

Hispanic Library Use in Southeast Florida

**Survey Research by
SEFLIN, Inc.
100 South Andrews Avenue
Fort Lauderdale, FL 33301**

August 2003



SURVEY INSTRUMENT

Topic Area: Frequency of Library Use:

1. When was the last time you used or visited a library...**(READ LIST; ACCEPT ONLY ONE RESPONSE)**

- Within the past week..... 1
- Within the past month..... 2
- Within the past year..... 3
- Over 1 year ago..... 4
- Never..... 5] → **(SKIP TO Q3)**
- Dk/Ref..... X]

Topic Area: Types of Libraries Used:

2. If you have used a library within the last year, what type of library have you used
(ACCEPT MULTIPLE RESPONSES)

- Public Libraries..... 1
- University or Community College Libraries 2
- Other **(DO NOT SPECIFY)**..... 3
- Dk/Ref..... X

Topic Area: Library Use via the Internet:

3. Have you connected to a library using the Internet?

- Yes..... 1
- No..... 2
- DK/REF..... X

Topic Area: Importance of Libraries to the Community:

4. How important are libraries to you, your family and friends? **(READ LIST; ACCEPT ONLY ONE RESPONSE)**

- Very important..... 1
- Important..... 2
- Neither important nor unimportant..... 3
- Unimportant..... 4
- Not important at all..... 5
- Dk/Ref..... X

Seflin -- Library Use Study
(MIAMI/PALM BEACH)

Question 1

Last time used or visited a library

	GENDER			AGE CATEGORY				COUNTRY OF BIRTH		LANGUAGE AT HOME			PRESENCE OF CHILDREN			INCOME			
	TOTAL	Males	Fe- males	18-24	25-34	35-49	50 +	USA	Outside USA	Span- ish	Bilin gual	Eng- lish	< 6 years	6-12 years	13-17 years	<\$15K	\$15K- \$25K	\$25K- \$40K	\$40K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Analyzed Unweighted Respondents	609	302	307	71	129	198	211	33	565	466	102	40	171	138	108	86	147	104	96
Analyzed Weighted Respondents	609	289	320	81**	140*	160	228	39**	557	464	99*	45**	135*	120*	111*	69*	150*	98*	113*
Within the past week (.125)	72 11.9	31 10.7	42 13.0G	8 9.8	26 18.3G	22 13.5	17 7.6	10 26.7	60 10.8	31 6.6	31 31.6J	11 23.5	27 19.6	20 16.9	19 17.5	6 8.9	8 5.6	16 16.4q	22 19.7Q
Within the past month (.5)	78 12.8	38 13.3	40 12.4	14 17.6	17 12.1	27 16.9G	20 8.7	9 22.7	68 12.2	56 12.0	14 13.8	9 20.3	18 13.2	19 16.2	11 10.4	5 7.2	16 10.5	16 16.0	25 22.2pq
Within the past year (6)	95 15.7	39 13.6	56 17.5G	27 33.6	16 11.8	29 18.0g	23 10.1	6 14.8	89 16.0	71 15.4	12 11.7	11 24.5	14 10.6	31 25.6M	23 20.9m	6 9.0	33 21.8p	24 24.7p	14 12.5
Over 1 year ago (18)	183 30.1	90 31.2	93 29.1	22 26.6	50 35.5	49 30.8	63 27.4	13 35.0	166 29.8	145 31.3	25 25.6	13 28.1	53 38.8N	23 19.0	42 38.3N	27 38.8	55 36.9	27 27.8	30 26.4
Never	178 29.3	89 30.7	90 28.0f	10 12.5	31 22.3	33 20.8	104 45.5CE	* 0.9	172 30.9	160 34.4K	17 17.3	2 3.7	24 17.7	27 22.3	14 13.0	25 36.1R	37 24.9	13 13.8	22 19.3
Don't know	2 0.3	1 0.5	* 0.1	- -	- -	- -	2 0.7	- -	2 0.3	2 0.3	- -	- -	- -	- -	- -	- -	* 0.2	1 1.4	- -
Mean (months ago, excluding never)	9.1	9.5	8.8	7.9	9.2	8.5	10.4c	7.4	9.3	10.2K	6.5	6.9	9.4N	6.5	9.4N	11.9	10.7rS	7.8	7.0
Standard Deviation	7.95	8.05	7.86	7.13	8.29	7.91	8.02	8.18	7.90	7.82	7.95	7.57	8.38	7.02	7.92	7.92	7.50	7.56	7.97
Standard Error	0.44	0.61	0.64	1.38	1.09	0.76	0.65	1.86	0.46	0.49	1.07	1.83	0.98	0.92	1.09	1.16	0.87	1.11	1.12

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - C/D/E/F/G - H/I - J/K/L - M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
(MIAMI/PALM BEACH)

Question 2

Type of library used in past year
(Base: Have used a library in past year)

	GENDER			AGE CATEGORY				COUNTRY OF BIRTH		LANGUAGE AT HOME			PRESENCE OF CHILDREN			INCOME			
	TOTAL	Males	Fe- males	18-24	25-34	35-49	50 +	USA	Outside USA	Span- ish	Bilin gual	Eng- lish	< 6 years	6-12 years	13-17 years	<\$15K	\$15K- \$25K	\$25K- \$40K	\$40K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Analyzed Unweighted Respondents	226	109	117	29	42	90	65	22	199	140	59	26	70	69	53	18	54	51	52
Analyzed Weighted Respondents	246	109*	137*	49**	59**	77*	60*	25**	217*	158*	56*	31**	59*	70**	54**	17**	57**	56**	62**
Public Libraries	216 87.8	99 91.5	117 84.9	40 80.2	56 95.2	69 89.3	51 85.0	21 85.0	191 88.0	140 89.1	47 84.2	27 87.2	48 81.2	62 87.9	51 94.7	16 92.2	55 95.8	54 96.0	48 78.3
University or Community College Libraries	64 26.2	21 19.8	43 31.2	14 29.3	19 32.5	18 23.4	13 21.0	9 36.4	55 25.4	26 16.7	31 54.3	7 24.3	19 32.1	18 26.0	14 26.8	3 17.2	10 18.1	14 25.4	21 34.4
Some other type of library	27 11.1	9 8.5	18 13.0	8 16.8	6 9.4	8 10.5	5 8.7	2 8.1	25 11.5	13 8.5	12 21.0	2 6.5	5 8.7	2 3.3	4 8.1	1 7.8	2 2.7	2 3.3	16 25.8
Don't know	* 0.1	-	* 0.2	-	-	-	* 0.4	-	* 0.1	-	-	* 0.8	-	-	-	-	-	-	* 0.4

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - C/D/E/F/G - H/I - J/K/L - M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
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Question 3

Whether have connected to a library using the Internet

	GENDER			AGE CATEGORY				COUNTRY OF BIRTH		LANGUAGE AT HOME			PRESENCE OF CHILDREN			INCOME			
	TOTAL	Males	Fe- males	18-24	25-34	35-49	50 +	USA	Outside USA	Span- ish	Bilin gual	Eng- lish	< 6 years	6-12 years	13-17 years	<\$15K	\$15K- \$25K	\$25K- \$40K	\$40K- \$40K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Analyzed Unweighted Respondents	609	302	307	71	129	198	211	33	565	466	102	40	171	138	108	86	147	104	96
Analyzed Weighted Respondents	609	289	320	81**	140*	160	228	39**	557	464	99*	45**	135*	120*	111*	69*	150*	98*	113*
Yes	81 13.4	37 12.8	44 13.8G	33 41.0	22 15.4G	20 12.8G	6 2.7	12 31.9	66 11.8	60 12.9	10 10.5	11 24.4	18 13.3	21 17.3	24 21.7	4 5.2	18 12.3	19 19.4P	21 18.2p
No	526 86.4	252 87.2	275 85.7	48 59.0	119 84.6	139 87.2	221 96.7C	26 68.1	490 88.0	403 86.8	88 89.5	34 75.6	116 85.7	98 81.6	87 78.3	65 94.8R	132 87.7	79 80.6	93 81.8
Refused/No answer	1 0.2	-	1 0.4	-	-	-	1 0.6	-	1 0.2	1 0.3	-	-	1 1.0	1 1.1	-	-	-	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - C/D/E/F/G - H/I - J/K/L - M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Question 4

Importance of libraries to you, family and friends

	GENDER			AGE CATEGORY				COUNTRY OF BIRTH		LANGUAGE AT HOME			PRESENCE OF CHILDREN			INCOME			
	TOTAL	Males	Fe- males	18-24	25-34	35-49	50 +	USA	Outside USA	Span- ish	Bilin gual	Eng- lish	< 6 years	6-12 years	13-17 years	<\$15K	\$15K- \$25K	\$25K- \$40K	\$40K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Analyzed Unweighted Respondents	609	302	307	71	129	198	211	33	565	466	102	40	171	138	108	86	147	104	96
Analyzed Weighted Respondents	609	289	320	81**	140*	160	228	39**	557	464	99*	45**	135*	120*	111*	69*	150*	98*	113*
Top Two Box (net)	530 87.0	239 82.9	290 90.6B	70 86.0	122 86.8	145 90.6	194 84.9	35 89.9	484 86.9	399 86.1	86 87.5	42 94.3	122 90.5	112 93.4	97 88.0	62 90.1	131 87.5	79 80.5	104 91.6
Very important (5)	339 55.7	142 49.3	197 61.5B	25 30.7	80 56.8	96 60.1	139 60.8	31 79.9	299 53.7	255 55.0	59 59.6	25 56.3	89 65.4	69 58.1	65 59.0	41 60.0	84 55.8	46 46.9	72 63.9r
Important (4)	190 31.2	97 33.6	93 29.1	45 55.3	42 30.0	49 30.5	55 24.0	4 10.0	184 33.1	144 31.1	27 27.9	17 38.0	34 25.1	42 35.3m	32 29.0	21 30.1	47 31.6	33 33.6	31 27.6
Neither important nor unimportant nor unimportant (3)	8 1.3	1 0.4	7 2.2	2 2.5	1 0.7	4 2.2	2 0.7	2 4.4	4 0.8	6 1.3	* 0.3	2 4.2	* 0.1	* 0.2	3 3.1	* 0.3	* 0.2	2 2.1	2 1.5
Bottom Two Box (net)	59 9.8	43 14.8C	17 5.2	9 10.9	17 12.0C	11 6.8	23 10.1C	2 5.3	57 10.2	47 10.1	12 12.0	1 1.5	12 8.6	7 6.2	10 9.0	5 6.8	17 11.3	17 17.2	8 6.9
Unimportant (2)	38 6.2	29 9.9C	9 2.8	6 7.9	9 6.2	6 3.6	17 7.3C	* 0.9	37 6.6	28 6.1	9 8.7	* 1.0	6 4.5	7 6.0	7 6.6	3 4.4	12 7.8	11 11.1	5 4.6
Not important at all (1)	22 3.6	14 4.9	8 2.4	2 3.1	8 5.7	5 3.2	6 2.7	2 4.4	20 3.6	18 4.0	3 3.3	* 0.5	6 4.1N	* 0.2	3 2.3	2 2.4	5 3.5	6 6.1	3 2.3
Don't know	9 1.5	5 1.6	5 1.4	* 0.6	1 0.4	* 0.3	8 3.3cf	- -	9 1.6	9 2.0	- -	- -	1 0.6	* 0.1	- -	1 2.2	1 0.9	* 0.2	- -
Refused/No answer	3 0.4	1 0.2	2 0.6	- -	* 0.1	* 0.1	2 1.0	* 0.4	2 0.4	2 0.5	* 0.2	- -	* 0.1	* 0.1	- -	* 0.7	* 0.1	- -	- -

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - C/D/E/F/G - H/I - J/K/L - M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
(MIAMI/PALM BEACH)

Question 4

Importance of libraries to you, family and friends

	GENDER			AGE CATEGORY				COUNTRY OF BIRTH		LANGUAGE AT HOME			PRESENCE OF CHILDREN			INCOME			
	TOTAL	Males	Fe- males	18-24	25-34	35-49	50 +	USA	Outside USA	Span- ish	Bilin gual	Eng- lish	< 6 years	6-12 years	13-17 years	<\$15K	\$15K- \$25K	\$25K- \$40K	\$40K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Analyzed Weighted Respondents	609	289	320	81**	140*	160	228	39**	557	464	99*	45**	135*	120*	111*	69*	150*	98*	113*
Mean	4.3	4.1	4.5B	4.0	4.3	4.4	4.4	4.6	4.3	4.3	4.3	4.5	4.4	4.5	4.4	4.4r	4.3	4.0	4.5r
Standard Deviation	1.03	1.16	0.87	0.97	1.13	0.94	1.03	0.97	1.04	1.05	1.07	0.68	1.01	0.80	0.99	0.91	1.06	1.23	0.92
Standard Error	0.06	0.09	0.07	0.19	0.15	0.09	0.08	0.22	0.06	0.07	0.15	0.17	0.12	0.10	0.14	0.13	0.12	0.18	0.13

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - C/D/E/F/G - H/I - J/K/L - M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
(MIAMI/PALM BEACH)

Question 1

Last time used or visited a library

	MARKET			COUNTY				
	TOTAL	Miami	Beach	Miami- Dade	Palm Beach	Monroe	Broward	Martin
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Analyzed Unweighted Respondents	609	302	307	242	241	-	60	15
Analyzed Weighted Respondents	609	302	307	242	241	-**	60*	15**
Within the past week (.125)	72 11.9	36 12.0	33 10.9	21 8.7	28 11.6	-	14 23.3DE	2 13.3
Within the past month (.5)	78 12.8	39 13.1	33 10.8	28 11.6	29 12.0	-	8 13.3	1 6.7
Within the past year (6)	95 15.7	48 15.8	45 14.7	35 14.5	26 10.8	-	7 11.7	3 20.0
Over 1 year ago (18)	183 30.1	91 30.2	88 28.5	74 30.6	69 28.6	-	20 33.3	4 26.7
Never	178 29.3	87 28.7	106 34.6	83 34.3G	88 36.5G	-	11 18.3	5 33.3
Don't know	2 0.3	1 0.2	1 0.4	1 0.4	1 0.4	-	-	-
Mean (months ago, excluding never)	9.1	9.1	9.4	9.9	9.3	-	8.3	9.1
Standard Deviation	7.95	7.96	7.94	7.93	8.18	-	8.34	8.03
Standard Error	0.44	0.49	0.47	0.51	0.53	-	1.08	2.07

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
(MIAMI/PALM BEACH)

Question 2

Type of library used in past year
(Base: Have used a library in past year)

	MARKET			COUNTY				
	TOTAL	Miami	Palm Beach	Miami- Dade	Palm Beach	Monroe	Broward	Martin
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Analyzed Unweighted Respondents	226	113	113	84	83	-	29	6
Analyzed Weighted Respondents	246	123*	112	84*	83*	-**	29**	6**
Public Libraries	216 87.8	108 87.6	102 90.7	77 91.7	77 92.8	-	23 79.3	6 100.0
University or Community College Libraries	64 26.2	34 27.3C	16 14.4	20 23.8e	11 13.3	-	11 37.9	2 33.3
Some other type of library	27 11.1	14 11.6c	5 4.9	8 9.5	3 3.6	-	4 13.8	-
Don't know	* 0.1	-	1 1.1	-	1 1.2	-	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
(MIAMI/PALM BEACH)

Question 3

Whether have connected to a library using the Internet

	MARKET			COUNTY				
	TOTAL	Miami	Beach	Miami- Dade	Palm Beach	Monroe	Broward	Martin
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Analyzed Unweighted Respondents	609	302	307	242	241	-	60	15
Analyzed Weighted Respondents	609	302	307	242	241	-**	60*	15**
Yes	81 13.4	42 13.8c	27 8.9	25 10.3	21 8.7	-	10 16.7e	1 6.7
No	526 86.4	259 85.9	280 91.1b	216 89.3	220 91.3g	-	50 83.3	14 93.3
Refused/No answer	1 0.2	1 0.2	-	1 0.4	-	-	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
(MIAMI/PALM BEACH)

Question 4

Importance of libraries to you, family and friends

	TOTAL	MARKET		COUNTY				
		Miami	Palm Beach	Miami- Dade	Palm Beach	Monroe	Broward	Martin
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Analyzed Unweighted Respondents	609	302	307	242	241	-	60	15
Analyzed Weighted Respondents	609	302	307	242	241	-**	60*	15**
Top Two Box (net)	530 87.0	264 87.3	257 83.7	214 88.4g	203 84.2	-	48 80.0	11 73.3
Very important (5)	339 55.7	172 56.8C	138 44.9	145 59.9E	112 46.5	-	29 48.3	6 40.0
Important (4)	190 31.2	92 30.5	119 38.8B	69 28.5	91 37.8D	-	19 31.7	5 33.3
Neither important nor unimportant nor unimportant (3)	8 1.3	4 1.2	8 2.4	1 0.4	6 2.5d	-	3 5.0D	-
Bottom Two Box (net)	59 9.8	30 9.8	29 9.6	23 9.5	20 8.3	-	7 11.7	3 20.0
Unimportant (2)	38 6.2	18 6.0	24 7.8	17 7.0	15 6.2	-	2 3.3	3 20.0
Not important at all (1)	22 3.6	11 3.8	6 1.8	6 2.5	5 2.1	-	5 8.3DE	-
Don't know	9 1.5	4 1.3	10 3.1	3 1.2	9 3.7d	-	2 3.3	1 6.7
Refused/No answer	3 0.4	1 0.4	3 1.1	1 0.4	3 1.2	-	-	-

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H
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Question 4

Importance of libraries to you, family and friends

	MARKET			COUNTY				
	TOTAL	Miami	Palm Beach	Miami- Dade	Palm Beach	Monroe	Broward	Martin
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Analyzed Weighted Respondents	609	302	307	242	241	-**	60*	15**
Mean	4.3	4.3	4.2	4.4g	4.3	-	4.1	4.0
Standard Deviation	1.03	1.04	0.97	0.99	0.95	-	1.22	1.18
Standard Error	0.06	0.06	0.06	0.06	0.06	-	0.16	0.30

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H
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Seflin -- Library Use Study
 (MIAMI/PALM BEACH)
 Language of interview

	GENDER			AGE CATEGORY				COUNTRY OF BIRTH		LANGUAGE AT HOME			PRESENCE OF CHILDREN			INCOME			
	TOTAL	Males	Fe- males	18-24	25-34	35-49	50 +	USA	Outside USA	Span- ish	Bilin gual	Eng- lish	< 6 years	6-12 years	13-17 years	<\$15K	\$15K- \$25K	\$25K- \$40K	\$40K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Analyzed Unweighted Respondents	609	302	307	71	129	198	211	33	565	466	102	40	171	138	108	86	147	104	96
Analyzed Weighted Respondents	609	289	320	81**	140*	160	228	39**	557	464	99*	45**	135*	120*	111*	69*	150*	98*	113*
English	80 13.1	44 15.3	36 11.2G	16 19.2	28 19.9c	26 16.0G	11 4.8	35 91.6	45 8.0	21 4.6	33 33.1J	26 57.7	23 17.2	15 12.7	18 16.6	6 8.5	8 5.5	15 15.7q	29 25.7PQ
Spanish	529 86.9	244 84.7	285 88.8e	65 80.8	112 80.1	134 84.0	217 95.2CE	3 8.4	512 92.0	443 95.4K	66 66.9	19 42.3	112 82.8	104 87.3	92 83.4	63 91.5S	142 94.5r	82 84.3	84 74.3

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - C/D/E/F/G - H/I - J/K/L - M/N/O - P/Q/R/S
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Seflin -- Library Use Study
 (MIAMI/PALM BEACH)
 Gender

	GENDER			AGE CATEGORY				COUNTRY OF BIRTH		LANGUAGE AT HOME			PRESENCE OF CHILDREN			INCOME			
	TOTAL	Males	Fe- males	18-24	25-34	35-49	50 +	USA	Outside USA	Span- ish	Bilin gual	Eng- lish	< 6 years	6-12 years	13-17 years	<\$15K	\$15K- \$25K	\$25K- \$40K	\$40K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Analyzed Unweighted Respondents	609	302	307	71	129	198	211	33	565	466	102	40	171	138	108	86	147	104	96
Analyzed Weighted Respondents	609	289	320	81**	140*	160	228	39**	557	464	99*	45**	135*	120*	111*	69*	150*	98*	113*
Male	289	289	-	42	70	77	100	18	268	214	55	18	69	57	49	29	72	54	61
	47.4	100.0C	-	51.7	49.6C	48.1C	44.0C	48.0	48.1	46.0	56.2	40.4	51.4	48.0	44.6	41.7	48.1	55.1	53.7
Female	320	-	320	39	71	83	128	20	289	250	43	27	66	62	61	40	78	44	52
	52.6	-	100.0B	48.3	50.4	51.9	56.0	52.0	51.9	54.0	43.8	59.6	48.6	52.0	55.4	58.3	51.9	44.9	46.3

EFG

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - C/D/E/F/G - H/I - J/K/L - M/N/O - P/Q/R/S
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
(MIAMI/PALM BEACH)

Head of household

	GENDER			AGE CATEGORY				COUNTRY OF BIRTH		LANGUAGE AT HOME			PRESENCE OF CHILDREN			INCOME			
	TOTAL	Males	Fe- males	18-24	25-34	35-49	50 +	USA	Outside USA	Span- ish	Bilin gual	Eng- lish	< 6 years	6-12 years	13-17 years	<\$15K	\$15K- \$25K	\$25K- \$40K	\$40K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Analyzed Unweighted Respondents	609	302	307	71	129	198	211	33	565	466	102	40	171	138	108	86	147	104	96
Analyzed Weighted Respondents	609	289	320	81**	140*	160	228	39**	557	464	99*	45**	135*	120*	111*	69*	150*	98*	113*
Yes	471 77.3	214 74.3	256 80.0	31 38.8	108 77.4	135 84.8	196 85.7c	29 74.0	428 77.0	350 75.5	80 81.1	39 86.5	108 79.7	91 75.7	86 78.0	59 85.5	120 80.1	80 81.3	90 79.6
No	137 22.4	73 25.1	64 20.0g	50 61.2	32 22.6	23 14.2	33 14.3	10 26.0	127 22.8	114 24.5	17 17.3	6 13.5	27 20.3	29 24.3	24 22.0	10 14.5	30 19.9	17 17.1	23 20.4
Don't know	2 0.3	2 0.5	- -	- -	- -	2 1.0	- -	- -	2 0.3	- -	2 1.5J	- -	- -	- -	- -	- -	- -	2 1.6	- -

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - C/D/E/F/G - H/I - J/K/L - M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
(MIAMI/PALM BEACH)
Primary Grocery Shopper

	GENDER			AGE CATEGORY				COUNTRY OF BIRTH		LANGUAGE AT HOME			PRESENCE OF CHILDREN			INCOME			
	TOTAL	Males	Fe- males	18-24	25-34	35-49	50 +	USA	Outside USA	Span- ish	Bilin gual	Eng- lish	< 6 years	6-12 years	13-17 years	<\$15K	\$15K- \$25K	\$25K- \$40K	\$40K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Analyzed Unweighted Respondents	609	302	307	71	129	198	211	33	565	466	102	40	171	138	108	86	147	104	96
Analyzed Weighted Respondents	609	289	320	81**	140*	160	228	39**	557	464	99*	45**	135*	120*	111*	69*	150*	98*	113*
Yes	454 74.6	183 63.5	271 84.6B G	41 50.8	112 80.1	130 81.6	171 74.8	31 80.9	412 74.0	334 72.0	84 84.9J	37 81.9	100 73.6	85 70.7	79 71.8	53 76.9	117 78.2	72 73.7	92 81.6
No	150 24.6	101 35.0C	49 15.3	38 46.4	28 19.7	27 17.2	57 25.2C	7 19.1	140 25.2	127 27.4K	13 13.5	8 18.1	36 26.3	35 29.1	29 25.9	16 23.1	30 20.1	24 24.8	21 18.2
Don't know	4 0.7	4 1.4	* *	2 2.9	* 0.1	2 1.2	- -	- -	4 0.8	3 0.6	2 1.5	- -	* 0.1	* 0.1	2 2.2	- -	2 1.5	2 1.6	* 0.1
Refused/No answer	* *	* 0.1	- -	- -	* 0.1	- -	- -	- -	* *	* *	- -	- -	- -	- -	- -	- -	* 0.1	- -	- -

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - C/D/E/F/G - H/I - J/K/L - M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
(MIAMI/PALM BEACH)
Age

	TOTAL	GENDER			AGE CATEGORY				COUNTRY OF BIRTH		LANGUAGE AT HOME			PRESENCE OF CHILDREN			INCOME			
		Males	Fe- males		18-24	25-34	35-49	50 +	USA	Outside USA	Span- ish	Bilin- gual	Eng- lish	< 6 years	6-12 years	13-17 years	<\$15K	\$15K- \$25K	\$25K- \$40K	\$40K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
Analyzed Unweighted Respondents	609	302	307	71	129	198	211	33	565	466	102	40	171	138	108	86	147	104	96	
Analyzed Weighted Respondents	609	289	320	81**	140*	160	228	39**	557	464	99*	45**	135*	120*	111*	69*	150*	98*	113*	
18-20	(19)	33	18	16	33	-	-	-	5	26	28	4	1	9	7	7	5	7	4	3
		5.5	6.1	4.9e	41.2	-	-	-	13.9	4.7	6.1	3.9	3.0	6.4	6.1	6.0	7.6	4.9	3.9	2.9
				FG																
21-24	(22.5)	48	24	23	48	-	-	-	1	47	35	6	7	10	12	12	2	14	15	7
		7.8	8.4	7.3E	58.8	-	-	-	1.3	8.5	7.6	5.6	15.4	7.1	10.0	10.6	2.8	9.3	14.9p	6.3
				FG																
25-29	(27)	59	27	32	-	59	-	-	16	43	34	12	14	25	12	6	1	10	6	32
		9.8	9.4	10.1FG	-	42.4CFG	-	-	41.6	7.8	7.3	11.9	30.2	18.2n	10.2	5.3	0.8	6.8	6.6	28.6PQR
														O						
30-34	(32)	81	43	38	-	81	-	-	*	80	64	17	*	38	24	22	9	28	19	12
		13.3	14.7	11.9FG	-	57.6CFG	-	-	0.5	14.4	13.7	17.1	0.4	27.9	20.3	19.6	13.0	18.9	19.5	10.5
35-39	(37)	57	29	28	-	-	57	-	7	48	41	13	4	24	21	14	4	10	10	11
		9.3	10.0	8.7EG	-	-	35.7CEG	-	17.6	8.7	8.8	12.8	8.2	17.4	17.4	12.6	6.1	6.4	10.1	9.5
40-44	(42)	69	29	40	-	-	69	-	5	64	46	16	5	18	20	22	5	20	22	14
		11.3	10.1	12.4EG	-	-	43.1CEG	-	12.8	11.5	10.0	16.1	11.3	13.6	16.6	19.5	7.8	13.5	22.6p	11.9
45-49	(47)	34	19	15	-	-	34	-	2	30	20	8	6	4	6	11	2	7	6	12
		5.6	6.5	4.7eG	-	-	21.2CEG	-	6.0	5.3	4.4	7.7	13.1	3.0	4.7	9.6	2.9	4.8	5.8	10.9
50-54	(52)	46	22	24	-	-	-	46	*	42	41	5	*	4	7	11	6	15	9	3
		7.6	7.6	7.6EF	-	-	-	20.3CE	0.5	7.6	8.9	4.8	0.4	3.2	6.2	9.7	8.9	10.1	9.5	2.5
								F												

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - C/D/E/F/G - H/I - J/K/L - M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
(MIAMI/PALM BEACH)
Age

	TOTAL	GENDER			AGE CATEGORY				COUNTRY OF BIRTH		LANGUAGE AT HOME			PRESENCE OF CHILDREN			INCOME			
		Males	Fe- males		18-24	25-34	35-49	50 +	USA	Outside USA	Span- ish	Bilin gual	Eng- lish	< 6 years	6-12 years	13-17 years	<\$15K	\$15K- \$25K	\$25K- \$40K	\$40K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
Analyzed Weighted Respondents	609	289	320	81**	140*	160	228	39**	557	464	99*	45**	135*	120*	111*	69*	150*	98*	113*	
55-59	(57)	36	18	18	-	-	-	36	-	36	30	4	2	1	3	3	1	10	1	10
		5.9	6.2	5.6eF	-	-	-	15.7CE	-	6.4	6.4	4.0	4.8	0.7	2.4	2.4	1.0	6.8	0.5	8.6r
60-64	(62)	46	20	25	-	-	-	46	2	40	35	8	3	1	2	2	5	10	-	5
		7.5	7.0	7.9eF	-	-	-	20.0CE	5.2	7.2	7.5	8.4	5.6	0.4	1.7	2.1	7.4R	6.8r	-	4.3
								F												
65-74	(69.5)	53	26	27	-	-	-	53	-	53	42	8	3	3	5	2	12	9	3	4
		8.7	9.1	8.4eF	-	-	-	23.2CE	-	9.5	9.1	7.6	7.0	2.0	4.5	1.4	17.5QR	6.1	3.4	3.8
																	S			
75-84	(79.5)	40	11	29	-	-	-	40	-	40	40	-	-	-	-	-	16	7	3	*
		6.6	3.9	9.1beF	-	-	-	17.6CE	-	7.2	8.7K	-	-	-	-	-	23.9QR	4.6	3.0	0.2
																	S			
85+	(92.5)	7	3	4	-	-	-	7	*	7	7	-	*	-	-	1	*	1	-	-
		1.2	1.0	1.3	-	-	-	3.1f	0.6	1.2	1.5	-	0.5	-	-	1.2	0.2	0.9	-	-
Mean		44.8	43.5	46.1E	21.1	29.9	41.3E	65.0C	33.1	45.6	46.3k	41.1	38.0	33.9	37.0M	38.4M	54.6Q	43.3r	38.1	38.4
				F			EF									RS	s			
Standard Deviation		18.15	17.35	18.78	1.73	2.48	3.71	10.58	11.77	18.32	18.94	14.06	15.40	9.62	12.15	12.75	20.77	16.88	13.47	13.35
Standard Error		1.01	1.32	1.53	0.33	0.32	0.35	0.86	2.67	1.07	1.20	1.90	3.72	1.12	1.59	1.76	3.04	1.95	1.98	1.87

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - C/D/E/F/G - H/I - J/K/L - M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
(MIAMI/PALM BEACH)
Language or languages at home

	GENDER			AGE CATEGORY				COUNTRY OF BIRTH		LANGUAGE AT HOME			PRESENCE OF CHILDREN			INCOME			
	TOTAL	Males	Fe- males	18-24	25-34	35-49	50 +	USA	Outside USA	Span- ish	Bilin- gual	Eng- lish	< 6 years	6-12 years	13-17 years	<\$15K	\$15K- \$25K	\$25K- \$40K	\$40K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Analyzed Unweighted Respondents	609	302	307	71	129	198	211	33	565	466	102	40	171	138	108	86	147	104	96
Analyzed Weighted Respondents	609	289	320	81**	140*	160	228	39**	557	464	99*	45**	135*	120*	111*	69*	150*	98*	113*
Spanish only	343 56.4	141 48.9	202 63.1B EF	49 59.9	55 39.1	72 45.0	168 73.6CE F	2 4.9	330 59.3	343 74.0K	-	-	47 34.4	57 48.0M	55 49.6m	52 76.2R S	95 63.3R S	34 34.8	41 35.8
Spanish more than English	121 19.8	72 25.1C	48 15.0	15 18.2	43 30.7C G	35 22.2c G	28 12.0	4 10.9	114 20.5	121 26.0K	-	-	40 29.8	25 20.5	27 24.8	6 8.6	34 22.7p	24 24.5p	25 22.2p
Spanish and English equally	99 16.2	55 19.2	43 13.5	9 11.6	29 20.4g G	36 22.6C G	24 10.7	8 21.2	90 16.2	-	99 100.0J	-	36 26.6	29 24.4	24 21.9	6 8.8	15 10.1	27 27.4P Q	35 30.5PQ
English more than Spanish	30 5.0	13 4.5	17 5.4G	1 1.7	11 7.9g	13 7.9G	5 2.4	20 51.1	11 1.9	-	-	30 67.6	10 7.5o	7 5.7	* 0.4	4 6.4	4 2.7	4 4.1	11 9.6
English only	15 2.4	5 1.8	9 2.9	7 8.6	3 1.9	2 1.3	3 1.3	5 12.0	10 1.7	-	-	15 32.4	1 0.6	* 0.1	2 1.9	-	* 0.1	9 9.2pQ	2 1.9
Don't know	2 0.3	2 0.5	-	-	-	2 1.0	-	-	2 0.3	-	-	-	2 1.1	2 1.3	2 1.4	-	2 1.0	-	-

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - C/D/E/F/G - H/I - J/K/L - M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
(MIAMI/PALM BEACH)

In typical day, number of hours watch television in Spanish

	GENDER			AGE CATEGORY				COUNTRY OF BIRTH		LANGUAGE AT HOME			PRESENCE OF CHILDREN			INCOME			
	TOTAL	Males	Fe- males	18-24	25-34	35-49	50 +	USA	Outside USA	Span- ish	Bilin gual	Eng- lish	< 6 years	6-12 years	13-17 years	<\$15K	\$15K- \$25K	\$25K- \$40K	\$40K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Analyzed Unweighted Respondents	609	302	307	71	129	198	211	33	565	466	102	40	171	138	108	86	147	104	96
Analyzed Weighted Respondents	609	289	320	81**	140*	160	228	39**	557	464	99*	45**	135*	120*	111*	69*	150*	98*	113*
None	101 16.7	64 22.2C	37 11.7	25 30.6	26 18.3g	29 18.1cG	22 9.7	20 51.7	80 14.3	48 10.3	26 26.6J	28 61.5	28 20.3	26 22.0	21 18.7	10 14.9	16 10.6	21 21.8q	29 25.5Q
1	148 24.4	85 29.5C	63 19.7	16 19.4	53 38.1C G	42 26.3c G	37 16.3	13 34.7	133 23.9	111 23.8	25 25.5	11 24.6	43 31.7	29 24.1	28 24.9	21 29.8	31 20.3	31 31.5	28 24.6
2	135 22.1	47 16.2	88 27.4B E	20 25.1	22 15.6	38 23.6	55 24.0	2 6.1	130 23.4	104 22.5	26 26.8	4 8.5	19 14.0	17 14.0	25 22.4	10 15.1	28 18.5	19 19.2	36 31.8pq
3	71 11.6	31 10.7	40 12.4	1 1.0	13 9.1	22 13.7	35 15.4	1 1.4	68 12.2	62 13.3	7 7.1	2 4.7	13 9.6	16 13.6	13 12.0	5 7.0	31 20.7P S	10 10.1	5 4.6
4	52 8.6	22 7.5	31 9.6	6 7.1	12 8.3	10 6.1	25 11.0	* 0.4	50 9.0	50 10.8K	2 2.0	- -	9 7.0	7 6.0	8 7.1	9 13.1	14 9.5	9 9.5	7 5.9
5	22 3.6	12 4.3	9 2.9	1 1.0	1 0.8	10 6.4ce	10 4.2	- -	20 3.6	18 3.9	3 3.4	* 0.3	9 6.6	5 4.4	4 3.7	4 5.5	2 1.3	2 2.3	2 1.9
6	35 5.8	9 3.0	27 8.4BF	8 9.9	11 7.9F	2 1.4	14 6.2f	2 4.8	32 5.7	30 6.6	5 4.8	* 0.4	8 6.3	12 9.9	9 8.4	4 6.1r	18 11.9Rs	* 0.2	3 2.8
7	7 1.1	5 1.9	1 0.4	- -	3 1.8	* 0.1	4 1.8c	* 0.4	7 1.2	7 1.4	* 0.2	- -	3 1.9	3 2.3	- -	- -	4 2.6	* 0.2	- -

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - C/D/E/F/G - H/I - J/K/L - M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

TeleNacion, July 2003

Seflin -- Library Use Study
(MIAMI/PALM BEACH)

In typical day, number of hours watch television in Spanish

	GENDER			AGE CATEGORY				COUNTRY OF BIRTH		LANGUAGE AT HOME			PRESENCE OF CHILDREN			INCOME			
	TOTAL	Males	Fe- males	18-24	25-34	35-49	50 +	USA	Outside USA	Span- ish	Bilin gual	Eng- lish	< 6 years	6-12 years	13-17 years	<\$15K	\$15K- \$25K	\$25K- \$40K	\$40K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Analyzed Weighted Respondents	609	289	320	81**	140*	160	228	39**	557	464	99*	45**	135*	120*	111*	69*	150*	98*	113*
8	9	4	5	2	-	-	6	-	9	9	-	-	*	2	-	2	2	-	-
	1.5	1.4	1.5	3.1	-	-	2.8f	-	1.6	1.9	-	-	0.1	1.3	-	2.2	1.1	-	-
More than 8	17	9	8	2	-	7	9	*	17	14	4	-	3	3	3	4	3	5	1
	2.8	3.2	2.5	2.5	-	4.2e	3.7	0.4	3.1	3.0	3.6	-	2.4	2.4	2.8	6.3	2.2	5.0	1.2
Don't know	12	*	11	*	-	*	11	-	12	12	-	-	-	-	-	-	2	*	2
	1.9	0.1	3.6BF	0.3	-	0.1	4.9eF	-	2.1	2.5	-	-	-	-	-	-	1.2	0.2	1.8
Mean	2.5	2.3	2.7E	2.2	1.9	2.3	3.1CE	0.9	2.6	2.8K	2.0	0.6	2.3	2.6	2.4	2.8S	2.9rS	2.1	1.7
							F												
Standard Deviation	2.70	3.01	2.36	2.87	1.83	2.70	2.98	1.54	2.74	2.78	2.39	0.95	2.53	2.79	2.63	2.89	2.47	2.42	2.13
Standard Error	0.15	0.23	0.19	0.55	0.24	0.26	0.24	0.35	0.16	0.18	0.32	0.23	0.30	0.37	0.36	0.42	0.29	0.36	0.30
Median	2	1	2	1	1	2	2	-	2	2	1	-	1	2	2	2	2	1	1

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - C/D/E/F/G - H/I - J/K/L - M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
 (MIAMI/PALM BEACH)
 In typical day, number of hours watch television in English

	GENDER			AGE CATEGORY				COUNTRY OF BIRTH		LANGUAGE AT HOME			PRESENCE OF CHILDREN			INCOME			
	TOTAL	Males	Fe- males	18-24	25-34	35-49	50 +	USA	Outside USA	Span- ish	Bilin gual	Eng- lish	< 6 years	6-12 years	13-17 years	<\$15K	\$15K- \$25K	\$25K- \$40K	\$40K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Analyzed Unweighted Respondents	609	302	307	71	129	198	211	33	565	466	102	40	171	138	108	86	147	104	96
Analyzed Weighted Respondents	609	289	320	81**	140*	160	228	39**	557	464	99*	45**	135*	120*	111*	69*	150*	98*	113*
None	173 28.5	60 20.7	114 35.5B EF	17 20.6	22 15.7	33 20.5	102 44.7CE F	* 0.8	167 30.1	156 33.7K	17 16.8	1 1.3	30 22.1	36 30.2	27 24.7	22 31.5S	48 31.9S	24 24.4	17 14.7
1	107 17.6	69 24.1C	38 11.7	12 15.1	29 20.5c	37 23.4C	29 12.6	4 11.0	103 18.5	86 18.5	12 12.0	9 20.6	26 19.1	15 12.5	16 14.1	12 17.6	23 15.2	23 23.3	25 22.3
2	121 19.8	66 22.7	55 17.2	20 24.1	27 19.2	36 22.4	38 16.8	10 25.4	107 19.2	100 21.6	13 12.8	6 14.1	24 17.9	28 23.2	27 24.4	15 22.2	28 18.8	13 13.4	34 29.9r
3	100 16.4	46 15.9	54 16.9G	17 20.8	39 27.8C	19 11.9	25 11.1	10 26.1	88 15.8	62 13.3	22 22.0	17 37.0	21 15.7	21 17.5	15 13.6	7 10.3	20 13.6	24 24.6p	22 19.1
4	38 6.2	23 7.8	15 4.8	9 11.5	4 2.6	15 9.3ce	10 4.5	4 9.6	34 6.1	20 4.2	15 14.8J	4 8.1	13 9.3n	4 3.7	4 3.2	4 6.4	6 3.9	10 9.8	9 7.8
5	21 3.4	5 1.7	16 4.9G	2 3.0	8 6.0	6 3.7	4 1.7	3 7.9	18 3.2	7 1.4	11 11.0J	3 6.7	10 7.4	7 6.2	11 10.0	3 3.9	10 6.5s	3 2.6	* 0.3
6	13 2.1	8 2.7	5 1.5	- -	6 4.1	5 3.4	2 0.7	2 4.0	11 2.0	7 1.6	4 3.8	2 3.8	5 3.5	4 2.9	2 1.5	3 4.9	6 3.8	* 0.3	2 1.5
7	3 0.5	- -	3 0.9	- -	3 2.0	- -	- -	- -	3 0.5	3 0.6	- -	- -	3 2.1	* 0.1	3 2.4	* 0.2	3 1.8	- -	- -

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - C/D/E/F/G - H/I - J/K/L - M/N/O - P/Q/R/S
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
(MIAMI/PALM BEACH)

In typical day, number of hours watch television in English

	GENDER			AGE CATEGORY				COUNTRY OF BIRTH		LANGUAGE AT HOME			PRESENCE OF CHILDREN			INCOME			
	TOTAL	Males	Fe- males	18-24	25-34	35-49	50 +	USA	Outside USA	Span- ish	Bilin gual	Eng- lish	< 6 years	6-12 years	13-17 years	<\$15K	\$15K- \$25K	\$25K- \$40K	\$40K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Analyzed Weighted Respondents	609	289	320	81**	140*	160	228	39**	557	464	99*	45**	135*	120*	111*	69*	150*	98*	113*
8	10	3	7	4	3	2	2	4	6	4	4	2	3	3	2	-	4	*	3
	1.7	1.1	2.2	4.4	1.9	1.1	1.0	10.8	1.1	0.8	4.1j	5.5	2.4	2.3	1.4	-	2.4	0.2	2.6
More than 8	8	4	3	*	*	3	4	2	6	4	3	1	*	1	3	2	2	1	*
	1.2	1.5	1.0	0.2	0.1	2.0	1.8	4.4	1.1	0.8	2.7	3.0	0.1	1.1	2.6	2.2	1.0	1.4	0.1
Don't know	13	4	9	*	-	2	10	-	13	13	-	-	*	*	2	*	*	-	2
	2.1	1.3	2.7	0.3	-	1.3	4.6e	-	2.3	2.7	-	-	0.3	0.2	1.8	0.2	0.2	-	1.6
Refused/No answer	3	2	2	-	-	2	2	-	2	3	-	-	*	-	*	*	1	-	-
	0.5	0.6	0.5	-	-	1.1	0.7	-	0.3	0.7	-	-	0.2	-	0.2	0.4	0.9	-	-
Mean	2.0	2.1	1.9G	2.2	2.4G	2.2G	1.5	3.9	1.9	1.6	3.2J	3.3	2.3	2.1	2.4	2.0	2.1	2.0	2.1
Standard Deviation	2.23	2.22	2.24	1.90	1.90	2.25	2.45	3.00	2.12	1.85	3.03	2.37	2.06	2.17	2.40	2.28	2.23	1.89	1.65
Standard Error	0.12	0.17	0.18	0.37	0.25	0.21	0.20	0.68	0.12	0.12	0.41	0.57	0.24	0.28	0.33	0.33	0.26	0.28	0.23
Median	2	2	2	2	2	2	1	3	2	1	3J	3	2	2	2	2	2	2	2

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - C/D/E/F/G - H/I - J/K/L - M/N/O - P/Q/R/S
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Seflin -- Library Use Study
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In typical day, number of hours listen to the radio in Spanish

	GENDER			AGE CATEGORY				COUNTRY OF BIRTH		LANGUAGE AT HOME			PRESENCE OF CHILDREN			INCOME			
	TOTAL	Males	Fe- males	18-24	25-34	35-49	50 +	USA	Outside USA	Span- ish	Bilin gual	Eng- lish	< 6 years	6-12 years	13-17 years	<\$15K	\$15K- \$25K	\$25K- \$40K	\$40K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Analyzed Unweighted Respondents	609	302	307	71	129	198	211	33	565	466	102	40	171	138	108	86	147	104	96
Analyzed Weighted Respondents	609	289	320	81**	140*	160	228	39**	557	464	99*	45**	135*	120*	111*	69*	150*	98*	113*
None	246 40.4	124 42.8	123 38.3	38 46.9	61 43.6	54 34.1	93 40.7	24 62.6	216 38.8	185 39.9k	25 25.7	35 78.9	50 37.1	49 41.1	38 34.4	30 44.0	53 35.2	49 49.7s	36 31.8
1	155 25.4	71 24.7	83 26.0	20 25.2	41 29.2	46 28.8	47 20.7	5 13.5	145 26.1	118 25.4	33 33.9	3 7.1	40 29.6	33 27.4	39 35.7	22 31.6	43 28.7	32 32.7	26 23.2
2	78 12.9	39 13.5	39 12.3	12 15.3	9 6.8	25 16.0e	31 13.6	7 17.8	69 12.5	53 11.5	19 19.4	6 13.2	13 9.9	8 6.6	16 14.3	7 10.4	13 8.4	5 5.0	29 25.2pQR
3	34 5.5	15 5.1	19 5.9	5 5.7	9 6.2	12 7.5	8 3.7	2 5.7	32 5.7	26 5.7	7 7.6	- -	7 5.2	8 6.8	4 3.6	2 2.5	10 6.7	4 3.6	6 5.6
4	33 5.5	16 5.6	17 5.3	3 3.2	8 6.1	9 5.5	14 5.9	- -	32 5.7	29 6.3	2 2.4	* 0.5	12 9.1	8 6.6	5 4.7	* 0.2	12 7.8p	4 3.7	5 4.6
5	15 2.5	5 1.9	10 3.0	2 2.9	* 0.1	2 1.2	11 4.7e	* 0.4	15 2.7	11 2.5	4 3.6	- -	3 1.9	2 1.7	2 1.9	2 2.2	7 4.5	1 1.4	* 0.1
6	15 2.4	6 1.9	9 2.9	- -	8 6.0g	4 2.2	3 1.3	- -	15 2.7	15 3.2	- -	- -	3 2.2	5 3.8	2 1.7	- -	5 3.1	3 3.1	5 4.8
7	4 0.7	2 0.6	2 0.8	* 0.3	* 0.1	* 0.2	4 1.6	- -	4 0.8	2 0.4	2 2.4	- -	1 0.4	2 1.6	- -	* 0.3	- -	* 0.3	1 1.2
8	6 0.9	3 0.9	3 0.9	1 0.7	* 0.1	2 1.4	3 1.3	- -	6 1.0	4 0.9	2 1.5	* 0.3	2 1.5	2 1.6	1 0.5	* 0.4	- -	* 0.3	2 1.6

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - C/D/E/F/G - H/I - J/K/L - M/N/O - P/Q/R/S
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Seflin -- Library Use Study
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In typical day, number of hours listen to the radio in Spanish

	GENDER			AGE CATEGORY				COUNTRY OF BIRTH		LANGUAGE AT HOME			PRESENCE OF CHILDREN			INCOME			
	TOTAL	Males	Fe- males	18-24	25-34	35-49	50 +	USA	Outside USA	Span- ish	Bilin gual	Eng- lish	< 6 years	6-12 years	13-17 years	<\$15K	\$15K- \$25K	\$25K- \$40K	\$40K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Analyzed Weighted Respondents	609	289	320	81**	140*	160	228	39**	557	464	99*	45**	135*	120*	111*	69*	150*	98*	113*
More than 8	13 2.2	4 1.3	9 2.9	- -	- -	3 2.1	10 4.3e	- -	13 2.4	10 2.1	3 3.4	- -	2 1.1	2 1.4	2 1.5	6 8.3R	4 2.6	* 0.2	2 1.6
Don't know	9 1.6	4 1.5	5 1.6	- -	3 1.8	2 1.1	5 2.3	- -	9 1.7	9 2.0	- -	- -	3 1.9	2 1.4	2 1.8	- -	4 3.0	- -	- -
Refused/No answer	* *	- -	* 0.1	- -	- -	- -	* 0.1	- -	* *	* *	- -	- -	- -	- -	- -	- -	- -	- -	* 0.2
Mean	1.6	1.4	1.8	1.1	1.3	1.6	2.0e	0.7	1.7	1.7	1.9	0.4	1.5	1.6	1.4	2.0	1.9r	1.0	1.8r
Standard Deviation	2.65	2.02	3.11	1.43	1.71	2.26	3.53	1.01	2.74	2.81	2.29	0.88	2.00	2.20	1.80	4.31	3.15	1.57	2.10
Standard Error	0.15	0.15	0.25	0.28	0.22	0.22	0.29	0.23	0.16	0.18	0.31	0.21	0.23	0.29	0.25	0.63	0.36	0.23	0.30
Median	1	1	1	1	1	1	1	-	1	1	1	-	1	1	1	1	1	1	1

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - C/D/E/F/G - H/I - J/K/L - M/N/O - P/Q/R/S
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	TOTAL	Males	Fe- males	18-24	25-34	35-49	50 +	USA	Outside USA	Span- ish	Bilin gual	Eng- lish	< 6 years	6-12 years	13-17 years	<\$15K	\$15K- \$25K	\$25K- \$40K	\$40K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Analyzed Unweighted Respondents	609	302	307	71	129	198	211	33	565	466	102	40	171	138	108	86	147	104	96
Analyzed Weighted Respondents	609	289	320	81**	140*	160	228	39**	557	464	99*	45**	135*	120*	111*	69*	150*	98*	113*
None	334 54.8	146 50.6	187 58.5E f	21 26.0	62 44.4	79 49.7	171 74.9C EF	9 23.8	315 56.5	291 62.8K	30 30.9	10 22.9	63 46.5	64 53.7	54 49.1	38 54.7s	80 53.3s	53 54.1s	41 35.8
1	103 16.8	48 16.5	55 17.2G	20 25.0	26 18.3	33 20.7G	24 10.3	4 10.0	97 17.4	73 15.7	16 15.9	14 31.1	16 12.1	16 13.4	18 16.0	14 20.7	26 17.3	19 19.1	30 26.9
2	61 10.0	39 13.6C	21 6.6	18 22.7	12 8.4	16 9.9	15 6.4	5 12.8	55 9.9	36 7.8	18 18.3J	6 14.0	17 12.3	19 15.6	14 12.6	5 7.1	20 13.1	7 7.6	14 12.4
3	25 4.1	10 3.5	15 4.6G	4 5.5	6 4.2	11 6.9G	4 1.6	8 20.7	17 3.0	10 2.2	9 8.7J	6 13.3	9 6.9	5 4.0	7 6.8	3 4.6	1 0.6	6 6.4q	10 9.3Q
4	22 3.6	12 4.2	10 3.1	5 6.4	8 6.1	3 1.7	6 2.5	* 0.4	20 3.6	14 2.9	8 8.4j	* 0.4	10 7.3	5 3.8	6 5.4	5 7.5	5 3.4	3 2.7	5 4.0
5	10 1.7	5 1.6	6 1.8	3 3.6	* 0.3	4 2.4	3 1.4	- -	10 1.9	7 1.5	3 3.3	* 1.0	1 0.7	* 0.3	- -	2 2.5	1 0.5	3 3.4	2 1.9
6	8 1.3	4 1.3	5 1.4	1 1.1	5 3.8G	2 1.3	- -	2 4.4	7 1.2	7 1.4	- -	2 3.8	3 2.1	1 0.4	* 0.2	* 0.6	* 0.1	2 1.9	3 2.6
7	4 0.7	3 0.9	2 0.5	2 2.9	* 0.1	2 1.1	- -	* 0.5	4 0.7	4 0.9	* 0.2	- -	- -	4 3.4	4 3.6	- -	2 1.1	2 2.4	* 0.2
8	20 3.2	11 3.9	8 2.6g	4 4.8	9 6.3G	7 4.4G	- -	5 12.7	15 2.6	13 2.8	2 2.3	5 10.2	11 7.8	6 5.2	3 3.1	2 2.2	9 6.1	2 2.4	4 3.1

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - C/D/E/F/G - H/I - J/K/L - M/N/O - P/Q/R/S
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	GENDER			AGE CATEGORY				COUNTRY OF BIRTH		LANGUAGE AT HOME			PRESENCE OF CHILDREN			INCOME			
	TOTAL	Males	Fe- males	18-24	25-34	35-49	50 +	USA	Outside USA	Span- ish	Bilin gual	Eng- lish	< 6 years	6-12 years	13-17 years	<\$15K	\$15K- \$25K	\$25K- \$40K	\$40K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Analyzed Weighted Respondents	609	289	320	81**	140*	160	228	39**	557	464	99*	45**	135*	120*	111*	69*	150*	98*	113*
More than 8	16 2.7	11 3.7	6 1.7	2 2.0	8 5.8c	3 1.9	3 1.5	6 14.6	11 1.9	6 1.2	9 9.2J	2 3.4	6 4.4N	* 0.2	2 1.4	- -	7 4.5	- -	4 3.6
Don't know	7 1.1	1 0.2	6 1.9	- -	3 2.2	* 0.1	3 1.5	- -	7 1.2	4 0.8	3 2.9	- -	- -	- -	2 1.8	- -	- -	- -	* 0.1
Mean	1.4	1.7c	1.2G	2.2	2.1CG	1.5G	0.7	3.7	1.3	1.1	2.7J	2.4	2.1n	1.4	1.5	1.1	1.6	1.3	1.8
Standard Deviation	2.51	2.84	2.14	2.61	2.98	2.30	2.07	3.51	2.37	2.05	3.65	2.72	2.90	2.26	2.44	1.77	2.84	2.03	2.42
Standard Error	0.14	0.22	0.17	0.50	0.39	0.22	0.17	0.80	0.14	0.13	0.49	0.66	0.34	0.30	0.34	0.26	0.33	0.30	0.34
Median	-	-	-	1	1	1	-	3	-	-	2J	1	1	-	1	-	-	-	1

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	GENDER			AGE CATEGORY				COUNTRY OF BIRTH		LANGUAGE AT HOME			PRESENCE OF CHILDREN			INCOME			
	TOTAL	Males	Fe- males	18-24	25-34	35-49	50 +	USA	Outside USA	Span- ish	Bilin- gual	Eng- lish	< 6 years	6-12 years	13-17 years	<\$15K	\$15K- \$25K	\$25K- \$40K	\$40K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Analyzed Unweighted Respondents	609	302	307	71	129	198	211	33	565	466	102	40	171	138	108	86	147	104	96
Analyzed Weighted Respondents	609	289	320	81**	140*	160	228	39**	557	464	99*	45**	135*	120*	111*	69*	150*	98*	113*
None	385 63.2	202 70.2C	183 57.0	44 53.8	107 76.6C G	105 65.8c	129 56.6	36 93.8	339 60.9	277 59.6	73 74.3J	34 75.1	90 66.9	76 63.4	70 63.6	40 58.8	94 62.9	64 65.3	75 66.4
1	86 14.1	28 9.6	58 18.1B G	20 24.6	18 12.7	25 15.6	23 10.2	2 5.2	82 14.7	65 14.0	10 10.0	11 24.0	28 20.9N o	13 10.7	11 10.4	7 10.7	24 16.3	16 16.4	18 16.2
2	37 6.0	16 5.7	20 6.3	4 4.5	6 4.2	10 6.4	17 7.5	- -	36 6.6	33 7.1	4 3.6	- -	5 3.8	10 8.0	5 4.7	7 10.9Q	4 2.5	3 3.5	6 5.3
3	23 3.7	11 3.7	12 3.7	1 0.9	3 2.2	9 5.4	10 4.5	* 0.4	22 4.0	20 4.4	2 2.0	* 0.3	6 4.1	7 5.5	4 3.2	2 3.0	3 1.7	4 4.2	7 6.5
4	13 2.2	6 1.9	8 2.4	- -	3 1.9	3 2.0	7 3.3	- -	13 2.4	9 2.0	4 4.1	- -	2 1.3	1 1.1	8 7.4mn	1 2.0	3 2.3	3 3.1	4 3.8
5	25 4.2	8 2.6	18 5.6E F	9 11.4	* 0.1	2 1.3	14 6.1Ef	- -	25 4.5	23 5.0	2 2.0	- -	* 0.2	7 6.1M	7 6.3m	5 7.2S	13 8.9S	2 1.5	- -
6	5 0.8	2 0.5	4 1.1	- -	* 0.1	2 1.0	3 1.5	- -	5 0.9	5 1.1	- -	- -	2 1.1	2 1.3	* 0.1	- -	2 1.1	- -	- -
7	3 0.4	* 0.2	2 0.6	- -	* 0.1	1 0.4	2 0.8	- -	3 0.5	2 0.5	* 0.2	- -	* 0.2	- -	* 0.1	* 0.6	- -	* 0.2	* 0.3
8	3 0.5	3 1.1	- -	- -	- -	- -	3 1.4	- -	1 0.2	3 0.7	- -	- -	- -	- -	- -	1 1.9	- -	- -	- -

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	GENDER			AGE CATEGORY				COUNTRY OF BIRTH		LANGUAGE AT HOME			PRESENCE OF CHILDREN			INCOME			
	TOTAL	Males	Fe- males	18-24	25-34	35-49	50 +	USA	Outside USA	Span- ish	Bilin gual	Eng- lish	< 6 years	6-12 years	13-17 years	<\$15K	\$15K- \$25K	\$25K- \$40K	\$40K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Analyzed Weighted Respondents	609	289	320	81**	140*	160	228	39**	557	464	99*	45**	135*	120*	111*	69*	150*	98*	113*
More than 8	20 3.3	12 4.0	9 2.7	4 4.7	3 2.2	4 2.2	10 4.3	- -	20 3.6	18 4.0	2 1.7	- -	2 1.4	5 3.8	5 4.2	2 2.6	7 4.4	6 5.9	2 1.5
Don't know	9 1.5	1 0.5	8 2.4	- -	- -	- -	9 3.9F	* 0.6	9 1.6	7 1.5	2 2.0	* 0.5	- -	- -	- -	1 1.9	- -	- -	- -
Refused/No answer	* *	* 0.1	- -	- -	- -	- -	* 0.1	- -	* 0.1	* 0.1	- -	- -	- -	- -	- -	* 0.4	- -	- -	- -
Mean	1.5	1.5	1.4e	1.9	0.6	1.2	2.0E	0.1	1.6	1.7	1.1	0.3	1.0	1.6	1.8	1.3	1.8	1.8	1.2
Standard Deviation	4.20	4.50	3.90	5.46	1.71	3.90	4.85	0.30	4.35	4.38	4.19	0.46	4.14	4.85	5.08	2.37	5.13	5.25	4.52
Standard Error	0.23	0.34	0.32	1.05	0.22	0.37	0.39	0.07	0.25	0.28	0.57	0.11	0.48	0.63	0.70	0.35	0.59	0.77	0.63
Median	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - C/D/E/F/G - H/I - J/K/L - M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
(MIAMI/PALM BEACH)
In typical week, number of hours read magazines in English

	GENDER			AGE CATEGORY				COUNTRY OF BIRTH		LANGUAGE AT HOME			PRESENCE OF CHILDREN			INCOME			
	TOTAL	Males	Fe- males	18-24	25-34	35-49	50 +	USA	Outside USA	Span- ish	Bilin- gual	Eng- lish	< 6 years	6-12 years	13-17 years	<\$15K	\$15K- \$25K-	\$25K- \$40K	\$40K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Analyzed Unweighted Respondents	609	302	307	71	129	198	211	33	565	466	102	40	171	138	108	86	147	104	96
Analyzed Weighted Respondents	609	289	320	81**	140*	160	228	39**	557	464	99*	45**	135*	120*	111*	69*	150*	98*	113*
None	431 70.8	204 70.8	227 70.8	43 53.3	99 70.7	108 67.4	182 79.5C F	15 40.0	404 72.6	364 78.4K	47 48.0	19 41.5	92 68.2	96 79.9M	78 70.7	50 73.2	112 74.7r S	58 59.7	65 57.2
1	66 10.8	30 10.4	36 11.2	17 20.6	13 8.9	15 9.4	22 9.5	6 14.7	58 10.5	42 9.0	21 21.0J	3 7.4	11 7.9	6 5.1	14 12.3	7 9.6	21 14.2	9 9.5	18 15.9
2	39 6.4	18 6.2	21 6.6G	15 18.3	9 6.3	9 5.8	6 2.7	* 0.9	39 7.0	23 5.0	9 9.1	7 15.8	8 5.8	7 6.0	5 4.4	5 7.8	4 2.9	13 13.6Q	12 10.8q
3	26 4.3	11 3.9	15 4.5G	3 3.3	8 5.7g	13 8.2G	2 1.0	5 13.2	21 3.7	14 3.0	7 7.4	5 10.9	12 9.2	5 4.1	5 4.2	* 0.2	5 3.4	9 9.3p	6 5.4
4	15 2.4	6 2.2	8 2.6g	2 2.5	6 4.0G	7 4.4G	- -	4 10.7	11 1.9	6 1.4	5 5.5j	3 6.5	9 6.9n	* 0.3	2 1.7	- -	5 3.1	5 5.5	3 2.8
5	12 1.9	7 2.3	5 1.6	* 0.3	5 3.8	2 1.5	4 1.7	4 10.7	8 1.4	2 0.5	7 6.8J	3 5.8	* 0.2	2 1.8	5 4.1	3 4.9q	* 0.3	* 0.3	3 2.8
6	4 0.6	4 1.2	- -	1 1.7	* 0.1	* 0.1	2 0.8	2 3.9	2 0.4	2 0.4	* 0.2	1 3.0	* 0.1	2 1.3	- -	1 2.0	- -	* 0.2	- -
7	2 0.4	* 0.1	2 0.7	- -	* 0.1	2 1.2	* 0.1	2 4.4	1 0.1	1 0.1	- -	2 3.8	- -	* 0.2	- -	- -	* 0.2	2 1.7	* 0.2
8	2 0.3	2 0.5	- -	- -	- -	2 1.0	- -	- -	2 0.3	2 0.3	- -	- -	- -	- -	2 1.4	- -	2 1.0	- -	- -

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - C/D/E/F/G - H/I - J/K/L - M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
(MIAMI/PALM BEACH)

In typical week, number of hours read magazines in English

	GENDER			AGE CATEGORY				COUNTRY OF BIRTH		LANGUAGE AT HOME			PRESENCE OF CHILDREN			INCOME			
	TOTAL	Males	Fe- males	18-24	25-34	35-49	50 +	USA	Outside USA	Span- ish	Bilin gual	Eng- lish	< 6 years	6-12 years	13-17 years	<\$15K	\$15K- \$25K	\$25K- \$40K	\$40K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Analyzed Weighted Respondents	609	289	320	81**	140*	160	228	39**	557	464	99*	45**	135*	120*	111*	69*	150*	98*	113*
More than 8	7 1.1	5 1.7	2 0.5	- -	* 0.1	2 1.1	5 2.1c	- -	7 1.2	3 0.6	2 1.9	2 4.1	2 1.3	2 1.3	1 1.2	* 0.2	* 0.1	- -	4 3.2
Don't know	6 1.0	2 0.5	5 1.4	- -	* 0.2	- -	6 2.5f	1 1.4	5 1.0	5 1.2	* 0.2	1 1.2	* 0.2	* 0.2	- -	1 1.9	- -	* 0.1	2 1.8
Mean	0.8	0.9	0.7	0.9	0.8	1.0c	0.6	2.1	0.7	0.5	1.4J	2.1	0.9	0.6	1.0	0.7	0.6	1.0q	1.1q
Standard Deviation	2.01	2.41	1.55	1.24	1.49	1.94	2.51	2.28	1.98	1.87	1.98	2.63	1.84	1.62	3.07	1.71	1.34	1.53	2.09
Standard Error	0.11	0.18	0.13	0.24	0.19	0.19	0.20	0.52	0.12	0.12	0.27	0.63	0.21	0.21	0.42	0.25	0.15	0.23	0.29
Median	-	-	-	-	-	-	-	1	-	-	1	2	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - C/D/E/F/G - H/I - J/K/L - M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
(MIAMI/PALM BEACH)

In typical week, number of hours read newspapers in Spanish

	GENDER			AGE CATEGORY				COUNTRY OF BIRTH		LANGUAGE AT HOME			PRESENCE OF CHILDREN			INCOME			
	TOTAL	Males	Fe- males	18-24	25-34	35-49	50 +	USA	Outside USA	Span- ish	Bilin- gual	Eng- lish	< 6 years	6-12 years	13-17 years	<\$15K	\$15K- \$25K	\$25K- \$40K	\$40K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Analyzed Unweighted Respondents	609	302	307	71	129	198	211	33	565	466	102	40	171	138	108	86	147	104	96
Analyzed Weighted Respondents	609	289	320	81**	140*	160	228	39**	557	464	99*	45**	135*	120*	111*	69*	150*	98*	113*
None	380 62.3	178 61.5	202 63.1	54 66.5	92 65.8	100 62.8	134 58.5	33 85.4	341 61.2	283 61.1	55 55.9	41 91.7	80 59.1	78 65.3	71 63.9	44 64.0	91 60.4	63 64.3	66 58.4
1	103 16.9	53 18.4	50 15.5	19 23.4	25 18.2	27 16.9	32 13.8	4 9.6	99 17.8	78 16.8	22 21.9	2 4.5	30 22.1N	13 10.7	21 19.0	6 9.2	28 18.5	20 20.0	25 22.1p
2	32 5.2	13 4.4	19 6.0	2 2.8	6 4.0	12 7.5	12 5.3	* 0.9	32 5.7	30 6.4	2 2.2	- -	11 8.0	8 6.9	7 6.7	7 9.7s	12 8.2	4 4.1	2 1.5
3	24 3.9	13 4.3	11 3.5	* 0.5	6 4.1	9 5.5	9 3.8	- -	24 4.2	17 3.6	7 7.2	- -	5 3.5	8 6.8	2 1.7	3 3.9	6 4.1	3 3.3	7 6.1
4	13 2.1	7 2.3	6 2.0	1 1.7	- -	5 3.1	7 2.9	1 3.5	11 2.1	8 1.7	4 3.6	1 3.0	2 1.4	1 1.1	3 3.1	4 6.4q	2 1.0	1 1.4	4 3.3
5	18 3.0	10 3.3	8 2.6	- -	8 5.6	2 1.2	8 3.6	- -	16 2.9	11 2.3	7 7.5J	- -	5 3.4	6 5.0	4 3.7	* 0.2	5 3.2	5 5.3	* 0.1
6	6 1.0	2 0.7	4 1.3	- -	3 2.3	* 0.1	3 1.2	- -	6 1.1	6 1.2	* 0.2	* 0.3	* 0.2	* 0.3	* 0.1	1 2.0	3 1.8	* 0.1	* 0.1
7	11 1.8	7 2.3	4 1.3	- -	- -	5 3.0	6 2.6	- -	11 1.9	9 2.0	2 1.5	- -	2 1.1	2 1.3	* 0.3	1 2.0	3 1.9	2 1.6	3 3.0
8	* *	* 0.1	- -	* 0.3	- -	- -	- -	- -	* *	* 0.1	- -	- -	- -	* 0.2	* 0.2	- -	- -	- -	- -

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - C/D/E/F/G - H/I - J/K/L - M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

TeleNacion, July 2003

Seflin -- Library Use Study

(MIAMI/PALM BEACH)

In typical week, number of hours read newspapers in Spanish

	GENDER			AGE CATEGORY				COUNTRY OF BIRTH		LANGUAGE AT HOME			PRESENCE OF CHILDREN			INCOME			
	TOTAL	Males	Fe- males	18-24	25-34	35-49	50 +	USA	Outside USA	Span- ish	Bilin gual	Eng- lish	< 6 years	6-12 years	13-17 years	<\$15K	\$15K- \$25K	\$25K- \$40K	\$40K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Analyzed Weighted Respondents	609	289	320	81**	140*	160	228	39**	557	464	99*	45**	135*	120*	111*	69*	150*	98*	113*
More than 8	11 1.8	7 2.5	3 1.1	3 4.1	* 0.1	-	7 3.2cf	-	7 1.2	11 2.3	-	-	1 1.0	3 2.2	1 1.2	1 2.2	1 0.9	-	4 3.6
Don't know	12 2.0	* 0.1	12 3.7Bf	* 0.6	-	-	12 5.0eF	* 0.6	10 1.8	12 2.5	-	* 0.5	* 0.2	* 0.2	-	-	* 0.2	-	2 1.8
Refused/No answer	* *	* 0.1	-	-	-	-	* 0.1	-	* 0.1	* 0.1	-	-	-	-	-	* 0.4	-	-	-
Mean	1.3	1.6	0.9	1.4	0.8	0.9	1.8Cf	0.3	1.2	1.4	1.1	0.2	1.2	1.7	1.2	1.2	1.0	0.8	2.0
Standard Deviation	3.93	5.25	2.00	5.46	1.64	1.58	5.26	0.80	3.35	4.43	1.74	0.79	4.15	5.70	4.54	2.61	2.03	1.55	6.31
Standard Error	0.22	0.40	0.16	1.05	0.21	0.15	0.43	0.18	0.20	0.28	0.23	0.19	0.49	0.74	0.63	0.38	0.23	0.23	0.89
Median	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - C/D/E/F/G - H/I - J/K/L - M/N/O - P/Q/R/S
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
(MIAMI/PALM BEACH)

In typical week, number of hours read newspapers in English

	GENDER			AGE CATEGORY				COUNTRY OF BIRTH		LANGUAGE AT HOME			PRESENCE OF CHILDREN			INCOME			
	TOTAL	Males	Fe- males	18-24	25-34	35-49	50 +	USA	Outside USA	Span- ish	Bilin gual	Eng- lish	< 6 years	6-12 years	13-17 years	<\$15K	\$15K- \$25K	\$25K- \$40K	\$40K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Analyzed Unweighted Respondents	609	302	307	71	129	198	211	33	565	466	102	40	171	138	108	86	147	104	96
Analyzed Weighted Respondents	609	289	320	81**	140*	160	228	39**	557	464	99*	45**	135*	120*	111*	69*	150*	98*	113*
None	436 71.6	193 66.8	243 76.0b F	45 55.6	99 70.7	105 65.9	187 81.9c eF	13 33.8	416 74.7	375 80.9K	48 49.1	12 27.4	90 66.4	80 67.1	83 74.6	56 80.9R S	117 77.6R S	57 58.7	68 60.4
1	78 12.9	41 14.1	38 11.8G	12 14.5	21 14.7g	32 20.0CG	14 6.2	10 26.5	68 12.2	52 11.3	17 17.1	8 17.3	30 21.9	28 23.2	18 16.0	7 10.1	19 13.0	13 13.3	25 21.7
2	43 7.1	27 9.4	16 5.1	15 18.3	6 4.0	13 8.0	10 4.5	3 6.7	39 6.9	18 3.9	14 14.5J	11 24.8	5 3.7	1 0.8	7 6.2n	2 2.2	7 4.7	18 18.7PQ s	8 7.2
3	20 3.3	11 3.8	9 2.9f	4 4.5	11 7.7cF g	1 0.5	5 2.2	5 13.4	13 2.4	7 1.4	9 8.8J	5 11.5	8 6.0	5 4.6	2 1.6	* 0.2	4 2.9	4 4.2	6 5.1
4	2 0.3	2 0.6	- -	1 1.7	* 0.1	- -	* 0.1	1 3.5	* 0.1	* 0.1	- -	1 3.0	- -	1 1.1	- -	1 2.0	- -	- -	* 0.3
5	9 1.6	3 1.0	7 2.0	4 5.3	3 2.1	2 1.2	* 0.2	2 5.2	7 1.3	5 1.0	5 4.8J	- -	* 0.3	* 0.2	- -	* 0.2	2 1.6	- -	2 1.5
6	* 0.1	* 0.1	* *	- -	* 0.1	* 0.1	- -	* 0.4	* *	- -	* 0.3	- -	- -	* 0.2	- -	- -	- -	- -	* 0.2
7	9 1.5	5 1.6	4 1.3	- -	1 0.5	4 2.4	4 1.9	4 10.5	5 0.9	1 0.3	4 3.8J	4 8.9	2 1.5	3 2.9	2 1.5	- -	* 0.3	3 3.5	2 2.1
8	5 0.8	4 1.3	1 0.4	- -	- -	2 1.0	4 1.5	- -	5 0.9	3 0.7	- -	2 4.1	* 0.2	- -	- -	1 2.0	- -	2 1.6	* 0.3

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - C/D/E/F/G - H/I - J/K/L - M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
 (MIAMI/PALM BEACH)
 In typical week, number of hours read newspapers in English

	GENDER			AGE CATEGORY				COUNTRY OF BIRTH		LANGUAGE AT HOME			PRESENCE OF CHILDREN			INCOME			
	TOTAL	Males	Fe- males	18-24	25-34	35-49	50 +	USA	Outside USA	Span- ish	Bilin- gual	Eng- lish	< 6 years	6-12 years	13-17 years	<\$15K	\$15K- \$25K	\$25K- \$40K	\$40K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Analyzed Weighted Respondents	609	289	320	81**	140*	160	228	39**	557	464	99*	45**	135*	120*	111*	69*	150*	98*	113*
More than 8	3 0.6	3 1.2	-	-	-	2 1.0	2 0.8	-	2 0.3	2 0.4	2 1.5	-	-	-	-	-	-	-	2 1.3
Don't know	1 0.2	-	1 0.4	-	-	-	1 0.6	-	1 0.2	-	-	1 3.0	-	-	-	1 2.0	-	-	-
Refused/No answer	* *	* 0.1	-	-	-	-	* 0.1	-	* 0.1	* 0.1	-	-	-	-	-	* 0.4	-	-	-
Mean	0.7	0.9c	0.5	1.0	0.6	0.8c	0.7	2.0	0.6	0.4	1.4J	2.1	0.6	0.7	0.4	0.4	0.4	1.0pQ	0.9Q
Standard Deviation	1.84	2.26	1.32	1.40	1.21	1.75	2.30	2.27	1.39	1.62	2.08	2.34	1.23	1.40	1.05	1.32	0.97	1.73	1.78
Standard Error	0.10	0.17	0.11	0.27	0.16	0.17	0.19	0.52	0.08	0.10	0.28	0.56	0.14	0.18	0.15	0.19	0.11	0.25	0.25
Median	-	-	-	-	-	-	-	1	-	-	1	2	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - C/D/E/F/G - H/I - J/K/L - M/N/O - P/Q/R/S
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
(MIAMI/PALM BEACH)
Number of people in household

	GENDER			AGE CATEGORY				COUNTRY OF BIRTH		LANGUAGE AT HOME			PRESENCE OF CHILDREN			INCOME			
	TOTAL	Males	Fe- males	18-24	25-34	35-49	50 +	USA	Outside USA	Span- ish	Bilin gual	Eng- lish	< 6 years	6-12 years	13-17 years	<\$15K	\$15K- \$25K	\$25K- \$40K	\$40K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Analyzed Unweighted Respondents	609	302	307	71	129	198	211	33	565	466	102	40	171	138	108	86	147	104	96
Analyzed Weighted Respondents	609	289	320	81**	140*	160	228	39**	557	464	99*	45**	135*	120*	111*	69*	150*	98*	113*
1	55 9.1	27 9.3	29 8.9E	* 0.5	1 0.5	9 5.7e	45 19.7CEF	-	53 9.6	43 9.3	9 8.7	4 8.0	-	-	-	17 24.4QR	9 6.2s	4 4.1	1 0.5
2	184 30.3	75 26.1	109 34.1F	22 27.5	49 35.3F	28 17.4	85 37.2F	12 32.1	166 29.8	147 31.8K	17 17.3	20 44.4	* 0.4	5 4.5	6 5.0m	21 30.0	33 22.3	36 37.2q	39 34.5
3	125 20.5	66 22.7	60 18.6	11 13.2	36 25.7	36 22.6	42 18.6	10 26.9	111 19.9	94 20.2	21 21.0	11 23.5	45 33.5NO	10 8.5	15 13.6	16 23.8	28 18.7	14 14.2	24 21.4
4	127 20.9	61 21.1	66 20.7G	14 17.7	39 28.0G	45 28.0c	29 12.6	12 31.7	113 20.3	90 19.3	27 27.8	10 22.7	52 38.4	47 39.4o	29 25.9	7 9.6	43 28.4P	23 23.4p	27 24.2p
5	82 13.5	42 14.6	41 12.6G	24 29.6	9 6.2	34 21.0CE	16 7.2	2 4.4	80 14.5	70 15.1	10 10.6	1 1.3	22 16.3	32 27.0M	48 43.0MN	6 8.5	28 18.9	16 16.7	12 10.5
6	27 4.4	13 4.5	14 4.3	6 7.9	6 4.2	6 3.6	9 3.7	2 4.9	25 4.4	13 2.7	14 14.0J	-	11 8.3	19 16.1m	10 9.2	2 3.0	6 4.3	4 4.2	7 6.3
7	3 0.5	2 0.8	1 0.2	* 0.3	-	2 1.6c	* 0.1	-	3 0.5	3 0.6	* 0.3	-	3 1.9	2 1.9	1 0.6	* 0.7	* 0.3	* 0.3	2 1.3
8	3 0.5	3 1.1	* *	3 3.3	* 0.3	* 0.1	-	-	3 0.6	3 0.6	* 0.3	-	2 1.3	3 2.5	3 2.6	-	1 0.9	-	2 1.4
Refused/No answer	2 0.3	-	2 0.6	-	-	-	2 0.8	-	2 0.3	2 0.4	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - C/D/E/F/G - H/I - J/K/L - M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
(MIAMI/PALM BEACH)
Number of people in household

	GENDER			AGE CATEGORY				COUNTRY OF BIRTH		LANGUAGE AT HOME			PRESENCE OF CHILDREN			INCOME			
	TOTAL	Males	Fe- males	18-24	25-34	35-49	50 +	USA	Outside USA	Span- ish	Bilin gual	Eng- lish	< 6 years	6-12 years	13-17 years	<\$15K	\$15K- \$25K	\$25K- \$40K	\$40K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Analyzed Weighted Respondents	609	289	320	81**	140*	160	228	39**	557	464	99*	45**	135*	120*	111*	69*	150*	98*	113*
Mean	3.2	3.3	3.1G	3.9	3.2G	3.6CE	2.6	3.2	3.2	3.1	3.6J	2.6	4.1	4.6M	4.5M	2.6	3.5P	3.3P	3.4P
Standard Deviation	1.41	1.47	1.36	1.57	1.15	1.34	1.34	1.11	1.44	1.41	1.51	0.97	1.10	1.20	1.17	1.40	1.39	1.35	1.41
Standard Error	0.08	0.11	0.11	0.30	0.15	0.13	0.11	0.25	0.08	0.09	0.20	0.23	0.13	0.16	0.16	0.20	0.16	0.20	0.20

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - C/D/E/F/G - H/I - J/K/L - M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
(MIAMI/PALM BEACH)
Children In Household

	GENDER			AGE CATEGORY				COUNTRY OF BIRTH		LANGUAGE AT HOME			PRESENCE OF CHILDREN			INCOME			
	TOTAL	Males	Fe- males	18-24	25-34	35-49	50 +	USA	Outside USA	Span- ish	Bilin gual	Eng- lish	< 6 years	6-12 years	13-17 years	<\$15K	\$15K- \$25K	\$25K- \$40K	\$40K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Analyzed Unweighted Respondents	609	302	307	71	129	198	211	33	565	466	102	40	171	138	108	86	147	104	96
Analyzed Weighted Respondents	609	289	320	81**	140*	160	228	39**	557	464	99*	45**	135*	120*	111*	69*	150*	98*	113*
Any Children (Net)	257 42.2	121 42.0	136 42.4G	39 48.2	86 61.2C G	97 61.0C G	35 15.2	20 52.0	235 42.2	181 39.0	59 60.4J	15 33.4	135 100.0	120 100.0	111 100.0	22 32.7	79 52.5P	45 46.4	59 51.8p
Children under 12 (Subnet)	200 32.8	97 33.5	103 32.2G	33 40.9	75 53.3C G	70 43.8C G	22 9.7	16 41.5	183 32.9	139 29.9	47 47.9J	12 27.6	135 100.0	120 100.0	54 48.4	14 20.8	64 42.7P	38 38.4p	46 40.4P
Under 6	135 22.2	69 24.1	66 20.5G	18 22.7	62 44.5C FG	46 28.8C G	9 3.8	13 33.6	122 21.9	87 18.7	36 36.5J	11 24.3	135 100.0	55 46.0	24 21.8	9 12.5	38 25.0	28 28.9p	37 32.2P
6 - 12	120 19.6	57 19.9	62 19.4G	19 23.8	36 26.0G	46 29.0C G	18 7.7	8 22.0	111 19.9	82 17.7	29 29.6J	7 15.4	55 40.7	120 100.0	41 37.2	8 11.7	39 26.2p	20 20.6	25 21.9
13 - 17	111 18.2	49 17.1	61 19.1G	18 22.7	28 19.7G	46 28.9C G	19 8.1	6 14.9	103 18.5	82 17.7	24 24.6	3 5.7	24 17.8	41 34.4	111 100.0	12 18.0	42 27.9	20 20.0	19 16.5
None	351 57.6	166 57.5	185 57.6E F	42 51.8	54 38.8	61 38.0	194 84.8C EF	17 44.1	322 57.8	283 61.0K	38 38.1	30 66.6	-	-	-	46 67.3Q	71 47.5	52 53.6	55 48.2
Don't know/Refused	2 0.3	2 0.5	-	-	-	2 1.0	-	2 4.0	-	-	2 1.5J	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - C/D/E/F/G - H/I - J/K/L - M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

TeleNacion, July 2003

Seflin -- Library Use Study
 (MIAMI/PALM BEACH)
 Last grade of school completed

	GENDER			AGE CATEGORY				COUNTRY OF BIRTH		LANGUAGE AT HOME			PRESENCE OF CHILDREN			INCOME			
	TOTAL	Males	Fe- males	18-24	25-34	35-49	50 +	USA	Outside USA	Span- ish	Bilin- gual	Eng- lish	< 6 years	6-12 years	13-17 years	<\$15K	\$15K- \$25K	\$25K- \$40K	\$40K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Analyzed Unweighted Respondents	609	302	307	71	129	198	211	33	565	466	102	40	171	138	108	86	147	104	96
Analyzed Weighted Respondents	609	289	320	81**	140*	160	228	39**	557	464	99*	45**	135*	120*	111*	69*	150*	98*	113*
Completed Middle School or less (1-8)	105 17.2	41 14.3	64 19.9E F	8 10.0	13 9.0	10 6.5	74 32.3CE F	* 0.6	102 18.4	92 19.9	12 12.0	1 1.9	15 10.9	19 15.6	11 10.0	16 23.5R S	24 16.1r	5 5.5	8 7.4
Some High School (9-11)	74 12.1	54 18.9C	19 6.0	14 17.6	10 7.1	17 10.7c	32 14.2C	5 11.8	69 12.4	61 13.2	8 8.5	4 9.0	10 7.8	15 12.3	8 7.0	13 18.9	19 12.6	9 9.3	10 8.7
Completed high school (12)	188 30.9	83 28.8	105 32.9f G	40 49.1	59 42.0F G	40 25.2	50 21.8	7 17.4	178 32.0	157 33.8k	20 20.6	11 24.8	52 38.1	45 37.9	34 30.7	27 39.1s	53 35.1	47 47.8S	25 22.1
Some college, not completed	78 12.8	29 10.1	49 15.3G	17 20.6	15 10.4	28 17.5G	19 8.3	14 35.7	63 11.3	45 9.7	23 23.5J	10 21.7	12 9.1	14 12.0	23 20.8M	2 2.4	22 14.7P	11 11.3	24 20.9P
Completed college	133 21.8	65 22.6	68 21.1	2 2.4	31 21.9	56 34.9C eG	45 19.6	11 27.9	120 21.6	86 18.5	31 31.3J	15 32.6	38 27.7	23 19.5	28 25.3	8 12.2	27 18.0	24 24.4	39 34.5PQ
Post graduate	23 3.8	13 4.4	10 3.2G	- -	13 9.6CG	8 5.1G	2 0.7	3 6.7	20 3.7	15 3.1	4 4.1	4 9.9	8 6.2	3 2.7	7 6.3	3 3.9	5 3.6	2 1.6	7 6.4
Refused/No answer	8 1.3	3 0.9	5 1.7	* 0.3	* 0.1	* 0.2	7 3.2f	- -	4 0.7	8 1.7	- -	- -	* 0.2	* 0.2	- -	- -	- -	- -	- -

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - C/D/E/F/G - H/I - J/K/L - M/N/O - P/Q/R/S
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
(MIAMI/PALM BEACH)
Employment status

	GENDER			AGE CATEGORY				COUNTRY OF BIRTH		LANGUAGE AT HOME			PRESENCE OF CHILDREN			INCOME			
	TOTAL	Males	Fe- males	18-24	25-34	35-49	50 +	USA	Outside USA	Span- ish	Bilin gual	Eng- lish	< 6 years	6-12 years	13-17 years	<\$15K	\$15K- \$25K	\$25K- \$40K	\$40K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Analyzed Unweighted Respondents	609	302	307	71	129	198	211	33	565	466	102	40	171	138	108	86	147	104	96
Analyzed Weighted Respondents	609	289	320	81**	140*	160	228	39**	557	464	99*	45**	135*	120*	111*	69*	150*	98*	113*
Employed (net)	334 54.8	207 71.8C	126 39.4	25 31.5	101 72.3C G	117 73.2C G	90 39.4	21 53.9	310 55.8	245 52.8	65 65.5j	23 50.1	85 63.0	72 60.4	71 64.0	26 38.2	97 64.6P	62 63.0P	79 70.1P
Employed full-time	274 45.0	183 63.5C	91 28.4	20 24.2	81 58.1C G	104 65.4C G	69 30.1	16 41.9	256 46.0	200 43.0	55 56.1j	18 39.5	75 55.7o	57 47.5	44 40.1	13 18.4	81 53.8P	57 58.0P	71 62.2P
Employed part-time	59 9.7	24 8.3	35 11.0	6 7.2	20 14.2	12 7.7	21 9.3	5 11.9	54 9.8	45 9.8	9 9.4	5 10.5	10 7.3	16 13.0	26 23.9M n	14 19.9R s	16 10.8	5 5.1	9 7.9
Retired	97 16.0	45 15.6	52 16.3EF	2 2.0	5 3.8f	* 0.1	90 39.5CE F	2 5.8	95 17.1	81 17.4	12 11.7	5 11.4	4 3.0	8 6.3	7 6.5	25 36.7QR S	11 7.2	3 3.0	10 9.0
Homemaker	73 12.0	2 0.6	71 22.2B FG	9 11.0	22 15.4	19 11.9	23 10.2	5 11.9	66 11.9	53 11.4	9 8.7	12 25.7	29 21.5O	18 14.8	9 8.2	3 5.1	19 12.6	19 19.5PS	6 4.9
Student	42 6.9	9 3.2	33 10.2B eFG	31 38.1	6 4.0G	5 3.3G	* 0.1	8 20.1	32 5.8	36 7.7K	* 0.2	6 12.8	7 4.9	13 11.2m	7 6.4	4 5.9	11 7.4	2 1.7	12 10.2r
Not employed	54 8.9	19 6.7	35 10.9e	12 14.5	6 4.5	17 10.5	20 8.6	3 8.4	48 8.5	42 9.1	12 12.4	- -	10 7.6	9 7.3	16 14.9	8 12.1	12 8.3	11 11.2	7 5.7
Refused/No answer	9 1.5	6 2.0	3 1.0	2 2.9	- -	2 1.1	5 2.3	- -	5 0.9	8 1.7	2 1.5	- -	- -	- -	- -	1 2.0	- -	2 1.6	- -

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - C/D/E/F/G - H/I - J/K/L - M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
(MIAMI/PALM BEACH)
Marital Status

	GENDER			AGE CATEGORY				COUNTRY OF BIRTH		LANGUAGE AT HOME			PRESENCE OF CHILDREN			INCOME			
	TOTAL	Fe- Males	males	18-24	25-34	35-49	50 +	USA	Outside USA	Span- ish	Bilin gual	Eng- lish	< 6 years	6-12 years	13-17 years	<\$15K	\$15K- \$25K	\$25K- \$40K	\$40K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Analyzed Unweighted Respondents	609	302	307	71	129	198	211	33	565	466	102	40	171	138	108	86	147	104	96
Analyzed Weighted Respondents	609	289	320	81**	140*	160	228	39**	557	464	99*	45**	135*	120*	111*	69*	150*	98*	113*
Single, Never Married	133 21.8	73 25.2	60 18.7G	57 70.7	33 23.5G	25 15.7G	17 7.6	15 38.5	112 20.2	105 22.7	16 16.4	11 24.7	26 19.5	26 21.6	26 23.4	13 18.4	36 23.9	20 20.3	18 15.7
Divorced/Separated	72 11.9	21 7.3	51 16.1B	2 3.1	14 10.0	21 13.1	35 15.3	2 4.8	71 12.7	56 12.0	12 11.7	5 11.3	6 4.6	19 15.8M	20 17.9M	18 26.7Q	17 11.1r	2 2.5	9 8.0
Married/Living Together	350 57.5	184 63.7C	166 51.8	21 26.2	90 64.4c	110 68.9C	129 56.3	20 52.2	326 58.5	259 55.7	62 62.4	28 63.0	102 75.8N	72 60.1	63 56.6	26 38.4	87 57.7P	75 76.7P	83 73.4Pq
Widow/Widower	50 8.2	9 3.2	41 12.7BEF	- -	3 2.1	2 1.2	45 19.8CE	* 0.6	48 8.6	42 9.0	8 7.9	* 1.0	* 0.1	3 2.6m	2 2.1	11 16.5RS	11 7.3r	* 0.5	3 2.9
Refused/No answer	4 0.6	2 0.6	2 0.7	- -	- -	2 1.1	2 1.0	2 4.0	* *	2 0.5	2 1.5	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - C/D/E/F/G - H/I - J/K/L - M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
(MIAMI/PALM BEACH)
Type of dwelling

	GENDER			AGE CATEGORY				COUNTRY OF BIRTH		LANGUAGE AT HOME			PRESENCE OF CHILDREN			INCOME			
	TOTAL	Males	Fe- males	18-24	25-34	35-49	50 +	USA	Outside USA	Span- ish	Bilin gual	Eng- lish	< 6 years	6-12 years	13-17 years	<\$15K	\$15K- \$25K	\$25K- \$40K	\$40K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Analyzed Unweighted Respondents	609	302	307	71	129	198	211	33	565	466	102	40	171	138	108	86	147	104	96
Analyzed Weighted Respondents	609	289	320	81**	140*	160	228	39**	557	464	99*	45**	135*	120*	111*	69*	150*	98*	113*
A single family house	315 51.7	156 54.0	159 49.7	49 60.2	63 45.3	93 58.5c	110 48.0	22 57.3	285 51.2	231 49.7	62 62.6j	21 46.7	83 61.6	83 69.1	77 69.5	21 30.4	82 54.7P	54 55.5P	72 63.3P
An apartment, condominium, or co-op	269 44.2	120 41.6	149 46.6F	29 35.4	74 52.8F	57 35.6	110 48.2F	13 33.3	255 45.7	215 46.3k	31 31.9	23 51.7	46 33.8	32 26.7	31 28.1	44 64.4Q	66 43.7	39 39.5	41 36.0
A mobile home	17 2.7	9 3.0	8 2.4	4 4.4	2 1.7	7 4.7	3 1.3	2 5.0	15 2.6	12 2.6	4 3.9	1 1.2	6 4.5	5 4.2	3 2.3	4 5.1	3 1.7	5 5.0	1 0.6
Refused/No answer	8 1.3	4 1.3	4 1.3	- -	* 0.1	2 1.3	6 2.5	2 4.4	2 0.4	6 1.3	2 1.5	* 0.4	* 0.1	- -	* 0.1	- -	- -	- -	* 0.1

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - C/D/E/F/G - H/I - J/K/L - M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
(MIAMI/PALM BEACH)
Home ownership

	GENDER			AGE CATEGORY				COUNTRY OF BIRTH		LANGUAGE AT HOME			PRESENCE OF CHILDREN			INCOME			
	TOTAL	Males	Fe- males	18-24	25-34	35-49	50 +	USA	Outside USA	Span- ish	Bilin- gual	Eng- lish	< 6 years	6-12 years	13-17 years	<\$15K	\$15K- \$25K	\$25K- \$40K	\$40K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Analyzed Unweighted Respondents	609	302	307	71	129	198	211	33	565	466	102	40	171	138	108	86	147	104	96
Analyzed Weighted Respondents	609	289	320	81**	140*	160	228	39**	557	464	99*	45**	135*	120*	111*	69*	150*	98*	113*
Owned	289	150	140	31	56	93	109	14	275	207	65	17	69	62	61	23	58	51	88
	47.5	51.9	43.6	38.5	39.7	58.5C	47.8	35.3	49.5	44.5	65.5J	37.2	51.3	52.1	55.2	34.0	38.6	52.5p	77.4PQR
						Eg													
Rented	299	133	166	46	84	61	108	23	270	240	32	27	65	55	50	45	90	45	26
	49.1	46.3	51.7F	56.6	60.2F	38.3	47.3	60.7	48.5	51.7K	32.9	59.4	48.3	46.1	44.8	66.0r	60.1S	45.7S	22.6
					g											S			
Refused/No answer	20	5	15	4	*	5	11	2	11	17	2	2	*	2	-	-	2	2	-
	3.4	1.9	4.7	5.0	0.1	3.2	4.9e	4.0	2.0	3.8	1.5	3.4	0.3	1.8	-	-	1.3	1.7	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - C/D/E/F/G - H/I - J/K/L - M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

TeleNacion, July 2003

Seflin -- Library Use Study
(MIAMI/PALM BEACH)
Race

	GENDER			AGE CATEGORY				COUNTRY OF BIRTH		LANGUAGE AT HOME			PRESENCE OF CHILDREN			INCOME			
	TOTAL	Males	Fe- males	18-24	25-34	35-49	50 +	USA	Outside USA	Span- ish	Bilin gual	Eng- lish	< 6 years	6-12 years	13-17 years	<\$15K	\$15K- \$25K	\$25K- \$40K	\$40K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Analyzed Unweighted Respondents	609	302	307	71	129	198	211	33	565	466	102	40	171	138	108	86	147	104	96
Analyzed Weighted Respondents	609	289	320	81**	140*	160	228	39**	557	464	99*	45**	135*	120*	111*	69*	150*	98*	113*
White Hispanic Race	444 73.0	201 69.6	244 76.0G	59 73.1	114 81.2g	116 72.6	156 68.1	25 65.5	415 74.6	339 73.0	66 67.4	39 87.8	102 75.5	90 74.9	80 72.1	45 65.7	113 75.4	78 80.1	98 86.1P
Black Hispanic Race	8 1.4	2 0.8	6 1.9	- -	3 2.1	2 1.3	3 1.5	* 0.5	8 1.4	4 0.8	3 3.1	- -	2 1.4	2 1.6	2 1.5	* 0.2	2 1.1	- -	2 1.9
Mestizo Hispanic Race	72 11.8	48 16.7C	24 7.4	9 11.3	16 11.3	24 14.9C	23 10.2	3 7.9	69 12.4	59 12.8	13 12.8	- -	17 12.7	12 9.9	19 17.2	14 19.9S	19 12.7	15 15.3s	6 4.9
Another Hispanic Race	63 10.4	27 9.3	37 11.4E	10 12.5	5 3.2	18 11.1e	31 13.6E	5 14.2	56 10.1	48 10.3	12 12.6	3 7.7	11 7.8	15 12.1	9 7.9	8 12.0r	16 10.7	3 3.2	6 4.9
Refused/No answer	21 3.4	10 3.6	10 3.3F	2 3.1	3 2.2	* 0.2	15 6.5C	5 11.9	8 1.5	15 3.2	4 4.2	2 4.5	3 2.6	2 1.5	1 1.2	1 2.2	- -	1 1.4	3 2.3

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - C/D/E/F/G - H/I - J/K/L - M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

TeleNacion, July 2003

Seflin -- Library Use Study
(MIAMI/PALM BEACH)
Country of birth

	GENDER			AGE CATEGORY				COUNTRY OF BIRTH		LANGUAGE AT HOME			PRESENCE OF CHILDREN			INCOME			
	TOTAL	Males	Fe- males	18-24	25-34	35-49	50 +	USA	Outside USA	Span- ish	Bilin- gual	Eng- lish	< 6 years	6-12 years	13-17 years	<\$15K	\$15K- \$25K	\$25K- \$40K	\$40K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Analyzed Unweighted Respondents	609	302	307	71	129	198	211	33	565	466	102	40	171	138	108	86	147	104	96
Analyzed Weighted Respondents	609	289	320	81**	140*	160	228	39**	557	464	99*	45**	135*	120*	111*	69*	150*	98*	113*
Argentina	7 1.2	6 2.0	2 0.5	2 2.9	-	2 1.1	3 1.5	-	7 1.3	6 1.2	2 1.9	-	-	2 1.9	2 2.1	*	2 1.1	4 3.7	-
Bolivia	2 0.3	2 0.5	-	-	-	2 1.0	-	-	2 0.3	2 0.3	-	-	2 1.1	-	-	-	2 1.0	-	-
Chile	5 0.8	* 0.1	4 1.4	* 0.3	3 1.9	2 1.1	-	-	5 0.8	* 0.1	4 4.5J	-	-	* 0.2	3 2.4	-	-	-	5 4.1q
Colombia	68 11.1	23 8.1	44 13.8G	12 14.8	18 12.5	21 13.1	17 7.5	-	68 12.2	53 11.3	12 11.8	3 7.5	18 13.2	29 24.0M	27 24.8m	5 7.0	31 20.5p	12 12.1	10 9.1
Costa Rica	4 0.6	2 0.6	2 0.7	-	-	4 2.3g	* 0.1	-	4 0.7	3 0.7	* 0.3	* 0.5	2 1.4	2 1.4	2 1.6	-	3 2.1	* 0.2	* 0.3
Cuba	228 37.4	100 34.5	128 40.0F	3 4.2	51 36.5	42 26.3	131 57.5CEF	-	228 40.9	194 41.9K	25 25.5	8 18.1	43 31.7N	22 18.8	22 20.3	37 53.4Q	51 34.3	26 26.4	41 35.9
Dominican Republic	22 3.6	15 5.3	6 2.0	1 1.7	3 2.1	10 6.0C	8 3.4	-	22 3.9	16 3.5	4 3.6	* 0.4	9 6.8	9 7.6	7 6.0	2 2.2	10 6.8	1 1.5	7 6.1
Ecuador	12 2.0	7 2.5	5 1.5	2 2.9	-	4 2.2	6 2.7	-	12 2.2	9 1.9	3 3.4	-	3 2.2	2 1.4	2 2.0	-	3 2.2	2 1.6	2 1.8
El Salvador	15 2.5	9 3.2	6 1.9	4 5.5	* 0.1	6 3.5	5 2.3	-	15 2.8	14 2.9	2 1.9	-	2 1.8	4 3.1	3 2.6	4 6.1Q	* 0.3	2 1.7	2 1.6

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - C/D/E/F/G - H/I - J/K/L - M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

TeleNacion, July 2003

Seflin -- Library Use Study
(MIAMI/PALM BEACH)
Country of birth

	GENDER			AGE CATEGORY				COUNTRY OF BIRTH		LANGUAGE AT HOME			PRESENCE OF CHILDREN			INCOME			
	TOTAL	Fe- Males	males	18-24	25-34	35-49	50 +	USA	Outside USA	Span- ish	Bilin- gual	Eng- lish	< 6 years	6-12 years	13-17 years	<\$15K	\$15K- \$25K	\$25K- \$40K	\$40K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Analyzed Weighted Respondents	609	289	320	81**	140*	160	228	39**	557	464	99*	45**	135*	120*	111*	69*	150*	98*	113*
Guatemala	18 3.0	7 2.3	11 3.6	4 5.1	5 3.5	6 3.5	4 1.5	- -	18 3.3	18 3.9	* 0.2	- -	4 2.7	3 2.2	- -	3 4.5	6 3.8	3 3.3	* 0.1
Honduras	21 3.4	8 2.7	13 4.0	2 2.4	9 6.4	5 3.4	5 2.0	- -	21 3.7	14 3.0	7 7.2	- -	5 3.7	5 4.2	4 3.5	3 4.7	3 1.7	* 0.5	6 5.2
Mexico	45 7.4	32 11.1C	13 4.0	11 14.2	19 13.2CG	10 6.1	5 2.3	- -	45 8.1	35 7.6	9 9.0	1 1.8	15 11.0	14 11.8	6 5.4	3 4.7	16 10.4	8 8.4	8 7.1
Nicaragua	35 5.7	24 8.2c	11 3.6	7 9.1	6 3.9	12 7.2c	11 4.7	- -	35 6.3	32 6.8	3 3.4	- -	4 3.1	4 3.4	12 10.9mn	2 2.9	8 5.5	12 12.4	4 3.8
Peru	33 5.4	18 6.2	15 4.7	8 10.2	5 3.9	10 6.1	10 4.2	- -	33 5.9	20 4.3	6 6.0	7 15.4	5 3.3	5 4.4	3 2.8	3 3.9	3 1.9	9 9.1q	8 6.8
Puerto Rico	20 3.2	13 4.7	6 1.9	5 6.1	3 2.1	4 2.7	7 3.2	- -	20 3.5	9 2.0	10 9.8J	1 1.2	9 6.5	10 8.2	6 5.2	1 1.9	2 1.6	11 11.1pQ	3 2.2s
Espana	8 1.4	- -	8 2.6Bg	7 8.6	- -	- -	1 0.6	- -	8 1.5	8 1.8	- -	- -	- -	- -	- -	- -	1 0.9	- -	7 6.1r
United States	39 6.3	18 6.4	20 6.3G	6 7.3	16 11.6G	14 8.8G	2 1.1	39 100.0	- -	6 1.3	8 8.3J	24 54.0	13 9.6	8 7.1	6 5.2	3 4.4	5 3.3	6 5.8	10 8.6
Uruguay	* 0.1	* 0.1	* *	- -	* 0.1	* 0.1	- -	- -	* 0.1	* 0.1	- -	- -	- -	- -	- -	- -	* 0.1	* 0.2	- -
Venezuela	13 2.2	2 0.6	11 3.6bg	2 2.5	3 2.1	5 3.4	3 1.2	- -	13 2.4	10 2.1	3 3.1	* 0.4	2 1.5	* 0.1	4 3.8	3 3.9	3 2.3	2 1.9	1 1.2

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - C/D/E/F/G - H/I - J/K/L - M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

TeleNacion, July 2003

Seflin -- Library Use Study
 (MIAMI/PALM BEACH)
 Country of birth

	GENDER			AGE CATEGORY				COUNTRY OF BIRTH		LANGUAGE AT HOME			PRESENCE OF CHILDREN			INCOME			
	TOTAL	Males	Fe- males	18-24	25-34	35-49	50 +	USA	Outside USA	Span- ish	Bilin gual	Eng- lish	< 6 years	6-12 years	13-17 years	<\$15K	\$15K- \$25K	\$25K- \$40K	\$40K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Analyzed Weighted Respondents	609	289	320	81**	140*	160	228	39**	557	464	99*	45**	135*	120*	111*	69*	150*	98*	113*
Other	1 0.2	-	1 0.4	-	-	-	1 0.6	-	1 0.2	1 0.3	-	-	-	-	-	-	-	-	-
Refused/No answer	14 2.3	3 0.9	11 3.5	2 2.5	* 0.1	4 2.2	8 3.6	-	-	13 2.9	* 0.2	* 0.7	* 0.4	* 0.2	2 1.5	-	-	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - C/D/E/F/G - H/I - J/K/L - M/N/O - P/Q/R/S
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
(MIAMI/PALM BEACH)
Hispanic country of descent
(Base: Born in the United States)

	GENDER			AGE CATEGORY				COUNTRY OF BIRTH		LANGUAGE AT HOME			PRESENCE OF CHILDREN			INCOME			
	TOTAL	Males	Fe- males	18-24	25-34	35-49	50 +	USA	Outside USA	Span- ish	Bilin gual	Eng- lish	< 6 years	6-12 years	13-17 years	<\$15K	\$15K- \$25K	\$25K- \$40K	\$40K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Analyzed Unweighted Respondents	33	13	20	6	9	15	3	33	-	5	10	18	10	6	6	3	4	8	6
Analyzed Weighted Respondents	39	18**	20**	6**	16**	14**	2**	39**	-**	6**	8**	24**	13**	8**	6**	3**	5**	6**	10**
Cuba	12 31.0	8 43.6	4 19.3	4 60.0	5 31.9	3 23.0	-	12 31.0	-	4 61.2	2 20.8	7 26.8	5 41.3	4 46.4	2 38.1	1 44.4	3 52.6	-	3 26.5
Dominican Republic	* 0.4	-	* 0.8	-	-	* 1.1	-	* 0.4	-	-	* 1.9	-	-	-	-	-	-	-	-
Mexico	5 12.3	* 0.9	5 22.8	* 5.9	* 0.9	2 14.4	2 92.5	5 12.3	-	* 5.7	* 2.0	4 17.4	2 15.5	* 1.9	* 2.7	-	* 3.5	1 11.2	-
Nicaragua	2 5.2	-	2 10.0	2 34.1	-	-	-	2 5.2	-	2 33.1	-	-	-	-	-	-	2 40.7	-	-
Peru	* 0.4	-	* 0.7	-	* 0.9	-	-	* 0.4	-	-	-	* 0.6	* 1.1	-	-	-	-	* 2.5	-
Puerto Rico	19 50.3	10 55.6	9 45.4	-	11 66.3	9 61.5	-	19 50.3	-	-	6 75.3	13 54.4	5 42.1	4 51.7	3 59.2	2 55.6	* 3.2	5 86.3	7 73.5
Espana	* 0.5	-	* 0.9	-	-	-	* 7.5	* 0.5	-	-	-	* 0.7	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - C/D/E/F/G - H/I - J/K/L - M/N/O - P/Q/R/S
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
 (MIAMI/PALM BEACH)
 Years lived in the United States
 (Base: Not born in the United States)

	GENDER			AGE CATEGORY				COUNTRY OF BIRTH		LANGUAGE AT HOME			PRESENCE OF CHILDREN			INCOME			
	TOTAL	Males	Fe- males	18-24	25-34	35-49	50 +	USA	Outside USA	Span- ish	Bilin gual	Eng- lish	< 6 years	6-12 years	13-17 years	<\$15K	\$15K- \$25K	\$25K- \$40K	\$40K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Analyzed Unweighted Respondents	576	289	287	65	120	183	208	-	565	461	92	22	161	132	102	83	143	96	90
Analyzed Weighted Respondents	570	270	300	75**	124*	145	226	-**	557	458	90*	21**	122*	111*	105*	66*	145*	92*	104*
5 or less	143 25.1	75 27.6	69 22.9G	43 57.4	44 35.2C	33 22.4G	24 10.7	-	143 25.8	130 28.3K	7 7.5	7 33.6	31 25.5	30 26.9	39 37.0	15 22.2	53 36.2S	27 29.7s	15 14.6
6-10	120 21.1	52 19.3	68 22.6G	19 24.9	50 40.3C	31 21.2G	21 9.1	-	118 21.3	94 20.5	26 29.1	-	46 37.4O	30 27.3	17 16.2	7 11.1	21 14.3	29 31.3P	34 32.5PQ
11-15	60 10.5	26 9.7	34 11.2G	6 7.6	15 12.5	24 16.7G	14 6.3	-	60 10.7	54 11.9	4 4.1	-	23 18.9	20 17.8	14 13.7	6 9.4	23 16.1	8 8.3	12 11.5
16-20	53 9.2	27 9.8	26 8.7	4 5.6	6 5.0	21 14.3ce	22 9.5	-	53 9.5	39 8.6	12 12.9	2 8.3	9 7.0	13 12.0	14 13.2	4 5.6	14 9.5	13 13.9	8 7.6
21-25	45 7.9	22 8.2	23 7.7	-	6 4.5	15 10.3	25 10.9	-	45 8.1	32 7.0	13 14.2j	* 1.5	2 1.6	7 6.3m	8 8.0m	6 9.4	11 7.9	3 3.3	13 12.9
26-30	28 4.9	14 5.1	14 4.8	1 1.8	-	5 3.3	22 9.7CEf	-	28 5.0	17 3.7	11 12.1J	* 0.8	8 6.6	5 4.8	4 3.3	2 2.6	10 6.6	4 4.0	5 4.8
Over 30	100 17.5	48 17.9	52 17.2EF	-	3 2.1	13 8.9e	84 37.4CEF	-	100 18.0	71 15.5	18 19.9	11 54.4	1 1.1	3 3.1	7 7.0m	26 39.4QR	14 9.4	9 9.3	17 16.0
Refused/No answer	21 3.7	6 2.4	15 4.9e	2 2.7	1 0.4	4 2.9	15 6.4e	-	9 1.6	21 4.5	* 0.2	* 1.5	2 1.9	2 1.9	2 1.6	* 0.3	-	* 0.2	-

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - C/D/E/F/G - H/I - J/K/L - M/N/O - P/Q/R/S
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
 (MIAMI/PALM BEACH)
 Years lived in the United States
 (Base: Not born in the United States)

	GENDER			AGE CATEGORY				COUNTRY OF BIRTH		LANGUAGE AT HOME			PRESENCE OF CHILDREN			INCOME			
	TOTAL	Males	Fe- males	18-24	25-34	35-49	50 +	USA	Outside USA	Span- ish	Bilin- gual	Eng- lish	< 6 years	6-12 years	13-17 years	<\$15K	\$15K- \$25K	\$25K- \$40K	\$40K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Analyzed Weighted Respondents	570	270	300	75**	124*	145	226	-**	557	458	90*	21**	122*	111*	105*	66*	145*	92*	104*
Mean	16.5	16.5	16.5E	6.2	8.7	14.5E	26.0CEF	-	16.5	15.2	21.2J	25.4	10.6	11.8	12.3	22.2Q	13.6	12.7	16.8
Standard Deviation	13.84	13.83	13.87	5.89	6.96	10.62	14.74	-	13.85	13.42	13.28	18.00	7.97	8.59	10.33	15.06	12.29	11.00	12.70
Standard Error	0.80	1.08	1.17	1.20	0.97	1.06	1.20	-	0.81	0.85	1.88	7.09	0.96	1.16	1.47	2.26	1.44	1.68	1.86
Median	12	12	12	4	8	12c	27C	-	12	10	20J	35	9	10	8	23QRS	10	8	12

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - C/D/E/F/G - H/I - J/K/L - M/N/O - P/Q/R/S
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
(MIAMI/PALM BEACH)
Household Income

		GENDER		AGE CATEGORY				COUNTRY OF BIRTH		LANGUAGE AT HOME			PRESENCE OF CHILDREN			INCOME				
		Fe-						Outside	Span-	Bilin	Eng-	< 6	6-12	13-17	\$15K-	\$25K-				
TOTAL		Males	males	18-24	25-34	35-49	50 +	USA	USA	ish	gual	lish	years	years	years	<\$15K	\$25K	\$40K	\$40K+	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Analyzed Unweighted Respondents		609	302	307	71	129	198	211	33	565	466	102	40	171	138	108	86	147	104	96
Analyzed Weighted Respondents		609	289	320	81**	140*	160	228	39**	557	464	99*	45**	135*	120*	111*	69*	150*	98*	113*
Under \$15K	(12.5)	69	29	40	7	10	12	41	3	66	58	6	4	9	8	12	69	-	-	-
		11.3	9.9	12.5f	8.8	6.8	7.3	17.8cE	7.9	11.8	12.6	6.2	9.8	6.4	6.7	11.2	100.0QRS	-	-	-
								F												
\$15K to < \$20K	(17.5)	61	32	29	7	16	9	30	*	61	58	2	2	8	10	13	-	61	-	-
		10.1	11.0	9.2	8.2	11.4	5.3	13.2cF	0.4	11.0	12.5K	1.7	3.7	6.1	8.0	11.7	-	40.8PRS	-	-
\$20K to < \$25K	(22.5)	89	40	49	15	23	29	23	5	84	71	14	3	29	30	29	-	89	-	-
		14.6	14.0	15.1g	18.2	16.2	17.9g	10.0	12.4	15.1	15.3	13.7	5.8	21.7	24.9	26.2	-	59.2PRS	-	-
\$25K to < \$30K	(27.5)	39	16	23	11	9	11	8	2	38	25	6	9	5	4	3	-	-	39	-
		6.4	5.5	7.3G	13.3	6.6	7.2	3.4	4.4	6.7	5.3	5.8	19.5	3.8	3.7	3.0	-	-	40.1PQS	-
\$30K to < \$40K	(35)	59	38	20	8	16	26	8	4	55	33	21	4	23	16	16	-	-	59	-
		9.6	13.2C	6.4	9.5	11.6G	16.5CG	3.7	10.4	9.8	7.2	21.4J	9.5	17.1	13.1	14.6	-	-	59.9PQS	-
\$40K to < \$50K	(45)	58	26	31	7	30	15	5	5	53	39	16	3	25	12	13	-	-	-	58
		9.5	9.1	9.8G	9.1	21.4CF	9.5G	2.2	13.4	9.4	8.5	16.1j	5.8	18.4n	9.9	11.9	-	-	-	50.9PQR
						G														
\$50K to < \$75K	(62.5)	33	26	7	2	9	11	12	3	30	20	8	5	7	8	1	-	-	-	33
		5.4	9.1C	2.0	2.0	6.2c	6.7C	5.1C	7.9	5.3	4.2	8.4	10.9	5.2	6.7	1.0	-	-	-	28.8PQR
\$75K to < \$100K	(87.5)	15	5	10	-	3	9	4	2	14	4	8	4	1	2	*	-	-	-	15
		2.5	1.8	3.1	-	2.1	5.5g	1.5	4.0	2.5	0.8	7.9J	7.9	1.0	1.6	0.3	-	-	-	13.4PQR
\$100K or more	(112.5)	8	3	5	1	3	2	2	-	8	3	3	2	3	3	4	-	-	-	8
		1.3	1.1	1.4	1.7	1.9	1.2	0.8	-	1.4	0.7	2.7	4.5	2.4	2.5	3.7	-	-	-	6.8pQR

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - C/D/E/F/G - H/I - J/K/L - M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
(MIAMI/PALM BEACH)
Household Income

	GENDER			AGE CATEGORY				COUNTRY OF BIRTH		LANGUAGE AT HOME			PRESENCE OF CHILDREN			INCOME			
	TOTAL	Males	Fe- males	18-24	25-34	35-49	50 +	USA	Outside USA	Span- ish	Bilin gual	Eng- lish	< 6 years	6-12 years	13-17 years	<\$15K	\$15K- \$25K	\$25K- \$40K	\$40K- \$40K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Analyzed Weighted Respondents	609	289	320	81**	140*	160	228	39**	557	464	99*	45**	135*	120*	111*	69*	150*	98*	113*
Refused/No answer	179	73	106	24	22	36	97	15	150	153	16	10	24	27	18	-	-	-	-
	29.4	25.3	33.1E	29.3	15.9	22.8	42.3C	39.2	26.9	32.9K	16.1	22.7	18.0	22.8	16.4	-	-	-	-
			F				EF												
Mean	32.3	33.5	31.1g	29.4	35.5G	36.6C	26.7	38.1	32.0	28.5	42.6J	42.9	35.2	34.2	30.7	12.5	20.5P	32.0P	60.4PQR
					G												Q		
Standard Deviation	20.79	20.13	21.41	17.30	20.15	21.85	20.48	20.30	20.79	17.42	23.93	28.40	19.66	21.59	21.06	0.00	2.47	3.69	20.24
Standard Error	1.16	1.53	1.74	3.34	2.64	2.09	1.66	4.61	1.21	1.10	3.23	6.86	2.30	2.82	2.90	0.00	0.28	0.54	2.84
Median	22.3	24.7	21.4	22.6	28.3	27.9	16.7	31.3	22.0	20.3	32.6	27.5	28.9	22.3	21.1	6.3	18.3	28.7	44.8

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - C/D/E/F/G - H/I - J/K/L - M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
(MIAMI/PALM BEACH)
Whether have a personal computer in household

	GENDER			AGE CATEGORY				COUNTRY OF BIRTH		LANGUAGE AT HOME			PRESENCE OF CHILDREN			INCOME			
	TOTAL	Males	Fe- males	18-24	25-34	35-49	50 +	USA	Outside USA	Span- ish	Bilin- gual	Eng- lish	< 6 years	6-12 years	13-17 years	<\$15K	\$15K- \$25K	\$25K- \$40K	\$40K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Analyzed Unweighted Respondents	609	302	307	71	129	198	211	33	565	466	102	40	171	138	108	86	147	104	96
Analyzed Weighted Respondents	609	289	320	81**	140*	160	228	39**	557	464	99*	45**	135*	120*	111*	69*	150*	98*	113*
Yes	287 47.2	142 49.1	146 45.5G	49 60.6	76 54.6G	99 61.8C	63 27.7	33 84.8	253 45.4	178 38.4	68 69.4J	39 87.3	76 56.2	78 65.0	83 75.0M	15 21.7	58 38.8p	67 68.8P	93 82.4PQ
No	311 51.0	142 49.3	169 52.6F	30 36.9	63 45.2	59 36.8	159 69.5C	6 15.2	301 54.1	275 59.4K	30 30.4	5 11.6	58 43.2O	41 34.6	28 25.0	54 78.3q	92 61.2R	31 31.2	20 17.6
Refused/No answer	11 1.8	5 1.7	6 1.9	2 2.5	* 0.3	2 1.4	6 2.8	- -	3 0.5	10 2.2	* 0.2	* 1.1	1 0.5	* 0.4	- -	- -	- -	- -	- -

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - C/D/E/F/G - H/I - J/K/L - M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
(MIAMI/PALM BEACH)
Language of interview

	MARKET			COUNTY				
	TOTAL	Miami	Palm Beach	Miami- Dade	Palm Beach	Monroe	Broward	Martin
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Analyzed Unweighted Respondents	609	302	307	242	241	-	60	15
Analyzed Weighted Respondents	609	302	307	242	241	-**	60*	15**
English	80 13.1	41 13.6	28 9.1	29 12.0	23 9.5	-	11 18.3e	2 13.3
Spanish	529 86.9	261 86.4	279 90.9	213 88.0	218 90.5g	-	49 81.7	13 86.7

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
(MIAMI/PALM BEACH)
Gender

	MARKET			COUNTY				
	TOTAL	Miami	Palm Beach	Miami- Dade	Palm Beach	Monroe	Broward	Martin
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Analyzed Unweighted Respondents	609	302	307	242	241	-	60	15
Analyzed Weighted Respondents	609	302	307	242	241	-**	60*	15**
Male	289 47.4	141 46.7	164 53.4	120 49.6	121 50.2	-	30 50.0	8 53.3
Female	320 52.6	161 53.3	143 46.6	122 50.4	120 49.8	-	30 50.0	7 46.7

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
(MIAMI/PALM BEACH)

Head of household

	MARKET			COUNTY				
	TOTAL	Miami	Palm Beach	Miami- Dade	Palm Beach	Monroe	Broward	Martin
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Analyzed Unweighted Respondents	609	302	307	242	241	-	60	15
Analyzed Weighted Respondents	609	302	307	242	241	-**	60*	15**
Yes	471 77.3	235 78.0c	218 71.0	194 80.2	181 75.1	-	44 73.3	10 66.7
No	137 22.4	66 21.8	89 29.0b	47 19.4	60 24.9	-	16 26.7	5 33.3
Don't know	2 0.3	1 0.3	-	1 0.4	-	-	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
(MIAMI/PALM BEACH)
Primary Grocery Shopper

	MARKET			COUNTY				
	TOTAL	Miami	Palm Beach	Miami- Dade	Palm Beach	Monroe	Broward	Martin
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Analyzed Unweighted Respondents	609	302	307	242	241	-	60	15
Analyzed Weighted Respondents	609	302	307	242	241	-**	60*	15**
Yes	454 74.6	226 75.0	219 71.4	179 74.0	174 72.2	-	42 70.0	9 60.0
No	150 24.6	74 24.3	84 27.5	61 25.2	63 26.1	-	18 30.0	6 40.0
Don't know	4 0.7	2 0.7	3 0.8	2 0.8	3 1.2	-	-	-
Refused/No answer	* *	- -	1 0.3	- -	1 0.4	-	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
(MIAMI/PALM BEACH)
Age

		MARKET			COUNTY				
		TOTAL	Miami	Palm Beach	Miami-Dade	Palm Beach	Monroe	Broward	Martin
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Analyzed Unweighted Respondents		609	302	307	242	241	-	60	15
Analyzed Weighted Respondents		609	302	307	242	241	-**	60*	15**
18-20	(19)	33 5.5	16 5.2	24 7.7	14 5.8	14 5.8	- -	4 6.7	- -
21-24	(22.5)	48 7.8	23 7.6	31 10.2	9 3.7	14 5.8	- -	3 5.0	4 26.7
25-29	(27)	59 9.8	29 9.6	34 11.1	13 5.4	27 11.2D	- -	7 11.7d	5 33.3
30-34	(32)	81 13.3	40 13.4	37 11.9	21 8.7	35 14.5D	- -	7 11.7	1 6.7
35-39	(37)	57 9.3	27 9.0	38 12.4	23 9.5	32 13.3	- -	8 13.3	5 33.3
40-44	(42)	69 11.3	35 11.5	29 9.5	33 13.6	27 11.2	- -	6 10.0	- -
45-49	(47)	34 5.6	16 5.2	27 8.7	12 5.0	27 11.2D	- -	6 10.0	- -
50-54	(52)	46 7.6	23 7.7	20 6.7	23 9.5	16 6.6	- -	4 6.7	- -
55-59	(57)	36 5.9	18 5.9	17 5.7	14 5.8	8 3.3	- -	3 5.0	- -
60-64	(62)	46 7.5	23 7.7	17 5.5	19 7.9	11 4.6	- -	3 5.0	- -

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
(MIAMI/PALM BEACH)
Age

	TOTAL	MARKET		COUNTY					
		Miami	Palm Beach	Miami-Dade	Palm Beach	Monroe	Broward	Martin	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	
Analyzed Weighted Respondents	609	302	307	242	241	-**	60*	15**	
65-74	(69.5)	53 8.7	27 8.8	24 8.0	33 13.6g	22 9.1	-	3 5.0	-
75-84	(79.5)	40 6.6	21 7.1C	6 2.0	23 9.5E	6 2.5	-	6 10.0E	-
85+	(92.5)	7 1.2	4 1.2	2 0.7	5 2.1	2 0.8	-	-	-
Mean	44.8	45.2C	41.1	49.8E G	42.2	-	44.0	29.5	
Standard Deviation	18.15	18.30	16.41	18.80	16.04	-	17.77	6.06	
Standard Error	1.01	1.12	0.97	1.21	1.03	-	2.29	1.57	

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
(MIAMI/PALM BEACH)
Language or languages at home

	MARKET			COUNTY				
	TOTAL	Miami	Palm Beach	Miami- Dade	Palm Beach	Monroe	Broward	Martin
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Analyzed Unweighted Respondents	609	302	307	242	241	-	60	15
Analyzed Weighted Respondents	609	302	307	242	241	-**	60*	15**
Spanish only	343 56.4	171 56.7	164 53.4	148 61.2e g	129 53.5	-	29 48.3	7 46.7
Spanish more than English	121 19.8	59 19.5	71 23.1	42 17.4	57 23.7d	-	15 25.0	4 26.7
Spanish and English equally	99 16.2	49 16.1	51 16.7	36 14.9	38 15.8	-	12 20.0	3 20.0
English more than Spanish	30 5.0	15 5.1	13 4.2	13 5.4	11 4.6	-	2 3.3	1 6.7
English only	15 2.4	7 2.4	8 2.6	2 0.8	6 2.5	-	2 3.3	-
Don't know	2 0.3	1 0.3	-	1 0.4	-	-	-	-

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
 (MIAMI/PALM BEACH)
 In typical day, number of hours watch television in Spanish

	MARKET			COUNTY				
	TOTAL	Miami	Palm Beach	Miami- Dade	Palm Beach	Monroe	Broward	Martin
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Analyzed Unweighted Respondents	609	302	307	242	241	-	60	15
Analyzed Weighted Respondents	609	302	307	242	241	-**	60*	15**
None	101 16.7	50 16.7	51 16.6	35 14.5	39 16.2	-	12 20.0	2 13.3
1	148 24.4	75 24.8	62 20.1	58 24.0	50 20.7	-	15 25.0	5 33.3
2	135 22.1	66 21.7	78 25.5	51 21.1	61 25.3	-	13 21.7	4 26.7
3	71 11.6	34 11.3	44 14.4	33 13.6	34 14.1	-	4 6.7	2 13.3
4	52 8.6	26 8.6	27 8.8	20 8.3	22 9.1	-	8 13.3	1 6.7
5	22 3.6	10 3.3	19 6.2	9 3.7	15 6.2	-	3 5.0	-
6	35 5.8	18 6.0	12 4.0	13 5.4	9 3.7	-	2 3.3	-
7	7 1.1	4 1.2	1 0.3	4 1.7	1 0.4	-	-	-
8	9 1.5	5 1.5	3 0.9	5 2.1	2 0.8	-	-	-
More than 8	17 2.8	9 2.9	8 2.6	8 3.3	6 2.5	-	2 3.3	1 6.7

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
(MIAMI/PALM BEACH)

In typical day, number of hours watch television in Spanish

	MARKET			COUNTY				
	TOTAL	Miami	Palm Beach	Miami- Dade	Palm Beach	Monroe	Broward	Martin
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Analyzed Weighted Respondents	609	302	307	242	241	-**	60*	15**
Don't know	12	6	2	6	2	-	1	-
	1.9	2.0	0.7	2.5	0.8	-	1.7	-
Mean	2.5	2.5	2.5	2.7	2.5	-	2.4	2.1
Standard Deviation	2.70	2.72	2.47	2.85	2.59	-	2.90	2.20
Standard Error	0.15	0.17	0.15	0.18	0.17	-	0.37	0.57
Median	2	2	2	2	2	-	2	2

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

TeleNacion, July 2003

Seflin -- Library Use Study
(MIAMI/PALM BEACH)

In typical day, number of hours watch television in English

	MARKET			COUNTY				
	TOTAL	Miami	Palm Beach	Miami- Dade	Palm Beach	Monroe	Broward	Martin
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Analyzed Unweighted Respondents	609	302	307	242	241	-	60	15
Analyzed Weighted Respondents	609	302	307	242	241	-**	60*	15**
None	173 28.5	85 28.3	94 30.5	76 31.4	60 24.9	-	15 25.0	7 46.7
1	107 17.6	53 17.5	57 18.4	38 15.7	49 20.3	-	16 26.7D	2 13.3
2	121 19.8	60 19.8	61 19.8	40 16.5	44 18.3	-	16 26.7d	6 40.0
3	100 16.4	50 16.6	44 14.4	40 16.5	41 17.0g	-	5 8.3	-
4	38 6.2	19 6.1	22 7.1	15 6.2	20 8.3	-	6 10.0	-
5	21 3.4	10 3.3	13 4.1	9 3.7	10 4.1	-	-	-
6	13 2.1	6 2.1	7 2.2	4 1.7	8 3.3	-	2 3.3	-
7	3 0.5	1 0.5	1 0.2	1 0.4	1 0.4	-	-	-
8	10 1.7	5 1.7	4 1.2	5 2.1	3 1.2	-	-	-
More than 8	8 1.2	4 1.3	2 0.5	5 2.1	2 0.8	-	-	-

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
(MIAMI/PALM BEACH)
In typical day, number of hours watch television in English

	MARKET			COUNTY				
	TOTAL	Miami	Palm Beach	Miami- Dade	Palm Beach	Monroe	Broward	Martin
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Analyzed Weighted Respondents	609	302	307	242	241	-**	60*	15**
Don't know	13 2.1	7 2.2	3 0.9	7 2.9e	2 0.8	-	-	-
Refused/No answer	3 0.5	2 0.6	1 0.4	2 0.8	1 0.4	-	-	-
Mean	2.0	2.0	1.8	2.1	2.1	-	1.6	0.9
Standard Deviation	2.23	2.27	1.86	2.56	1.96	-	1.48	0.96
Standard Error	0.12	0.14	0.11	0.16	0.13	-	0.19	0.25
Median	2	2	2	2	2	-	1	1

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
(MIAMI/PALM BEACH)

In typical day, number of hours listen to the radio in Spanish

	MARKET			COUNTY				
	TOTAL	Miami	Palm Beach	Miami- Dade	Palm Beach	Monroe	Broward	Martin
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Analyzed Unweighted Respondents	609	302	307	242	241	-	60	15
Analyzed Weighted Respondents	609	302	307	242	241	-**	60*	15**
None	246 40.4	121 40.0	137 44.6	94 38.8	114 47.3d	-	26 43.3	2 13.3
1	155 25.4	76 25.3	81 26.4	64 26.4	56 23.2	-	11 18.3	7 46.7
2	78 12.9	39 12.8	41 13.5	32 13.2	31 12.9	-	7 11.7	6 40.0
3	34 5.5	17 5.7	12 3.8	12 5.0	10 4.1	-	5 8.3	-
4	33 5.5	17 5.7	10 3.1	13 5.4	7 2.9	-	5 8.3e	-
5	15 2.5	8 2.6	3 1.1	7 2.9	3 1.2	-	2 3.3	-
6	15 2.4	8 2.5	5 1.5	6 2.5	5 2.1	-	1 1.7	-
7	4 0.7	2 0.6	5 1.7	2 0.8	3 1.2	-	-	-
8	6 0.9	2 0.8	8 2.6	3 1.2	7 2.9	-	-	-
More than 8	13 2.2	7 2.3	4 1.2	6 2.5	4 1.7	-	1 1.7	-

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
(MIAMI/PALM BEACH)

In typical day, number of hours listen to the radio in Spanish

	MARKET			COUNTY				
	TOTAL	Miami	Palm Beach	Miami- Dade	Palm Beach	Monroe	Broward	Martin
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Analyzed Weighted Respondents	609	302	307	242	241	-**	60*	15**
Don't know	9 1.6	5 1.7C	-	3 1.2e	-	-	2 3.3E	-
Refused/No answer	* *	- -	1 0.4	- -	1 0.4	-	-	-
Mean	1.6	1.6	1.4	1.7	1.5	-	1.7	1.3
Standard Deviation	2.65	2.68	2.44	2.59	2.68	-	3.39	0.70
Standard Error	0.15	0.16	0.14	0.17	0.17	-	0.44	0.18
Median	1	1	1	1	1	-	1	1

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
(MIAMI/PALM BEACH)

In typical day, number of hours listen to the radio in English

	MARKET			COUNTY				
	TOTAL	Miami	Palm Beach	Miami- Dade	Palm Beach	Monroe	Broward	Martin
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Analyzed Unweighted Respondents	609	302	307	242	241	-	60	15
Analyzed Weighted Respondents	609	302	307	242	241	-**	60*	15**
None	334 54.8	165 54.7	170 55.4	149 61.6G	133 55.2	-	27 45.0	8 53.3
1	103 16.8	51 16.8	52 16.9	31 12.8	37 15.4	-	15 25.0De	3 20.0
2	61 10.0	31 10.2	24 8.0	21 8.7	22 9.1	-	8 13.3	2 13.3
3	25 4.1	12 4.1	14 4.5	10 4.1	13 5.4	-	2 3.3	-
4	22 3.6	11 3.6	12 3.8	7 2.9	9 3.7	-	2 3.3	1 6.7
5	10 1.7	5 1.5	11 3.5	4 1.7	9 3.7	-	1 1.7	-
6	8 1.3	4 1.3	7 2.1	3 1.2	3 1.2	-	-	1 6.7
7	4 0.7	2 0.7	1 0.3	2 0.8	1 0.4	-	-	-
8	20 3.2	10 3.2	10 3.4	5 2.1	9 3.7	-	4 6.7d	-
More than 8	16 2.7	9 2.8	3 1.1	8 3.3e	2 0.8	-	-	-

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
(MIAMI/PALM BEACH)

In typical day, number of hours listen to the radio in English

	MARKET			COUNTY				
	TOTAL	Miami	Palm Beach	Miami- Dade	Palm Beach	Monroe	Broward	Martin
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Analyzed Weighted Respondents	609	302	307	242	241	-**	60*	15**
Don't know	7	3	3	2	3	-	1	-
	1.1	1.1	0.9	0.8	1.2	-	1.7	-
Mean	1.4	1.4	1.3	1.3	1.3	-	1.4	1.1
Standard Deviation	2.51	2.54	2.19	2.64	2.16	-	2.13	1.77
Standard Error	0.14	0.16	0.13	0.17	0.14	-	0.28	0.46
Median	-	-	-	-	-	-	1DE	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
(MIAMI/PALM BEACH)

In typical week, number of hours read magazines in Spanish

	MARKET			COUNTY				
	TOTAL	Miami	Palm Beach	Miami- Dade	Palm Beach	Monroe	Broward	Martin
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Analyzed Unweighted Respondents	609	302	307	242	241	-	60	15
Analyzed Weighted Respondents	609	302	307	242	241	-**	60*	15**
None	385 63.2	188 62.3	222 72.3B	147 60.7	172 71.4D	-	42 70.0	12 80.0
1	86 14.1	43 14.4	35 11.3	33 13.6	27 11.2	-	6 10.0	1 6.7
2	37 6.0	19 6.3	11 3.7	17 7.0	11 4.6	-	3 5.0	-
3	23 3.7	11 3.6	15 5.0	10 4.1	12 5.0	-	1 1.7	1 6.7
4	13 2.2	7 2.4C	1 0.4	7 2.9E	1 0.4	-	1 1.7	-
5	25 4.2	13 4.5C	4 1.2	9 3.7E	1 0.4	-	3 5.0E	1 6.7
6	5 0.8	3 0.9	2 0.6	2 0.8	1 0.4	-	1 1.7	-
7	3 0.4	1 0.2	6 2.0B	1 0.4	7 2.9D	-	-	-
8	3 0.5	2 0.6	-	2 0.8	-	-	-	-
More than 8	20 3.3	10 3.4	8 2.6	9 3.7	7 2.9	-	2 3.3	-

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
(MIAMI/PALM BEACH)

In typical week, number of hours read magazines in Spanish

	MARKET			COUNTY				
	TOTAL	Miami	Palm Beach	Miami- Dade	Palm Beach	Monroe	Broward	Martin
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Analyzed Weighted Respondents	609	302	307	242	241	-**	60*	15**
Don't know	9 1.5	5 1.6	1 0.4	5 2.1	1 0.4	-	1 1.7	-
Refused/No answer	* *	- -	2 0.5	- -	1 0.4	-	-	-
Mean	1.5	1.5	1.0	1.6e	1.0	-	1.5	0.6
Standard Deviation	4.20	4.28	3.29	4.27	2.79	-	5.44	1.45
Standard Error	0.23	0.26	0.19	0.27	0.18	-	0.70	0.38
Median	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
 (MIAMI/PALM BEACH)
 In typical week, number of hours read magazines in English

	MARKET			COUNTY				
	TOTAL	Miami	Palm Beach	Miami-Dade	Palm Beach	Monroe	Broward	Martin
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Analyzed Unweighted Respondents	609	302	307	242	241	-	60	15
Analyzed Weighted Respondents	609	302	307	242	241	-**	60*	15**
None	431 70.8	213 70.5	228 74.1	186 76.9G	177 73.4G	-	32 53.3	13 86.7
1	66 10.8	33 10.9	32 10.5	22 9.1	27 11.2	-	8 13.3	1 6.7
2	39 6.4	20 6.5	17 5.5	11 4.5	14 5.8	-	7 11.7D	-
3	26 4.3	14 4.5	6 2.1	5 2.1	4 1.7	-	8 13.3DE	-
4	15 2.4	8 2.5	5 1.8	7 2.9	6 2.5	-	-	-
5	12 1.9	6 1.9	7 2.1	2 0.8	4 1.7	-	3 5.0D	1 6.7
6	4 0.6	2 0.6	2 0.6	2 0.8	1 0.4	-	-	-
7	2 0.4	1 0.3	3 1.0	1 0.4	1 0.4	-	-	-
8	2 0.3	1 0.3	-	1 0.4	-	-	-	-
More than 8	7 1.1	3 1.1	3 1.0	3 1.2	3 1.2	-	1 1.7	-

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
(MIAMI/PALM BEACH)

In typical week, number of hours read magazines in English

	MARKET			COUNTY				
	TOTAL	Miami	Palm Beach	Miami- Dade	Palm Beach	Monroe	Broward	Martin
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Analyzed Weighted Respondents	609	302	307	242	241	-**	60*	15**
Don't know	6	3	4	2	4	-	1	-
	1.0	1.0	1.3	0.8	1.7	-	1.7	-
Mean	0.8	0.8	0.7	0.7	0.7	-	1.2de	0.4
Standard Deviation	2.01	2.02	1.94	2.21	2.06	-	2.02	1.30
Standard Error	0.11	0.12	0.11	0.14	0.13	-	0.26	0.34
Median	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
(MIAMI/PALM BEACH)

In typical week, number of hours read newspapers in Spanish

	MARKET			COUNTY				
	TOTAL	Miami	Palm Beach	Miami- Dade	Palm Beach	Monroe	Broward	Martin
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Analyzed Unweighted Respondents	609	302	307	242	241	-	60	15
Analyzed Weighted Respondents	609	302	307	242	241	-**	60*	15**
None	380 62.3	185 61.2	226 73.4B	151 62.4	178 73.9DG	-	31 51.7	10 66.7
1	103 16.9	52 17.3	41 13.2	32 13.2	36 14.9	-	17 28.3DE	2 13.3
2	32 5.2	16 5.3	14 4.7	15 6.2	8 3.3	-	2 3.3	2 13.3
3	24 3.9	12 4.0	9 2.9	9 3.7	7 2.9	-	4 6.7	-
4	13 2.1	7 2.3C	1 0.3	8 3.3E	1 0.4	-	-	-
5	18 3.0	10 3.2C	2 0.6	7 2.9e	2 0.8	-	2 3.3	-
6	6 1.0	3 1.0	4 1.2	3 1.2	3 1.2	-	-	1 6.7
7	11 1.8	5 1.8	4 1.2	6 2.5	3 1.2	-	1 1.7	-
8	* *	- -	1 0.5	- -	- -	-	-	-
More than 8	11 1.8	6 1.9c	1 0.2	5 2.1E	-	-	2 3.3E	-

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
(MIAMI/PALM BEACH)

In typical week, number of hours read newspapers in Spanish

	MARKET			COUNTY				
	TOTAL	Miami	Palm Beach	Miami- Dade	Palm Beach	Monroe	Broward	Martin
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Analyzed Weighted Respondents	609	302	307	242	241	-**	60*	15**
Don't know	12 2.0	6 2.0	4 1.2	6 2.5	2 0.8	-	1 1.7	-
Refused/No answer	* *	- -	2 0.5	- -	1 0.4	-	-	-
Mean	1.3	1.3C	0.6	1.4E	0.5	-	1.7E	0.8
Standard Deviation	3.93	4.10	1.67	4.19	1.28	-	5.46	1.61
Standard Error	0.22	0.25	0.10	0.27	0.08	-	0.70	0.42
Median	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

TeleNacion, July 2003

Seflin -- Library Use Study
(MIAMI/PALM BEACH)

In typical week, number of hours read newspapers in English

	MARKET			COUNTY				
	TOTAL	Miami	Palm Beach	Miami- Dade	Palm Beach	Monroe	Broward	Martin
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Analyzed Unweighted Respondents	609	302	307	242	241	-	60	15
Analyzed Weighted Respondents	609	302	307	242	241	-**	60*	15**
None	436 71.6	217 72.0	210 68.5	185 76.4e G	167 69.3	-	37 61.7	10 66.7
1	78 12.9	39 12.8	43 14.0	23 9.5	38 15.8D	-	13 21.7D	1 6.7
2	43 7.1	22 7.1	22 7.3	14 5.8	12 5.0	-	6 10.0	3 20.0
3	20 3.3	10 3.4	8 2.7	6 2.5	7 2.9	-	3 5.0	-
4	2 0.3	1 0.2	2 0.6	1 0.4	2 0.8	-	-	-
5	9 1.6	5 1.6	4 1.3	3 1.2	3 1.2	-	1 1.7	1 6.7
6	* 0.1	-	2 0.6	-	2 0.8	-	-	-
7	9 1.5	4 1.2	12 4.0B	4 1.7	8 3.3	-	-	-
8	5 0.8	3 0.9	2 0.5	3 1.2	1 0.4	-	-	-
More than 8	3 0.6	2 0.6	-	2 0.8	-	-	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
(MIAMI/PALM BEACH)

In typical week, number of hours read newspapers in English

	MARKET			COUNTY				
	TOTAL	Miami	Palm Beach	Miami- Dade	Palm Beach	Monroe	Broward	Martin
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Analyzed Weighted Respondents	609	302	307	242	241	-**	60*	15**
Don't know	1 0.2	1 0.2	-	1 0.4	-	-	-	-
Refused/No answer	* *	-	2 0.5	-	1 0.4	-	-	-
Mean	0.7	0.7	0.8	0.7	0.8	-	0.6	0.8
Standard Deviation	1.84	1.85	1.72	2.03	1.64	-	1.04	1.42
Standard Error	0.10	0.11	0.10	0.13	0.11	-	0.13	0.37
Median	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
(MIAMI/PALM BEACH)
Number of people in household

	MARKET			COUNTY				
	TOTAL	Miami	Palm Beach	Miami-Dade	Palm Beach	Monroe	Broward	Martin
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Analyzed Unweighted Respondents	609	302	307	242	241	-	60	15
Analyzed Weighted Respondents	609	302	307	242	241	-**	60*	15**
1	55 9.1	28 9.1	27 8.8	30 12.4	23 9.5	-	5 8.3	1 6.7
2	184 30.3	96 31.8C	49 15.9	76 31.4E	43 17.8	-	14 23.3	1 6.7
3	125 20.5	63 20.8	56 18.4	51 21.1	50 20.7	-	12 20.0	1 6.7
4	127 20.9	62 20.4	78 25.4	45 18.6	57 23.7	-	15 25.0	4 26.7
5	82 13.5	39 12.8	64 20.7B	30 12.4	47 19.5D	-	8 13.3	6 40.0
6	27 4.4	12 4.0	23 7.5b	8 3.3	14 5.8	-	4 6.7	2 13.3
7	3 0.5	1 0.3	8 2.5B	-	5 2.1D	-	1 1.7D	-
8	3 0.5	1 0.5	3 0.9	1 0.4	2 0.8	-	1 1.7	-
Refused/No answer	2 0.3	1 0.3	-	1 0.4	-	-	-	-
Mean	3.2	3.1	3.7B	3.0	3.6D	-	3.5D	4.3
Standard Deviation	1.41	1.39	1.55	1.38	1.53	-	1.57	1.39

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
 (MIAMI/PALM BEACH)
 Number of people in household

	MARKET			COUNTY				
	TOTAL	Miami	Palm Beach	Miami- Dade	Palm Beach	Monroe	Broward	Martin
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Analyzed Weighted Respondents	609	302	307	242	241	-**	60*	15**
Standard Error	0.08	0.09	0.09	0.09	0.10	-	0.20	0.36

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
(MIAMI/PALM BEACH)
Children In Household

	MARKET			COUNTY				
	TOTAL	Miami	Palm Beach	Miami- Dade	Palm Beach	Monroe	Broward	Martin
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Analyzed Unweighted Respondents	609	302	307	242	241	-	60	15
Analyzed Weighted Respondents	609	302	307	242	241	-**	60*	15**
Any Children (Net)	257 42.2	123 40.8	171 55.6B	88 36.4	133 55.2D	-	28 46.7	11 73.3
Children under 12 (Subnet)	200 32.8	94 31.3	145 47.3B	69 28.5	110 45.6DG	-	18 30.0	11 73.3
Under 6	135 22.2	63 20.8	110 35.7B	44 18.2	83 34.4Dg	-	13 21.7	11 73.3
6 - 12	120 19.6	57 19.0	78 25.4b	43 17.8	60 24.9d	-	11 18.3	5 33.3
13 - 17	111 18.2	55 18.3	53 17.2	37 15.3	40 16.6	-	15 25.0d	2 13.3
None	351 57.6	178 58.9C	136 44.4	153 63.2E	108 44.8	-	32 53.3	4 26.7
Don't know/Refused	2 0.3	1 0.3	-	1 0.4	-	-	-	-

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
(MIAMI/PALM BEACH)
Last grade of school completed

	MARKET			COUNTY				
	TOTAL	Miami	Palm Beach	Miami- Dade	Palm Beach	Monroe	Broward	Martin
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Analyzed Unweighted Respondents	609	302	307	242	241	-	60	15
Analyzed Weighted Respondents	609	302	307	242	241	-**	60*	15**
Completed Middle School or less (1-8)	105 17.2	46 15.3	109 35.5B	45 18.6	82 34.0DG	-	8 13.3	4 26.7
Some High School (9-11)	74 12.1	36 11.9	44 14.3	35 14.5	30 12.4	-	4 6.7	6 40.0
Completed high school (12)	188 30.9	95 31.5	80 26.1	72 29.8	59 24.5	-	17 28.3	3 20.0
Some college, not completed	78 12.8	40 13.4C	24 7.8	28 11.6	23 9.5	-	7 11.7	1 6.7
Completed college	133 21.8	68 22.7C	42 13.8	49 20.2	40 16.6	-	22 36.7DE	1 6.7
Post graduate	23 3.8	12 4.1C	3 1.1	9 3.7e	3 1.2	-	2 3.3	-
Refused/No answer	8 1.3	4 1.3	4 1.3	4 1.7	4 1.7	-	-	-

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
(MIAMI/PALM BEACH)
Employment status

	MARKET			COUNTY				
	TOTAL	Miami	Palm Beach	Miami- Dade	Palm Beach	Monroe	Broward	Martin
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Analyzed Unweighted Respondents	609	302	307	242	241	-	60	15
Analyzed Weighted Respondents	609	302	307	242	241	-**	60*	15**
Employed (net)	334 54.8	163 53.8	195 63.7B	121 50.0	152 63.1D	-	39 65.0D	12 80.0
Employed full-time	274 45.0	133 43.9	171 55.7B	102 42.1	135 56.0D	-	30 50.0	10 66.7
Employed part-time	59 9.7	30 9.9	25 8.0	19 7.9	17 7.1	-	9 15.0de	2 13.3
Retired	97 16.0	50 16.7C	28 9.1	56 23.1EG	20 8.3	-	6 10.0	-
Homemaker	73 12.0	35 11.5	51 16.7b	27 11.2	44 18.3DG	-	4 6.7	2 13.3
Student	42 6.9	23 7.5C	4 1.4	12 5.0E	2 0.8	-	4 6.7E	1 6.7
Not employed	54 8.9	27 8.9	27 8.9	22 9.1	22 9.1	-	6 10.0	-
Refused/No answer	9 1.5	5 1.6	1 0.3	4 1.7	1 0.4	-	1 1.7	-

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
(MIAMI/PALM BEACH)
Marital Status

	MARKET			COUNTY				
	TOTAL	Miami	Palm Beach	Miami- Dade	Palm Beach	Monroe	Broward	Martin
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Analyzed Unweighted Respondents	609	302	307	242	241	-	60	15
Analyzed Weighted Respondents	609	302	307	242	241	-**	60*	15**
Single, Never Married	133 21.8	66 21.9	65 21.2	46 19.0	49 20.3	-	13 21.7	5 33.3
Divorced/Separated	72 11.9	38 12.6C	17 5.5	32 13.2E	14 5.8	-	9 15.0E	1 6.7
Married/Living Together	350 57.5	170 56.3	211 68.6B	138 57.0	164 68.0DG	-	31 51.7	9 60.0
Widow/Widower	50 8.2	26 8.6C	13 4.1	24 9.9E	12 5.0	-	7 11.7e	-
Refused/No answer	4 0.6	2 0.6	2 0.6	2 0.8	2 0.8	-	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
(MIAMI/PALM BEACH)
Type of dwelling

	MARKET			COUNTY				
	TOTAL	Miami	Palm Beach	Miami- Dade	Palm Beach	Monroe	Broward	Martin
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Analyzed Unweighted Respondents	609	302	307	242	241	-	60	15
Analyzed Weighted Respondents	609	302	307	242	241	-**	60*	15**
A single family house	315 51.7	157 51.9	155 50.6	121 50.0	114 47.3	-	38 63.3dE	5 33.3
An apartment, condominium, or co-op	269 44.2	137 45.3C	105 34.2	114 47.1e	93 38.6	-	20 33.3	5 33.3
A mobile home	17 2.7	5 1.5	43 14.0B	3 1.2	30 12.4DG	-	2 3.3	5 33.3
Refused/No answer	8 1.3	4 1.3	4 1.2	4 1.7	4 1.7	-	-	-

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
 (MIAMI/PALM BEACH)
 Home ownership

	MARKET			COUNTY				
	TOTAL	Miami	Palm Beach	Miami- Dade	Palm Beach	Monroe	Broward	Martin
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Analyzed Unweighted Respondents	609	302	307	242	241	-	60	15
Analyzed Weighted Respondents	609	302	307	242	241	-**	60*	15**
Owned	289 47.5	142 47.0	161 52.5	113 46.7	130 53.9	-	36 60.0d	8 53.3
Rented	299 49.1	149 49.4	142 46.2	120 49.6g	107 44.4	-	22 36.7	7 46.7
Refused/No answer	20 3.4	11 3.6c	4 1.3	9 3.7	4 1.7	-	2 3.3	-

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
(MIAMI/PALM BEACH)
Race

	MARKET			COUNTY				
	TOTAL	Miami	Palm Beach	Miami- Dade	Palm Beach	Monroe	Broward	Martin
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Analyzed Unweighted Respondents	609	302	307	242	241	-	60	15
Analyzed Weighted Respondents	609	302	307	242	241	-**	60*	15**
White Hispanic Race	444 73.0	224 74.3C	186 60.5	183 75.6E G	150 62.2	-	36 60.0	7 46.7
Black Hispanic Race	8 1.4	4 1.4	4 1.2	2 0.8	2 0.8	-	2 3.3	-
Mestizo Hispanic Race	72 11.8	33 11.0	60 19.5B	22 9.1	44 18.3D	-	13 21.7D	4 26.7
Another Hispanic Race	63 10.4	30 9.8	51 16.6B	26 10.7	39 16.2d	-	7 11.7	3 20.0
Refused/No answer	21 3.4	11 3.5	7 2.2	9 3.7	6 2.5	-	2 3.3	1 6.7

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

TeleNacion, July 2003

Seflin -- Library Use Study
(MIAMI/PALM BEACH)
Country of birth

	MARKET			COUNTY				
	TOTAL	Miami	Palm Beach	Miami- Dade	Palm Beach	Monroe	Broward	Martin
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Analyzed Unweighted Respondents	609	302	307	242	241	-	60	15
Analyzed Weighted Respondents	609	302	307	242	241	-**	60*	15**
Argentina	7 1.2	4 1.3	1 0.4	3 1.2	1 0.4	-	1 1.7	-
Bolivia	2 0.3	1 0.3	-	1 0.4	-	-	-	-
Chile	5 0.8	2 0.8	1 0.5	2 0.8	1 0.4	-	-	-
Colombia	68 11.1	34 11.4	25 8.1	20 8.3	22 9.1	-	11 18.3DE	-
Costa Rica	4 0.6	2 0.6	4 1.2	2 0.8	4 1.7	-	-	-
Cuba	228 37.4	119 39.4C	57 18.5	122 50.4E G	54 22.4G	-	6 10.0	-
Dominican Republic	22 3.6	11 3.7	7 2.2	8 3.3	7 2.9	-	4 6.7	-
Ecuador	12 2.0	6 2.0	4 1.4	4 1.7	5 2.1	-	3 5.0	-
El Salvador	15 2.5	8 2.5	9 3.0	6 2.5	8 3.3	-	2 3.3	-

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

TeleNacion, July 2003

Seflin -- Library Use Study
(MIAMI/PALM BEACH)
Country of birth

	MARKET			COUNTY				
	TOTAL	Miami	Palm Beach	Miami-Dade	Palm Beach	Monroe	Broward	Martin
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Analyzed Weighted Respondents	609	302	307	242	241	-**	60*	15**
Guatemala	18 3.0	7 2.3	28 9.2B	5 2.1	21 8.7D	-	2 3.3	4 26.7
Honduras	21 3.4	10 3.4	11 3.4	6 2.5	10 4.1	-	4 6.7	-
Mexico	45 7.4	14 4.8	98 31.8B	7 2.9	59 24.5DG	-	5 8.3d	9 60.0
Nicaragua	35 5.7	19 6.1C	6 2.0	18 7.4E	6 2.5	-	1 1.7	-
Peru	33 5.4	17 5.7C	7 2.3	9 3.7	6 2.5	-	7 11.7DE	-
Puerto Rico	20 3.2	8 2.7	26 8.6B	5 2.1	20 8.3D	-	3 5.0	-
Espana	8 1.4	5 1.5C	-	-	-	-	2 3.3DE	-
United States	39 6.3	20 6.5	13 4.3	12 5.0	9 3.7	-	6 10.0E	2 13.3
Uruguay	* 0.1	-	2 0.6	-	2 0.8	-	-	-
Venezuela	13 2.2	7 2.3	3 1.1	5 2.1	3 1.2	-	2 3.3	-
Other	1 0.2	1 0.2	-	1 0.4	-	-	-	-

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
 (MIAMI/PALM BEACH)
 Country of birth

	MARKET			COUNTY				
	TOTAL	Miami	Palm Beach	Miami- Dade	Palm Beach	Monroe	Broward	Martin
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Analyzed Weighted Respondents	609	302	307	242	241	-**	60*	15**
Refused/No answer	14	7	5	6	3	-	1	-
	2.3	2.4	1.5	2.5	1.2	-	1.7	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
 (MIAMI/PALM BEACH)
 Hispanic country of descent
 (Base: Born in the United States)

	MARKET			COUNTY				
	TOTAL	Miami	Palm Beach	Miami- Dade	Palm Beach	Monroe	Broward	Martin
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Analyzed Unweighted Respondents	33	18	15	12	9	-	6	2
Analyzed Weighted Respondents	39	20**	13**	12**	9**	-**	6**	2**
Cuba	12 31.0	6 32.7	1 6.8	6 50.0	-	-	-	1 50.0
Dominican Republic	* 0.4	-	1 6.2	-	1 11.1	-	-	-
Mexico	5 12.3	2 10.3	5 41.1	1 8.3	3 33.3	-	1 16.7	1 50.0
Nicaragua	2 5.2	1 5.6	-	1 8.3	-	-	-	-
Peru	* 0.4	-	1 5.7	-	1 11.1	-	-	-
Puerto Rico	19 50.3	10 51.5	4 32.9	4 33.3	3 33.3	-	5 83.3	-
Espana	* 0.5	-	1 7.2	-	1 11.1	-	-	-

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
 (MIAMI/PALM BEACH)
 Years lived in the United States
 (Base: Not born in the United States)

	MARKET			COUNTY				
	TOTAL	Miami	Beach	Miami- Dade	Palm Beach	Monroe	Broward	Martin
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Analyzed Unweighted Respondents	576	284	292	230	232	-	54	13
Analyzed Weighted Respondents	570	282	294	230	232	-**	54*	13**
5 or less	143 25.1	70 24.6	87 29.7	47 20.4	66 28.4D	-	12 22.2	3 23.1
6-10	120 21.1	59 20.9	66 22.4	38 16.5	57 24.6D	-	13 24.1	2 15.4
11-15	60 10.5	28 10.1	41 13.9	19 8.3	27 11.6	-	9 16.7d	6 46.2
16-20	53 9.2	27 9.4	22 7.5	25 10.9	16 6.9	-	4 7.4	1 7.7
21-25	45 7.9	24 8.4C	11 3.8	25 10.9E	9 3.9	-	2 3.7	1 7.7
26-30	28 4.9	14 5.0	12 3.9	12 5.2	10 4.3	-	5 9.3	-
Over 30	100 17.5	50 17.9	42 14.3	54 23.5E	35 15.1	-	8 14.8	-
Refused/No answer	21 3.7	10 3.6	13 4.5	10 4.3	12 5.2	-	1 1.9	-
Mean	16.5	16.7c	14.5	19.4E	14.9	-	16.2	11.5
Standard Deviation	13.84	13.85	13.71	14.50	14.08	-	13.39	6.58

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
 (MIAMI/PALM BEACH)
 Years lived in the United States
 (Base: Not born in the United States)

	MARKET			COUNTY				
	TOTAL	Miami	Palm Beach	Miami- Dade	Palm Beach	Monroe	Broward	Martin
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Analyzed Weighted Respondents	570	282	294	230	232	-**	54*	13**
Standard Error	0.80	0.88	0.83	0.96	0.92	-	1.82	1.82
Median	12	12	10	17	10	-	12DE	12

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
(MIAMI/PALM BEACH)
Household Income

	TOTAL	MARKET		COUNTY				
		Miami	Palm Beach	Miami- Dade	Palm Beach	Monroe	Broward	Martin
		(A)	(B)	(C)	(D)	(E)	(F)	(G)
Analyzed Unweighted Respondents	609	302	307	242	241	-	60	15
Analyzed Weighted Respondents	609	302	307	242	241	-**	60*	15**
Under \$15K (12.5)	69 11.3	32 10.7	53 17.1B	32 13.2	33 13.7	-	5 8.3	3 20.0
\$15K to < \$20K (17.5)	61 10.1	30 9.9	36 11.6	25 10.3	25 10.4	-	5 8.3	3 20.0
\$20K to < \$25K (22.5)	89 14.6	45 14.7	40 13.1	33 13.6	27 11.2	-	9 15.0	1 6.7
\$25K to < \$30K (27.5)	39 6.4	20 6.5	19 6.1	14 5.8	13 5.4	-	3 5.0	3 20.0
\$30K to < \$40K (35)	59 9.6	28 9.4	37 12.0	22 9.1	33 13.7	-	6 10.0	3 20.0
\$40K to < \$50K (45)	58 9.5	30 10.0C	14 4.7	18 7.4	16 6.6	-	6 10.0	-
\$50K to < \$75K (62.5)	33 5.4	16 5.2	22 7.0	11 4.5	21 8.7d	-	5 8.3	-
\$75K to < \$100K (87.5)	15 2.5	8 2.6	5 1.7	5 2.1	6 2.5	-	3 5.0	-
\$100K or more (112.5)	8 1.3	4 1.4	1 0.3	2 0.8	1 0.4	-	2 3.3E	-
Refused/No answer	179 29.4	90 29.7	80 26.2	80 33.1	66 27.4	-	16 26.7	2 13.3

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
(MIAMI/PALM BEACH)
Household Income

	MARKET			COUNTY				
	TOTAL	Miami	Beach	Miami- Dade	Palm Beach	Monroe	Broward	Martin
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Analyzed Weighted Respondents	609	302	307	242	241	-**	60*	15**
Mean	32.3	32.7c	28.9	30.2	32.2	-	39.0De	23.1
Standard Deviation	20.79	21.06	18.11	19.62	19.77	-	26.24	8.73
Standard Error	1.16	1.29	1.07	1.26	1.27	-	3.39	2.25
Median	22.3	22.4	20.6	21.1	23.5	-	27.5	20.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Seflin -- Library Use Study
 (MIAMI/PALM BEACH)
 Whether have a personal computer in household

	MARKET			COUNTY				
	TOTAL	Miami	Palm Beach	Miami- Dade	Palm Beach	Monroe	Broward	Martin
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Analyzed Unweighted Respondents	609	302	307	242	241	-	60	15
Analyzed Weighted Respondents	609	302	307	242	241	-**	60*	15**
Yes	287 47.2	146 48.2C	114 37.1	104 43.0	97 40.2	-	32 53.3e	5 33.3
No	311 51.0	151 50.1	184 59.8B	134 55.4	136 56.4	-	27 45.0	10 66.7
Refused/No answer	11 1.8	5 1.7	9 3.0	4 1.7	8 3.3	-	1 1.7	-

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing