



Hispanic Market Info

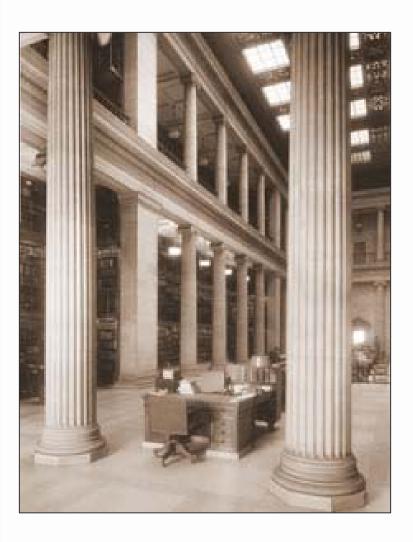
Changing the Way America Does Business with the Hispanic Community



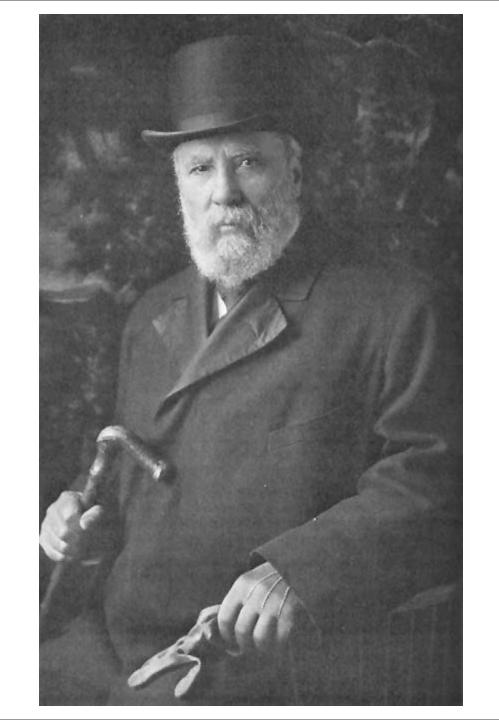


What is the Hill Library?

Business. Smarter.



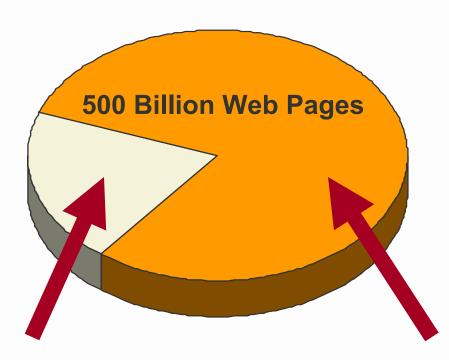
- Founded in 1921
- #1 for practical business information
- Private, non-profit
- High tech & touch
- Thousands of success stories





It's NOT all available via Google

Business. Smarter.



20%

Accessible via search engines like Google and Yahoo

80%

Invisible Web e.g. trade journals, industry reports, demographic data, etc.

Hill Library Mission

Business. Smarter.

To provide our clients with access to and assistance in finding the practical business information they need to succeed.

"The Hill Library 'levels the information playing field' ensuring all those with the American dream, regardless of means, have the information they need to succeed."

Business. Smarter.

How can we help America's businesses get the information they need on the Hispanic community so they can craft sound business, marketing, and sales plans?

Introducing HispanSource.org

Business. Smarter.



Changing the Way America Does
Business with the Hispanic Community

Scenario

Business. Smarter.

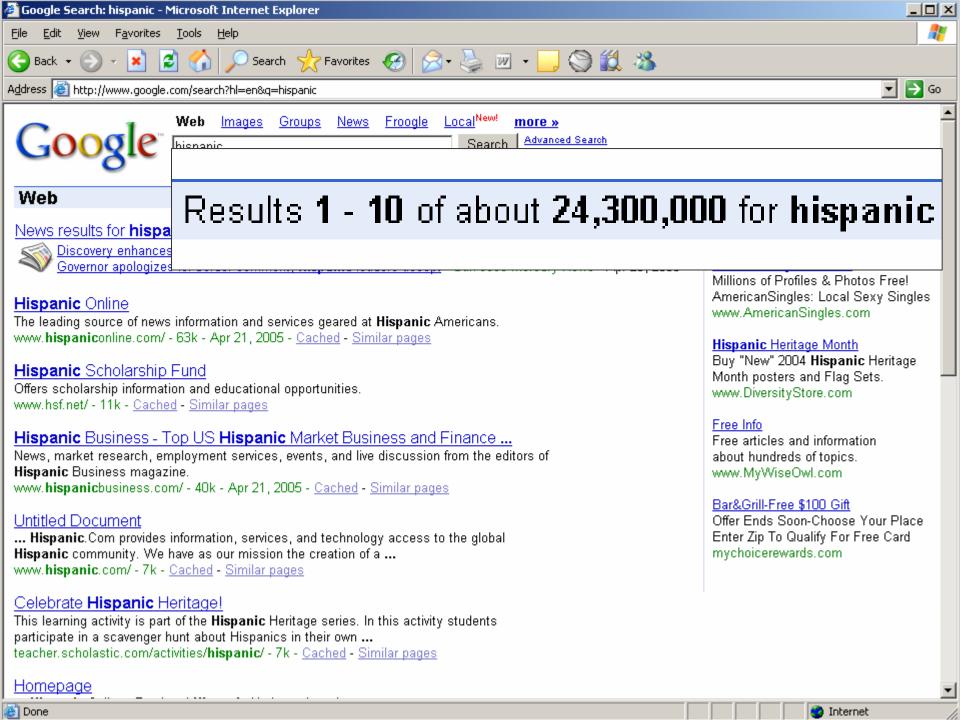
- I am a marketing manager at a small consumer electronics retailer
- We need to grow our business and expand our online presence to new audiences
- I have a "gut feel" that the Hispanic market might be a good one for our company

What Do I Need?



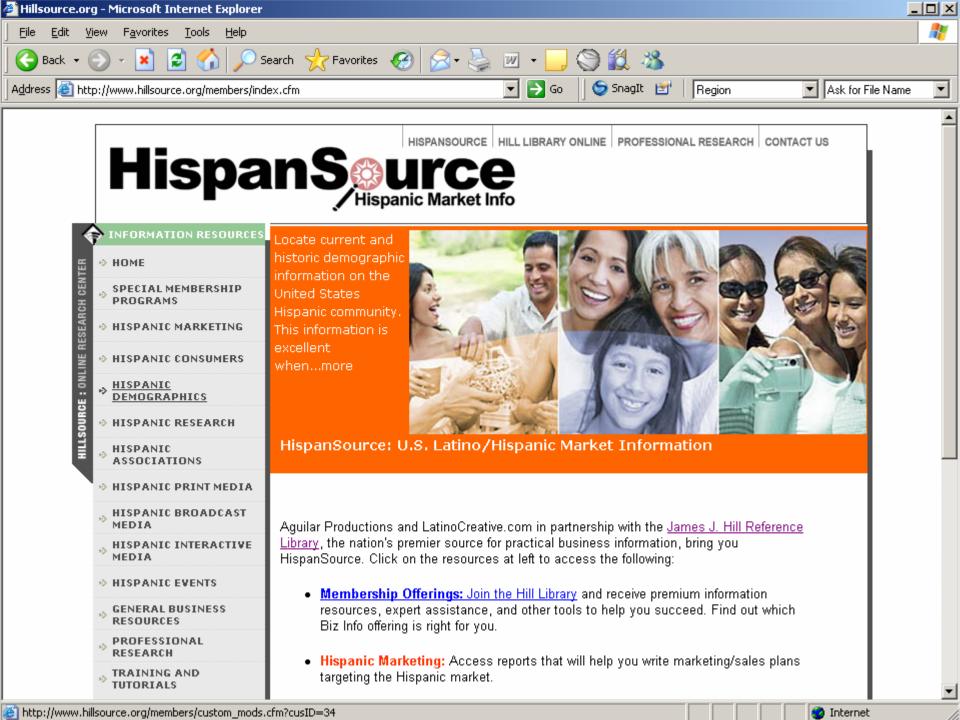
- 1. Demographic information
- 2. Hispanic consumer purchasing information

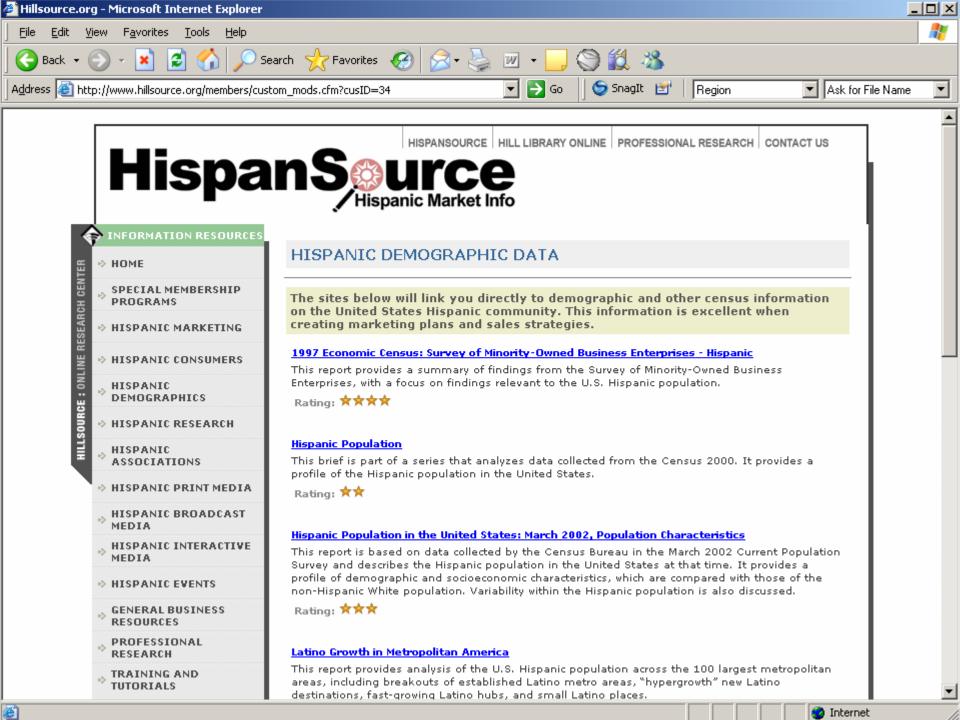
- 3. Hispanic Internet usage information
- 4. Marketing/media information

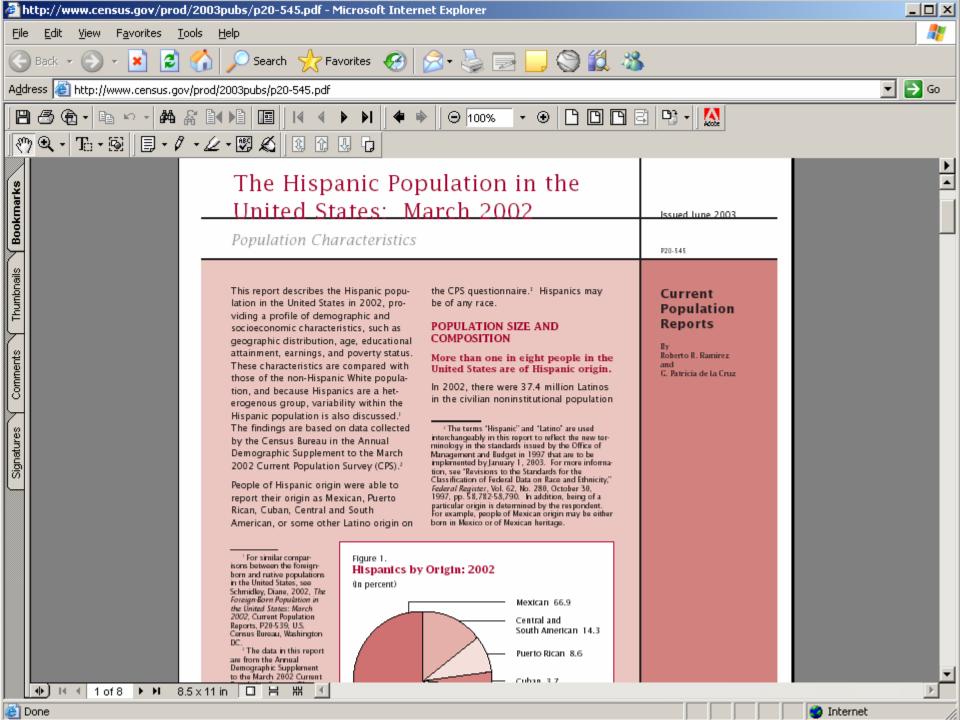


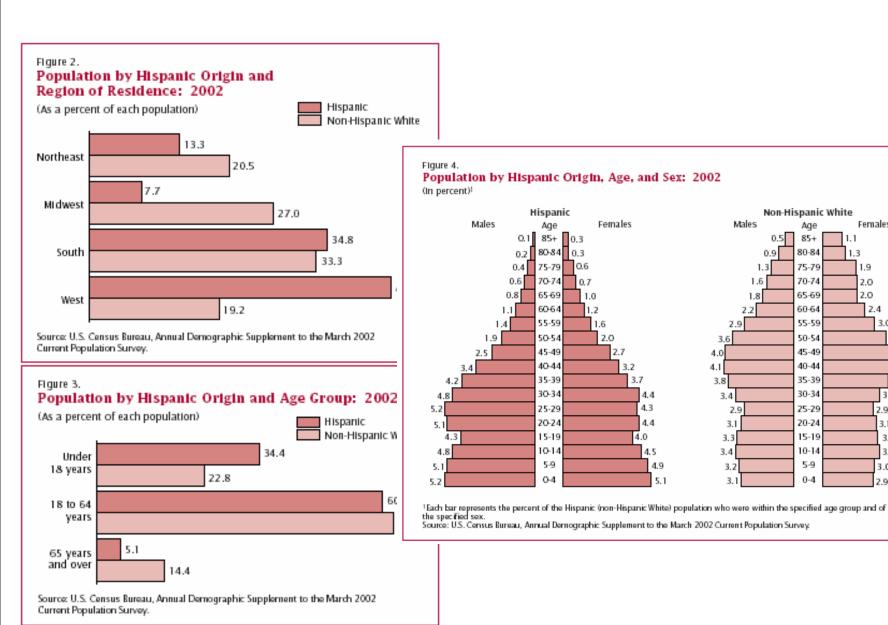
HispanSource.org











Females

2.0

2.0

2.4

3.0

3.7

3.8

3.3

2.9

3.1

3.2

3.3

3.0

4.0

4.2

Age

85+

80-84

75-79

70-74

65-69

60-64

55-59

50-54

45-49

40-44

35-39

30-34

25-29

20-24

15-19

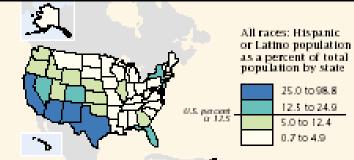
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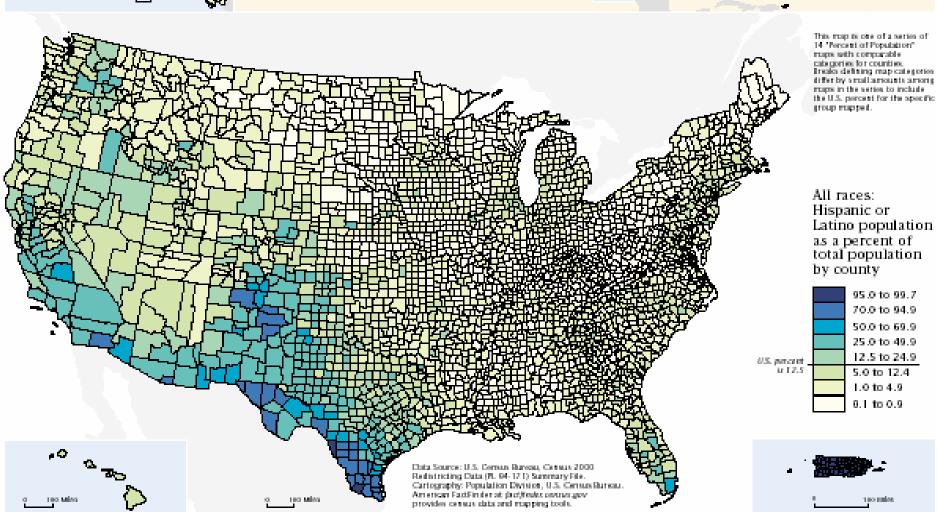
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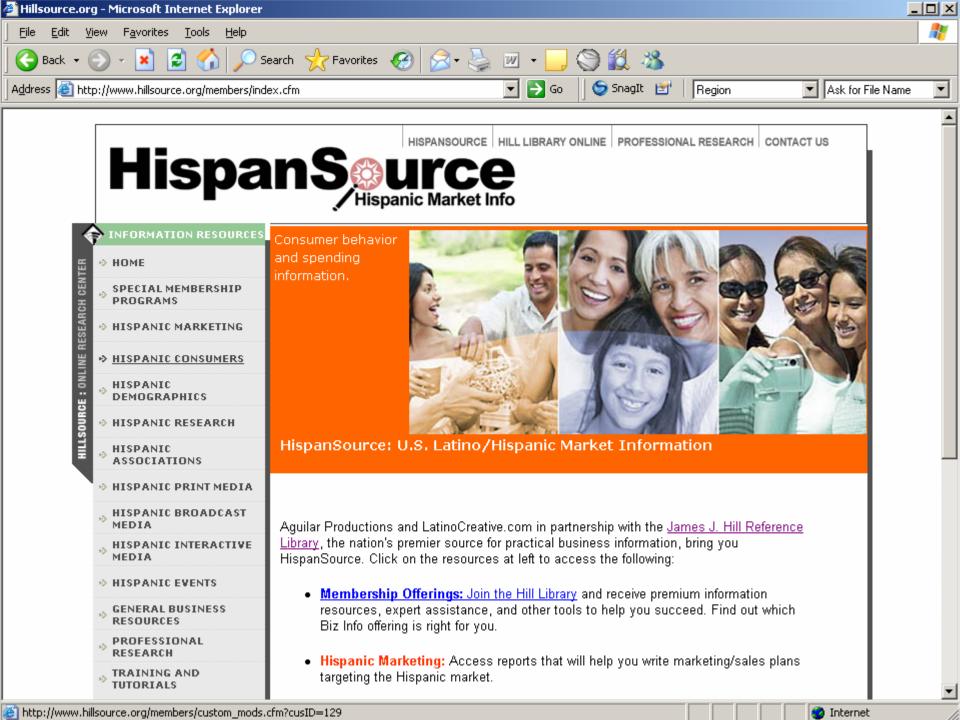
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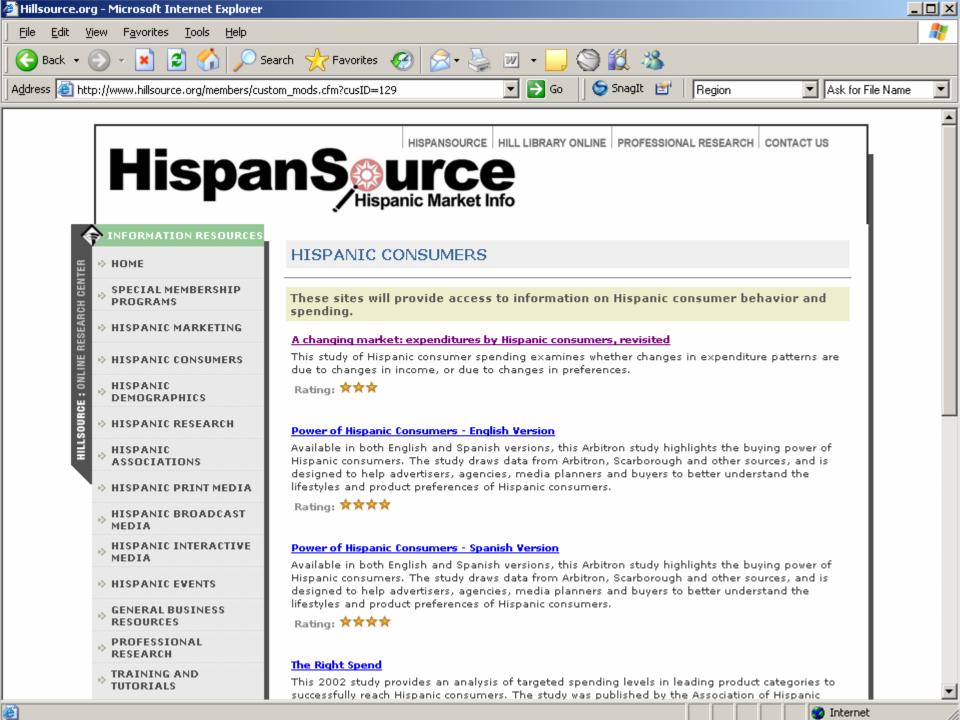


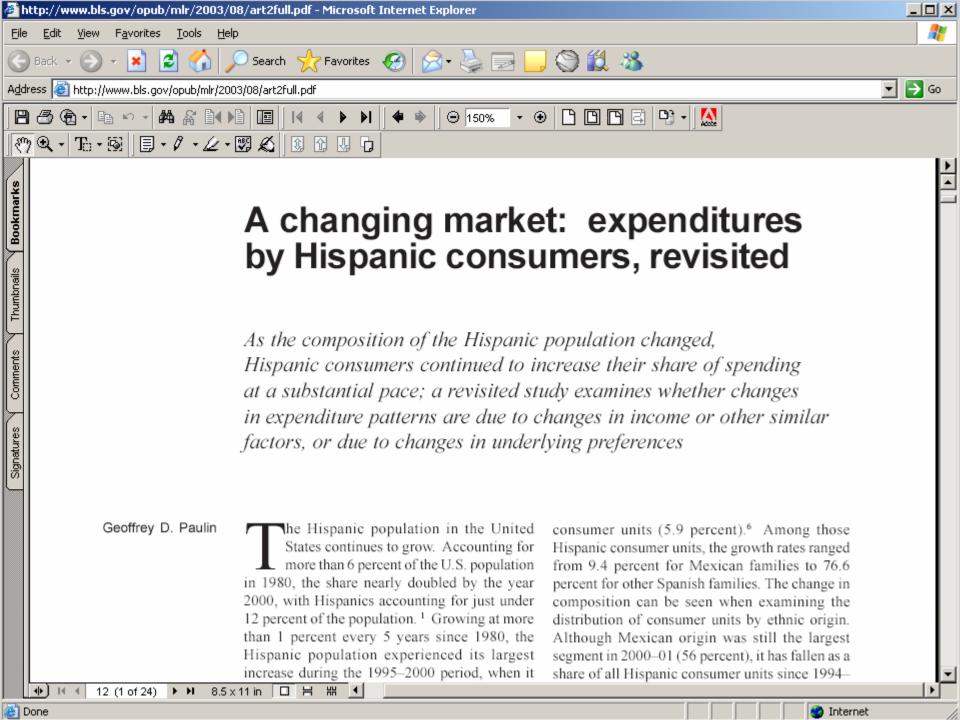
Percent of Population, 2000 Hispanic or Latino Origin All Races

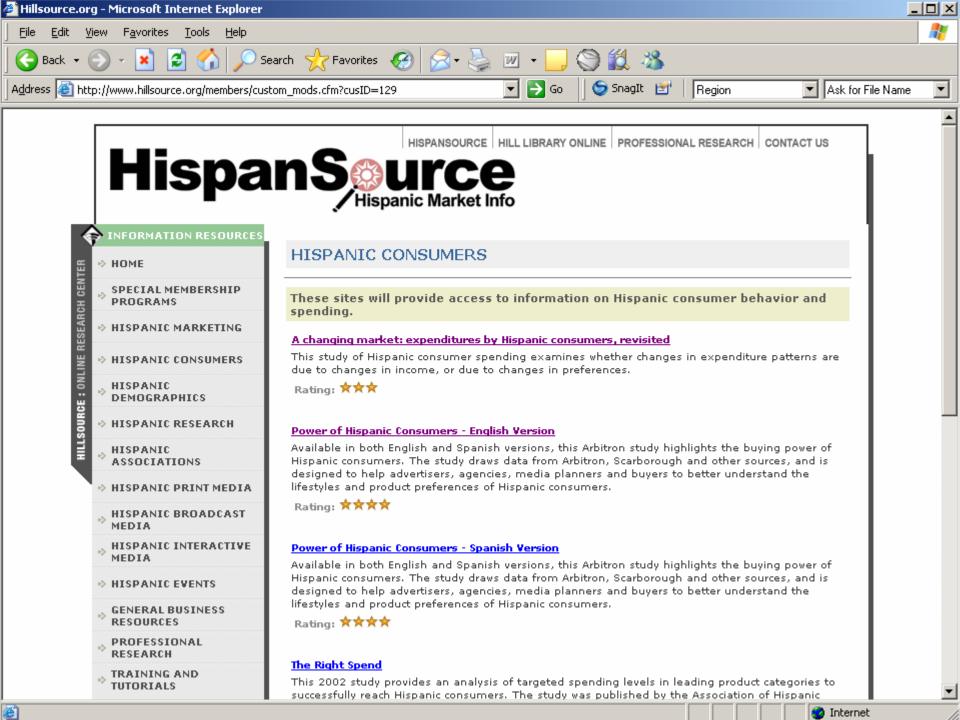


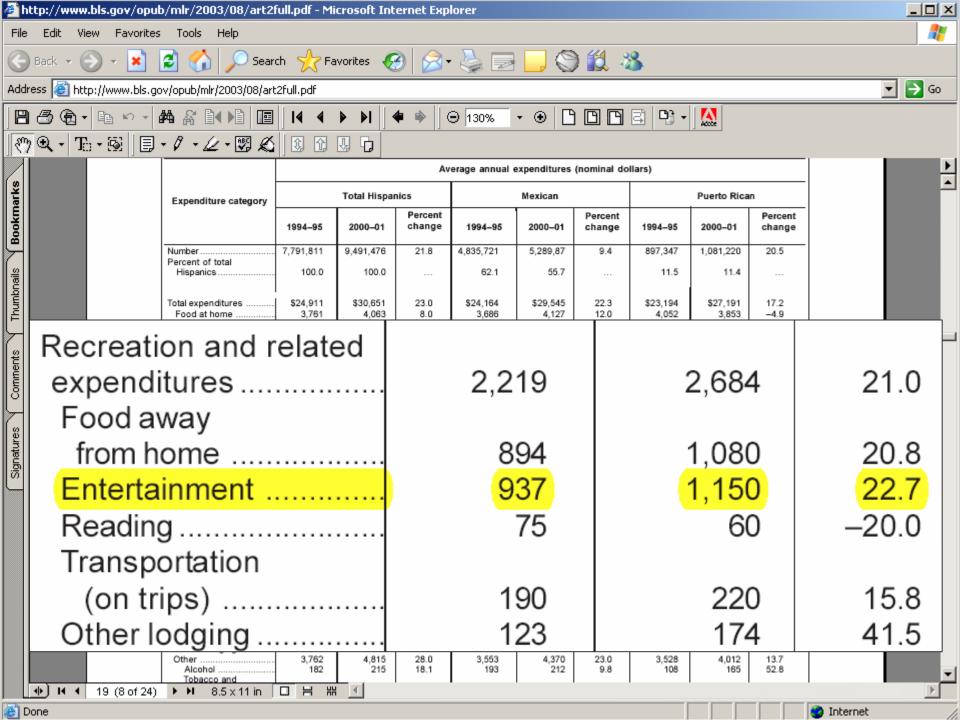


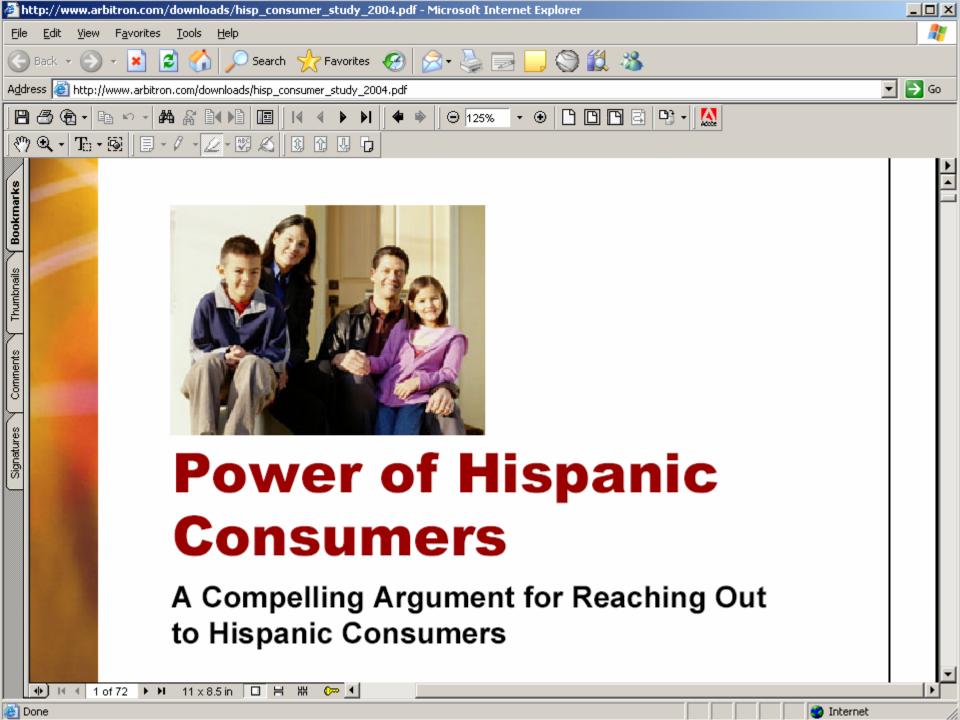




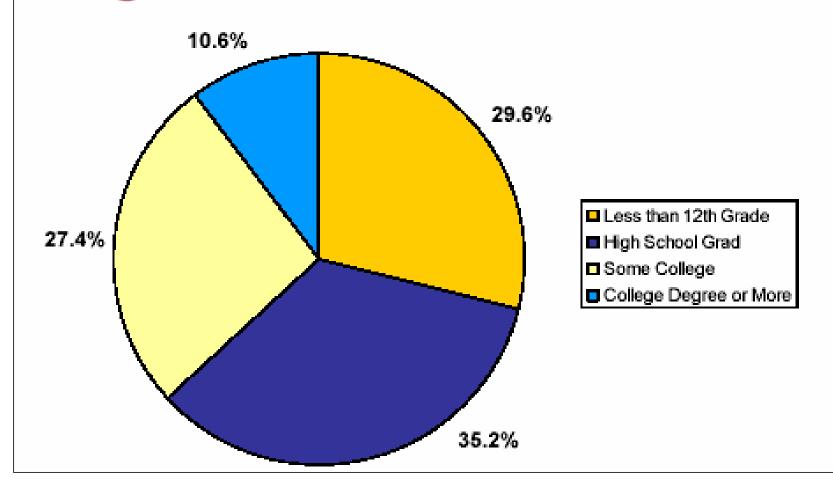






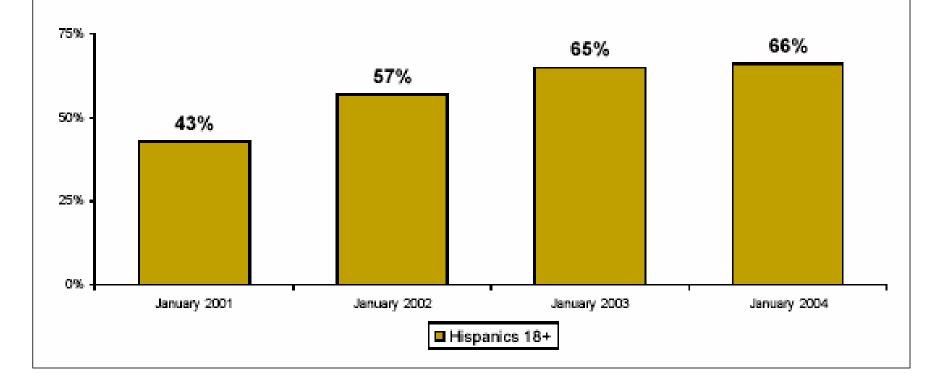


Over One-Third of Hispanics Have Some College Education, College Degree or More

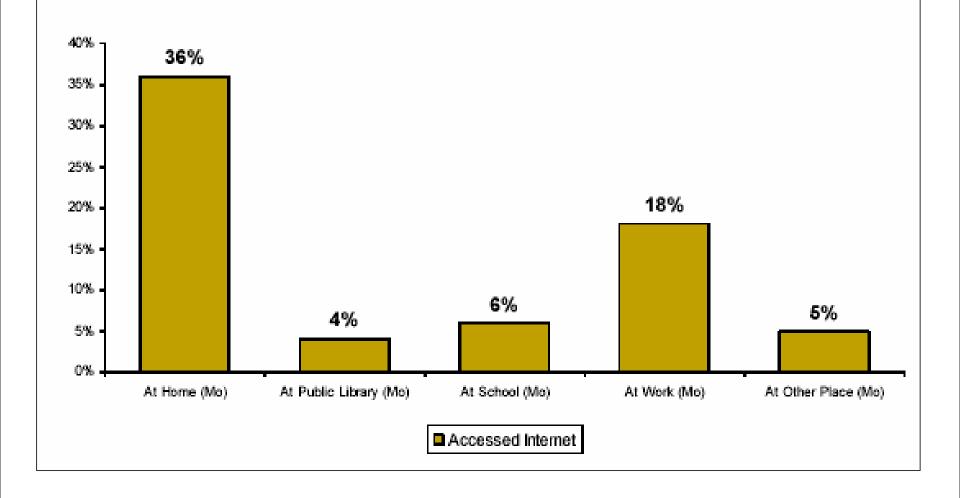


Internet Access Is Increasing for Hispanic Consumers

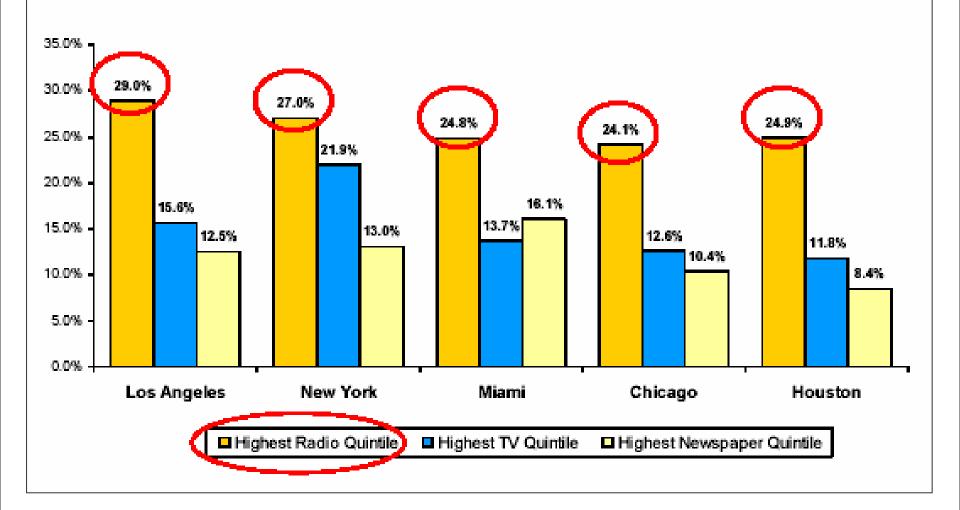
52 percent of Hispanic adults 18+ own a computer (over 13.7 million)



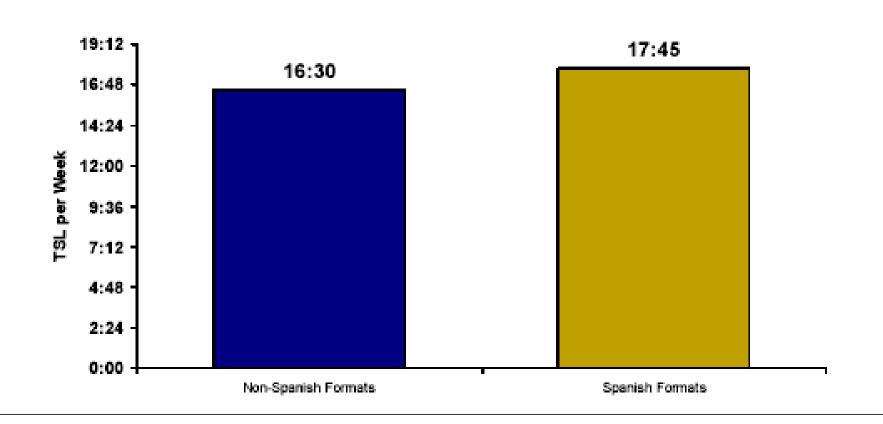
More Likely to Access Internet from Home

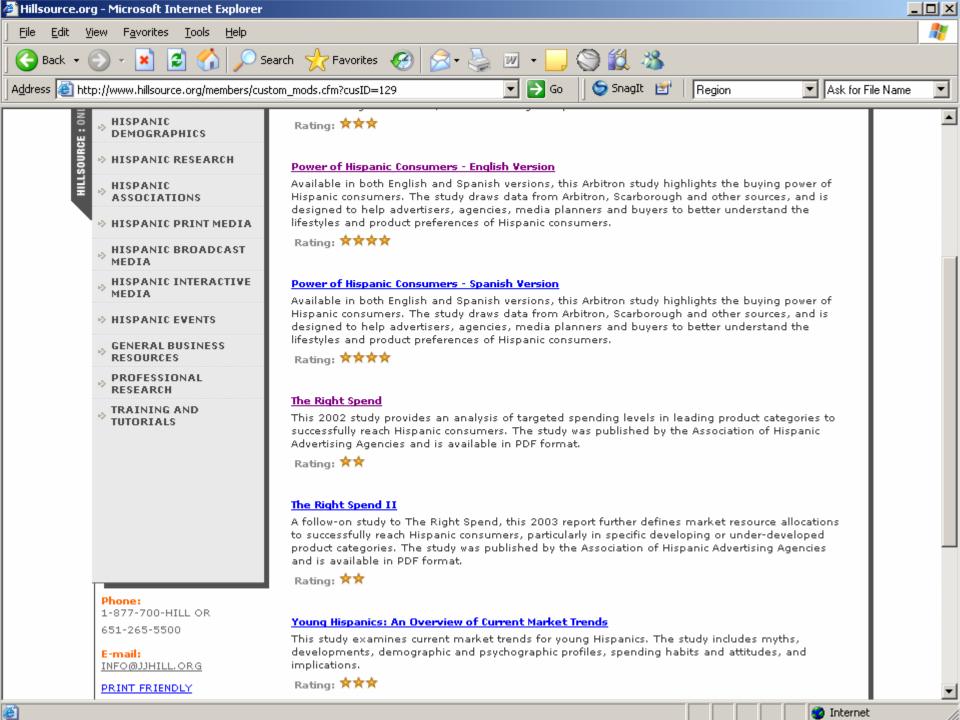


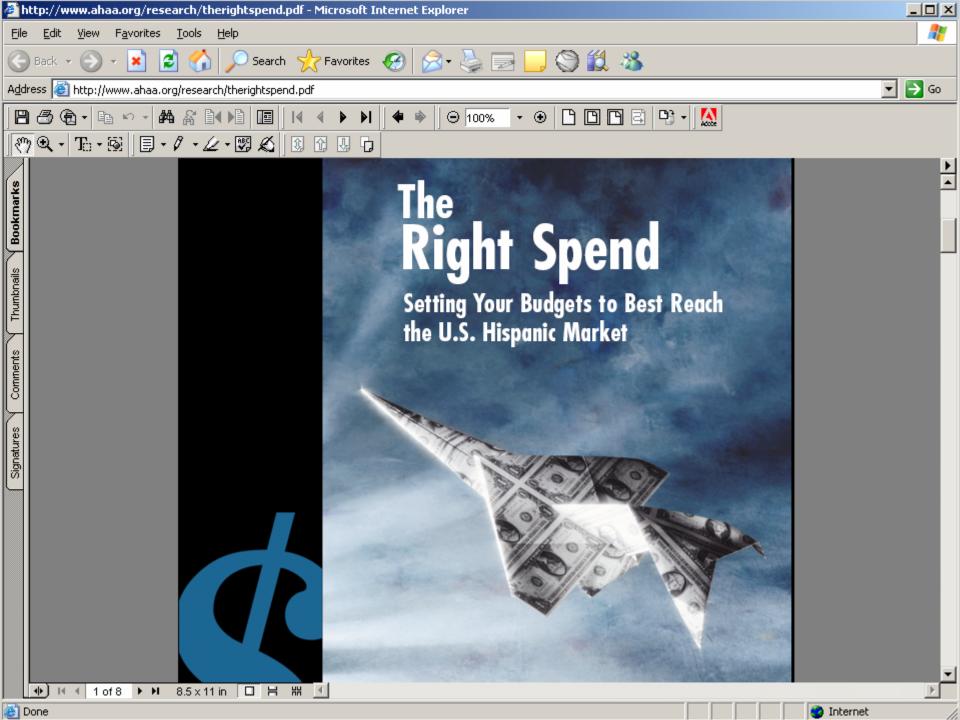
Hispanics Are Heavy Radio Users!

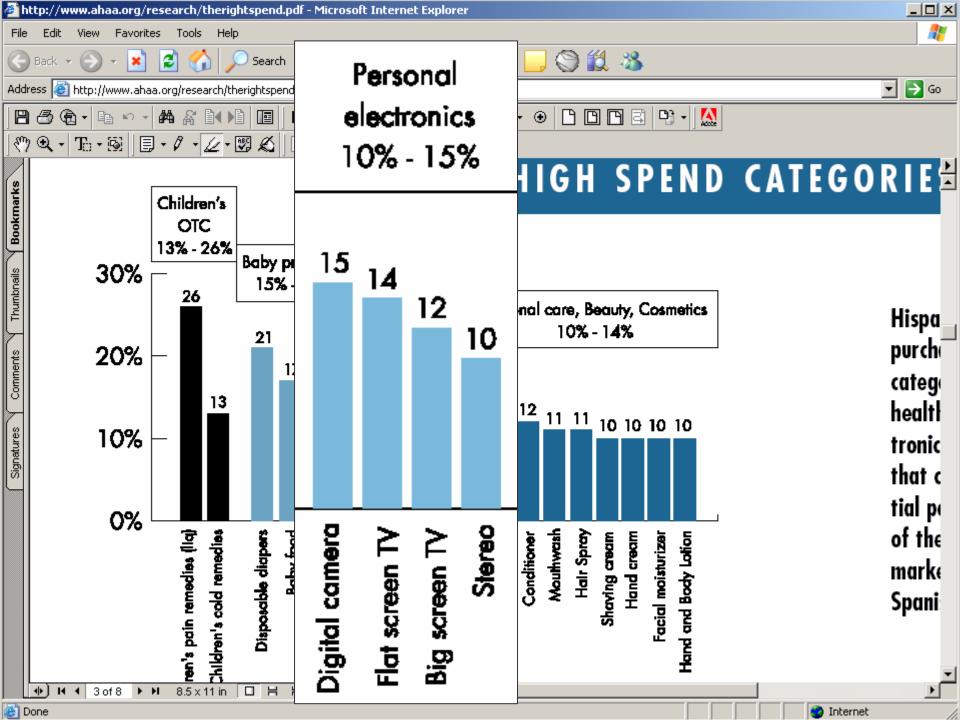


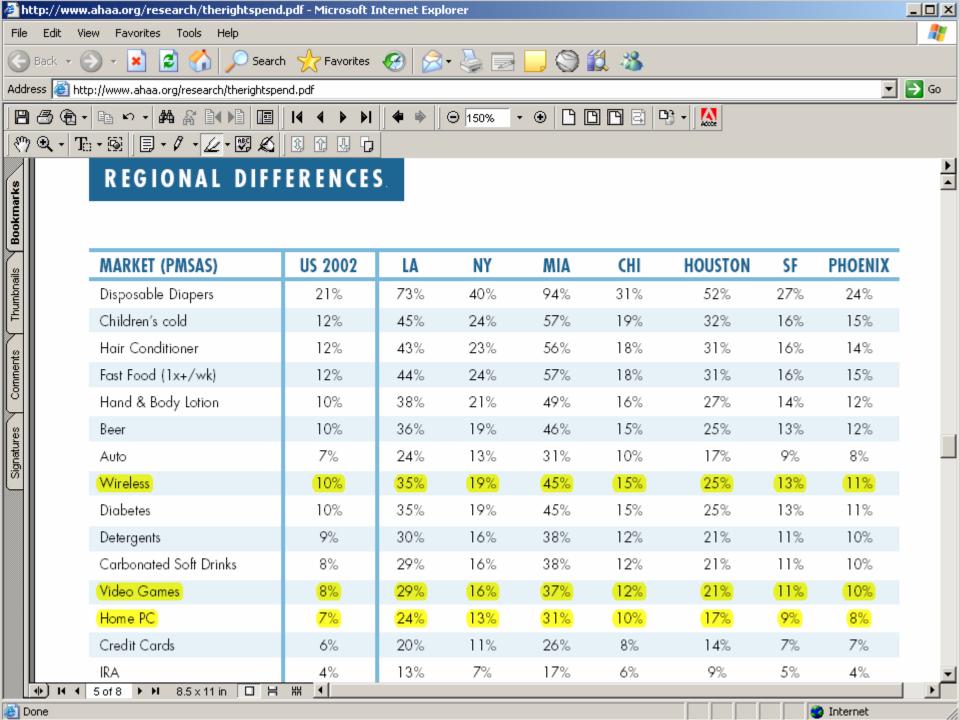
Hispanics Spend More Time with Spanish Formats than Other Formats

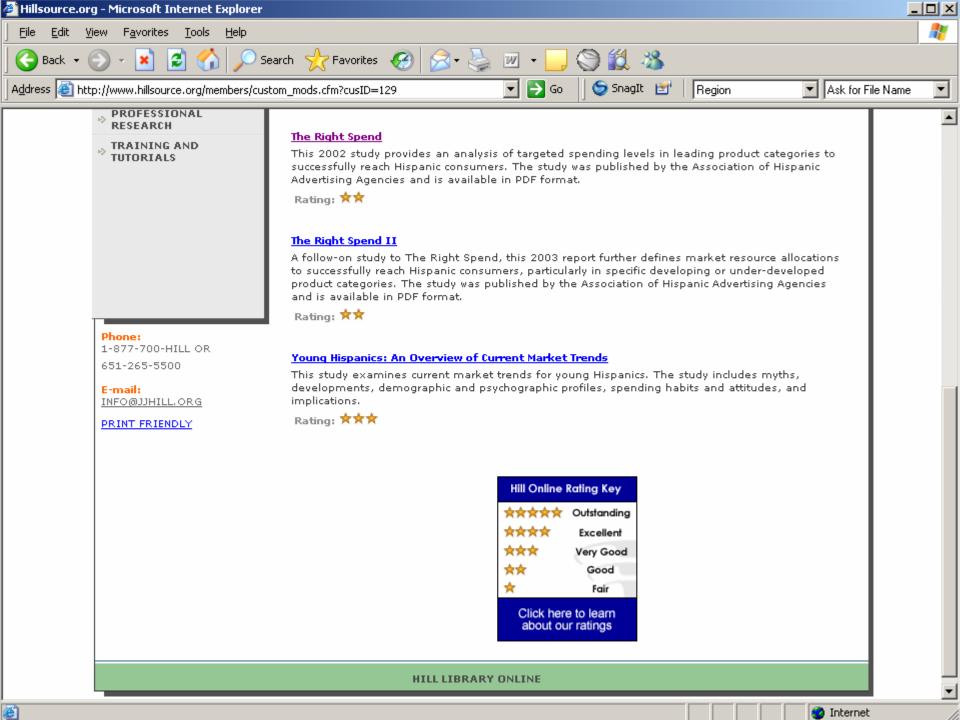


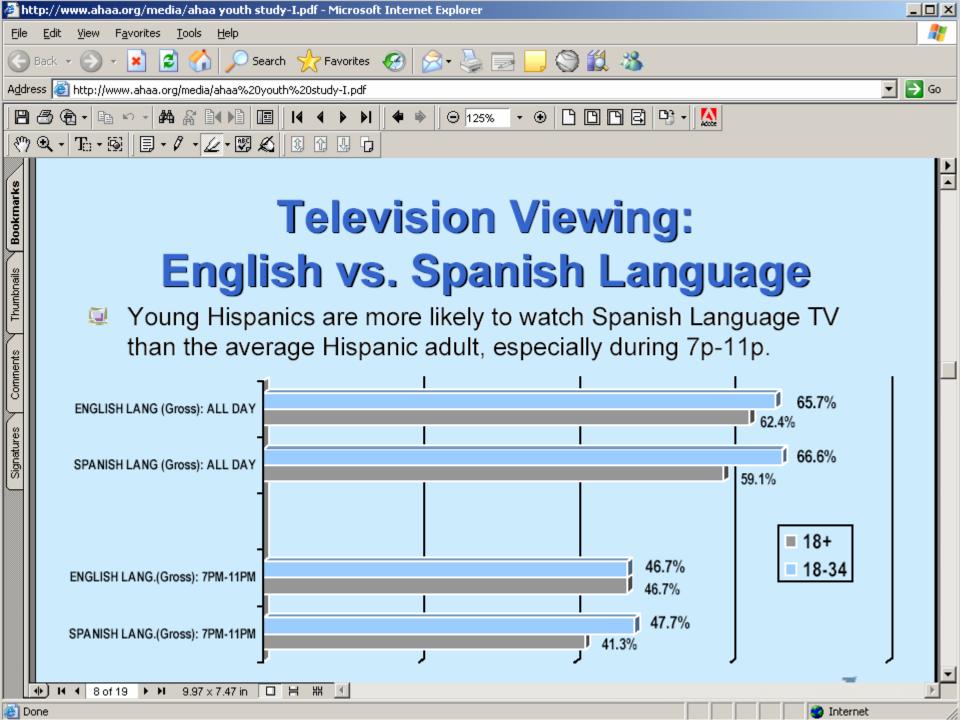


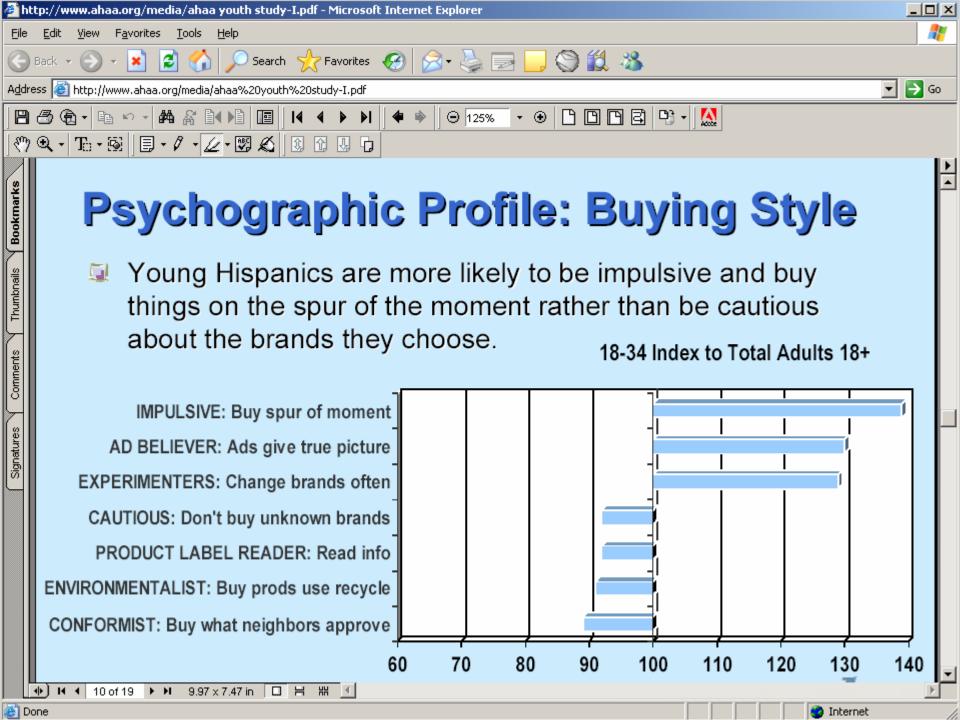


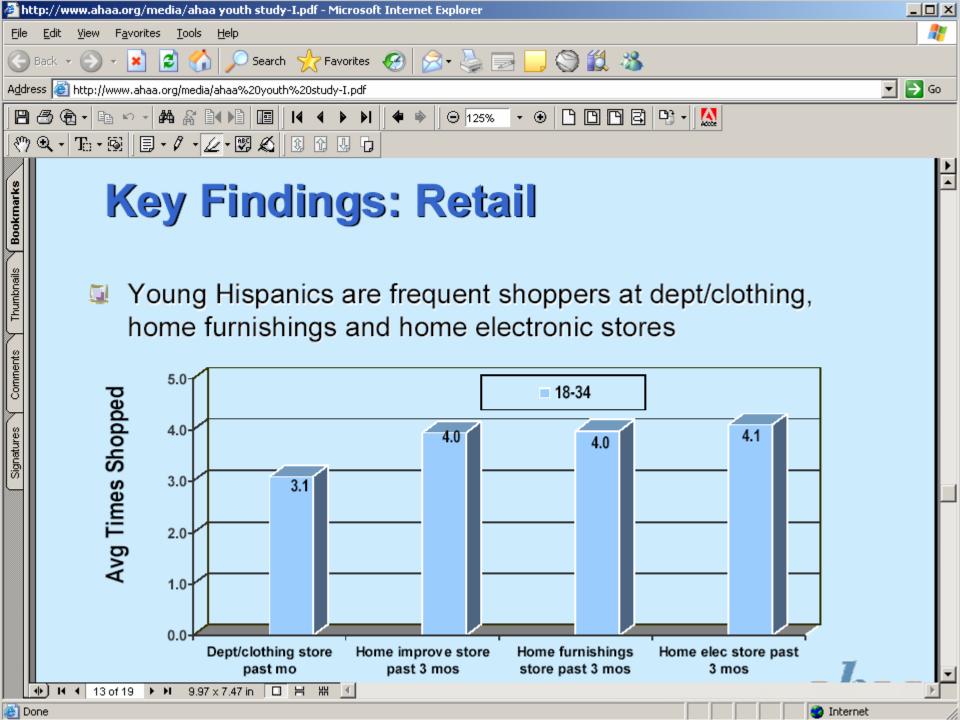


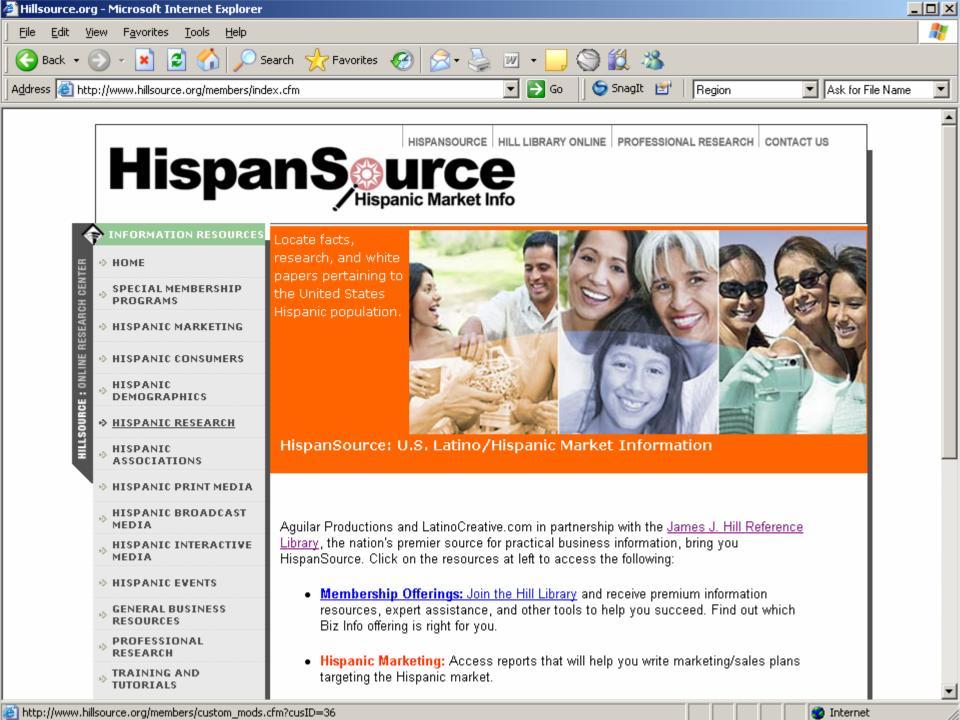


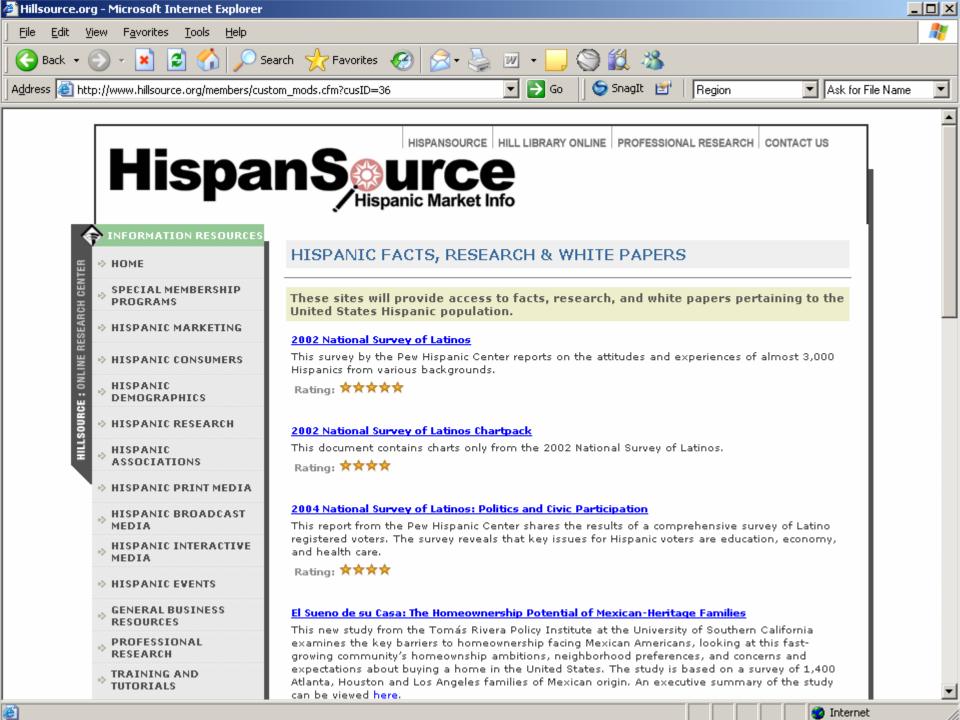


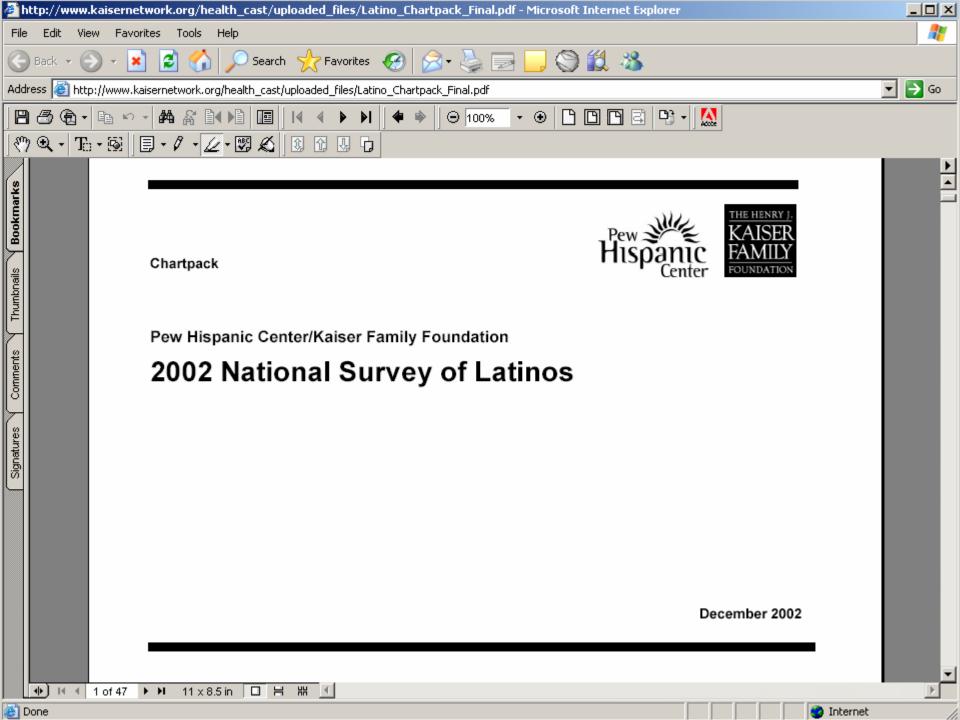


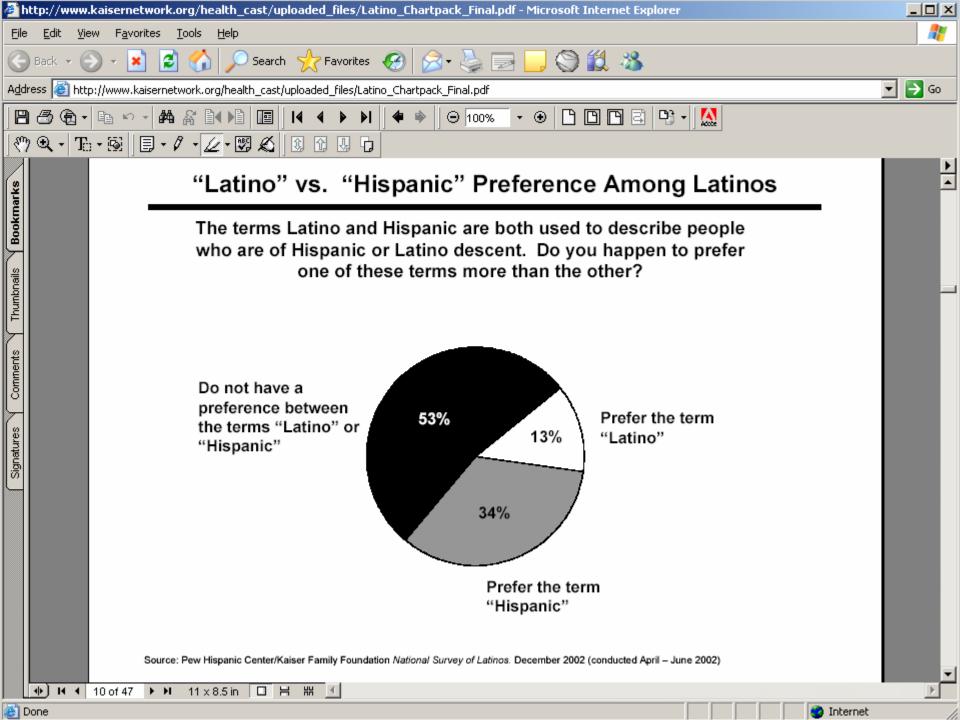


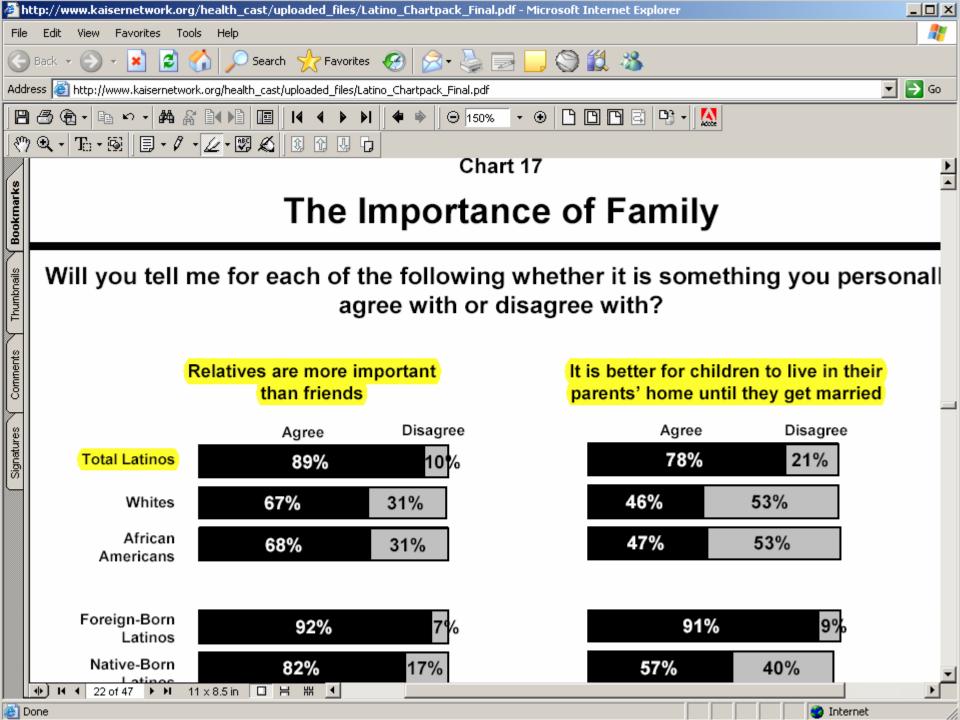


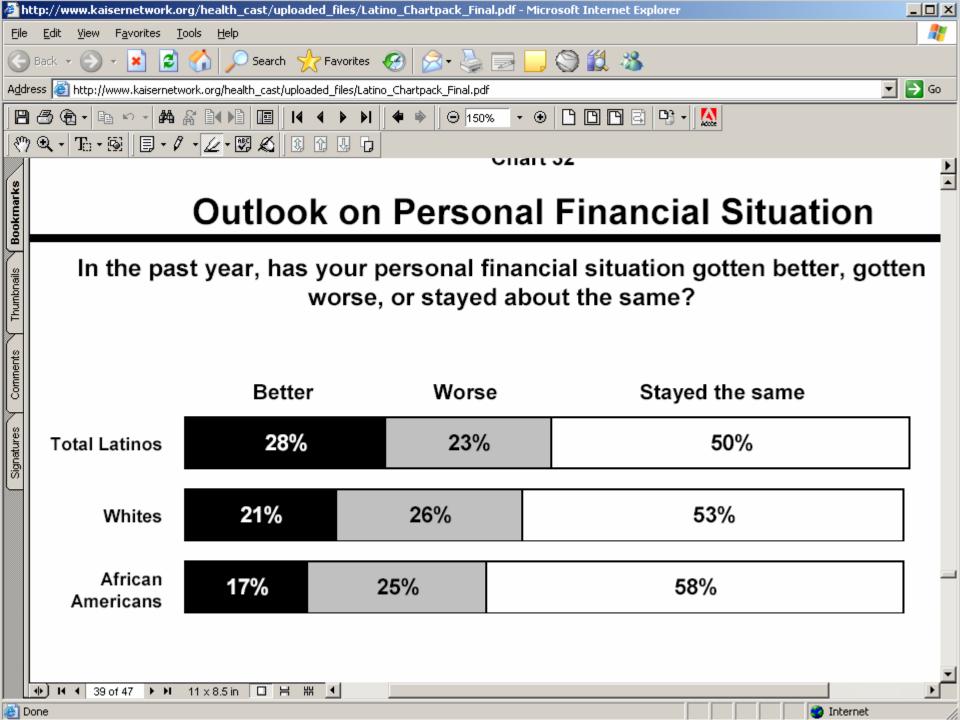


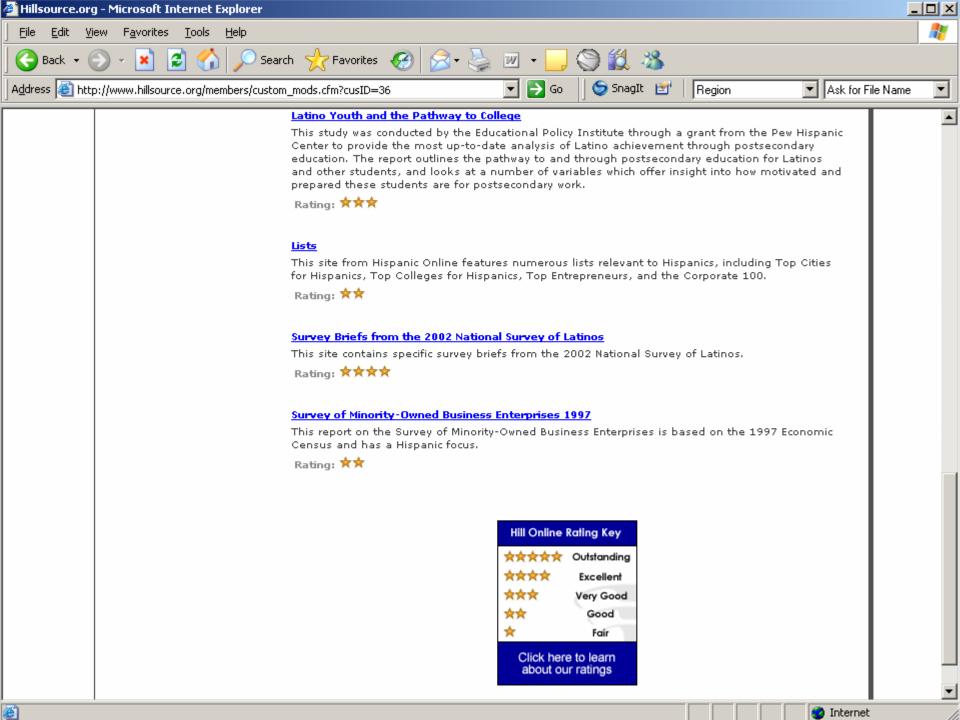


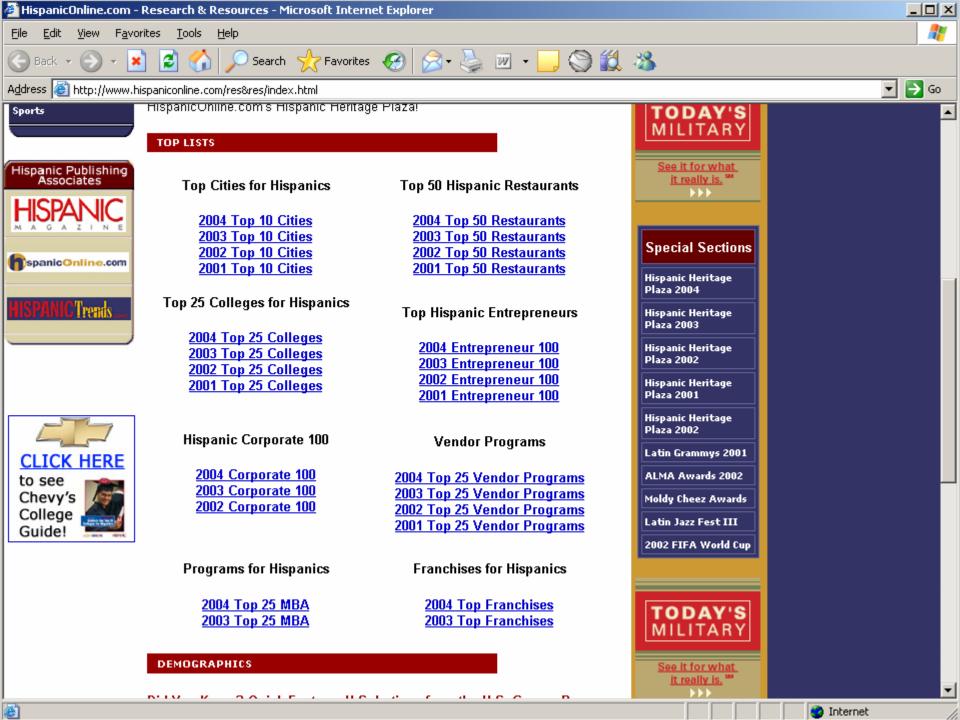


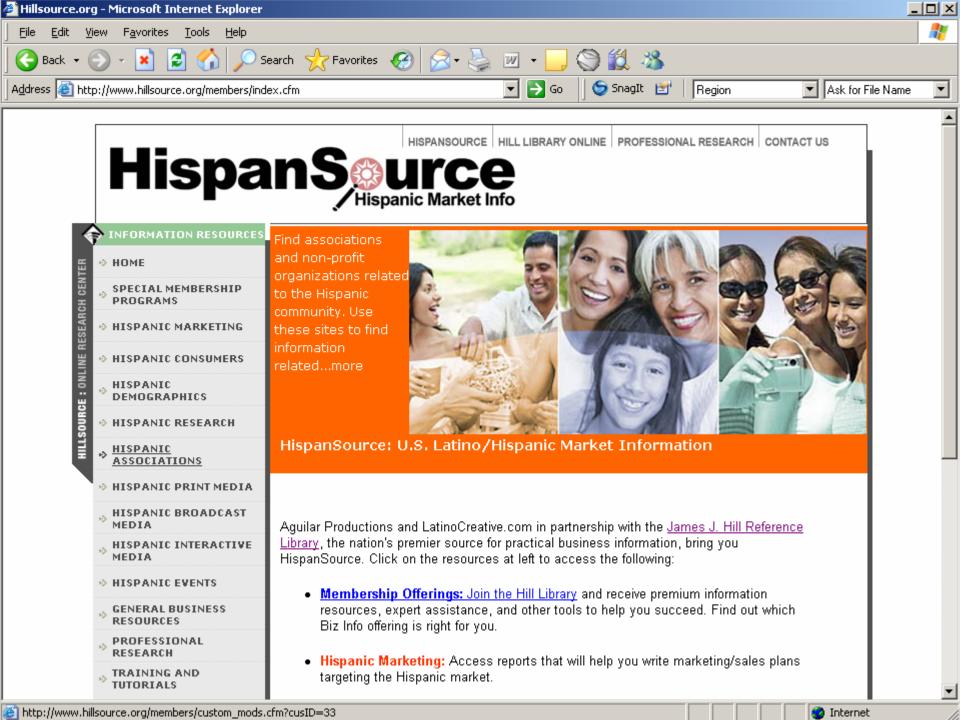


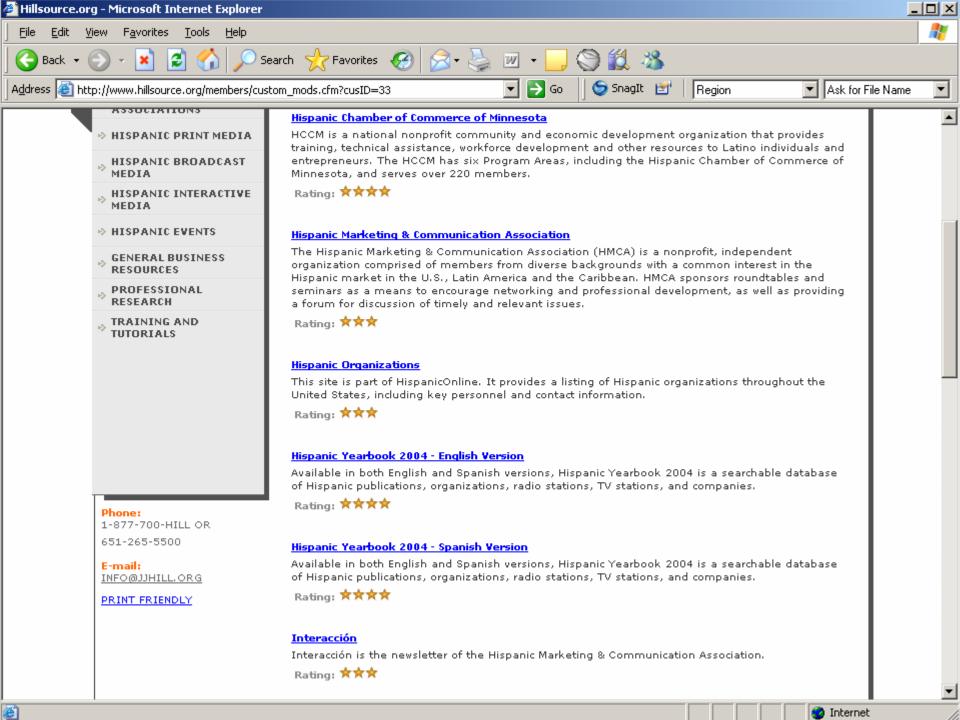


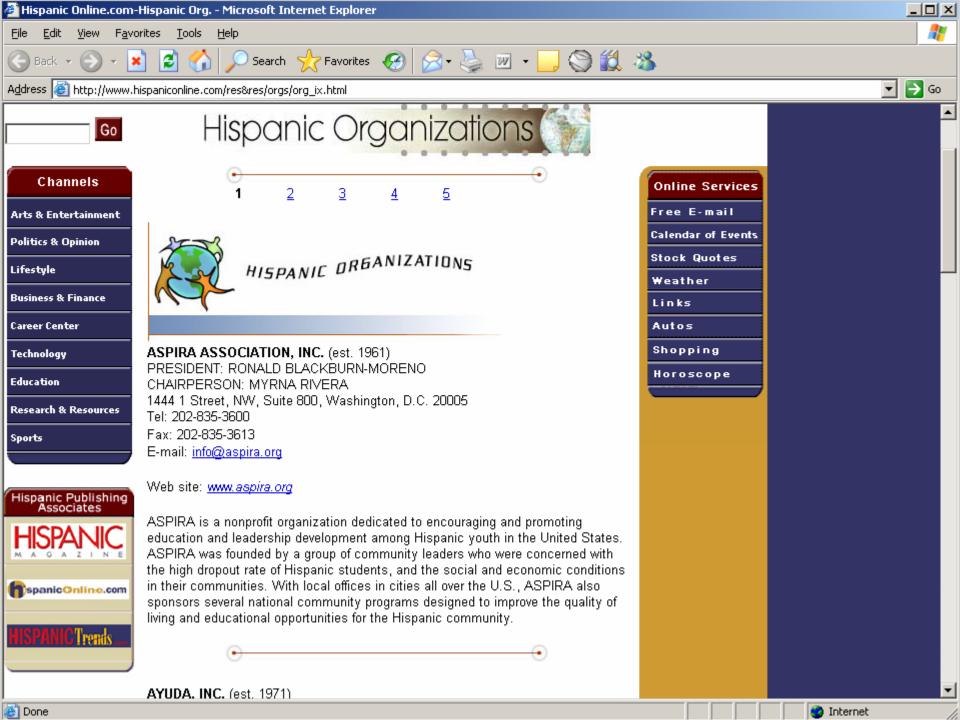


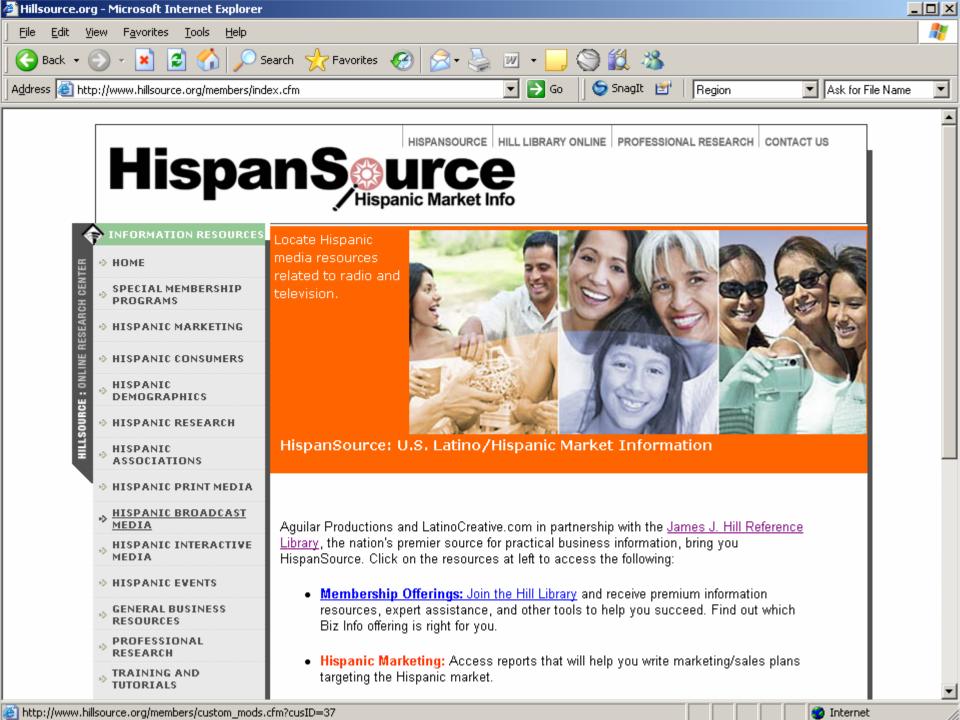


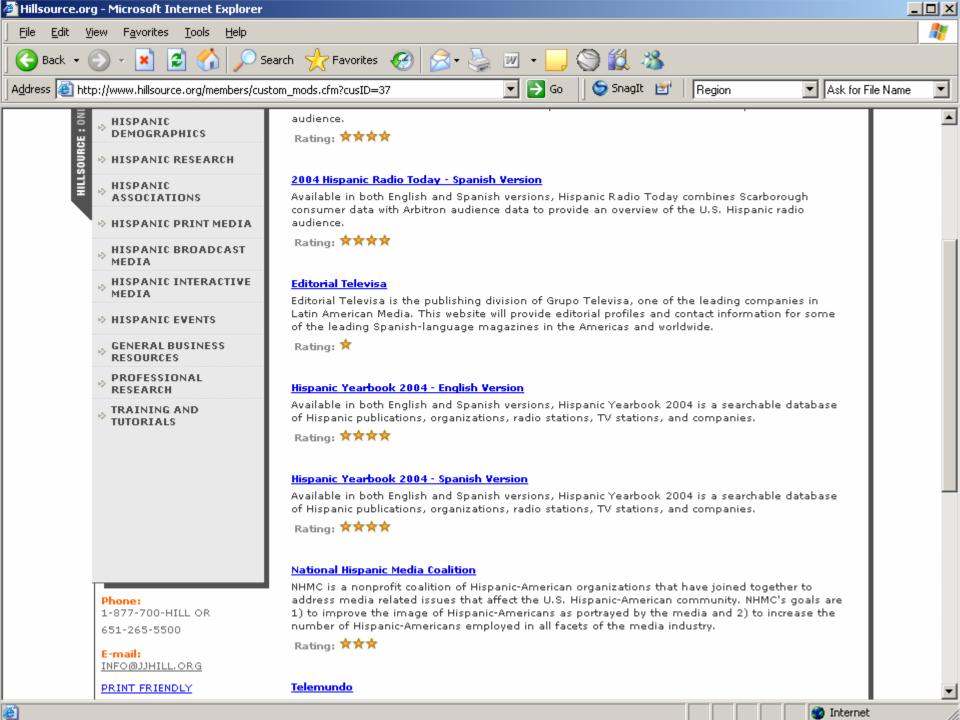


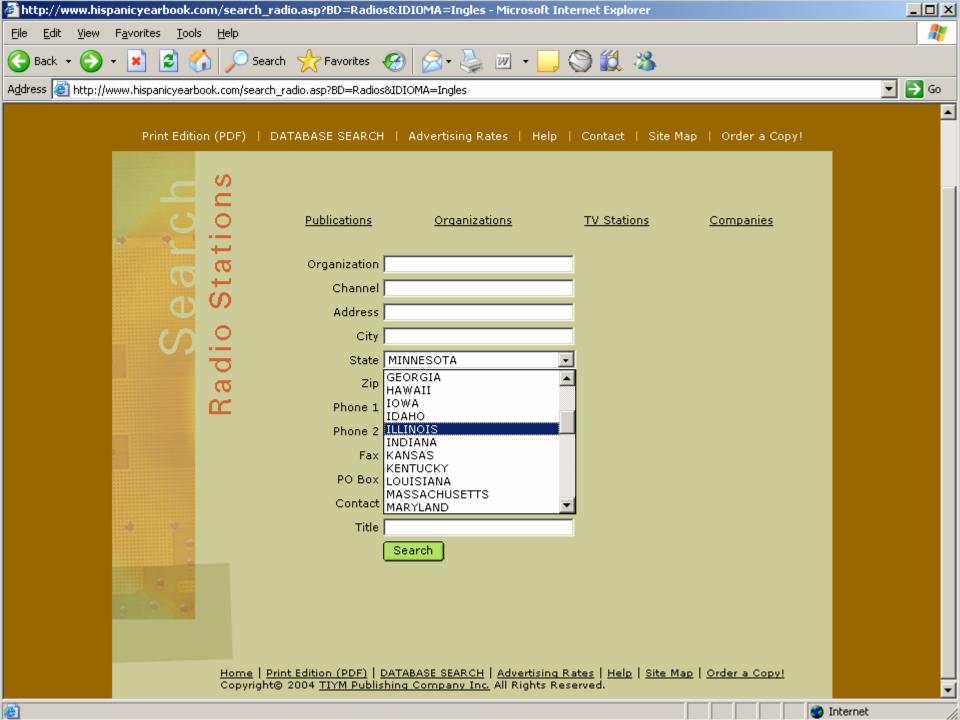










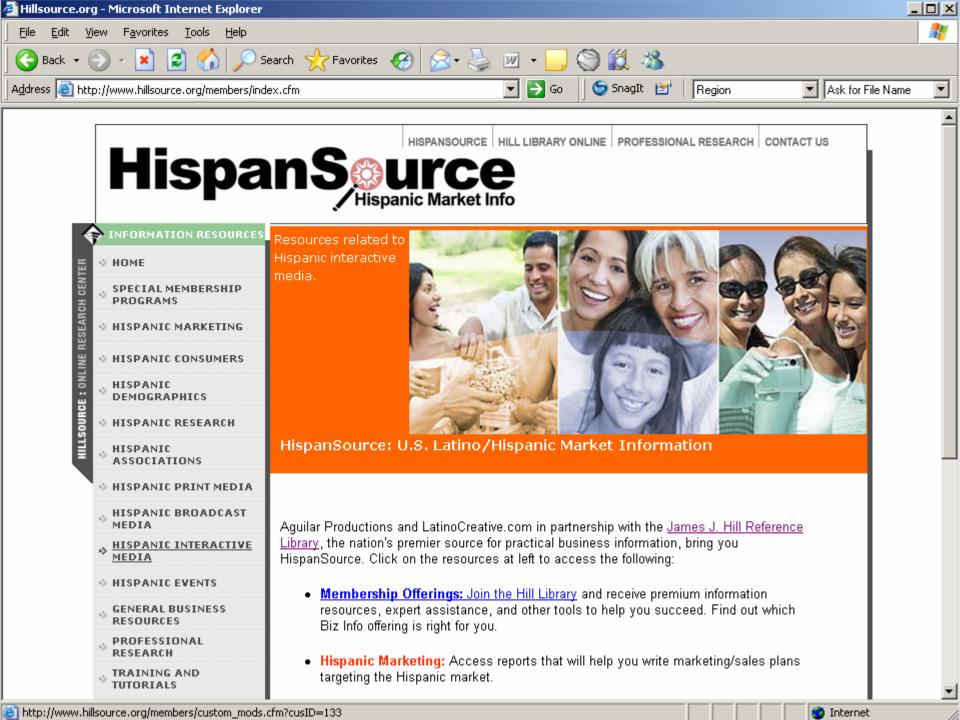


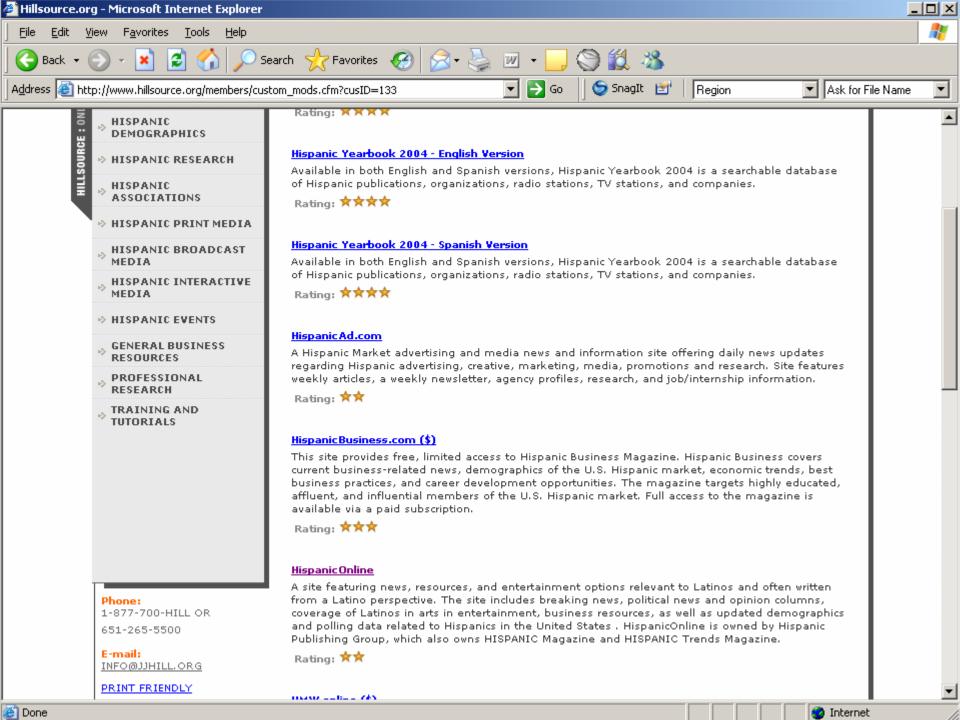
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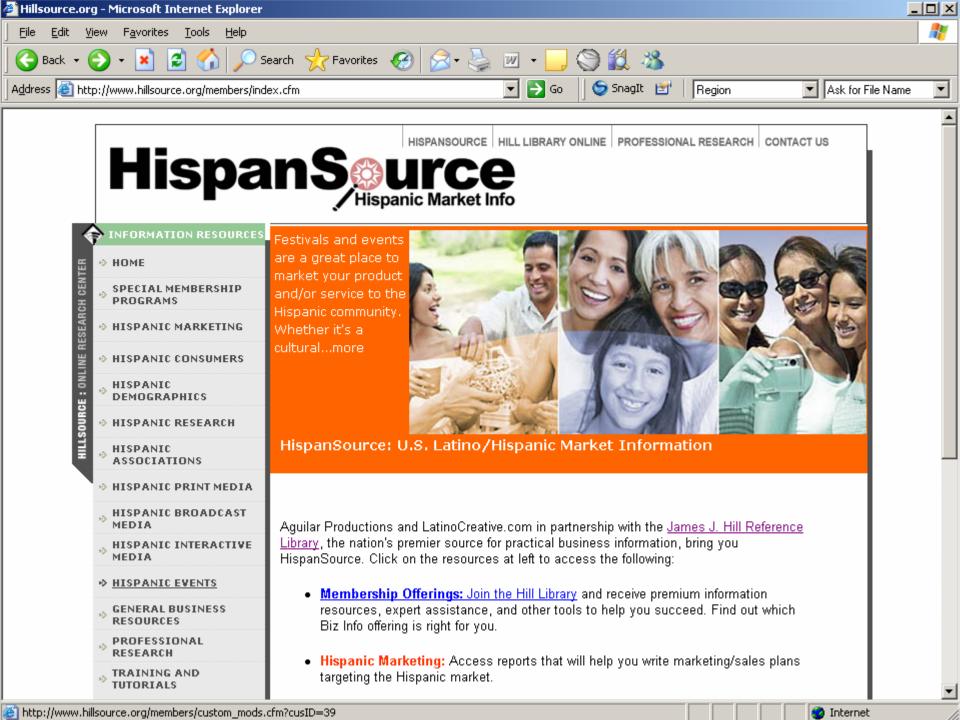
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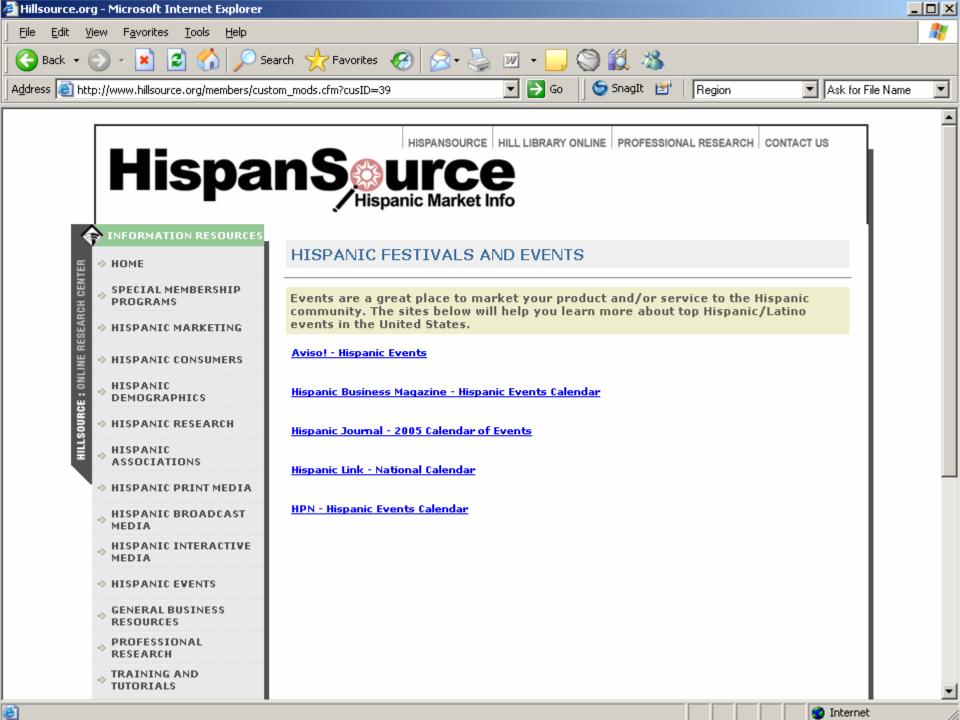
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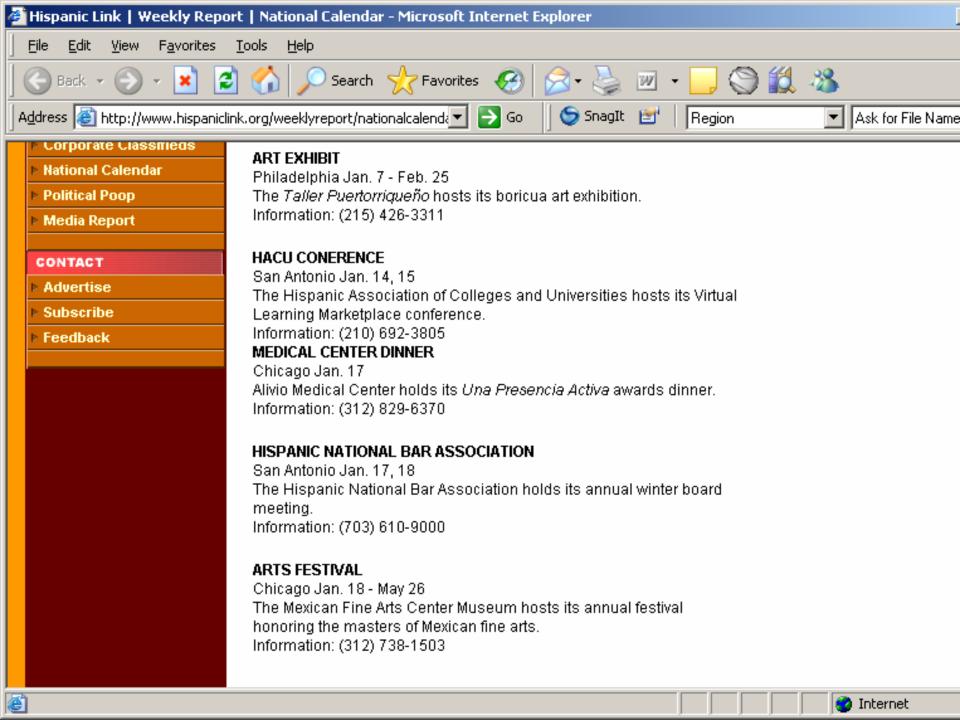
Organization	Channel	City	Phone 1	Details
Hispanic Broadcasting Corporation	WVIV-FM	Chicago, IL 60611	(312) 981-1800	<u>View</u>
Hispanic Broadcasting Corporation	WOJO-FM	Chicago, IL 60611	(312) 981-1800	<u>View</u>
Kovas Communications	WONX-AM	Evanston, IL 60202	(847) 475-1590	<u>View</u>
Entravision Communications Corporation	WRZA-FM	Chicago, IL 60629	(773) 767-1000	<u>View</u>
Hispanic Broadcasting Corporation	WIND-AM	Chicago, IL 60611	(312) 981-1800	<u>View</u>
Moody Broadcasting	WMBI-AM	Chicago, IL 60610	(312) 329-4281	<u>View</u>
Spanish Broadcasting System	WLEY-FM	Chicago, IL 60601	(312) 920-9500	<u>View</u>
Radio Unica	WNTD-AM	Chicago, IL 60611	(312) 279-9100	<u>View</u>
Entravision Communications Corporation	WZCH-FM	Chicago, IL 60629	(773) 767-1000	<u>View</u>
Spanish Broadcasting System	WEDK-FM	Chicago, IL 60601	(312) 920-9500	<u>View</u>

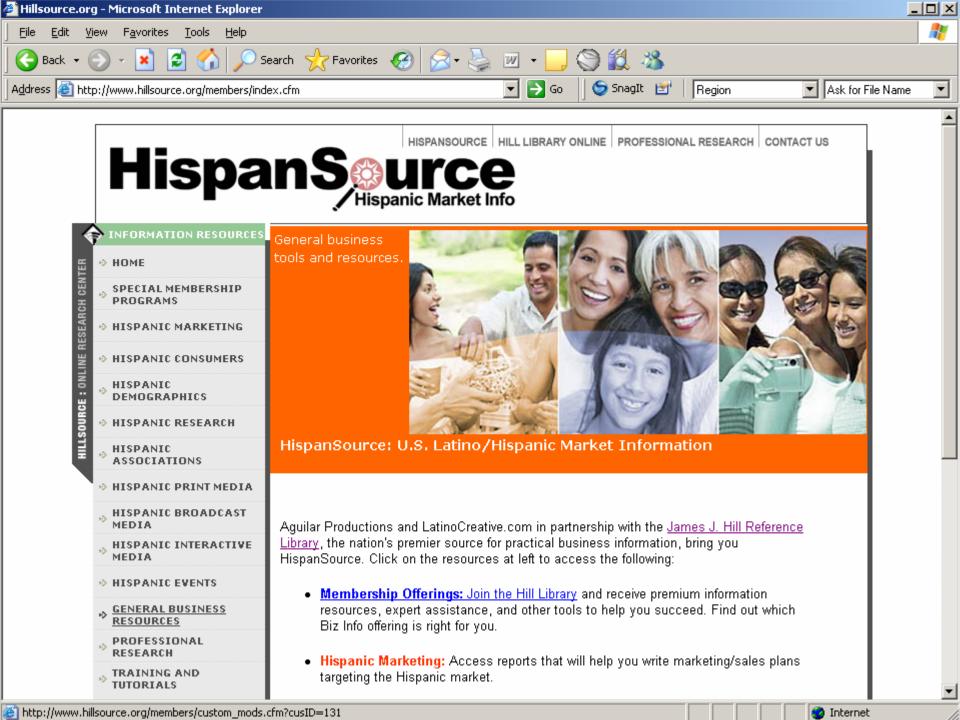


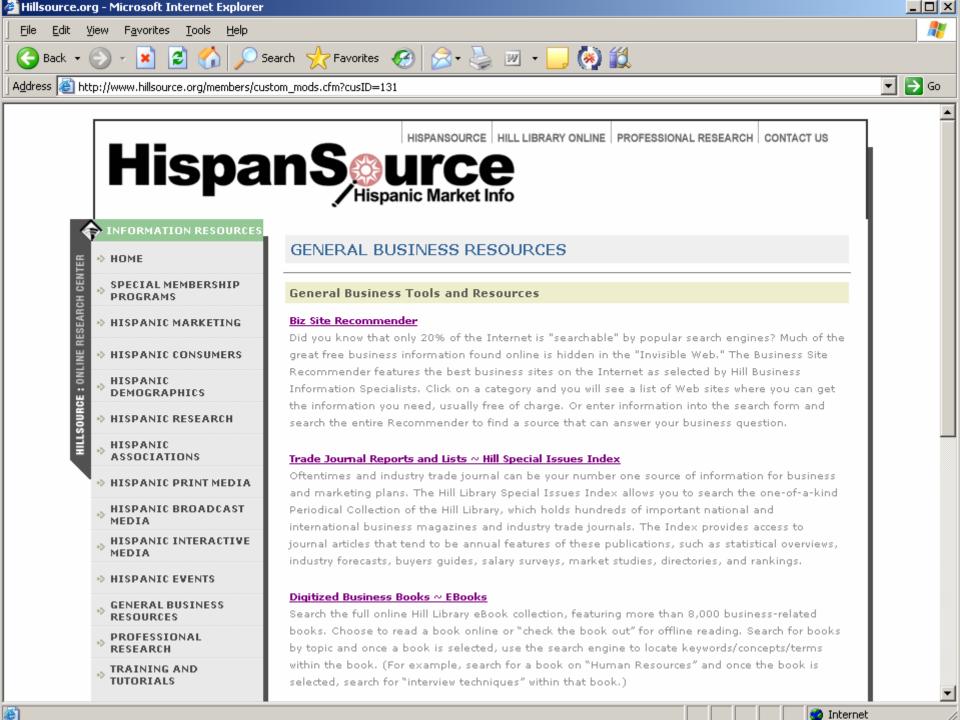


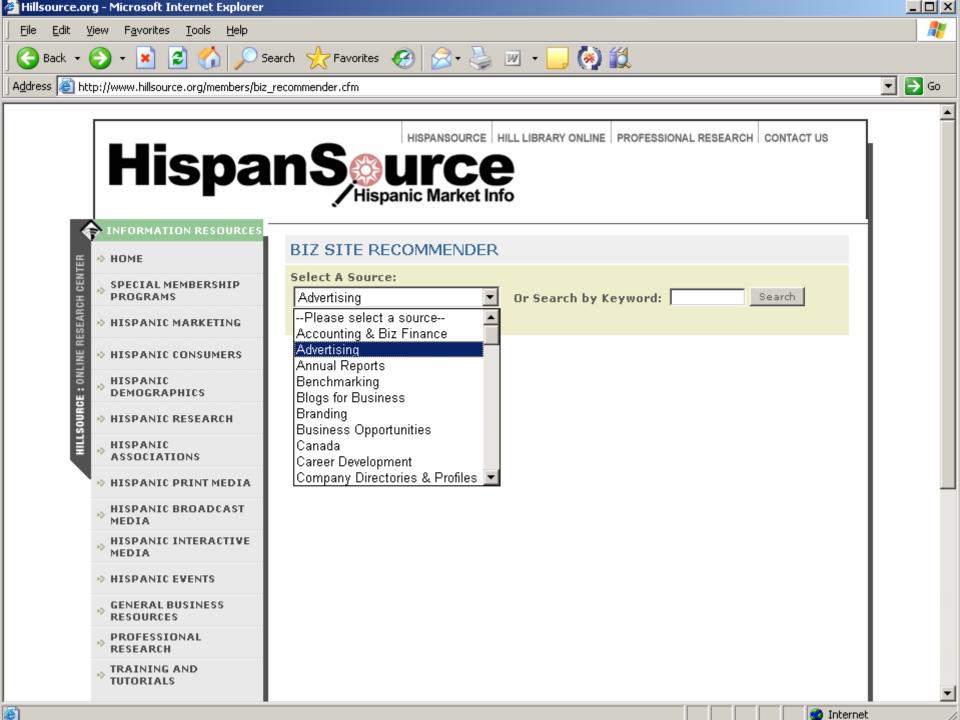


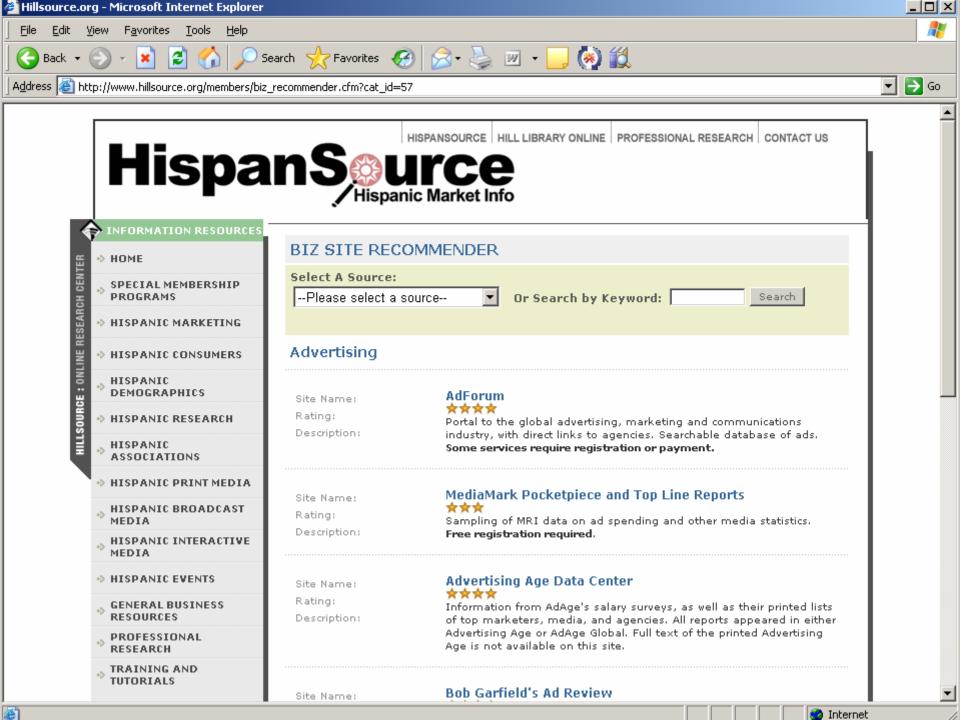












Data Center

The Ad Age DataCenter provides exclusive advertising and marketing industry data compiled by the Ad Age Research Department. This constantly updated collection includes more than 600 separate charts arranged in the four major categories below. If you need additional data or have a customized research question, please call our Chicago Information Center at 312-649-5329 or 312-649-5476, or e-mail mmandle@crain.com.

Marketers / Advertisers

Marketers Data Categories

100 Leading National Advertisers

Featuring comprehensive ad spending estimates on 100 elite marketers, company profiles, and sales and earnings reports for our annual 100 Leading National Advertisers Report. See all charts.

Includes top ad spenders by media and market share leaders in select categories. (Go directly to .pdf download page for the full 83-page <u>Leading National Advertisers Corporate Profiles 2004</u> / Access price: 10 PayPoints)

MegaBrands

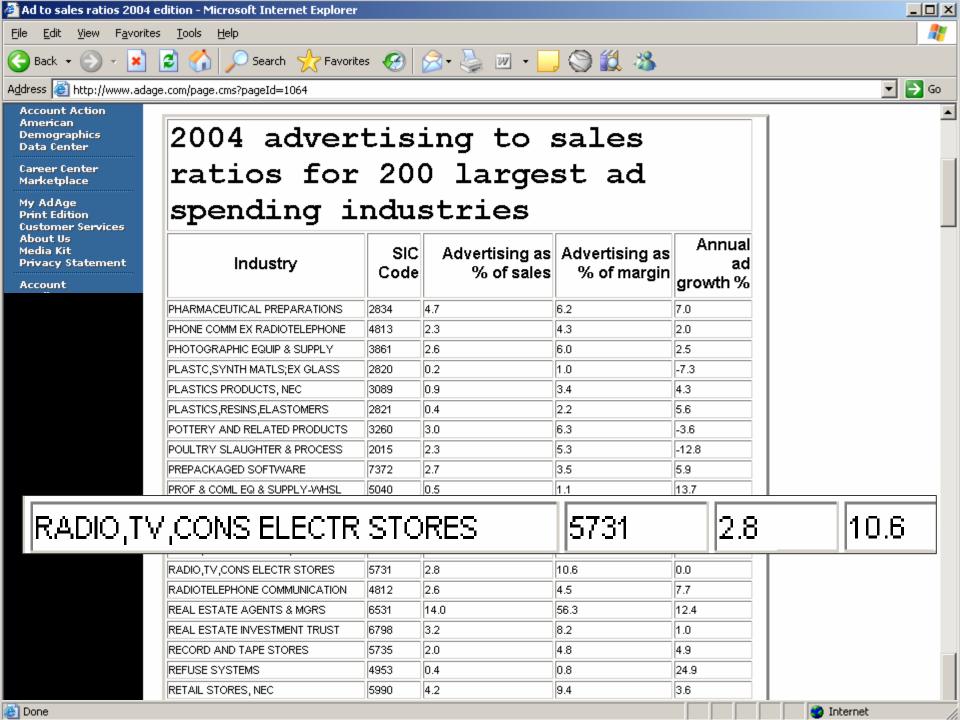
Top megabrands ranked by measured U.S. media spending.

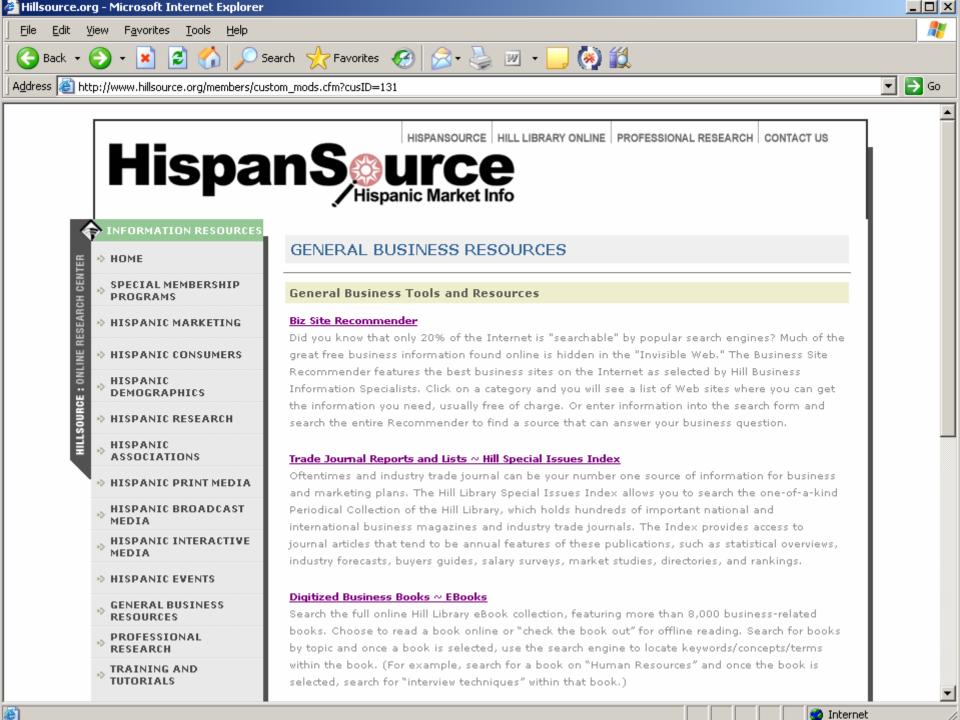
Global Marketing

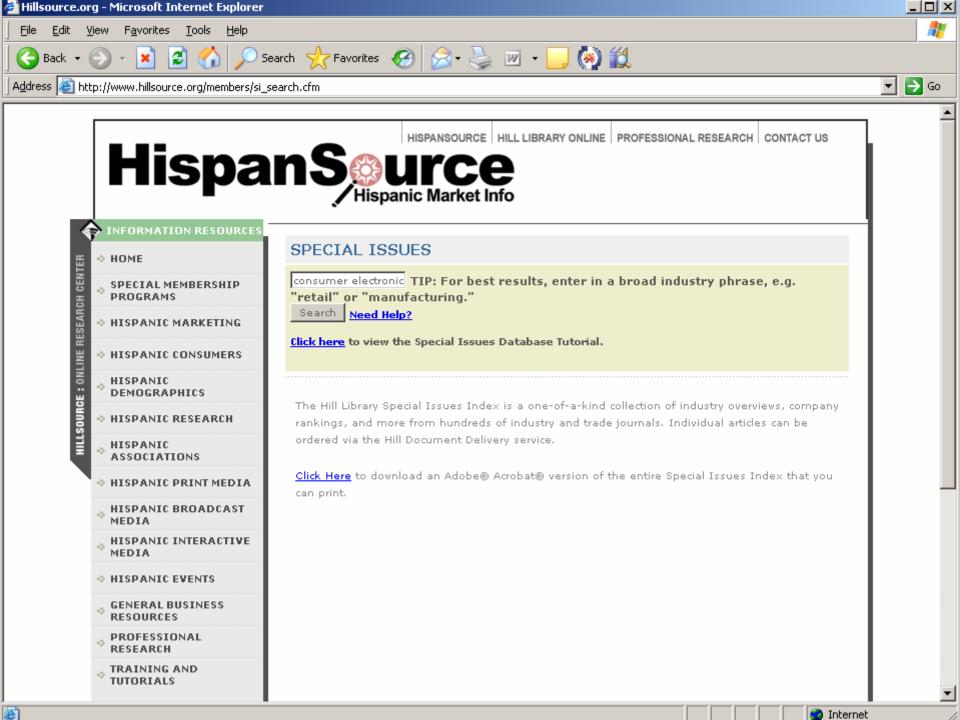
World's top advertisers by measured media. Compiled from ad figures in more than 80 counties, the tables show the extraordinary reach of the world largest marketers. Also included: Ad Age's annual **Global Accounts** (often called the **Dots**).

Coen's Annual Spending Totals

Advertising to sales ratios by industry, from Schonfeld & Associates







Title: Top 50 Consumer Electronics Retailers

Article Date: March 2006

Journal Name: Dealerscope

Subjects: RETAILING 💌 🚾

Title: CEA 2004-06 Sales & Outlook

Article Date: January 30, 2006

Journal Name: TWICE: This Week in Consumer Electronics

Subjects: ELECTRONICS INDUSTRY **▼** Go

Title: Special 2006 International CES Edition

Article Date: January 5, 2006

Journal Name: TWICE: This Week in Consumer Electronics

Subjects: | ELECTRONICS INDUSTRY | Go|

Title: TWICE 2005 Business Annual State of the Industry Review

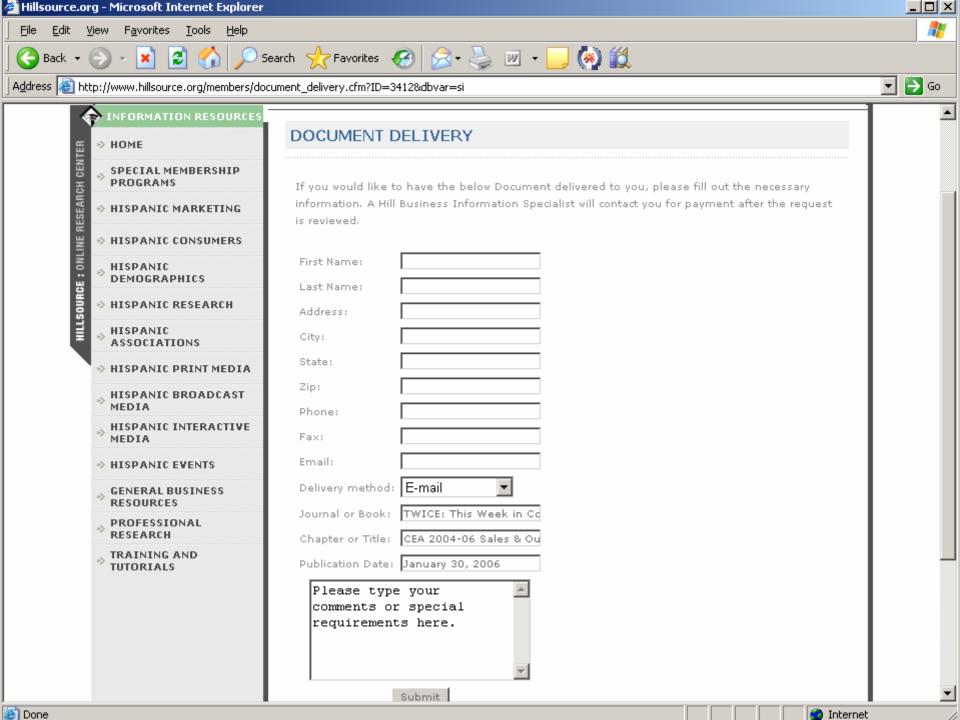
Article Date: November 21, 2005

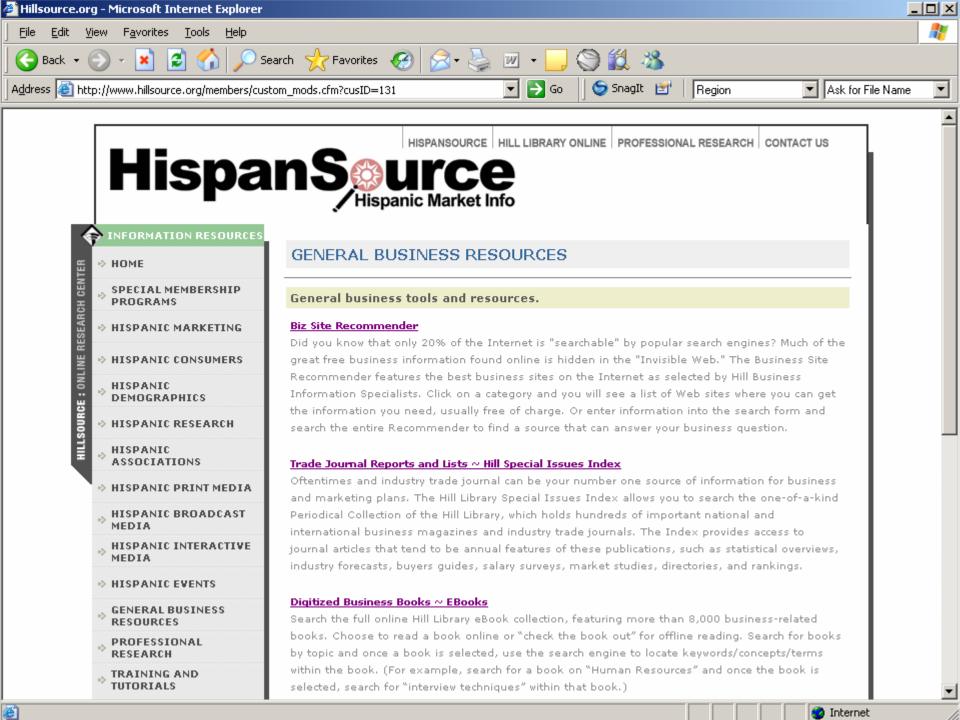
Journal Name: TWICE: This Week in Consumer Electronics

subjects: ELECTRONICS INDUSTRY ▼ Go

Title: <u>Twice Guide to Distributors (Consumer electronics / appliance)</u>

Article Date: August 2005 Suppl.





What Have We Learned?

Business. Smarter.

> •We could spend days "surfing" through 24.3 million Google search results, or…

What Have We Learned Using HispanSource

- Business. Smarter.
- Hispanic population is growing faster than any other US group, and it is a younger population
- Primarily located in the southwest with high density in Florida, New York and Chicago
- Very family oriented
- Have a bright outlook on their economic future
- 23% increase in entertainment spending in five years
- More than 1/3 have attended college

- Internet use has grown 54% since 2001 with the majority of usage occurring at home
- Hispanics are heavy radio listeners and like Spanish radio
- Electronics are a "High Spend" category, with a focus on digital cameras, flat and big screen TVs, and stereos
- Young Hispanics are impulsive purchasers influenced by advertising
- I should spend 3% of my gross sales on advertising



You Have the Power of Information!

Free HispanSource Login



Your Source for Hispanic Market Information









The Latino Market is the Fastest Growing Market in America. Login for access:

GO Need a Login?

LEARN MORE >

DID YOU KNOW?

Hispanics are 33% more likely to buy toys than non-Hispanics.

Read More >

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(Currently seeking **HispanSource** Gold Level Sponsors)

SILVER SPONSORS



Learn More about HispanSource Sponsorship

Welcome to HispanSource.org

In the next decade, the U.S. Hispanic market will be a \$1.5 trillion market. One in four Americans will consider themselves of Hispanic/Latino origin. It is a market that is rapidly growing and loyal to companies that understand the Hispanic consumer and provide relevant quality products and services.

HispanSource is your one-stop source for information related to the U.S. Hispanic/Latino community. Use HispanSource to develop sound business plans, marketing plans, and sales strategies. Get the latest research, learn the latest trends, and get the information you need to "capture" this exciting and growing market.

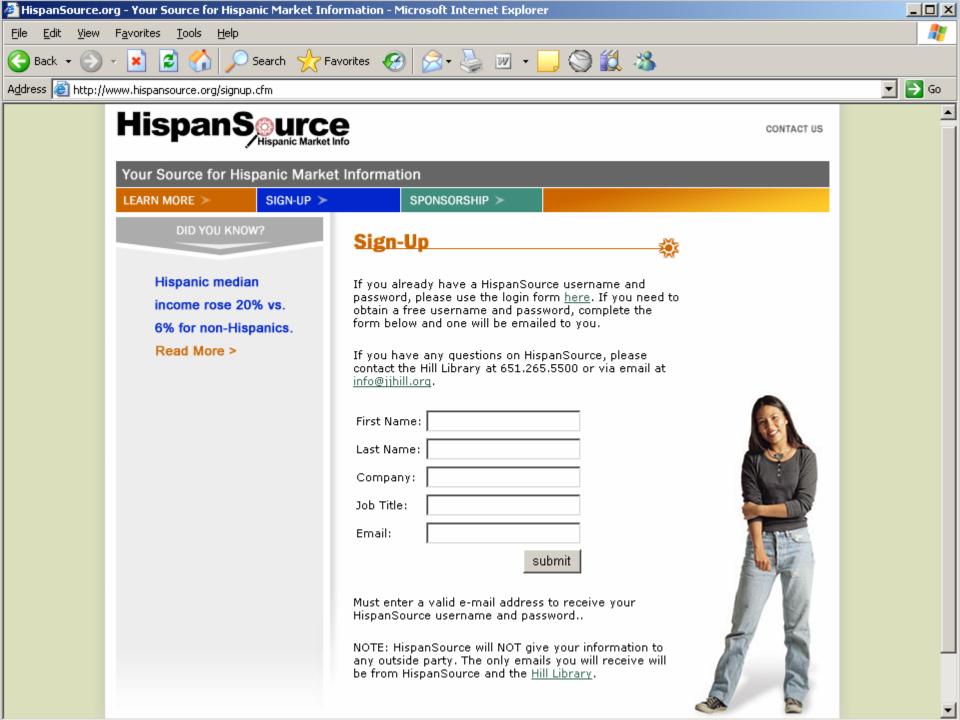
Brought to you buy:





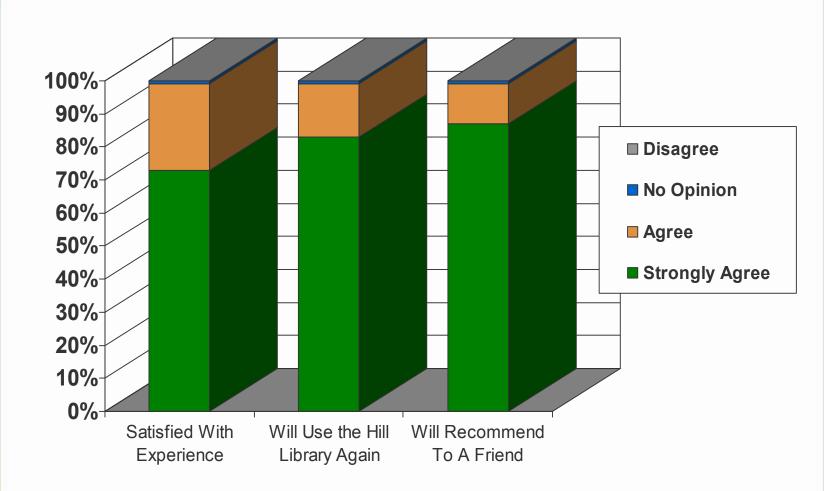






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