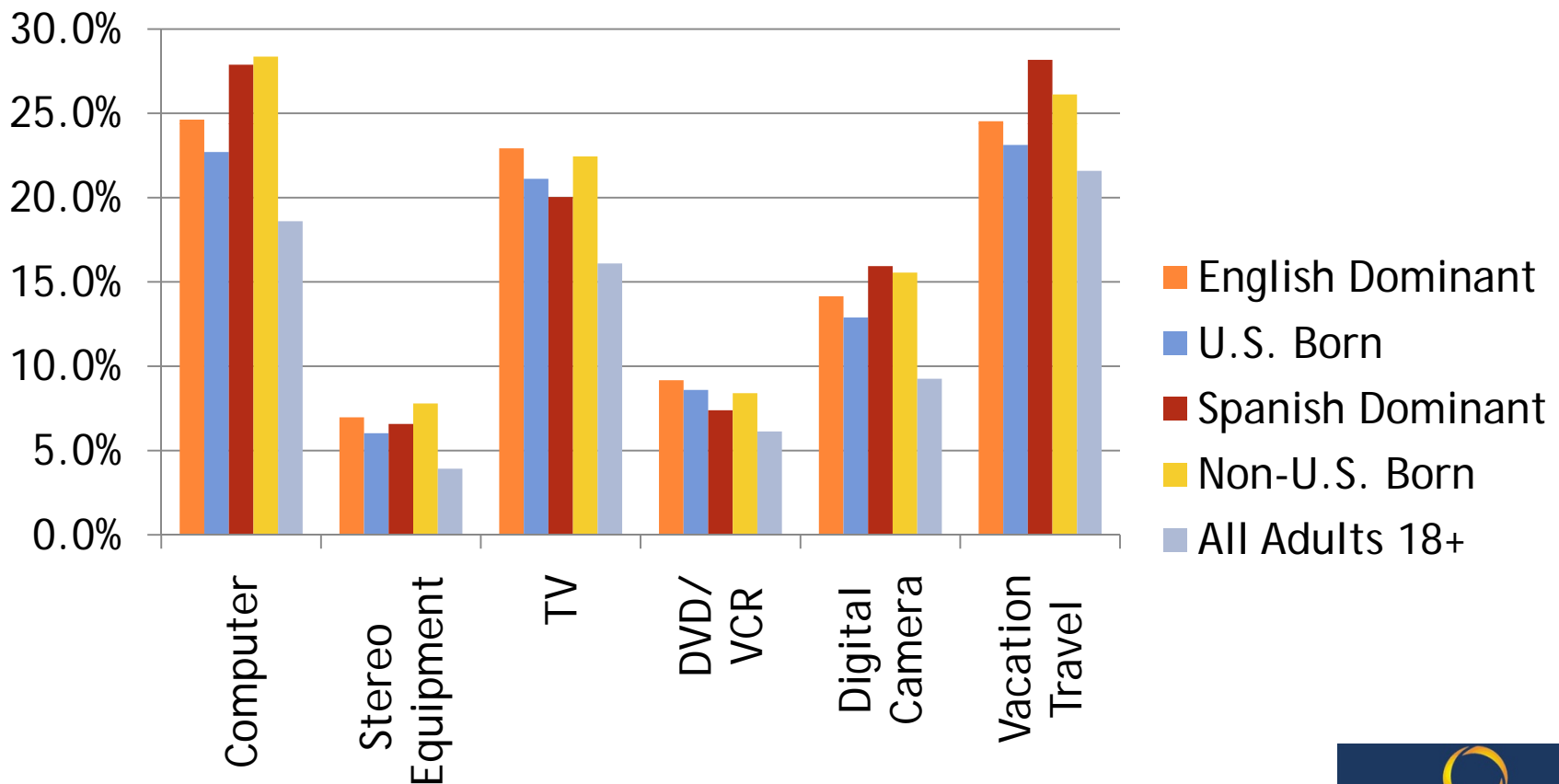


Hispanic Consumers: **Not All the Same**

*Differences Among U.S. Born and
Non-U.S. Born Hispanics, May 2010*

Hispanic Consumers: Not All the Same

Big Ticket Purchase Intentions

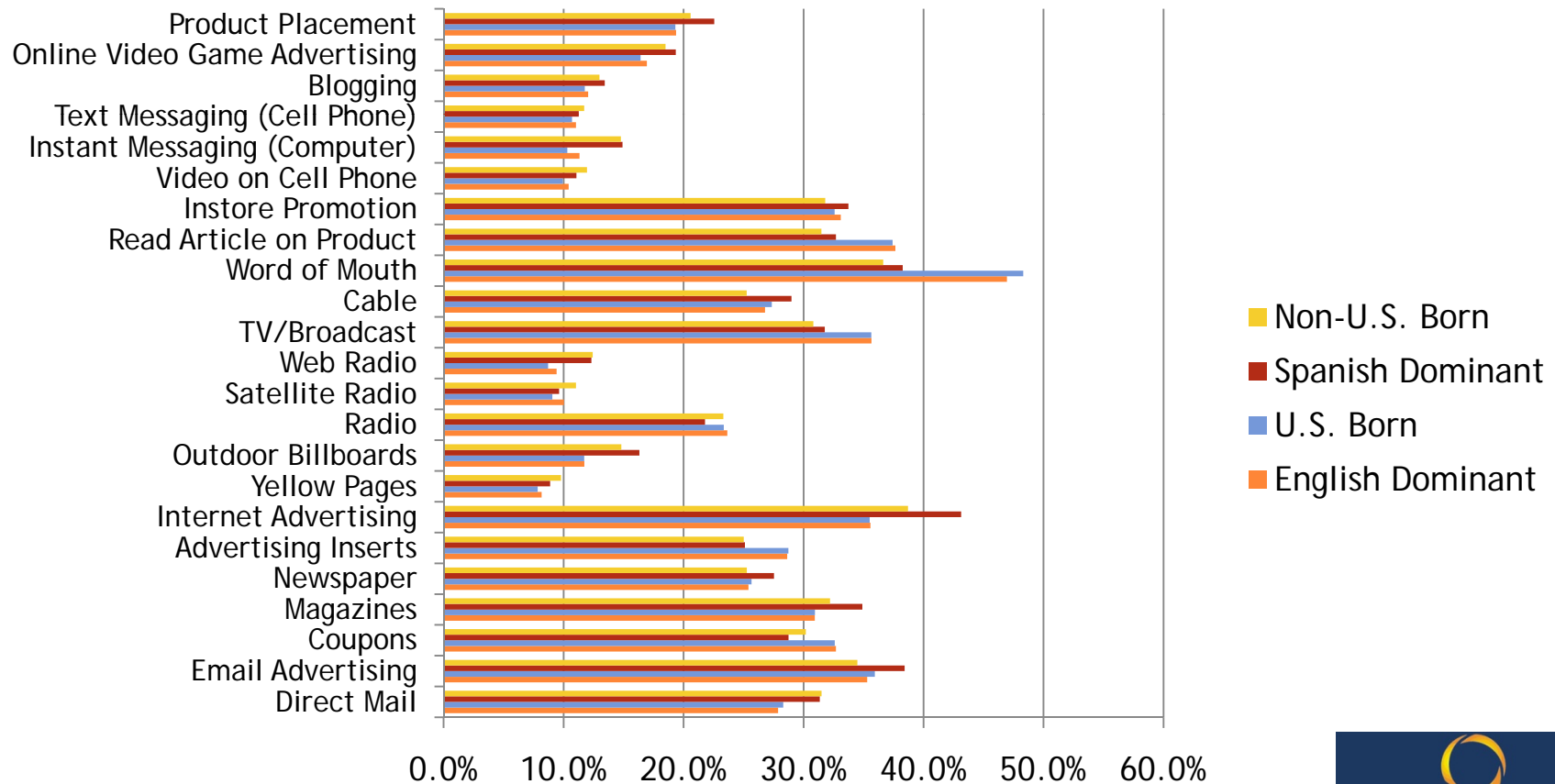


Source: BIGresearch®, Simultaneous Media Usage® Survey (SIMM®15), DEC-09
N =23,373, 10/15 - 12/28/09



Hispanic Consumers: Not All the Same

Media Influence on Electronics Purchases

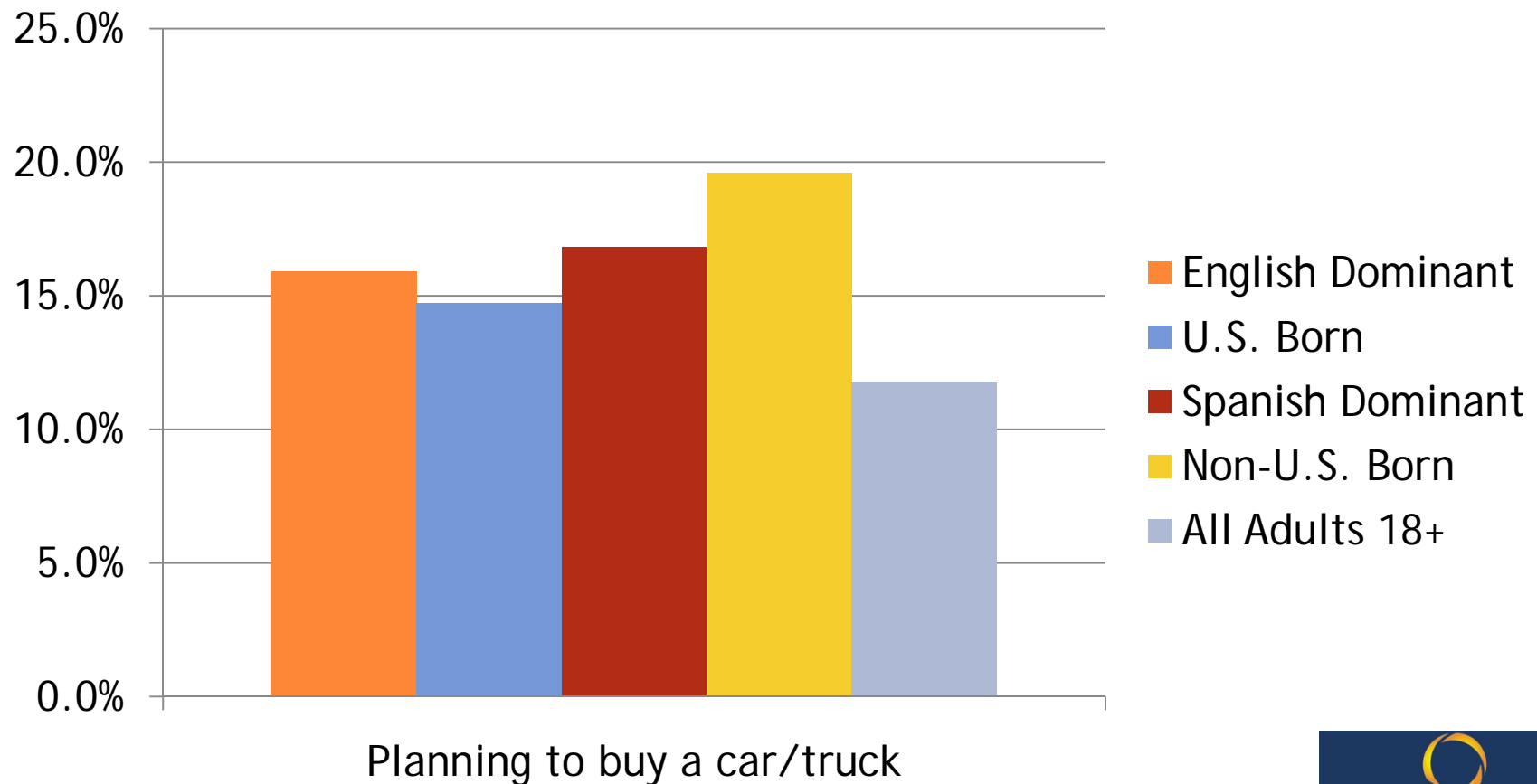


Source: BIGresearch®, Simultaneous Media Usage® Survey (SIMM®15), DEC-09
 N =23,373, 10/15 - 12/28/09



Hispanic Consumers: Not All the Same

Planning to Buy a Car/Truck

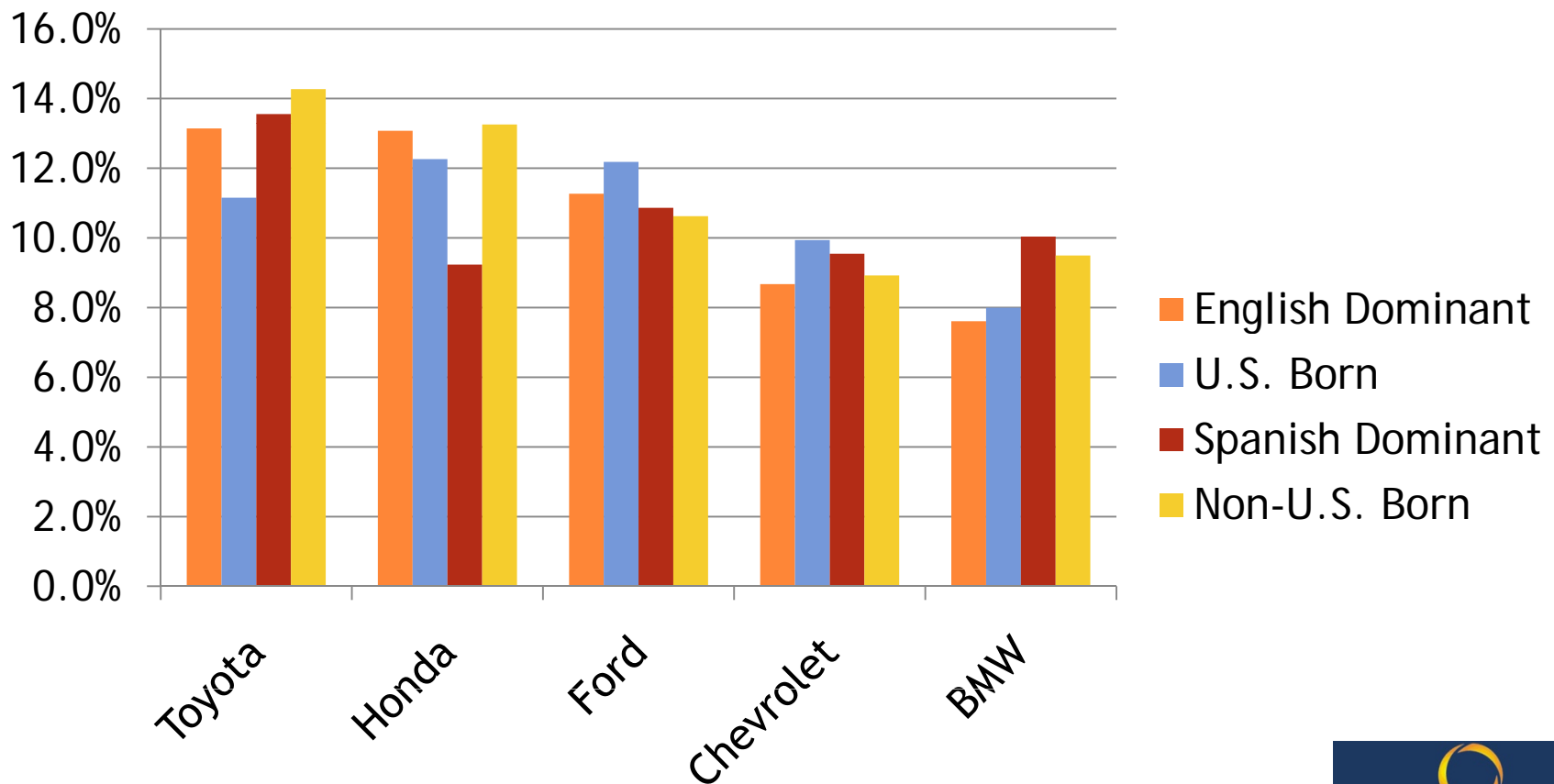


Source: BIGresearch®, Simultaneous Media Usage® Survey (SIMM®15), DEC-09
N =23,373, 10/15 - 12/28/09



Hispanic Consumers: Not All the Same

Makes of Vehicle Considering 1st Choice (Top 5)

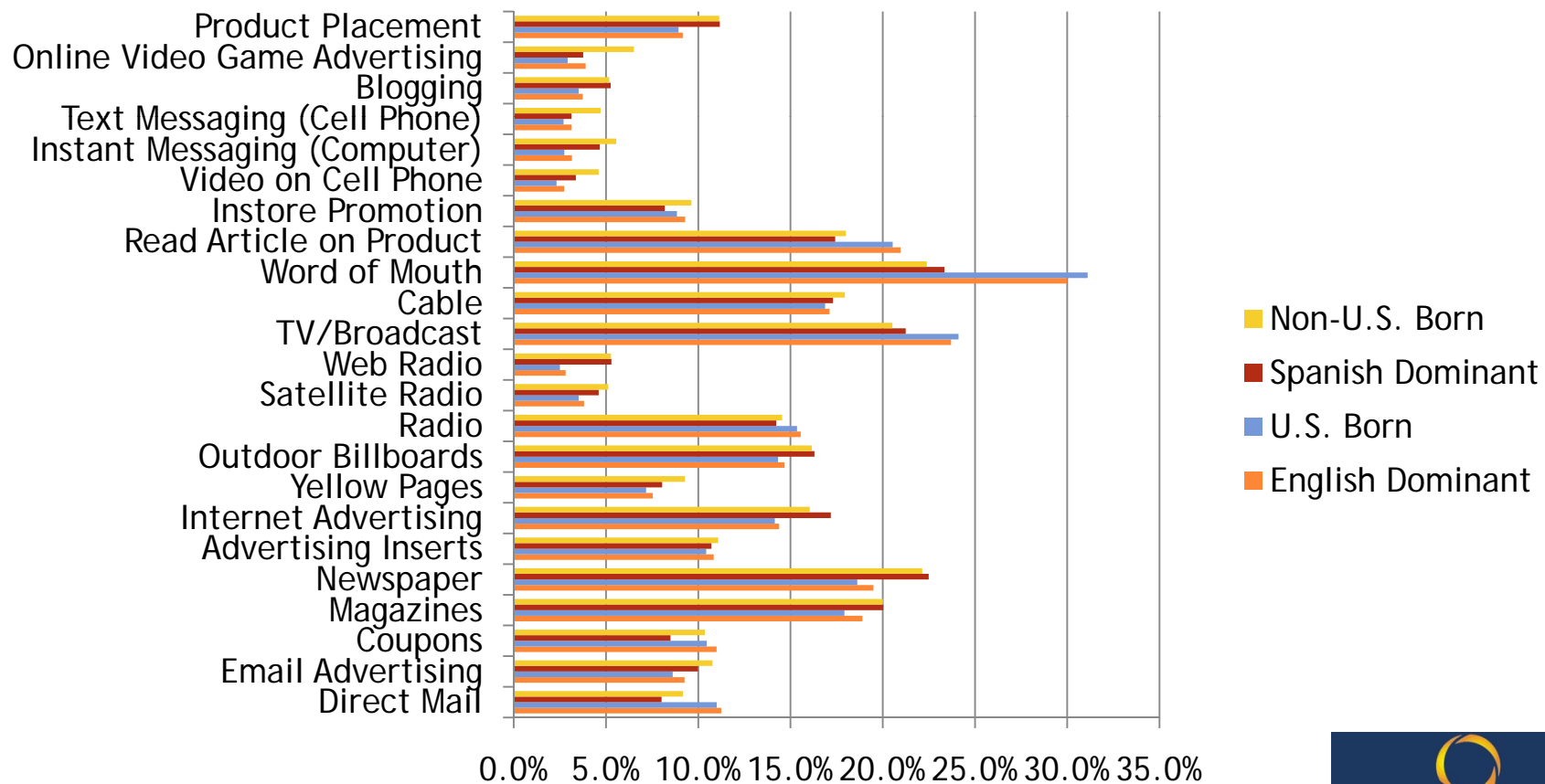


Source: BIGresearch®, Simultaneous Media Usage® Survey (SIMM®15), DEC-09
N =23,373, 10/15 - 12/28/09



Hispanic Consumers: Not All the Same

Media Influence on Car/Truck Purchases

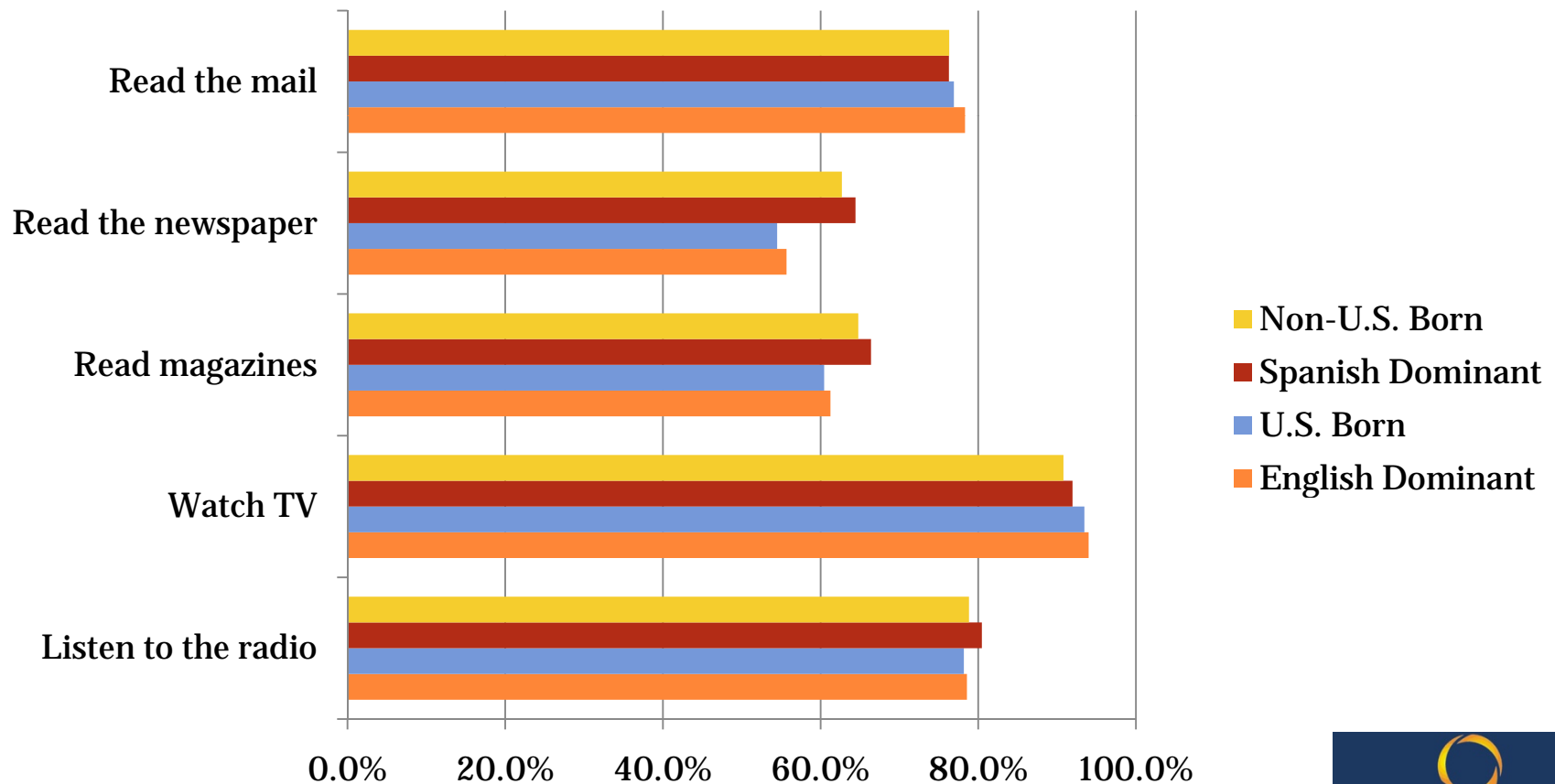


Source: BIGresearch®, Simultaneous Media Usage® Survey (SIMM®15), DEC-09
 N =23,373, 10/15 - 12/28/09



Hispanic Consumers: Not All the Same

Traditional Media Usage in An Average Week

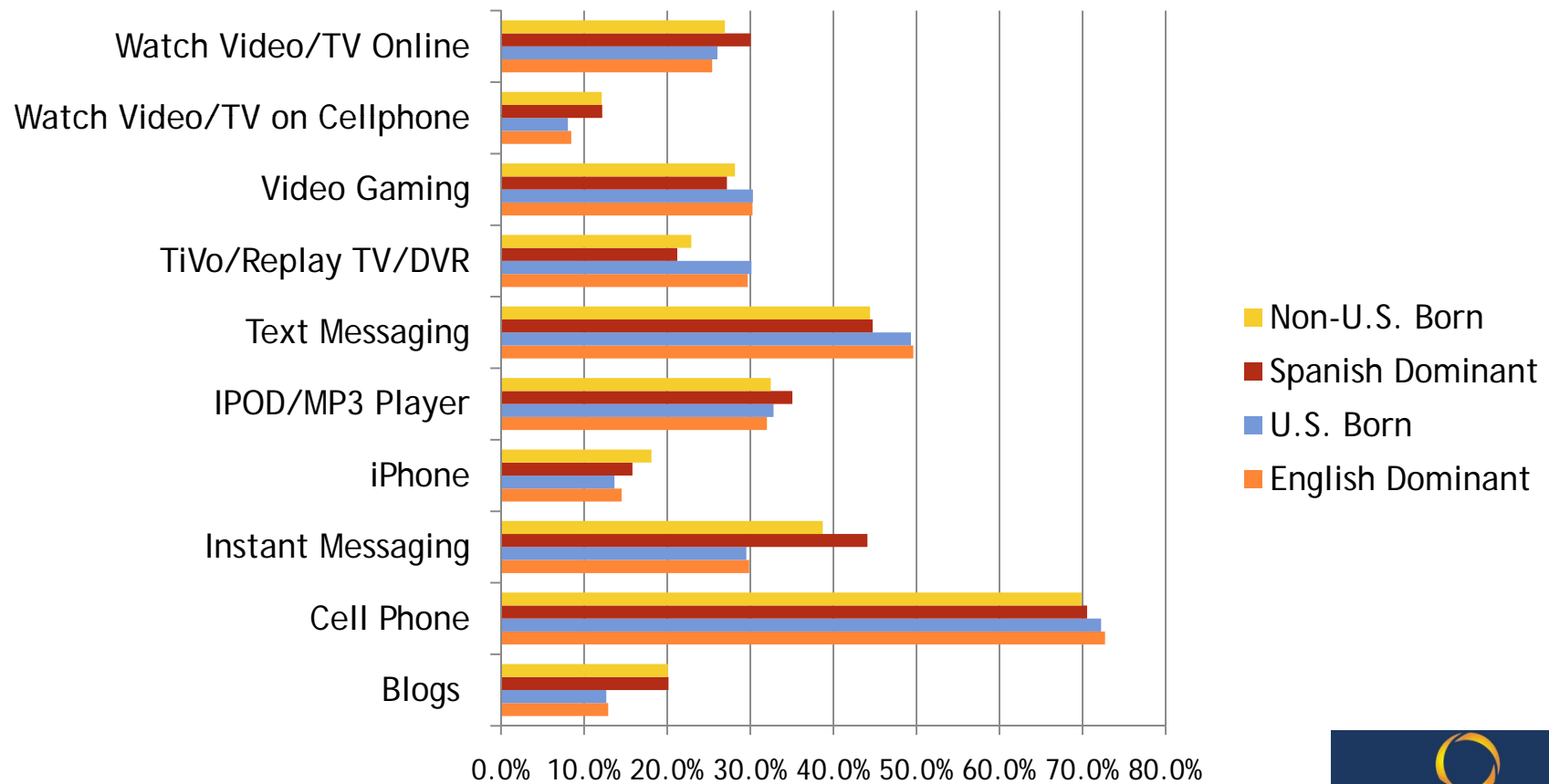


Source: BIGresearch®, Simultaneous Media Usage® Survey (SIMM®15), DEC-09
N =23,373, 10/15 - 12/28/09



Hispanic Consumers: Not All the Same

Regular New Media Usage



Source: BIGresearch®, Simultaneous Media Usage® Survey (SIMM®15), DEC-09
N =23,373, 10/15 - 12/28/09



Hispanic Consumers: Not All the Same

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