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**ESTRELLA TV**

## **Network Profile**

**Where the audience sees themselves and hears their voice. Estrella addresses the issues that matter to U.S. Hispanics. Celebrate and advocate for the success of U.S. Hispanics.**

### **Age Groups**

A 18-49	<b>21%</b>
A 25-54	<b>29%</b>

### **Income**

HHI \$50K+	<b>38%</b>
HHI \$75K+	<b>22%</b>

### **Race/Ethnicity**

Country of Origin: Mexico	<b>68%</b>
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### **Gender**

Male	<b>43%</b>
Female	<b>56%</b>

### **Education/Career**

High School Grad	<b>58%</b>
Any College	<b>27%</b>
Employed	<b>45%</b>
White Collar	<b>14%</b>
Blue Collar	<b>32%</b>

### **Home/Family**

Own Home	<b>63%</b>
Children in Home	<b>20%</b>
2+ Children in Home	<b>10%</b>

### **Featured Programs**

Tengo Talento Mucho Talento  
Jose Luis Sin Censura (Remasterizado)  
Rica Famosa Latina "El Fenómeno"

Que Jalada  
El Interrogatorio  
No Hay Pelo

Publicidad  
Dale Play  
El Hormiguero