

# Hispanic Research

Helping you understand all facets of the Hispanic community

To reliably inform targeted marketing and media, online survey research needs to reflect the full Hispanic population, with its 50.5 million voices; but too often, key populations have been excluded. Knowledge Networks, a GfK company, is changing all that.

Understanding U.S. Hispanics in all of their diversity requires the fierce commitment and deep expertise offered by Knowledge Networks. With its recent acquisition of Garcia Research Associates, KN extended its long-standing commitment to Hispanic research, becoming the leading force guiding research that helps you tap \$1 trillion in Hispanic buying power. Our survey research goes beyond language identifiers to include Acculturated, Bicultural and Un-Acculturated Hispanic consumers, as well as those who were without internet access.

KN's Hispanic resources now include 15 full time expert researchers and two unmatched online panels that we use to identify the organic growth and portfolio opportunities an effective Hispanic marketing and media effort can bring you. Those panels are:

- **KnowledgePanel Latino<sup>SM</sup>** — an online panel covering roughly 97% of Hispanic households in the U.S., including those that were previously without Internet access at home.
- **Cada Cabeza<sup>SM</sup>** — an opt-in online panel created by research experts who truly understand the cultural nuances of this population. Cada Cabeza excels where other opt in panels fall short by including not only English speaking Hispanics but those who are Spanish dominant and bilingual.



KN applies our unique **Calibration methodology** to blend the samples from KnowledgePanel Latino and Cada Cabeza. When calibrated, the combined sample sources result in the highest available accuracy and therefore certainty of results.

Knowledge Networks Hispanic experts deliver value to Consumer Packaged Goods, Retail, Pharma and Media clients by applying sophisticated analytic techniques to Hispanic Research:

- sizing and segmenting your Hispanic marketplace
- developing positioning and messaging that speak to the diverse Hispanic targets most effectively
- deciding which concepts resonate
- evaluating the relationship between brands and Hispanic consumers (brand equity)
- understanding consumer shopping habits and the impact of in-store marketing efforts (through shopper insights)
- integrating qual/quant using our **Qual<sup>®</sup> suite of products**, providing an online venue for deeper learning about thoughts and motivations

## For more information, contact:

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