

ClassifEYE ^{Hispanic}



ClassifEYE: Shopper Research by Scarborough

This segment of EYE malls has a 57% higher concentration of Hispanic shoppers than the market average.

■ Entertainment: TV and Movies

- + The EYE Hispanic shopper is more likely than average to:
 - have watched novelas in the past week (56% more likely)
 - watch reality dating shows (47% more likely)
 - see movies in their opening week (46% more likely)
 - have watched MTV (40% more likely) and to have watched MTV2 in the past week (73% more likely)

■ Food and Beverage

- + EYE Hispanic shoppers are over 65% more likely to drink brands like Sierra Mist, Fanta, and Mountain Dew Code Red

■ Telecommunications

- + 78% of EYE Hispanic shoppers have a cell service for themselves and another 47% carry another cell user on their service plan

■ Hispanic Family shoppers

- + Hispanic shoppers are 20% more likely than the average American to have children
 - Thus Hispanic shoppers are more likely to have:
 - purchased infants' clothing in the past year (42% more likely than average)
 - used baby food in the past month (39%)
 - watched kid shows in the past week (36%)
 - watched the Disney Channel in the past week (33%)
 - purchased children's' clothing in the past year (28%)

■ ClassifEYE Research Objective and Methodology

- + Scarborough took a fresh look at their local market database, focusing on select malls from the EYE USA portfolio (41 Mainstream, 33 Hispanic and 16 Prestige malls were used) to determine shoppers habits in specific categories of interest even down to the brand level.
- + Arbitron created the ClassifEYE Profiles using Scarborough R1 2008 Local Market Databases.
- + Respondents were 18 years of age or older and had visited an EYE Mainstream, Hispanic or Prestige mall in the past month.
- + For more information on these mall segments, please visit www.eyecorp.com/shoppersprofile.

**EYE Hispanic malls reach
3.6 million Hispanic
shoppers monthly**