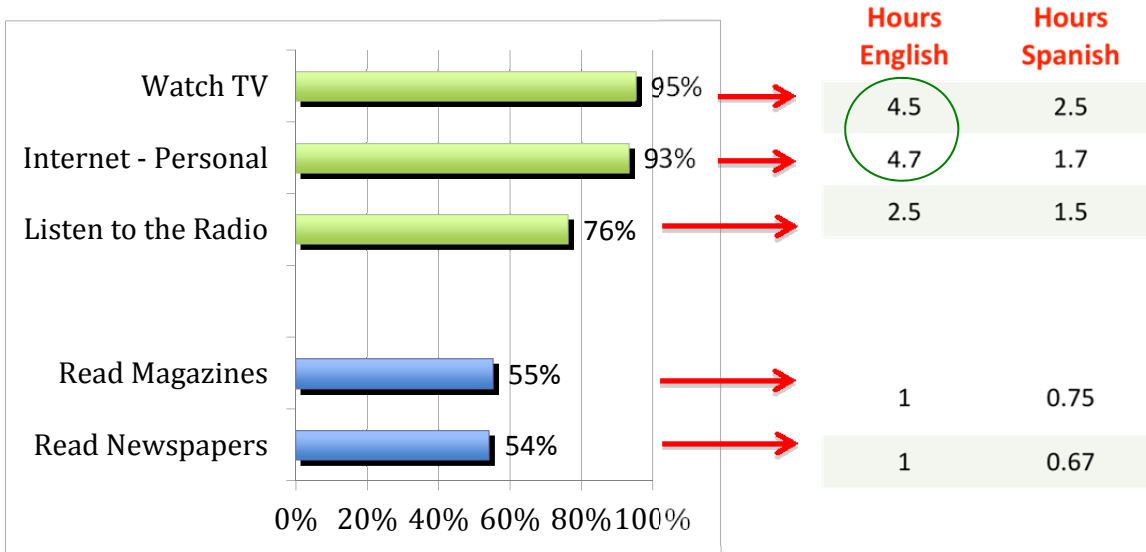




Media Usage and Advertising:

Traditional Media Use:

Television and Internet are the media most used by Hispanics in terms of incidence of use and hours. Hispanics spend 4.7 hours daily on the Internet in English, compared to 1.7 hours in Spanish. Logic dictates that this is a combination of content related choice combined with language choice.



Base: 1,264 Respondents