

Coming May 2007

Targeting the Hispanic Consumer

Section 1: Market Demographics & Consumption Patterns (estimated 7pp. text/ 18 tables)

- Age
- Household Size
- Education, including College Attendance & Doctorates Earned: 1996-2005
- Occupation
- Household Income Trends
- Top 50 Metro Populations
- Consumer Spending by Category
- Language Proficiency and Nativity
- Profiles by National Origin

Section 2: Buying Styles & Response to Spanish Language Ads (estimated 4pp. text/2 tables)

Indices of Agreement/Disagreement About the Following Buying Styles (MRI):

- Buy American
- Buy on Quality, Not Price
- Price Conscious
- Celebrity Endorsers
- Self Image/Style Conscious
- Impulse Buying
- Brand Loyal
- Nutrition Conscious
- Technology Conscious
- Early Adopters
- Importance of Friends/Neighbors
- Spanish Language Ads
- Various Studies of Response to Ads in Spanish and English

Section 3: Ad Receptivity by Product Class Exclusive Data* (estimated 6pp. text/ 10 tables)

Hispanic vs. Total Population Ad Receptivity for:

- Foods & Beverages Used Personally
- Household Products
- Foods Bought for Self or Home
- New Cars
- Entertainment
- Travel Plans/Services
- Apparel/Footwear Shopping
- Restaurant Types
- Store Types
- Personal Care (OTC/Rx Medications)
- Electronics
- Home Equipment
- Financial Services
- Personal Care/Grooming
- Feminine Care/Cosmetics

Ad Awareness Levels Relative to Total Pop. Norms for Top 25 Brands

Complete product/
service listing follows

Ebook format only
50-60 pages
Scheduled release date: May 2007
List price: \$275; Pre-pub. price: \$245

Order online at:
www.mediadynamicsinc.com
or call 212-704-0024

Listing of Products/Services Measured for Advertising Receptivity

PERSONALLY USED FOOD AND BEVERAGE PRODUCTS

(Personally Used In Past Six Months)

Artificial Sweetener
Beer—Imported
Beer—Light Domestic
Beer—Regular Domestic
Bottled Water
Breath Mints
Chewing Gum
Cold Cereal
Decaffeinated Coffee
Diet Cola
Hot Cereal
Nutritional Snack Bar/Drink
Regular Coffee
Regular Cola
Tea
Wine
Yogurt

HOUSEHOLD PRODUCTS FOR SELF OR HOUSEHOLD

(Used In Past Six Months)

Air Freshener
Bar Soap
Bleach
Dishwashing Liquid
Drain Cleaner
Fabric Freshener
Fabric Softener
Facial Tissue
Fine Fabric Laundry Detergent
Floor Wax/Polish
Paper Towels
Plastic Garbage Bags
Regular Laundry Detergent
Toilet Bowl Cleaner
Toilet Paper

FOOD PRODUCTS FOR SELF OR HOUSEHOLD

(Used In Past Six Months)

American Cheese Slices
Cake Mix
Candy Bars
Canned/Jarred Soup
Cat Or Dog Food
Coating Mix
Cold Cuts
Corn/Tortilla Chips
Frozen Entrees
Gelatin Dessert
Grated Cheese
Margarine
Mayonnaise
Mustard
Non-Frozen Packaged Dinners
Orange Juice
Peanut Butter
Potato Chips

Prepared Salad Dressing
Pudding
Ready Made Cookies
Refrigerated/Frozen Pizza
Rice
Salad/Cooking Oil
Sausage
Spaghetti/Pasta Sauce
Stuffing Mix

CARS, SUVs, TRUCKS—BUY/LEASE

(Bought In Past Two Years Or Plan To Buy In Next Two Years)

New Domestic Car
New Domestic SUV
New Imported Car

MOVIES/MUSIC

(Done In Past Three Months)

Gone To Movie 2+ Times
Purchased Pre-Recorded Music
(CDs, Tapes, Albums)
Rented/Purchased Movie 2+ Times

TRAVEL PLANS

(Planning Such A Trip/Activity In Next Two Years)

Cruise Line Vacation
Domestic Vacation Travel Via Airline
Foreign Vacation Travel Via Airline
Stay At Domestic Hotel/Motel
Travelers Checks
Vacation Car Rental
Visit A Resort
Visit A Theme Park

CLOTHING

(Bought In Past Six Months)

Athletic Clothing
Athletic Shoes/Sneakers
Branded Jeans
Men's Designer Clothing
Women's Designer Clothing

RESTAURANTS

(Have Gone In Past Six Months)

Family/Sit Down Restaurants
Fast Food Restaurants

STORES

(Shopped At In Past Three Months)

Children's Clothing Stores
Discount Stores
Electronics Stores
Home Furnishing Stores
Home Improvement/Hardware Stores
Mass Department Stores
Shoe Stores
Specialty Apparel/Clothing Stores
Upscale Department Stores

ELECTRONICS

(Bought In Past Two Years Or Plan To Buy In Next Two Years)

CD Player
Cell Phone Service
Digital Camera
DVD Player
Online Service/Internet Access
PDA (Handheld Computer)
Personal Computer (PC)
TV Set
VCR
Video Game System

HOME EQUIPMENT

(Bought In Past Two Years Or Plan To Buy In Next Two Years)

Furniture
Gardening Products
Home Fitness Equipment
Home Office Equipment
Home Remodel./Improve. Prods.
Long Distance Phone Service (U.S. Only)
Major Appliance (e.g. Washer/Dryer)
Small Appliance (e.g. Vacuum Cleaner)

FINANCIAL SERVICES

(Currently Have Or Plan To Acquire In Next Two Years)

401K
Credit Card
Home Improvement Loan
IRA
Life Insurance
Mutual Fund

PERSONALLY USED MEDICATIONS AND REMEDIES

(Personally Used In Past Six Months)

Eye Wash/Drops
Nasal Spray
OTC Cold/Allergy Medication
OTC Diarrhea Aid
OTC Headache Rem./Pain Reliever
OTC Hemorrhoid Aid
OTC Indigestion Aid
OTC Laxative
OTC Pain Reliever/Rub
OTC Sleeping Aid
OTC Sore Throat Remedy
Rx Allergy Medication
Rx Anxiety/Depression Medication
Rx Arthritis Medication
Rx Asthma Medication
Rx Heartburn Medication
Rx High Cholesterol Medication

PERSONALLY USED PERSONAL CARE PRODUCTS

(Personally Used In Past Six Months)

Denture Care/Adhesive
Deodorant/Antiperspirant
Disposable Razor
Fragrance/Cologne/Perfume
Men's Hair Color
Mouthwash/Rinse
Shampoo/Conditioner
Shaving Cream/Gel
Tooth Whitening Aids

PERSONALLY USED FEMININE CARE/COSMETIC PRODUCTS

(Base: Women Only; Personally Used In Past Six Months)

Eye Shadow/Mascara
Face Cleanser/Moisturizer
Foundation/Blush
Hair Color
Hair Spray
Hand & Body Cream
Lipstick
Nail Polish
Pre-Menstrual/Menstrual Pain Remedy
Stockings/Pantyhose
Tampons/Pads/Pantliners
Yeast Infection Remedy