

Cinema Latino: Dallas and Edinburg

Feasibility Study for



sonora
ENTERTAINMENT

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Study Objectives and Methodology

- **Primary objective—Evaluate the feasibility of building new Cinema Latinos in the cities of Dallas, TX and Edinburg, TX.**
 - Determine appeal of Cinema Latino among current target audiences—Spanish-dominant young families and men who have come to the U.S. for work—as well as new audiences—bilingual adults and teens who have family in Latin America or hold their ethnic heritage in high regard.
 - Profile both cities including: entertainment consumption behavior and spend; border crossing behavior; population growth; social, cultural and political influences; presence of media players and organizations that serve Latinos.
- **609 surveys completed with adults and teens December 2006.**
 - 145 in-person surveys and 55 phone surveys with Latino teens 15-18 years old.
 - 409 phone surveys with Latino adults 19-49 years old.
 - Respondents must have visited a movie theater in the past year.
 - Respondents must speak Spanish.
- **Significant differences are at a 95% confidence level and noted in report with a star. ★**

Feasibility: Conclusions

Dallas (City of) and Edinburg

Projected Visits per Year:

Conclusions & Feasibility

Calculations for projected attendance indicate that both Dallas and Edinburg are feasible markets for Sonora Entertainment Group's Cinema Latino product. Cinema Latino can expect to draw the following attendance numbers to new Cinema Latino theaters in the first year:

- **Dallas: 486,403 attendees a year**
- **Edinburg: 456,652 attendees a year**

Feasibility

Based on the findings of this report, Yema Media positively recommends building new Cinema Latino theaters in both Dallas and Edinburg. With first-year attendance numbers conservatively projected well above 400,000 for both markets, the target market segments in these DMAs will support the new theaters.

Key Recommendations

The success of Cinema Latino in Dallas and Edinburg will depend on how well each theater draws in **new target markets**. As cited in this study report and Sonora Entertainment Group’s Dallas Focus Group study, new target markets will require special attention. **Sustainability** will depend on **reaching and retaining** them.

- **Teens** Aggressive marketing strategies that target teens will address both the present and the future of Cinema Latino. Develop rewarding relationships with teens with special programs, such as a “date night,” or student discount promotions.
- **Brand Expansion** Bilinguals will need to own the Cinema Latino brand (without alienating the existing Spanish-dominant customer base).
- **Quality** Provide a high-quality product. First-time bilingual visitors will want to return.
- **Marketing Strategy** Reach deeper into the Latino population. Amplify and enhance Public Relations efforts—make Cinema Latino a part of the community. Stress superiority over competing brands whenever possible.
 - Target community outreach in the form of corporate responsibility efforts.
 - Attach the Cinema Latino brand to family and community-oriented events, activities and causes.
 - Earned media coverage in Spanish-language and general market media will spotlight Cinema Latino in ways traditional advertising cannot.
 - Look outside traditional regional limits for opportunities to promote the brand. This is especially true for Edinburg, where media outlets and community resources are minimal—consider resources in McAllen, Mission, Pharr and beyond, even in Reynosa, Mexico!

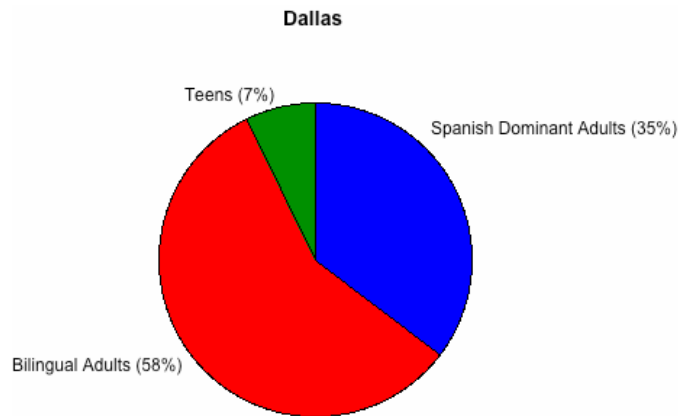
Projected Visits per Year:

Methodology*

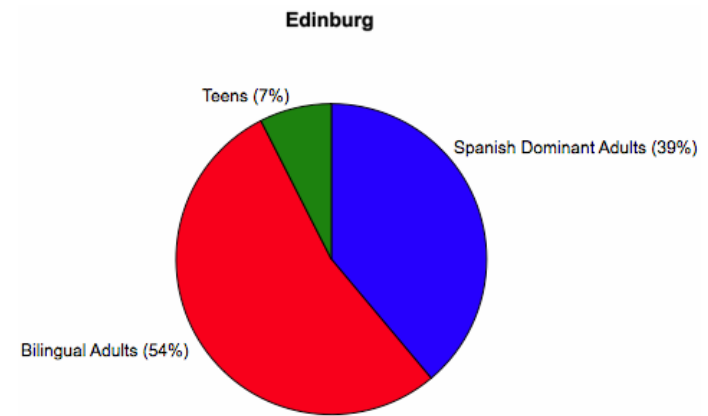
- Respondents in both markets were weighted to reflect:
 - Total Latino respondents in a 10-mile area of the specified zip code in each market.
 - The proportions of the Target Groups – Spanish-Dominant Adults, Bilingual Adults, and Teens - in each market.
- Per Cinema Latino's experience in four existing markets,** total visits per year of the Spanish-Dominant Adults to Spanish subtitled movies in movie theaters were projected at 10 visits per year per adult.
- The number of visits per year per individual for each of the other two Target Groups was modified according to survey results (Q9) indicating that the other two Target Groups view Spanish Subtitled movies less frequently than Spanish-Dominant Adults do. According to this calculation, the projected frequency for Bilingual Adults in Dallas is 5.93 visits a year, and 6.2 visits for Teens. Bilingual Adults in Edinburg are projected to make 4.89 visits and Teens will visit 7.75 times a year.*
- For each Target Market, the share of total visits per year projected to go to Cinema Latino was based on the 14% Cinema Latino currently sees in Phoenix,** which, like the two markets, also has 400,000 Latinos within a 10 mile radius.

Dallas and Edinburg Target Groups

- Both DMAs have over 400,000 Latinos in a 10-mile radius.
- Both DMAs have similar percentages of Spanish-Dominant Adults, Bilingual Adults, and Teens.



470,294 Latinos
within 10 Miles of
zip code 75211



460,186 Latinos
within 10 Miles of
zip code 78541

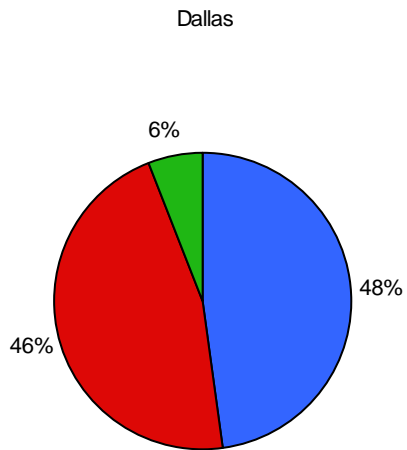
Target Market Segments

- The projected attendance calculation supporting feasibility includes the sum of all target market segments in each DMA. In addition to existing Cinema Latino target markets, two new segments have been designated in the expansion strategy.
- **Spanish-dominant Families and Men:** two markets together, for the purpose of the calculation (Spanish-dominant Adults), these represent the key demographic segments that have driven Cinema Latino's successful operations to date.
- **Bilingual Adults:** this demographic represents a potentially lucrative source of additional revenue for a new, expanded Cinema Latino product. Bilingual Latinos on average spend more freely than their general market counterparts. They are positive about their cultural heritage and respond more favorably to products marketed in Spanish.
- **Teens:** anecdotally the "bread-and-butter" of the movie cinema industry. In the general market, teens represent just 11% of the overall US population but account for 20% of box office sales.

Projected Visits per Year: Projected Market Share by Segment*

DALLAS

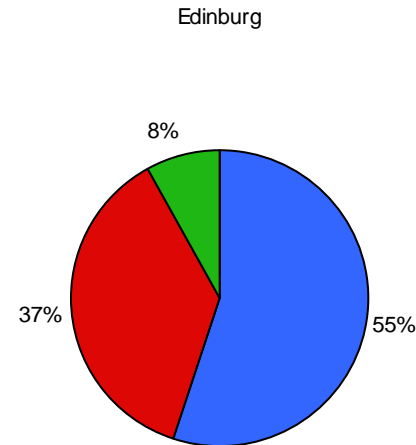
486,403 attendees a year



■ Spanish Dom Adults ■ Bilingual Adults ■ Teens

EDINBURG

456,652 attendees a year



■ Spanish Dom Adults ■ Bilingual Adults ■ Teens

DALLAS

Spanish Dom Adults	232,443
Bilingual Adults	224,978
Teens	28,982

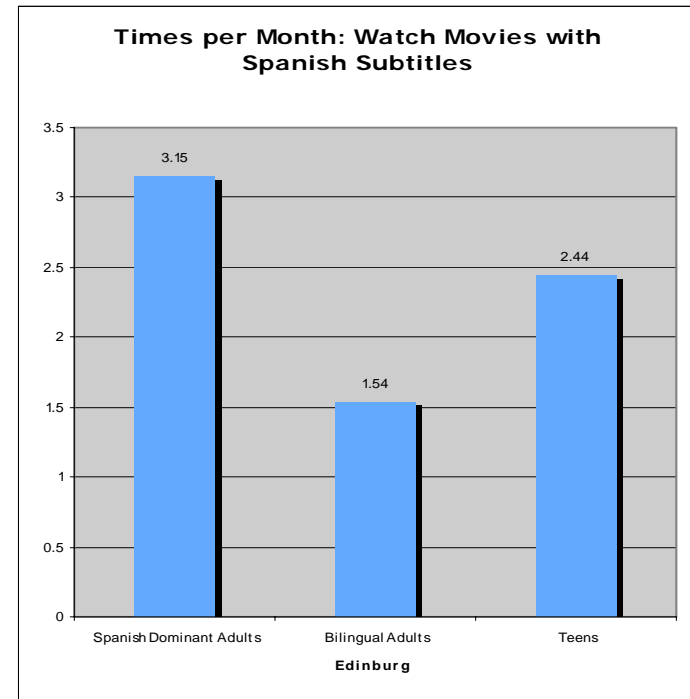
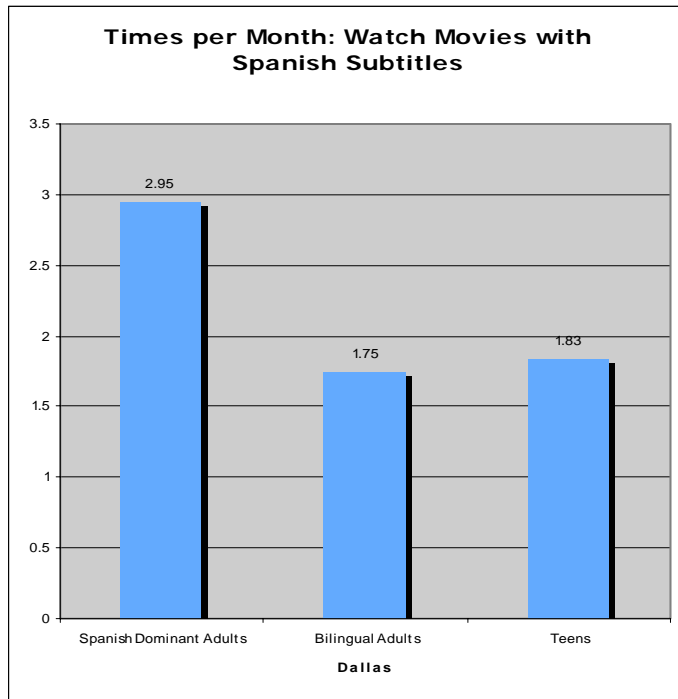
EDINBURG

Spanish Dom Adults	250,614
Bilingual Adults	169,197
Teens	36,841

Projected Visits per Year:

Dallas and Edinburg Target Groups*

- Target Groups show different frequencies of watching movies with Spanish subtitles. Survey question Q9k used to determine receptivity to Cinema Latino product.**



**Study does not indicate the respondent's source of subtitled movies. The reasonable assumption is made that respondents view subtitled movies on television (most likely cable or satellite) and/or on DVD/VHS as rentals and/or purchases.

Target Market:

Spanish-Dominant Adults

This study looked at the behaviors and preferences of two segments of **Spanish-dominant Latinos** in the Dallas and Edinburg DMAs.

- **Spanish-dominant Latino adults with children at home (families)**
- **Spanish-dominant Latino men ages 18-49**

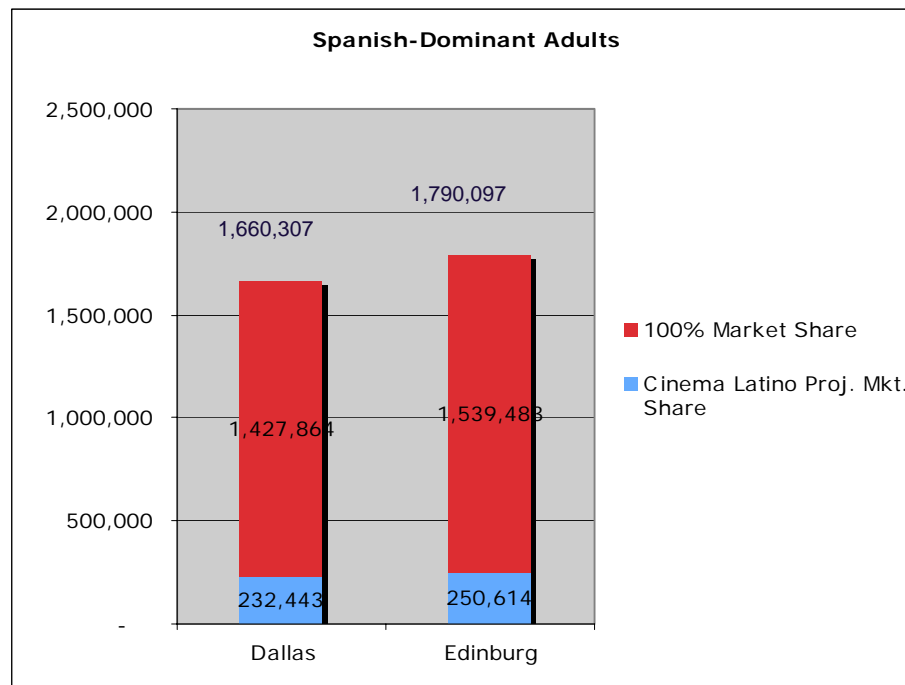
Theater attendance by these two segments have driven Cinema Latino's successful operations to date. For purpose of a projected attendance calculation for new theaters in Dallas and Edinburg, these two segments have been combined into one: ***Spanish-dominant adults***.

• **Spanish-dominant adults**

- The survey shows that these segments consistently respond in line with expectations based on observed behaviors in existing Cinema Latino markets.
- Spanish-dominant adults can be expected to respond enthusiastically to the Cinema Latino product in new markets – a stable source of revenue, rich in grass roots marketing resources.
- **While these segments represent less than 40% of the Latino population sample in both DMAs, they will represent the majority of ticket sales (48% in Dallas, 56% in Edinburg).**

Projected Visits per Year: Spanish-Dominant Adults

- Projecting based on Cinema Latino's 14% market share in the comparably-sized Phoenix market, indicates over 230,000 projected Cinema Latino visits per year in each market from the Spanish-dominant adults target group.



Target Market:

Bilingual Adults

This study looked at the behaviors and preferences of bilingual adult Latinos in the Dallas and Edinburg DMAs.

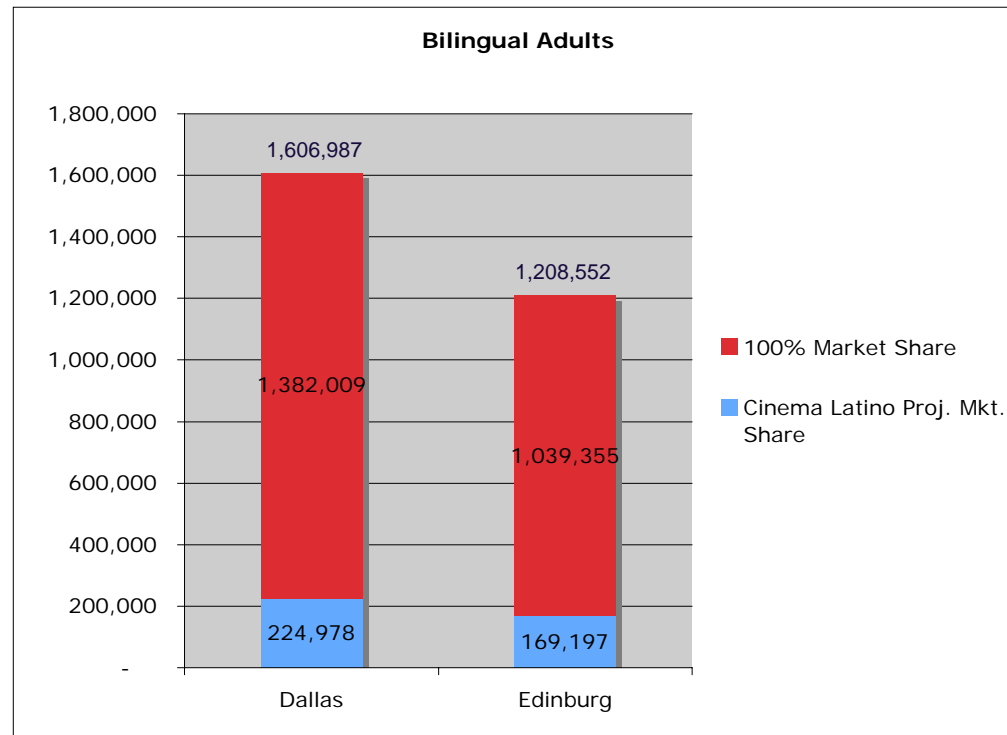
Along with Latino teenagers, the Bilingual Adult segment is critical to Cinema Latino's future for successful expansion. Cinema Latino is well-positioned to attract revenue from the maximum potential market share of this segment.

● Bilingual adults

- **60%** of bilingual adult survey respondents already watch at least one English-language movie with Spanish subtitles a month. According to the Cinema Latino 2006 Dallas Focus Group study, acceptance of subtitled movies is a **critical factor** to overcome in attracting this segment.
- **35%** attend movies with their parents/families. Attending movies with older parents (presumed Spanish-dominant) was cited in the focus group study as a **significant motivator** to draw bilingual adults to movies with subtitles.
- This segment showed **strong identification with Latino heritage** (93%), **traditions** (72%) and the **Spanish language** (72%); and they regularly access Spanish-language media.
- Latino consumer studies indicate that acculturated, bilingual Latinos favor products that target Latinos with Spanish-language advertising and content.*

Projected Visits per Year: Bilingual Adults

- The smaller absolute number of Bilingual Adults in Edinburg, in addition to the lower frequency of viewing Spanish Subtitled films, results in a lower number of projected visits per year in Edinburg for Bilingual Adults.



Target Market:

Teens

According to the Motion Picture Association's *2005 US Movie Attendance Study*, teenagers account for 20% of all box office sales, while they represent only 11% of the population. The same report shows 47% teens attending the theater at least once a month.

Cinema Latino's 2006 Dallas Focus Group Study indicated that **Latino teens usually attend movies in groups of five or more** that in turn meet with other, similar groups. Movie going is regarded primarily as a social activity, without any regard to the movie titles showing.

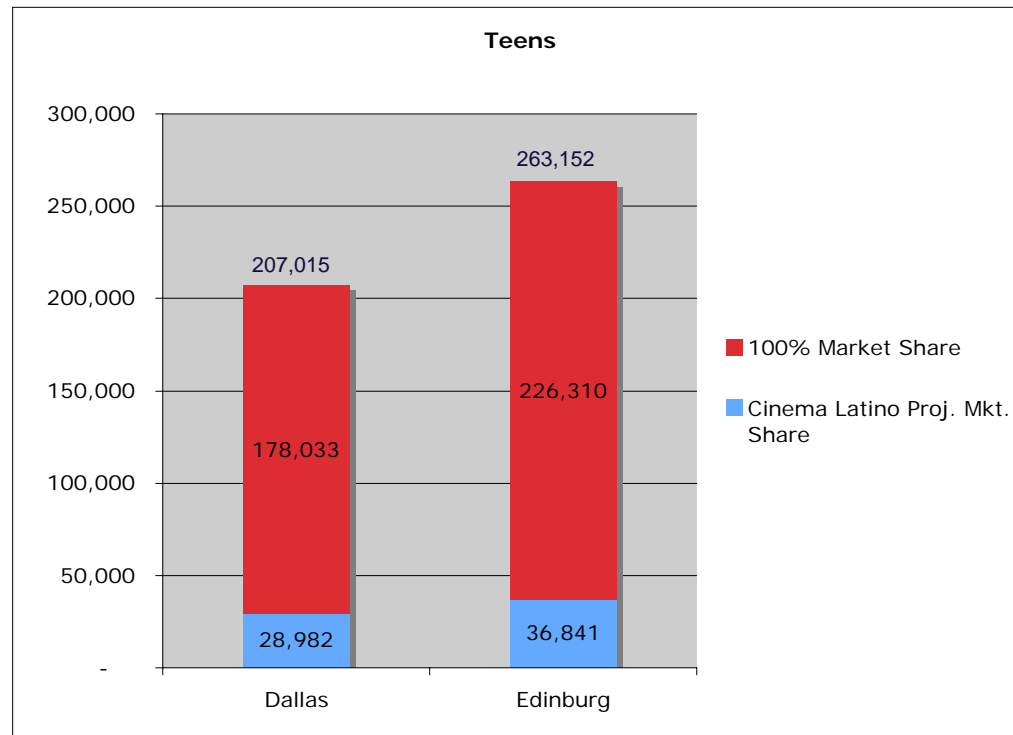
Teens

- US Census data shows that Latino youth will represent a significantly larger segment of the Latino population over the next decade. **Latinos under the age of 18 are expected to grow 32% by the year 2020, from 13.6 million to 18 million** (general population youth will only grow 7.4%).
- While teens usually spend less at the theater, each teen often buys only for him or herself, but also **attends in a group that resembles a family** in numbers.
- Both the survey and the Dallas Focus Group Study show that **bilingual Latino teens are receptive to the Cinema Latino concept**, and will likely return and recommend the movie theater if the experience is positive.

Projected Visits per Year:

Teens

- Approximately 30,000 visits per year for Cinema Latino are projected for Teens in each market.

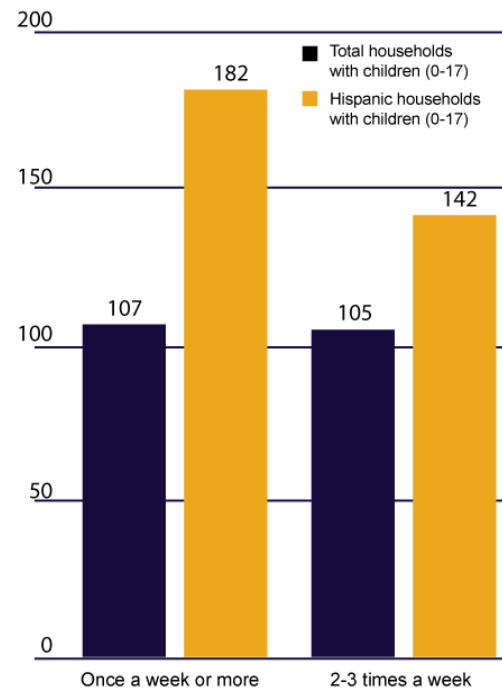


Movie Attendance

Latino Frequency & Teen Frequency

- Latinos with children are 75% more likely to attend the theater once a week or more than their general market counterparts.* General market attendance is less than 5 visits a year on average. This supports by a wide margin Sonora Entertainment Group's original market share calculation factor of 10 visits a year by Latinos.**
- 11% of general market teens represent 20% of total US box office sales. Latino teens represent 7% of the Latino population. The resulting ratio equation results in Latino teens contributing 12.7% of Latino box office sales, over the roughly 7% attributed to Latino teens in this report's projected attendance equation.

Movie Attendance
Hispanic Households with Children
vs. US Households with Children



Source: 2004 Doublebase Mediamark Research Inc. Survey

*Note: The index represents a scale on which 100 equals the average movie attendance for all U.S. households, with or without children. Hispanic households with children attended movies 82 percent more often than the average for all U.S. households, for an index score of 182.

Edinburg DMA:

McAllen Metropolitan Area, Rio Grande Valley, Reynosa

City, Metro Area or Region?

- The city of Edinburg, Texas is part of the **McAllen-Edinburg-Mission Metropolitan Area**, which between 1990 and 2000 **grew by almost 50%**. Including near by Pharr, this collection of small, dynamic cities near the Mexican border has a collective population of about 630,000 and is **90% Latino**.
- This metro area is the nexus of growing sprawl identified as the **Rio Grande Valley** region, with a population of more than one million and a **Latino population that grew 94%** between 1990 and 2000, according to the US Census. By 2015, the average annual household income of Latinos in the Rio Grande Valley is expected to top \$60,000.
- McAllen's sprawl does not stop at the border of Mexico. Approximately one million people live on the U.S. side of the Rio Grande, while **two million live on the Mexican side** in and around **Reynosa**.



Edinburg DMA:

Distances

● The Emerging “Borderplex”

- Edinburg is part of a metropolitan area that is, while growing exponentially, still quite dispersed. A public 2005 retail trade potential study of Edinburg shows over \$1.6 billion within 10 minutes driving time.
- Anecdotal evidence collected during the survey indicated that residents of McAllen-Edinburg-Mission, especially teens, **regularly travel unusual distances** between the metro area cities (and Pharr) for commerce and entertainment.
- There are only a handful of cinemas serving this vast, growing population center: one in Edinburg, one in Mission and only five in McAllen.
- **Edinburg is a *strategically sound location* for Cinema Latino to capitalize both on a local dearth of competition and metro residents’ willingness to travel greater distances for commerce and entertainment.**



Edinburg DMA:

Proximity to Mexico

● The Mexican Factor

- **Explosive growth** is all taking place in an area about 25 square miles around and to the south and southeast of Edinburg.
- **Mexican nationals** (not immigrants) crossing the border from Reynosa into McAllen-Edinburg-Mission for commerce and entertainment are a **significant and growing contribution to the region's economy**. According to Center of Border Economic Studies, The University of Texas-Pan American, an estimated **22.7 million** Mexican nationals crossed the border into the Rio Grande Valley in 2003, bringing in about **\$1.4 billion**.
- **Cinema Latino is very well positioned to attract regular visits from these Mexican "tourists."** Although the additional attendance dollars cannot be factored into the projected attendance calculation for this report, ***logic dictates the impact will be considerable.***



Executive Summary

Dallas (City of) and Edinburg

Executive Summary

- Although Dallas and Edinburg are very different demographically and economically, residents demonstrate few differences in their movie-going behaviors and entertainment spend.
 - Dallas is larger and wealthier but Latinos comprise less than half of the population – compared to 90% of the Edinburg population. In both cities, Latinos' entertainment spend comprises about 3% of total household expenditures.
- Dallas residents demonstrate more interest in subtitled and Spanish-language movies, but both cities have strong ties to their Latin heritage and find appeal in the primary features of Cinema Latino.
- Sonora Entertainment's traditional targets of **Spanish-dominant Families** and **Spanish-dominant Adult Men** demonstrate lifestyles and preferences very favorable to the Cinema Latino concept.
- Proposed **Teen** segment very likely to respond positively to Cinema Latino—despite the lack of appeal of some its Latino elements—due to their high frequency of visits to movie theaters.
- Proposed **Bilingual Adult** segment may be a challenging target, but lucrative if attracted. Evidence shows that bilingual adults are drawn to products marketed to Latinos and loyal to brands that satisfy.

Key Findings By Target Audience

Spanish-Dominant Families
Spanish-Dominant Adult Men
Bilingual Adults
Teens

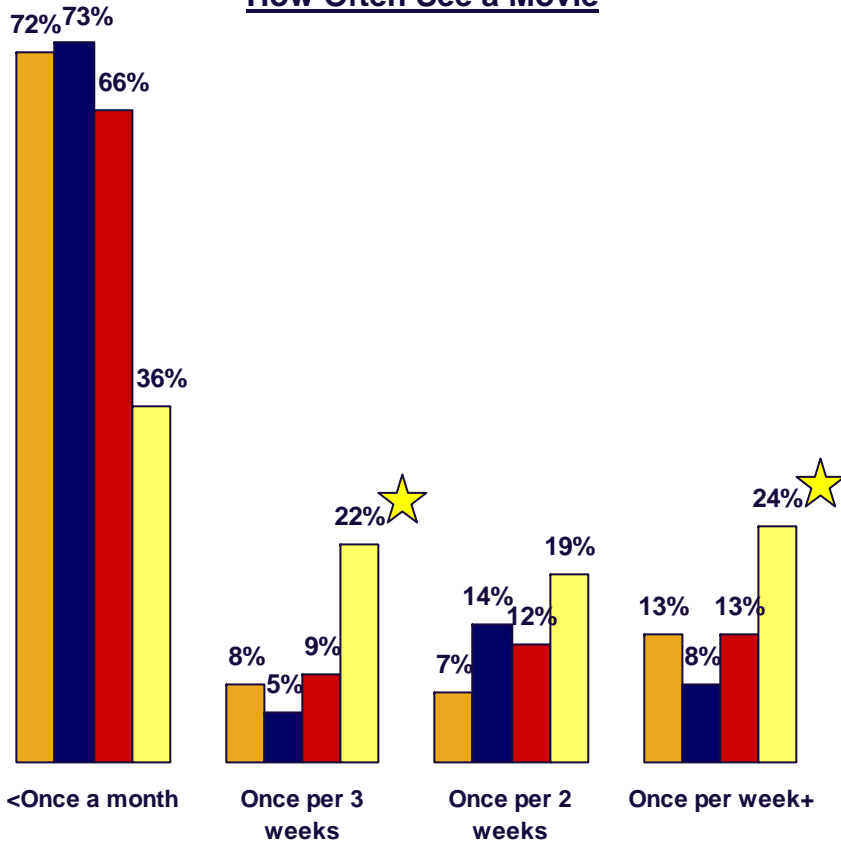
Summary of Findings & Implications

- **Finding: Bilingual Adults & Teens often behave similarly, and Spanish-dominant Families & Adult Men often behave similarly.**
 - Exception: Teens visit movie theaters significantly more often than all other segments
 - Exception: Bilingual Adults eat at restaurants and order take-out food more often, and spend significantly more on entertainment and eating out, than all other segments
- **Finding: Spanish-dominant Families and Adult Men consume more Spanish-language media, prefer to be with people who speak Spanish, and are less likely to consider themselves American.**
- **Families, Men and Teens more enthusiastic about features of Cinema than Bilingual Adults.**
 - Exception: Teens, as well as Bilingual Adults, indicate Spanish-language movies, Latin-style music and décor and Spanish signage are not appealing
- **Implication: Spanish-dominant Families and Adult Men are the best targets for Cinema Latino in Dallas and Edinburg. Teens are a strong runner-up—despite the lack of appeal of some Latin-style elements—due to their high frequency of visits to movie theaters.**

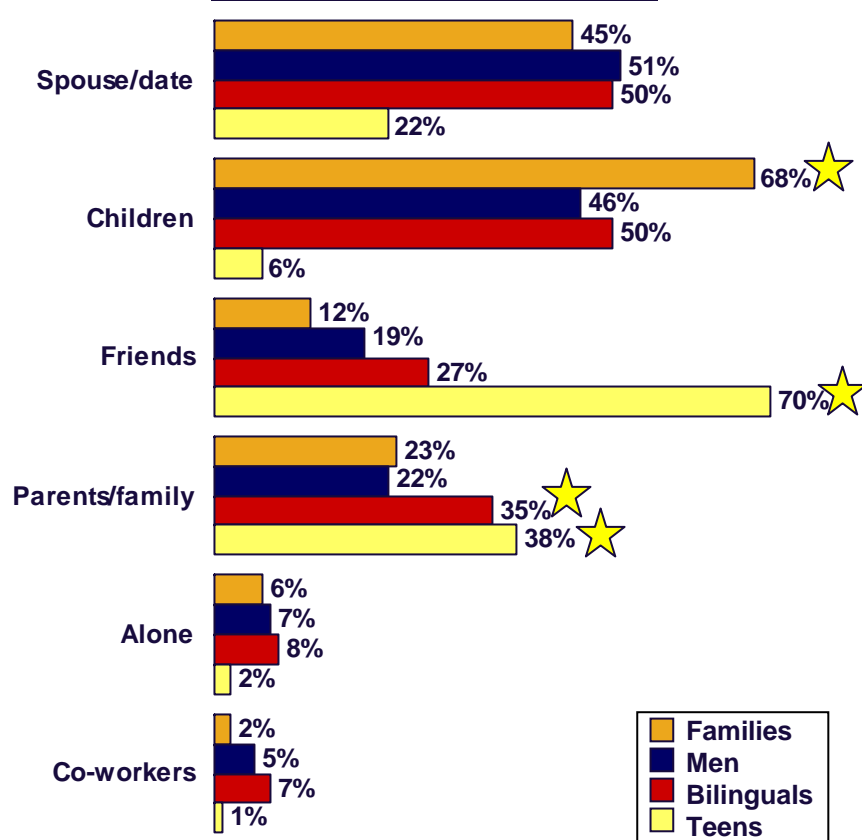
Movie Theater Visitation

- Teens visit movie theaters significantly more often than the other target audiences. Teens are also most likely to visit with friends or family members whereas Spanish-dominant Families are most likely to visit with children, as might be expected.

How Often See a Movie



Movie Watching Companions

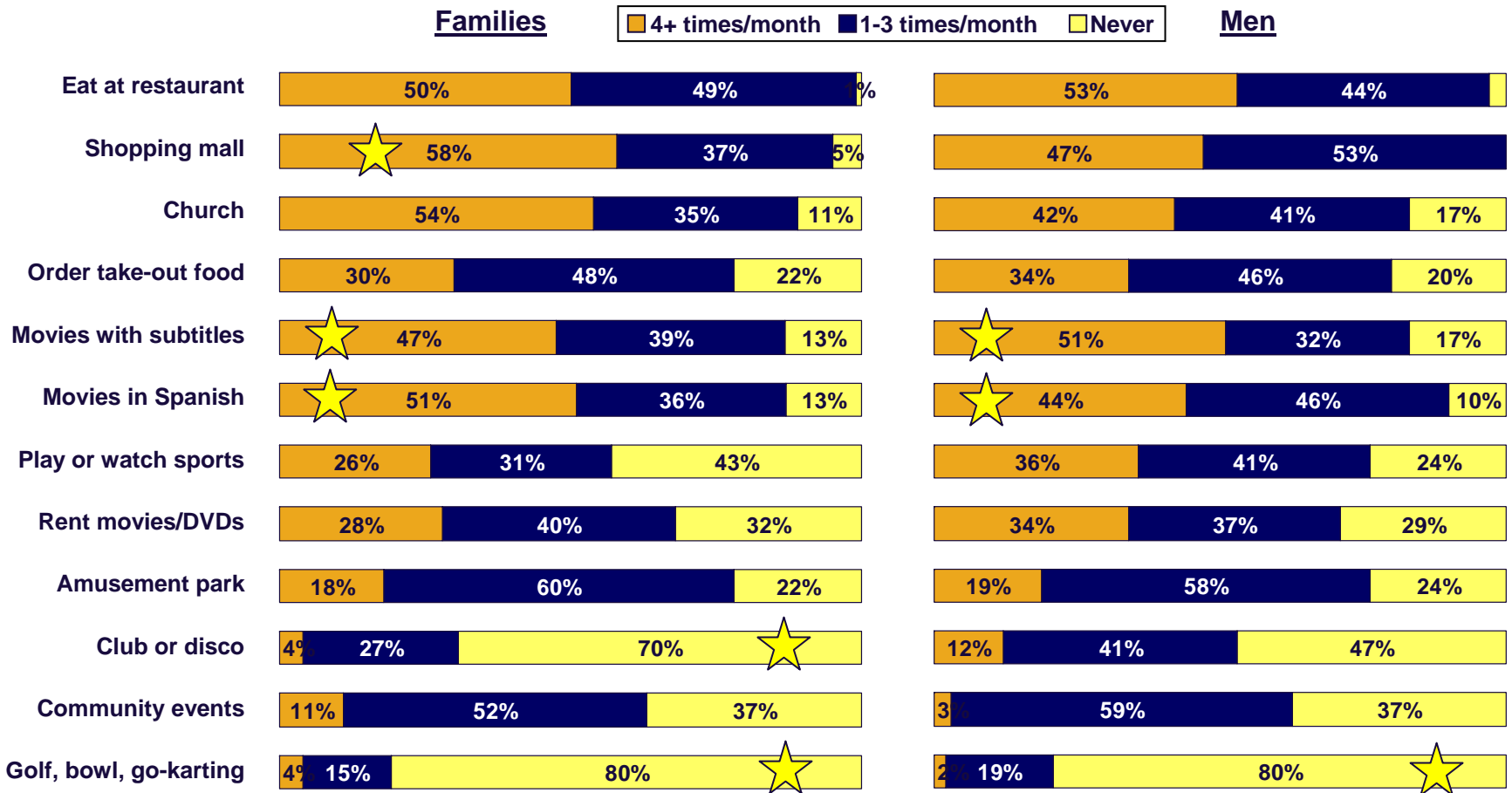


Base: Families (n=142), Men (n=59)
 Base: Bilingual (n=208), Teens (n=200)

Q1. On average, how often do you see a movie in a movie theater? Q2. In the past 6 months, have you been to a movie theater with your... Q3. What percentage of the time do you go to the movie theater alone? Q4. When you go to the movie theater with other people, how many are usually in the group including yourself?

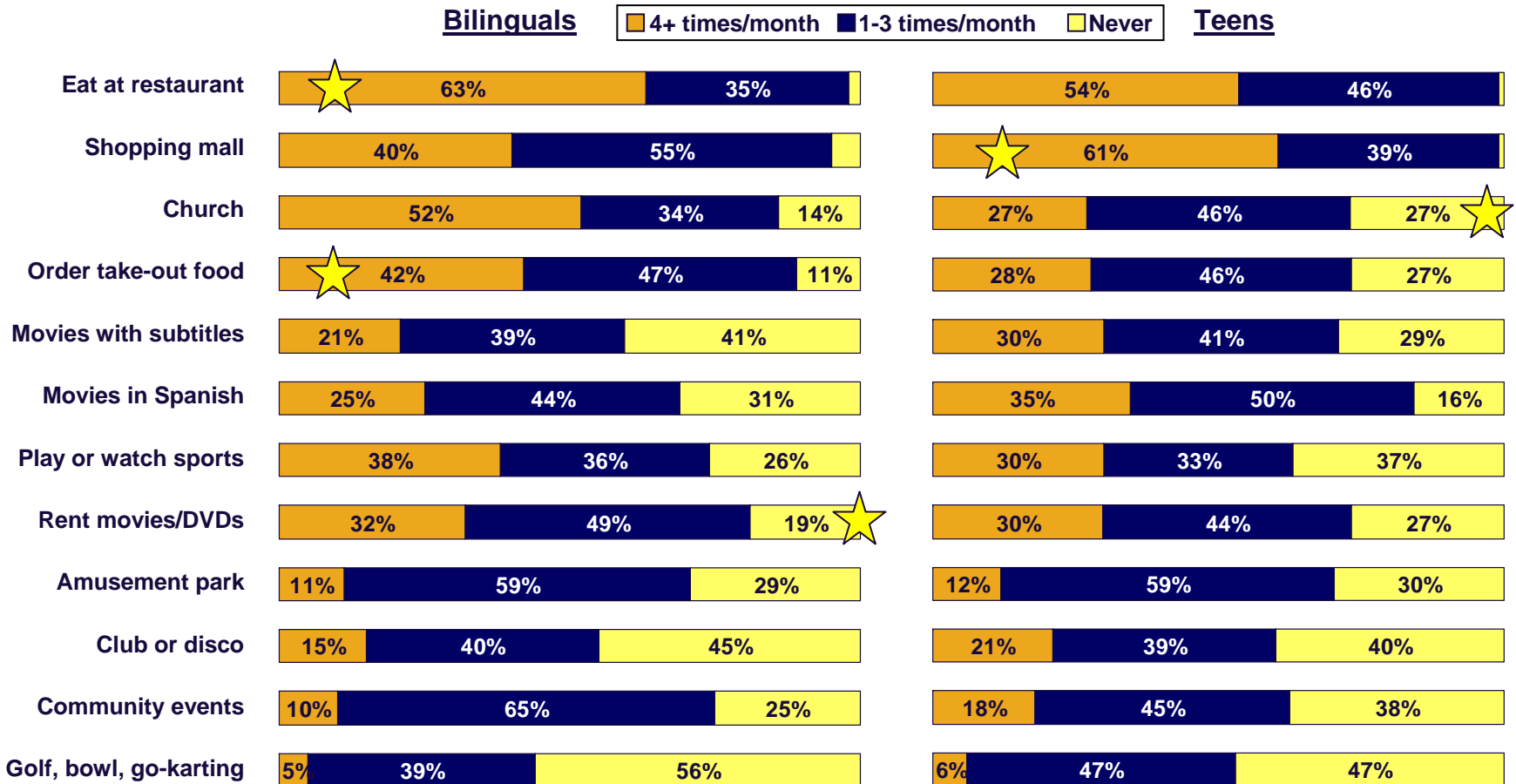
Entertainment Activities: Families & Men

- Spanish-dominant Families and Adult Men demonstrate patterns in their entertainment activities. Both are significantly more likely than Bilingual Adults and Teens to watch movies with subtitles or movies in Spanish.



Entertainment Activities: Bilinguals & Teens

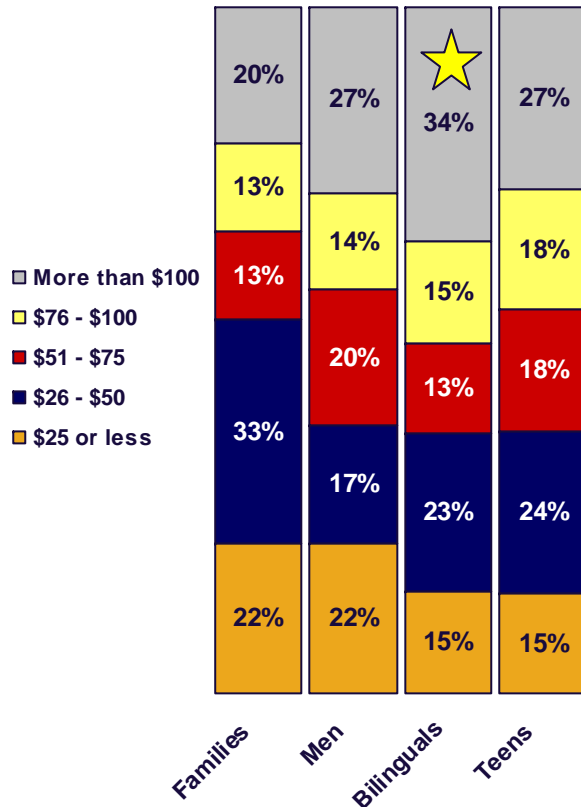
- Bilingual Adults look to restaurants, take-out food and movie rentals for entertainment. Teens entertainment focuses on restaurants and shopping malls (in addition to movies theaters)—and relatively high instances of “never” engaging in many other activities.



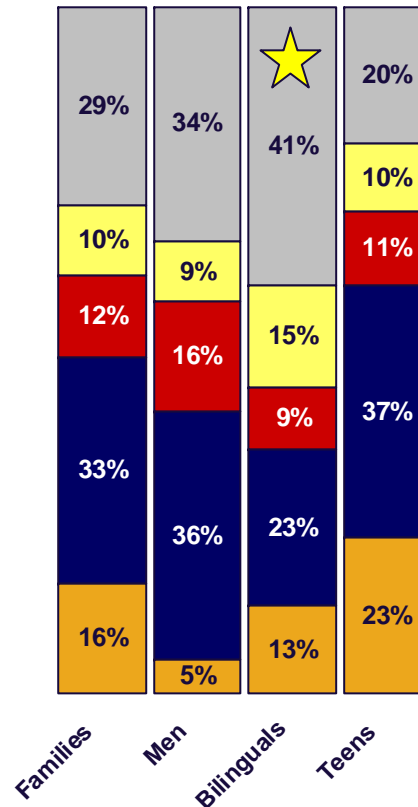
Entertainment Spend

- Bilingual Adults spend significantly more on entertainment and eating out compared to the other targets. All groups demonstrate similar patterns in terms of spend when visiting movie theaters.

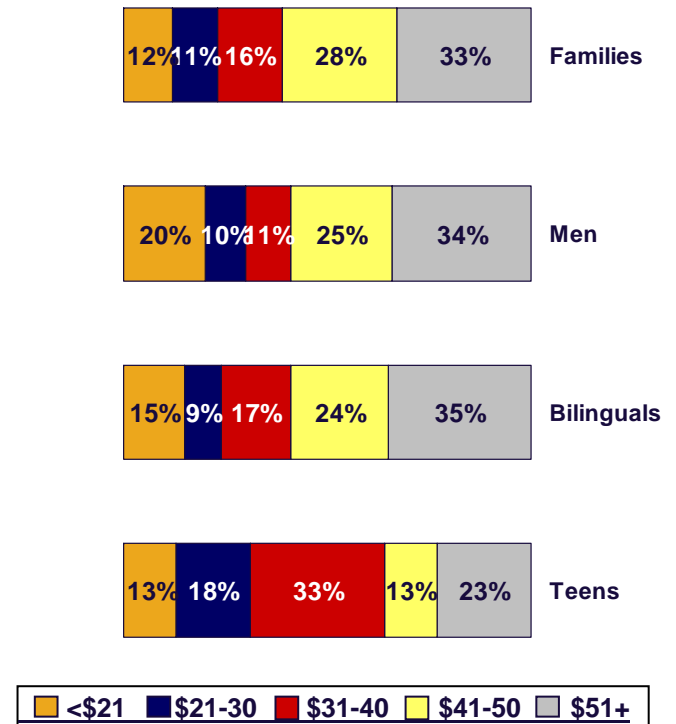
Monthly Spend: Entertainment



Restaurant/Take-out



Average Spend Per Theater Visit



Base: Families (n=142), Men (n=59)
Base: Bilingual (n=208), Teens (n=200)

Q6. Including the movie ticket, how much do you usually spend when you go to the movies with other people?
Q10/Q11. How much do you spend per month eating at restaurants / on entertainment not including food?

Spanish Media Use & Pride in Heritage

- Strong consumption of Spanish-language media and pride in Latino heritage by all groups. Spanish-dominant Families and Adult Men stand out for their preferences of Spanish speakers, where Bilingual Adults and Teens are more likely to consider themselves Americans.

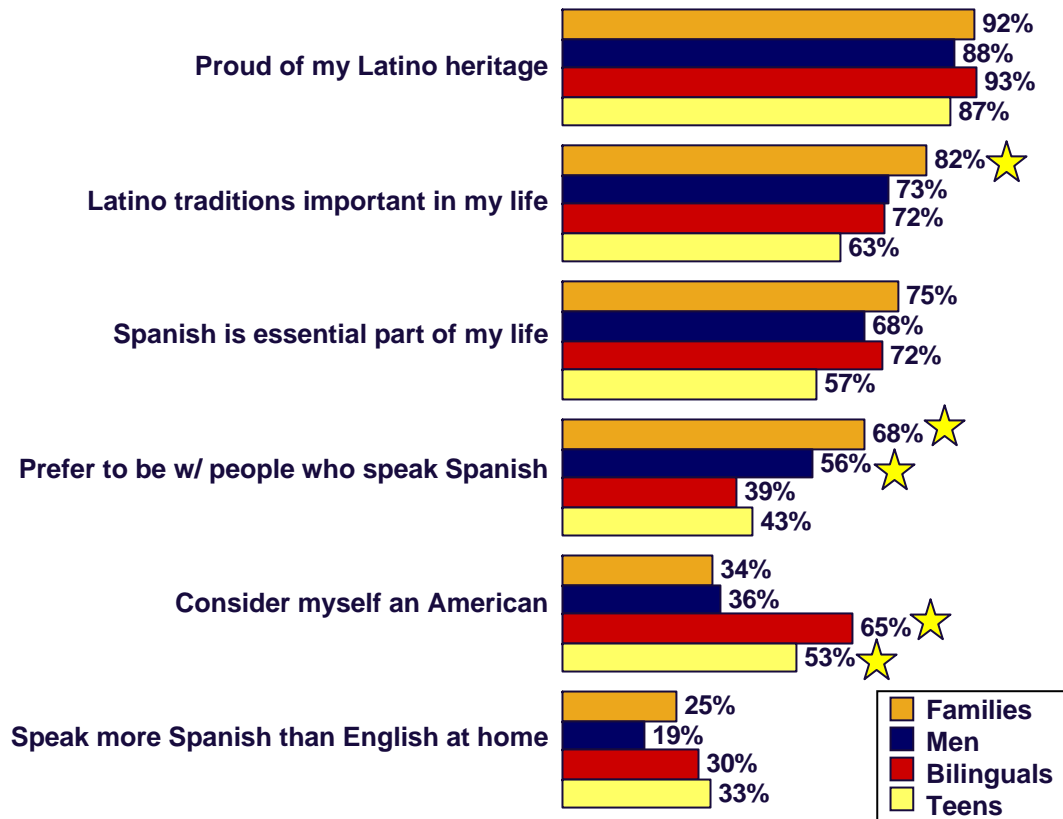
Average Days Per Week Used

		Families	Men	Bilinguals	Teens
•Spanish Music		5.4	5.7	4.9	4.4
•Spanish Radio		5.1	5.9	4.5	3.6
•Spanish Newspaper/Magazine		3.0	3.2	2.0	2.1
•Spanish TV		6.2	5.5	4.3	3.9

Spanish-Dominant targets (Families and Men) have significantly higher consumption of all Spanish-language media

Pride in Heritage

(score 8-10)



Base: Families (n=142), Men (n=59)
Base: Bilingual (n=208), Teens (n=200)

Q12. Using a scale of 0 to 7 days per week, how many days per week do you...? Q14. Tell me how well each of these statements describes you. Use a scale from 1 to 10 where 1 means 'does not describe me at all' and 10 means 'describes me perfectly.'

Key Findings By City

Dallas and Edinburg

Summary of Findings & Implications

● **Finding: Almost no differences between the Dallas and Edinburg.**

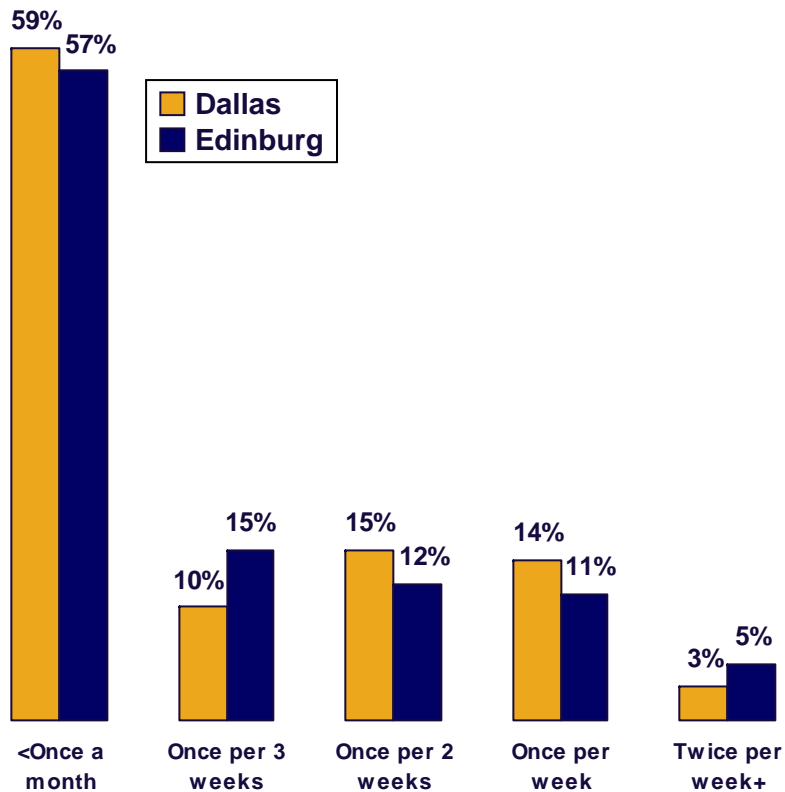
- Same patterns of movie-going behavior.
 - Exception: Edinburg more likely to attend movies with parents or other adult family members
- Engage in various entertainment activities with similar frequency.
 - Exception: Edinburg more likely to order take-out food and rent DVDs
- Level of expenditure on entertainment, eating out and visits to movie theaters nearly identical.
 - Exception: Dallas shows slight propensity to spend toward the higher end
- Both exhibit high consumption of Spanish-language media and pride in their heritage, traditions and language.
 - Exception: Dallas residents use Spanish-language TV more often
 - Exception: Edinburg residents more likely to consider themselves American
- Most appealing features of Cinema Latino are bilingual employees, mix of Hollywood & Latin American movies, and Latin American food.
 - Exception: Dallas shows higher interest in Spanish-language and subtitled movies

● **Survey implication: Dallas may be somewhat more favorable due to higher interest in subtitled and Spanish-language movies, but both cities have strong ties to their Latin heritage and show strong interest in the primary features of Cinema Latino.**

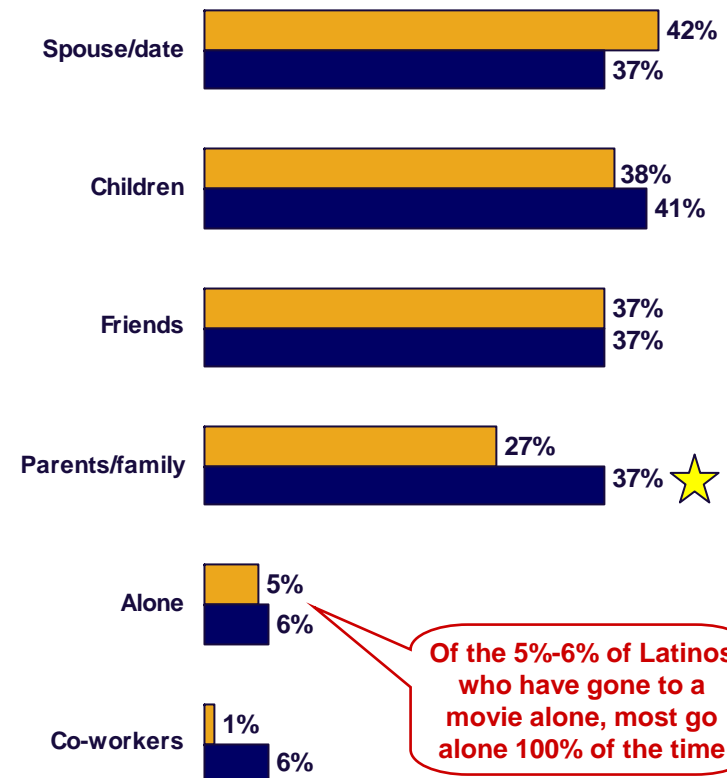
Movie Theater Visitation

- No differences in the frequency of visits to movie theaters or the size of groups accompanying Latinos to the theater—4 people, on average. However Edinburg has a significantly higher incidence of the target attending movies with family members.

How Often See a Movie



Movie Watching Companions



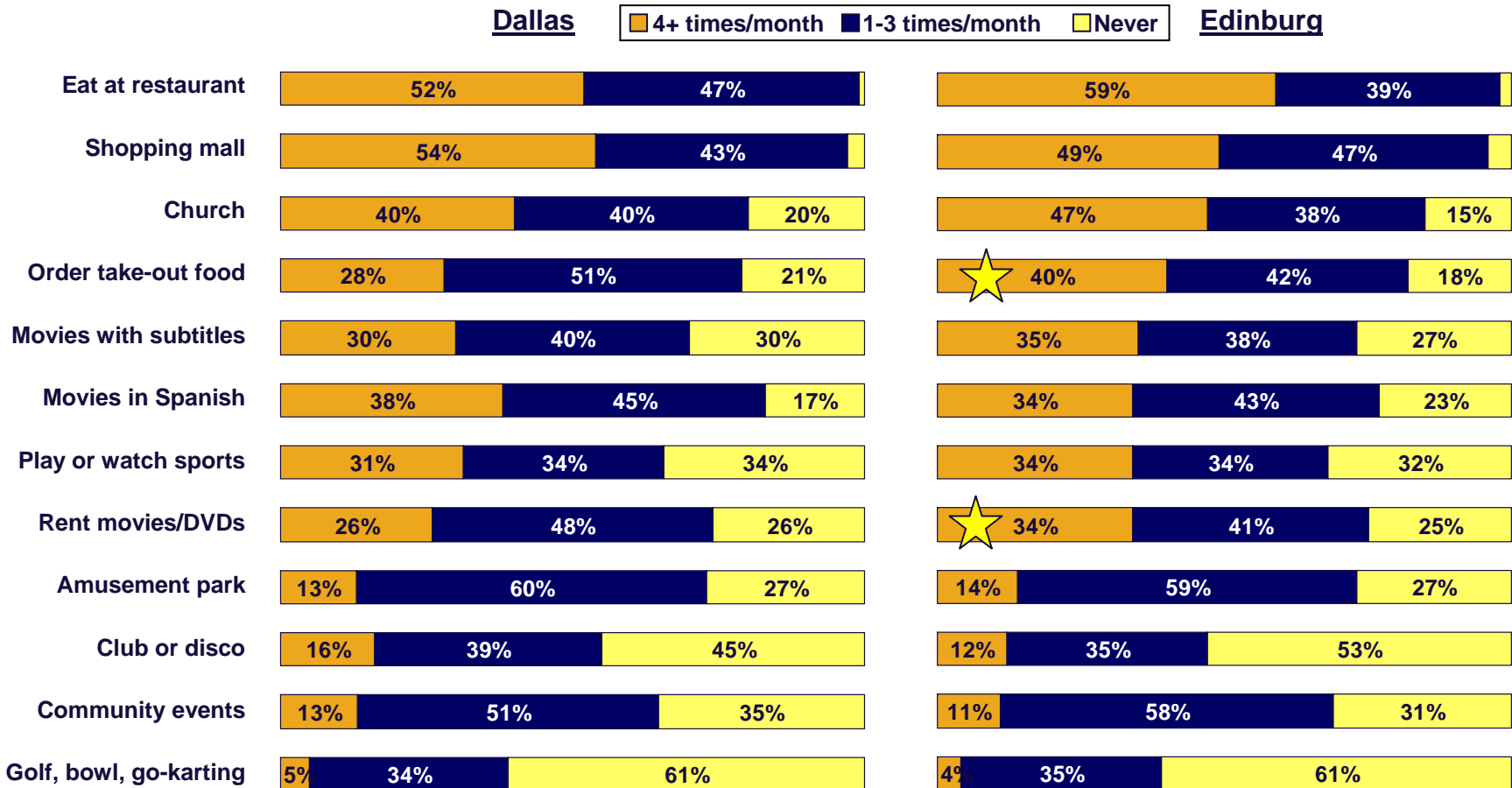
Of the 5%-6% of Latinos who have gone to a movie alone, most go alone 100% of the time

Base: Dallas (n=304), Edinburg (n=305)

Q1. On average, how often do you see a movie in a movie theater? Q2. In the past 6 months, have you been to a movie theater with your... Q3. What percentage of the time do you go to the movie theater alone? Q4. When you go to the movie theater with other people, how many are usually in the group including yourself?

Entertainment Activities

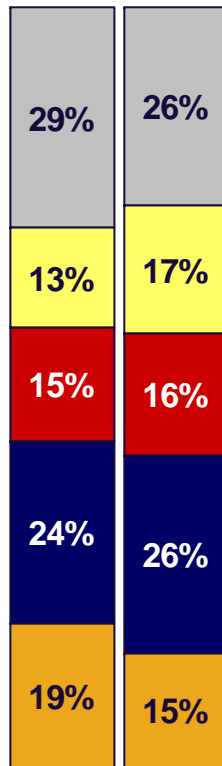
- Edinburg residents order take-out food and rent movies more frequently than Dallas residents, perhaps implying a preference for creating an “at-home” movie watching experience.



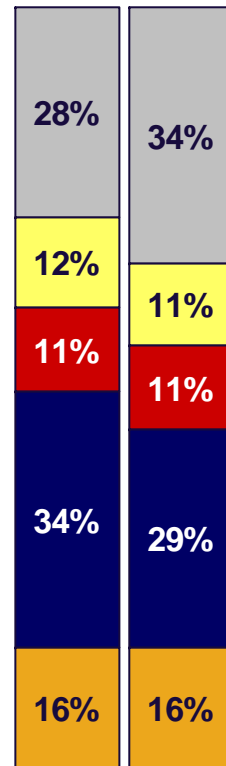
Entertainment Spend

- No significant differences between the cities for spend on entertainment activities (excluding food), restaurant and take-out food, and visits to movie theaters—although Dallas residents demonstrate a willingness to spend toward the high end for movies.

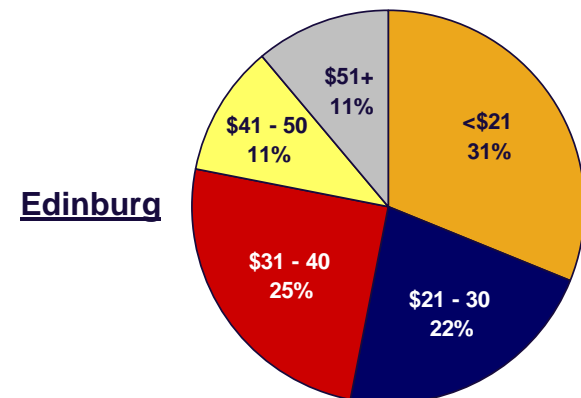
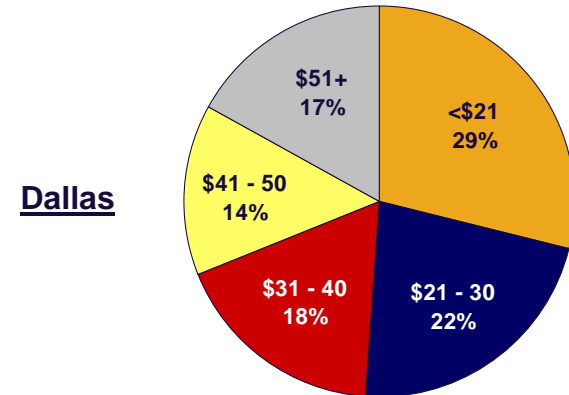
Monthly Spend: Entertainment



Monthly Spend: Restaurant/Take-out



Average Spend Per Theater Visit








Base: Dallas (n=304), Edinburg (n=305)

Q6. Including the movie ticket, how much do you usually spend when you go to the movies with other people?
Q10/Q11. How much do you spend per month eating at restaurants / on entertainment not including food?

Spanish Media Use & Pride in Heritage

- Both cities demonstrate strong consumption of Spanish-language music, radio and TV, with the behavior reflected in Latinos enthusiastic identification with statements about pride in their heritage and traditions and the importance of the Spanish language.

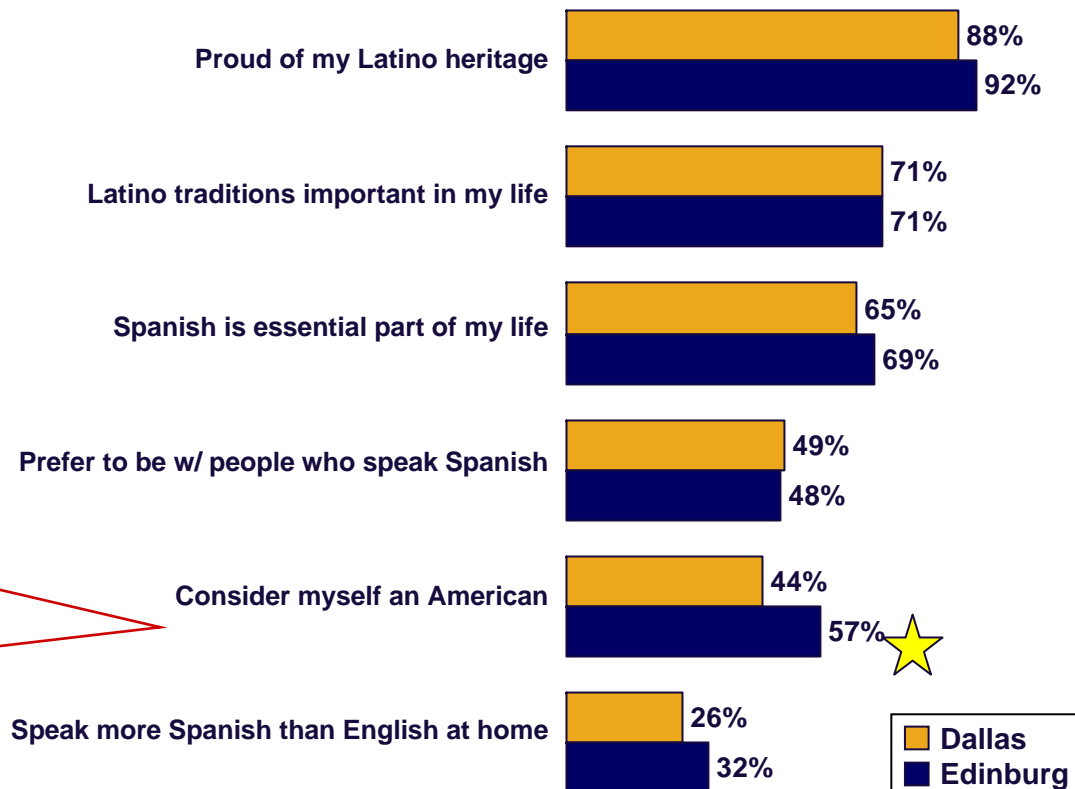
Average Days Per Week Used

		Dallas	Edinburg
•Spanish Music		5.1	4.8
•Spanish Radio		4.4	4.6
•Spanish Newspaper/Magazine		2.5	2.3
•Spanish TV		5.0 	4.4

Although significantly more Edinburg residents consider themselves Americans, 48% visit their home country more than twice a year—compared to only 6% of Dallas residents

Pride in Heritage

(score 8-10)



Base: Dallas (n=304), Edinburg (n=305)

Q12. Using a scale of 0 to 7 days per week, how many days per week do you...? Q14. Tell me how well each of these statements describes you. Use a scale from 1 to 10 where 1 means 'does not describe me at all' and 10 means 'describes me perfectly.'

Profile of Latinos by City

Dallas (City of) and Edinburg

City of Dallas: Population and Households



- Spanish-dominant Latinos: 36.6%; Bilingual Latinos: 59.8%; Teens 15-17: 3.6%
- Latinos born in the USA: 45%

	Total Dallas	Latinos Only	% of Total
Population (2006)	1.26 million	0.56 million	
<ul style="list-style-type: none"> ● 0 – 14 years old ● 15 – 17 years old ● 18 – 49 years old 	<ul style="list-style-type: none"> ● 0.28 million ● 0.44 million ● 0.64 million 	<ul style="list-style-type: none"> ● 0.16 million ● 0.02 million ● 0.32 million 	44%
Households (2006)	463,800	136,900	30%
Family households		123,210	
<ul style="list-style-type: none"> ● Married-couple family ● Male householder, no wife present ● Female householder, no husband present 		<ul style="list-style-type: none"> ● 73% ● 10% ● 17% 	--
Non-family households		13,690	--
Average Household Size	2.6 persons	4.4 persons	--
Average Family Size		4.5 persons	--

City of Dallas: Housing, Income & Poverty



- Median value of Latino owned house (2000): \$56,400
- Average cost for new single-family house (2005): \$164,300

	Total Dallas	Latinos Only	% of Total
Housing Units in Urban Area	100%	--	--
Home Owners (2006)	234,100	55,900	24%
Home Renters (2006)	230,000	81,100	35%
● Home owners	● 50%	● 41%	
Median Monthly Mortgage (2000)		\$800	--
● % of Household Income		● 22%	
Median Monthly Rent (2000)		\$600	--
● % of Household Income		● 25%	
Households w/ Income <\$35K (2006)	45%	55%	--
Median Household Income (2000)	\$37,600		
● Per capita income (2000)	● \$22,200	● \$10,200	--
● Persons below poverty level (2000)	● 18%	● 24%	

City of Dallas: Business & Industry



- Latino-owned firms (2002): 13,700
- Sales and receipts for Latino-owned firms (2002): \$2.0 billion

Employment By Type (2002)

Private wage and salary workers	81%
Federal Government	3%
State and Local Government	7%
Self-Employed	9%

Employment By Industry (2002)

Agriculture, forestry, fishing, hunting	<1%
Arts, entertainment, recreation, accommodation, food services	9%
Construction	9%
Educational, health, social services	14%
Finance, insurance, real estate, rental, leasing	10%
Information	5%
Manufacturing	11%
Other services (except public administration)	5%
Professional, scientific, management, administrative, waste management services	15%
Public administration	2%
Transportation, warehousing, utilities	5%
Wholesale and retail trade	15%

City of Dallas: Environment, Schools, Crime



Environment

- Land area: 343 square miles
- Persons per square mile: 3,470
- Average daily temperature (Jan): 44.6°
- Average daily temperature (Jul): 85.9°

Schools (ZIP code 75211 only; part of “area 6”)

- Public elementary schools: 12
- Public middle schools: 2
- Public high schools: 2
- Private schools: 3

Enrollment of Latinos in Public Schools

- Not available

Crimes per 100,000 residents:

- Larceny 4759
- Burglary 1,782
- Motor Vehicle Theft 1416
- Aggravated Assault 656
- Robbery 647
- Rape 49
- Assault Gun 260
- Murder 18

Public Transportation

- Dallas Area Rapid Transit (www.dart.org) consists of local and suburban buses as well as a commuter rail system

City of Dallas: Entertainment Expenditures



	Total Dallas	Latinos Only	% of Total
Annual HH Expenditures	\$18.9 billion	\$4.5 billion	24%
Annual Entertainment Spend	\$755 million	\$141 million	19%
Annual Movie/Theater Ticket Spend	\$81 million	\$13 million	16%
Annual Video/DVD Rental Spend	\$44 million	\$9 million	21%

City of Dallas: Spanish Media Outlets



Print

- Novedades News
- La Subasta Newspaper
- Diario La Estrella
- El Herald News
- El Hispano News
- El Lider USA Publications
- Al Dia (Dallas Morning News)

Radio (select)

- KNOR 93.7 FM LaRaza
- KLNO 94.1 FM Radio Recuerdo
- KEGL 97.1 FM La Preciosa
- KFZO 99.1 FM La Kalle
- KTCY-FM 101.7 Super Estrella
- KZZA 106.7 FM Casa 106.7
- KDXX 107.1 FM La Picuda
- KESS 107.9 FM: La Que Buena
- KFLC 1270 AM
- KZMP 1540 AM

Television

- KUVN-TV Univision 23
- KMPX 29
- KXTX 39
- KSTR-TV Telefutura 49

City of Dallas: Community Organizations



● LATINO ORGANIZATIONS

- Greater Dallas Hispanic Chamber of Commerce
- Vecinos Unidos
- Dallas Concilio of Hispanic Service Organizations (DCHSO)
- Mexican American Democrats of Texas (MAD)
- United States-Mexico Chamber of Commerce (USMCOC)–Southwest Chapter
- SER-JOBS FOR PROGRESS NATIONAL, INC.
- Denton Hispanic Chamber of Commerce
- NATIONAL SOCIETY OF HISPANIC MBAS (NSHMBA)

● CHAMBERS OF COMMERCE

- Greater Dallas Chamber of Commerce
- West Dallas Chamber of Commerce
- North Dallas Chamber of Commerce

Edinburg: Population and Households



- Spanish-dominant Latinos: 39.9%; Bilingual Latinos: 55.1%; Teens 15-17: 5%
- Latinos born in the USA: 5.1%

	Total Edinburg	Latinos Only	% of Total
Population	109,400	98,900	90 percent
● 0 - 14 years old	● 31,000	● 30,200	
● 15 – 17 years old	● 5,500	● 5,000	
● 18 – 49 years old	● 53,800	● 50,800	
Households (2006)	28,900	24,986	86%
Family households		21,700	
● Married-couple family		● 74%	--
● Male householder, no wife present		● 5%	
● Female householder, no husband present		● 21%	
Non-family households		3,300	--
Average Household Size	3.3 persons	3.8 persons	--
Average Family Size		4.0 persons	--

Edinburg: Housing, Income & Poverty



- Median value of Latino owned house (2000): \$ 63,500
- Average cost for new single-family house (2005): \$89,200

	Total Edinburg	Latinos Only	% of Total
Housing Units in Urban Area	86%	--	--
Home Owners (2006)	19,900	17,300	87%
Home Renters (2006)	9,000	7,649	85%
● Home owners	● 69%	● 69%	
Median Monthly Mortgage (2000)		\$750	--
● % of Household Income		● 17%	
Median Monthly Rent (2000)		\$440	--
● % of Household Income		● 27%	
Households w/ Income <\$35K (2006)	62%	66%	--
Median Household Income (2000)	\$28,900		
● Per capita income (2000)	● \$11,800	● \$10,100	--
● Persons below poverty level (2000)	● 29%	● 32%	

Edinburg: Business & Industry



- **Latino-owned firms (2002): 4,200**
- **Sales and receipts for Latino-owned firms (2002): \$428 million**

Employment By Type (2002)

● Private wage and salary workers	61%
● Federal Government	2%
● State and Local Government	27%
● Self-Employed	10%

Employment By Industry (2002)

● Agriculture, forestry, fishing, hunting	3%
● Arts, entertainment, recreation, accommodation, food services	6%
● Construction	6%
● Educational, health, social services	35%
● Finance, insurance, real estate, rental, leasing	4%
● Information	2%
● Manufacturing	5%
● Other services (except public administration)	5%
● Professional, scientific, management, administrative, waste management services	7%
● Public administration	7%
● Transportation, warehousing, utilities	5%
● Wholesale and retail trade	16%

Edinburg: Environment, Schools, Crime



Environment

- Land area: 37 square miles
- Persons per square mile: 1,300
- Average daily temperature (Jan): 58.5°
- Average daily temperature (Jul): 85.4°

Schools

- Public elementary schools: 22
- Public middle schools: 4
- Public high schools: 4
- Private schools: 1

Enrollment of Latinos in Public Schools

- 329,000 (96% of total enrolled population)

Crimes per 100,000 residents:

- Larceny 10,482
- Burglary 1,427
- Motor Vehicle Theft 479
- Aggravated Assault 369
- Robbery 82
- Rape 31
- Assault Gun 31
- Murder 11

Public Transportation

- No local public transportation
- Limited intercity busline

Edinburg: Entertainment Expenditures



	Total Edinburg	Latinos Only	% of Total
Annual HH Expenditures	\$814 million	\$730 million	81%
Annual Entertainment Spend	\$25 million	\$21 million	75%
Annual Movie/Theater Ticket Spend	\$2.3 million	\$2.0 million	76%
Annual Video/DVD Rental Spend	\$1.6 million	\$1.4 million	81%

Edinburg: Spanish Media Outlets



Print

- RUMBO del Valle
- La Frontera
- EL PERIODICO USA

Radio (select)

- KGBT-FM 98.5 FM - Regional Mexican
- KKPS 99.5FM QUE PASA - Univision - Tejano
- KNVO-FM 101.1 Oye/Radio Romantica 101.1 - Entravision
- KBFM 104.1 Wild 104 - Clear Channel
- KGBT 1530 AM - Regional Mexican

Television

- KTLM-40 Telemundo
- KNVO-48 Univision

Many Spanish-language listener-supported radio stations feature religious programming. A number of Mexican stations, most owned by Border Media Partners, also reach Edinburg.

Edinburg: Community Organizations



● HISPANIC ORGANIZATIONS

- Greater Dallas Hispanic Chamber of Commerce
- Edinburg Hispanic Chamber
- Border Association for Refugees and Colonia Advocacy
- Association For Advancement Mexican Americans in Edinburg

● CHAMBERS OF COMMERCE

- McAllen Chamber of Commerce
- Edinburg Chamber of Commerce

● OTHER

- Edinburg Coyotes ULB
- UTPA Foundation
- UTPA Office of Development



Gracias

**Yema Media Hispanic Advertising
190 East 9th Avenue, Suite 500
Denver, CO 80203
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www.yemamedia.com**

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Consumer Electronics Association
Market Segment Group
Pew Internet & American Life Projector
The Selig Center
Strategy Research Corporation
Travel Industry Association
Yankelovich Hispanic and General Market Monitors

Appendix A Tabs by city

Q1 On average, how often do you see a movie in a movie theater?	Dallas	Edinburg	Total
Once a month or less	59%	57%	58%
Once every 3 weeks	10%	15%	12%
Once every 2 weeks	15%	12%	13%
Once per week	14%	11%	12%
Twice per week	2%	3%	2%
More than twice per week	1%	2%	1%

	Dallas	Edinburg	Total
Q2a Spouse or date	42%	37%	40%
Q2b Children	38%	41%	39%
Q2c Parents, siblings, family	27%	37%	32%
Q2d Friends or neighbors	37%	37%	37%
Q2e Co-workers	1%	6%	4%
Q2f Alone	5%	6%	5%

Sig dif

[Q3 is at the bottom of the worksheet](#)

Q4. how many are usually in the group including yourself?	Dallas	Edinburg	Total
Two	13%	12%	12%
Three	18%	20%	19%
Four	30%	25%	27%
Five	19%	17%	18%
Six or more	20%	27%	24%

Q5. how much do you usually spend when you go to the movies alone?	Dallas	Edinburg	Total
Less than \$10	29%	37%	33%
\$10 - \$15	36%	16%	24%
\$16 - \$20	14%	32%	24%
More than \$20	21%	16%	18%

Q6. how much do you usually spend when you go to the movies with other people?	Dallas	Edinburg	Total
Less than \$10	5%	6%	6%
\$10 - \$20	24%	25%	24%
\$21 - \$30	22%	22%	22%
\$31 - \$40	18%	25%	21%
\$41 - \$50	14%	11%	13%

\$51 - \$60	9%	5%	7%
More than \$60	8%	6%	7%

Q7. How many minutes are you willing to travel to go to a movie theater?	Dallas	Edinburg	Total
10 minutes or less	23%	19%	21%
11 - 15 minutes	20%	25%	22%
16 - 20 minutes	19%	17%	18%
20 - 30 minutes	22%	28%	25%
30 minutes or more	16%	11%	13%

Q8 is at the bottom of the worksheet

		Dallas	Edinburg	Total
Q9a Visit an amusement park or carnival	Never	27%	27%	27%
	1-3 times	60%	59%	59%
	Once	38%	34%	36%
	Twice	15%	17%	16%
	Three times	7%	7%	7%
	4+ times	13%	14%	14%
	Four times	5%	9%	7%
	More than Four times	9%	6%	7%
Q9b Eat at a restaurant	Never	1%	2%	1%
	1-3 times	47%	39%	43%
	Once	13%	12%	12%
	Twice	19%	14%	17%
	Three times	14%	13%	14%
	4+ times	52%	59%	56%
	Four times	24%	21%	23%
	More than Four times	28%	38%	33%
Q9c Go to a club or disco	Never	45%	53%	49%
	1-3 times	39%	35%	37%
	Once	19%	21%	20%
	Twice	12%	11%	12%
	Three times	8%	3%	5%
	4+ times	16%	12%	14%
	Four times	8%	4%	6%
	More than Four times	8%	8%	8%
Q9d Go to a shopping mall	Never	3%	4%	3%
	1-3 times	43%	47%	45%

	Once	16%	14%	15%
	Twice	17%	18%	18%
	Three times	10%	14%	12%
	4+ times	54%	49%	52%
	Four times	24%	13%	19%
	More than Four times	30%	36%	33%
Q9e Attend church or religious services	Never	20%	15%	18%
	1-3 times	40%	38%	39%
	Once	18%	18%	18%
	Twice	15%	11%	13%
	Three times	7%	9%	8%
	4+ times	40%	47%	43%
	Four times	21%	29%	25%
	More than Four times	19%	18%	18%
Q9f Go golfing, bowling, or go-karting	Never	61%	61%	61%
	1-3 times	34%	35%	34%
	Once	21%	20%	21%
	Twice	10%	12%	11%
	Three times	3%	3%	3%
	4+ times	5%	4%	5%
	Four times	2%	2%	2%
	More than Four times	3%	2%	3%
Q9g Attend community events and holiday festivals	Never	35%	31%	33%
	1-3 times	51%	58%	55%
	Once	28%	28%	28%
	Twice	16%	20%	18%
	Three times	7%	11%	9%
	4+ times	13%	11%	12%
	Four times	6%	4%	5%
	More than Four times	8%	8%	8%
Q9h Play or watch live sports (e.g. soccer)	Never	34%	32%	33%
	1-3 times	34%	34%	34%
	Once	15%	15%	15%
	Twice	12%	10%	11%
	Three times	8%	9%	8%
	4+ times	31%	34%	32%
	Four times	13%	10%	11%

	More than Four times	18%	24%	21%
Q9i Order take-out food	Never	21%	18%	19%
	1-3 times	51%	42%	47%
Sig dif	Once	20%	14%	17%
	Twice	20%	18%	19%
	Three times	12%	10%	11%
	4+ times	28%	40%	34%
	Four times	11%	10%	11%
	More than Four times	17%	30%	23%
Q9j Rent movies or DVDs	Never	26%	25%	25%
	1-3 times	48%	41%	44%
	Once	17%	14%	16%
	Twice	17%	14%	16%
	Three times	13%	12%	13%
	4+ times	26%	34%	30%
	Four times	7%	11%	9%
	More than Four times	19%	23%	21%
Q9k Watch movies made in English with Spanish subtitles	Never	30%	27%	28%
	1-3 times	40%	38%	39%
	Once	15%	14%	14%
	Twice	16%	17%	17%
	Three times	9%	7%	8%
	4+ times	30%	35%	33%
	Four times	7%	10%	8%
	More than Four times	23%	26%	25%
Q9l Watch movies made in Spanish	Never	17%	23%	20%
	1-3 times	45%	43%	44%
	Once	14%	17%	15%
	Twice	19%	15%	17%
	Three times	12%	12%	12%
	4+ times	38%	34%	36%
	Four times	9%	9%	9%
	More than Four times	29%	26%	27%

		Dallas	Edinburg	Total
Q10 Spend per month at restaurants/take-out food	\$25 or less	16%	16%	16%
	\$26 - \$50	34%	29%	31%

\$51 - \$75	11%	11%	11%
\$76 - \$100	12%	11%	11%
More than \$100	28%	34%	31%

		Dallas	Edinburg	Total
Q11 Spend per month on entertainment	\$25 or less	19%	15%	17%
	\$26 - \$50	24%	26%	25%
	\$51 - \$75	15%	16%	15%
	\$76 - \$100	13%	17%	15%
	More than \$100	29%	26%	28%

Q12 is at the bottom of the worksheet

		Dallas	Edinburg	Total
Q13a Bank account		35%	31%	33%
Q13b Cable TV		56%	55%	55%
Q13c CD player		64%	62%	63%
Q13d Cell phone		63%	62%	63%
Q13e Credit card		27%	28%	27%
Q13f Digital camera		36%	41%	39%
Q13g DVD player		73%	76%	75%
Q13h Home computer		59%	61%	60%
Q13i Internet access		50%	56%	53%
Q13j iPod		37%	35%	36%
Q13k Game console		44%	50%	47%
Q13l TV		85%	80%	82%
Q13m TIVO		19%	17%	18%

Q14 is at the bottom of the worksheet

		Dallas	Edinburg	Total
D4. Language spoken at home	Mostly speak Spanish	41%	44%	42%
Sig dif	Mostly speak English	12%	21%	16%
	Speak both Spanish and English	47%	36%	42%
D5. Marital status	Married	47%	45%	46%
	Single	47%	47%	47%
	Widowed	1%	1%	1%
	Divorced/Separated	5%	8%	6%
D6. Occupation	Agriculture		0%	0%
	Cleaning/Housekeeping	4%	2%	3%

D1-D3 are at the bottom of the worksheet

	Clerical/Secretarial	2%	4%	3%
	Construction	9%	3%	6%
	Factory/Manufacturing	6%	3%	4%
	Homemaker/Housewife	15%	21%	18%
	Professional/White Collar	8%	9%	8%
	Restaurant/Food service	7%	3%	5%
	Retail/Salesperson	5%	8%	6%
	Self-employed/Own a business	4%	5%	4%
	Skilled Laborer	2%	3%	2%
	Student	31%	31%	31%
	Other	8%	8%	8%
D7. Household annual income	Less than \$10,000	5%	10%	8%
	\$10,000 to less than \$15,000	9%	13%	11%
	\$15,000 to less than 25,000	13%	12%	13%
	\$25,000 to less than \$35,000	14%	10%	12%
	\$35,000 to less than \$50,000	10%	10%	10%
	\$50,000 to less than \$75,000	6%	6%	6%
	More than \$75,000	5%	6%	5%
	Don't know/Refused	39%	33%	36%
D8. Education	Some elementary school or less	6%	3%	4%
	Elementary school	5%	10%	7%
	Some high school	31%	29%	30%
	High school graduate	32%	25%	28%
	Vocational or technical degree	6%	9%	7%
	Some college or Associate's deg	11%	15%	13%
	Bachelor's	6%	7%	6%
	Graduate degree	1%	1%	1%
	Refused	3%	2%	2%
D9. Country of origin	Mexico	70%	59%	65%
Sig dif	Puerto Rico	2%	0%	1%
	Cuba	0%	0%	0%
	Central America	4%	2%	3%
	La Republica Dominicana	0%		0%
	South America	4%	2%	3%
	Spain		2%	1%
	United States	16%	33%	25%
	Other	3%	1%	2%

D10. Relatives still living in your country	Yes	88%	88%	88%
D11. How often do you visit your country of origin?	Never	26%	12%	20%
Sig dif	Less than once a year	24%	15%	20%
	Once a year	27%	16%	22%
	Twice a year	17%	9%	13%
	More than twice a year	6%	48%	24%

	Edinburg
D12a Visit family/friends	63%
D12b Shop	30%
D12c Do business	5%
D12d Go to movies	4%
D12e Don't go to Mexico	10%
D13a Price	36%
D13b Subtitles	36%
D13c Quality	18%
D13d Concessions	27%
D13e Mexican atmosphere	33%
D13f Family/friends live there	50%

11 respondents for D13

	Average
Q3. What percentage of the time do you go to the movie theater alor Dallas	3.2
Edinburg	3.3
Q8a All signs and instructions in Spanish	6.5
Edinburg	6.4
Q8b Bilingual employees who speak Spanish	8.3
Edinburg	8.5
Q8c Latin-style music in the lobby	6.6
Edinburg	6.6
Q8d Hollywood movies in English with Spanish subtitles	7.2
Edinburg	6.6
Q8e Movies made in Spanish	7.2
Edinburg	6.5
Q8f Mexican and Latin American foods	7.3
Edinburg	7.0
Q8g Mexican and Latin American style decor	6.5
Edinburg	6.4

Q8h Movies from both Hollywood and Latin America	Dallas	8.1
	Edinburg	7.9
Q8i Reggaeton-style music in the lobby	Dallas	5.3
	Edinburg	5.0

Q12a Listen to Spanish-language music?	Dallas	5.1
	Edinburg	4.8
Q12b Listen to Spanish-language radio?	Dallas	4.4
	Edinburg	4.6
Q12c Play video games?	Dallas	1.6
	Edinburg	1.3
Q12d Read Spanish-language newspapers or magazines?	Dallas	2.5
	Edinburg	2.3
Q12e Use the Internet?	Dallas	3.3
	Edinburg	3.4
Q12f Watch Spanish-language TV?	Dallas	5.0
	Edinburg	4.4

Q14a Hispanics/Latinos are treated the same as everyone else in my	Dallas	7.5
	Edinburg	7.9
Q14b I am proud of my Hispanic/Latino heritage	Dallas	9.2
	Edinburg	9.4
Q14c I consider myself an American	Dallas	6.0
	Edinburg	6.8
Q14d I prefer to be around people who speak Spanish	Dallas	7.0
	Edinburg	6.7
Q14e I prefer to watch movies at home rather than at a movie theatre	Dallas	6.2
	Edinburg	6.5
Q14f Speaking Spanish is an essential part of my lifestyle	Dallas	7.7
	Edinburg	8.0
Q14g I speak more Spanish than English at home	Dallas	4.9
	Edinburg	4.9
Q14h more activities and products for the Hispanic community where	Dallas	7.6
	Edinburg	7.3
Q14i Hispanic/Latino traditions are very important in my life	Dallas	8.3
	Edinburg	8.0

D1. How many people live in your household, including yourself?	Dallas	4.5
	Edinburg	4.6
D2. Household are less than 18 years old	Dallas	1.8
	Edinburg	2.0
D3. Household are less than 13 years old	Dallas	0.9
	Edinburg	1.0

Appendix A Tabs by segment

[For Totals \(no subgroups\) see the "by city" worksheet](#)

		Spanish families	Spanish dom men	Bilingual adults	Teens
<u>City (no sig difs)</u>	<u>Dallas</u>	45%	63%	50%	50%
	<u>Edinburg</u>	55%	37%	50%	50%
<u>Age</u>	<u>15-18</u>				100%
	<u>19-24</u>	7%	17%	29%	
	<u>25-29</u>	23%	15%	17%	
	<u>30-34</u>	27%	24%	16%	
	<u>35-39</u>	18%	22%	16%	
	<u>40-44</u>	13%	19%	16%	
	<u>45-49</u>	12%	3%	5%	
<u>Gender</u>	<u>Male</u>		100%	40%	52%
	<u>Female</u>	100%		60%	49%
<u>Q1 On average, how often do you see a movie in a movie theater?</u>	<u>Once a month or less</u>	72%	73%	66%	36%
	<u>Once every 3 weeks</u>	8%	5%	9%	22%
	<u>Once every 2 weeks</u>	7%	14%	12%	19%
	<u>Once per week</u>	8%	5%	11%	19%
	<u>Twice per week</u>	2%	2%	2%	3%
	<u>More than twice per week</u>	2%	2%	0%	2%
<u>Q2a Spouse or date</u>		45%	51%	50%	22%
<u>Q2b Children</u>		68%	46%	50%	6%
<u>Q2d Friends or neighbors</u>		12%	19%	27%	70%
<u>Q2c Parents, siblings, family</u>		23%	22%	35%	38%
<u>Q2f Alone (no sig difs)</u>		6%	7%	8%	2%
<u>Q2e Co-workers</u>		2%	5%	7%	1%
Q3 is at the bottom of the worksheet					
<u>Q4. how many are usually in the group including yourself?</u>	<u>Two</u>	7%	18%	11%	16%
	<u>Three</u>	14%	11%	22%	22%
	<u>Four</u>	28%	20%	28%	29%
	<u>Five</u>	20%	18%	18%	16%
	<u>Six or more</u>	31%	34%	22%	17%
<u>Q5. how much do you usually spend when you go to the movies alone?</u>	<u>Less than \$10</u>	50%	50%	24%	25%
	<u>\$10 - \$15</u>	25%		24%	50%
	<u>\$16 - \$20</u>	13%	25%	29%	25%
	<u>More than \$20</u>	13%	25%	24%	
<u>Q6. how much do you usually spend when you go to the movies with other people?</u>	<u>Less than \$10</u>	5%	13%	6%	4%
	<u>\$10 - \$20</u>	28%	21%	29%	19%
	<u>\$21 - \$30</u>	28%	25%	24%	14%
	<u>\$31 - \$40</u>	16%	11%	17%	33%
	<u>\$41 - \$50</u>	11%	11%	9%	18%
	<u>\$51 - \$60</u>	7%	9%	7%	7%
	<u>More than \$60</u>	4%	11%	8%	7%
<u>Q7. How many minutes are you willing to travel to go to a movie theater?</u>	<u>10 minutes or less</u>	22%	31%	29%	9%
	<u>11 - 15 minutes</u>	31%	29%	22%	15%
	<u>16 - 20 minutes</u>	13%	10%	17%	26%
	<u>20 - 30 minutes</u>	21%	20%	22%	31%
	<u>30 minutes or more</u>	13%	10%	10%	19%
Q8 is at the bottom of the worksheet					
<u>Q9a Visit an amusement park or carnival</u>	<u>Never</u>	22%	24%	29%	30%
	<u>1-3 times</u>	60%	58%	59%	59%
	<u>Once</u>	25%	34%	39%	42%
	<u>Twice</u>	26%	19%	14%	11%

	<u>Three times</u>	9%	5%	6%	7%
	<u>4+ times</u>	18%	19%	11%	12%
	<u>Four times</u>	8%	10%	7%	5%
	<u>More than Four times</u>	11%	8%	4%	7%
<u>Q9b Eat at a restaurant</u>	<u>Never</u>	1%	3%	2%	1%
	<u>1-3 times</u>	49%	44%	35%	46%
	<u>Once</u>	17%	10%	9%	13%
	<u>Twice</u>	16%	22%	10%	23%
	<u>Three times</u>	16%	12%	16%	11%
	<u>4+ times</u>	50%	53%	63%	54%
	<u>Four times</u>	27%	22%	19%	23%
	<u>More than Four times</u>	23%	31%	43%	31%
<u>Q9c Go to a club or disco</u>	<u>Never</u>	70%	47%	45%	40%
	<u>1-3 times</u>	27%	41%	40%	39%
	<u>Once</u>	15%	25%	24%	19%
	<u>Twice</u>	9%	8%	12%	14%
	<u>Three times</u>	3%	7%	4%	7%
	<u>4+ times</u>	4%	12%	15%	21%
	<u>Four times</u>	2%	8%	4%	10%
	<u>More than Four times</u>	1%	3%	11%	11%
<u>Q9d Go to a shopping mall</u>	<u>Never</u>	5%		5%	1%
	<u>1-3 times</u>	37%	53%	55%	39%
	<u>Once</u>	10%	24%	20%	11%
	<u>Twice</u>	16%	14%	21%	17%
	<u>Three times</u>	11%	15%	14%	11%
	<u>4+ times</u>	58%	47%	40%	61%
	<u>Four times</u>	23%	20%	15%	20%
	<u>More than Four times</u>	35%	27%	25%	41%
<u>Q9e Attend church or religious services</u>	<u>Never</u>	11%	17%	14%	27%
	<u>1-3 times</u>	35%	41%	34%	46%
	<u>Once</u>	16%	10%	18%	22%
	<u>Twice</u>	13%	20%	8%	15%
	<u>Three times</u>	6%	10%	8%	9%
	<u>4+ times</u>	54%	42%	52%	27%
	<u>Four times</u>	32%	27%	33%	11%
	<u>More than Four times</u>	21%	15%	19%	16%
<u>Q9f Go golfing, bowling, or go-karting</u>	<u>Never</u>	80%	80%	56%	47%
	<u>1-3 times</u>	15%	19%	39%	47%
	<u>Once</u>	8%	8%	25%	29%
	<u>Twice</u>	6%	7%	10%	16%
	<u>Three times</u>	2%	3%	4%	3%
	<u>4+ times</u>	4%	2%	5%	6%
	<u>Four times</u>	2%		2%	3%
	<u>More than Four times</u>	2%	2%	3%	3%
<u>Q9g Attend community events and holiday festivals</u>	<u>Never</u>	37%	37%	25%	38%
	<u>1-3 times</u>	52%	59%	65%	45%
	<u>Once</u>	26%	32%	35%	21%
	<u>Twice</u>	15%	15%	21%	18%
	<u>Three times</u>	11%	12%	9%	6%
	<u>4+ times</u>	11%	3%	10%	18%
	<u>Four times</u>	4%	3%	4%	6%
	<u>More than Four times</u>	7%		6%	12%
<u>Q9h Play or watch live sports (e.g. soccer)</u>	<u>Never</u>	43%	24%	26%	37%

	<u>1-3 times</u>	31%	41%	36%	33%
	<u>Once</u>	12%	22%	14%	16%
	<u>Twice</u>	15%	12%	13%	7%
	<u>Three times</u>	4%	7%	10%	11%
	<u>4+ times</u>	26%	36%	38%	30%
	<u>Four times</u>	11%	14%	14%	9%
	<u>More than Four times</u>	15%	22%	25%	22%
<u>Q9i Order take-out food</u>	<u>Never</u>	22%	20%	11%	27%
	<u>1-3 times</u>	48%	46%	47%	46%
	<u>Once</u>	16%	14%	14%	22%
	<u>Twice</u>	22%	22%	22%	13%
	<u>Three times</u>	10%	10%	11%	12%
	<u>4+ times</u>	30%	34%	42%	28%
	<u>Four times</u>	9%	12%	11%	11%
	<u>More than Four times</u>	21%	22%	31%	17%
<u>Q9j Rent movies or DVDs</u>	<u>Never</u>	32%	29%	19%	27%
	<u>1-3 times</u>	40%	37%	49%	44%
	<u>Once</u>	13%	17%	20%	14%
	<u>Twice</u>	15%	12%	20%	13%
	<u>Three times</u>	13%	8%	9%	17%
	<u>4+ times</u>	28%	34%	32%	30%
	<u>Four times</u>	13%	10%	9%	7%
	<u>More than Four times</u>	15%	24%	23%	23%
<u>Q9k Watch movies made in English with Spanish subtitles</u>	<u>Never</u>	13%	17%	41%	29%
	<u>1-3 times</u>	39%	32%	39%	41%
	<u>Once</u>	10%	3%	19%	16%
	<u>Twice</u>	20%	17%	13%	18%
	<u>Three times</u>	10%	12%	6%	7%
	<u>4+ times</u>	47%	51%	21%	30%
	<u>Four times</u>	14%	12%	4%	7%
	<u>More than Four times</u>	33%	39%	17%	23%
<u>Q9l Watch movies made in Spanish</u>	<u>Never</u>	13%	10%	31%	16%
	<u>1-3 times</u>	36%	46%	44%	50%
	<u>Once</u>	9%	17%	19%	16%
	<u>Twice</u>	10%	25%	17%	19%
	<u>Three times</u>	17%	3%	7%	15%
	<u>4+ times</u>	51%	44%	25%	35%
	<u>Four times</u>	14%	14%	7%	6%
	<u>More than Four times</u>	37%	31%	17%	29%
<u>Q10 Spend per month at restaurants/take-out food</u>	<u>\$25 or less</u>	16%	5%	13%	23%
	<u>\$26 - \$50</u>	33%	36%	23%	37%
	<u>\$51 - \$75</u>	12%	16%	9%	11%
	<u>\$76 - \$100</u>	10%	9%	15%	10%
	<u>More than \$100</u>	29%	34%	41%	20%
<u>Q11 Spend per month on entertainment</u>	<u>\$25 or less</u>	22%	22%	15%	15%
	<u>\$26 - \$50</u>	33%	17%	23%	24%
	<u>\$51 - \$75</u>	13%	20%	13%	18%
	<u>\$76 - \$100</u>	13%	14%	15%	18%
	<u>More than \$100</u>	20%	27%	34%	27%
Q12 is at the bottom of the worksheet					
<u>Q13a Bank account</u>		32%	42%	51%	13%
<u>Q13b Cable TV</u>		33%	37%	50%	83%
<u>Q13c CD player</u>		59%	61%	74%	55%

Q13d Cell phone		43%	47%	63%	82%
Q13e Credit card		25%	36%	50%	3%
Q13f Digital camera		27%	31%	46%	42%
Q13g DVD player		64%	63%	74%	87%
Q13h Home computer		37%	44%	53%	88%
Q13i Internet access		27%	37%	49%	81%
Q13j iPod		15%	15%	36%	58%
Q13k Game console		34%	32%	48%	61%
Q13l TV		82%	88%	71%	92%
Q13m TIVO (no sig difs)		18%	20%	22%	14%
Q14 is at the bottom of the worksheet					
D4. Language spoken at home	Mostly speak Spanish	58%	61%	34%	34%
	Mostly speak English	8%	7%	23%	18%
	Speak both Spanish and English equally	34%	32%	43%	49%
D5. Marital status	Married	74%	69%	62%	2%
	Single	11%	24%	30%	97%
	Widowed	2%	2%	0%	
	Divorced/Separated	13%	5%	7%	1%
D6. Occupation	Agriculture				
	Cleaning/Housekeeping	6%	3%	2%	1%
	Clerical/Secretarial	4%	2%	5%	1%
	Construction	1%	29%	5%	4%
	Factory/Manufacturing	5%	7%	5%	3%
	Homemaker/Housewife	56%	2%	15%	1%
	Professional/White Collar	5%	14%	16%	1%
	Restaurant/Food service	7%	5%	4%	6%
	Retail/Salesperson	7%	7%	10%	3%
	Self-employed/Own a business	1%	10%	9%	
	Skilled Laborer	1%	2%	4%	2%
	Student	1%	5%	10%	81%
	Other	6%	15%	14%	1%
D7. Household annual income	Less than \$10,000	18%	5%	7%	2%
	\$10,000 to less than \$15,000	23%	15%	10%	3%
	\$15,000 to less than 25,000	18%	19%	14%	7%
	\$25,000 to less than \$35,000	13%	12%	15%	7%
	\$35,000 to less than \$50,000	6%	14%	19%	3%
	\$50,000 to less than \$75,000	1%	10%	11%	2%
	More than \$75,000	1%	3%	13%	1%
	Don't know/Refused	19%	22%	12%	77%
D8. Education	Some elementary school or less	8%	14%	2%	2%
	Elementary school	14%	8%	4%	6%
	Some high school	17%	10%	14%	62%
	High school graduate	28%	25%	31%	27%
	Vocational or technical degree	12%	15%	8%	1%
	Some college or Associate's degree	14%	15%	23%	2%
	Bachelor's	4%	5%	14%	
	Graduate degree	1%	3%	1%	
	Refused	2%	3%	2%	2%
D9. Country of origin	Mexico	89%	93%	55%	49%
	Puerto Rico	1%			3%
	Cuba				1%
	Central America	2%		2%	5%

	<u>La Republica Dominicana</u>				
	<u>South America</u>			1%	7%
	<u>Spain</u>			1%	1%
	<u>United States</u>	6%	3%	36%	33%
	<u>Other</u>	1%	3%	3%	2%
<u>D10. Relatives still living in your country</u>	<u>Yes</u>	93%	95%	90%	80%
<u>D11. How often do you visit your country of origin?</u>	<u>Never</u>	25%	19%	16%	19%
	<u>Less than once a year</u>	14%	21%	13%	32%
	<u>Once a year</u>	22%	23%	31%	14%
	<u>Twice a year</u>	8%	9%	17%	17%
	<u>More than twice a year</u>	31%	28%	22%	18%

		<u>Average</u>
<u>Q3. What percentage of the time do you go to the movie theater alone?</u>	<u>Spanish dom families & females</u>	4.2
	<u>Spanish dom men</u>	5.5
	<u>Bilingual adults</u>	4.6
	<u>Teens</u>	0.5
<u>Q8a All signs and instructions in Spanish</u>	<u>Spanish dom families & females</u>	7.7
	<u>Spanish dom men</u>	7.2
	<u>Bilingual adults</u>	5.6
	<u>Teens</u>	6.1
<u>Q8b Bilingual employees who speak Spanish</u>	<u>Spanish dom families & females</u>	8.8
	<u>Spanish dom men</u>	8.8
	<u>Bilingual adults</u>	7.9
	<u>Teens</u>	8.5
<u>Q8c Latin-style music in the lobby</u>	<u>Spanish dom families & females</u>	7.8
	<u>Spanish dom men</u>	7.2
	<u>Bilingual adults</u>	6.3
	<u>Teens</u>	5.9
<u>Q8d Hollywood movies in English with Spanish subtitles</u>	<u>Spanish dom families & females</u>	8.3
	<u>Spanish dom men</u>	7.6
	<u>Bilingual adults</u>	5.7
	<u>Teens</u>	6.9
<u>Q8e Movies made in Spanish</u>	<u>Spanish dom families & females</u>	8.2
	<u>Spanish dom men</u>	7.4
	<u>Bilingual adults</u>	6.2
	<u>Teens</u>	6.3
<u>Q8f Mexican and Latin American foods</u>	<u>Spanish dom families & females</u>	8.1
	<u>Spanish dom men</u>	7.7
	<u>Bilingual adults</u>	6.6
	<u>Teens</u>	7.0
<u>Q8g Mexican and Latin American style decor</u>	<u>Spanish dom families & females</u>	7.6
	<u>Spanish dom men</u>	7.0
	<u>Bilingual adults</u>	6.2
	<u>Teens</u>	5.8
<u>Q8h Movies from both Hollywood and Latin America</u>	<u>Spanish dom families & females</u>	8.5
	<u>Spanish dom men</u>	8.5
	<u>Bilingual adults</u>	7.5
	<u>Teens</u>	8.0
<u>Q8i Reggaeton-style music in the lobby</u>	<u>Spanish dom families & females</u>	5.3
	<u>Spanish dom men</u>	4.4

	Bilingual adults	4.4
	Teens	6.1
Q12a Listen to Spanish-language music?	Spanish dom families & females	5.4
	Spanish dom men	5.7
	Bilingual adults	4.9
	Teens	4.4
Q12b Listen to Spanish-language radio?	Spanish dom families & females	5.1
	Spanish dom men	5.9
	Bilingual adults	4.5
	Teens	3.6
Q12c Play video games?	Spanish dom families & females	0.5
	Spanish dom men	0.6
	Bilingual adults	1.3
	Teens	2.6
Q12d Read Spanish-language newspapers or magazines?	Spanish dom families & females	3.0
	Spanish dom men	3.2
	Bilingual adults	2.0
	Teens	2.1
Q12e Use the Internet?	Spanish dom families & females	1.5
	Spanish dom men	2.2
	Bilingual adults	3.6
	Teens	4.8
Q12f Watch Spanish-language TV?	Spanish dom families & females	6.2
	Spanish dom men	5.5
	Bilingual adults	4.3
	Teens	3.9
Q14a Hispanics/Latinos are treated the same as everyone else in my community	Spanish dom families & females	8.0
	Spanish dom men	8.0
	Bilingual adults	7.4
	Teens	7.8
Q14b I am proud of my Hispanic/Latino heritage	Spanish dom families & females	9.4
	Spanish dom men	9.3
	Bilingual adults	9.4
	Teens	9.1
Q14c I consider myself an American	Spanish dom families & females	5.0
	Spanish dom men	5.0
	Bilingual adults	7.4
	Teens	6.7
Q14d I prefer to be around people who speak Spanish	Spanish dom families & females	8.0
	Spanish dom men	7.4
	Bilingual adults	6.4
	Teens	6.3
Q14e I prefer to watch movies at home rather than at a movie theater	Spanish dom families & females	7.6
	Spanish dom men	7.3
	Bilingual adults	6.8
	Teens	4.7
Q14f Speaking Spanish is an essential part of my lifestyle	Spanish dom families & females	8.4
	Spanish dom men	8.3
	Bilingual adults	8.2
	Teens	7.0
Q14g I speak more Spanish than English at home	Spanish dom families & females	4.3

	<u>Spanish dom men</u>	<u>4.1</u>
	<u>Bilingual adults</u>	<u>5.2</u>
	<u>Teens</u>	<u>5.4</u>
<u>Q14h more activities and products for the Hispanic community where I live</u>	<u>Spanish dom families & females</u>	<u>8.4</u>
	<u>Spanish dom men</u>	<u>7.9</u>
	<u>Bilingual adults</u>	<u>7.3</u>
	<u>Teens</u>	<u>6.8</u>
<u>Q14i Hispanic/Latino traditions are very important in my life</u>	<u>Spanish dom families & females</u>	<u>8.7</u>
	<u>Spanish dom men</u>	<u>8.3</u>
	<u>Bilingual adults</u>	<u>8.2</u>
	<u>Teens</u>	<u>7.6</u>

Appendix B_1

Weighted calculation

Target Percentages

Target Percentages: Total
Hispanics (per
Rpt_Cinema_Latino_Feasility)

	Dallas	Edinburg
Spanish Dominant Adults	38%	42%
Bilingual Adults	62%	58%
Teens		

Percentages Revised to Include Teens

Target Percentages (Adjusted to

	Dallas	Edinburg
Spanish Dominant Adults	35.3%	38.9%
Bilingual Adults	57.6%	53.7%
Teens	7.1%	7.4%
	100%	100%

Unweighted Base

	Dallas	Edinburg
Spanish Dom Adults	101	100
Bilingual Adults	103	105
Teens	100	100
Total	304	305

Weighted Base, per Total Hispanics in 10-Mile Radius, Times Percentages Above

	Dallas	Edinburg
Spanish Dom Adults	166,031	179,010
Bilingual Adults	270,892	247,204
Teens	33,371	33,972
Total	470,294	460,186

Spanish Dom Adults	1,660,307	1,790,097
Bilingual Adults	1,606,987	1,208,552
Teens	207,015	263,152

Est. Cinema Latino Market Share 14%

Projected Number of In-Theater
Visits/Year per Target Group to Cinema

Latino	Dallas	Edinburg
Spanish Dom Adults	232,443	250,614
Bilingual Adults	224,978	169,197
Teens	28,982	36,841
	486,403	456,652

From Census Data

	absolute #		percentage	
	dallas	edinburg	dallas	edinburg
males 15-18	16,864	1,646	3.99%	3.83%
females 15-18	13,122	1,527	3.11%	3.55%
all ages, male and female	422,587	42,981	7.1%	7.4%

Appendix B_2**Census Data Set****PCT12H. SEX BY AGE (HISPANIC OR LATINO) [209] - Universe: People who are Hispanic or
Data Set: Census 2000 Summary File 1 (SF 1) 100-Percent Data**

NOTE: For information on confidentiality protection, nonsampling error, definitions, and count corrections see <http://factfinder.census.gov/home/en/datanotes/expsf1u.htm>.

	Dallas city, Texas	Edinburg city, Texas
Total:	422,587	42,981
Male:	232,753	20,834
Under 1 year	5,847	480
1 year	5,355	487
2 years	5,176	466
3 years	5,061	460
4 years	4,955	383
5 years	4,719	445
6 years	4,622	439
7 years	4,556	448
8 years	4,217	449
9 years	4,023	431
10 years	3,847	361
11 years	3,562	409
12 years	3,512	370
13 years	3,380	365
14 years	3,404	416
15 years	3,406	369
16 years	3,869	409
17 years	4,442	402
18 years	5,147	466
19 years	5,451	463
20 years	5,934	401
21 years	5,906	424
22 years	6,385	411
23 years	6,195	400
24 years	6,376	390
25 years	6,484	338
26 years	5,955	395
27 years	6,100	358
28 years	5,741	365
29 years	5,502	369
30 years	5,548	396
31 years	4,889	340

32 years	4,863	321
33 years	4,616	291
34 years	4,526	283
35 years	4,428	308
36 years	3,951	308
37 years	3,727	287
38 years	3,488	266
39 years	3,505	246
40 years	3,435	297
41 years	2,780	247
42 years	2,635	221
43 years	2,363	249
44 years	2,325	224
45 years	2,274	235
46 years	1,887	201
47 years	1,801	226
48 years	1,671	187
49 years	1,628	189
50 years	1,495	209
51 years	1,340	184
52 years	1,280	167
53 years	1,091	168
54 years	1,036	124
55 years	942	120
56 years	821	115
57 years	800	115
58 years	700	106
59 years	616	101
60 years	600	120
61 years	567	86
62 years	514	94
63 years	517	91
64 years	471	91
65 years	419	109
66 years	359	104
67 years	354	79
68 years	344	79
69 years	318	74
70 years	317	69
71 years	267	71
72 years	243	75
73 years	227	70
74 years	210	56
75 years	189	46

76 years	212	60
77 years	167	53
78 years	130	55
79 years	136	45
80 years	106	27
81 years	83	19
82 years	62	19
83 years	55	19
84 years	51	17
85 years	43	18
86 years	36	18
87 years	21	11
88 years	38	11
89 years	21	12
90 years	22	16
91 years	16	4
92 years	12	8
93 years	10	3
94 years	7	3
95 years	6	0
96 years	5	0
97 years	5	1
98 years	1	1
99 years	0	0
100 to 104 years	1	0
105 to 109 years	0	0
110 years and over	1	0
Female:	189,834	22,147
Under 1 year	5,543	452
1 year	5,125	442
2 years	4,819	405
3 years	4,757	463
4 years	4,633	390
5 years	4,474	406
6 years	4,413	436
7 years	4,272	387
8 years	4,098	417
9 years	3,811	398
10 years	3,688	357
11 years	3,402	345
12 years	3,317	412
13 years	3,275	373
14 years	3,042	357
15 years	2,964	399

16 years	3,156	373
17 years	3,513	362
18 years	3,489	393
19 years	3,661	492
20 years	4,047	427
21 years	4,047	414
22 years	4,239	382
23 years	4,535	386
24 years	4,670	407
25 years	4,748	403
26 years	4,479	393
27 years	4,493	402
28 years	4,293	384
29 years	4,166	392
30 years	4,043	344
31 years	3,648	411
32 years	3,557	334
33 years	3,259	304
34 years	3,171	317
35 years	3,140	355
36 years	2,743	313
37 years	2,673	339
38 years	2,522	294
39 years	2,481	326
40 years	2,254	284
41 years	2,134	307
42 years	2,075	281
43 years	1,999	305
44 years	1,817	261
45 years	1,802	263
46 years	1,611	228
47 years	1,434	252
48 years	1,402	216
49 years	1,353	235
50 years	1,342	245
51 years	1,200	189
52 years	1,130	222
53 years	976	165
54 years	954	183
55 years	825	165
56 years	854	161
57 years	730	150
58 years	676	140
59 years	658	130

60 years	640	131
61 years	568	94
62 years	534	112
63 years	498	125
64 years	468	125
65 years	461	119
66 years	412	90
67 years	354	115
68 years	341	97
69 years	376	116
70 years	367	107
71 years	319	91
72 years	302	122
73 years	287	84
74 years	306	91
75 years	276	96
76 years	216	66
77 years	210	70
78 years	178	73
79 years	164	51
80 years	157	45
81 years	92	45
82 years	94	47
83 years	72	40
84 years	72	40
85 years	66	30
86 years	73	27
87 years	48	25
88 years	51	20
89 years	40	21
90 years	24	14
91 years	29	12
92 years	17	14
93 years	19	3
94 years	16	5
95 years	10	7
96 years	9	2
97 years	9	3
98 years	5	1
99 years	4	1
100 to 104 years	13	2
105 to 109 years	4	0
110 years and over	1	0

U.S. Census Bureau Census 2000

	absolute #		percentage	
	dallas	edinburg	dallas	edinburg
males 15-18	16,864	1,646	4%	4%
females 15-18	13,122	1,527	3%	4%
all ages, male and female	422,587	42,981	7.096%	7.382%

Appendix B_3

Table 1

CITY

Q# 2.

	Total	Dallas Total	Dallas Target Groups		EdinburgTotal	Edinburg Target Groups			Gender		
			Spanish Dom A Bilingual	Adults Teens		Spanish Dom A Bilingual	Adults Teens	Male	Female		
WEIGHTED BASE (Those Answering):	930480	470294	166031	270892	33371	460186	179010	247204	33972	346490	583990
Dallas	50.54%	100%	100%	100%	100%	-	-	-	100%	56.37%	47.09%
Edinburg	49.46%	-	-	-	-	100%	100%	100%	100%	43.63%	52.91%

Table 2

AGE

Q# 4.

	Total	Dallas Total	Dallas Target Groups		EdinburgTotal	Edinburg Target Groups			Gender		
			Spanish Dom A Bilingual	Adults Teens		Spanish Dom A Bilingual	Adults Teens	Male	Female		
WEIGHTED BASE (Those Answering):	930480	470294	166031	270892	33371	460186	179010	247204	33972	346490	583990
18 OR YOUNGER (Net)	7.24%	7.10%	-	-	100%	7.38%	-	-	100%	10.50%	5.30%
14 or Younger	-	-	-	-	-	-	-	-	-	-	-
15 D 18	7.24%	7.10%	-	-	100%	7.38%	-	-	100%	10.50%	5.30%
19 OR OLDER (Net)	92.76%	92.90%	100%	100%	-	92.62%	100%	100%	-	89.50%	94.70%
19 D 24	19.90%	20.90%	6.93%	32.04%	-	18.87%	13.00%	25.71%	-	26.01%	16.27%
25 D 29	17.10%	20.62%	26.73%	19.42%	-	13.51%	15.00%	14.29%	-	16.82%	17.27%
30 D 34	18.75%	15.80%	25.74%	11.65%	-	21.76%	27.00%	20.95%	-	12.41%	22.51%
35 D 39	16.18%	18.52%	20.79%	19.42%	-	13.78%	17.00%	13.33%	-	14.21%	17.34%
40 D 44	14.41%	13.28%	13.86%	14.56%	-	15.56%	15.00%	18.10%	-	16.22%	13.33%
45 D 49	6.43%	3.77%	5.94%	2.91%	-	9.15%	13.00%	7.62%	-	3.83%	7.98%
MEAN	31.15	30.5	33.25	30.53	16.5	31.82	34.19	32.2	16.5	29.71	32
MEDIAN	31.04	29.94	32.67	29.12	16.5	31.85	33.57	31.89	16.5	28.51	31.98

Table 3

AGE - Dallas

Q# 4.1.

	Total	Dallas Total	Dallas Target Groups		EdinburgTotal	Edinburg Target Groups			Gender		
			Spanish Dom A Bilingual	Adults Teens		Spanish Dom A Bilingual	Adults Teens	Male	Female		
WEIGHTED BASE (Dallas/Those Answering):	470294	470294	166031	270892	33371	0	0	0	0	195312	274982
18 OR YOUNGER (Net)	7.10%	7.10%	-	-	100%	-	-	-	-	9.61%	5.31%
14 or Younger	-	-	-	-	-	-	-	-	-	-	-
15 D 18	7.10%	7.10%	-	-	100%	-	-	-	-	9.61%	5.31%
19 OR OLDER (Net)	92.90%	92.90%	100%	100%	-	-	-	-	-	90.39%	94.69%
19 D 24	20.90%	20.90%	6.93%	32.04%	-	-	-	-	-	27.10%	16.50%
25 D 29	20.62%	20.62%	26.73%	19.42%	-	-	-	-	-	22.89%	19.01%
30 D 34	15.80%	15.80%	25.74%	11.65%	-	-	-	-	-	11.11%	19.13%
35 D 39	18.52%	18.52%	20.79%	19.42%	-	-	-	-	-	14.31%	21.52%
40 D 44	13.28%	13.28%	13.86%	14.56%	-	-	-	-	-	13.63%	13.03%
45 D 49	3.77%	3.77%	5.94%	2.91%	-	-	-	-	-	1.35%	5.50%
MEAN	30.5	30.5	33.25	30.53	16.5	0	0	0	0	28.8	31.7
MEDIAN	29.94	29.94	32.67	29.12	16.5	0	0	0	0	27.4	31.9

Table 4

AGE - Edinburg

Q# 4.2.

	Total	Dallas Total	Dallas Target Groups			EdinburgTotal	Edinburg Target Groups			Gender		
			Spanish	Dom A	Bilingual		Adults	Teens	Spanish	Dom A	Bilingual	Adults
WEIGHTED BASE (Edinburg/Those Answering):	460186	0	0	0	0	0	460186	179010	247204	33972	151178	309008
18 OR YOUNGER (Net)	7.38%	-	-	-	-	7.38%	-	-	-	100%	11.66%	5.29%
14 or Younger	-	-	-	-	-	-	-	-	-	-	-	-
15 D 18	7.38%	-	-	-	-	7.38%	-	-	-	100%	11.66%	5.29%
19 OR OLDER (Net)	92.62%	-	-	-	-	92.62%	100%	100%	-	-	88.34%	94.71%
19 D 24	18.87%	-	-	-	-	18.87%	13.00%	25.71%	-	-	24.61%	16.06%
25 D 29	13.51%	-	-	-	-	13.51%	15.00%	14.29%	-	-	8.97%	15.73%
30 D 34	21.76%	-	-	-	-	21.76%	27.00%	20.95%	-	-	14.08%	25.51%
35 D 39	13.78%	-	-	-	-	13.78%	17.00%	13.33%	-	-	14.08%	13.63%
40 D 44	15.56%	-	-	-	-	15.56%	15.00%	18.10%	-	-	19.56%	13.59%
45 D 49	9.15%	-	-	-	-	9.15%	13.00%	7.62%	-	-	7.04%	10.18%
MEAN	31.82	0	0	0	0	31.82	34.19	32.2	16.5	30.88	32.27	
MEDIAN	31.85	0	0	0	0	31.85	33.57	31.89	16.5	31.19	32.03	

Table 5

Gender

Q# 5.

	Total	Dallas Total	Dallas Target Groups			EdinburgTotal	Edinburg Target Groups			Gender	
			Spanish	Dom A	Bilingual		Adults	Teens	Spanish	Dom A	Bilingual
WEIGHTED BASE (Those Answering):	930480	470294	166031	270892	33371	460186	179010	247204	33972	346490	583990
Female	62.76%	58.47%	63.37%	57.28%	43.76%	67.15%	78.00%	61.90%	48.12%	-	100%
Male	37.24%	41.53%	36.63%	42.72%	56.24%	32.85%	22.00%	38.10%	51.88%	100%	-

Table 6

Spanish Only or Bilgual

Q# 6.

	Total	Dallas Total	Dallas Target Groups			EdinburgTotal	Edinburg Target Groups			Gender	
			Spanish	Dom A	Bilingual		Adults	Teens	Spanish	Dom A	Bilingual
WEIGHTED BASE (Those Answering):	930480	470294	166031	270892	33371	460186	179010	247204	33972	346490	583990
Bilingual	60.92%	62.55%	-	100%	69.73%	59.25%	-	100%	74.96%	67.92%	56.77%
Spanish Only or Spanish D Dominant	39.08%	37.45%	100%	-	30.27%	40.75%	100%	-	25.04%	32.08%	43.23%

Table 7

Number of Times Per Month:
Watch Movies Made In English With Spanish Subtitles

Q# 9.k. How many times per month do you engage in the following activities?

	Total	Dallas Total	Dallas Target Groups			Edinburg Target Groups				Gender			
			Spanish	Dom A	Bilingual	Adults	Teens	EdinburgTotal	Spanish	Dom A	Bilingual	Adults	Teens
WEIGHTED BASE (Those Answering):	927539	467353	166031	268262	33060	460186	179010	247204	33972	346490	581049		
1 ÷ 3 (Net)	0	29.93%	29.33%	14.85%	37.25%	37.79%	30.54%	14.00%	43.81%	21.11%	30.10%	29.83%	
		38.38%	41.23%	40.59%	42.16%	36.87%	35.49%	34.00%	35.24%	45.19%	40.01%	37.41%	
	1	14.87%	15.35%	7.92%	19.61%	18.10%	14.39%	8.00%	19.05%	14.15%	15.77%	14.34%	
4 + (Net)	2	15.56%	16.16%	20.79%	13.73%	12.61%	14.96%	17.00%	12.38%	22.96%	16.32%	15.11%	
	3	7.95%	9.72%	11.88%	8.82%	6.16%	6.14%	9.00%	3.81%	8.08%	7.92%	7.96%	
	4	31.69%	29.44%	44.55%	20.59%	25.33%	33.97%	52.00%	20.95%	33.70%	29.88%	32.76%	
5 ÷ 6	24.08%	23.38%	31.68%	18.63%	20.24%	24.78%	38.00%	15.24%	24.59%	23.44%	24.45%		
MEAN		2.21	2.18	2.95	1.75	1.83	2.23	3.15	1.54	2.44	2.15	2.24	
MEDIAN		1.83	1.83	3.04	1.15	1.17	1.84	3.64	0.83	2.14	1.75	1.89	

Table 8

Number of Times Per Month:
Watch Movies Made In Spanish

Q# 9.l. How many times per month do you engage in the following activities?

	Total	Dallas Total	Dallas Target Groups			Edinburg Target Groups				Gender			
			Spanish	Dom A	Bilingual	Adults	Teens	EdinburgTotal	Spanish	Dom A	Bilingual	Adults	Teens
WEIGHTED BASE (Those Answering):	927815	469983	166031	270892	33060	457832	179010	244850	33972	344136	583679		
1 ÷ 3 (Net)	0	22.93%	22.18%	13.86%	29.13%	7.10%	23.69%	10.00%	33.65%	24.08%	21.39%	23.84%	
		42.33%	42.71%	42.57%	41.75%	51.34%	41.94%	35.00%	46.15%	48.15%	45.29%	40.59%	
	1	15.96%	13.72%	11.88%	14.56%	16.09%	18.26%	11.00%	24.04%	14.89%	16.12%	15.87%	
4 + (Net)	2	16.32%	17.71%	18.81%	16.50%	22.12%	14.88%	10.00%	18.27%	16.15%	20.39%	13.91%	
	3	10.06%	11.28%	11.88%	10.68%	13.14%	8.80%	14.00%	3.85%	17.11%	8.78%	10.81%	
	4	34.74%	35.10%	43.56%	29.13%	41.55%	34.36%	55.00%	20.19%	27.78%	33.32%	35.58%	
5 ÷ 6	9.60%	9.31%	13.86%	6.80%	7.10%	9.89%	14.00%	7.69%	4.08%	9.09%	9.90%		
	25.14%	25.79%	29.70%	22.33%	34.45%	24.47%	41.00%	12.50%	23.70%	24.22%	25.68%		
MEAN		2.43	2.49	2.89	2.18	3	2.36	3.34	1.65	2.33	2.41	2.44	
MEDIAN		2.18	2.3	2.96	1.88	2.86	2.04	3.86	1.18	2.18	2.11	2.24	

Table 9

How Many Minutes Are You Willing to Travel to Go to a Movie Theater

Q# 7. How many minutes are you willing to travel to go to a movie theater?

	Total	Dallas Total	Dallas Target Groups			EdinburgTotal	Edinburg Target Groups			Gender	
			Spanish	Dom A	Bilingual		Adults	Teens	Spanish	Dom A	Bilingual
WEIGHTED BASE:	930480	470294	166031	270892	33371	460186	179010	247204	33972	346490	583990
10 minutes or less	26.08%	29.45%	27.72%	33.01%	9.16%	22.64%	21.00%	25.71%	8.96%	27.19%	25.43%
11 ÷ 15 minutes	24.35%	22.84%	29.70%	20.39%	8.64%	25.90%	31.00%	22.86%	21.11%	16.82%	28.82%
16 ÷ 20 Minutes	16.08%	16.28%	11.88%	17.48%	28.43%	15.87%	13.00%	17.14%	21.70%	17.87%	15.01%
21 ÷ 30 Minutes	22.32%	19.22%	16.83%	19.42%	29.47%	25.49%	25.00%	24.76%	33.34%	25.89%	20.20%
31 Minutes or More	11.13%	12.21%	13.86%	9.71%	24.30%	10.03%	10.00%	9.52%	13.93%	12.22%	10.49%
No Answer	*	-	-	-	-	*	-	-	0.96%	-	*
MEAN	17.67	17.34	17.29	16.67	23.07	18	17.87	17.68	20.97	18.38	17.24
MEDIAN	15.41	15	14.25	14.67	21.78	15.95	15.18	15.92	19.98	17.18	14.76

Table 10

SEGMENT

Q# 99.

	Total	Dallas Total	Dallas Target Groups			EdinburgTotal	Edinburg Target Groups			Gender	
			Spanish	Dom A	Bilingual		Adults	Teens	Spanish	Dom A	Bilingual
WEIGHTED BASE (Those Answering):	930480	470294	166031	270892	33371	460186	179010	247204	33972	346490	583990
BILINGUAL ADULTS (Net)	55.68%	57.60%	-	100%	-	53.72%	-	100%	-	60.58%	52.78%
Bilingual Adults	55.68%	57.60%	-	100%	-	53.72%	-	100%	-	60.58%	52.78%
SPANISH DOMINANT ADULTS (Net)	37.08%	35.30%	100%	-	-	38.90%	100%	-	-	28.92%	41.92%
Spanish Dominant Families & Females	26.31%	22.37%	63.37%	-	-	30.34%	78.00%	-	-	-	41.92%
Spanish Dominant Men	10.77%	12.93%	36.63%	-	-	8.56%	22.00%	-	-	28.92%	-
TEENS (Net)	7.24%	7.10%	-	-	100%	7.38%	-	-	100%	10.50%	5.30%
Teens	7.24%	7.10%	-	-	100%	7.38%	-	-	100%	10.50%	5.30%

Table 11

Variable Test

Q# VarTest.

	Total	Dallas Total	Dallas Target Groups			EdinburgTotal	Edinburg Target Groups			Gender	
			Spanish	Dom A	Bilingual		Adults	Teens	Spanish	Dom A	Bilingual
WEIGHTED BASE:	930480	470294	166031	270892	33371	460186	179010	247204	33972	346490	583990
Dallas	50.54%	100%	100%	100%	100%	-	-	-	-	56.37%	47.09%
Edinburg	49.46%	-	-	-	-	100%	100%	100%	100%	43.63%	52.91%
Spanish Dom Adults	37.08%	35.30%	100%	-	-	38.90%	100%	-	-	28.92%	41.92%
Bilingual Adults	55.68%	57.60%	-	100%	-	53.72%	-	100%	-	60.58%	52.78%
Teens	7.24%	7.10%	-	-	100%	7.38%	-	-	100%	10.50%	5.30%
No Answer	-	-	-	-	-	-	-	-	-	-	-

Banner #1 - January, 2007.

SocialQuest - Cinema Latino Study

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Appendix B_4

Estimated Market Share: Existing Theaters

AURORA

150,000 Hispanics in 10 mile radius of theater
35% are Spanish dominant = 52,500 are our PRIMARY target market
X 10 visits per year = 525,000 visits (100% market share)

2004 attendance: 173,000 = 33% market share

2005 attendance: 126,000 = 30 % market share (frequency adjusted to x 8 visits due to anomaly)

Est. 2006 attendance: 171,000 = 32.65% market share

Est. 2007 attendance: 205,000 = 39% market share

PHOENIX

400,000 Hispanics in 10 mile radius of theater
35% are Spanish dominant = 140,000 are our PRIMARY market
X 10 visits per year = 1,400,000 visits (100%) market share

2004 attendance: 180,000 = 13% market share

2005 attendance: 165,000 = 14.75 % market share (frequency adjusted to x 8 visits due to anomaly)

Est. 2006 attendance: 238,000 = 17% market share

Est. 2007 attendance: 295,000 = 21% market share

FORT WORTH

175,000 Hispanics in 10 mile radius of theater
35% are Spanish dominant = 61,250 are our PRIMARY target market
X 10 visits per year = 612,500 visits (100% market share)

2004 attendance: 124,000 = 20.25% market share

2005 attendance: 95,000 = 19.5 % market share (frequency adjusted to x 8 visits due to anomaly)

Est. 2006 attendance: 144,000 = 23.5% market share

Est. 2007 attendance: 184,000 = 30% market share

PASADENA

200,000 Hispanics in 10 mile radius of theater
35% are Spanish dominant = 70,000 are our PRIMARY target market
X 10 visits per year = 700,000 visits (100% market share)

2005 attendance: 34,000 = 12.25 % market share (frequency adjusted to x 4 visits due to partial year open and anomaly)

Est. 2006 attendance: 103,000 = 14.75% market share

Est. 2007 attendance: 110,000 = 15.75% market share

Appendix C Community Organizations

Dallas organizations

HISPANIC ORGANIZATIONS

Greater Dallas Hispanic Chamber of Commerce
4622 Maple Avenue, Suite 207
Dallas, Texas 75219-1001
Phone: 214-521-6007
Fax: 214-520-1687
Web: www.gdhcc.com

Vecinos Unidos
3606 North Winnetka Avenue
Dallas, TX 75212
Tel: (214) 761-1086
Fax: (214) 761-0838

Dallas Concilio of Hispanic Service Organizations (DCHSO)
2914 Swiss Avenue
Dallas, TX 75204
Tel: (214) 818-0481
Fax: (214) 818-0485

Mexican American Democrats of Texas (MAD)
400 South Zang Boulevard, Suite 810
Dallas, TX 75208
Tel: (214) 943-8683
Fax: (214) 943-8296

United States-Mexico Chamber of Commerce (USMCOC)–Southwest Chapter
901 Main Street
Dallas, TX 75202
Tel: (214) 747-1996
Fax: (214) 747-1994
E-mail: swusmcoc@swbell.net
Web site: www.usmcoc.org

SER-JOBS FOR PROGRESS NATIONAL, INC. (est. 1964)
1925 W. John Carpenter Fwy., Suite 200
Irving, TX 75063
Tel: 972-541-0616
Fax: 972-560-0842
E-mail: webmaster@sernational.org

Web site: <http://www.ser-national.org/>

Denton Hispanic Chamber of Commerce
P.O. Box 2536
Denton, TX 76202
Phone: (940) 565-1919
Fax: (940) 565-1917
dentonhcoc@hotmail.com

NATIONAL SOCIETY OF HISPANIC MBAS (NSHMBA) (est. 1988)
1303 Walnut Hill Lane, Suite 300
Irving, TX 75038
Toll-free: 1-877-467-4622
Fax: 214-596-9325
Web site: www.nshmba.org

NATIONAL SOCIETY OF HISPANIC MBAS
8204 Elmbrook, Suite 235
Dallas, TX 75247
Toll-free: 1-877-467-4622
Fax: 1-800-809-6398
Web site: www.nshmba.org

CHAMBERS OF COMMERCE

Greater Dallas Chamber of Commerce
700 N Pearl St
Dallas TX 75201
Phone Number: (214) 746-6610
Website: www.dallaschamber.org

West Dallas Chamber of Commerce
2424 Westmoreland Ave
Dallas TX 75212
Phone Number: (214) 631-5047
Fax Number: (214) 631-2634
Website: <http://www.westdallaschamber.org/>

North Dallas Chamber of Commerce
10707 Preston Rd
Dallas TX 75230
Phone Number: (214) 368-6485
Fax Number: (214) 691-5584
Website: www.ndcc.org

Edinburg organizations

HISPANIC ORGANIZATIONS

Border Association for Refugees and Colonia Advocacy
Edinburg, TX
956-631-7447

Association For Advancement Mexican Americans in Edinburg
1409 S 9th Ave
Edinburg, TX 78539
(956) 380-2824

Edinburg Hispanic Chamber
409 W McIntyre St
Edinburg, TX 78541
(956) 383-5163

McAllen Hispanic Chamber of Commerce
200 South 10th Street, Suite 104
McAllen, Texas 78501
Phone: (956) 928-0060
FAX: (956) 928-0073
Web www.mhcc.net
Email: info@mhcc.net

CHAMBERS OF COMMERCE

McAllen Chamber of Commerce
PO Box 790
McAllen TX 78505
Phone: (956) 682-2871
Fax Number: (956) 687-2917
Website: www.mcallen.org

Edinburg Chamber of Commerce
618 W University Dr
Edinburg TX 78539
Phone Number: (956) 383-4974
Fax Number: (956) 383-6942
Website: <http://www.edinburg.com/>

OTHER

Edinburg Coyotes ULB
Edinburg Coyotes Professional Baseball Club
920 North Sugar Road
Edinburg, TX 78541
Phone: (956) 386-0080
Fax: (956) 386-0078
<http://edinburgcoyotes.com/>

UTPA Foundation
<http://ea.panam.edu/foundation/index.html>

UTPA Office of Development
956/381-3361

Educare Community Living Inc
2906 Huisache, Edinburg, TX 78539
(956) 383-0184

Food Services South
2119 South US Highway 281, Edinburg, TX 78539
(956) 287-7507

New Beginnings Behavioral Health Services
1215 South Expressway 281, Edinburg, TX 78539
(956) 381-1189

Texas-State - Health & Human Services Commission, Office Of Inspector
General
300 East Canton Road, Edinburg, TX 78539
(956) 381-1397

Texas-State - Health & Human Services Commission, Regional Administrative
Offices
2520 South I Road, Edinburg, TX 78539
(956) 383-5344

Vision Of Hope
1215 South Expressway 281, Edinburg, TX 78539
(956) 381-1189

Hidalgo-County - Wic Program
East Schunior, Edinburg, TX 78539
(956) 380-0363

Upper Valley Montessori Society
1711 West Alberta Road, Edinburg, TX 78539
(956) 380-3348

St Joseph's Catholic Church - St Vincent Depaul
114 West Fay Street, Edinburg, TX 78539
(956) 383-7993

Northeast Edinburg Headstart Center
3215 East Richardson Road, Edinburg, TX 78541
(956) 383-4730

Regional/National organizations

SOUTHWEST ORGANIZATIONS

Amigos del Valle, Inc.
1116 North Conway Avenue
Mission, TX 78572
Tel: (956) 581-9494
Fax: (956) 581-2210
E-mail: ajch@rgv.net

Community Council of Southwest Texas, Inc. (CCSWT)
713 East Main Street
Uvalde, TX 78802
Tel: (830) 278-6268
Fax: (830) 278-4281

Harlingen Hispanic Chamber of Commerce
2309 N. Ed Carey Drive
Harlingen, TX 78550
Phone: (956) 421-2400
Fax: (956) 364-1879
hhcoc@sbcglobal.net
www.harlingenchamber.com

Harlingen Information and Social Services Organization (HISSO)
802 North Commerce
Harlingen, TX 78550
Tel: (956) 423-5200
Fax: (956) 364-2888

Proyecto Libertad
113 N. 1st St.
Harlingen, TX 78550
956-425-9552

Colonias del Valle, Inc.
1203 East Ferguson Street
Pharr, TX 78577
Tel: (956) 787-9903
Fax: (956) 782-1016

Nuestra Clinica del Valle (NCDV)
PO Box Q, 1203 East Ferguson
Pharr, TX 78577
Tel: (956) 787-8915
Fax: (956) 787-2021

Corpus Christi Hispanic Chamber of Commerce
615 Upper N. Broadway Suite 410,
P.O. Box 5523
Corpus Christi, TX 78477
Phone: (361) 887-7408
Fax: (361) 888-9473
_icisneros@cchispanicchamber.org
www.cchispanicchamber.org

National Hispanic Leadership Conference (NHLC)
2727 Morgan Avenue
Corpus Christi, TX 78405
Tel: (361) 882-8284
Fax: (361) 881-1024
E-mail: tbob36@aol.com

National Hispanic Council on Aging (NHCoA)
Corpus Christi Latino Education Project
1045 Airline Road, Suite #2
Corpus Christi, TX 78412
Tel: (361) 980-0361
Fax: (361) 980-0951
Web site: www.nhcoa.org

United Farm Workers
Cesar Chavez Rd & Bus. 83
San Juan, TX 78589
956-787-2233
ufwsanjuan@worldnet.att.net

REGIONAL ORGANIZATIONS

Association for the Advancement of Mexican-Americans (AAMA)
6001 Gulf Freeway, Building B-1, Suite 102
Houston, TX 77023
Tel: (713) 926-4756
Fax: (713) 926-8035

Mexican American Legal Defense and Educational Fund (MALDEF)
San Antonio Program Office
140 E. Houston Street, Suite 300
San Antonio, TX 78205
Tel: (210) 224-5476
Fax: (210) 224-5382
E-mail: maldefsa@aol.com
Web site: www.maldef.org

Mexican American Unity Council (MAUC)
2300 West Commerce Street, Suite 300
San Antonio, TX 78207
Tel: (210) 978-0500
Fax: (210) 978-0547

National Council of La Raza (NCLR)–San Antonio Office
115 East Travis, Suite 320
San Antonio, TX 78205
Tel: (210) 212-4454
Fax: (210) 212-4459
Web site: www.nclr.org

National Hispanic Institute (NHI)
PO Box 220
Maxwell, TX 78656
Tel: (512) 357-6137
Fax: (512) 357-2206
E-mail: nhi@nhi-net.org
Web site: www.nhi-net.org

Society of Mexican American Engineers and Scientists (MAES)
San Antonio Office
PO Box 831326
San Antonio, TX 78283-1326
Tel: (210) 977-2847
Fax: (210) 977-2159
Web site: www.maes-natl.org/

Southwest Key Program
3000 South IH-35, Suite 410
Austin, TX 78704
Tel: (512) 462-6181
Fax: (512) 462-2028

Student Alternatives Program, Inc. (SAPI)

PO Box 15644
San Antonio, TX 78212
Tel: (210) 227-0295
Fax: (210) 227-7879

Texas Association for Bilingual Education
6323 Sovereign Drive, Suite 178
San Antonio, TX 78229
Tel: (210) 979-6390
(800) 822-3930
Fax: (210) 979-6485
E-mail: txtabe@aol.com
Web site: www.tabe.org

Texas Association of Mexican-American Chambers of Commerce (TAMACC)
823 Congress Avenue, Suite 1414
Austin, TX 78701-2429
Tel: (512) 708-8823
Fax: (512) 708-1808
Web site: www.tamacc.org

Texas Immigrant and Refugee Coalition (TIRC)
1912 W. Anderson Lane, Ste. 201
Austin, TX 78757
512-459-1700
tirc@tirc.org

Texas Migrant Council, Inc. (TMC)
5215 McPherson Avenue
Laredo, TX 78044
Tel: (956) 722-5174
Fax: (956) 726-1301

United States-Mexico Border Health Association (USMBHA)
5400 Suncrest Drive, Suite C-5
El Paso, TX 79912
Tel: (915) 833-6450
Fax: (915) 833-7840
E-mail: mail@usmbha.org
Web site: www.usmbha.org

William C. Velasquez Institute—Headquarters
403 East Commerce, Suite 260
San Antonio, TX 78205
Tel: (210) 222-8014
Fax: (210) 222-8474

E-mail: agonzalez@wcvl.org
Web site: www.wcvl.org

TEXASTEJANO.COM (est. 2001)
10000 West Commerce
San Antonio, Texas 78227
Tel: 210.258.4031
Fax: 512.857.0204
E-mail: rudi@texastejano.com
Web site: www.texastejano.com

Fort Worth Hispanic Chamber of Commerce
1327 N. Main
Fort Worth, TX 76106
Phone: (817) 625-5411
Fax: (817) 625-1405
rosa.navejar@fwhcc.com
www.fwhcc.org

San Antonio Hispanic Chamber of Commerce
318 W. Houston Street Suite 300
San Antonio, TX 78205
Phone: (210) 225-0462
Fax: (210) 225-2485
president@sahcc.org

Appendix D Media
DALLAS MEDIA Spanish language
Print

name	address	city & state	zip	phone	website	notes
Novedades News	121 S Zang Blvd	Dallas, TX	75208	(214) 943-2932	www.novedadesnews.com	
La Subasta Newspaper	1555 W Mockingbird Ln # 212	Dallas, TX	75235-5080	(214) 951-9500	www.lasubasta.com	
Diario La Estrella	7610 N Stemmons Fwy	Dallas, TX	75247	(214) 631-6604	www.echo-media.com/MediaDetailNP.asp?IDNumber=5	
El Herald News	4104 Live Oak St	Dallas, TX	75204	(214) 827-9700	www.elheraldonews.com	
El Hispano News	2102 Empire Central	Dallas, TX	75235	(214) 357-2186	http://www.elhispanonews.com/	
El Lider USA Publications	1813 Balboa Pl Frnt	Dallas, TX	75224	(214) 942-4580	http://www.elliderusa.com/	
Al Dia	508 Young Street, 2nd Floor	Dallas, TX	75202	469-977-3600	www.aldiatx.com/	owned by Dallas Morning

Radio

name	address	city & state	zip	phone	website	notes
KNOR 93.7 FM LaRaza	4201 Pool Road	Colleyville, TX	76034	(817) 868-2900	www.laraza937.com/	Liberian Broz www.lbime.com
KLNO 94.1 FM Radio Recuerdo	7700 Carpenter Freeway	Dallas, TX	75247	(214) 525-0400	www.univision.com/content/channel.jsp?channel=100	Univision - Regional Mexican
KEGL 97.1 FM La Preciosa	14001 North Dallas Parkway, ste 3	Dallas, TX	75240	214-866-8000	dallas.lapreciosa.com	Clear Channel Radio - Regional Mexican
KFZO 99.1 FM La Kalle	7700 Carpenter Freeway	Dallas, TX	75247	(214) 525-0400	www.univision.com/content/channel.jsp?channel=100	Univision - Cumbia/Latin Fusion
KTCY-FM 101.7 Super Estrella						Entravision
KZZA 106.7 FM Casa 106.7	5307 E. Mockingbird Lane Ste 500	Dallas, TX	75206	214.841.4674	www.casa1067.com/	Entravision - Urban/Hispanic
KDXX 107.1 FM La Picuda	7700 Carpenter Freeway	Dallas, TX	75247	(214) 525-0400	www.univision.com/content/channel.jsp?channel=100	Univision
KESS 107.9 FM: La Que Bueno	7700 Carpenter Freeway	Dallas, TX	75247	(214) 525-0400	www.univision.com/content/channel.jsp?channel=100	Univision - Spanish
KDFT 540 AM La Poderosa		Ferris, TX		972-572-1540	www.kdft540.com/	Religious
KJON 850 AM						Religious
KFJZ 870 AM						Religious
KFLC 1270 AM	7700 Carpenter Freeway	Dallas, TX	75247	(214) 525-0400		Univision - Spanish Talk
KTNO 1440 AM	5787 S. Hampton Rd. Suite #340	Dallas, TX	75232	214-330-5866	www.ktnoam.com/	Religious
KZMP 1540 AM						Spanish

Television

name	address	city & state	zip	phone	website	notes
Univision 23 KUVN-TV	2323 Bryan St., Suite 1900	Dallas, TX	75201-2646	(214) 758-2300	www.univision.com/content/channel.jsp?channel=23	
KMPX 29	4201 Pool Road	Colleyville, TX	76034	(817) 868-2900	www.kmpx29.tv/	
KXTX 39	3100 McKinnon St	Dallas, TX	75201	(214) 745-5555	www.telemundodallas.com/index.html	
KSTR-TV Telefutera 49	2323 Bryan St., Suite 1900	Dallas, TX	75201-2646	(214) 758-2300	www.univision.com/content/channel.jsp?channel=49	
Azteca America	703 McKinney Ave	Dallas, TX	75202	(214) 754-7008		

Appendix D Media
EDINBURG MEDIA Spanish langugae

Print

name	address	city & state	zip	phone	website	notes
RUMBO del Valle	311 South Broadway, Suite B	McAllen, TX	78501	956.683.3800	http://www.rumbonet.com/ruml	60k distr.
La Frontera	1400 E Nolana Loop	McAllen, TX	78504-6111	(956) 683-4800	www.lafronteratx.com/	
EL PERIODICO USA	801 E Fir Ave or 1016 Ivy St	McAllen, TX	78501-9320	(956) 631-5628	http://www.elperiodicousa.com/	

Radio

name	address	city & state	zip	phone	website	notes
KOIR 88.5 FM	4300 S US Highway 281	Edinburg, TX	78539-9650	(956) 380-3435		religious
KRUC-FM 97.5 FM					www.wrn-rcm.org/	World radio network - religious
KGBT-FM 98.5 FM	200 S 10th St # 600	McAllen, TX	78501-4869	(956) 631-5499		regional Mexican
KKPS 99.5FM QUE PASA	801 North Jackson Road	McAllen, TX	78501	956-661-6000	www.univision.com/content/ch:	Univision - TEJANO bilingual ('
KBDR-FM 100.5	2921 North Closner	Edinburg, TX	78539	(956) 686-8170		Border Media Partners - region
KNVO-FM 101.1 Oye/Radio Romantic	801 N. Jackson Rd.	McAllen, TX	78501	956-661-6000		Entravision - Romantica
KBFM 104.1 Wild 104	901 East Pike Blvd	Westlaco, TX	78596	(956) 973-9202		Clear Channel - Hurban -CHR/
KQBO 107.5 FM	3900 N 10th St	McAllen, TX	78501-1735	(956) 668-1075		
KRIO 910 AM	4300 South Business Highway 2	Edinburg, TX	78539-9699	(956) 380-3435	www.radioesperanza.org/	religious
KUBR 1210 AM	P.O. Box 252	McAllen, TX	78505	(956) 781-5528		religious
KRGE 1290 AM	P.O. Box 1290	Westlaco, TX	78599-1290	(956) 968-7777	www.radiovida.com/	religious
KGBT 1530 AM	200 S 10th St # 600	McAllen, TX	78501-4869	(956) 631-5499		Spanish Talk/Sports
KIRT 1580 AM	608 S 10th St	McAllen, TX	78501-4959	(956) 686-2111	www.univision.com/content/ch:	ranchera
	401 E FM 495	Pharr, TX	78577-2512	(956) 783-2031		
Border Media Partners	P.O. Box 3037	McAllen, TX	78502	(956) 686-8170		
XHCAO-FM 89.1 La M						Regional Mexican
KESO-FM 92.7						Digital Musica International
XHAVO-FM 101.5						Digital Musica International
XEGH-FM 101.5						Regional Mexican

Television

name	address	city & state	zip	phone	website	notes
KTLM-40 Telemundo						
KNVO-48 Univision	801 North Jackson Road	McAllen, TX	78501	956-687-4848		