



There are 10 million Hispanic Horse Racing Fans in America

- 34% of Hispanic horse racing fans visit **casinos**
- 31.7% of Hispanic horse racing fans who visit **casinos** go 1-5 times per year (vs. 30.7% of all horse racing fans)
- 17.3% of Hispanic horse racing fans who visit **horse racing tracks** go 1-5 times per year (vs. 15.2% of all horse racing fans)
- 6.5% of Hispanic horse racing fans who visit **OTBs** go 1-5 times per year (vs. 4.7% of all horse racing fans)
- 6.9% of Hispanic horse racing fans who visit **horse racing betting websites** visit 1-5 times per year (vs. 4% of all horse racing fans)¹

The frequency of visits to horse racing venues is much higher within the Hispanic population

- 254 venues (casinos, tracks, OTBs) in the top 10 Hispanic DMAs
- 216 OTBs in the top 10 Hispanic DMAs
- 35 horse and greyhound racing tracks in the top 10 Hispanic DMAs

ONTrack reaches the top 10 Hispanic DMAs in the USA

Los Angeles remains the number-one Hispanic market, followed by New York, Miami, Houston and Dallas-Ft. Worth. **Hispanics remain one of the fastest-growing national segments of the population, with television households increasing 4.4% compared with the previous year.**²

Top Ten Markets Ranked by Hispanic Homes

Rank	Designated Market Area	2007 Hispanic TV Homes	2008 Hispanic TV Homes	Jan 2009 Hispanic TV Homes
1	Los Angeles, CA	1,775,100	1,817,270	1,854,810
2	New York, NY	1,190,410	1,207,480	1,242,160
3	Miami-Fort Lauderdale, FL	625,280	636,610	658,490
4	Houston, TX	492,360	524,810	549,890
5	Dallas-Ft. Worth, TX	431,560	458,410	488,150
6	Chicago, IL	454,050	468,440	485,270
7	San Antonio, TX	356,930	367,650	382,990
8	Phoenix, AZ	332,510	358,440	381,180
9	San Francisco-Oakland-San Jose, CA	340,200	352,900	377,730
10	Harlingen-Weslaco-Brownsville-McAllen, TX	268,650	279,880	291,220

Nielsen's Universe Estimates for Hispanic TV Households

TV Households	2007 UE (000)	2008 UE (000)	Relative Change 2007 to 2008
Total	111,400	112,800	1.3%
Hispanic	11,630	12,140	4.4%

¹ TNS Sports Poll

² Nielsen