



Summer 2010

New Product Spotlight: KnowledgePanel Latino OmnibusSM

Many of you have been asking when you might be able to utilize [KnowledgePanel LatinoSM](#) when you have just a few questions to ask – the answer is **this month** (May 2010)!

Our *monthly* KnowledgePanel Latino Omnibus is based upon a full-population view of adult Hispanics, including the non-Internet population, the less acculturated, the Spanish speaking portion of the Hispanic population, along with bilingual and English speaking Hispanics. The online survey affordably combines the speed of Web-based data collection with the precision of random sampling. You can see the demographics of the sample versus the CPS at this link:

<http://www.knowledgenetworks.com/resources/docs/KnowledgePanelSM-Latino-Demo-Profile.pdf>

The way it works is that you purchase survey time on the omnibus survey rather than paying for a full custom study. The costs of the study are spread out across all the clients for the monthly omnibus, providing a cost-effective way to measure accurately Hispanic public opinion, reactions to public relations campaigns, brand and advertising awareness, concepts and other areas of interest to you – including health conditions like diabetes and obesity.

Specifics of KnowledgePanel Latino Omnibus

Sample and Respondent Qualifications

KnowledgePanel LatinoSM is a statistically balanced sample based on random-digit-dialing and address-based sampling, with some sample supplementation from Hispanic surname lists.

We interview a sample based upon the total U.S. population of Hispanics

- Age 18+
- Includes the non-Internet population (KN provides a laptop and pays ISP charge for all Hispanic panel members who need this)
- All acculturation levels, Spanish, English and bi-lingual Hispanics population
- 1,000 completes obtained from online survey



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The interviewed sample will closely represent the Hispanic population in regard to:

Census Region <ul style="list-style-type: none"> • Northeast: 13% • Midwest: 8% • South: 38% • West: 41% 	Country of origin <ul style="list-style-type: none"> • Mexico: 44% • US: 34% • Caribbean: 8% • Central America: 6% • South America: 5% • Other: 3% 	Spanish language proficiency <ul style="list-style-type: none"> • English proficient: 23% • Bilingual: 36% • Spanish proficient: 42%
Gender <ul style="list-style-type: none"> • Male: 51% • Female: 49% 	Age <ul style="list-style-type: none"> • 18-34: 41% • 35+: 59% 	

Schedule

- Three week schedule
 - Final questions to KN by first Tuesday of the month
 - Final deliverables sent last **Tuesday of the month**

Deliverables

- Translation of questions into Spanish
- SPSS, SAS or Excel data file emailed to you
- Post Stratification weights
- 37 demographic profile variables (see Table 1 on the next page)
- One banner table in Word format using standard set of demographic banner points

Fees

- \$1,000 per close ended question (3 question minimum)
- \$600 for each additional banner table
- Custom pricing will be provided for questions that contain long lists, coded open ends, translation of open ends, PowerPoint report of topline findings.

Participation in KnowledgePanel Latino OmnibusSM

In many respects, the U.S. consumer environment is mature, with few large consumer segments being able to achieve much above low-single-digit revenue growth over time. However, within this landscape, a few core growth themes still exist. For companies that are successful in making the most of these opportunities, the combination of top line growth and high margins could separate winners from losers. Understanding the U.S. Hispanic population is such a growth opportunity.

Table 1: Demographic Profile Variables available from KnowledgePanel Latino OmnibusSM

1. Age (years)
2. Age (18-24, 25-34, 35-44, 45-54, 55-64, 65-74, 75+)
3. Age (18-29, 30-44, 45-59, 60+)
4. Education (highest degree received)
5. Education (Less than HS, HS, Some college, Bachelors degree or higher)
6. Race / Ethnicity
7. Gender
8. Head of household
9. Household size
10. Housing type
11. Household income
12. Martial Status (Married, Widowed, Divorced, Separated, Never married, Living with partner)
13. MSA (metropolitan statistical areas) status
14. Internet access
15. Region (Northeast, Midwest, South, West)
16. Ownership Status of living quarters
17. Region (New England, Mid-Atlantic, East-North Central, West-North Central, South Atlantic, East-South Central, West-South Central, Mountain, Pacific)
18. State
19. Household members age 1 or younger
20. Household members age 2-5
21. Household members age 6-12
22. Household members age 13-17
23. Household members age 18+
24. Employment status (Paid employee, Self-employed, Temporary layoff from a job, Looking for work, Retired, Disabled, Other)
25. Spanish language proficiency (English Proficient, Bilingual, Spanish Proficient)
26. Language spoken at home (Only Spanish, More Spanish than English, Both Spanish and English equally, More English than Spanish, Only English, Neither Spanish nor English)
27. Survey language (English, Spanish)
28. Country of birth
29. Years lived in U.S.
30. Spanish language TV hours per week
31. English language TV hours per week
32. Spanish language radio hours per week
33. English language radio hours per week
34. Read Spanish language newspapers
35. Read English language newspapers
36. Spanish language magazines read in typical month
37. English language magazines read in typical month

You can contact us to participate in the monthly omnibus by calling Stefan Subias at (650) 289-2162, emailing kplomnibus@knowledgenetworks.com, or filling out the form at the link below:

<http://www.knowledgenetworks.com/resources/kp-latino-omnibus-request.html>