

How to Capture Attention of Hispanic Consumers

Contributed by Simmons
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Study Shows Advertising in Spanish Builds Company Loyalty, Respect, and Influences Purchasing Decisions
 FORT LAUDERDALE, Fla. – August 15, 2005 - Simmons, the most respected authority on the behavior of the American consumer, today revealed numerous insights into the much-coveted Hispanic consumer market. According to results of the latest Simmons National Hispanic Consumer Study (NHCS), Spanish language advertising helps gain brand recognition, company loyalty, and most importantly, influences purchasing decisions among Hispanics who speak Spanish more than half the time.

“Hispanic consumers consistently show they are affluent and willing to spend money for the things they want,” said Bill Livek, co-CEO of Simmons Market Research. “Understanding what it takes to spark their interest in a company or product is key for any business interested in grabbing a piece of this multi-billion dollar market.”

Among all Hispanic-American adults, nearly 18 million (17,723,000) say they speak only Spanish, mostly Spanish but some English, or speak Spanish and English equally both inside and outside of their homes.

Of those predominantly Spanish speakers:

????? Fifty-six percent (56%) agree that they feel more respect for companies that advertise in Spanish. They are 18% more likely to agree with this statement than the average Hispanic-American.

????? Fifty-four percent (54%) agree that Spanish language labeling helps them select products. They are 32% more likely to agree with this statement than the average Hispanic-American.

????? Fifty-two percent (52%) agree that they feel more loyal to companies that advertise in Spanish. They are 18% more likely to agree with this statement than the average Hispanic-American.

????? Fifty-one percent (51%) agree that they remember products that are advertised in Spanish. They are 31% more likely to agree with this statement than the average Hispanic-American.

????? Forty-seven percent (47%) agree that Spanish language advertising is important to their purchasing decisions. They are 32% more likely to agree with this statement than the average Hispanic-American.

Simmons National Consumer Study is a comprehensive study of American adult consumers in all their diversity. It provides information on consumer usage behavior for all major media, more than 450 product categories and over 8,000 brands. The National Hispanic Consumer Study surveys more than 7,500 Hispanic adults living in the U.S. as part of the NCS to identify their media habits, product and service preferences, attitudes and opinions. As a result, the NHCS provides agencies, advertisers and marketers with unmatched insights into this important and influential consumer population.

For more information, please contact Dave Aneckstein at (954) 427-4104, ext. 148 or DaveA@smrb.com. Also, visit us at <http://www.smrb.com/>.

Simmons Market Research Bureau

Simmons, an Experian Company, has been a leading chronicler of the American consumer for over 50 years. From the products that all Americans buy and the brands we prefer, to our Internet shopping behaviors, attitudes, lifestyles and media that we use. Simmons measures over 30,000 American consumers each year using statistically projectable samples. Simmons' samples include the largest representation of all Americans, including, Hispanic, African American, Asian and other consumers and are used by over 500 clients worldwide to provide the most complete picture available on America's consumers. We welcome you ... to the world of the American Consumer ... through the eyes of the authority in the business... Simmons, an Experian Company.