

# HISPANIC

## According to the 2009 Nielsen Viewership Study...

### Hispanic diners:

- are more receptive to the screens and more likely to take action.
- have higher recall and spend more time watching the programming.
- are overall a younger audience and have larger families at home.
- plan more purchases including cars, clothing and electronics.

### Demographics

Average 12+ age is 32.

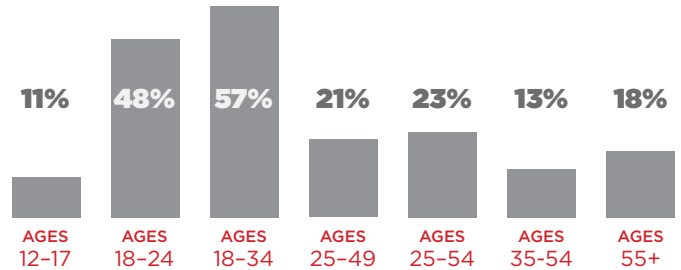
Female age average is 35; Males average 30

Average household size is **4**

**74%** have children at home

**45%** had teens/children with them

Household income is **\$39,000**



### Attitude Towards Programming

**74%** answered "theBITE is a smart way to advertise"

**44%** answered "I'm more likely to buy a product or service advertised on theBITE than a product advertised at the movie theaters prior to trailers"

**39%** answered "I'm more likely to buy a product or service advertised on theBITE than a product advertised on my TV at home"

### Video Games

**9** video games on average purchased by Hispanic diners in the past 12 months.

**33%** answered more likely to purchase a video game advertised on theBITE.

**84%** Impacts interest in purchasing video game.

**78%** own a portable video game system.

### Television Viewing

**73%** answered more likely to watch a TV show advertised on theBITE.

**91%** Impacts interest in watching TV show.

### Theatrical Release

**52%** answered more likely to go see a theatrical release advertised on theBITE.

**71%** have gone to the movies at least once in the past month.

**25%** have purchased at least 5 DVD's in the past 12 months.

### Purchasing



**87%**

are likely to purchase athletic shoes in the next 6 months



**44%**

are likely to purchase household electronics (HD TV, DVD player, etc) in the next 6 months



**43%**

are likely to purchase a cell phone, PDA or smart phone in the next 6 months



**22%**

are likely to purchase or lease an automobile in the next 6 months

Source: 2009 Nielsen Viewership Study