

# LOTAME Audience Profile: Hispanics

## Identifying the Hispanic Audience on Lotame

Using Crowd Control—our proprietary Insights and Analytics engine—Lotame constructed an audience of Hispanic people who have visited any site on Lotame. Lotame then examined the audience profiles of a random sample of over 558 thousand unique Hispanics in this audience from data collected over a 2-day period.

## About this Audience



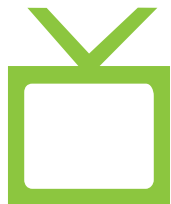
### Demographics

Hispanics in this audience are primarily men (69/31 M/F skew), with a median age of 27.5. Of those reporting level of education, more than one-third (39%) report having a 4-year degree or better level of education, though 17% report currently being enrolled in a college or university. Half of these Hispanics report having one or more children.



### Music Interests

More than 2 out of 5 (43%) of the Hispanics in this audience have exhibited interests in, listened to or discussed music online in the past week, making them 2x more likely than the average consumer to have done so. Pop, Rock and Alternative music genres were the most popular among these Hispanics.



### Television Interests

Just under one-third (30%) of the Hispanics in this audience have expressed interests in television in the past week. Comedy, Drama and Science Fiction shows were the most popular genres discussed.



### Actions

Fewer than six percent (5.7%) of the Hispanics in this audience are Influencers—consumers who rate, share, create, edit, or discuss content online—making them 37% less likely than the average consumer to be Influencers. The most common Influencer action among these Hispanics is Voting in Polls (31%), followed by Uploading Photos (19%).



### Media

- Videos were the most popular form of media among Hispanics, with 1 in 3 having watched a video in the past week, making them twice as likely to have done so than the average consumer.
- 11.4% of Hispanics on Lotame browse sites using a Spanish language browser.

