

Hispanic Opinion Tracker (HOT) Study Results

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NEW YORK -- People en Espanol announced today the results of its 2002 Hispanic Opinion Tracker(tm) (HOT) Study -- a revealing study of Hispanic Americans across the nation.

Using a segmentation model that divides the market into three segments: Hispanic Dominants (56 percent), Biculturals (20 percent) and English Dominant (23 percent), HOT confirms that 76 percent of the Hispanic market prefers to be marketed to in Spanish. The study also reveals that while Hispanic Americans straddle both worlds, their Hispanic identity and heritage remains strong and very consistent.

-- Ninety-seven percent of Hispanic Dominants and Bicultural Hispanics identify with being Hispanic as much as or more than being an American -- 84 percent of Hispanic Dominants AND Bicultural Hispanics said that five out of five of their best friends are Hispanic

-- Seventy-one percent of Bicultural Hispanics are raising their children bilingually -- 60 percent of Bicultural Hispanics speak Spanish most often at home -- Bicultural Hispanics equally split their weekly television time watching Spanish-language and English-language television.

"Our research proves that there is an immediate need for advertisers to target this ever-expanding market in Spanish," says Lisa Quiroz, Publisher of People en Espanol. "We feel confident that the HOT Study findings will help facilitate that process."

Conducted by the Cheskin Group, a leading national research firm with more than 20 years experience in within the Hispanic market, HOT surveyed more than 6,000 respondents nationwide on a plethora of topics including culture and heritage, media habits, marketing preferences, social issues political views and entertainment choices.

It's plain and simple," says Quiroz. "In order to make the emotional connection with Hispanic Americans, the message must be relevant to them - in Spanish, using faces they can recognize and most of all respecting the issues of cultural identity and language as a permanent condition and not just a passing phase."

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