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Morse Analyzes Latest Nielsen Viewer Data

Nielsen's latest research including the just released National Universe Estimates (September 2015 through August 2016) documents that there are 116.4 million TV homes with over 295 million people age 2 or older in the United States. **Dr. John Morse of Byron Media** has reviewed portions of this data and provides his insights on the major implications that this viewing audience has for today's media.



The reports include age-gender demo estimates for the total US population, African-Americans, Hispanics, and Asians. Here are some of the highlights as selected by **Dr. Morse**:

- The total number of TV homes is unchanged from last year.
- The audience measurement is based on age 2 or older indicating a total of 296,830,000 persons which means there is an average of 2.6 persons per TV household.

Further analysis reveals:

- 15.1 Million Hispanic homes; 51.1 Million Persons age 2+; 3.4 persons per HH .
 - 15.2 Million African-American homes; 39.5 Million P2+; 2.6 persons per HH
 - 5.4 Million Asian homes; 17.1 Million P2+; 3.2 persons per HH
 - Age 2-17 equates to 21% of the total 2+ population.
 - Age 18-49 makes up 43% of the total 2+ population
 - Age 50+ makes up 36% of the total 2+ population (46% of the total Adult 18+ population).
 - The median US household income is now \$53,555.
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Key Changes From Last Year:

- The total age 2+ population grew 0.3%.
- The age 2-17 population declined -0.8%.
- The age 18-49 population declined -0.1%.
- The age 50+ population grew 1.3%.
- The Hispanic population grew 2.1%.

For a free copy of the full 2015-2016 Universe Estimate data, [contact us](#).

Whether it's audience measurement, distribution or ad sales, marketing/promotion, multi-platform, or program content and scheduling, Byron Media has made the bottom-line difference for companies.

For further information please contact John@ByronMedia.com or call 212-726-1093