

- Russian Americans among the top 3 most language dependent groups in the U.S.; in-language media is essential
- By 2020 half the Russian American population will be over 40 and approximately 15% percent will be over 65
- Russian is the 8<sup>th</sup> most spoken non-English language in the U.S.

Rank	Top 10 DMAs	Russian Households
1	New York NY	230,878
2	Los Angeles CA	86,476
3	Philadelphia PA	54,109
4	Chicago IL	46,738
5	San Francisco-Oakland-San Jose CA	43,113
6	Boston MA (Manchester NH)	41,124
7	Washington DC (Hagerstown MD)	33,653
8	Miami-Ft. Lauderdale FL	32,033
9	West Palm Beach-Fort Pierce FL	24,689
10	Seattle-Tacoma WA	20,510

