

KnowledgePanel Latino OmnibusSM

Participation in KnowledgePanel Latino OmnibusSM

In many respects, the U.S. consumer environment is mature, with few large population segments being able to contribute 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 for commercial firms.

The Specifics

Online Sample

You no longer need to rely on expensive telephone surveys or mall intercepts for your Latino survey research. With KnowledgePanel LatinoSM, Knowledge Networks has taken quality of representation to the next level by providing netbooks and Internet service for Latinos who did not have them. By doing so, we are bringing online research to the Latino population crucial for many commercial and public policy surveys.

- Total U.S. population view of Hispanics, including not only English proficient Hispanics but the less acculturated and Spanish dominant Latinos
- 1,000 completes

Schedule

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

Omnibus Deliverables

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

Fees

- \$1,000 per question (3 question minimum)
- \$600 for each additional banner table
- Custom pricing for questions that contain long lists, coded open ends, translation of open ends, Power-Point report of Omnibus findings

To send a request, go to:

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

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

Census Region

- Northeast: 13%,
- Midwest: 8%
- South: 38%,
- West: 41%,

Country of origin

- Mexico: 44%
- US: 34%,
- Caribbean: 8%
- Central America: 6%
- South America: 5%
- Other: 3%

Spanish language proficiency

- English proficient: 23%
- Bilingual: 36%,
- Spanish proficient: 42%

Gender

- Male: 51%,
- Female: 49%

Age

- 18-34: 41%
- 35+: 59%



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

To learn more about KnowledgePanel Latino OmnibusSM, contact:

Stefan Subias at 650.289.2162 or
ssubias@knowledge networks.com

