

2013 CIN NY Media Survey: Highlights

- ❑ Caribbean International Network (CIN) attracts a minimum viewership of 53% of adults or 238,812 persons of Caribbean heritage living in the New York Tri-state area. These are all adults 18 years and over.
- ❑ 8 in 10 of these persons watch CIN with family and friends. This projects to a total viewership of 558,025 at any time.
- ❑ CIN was named ahead of Fox, CBS, ABC and Discovery as among the top 5 channels which are most watched during the times CIN is broadcasting;
- ❑ The channel attracts both gender and persons of all age groups, 18 years and older.
- ❑ Viewership peaks among persons 40-49 years (61%) followed by those 30-39 years (53%).
- ❑ 64% of persons of Caribbean heritage in the highest income bracket watch CIN;
- ❑ Viewership is highest among first generation Caribbean nationals who no doubt endorse it as the genuine voice of the Caribbean;
- ❑ A wide variety of programming ensures reach across all age groups with music and entertainment programs notably reaching those 18-29 years,



Source: Telephone survey conducted by HOPE Research Group in Brooklyn, Bronx, Queens. Target: Caribbean Nationals, 18 years and over; Sample size: 300. November 2013



HOPE RESEARCH GROUP