

LATIN REVIEW 2006

- Hispanic markets –



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What is Latin Review:?

- The South Florida Hispanic communities represents a window of opportunities for marketers. It is a community with demographics contrasting significantly with other US Hispanics given its diversity of origins, as well as its markedly different educational, professional and income profiles. This survey aims to present the communalities and contrasts within the Hispanic Community based on country of origin, years of residence and acculturation.
- Contrary to other migratory waves, Hispanics have combined assimilation with fidelity to roots and customs. Oftentimes they keep ties that bind to their home countries, family and otherwise.
- Latin Review aims to present these opportunities as well as the way to reach this market. In its second edition, Latin Review covers all principal Hispanic Communities by country of origin and the consumer insight this budding market represents if marketers understand the nuances of each individual community.

Following are the themes covered in Latin Review 2006:

- **Consumer profile:**
 - Demographics
 - Acculturation
 - Values
- **Financial habits**
 - Banking habits, stateside and abroad
 - Remittances
 - Credit status
- **Telecom usage**
 - Cell phone and Internet usage.
 - International Long Distance Telecom usage
- **Media access**
 - General and by media



Latin Review published editions

In each of Latin Review editions, the aim is to cover specific Hispanic Communities and regions in the US. Latin Review 2006 is the second edition rolled. Following editions will be carried out, Hispanic's origin and regions will defined according to our client's need.

Edition I (May 2004)

Covered Hispanic communities in South Florida, with emphasis towards the Venezuelan and Colombian communities

Edition II (January 2006)

Covered Key Hispanic communities in South Florida: Argentina, Brazil, Colombia, Peru, Venezuela, Chile, Mexico, Central America and other South American countries.



Methodology

Latin Review 2006 was a face to face, mall intercept survey covering Hispanic specific high traffic areas.

Target definition: males and females, 18 to 65 years of age, first generation residents, with at least 6 months in the US.

Geographic coverage: South Florida Miami Dade, Broward and Palm Beach counties

Confidence level: 95%

Sampling method: random multi stage sampling covering 70 sampling points in 22 census based high probability Hispanic profile areas across the three counties.



Sample distribution

By Country of origin	n
Argentina	48
Colombia	60
Mexico	39
Venezuela	48
Peru	43
“Other” South America (Paraguay, Bolivia, Ecuador, Uruguay and Chile)	68
Central America (Costa Rica, Guatemala, Honduras, El Salvador, Nicaragua, Panama)	54
Cuba	40
Dominican Republic	20
Total respondents	420



For more information about Latin Review 2006,
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