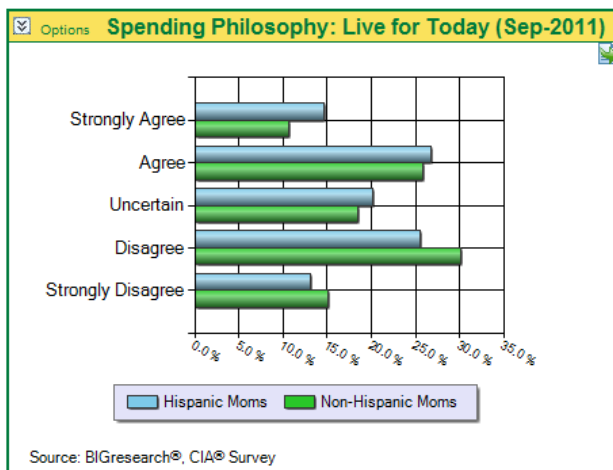


Hispanic InsightCenter™ is an advanced platform for the visualization and delivery of key insights on how Hispanics, the fastest growing population in the U.S., are helping to shape the economy, the retail landscape, and the media world. Hispanic InsightCenter illustrates how Hispanics feel about the economy, changes they are making in reaction to the economic situation, where they are shopping, their spending plans over the next 90 days and 6 months, how they are using media including smartphones and tablet devices, and much more. It goes beyond traditional point-in-time data reports to trended insights in one easy-to-use, decision-ready format and allows you to compare Hispanics to their Non-Hispanic counterparts in order to market to them effectively.



Go To www.HispanicInsightCenter.com to register for the Hispanic InsightCenter™



Insights Available:

- More than 25 Hispanic segments available including Hispanics broken down by age, gender, % of English spoken in the home, and more
- Confidence in the economy, gas price impact, financial and lifestyle changes
- Purchase intentions for a variety of categories including big ticket items, groceries, and apparel
- Automotive, Wireless, Dining Out, and Financial
- Holiday and seasonal spending plans
- Media influence on purchases in 9 categories
- New and traditional media usage
- Frequency of online search on new media devices including Android/Droid, iPad, iPhone, and Netbook
- Use of Apps on mobile devices including QR Codes

Features of the InsightCenter™:

- Data is automatically updated when new insights are available from each study
- Charts are customizable by chart type, number of months (trend charts), segments, and answers
- More than 25 segments to choose from to compare in your charts (You can compare up to 3 segments at one time in a chart)
- Data is trendable as far back as 72 months
- Charts are ready to put into presentations as images
- Data is exportable to .csv files
- Your login is unique to you; when you log out and log back in, your charts will be as you left them

Hide **Search Using iPad (Jun-2011)**

Chart Type: Trend Months:

Segment 1:
Segments 2 and 3 are only used by bar and trend charts.

Segment 2:

Segment 3:

Check answers below to include in chart:

Regularly
 Occasionally
 Never
 Regularly/Occasionally

Data Sources:

- Consumer Intentions & Actions® (CIA®) Survey—Monitors 8,000+ consumers each month providing unique insights & identifying opportunities in a fragmented & transitory marketplace
- Simultaneous Media Usage® (SIMM®) Survey—Bi-annual survey of 20,000+ consumers monitoring the consumption of media, products, and services



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