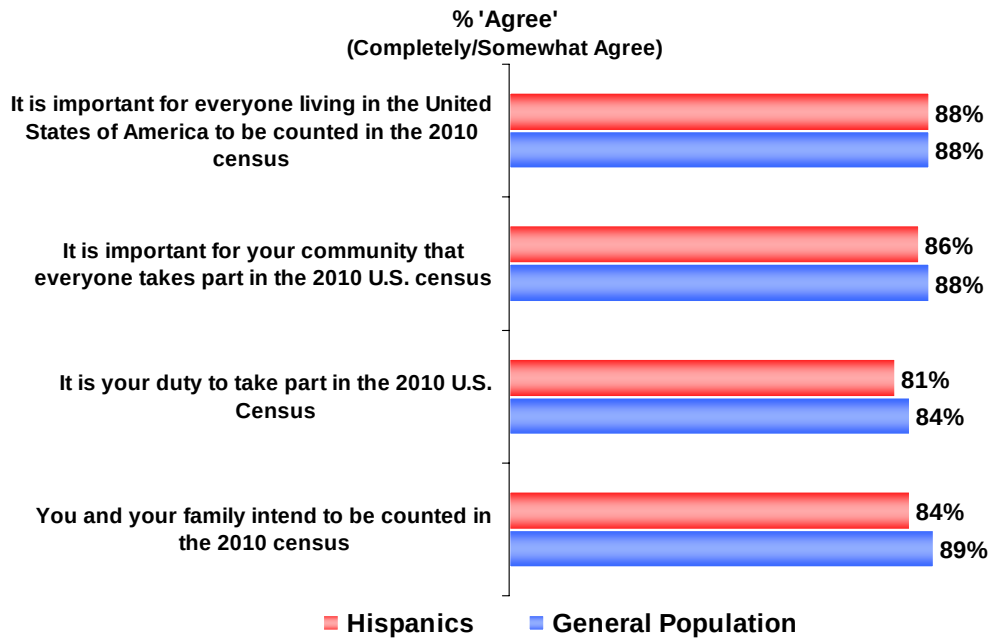
The first poll focuses on the 2010 Census, a topic Telemundo has brought to the forefront with its Hazte Contar! public service campaign aimed at educating Hispanics on the importance of the Census.

The telephone poll of over 500 Hispanics residing in the United States indicates that the vast majority (84%) intend to be counted in the 2010 Census.

The Census Is Widely Perceived to Be Important...

The survey indicates Hispanics tend to take the upcoming U.S. Census very seriously:

- 88% agree it is important that everyone living in the U.S. is counted in the 2010 Census – *including 70% who completely agree*
- 86% agree it is important for their community that everyone takes part in it – *including 69% who completely agree*
- 81% agree it is their duty to do so – *including 64% for completely agree*
- 84% agree they and their family intend to be counted – *including 68% who completely agree*



Hispanics' attitudes about the importance of the 2010 Census largely mirror those of the general U.S. population with no notable differences.

And Hispanics Trust Information Will Not Be Shared...

More than half of Hispanics surveyed (57%) agree that they are confident that personal information collected in the 2010 Census will not be shared with other government organizations,.

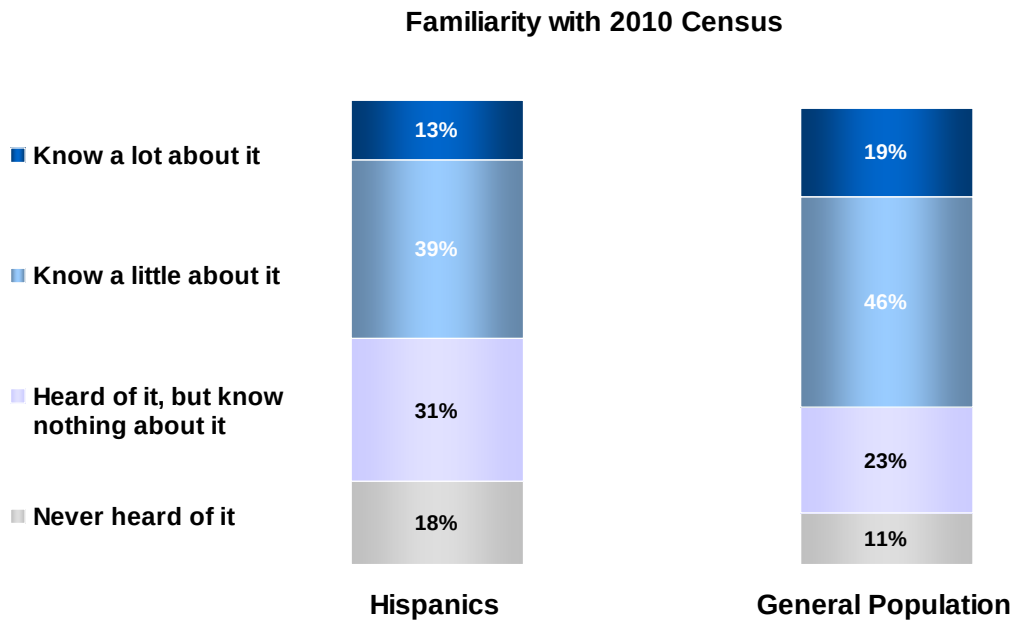
- **Hispanics who prefer Spanish-language television are *more likely* than are those who prefer English-language programming to be confident that their personal information will not be shared (42% *completely* agree vs. 31%).**
- Also, confidence is more prevalent among Hispanics than it is among the U.S. public at large. Only 51% of all U.S. adults agree that they are confident that personal information collected in the 2010 Census will not be shared with other government organizations, (compared with 57% of Hispanics). And, in reverse, a larger percentage disagree (36% vs. 26%).

... But More Familiarity Is Needed

While the survey shows most Hispanics consider the 2010 U.S. Census to be important, it also points to a lack of familiarity with it, which may explain why a small percentage intend not to participate in it.

The proportion of those who have never heard of the Census is slightly higher among Hispanics than it is among the U.S. population at large (18% vs. 11%). Furthermore, the proportion of those who have heard of it, but know nothing more about it, is also higher among Hispanics than it is among the total U.S. population (31% vs. 23%). All in all, only half of Hispanics know either "a little" or "a lot" about the Census (52%), compared with two thirds among the U.S. public at large (65%).

- Among both Hispanics and the general U.S. population, older adults tend to be more knowledgeable about the Census than are adults under 35. Among Hispanics aged 35 and older, 18% feel that they know a lot about the Census compared with just 8% of those aged 18-34. Over one in five U.S. adults aged 35 and older (22%) say that they know a lot about the Census while just 13% of younger adults say the same.



These are some of the findings of two parallel Ipsos polls. The findings among Hispanics are based on an Ipsos-Telemundo poll conducted from November 19, 2009 to January 10, 2010 with a nationally representative sample of 530 Hispanics aged 18 and older, interviewed by telephone via Ipsos' U.S. Hispanic Omnibus. With a sample of this size, the results are considered accurate within 4.3 percentage points, 19 times out of 20, of what they would have been had the entire adult population of Hispanics in the U.S. been polled. The findings among the U.S. population at large are based on an Ipsos poll conducted January 7-10, 2010 with a nationally representative, randomly selected sample of exactly 1000 adults aged 18 and older across the United States interviewed via Ipsos' U.S. Express Telephone Omnibus. With a sample of that size, the results are considered accurate within 3.1 percentage points, 19 times out of 20, of what they would have been had the entire adult population in the U.S. been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error. These data were weighted to ensure that the sample's composition reflects that of the actual U.S. population according to U.S. Census figures. In both polls, respondents had the option to be interviewed in English or Spanish.

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About Telemundo

Telemundo Communications Group ("Telemundo"), a division of NBC Universal, is a world-class media company, leading the industry in the production and distribution of high-quality Spanish-language content across its multi-platform portfolio to U.S. Hispanics and audiences around the world. Telemundo's multiple platforms include Telemundo, a Spanish-language television network featuring original productions, theatrical motion pictures, news and first-class sports events reaching 93% of U.S. Hispanic viewers in 210 markets through its 15 owned-and-operated stations, 45 broadcast affiliates, and 800 cable affiliates; mun2, the preeminent voice for bicultural Hispanics in the U.S. reaching over 30 million U.S. TV households nationwide on digital and analog cable, satellite and free television; Telemundo Digital Media, which leverages Telemundo's original content for distribution across digital and emerging platforms including mobile devices and www.telemundo.com <<http://www.telemundo.com>/> and www.holamun2.com <<http://www.holamun2.com>/>; and Telemundo Internacional, the company's international distribution arm which has positioned Telemundo as the second largest provider of Spanish-language content worldwide by syndicating content to more than 100 countries in over 35 languages.

About Ipsos

Ipsos is a leading global survey-based market research company, owned and managed by research professionals that helps interpret, simulate, and anticipate the needs and responses of consumers, customers, and citizens around the world. Member companies assess market potential and interpret market trends to develop and test emergent or existing products or services, and build brands. They also test advertising and study audience responses to various media, and measure public opinion around the globe.

They help clients create long-term relationships with their customers, stakeholders or other constituencies. Ipsos member companies offer expertise in advertising, customer loyalty, marketing, media, and public affairs research, as well as forecasting, modeling, and consulting and offers a full line of custom, syndicated, omnibus, panel, and online research products and services, guided by industry experts and bolstered by advanced analytics and methodologies. The company was founded in 1975 and has been publicly traded since 1999. In 2008, Ipsos generated global revenues of €979.3 million (\$1.34 billion U.S.). Visit www.ipsos.com to learn more about Ipsos offerings and capabilities.

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