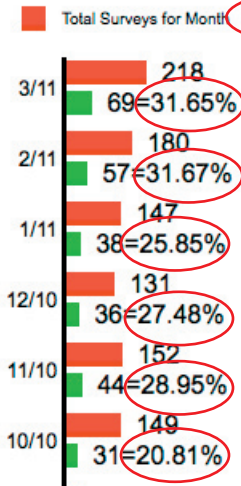


What You Want to Know - Ethnic Groups

SELECTION CRITERIA: **RACE - Hispanic/Latino**
 TOTAL CUSTOMERS SURVEYED: **3396**

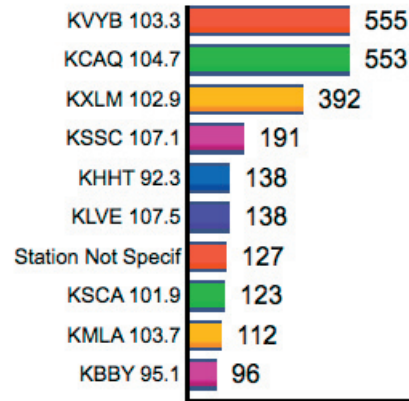
Know how to reach any specific ethnic group or demographic

Last Six Month Total Sales

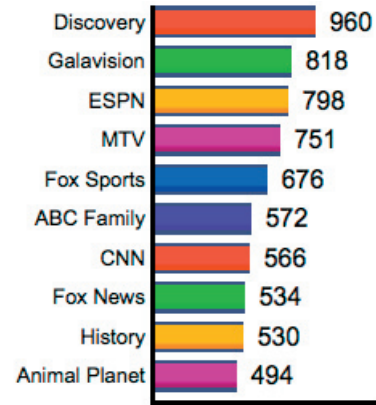


the Hispanic market is a significant percentage of overall sales for this Dealership

RADIO STATIONS: **RACE - Hispanic/Latino**
 TOTAL CUSTOMERS SURVEYED: **3206**
 71% of Your Customers Listen to Radio - **2285**

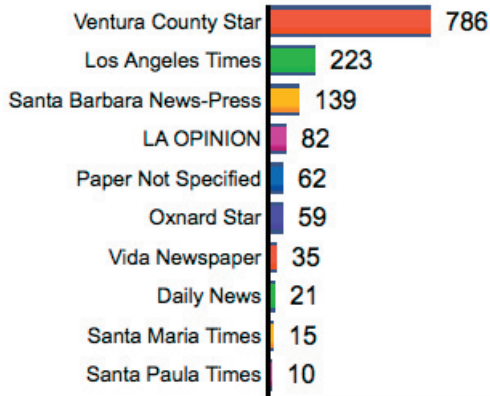


TV NETWORKS: **RACE - Hispanic/Latino**
 TOTAL CUSTOMERS SURVEYED: **3217**
 93% of Your Customers Watch Network TV - **2977**



Always know how to reach these customers (and what not to do)

NEWSPAPER: **RACE - Hispanic/Latino**
 TOTAL CUSTOMERS SURVEYED: **3218**
 41% of Your Customers Read the Newspaper - **1335**



CLASSIFIEDS: **RACE - Hispanic/Latino**
 TOTAL CUSTOMERS SURVEYED: **3266**
 19% of Your Customers Read the Classifieds - **629**

