

**PULSO HISPANO OMNIBUS**  
*benchmark wave results*

**September 2002**





## **Abstract**

Pulso Hispano is RDD's telephone omnibus, which targets the top 10 Hispanic markets\* in the US. Data collection starts the first of every month and is delivered to the client within ten business days of the start date. Clients have the option to include questions for select markets, providing them a flexible way to address their objectives.

Pulso Hispano is ideal for surveying:

- Brand awareness
- New product development
- Positioning
- Advertising effectiveness
- Buying behavior
- Political opinions

This white paper provides data and analysis on the US Hispanic market as gathered in a benchmark wave of the study. This paper is for information purposes only. This paper cannot be reproduced in part or in whole without the expressed written consent of the author. To provide feedback on this white paper, please send an email to [info@RDD.info](mailto:info@RDD.info).

*\*Top 10 ranking based on 2000 US Census Data.*



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## **Pulso Hispano Methodology**

### **Introduction**

This white paper contains the key findings from the benchmark wave of Pulso Hispano, RDD's US Hispanic telephone omnibus. An omnibus is a shared survey in which multiple clients purchase one or more questions. Clients select the markets where their questions will be applied.

Information in this white paper includes demographics, brand attitudes, product and service usage, and a comparative analysis of the respondents. RDD also segments respondents into categories based on the degree of acculturation and language use.

### **Markets**

RDD completed the benchmark wave of Pulso Hispano in August 2002. 100 interviews were conducted in each of the four largest US Hispanic markets: Los Angeles, New York, Miami, and Chicago. The survey was completed using a mix of Random Digit Dial (37%) and Listed (63%) sample targeted to Hispanic households in each market.

### **Qualifications**

To qualify for the survey, each respondent was carefully screened to meet the following criteria:

- Adult in the household at least 18 years of age
- Self-identified Hispanic or Latino heritage
- No one in household employed by or consulting for any advertising, media, public relations, or market research company

### **Language**

Surveys were conducted by bilingual interviewers and took place in the respondent's choice of language, either Spanish or English. Of those who participated, 81% completed the survey in Spanish, while 19% preferred English.

### **Quotas**

Male and female quotas were evenly split between respondents. Age quotas were evenly split between five categories: 18 to 29, 30 to 39, 40 to 49, 50 to 59, and 60+.

### **Data Collection and Analysis**

The Pulso Hispano survey was managed, translated, and programmed by bilingual employees at RDD headquarters in Portland, Oregon. Bilingual interviewers at RDD's center in Las Cruces, New Mexico conducted the survey. On average, interviews lasted approximately 15 minutes and net qualification incidence was 32%. Multicultural Connection provided analysis of the data.

**Frequency**

Pulso Hispano is fielded the first of each month, with data delivered to the client in ten business days. Questions are due to [pulso@RDD.info](mailto:pulso@RDD.info) seven business days before the end of the month. Programming and translation are completed four days before the end of the month. For an exact schedule, please visit the RDD website at [www.RDD.info/services/pho.html](http://www.RDD.info/services/pho.html).



## **Pulso Hispano Key Findings**

The benchmark wave of Pulso Hispano asked each respondent questions on demographics, language use, media consumption, brand attitude, product usage, and current events. The following section contains an executive summary of the data collected from the benchmark study.

### **Demographics**

Below is the average demographic profile of the respondents:

- Foreign-born, living in the US over 10 years
- Married with two children
- Lower income: over half the households earn under \$30,000 per year and over one-third earn under \$20,000
- Lower education: nearly half have not completed high school
- Lower employment level: only half are employed full time outside the home
- Most likely employed as a laborer or service worker – nearly 4 in 10
- Most likely rent the apartment or single family home where they live

### **Brand Attitude**

Respondents were asked about their current purchasing behavior.

- Tend to be very brand conscious and brand loyal, focusing on value and quality
- Tend to stick with a brand they know and trust, even at a higher price
- Brand name, quality, and good customer service sway the purchase more than the price
- Less likely to be early adopters of new and innovative products
- Information sensitive shoppers
- Word of mouth recommendations play a key role in purchase behavior and brand choice

### **Product/Service Usage**

Respondents were asked about the types of products and services they use on a daily basis.

- Own a car and a cell phone and subscribe to cable television
- Only half own a personal computer
- Less than half subscribe to an Internet provider or use email



### **Current Events**

Respondents were asked their opinion on several events in the news today.

- 6 in 10 have cut back somewhat or significantly on spending due to the downturn of the economy
- 4 in 10 do not agree with the court ruling making the Pledge of Allegiance unconstitutional
- 46% claim they vote in elections, but only half are registered to vote at their current address
- 3 in 4 have very or moderately strong ties to their Hispanic culture
- Over half say the Internet has had a positive influence on their family life

### **Media Consumption**

Respondents were asked about their current Spanish and English language media consumption.

- 3 in 10 watch more than 10 hours of Spanish language television per week
- 2 in 10 listen to more than 10 hours of Spanish language radio per week
- 4 in 10 do not read Spanish or English newspapers and magazines
- 6 in 10 view neither Spanish or English web sites on the Internet
- Consume significantly more Spanish language television and radio than English language television and radio

### **Language Use**

Respondents were asked how likely they were to speak Spanish in certain situations.

- 6 in 10 speak Spanish all the time in the home
- More than 3 in 4 are likely to always speak Spanish with parents and older family members
- Half are less likely to always speak Spanish with children, younger family members, friends, and neighbors
- 4 in 10 are least likely to always speak Spanish with co-workers and acquaintances



## Detailed Analysis

Below is the in-depth analysis on the demographic, brand attitude, product and service usage, and current event data that was collected.

### **Demographics**

The average age of respondents in the four markets surveyed is 44.7 years old. This did not differ significantly across any segmentation except for: Central Americans who tended to be younger, on average, 38.2 years old. Respondents of Cuban heritage are, on average, 54.7 years old.

The average Hispanic household size tends to be around 3.7 people, including 2.0 children. As expected, household size is smaller among respondents over 60 years of age (2.6) and larger among respondents in the 30 – 39 age category (4.4). Dominicans and Mexicans tend to have larger households, 4.4 and 4.1 respectively, while Cuban households tend to be smaller, around 2.8. Of the US born respondents, 15% live in single person households.

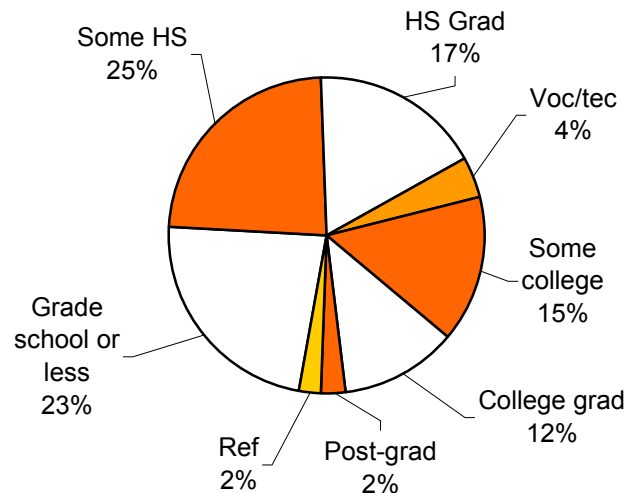
Over half (55%) of respondents are married or living with a partner. This is especially true in the 30 – 39 age segment (68%), households earning more than \$40,000 per year (71%), and Mexican (65%) and Cuban (62%) respondents. Central Americans (38%), US born citizens (43%), and the 18 – 29 age category (54%) were more likely to report that they have never been married.

The education level for Hispanics is relatively low. Nearly half of all respondents did not graduate from high school. Respondents with at least some college education are often in households earning over \$40,000 per year. 6 in 10 Mexican respondents have not finished high school. However, Puerto Ricans (49%) and Dominicans (43%) have at least some college education. The highest proportion of respondents with college and advanced degrees was reported among South Americans (28%). The chart on the following page shows the education levels obtained by the respondents who participated in the survey:





### Highest level of schooling completed n = 400



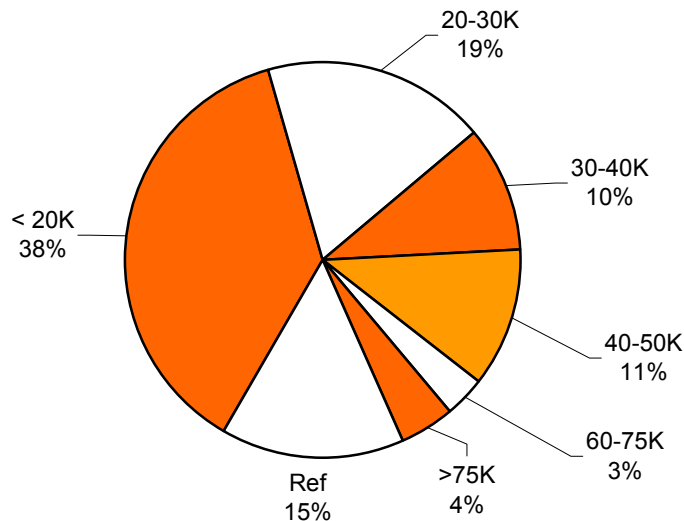
Employment among Hispanics is high. About half (49%) are employed full time outside the home. Male respondents are more likely to be employed full time than female respondents, and full time employment is highest among respondents with a college degree (72%). Puerto Ricans (16%) and Dominicans (18%) are the most likely to be unemployed, while Cubans (36%) are often retired.

In terms of occupations, college graduates (43%), Puerto Ricans (22%), and respondents earning over \$40,000 per year (25%) have a professional or technical position. Over half (56%) of all respondents who have not completed high school are employed as laborer or service workers. Central Americans (23%) and Dominicans (26%) are likely to be employed as service workers, while Mexicans (32%) are likely to be laborers.

The average household income among respondents is \$28,000. Income levels are slightly higher among US born respondents (\$35,000), households where Spanish is spoken less than half the time (\$42,000), and respondents with a college degree or higher (\$47,000). Households likely to report earnings under \$20,000 are Dominicans (46%), Mexicans (43%), those with no high school degree (48%), those 60 and older (45%), and those who speak Spanish all the time in the home (47%). The graph on the following page shows the annual income of respondents who participated in the survey:



**Annual Income in \$1,000's**  
**n = 400**



Over half (57%) of the respondents rent their home. This is especially true of Puerto Ricans (77%) and Dominicans (75%), who are mainly concentrated in New York. Home ownership is highest among educated respondents, as well as those in the Cuban (45%) and South American (46%) segments. Nearly half of all respondents live in a single family home.

A large majority of the respondents (82%) are foreign born. Two-thirds of those respondents have lived in the US for over 10 years. US born respondents are most common in the 18 – 29 age segment and in households earning over \$40,000 per year.

The largest segment of Hispanics (41%) claim Mexican heritage. The majority of respondents in Chicago (74%) and Los Angeles (78%) also claim Mexican heritage. Respondents in Miami (49%) claim Cuban heritage. The majority of respondents in New York are either Puerto Rican or Dominican.

### **Brand Attitude**

More than 9 out of 10 respondents agreed strongly or somewhat with the three statements below. This proportion was consistent across all segments.

- Likely to buy a brand that provides the best customer service (94%)
- Likely to buy the best known brand that has been around for a long time (92%)
- Like to have a lot of information before buying a product (91%)



This information shows that good customer service is the most critical factor impacting brand choice. Hispanic shoppers take comfort in a big brand name with a long-standing reputation. They also like to be well educated before purchasing a product.

Based on high levels of agreement with three additional branding statements, the analysis shows that Hispanic consumers are exceedingly brand conscious and brand loyal.

- 86% of respondents stick with a favorite brand rather than trying a new one.
- 85% are willing to pay more for quality, and prefer to buy a more expensive but trusted brand rather than a less expensive but unfamiliar brand.
- 84% are likely to buy a brand that rewards customers with special benefits and privileges.

These findings indicate Hispanic consumers are more likely to focus on a brand's perceived value and quality, not just shop for the best price. Trust is a key factor because Hispanics want a brand that is dependable and won't disappoint them.

The following branding statements contained in Pulso Hispano received relatively low levels of agreement among Hispanic consumers.

- 62% of respondents prefer to wait to buy a product until others have tried it.
- 55% are likely to buy a new and innovative product that others do not have yet.
- 36% say brands are all the same so they buy whatever is cheapest.

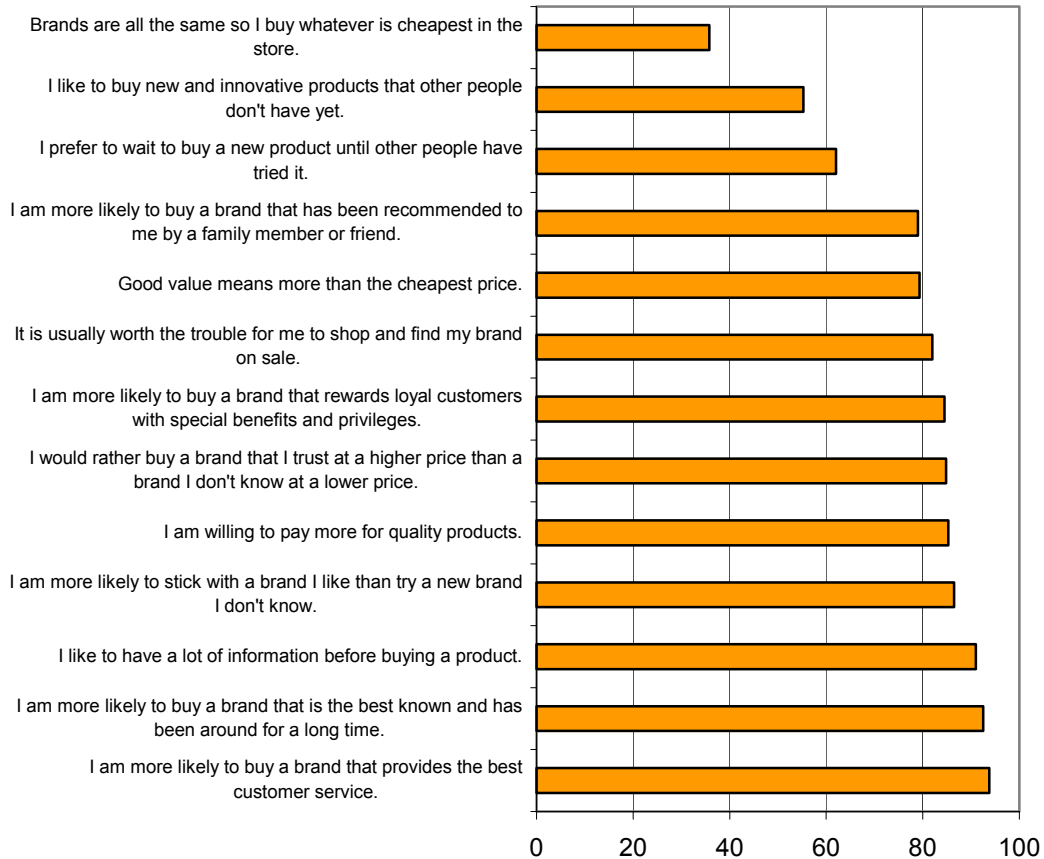
The table on the following page shows the percentage of respondents who strongly agree with the branding statements:





### Summary Table of Brand Questions (Strongly/Somewhat Agree)

n = 400



Hispanics tend not to be early adopters of new and innovative products. They prefer to wait until a product has been available long enough to establish a reputation for reliability, quality, and value, or has been recommended by someone they trust. Those who are least likely to be early adopters include households with children, those living Los Angeles, households where Spanish is spoken all the time, or those who are 60 years or older. Types of respondents who are likely to be early adopters include those who live in New York or are in the 18 – 29 age category.

#### Product and Service Usage

Product and service usage tends to vary significantly across all segments. 8 in 10 own a car, but this proportion is drastically lower in New York (51%). Over half the respondents subscribe to cable television (63%), own a cell phone (59%), and a personal computer (51%). Cellular phones and computers are most commonly



owned in Miami, while cable television subscribers are more common in New York. Nearly half (45%) of all respondents currently subscribe to an Internet provider but only 37% use email. Use of the Internet and email is highest in Miami. Respondents living in households where Spanish is spoken less than half the time are more likely to own cell phones and personal computers, and use the Internet and email.

### **Current Events**

For the benchmark wave of Pulso Hispano, RDD asked a number of questions to gauge Hispanic opinion on current events. 6 in 10 say they have cut back spending, either significantly or somewhat, due to the economy. As might be expected, those households earning more than \$40,000 per year were less likely to cut back.

4 in 10 respondents disagree completely with the recent court ruling making the Pledge of Allegiance unconstitutional. Respondents living in household who earn more than \$40,000 per year were the most likely to disagree with the ruling.

Over half (53%) of respondents say the Internet has a strong or somewhat positive influence on the quality of their family time. About 2 in 10 say the Internet has had no influence, and 1 in 4 say the influence has been somewhat or strongly negative.

Nearly half (46%) of respondents say they always make an effort to vote in elections. Respondents who are more likely to always vote include those in the 60+ age category, households with children, those who earn over \$40,000, and those who live in households where Spanish is spoken less than half the time. About 2 in 10 respondents say they never vote in elections, and half of all respondents are not registered to vote at their current address. Only 36% of respondents in Los Angeles are registered. Younger Hispanics ages 18 – 29 and households earning under \$20,000 are less likely to register and less likely to vote.

3 out of 4 respondents claim very or moderately strong ties to their Hispanic culture. Nearly half (47%) say their Hispanic ties are very strong, and those in Miami were more likely to report very strong ties (61%). Less than 1 in 10 respondents say their Hispanic cultural ties are not very strong. Respondents living in households where Spanish is spoken less than half the time were most likely to report less strong ties to their culture.





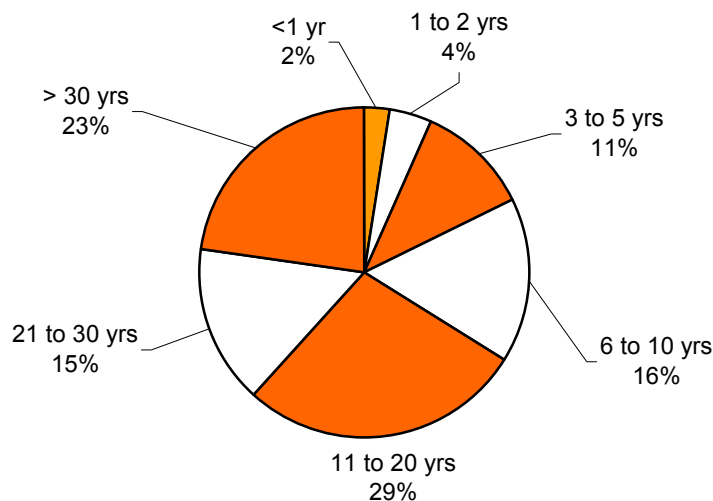
## Degree of Acculturation

In addition to the demographic data collected, respondents were categorized by degree of acculturation and language dominance. Acculturation was determined by the respondent's answer to questions about media consumption and Spanish language use. The categories are as follows:

- Very strong cultural ties – almost exclusively Spanish language speaking, recent arrivals, consume the most Spanish language media, lower on all socio-economical indices, and strong ties to their country of origin.
- Moderately strong cultural ties – moderately strong ties to native culture, consume moderate amounts of Spanish language media, earn average incomes, tend to be US born or lived most of their life in the US, educated in English, and tend to be the most bilingual.
- Less strong cultural ties – almost exclusively English language speaking, less strong ties to native culture, consume the least amount of Spanish language media, earn high incomes, and tend to be US born, second or third generation Hispanic.

The following graphs shows how long foreign-born respondents have lived in the US:

**Time lived in United States  
(of those born in another country)  
n = 400**





Compared to the average respondent, those categorized as having very strong ties to Hispanic culture are more likely to:

- Be older (40+) and foreign born
- Live in a household with annual earnings under \$20,000
- Speak Spanish all the time at home, with younger and older family members, friends, neighbors, and coworkers
- Consume higher levels of Spanish language television and radio
- Watch little or no English language television – 71% watch three hours or less per week
- Consume no other English language media
- Be less likely to use advanced technology products at home such as personal computers, Internet service, and email

Compared to the average respondent, those categorized as having less strong ties to Hispanic culture are more likely to be:

- US born or, if foreign born, live in the US for more than 30 years
- Registered to vote at their current address
- Highly educated – 39% have a college degree or higher
- High income – 30% earn over \$60,000 per year
- Employed full time outside the home
- Single and own the single family home where they live
- Own a car, cell phone, and personal computer
- Subscribe to the Internet and use email

Hispanics who have less strong ties to their culture tend to report different opinions on current event topics. According to the survey results, they are more likely to:

- Not cut back on spending due to the downturn in the economy
- Disagree with the court ruling making the Pledge of Allegiance unconstitutional
- Always make an effort to vote in elections
- Perceive the Internet as having a negative influence on family life

Those Hispanics in the less strong cultural ties category tended to have significantly lower levels of agreement with the following brand attitude statements:

- Buy the best known brand that has been around for a long time
- Like to have a lot of information before buying a product
- Stick with a favorite brand rather than trying a new or unknown one
- Worth the trouble to find a preferred brand on sale
- Willing to pay more for quality products
- Buy a brand that rewards loyal customers with benefits and privileges



The findings show that Hispanic consumers with less strong cultural ties tend to be less brand loyal, more price sensitive, and less information intensive shoppers. However, they are more likely to disagree strongly with the statement “all brands are the same, so I buy whatever is cheapest in the store.” This indicates that they are not just bargain shoppers and do make brand distinctions. Respondents in this category are also more likely to be early adopters of new products.

As expected, respondents who have less strong cultural ties to Hispanic culture tend to have the lowest levels of involvement with Spanish language. They tend to:

- Seldom or never speak Spanish at home
- Never speak Spanish (or be very unlikely to do so) with family, friends, coworkers, and neighbors.
- Watch little or no Spanish language television – 61% watch less than two hours per week
- Listen to little or no Spanish language radio – 78% listen less than two hours per week
- Consume no other Spanish language media such as newspapers or magazines
- Consume much higher levels of English language media of all types



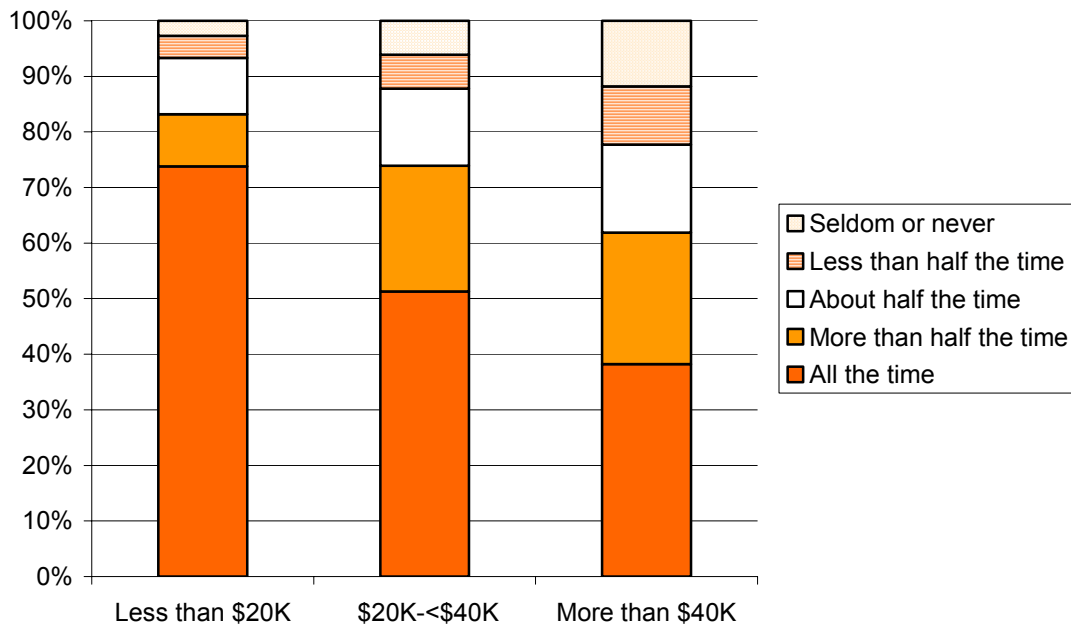
## Language Use

RDD also categorized respondents based on their language use in and out of the household. The categories are as follows:

- Spanish dominant – almost exclusively Spanish speaking and consume mostly Spanish language media.
- Spanish preferred – prefer to speak Spanish at home and with friends, consume mostly Spanish language media, and speak some English away from the home.
- No preference/bilingual – equally comfortable in both Spanish and English, consume moderate amounts of Spanish language media, speak both languages at home, and speak mainly English away from the home.
- English preferred/dominant – usually speak English in and out of the home, have some knowledge of Spanish, and consume mostly English language media.

The following graph shows the percentage of Spanish spoken in the home by income level:

**Spanish Spoken in HH, By Income**  
n = 400





Respondents categorized as Spanish language preferred are similar to those with very strong ties to Hispanic culture. Compared to the average respondent, they tend to:

- Be older (40+) and foreign born
- Live in a household with annual earnings under \$20,000
- Speak Spanish all the time at home and with younger and older family members, friends, neighbors, and coworkers
- Consume higher levels of Spanish language television and radio
- Consume significantly less English language media
- Less likely to own a car or personal computer, subscribe to the Internet, and use email

The bilingual and Spanish preferred respondents tend to fit more closely with the average respondent profile.

Respondents categorized as English language dominant/preferred are very similar to those with less strong ties to Hispanic culture. Compared to the average respondent, they tend to:

- Be US born
- Be registered to vote at their current address
- Be highly educated – 37% have a college degree or higher
- Have higher household incomes – 37% earn over \$60,000 per year
- Be employed full time outside the home
- Be single with no children under the age of 18 living at home
- Own single family homes
- Own a car, cell phone, and personal computer
- Subscribe to an Internet service provider and use email

Compared to the average respondent, those categorized as English language dominant/preferred have different opinions on today's current events. They are more likely to:

- Not cut back on spending at all due to the economic downturn
- Disagree completely with the court ruling making the Pledge of Allegiance unconstitutional
- Always make an effort to vote in elections
- Perceive the Internet has a negative influence – or no influence – on the quality of family life
- Indicate they have less strong ties to Hispanic culture

Respondents in the English language dominant/preferred category tend to have significantly lower levels of agreement with two particular brand attitude statements:

- Like to have a lot of information before buying a product



- Worth the trouble to find a preferred brand on sale

However, Hispanics in this category are more likely to disagree strongly with the statement “all brands are the same, so I buy whatever is cheapest in the store.” This indicates that they are not just bargain shoppers, and do make specific brand distinctions while shopping.

As expected, respondents categorized as English language dominant/preferred tend to have the lowest levels of involvement with the Spanish language. Compared to the average respondent, they tend to:

- Seldom or never speak Spanish at home
- Never speak Spanish – or be unlikely to do so – with family, friends, coworkers, and neighbors
- Consume little, if any, Spanish language media
- Consume significantly higher levels of English language media of all types





## **Comparative Analysis**

### **Amount of Spanish Spoken in the Household**

Compared to the average respondent, those living in a household where Spanish is spoken all the time:

- Always speak Spanish with other family, friends, neighbors, coworkers, and acquaintances
- Consume significantly more Spanish language television and radio
- Consume significantly less English media of all types
- Are more likely to be foreign born and have a household income below \$20,000 per year
- Are less likely to be an early adopter of new and innovative products

Compared to the average respondent, those living in a household where Spanish is spoken less than half the time:

- Tend to be less brand loyal, a less information-intensive shopper, and less willing to pay more for quality products
- Are less likely to shop around for a brand on sale
- Are less likely to stick with a brand they like rather than try a new brand
- Tend to have less strong cultural ties
- Seldom or never speak Spanish at home
- Never speak Spanish with other family members, friends, neighbors, coworkers, and acquaintances
- Consume no Spanish language media
- Consume more than 10 hours per week of English television and radio, but no English language newspapers, magazines, or Internet sites
- Have at least some college education or a college degree
- Earn more than \$75,000 per year
- Are employed full time in a professional-type career
- Own their home
- Are single and US born or foreign born living in the US more than 30 years
- Are a registered voter and always vote in elections
- Disagree completely with the court ruling making the Pledge of Allegiance unconstitutional



### **Presence of Children in the Household**

Compared to households with no children present, respondents with children under the age of 18:

- Speak Spanish all the time in the household
- Consume significantly less Spanish language television
- Consume over 10 hours per week of English language television
- Are less likely to be employed full time outside the home
- Are less likely to purchase new and innovative products
- Are less likely to buy brands that reward customers with special privileges
- Are Cuban rather than Mexican
- Use email at home
- Own their home rather than rent
- Are registered to vote and vote in elections
- Have lived in the US more than 30 years
- Have at least some college education and earn over \$40,000 per year

### **Younger Versus Older Respondents**

Compared to the average respondent, Hispanics in the 18 – 29 age category are more likely to:

- Be female, single, and US born
- Rent rather than own a home
- Have some college education or have a high school diploma
- Buy new and innovative products
- Listen to Spanish language radio 2 – 6 hours per week
- Visit Spanish language Internet sites
- Spend more time consuming all types of English language media
- Use email

Respondents in the 18 – 29 age category are less likely to:

- Be registered to vote and always vote in elections
- Wait to buy a new product until others have tried it
- Speak Spanish all the time at home
- Always speak Spanish with family members, friends, neighbors, coworkers, and acquaintances



Compared to the average respondent, older Hispanics in the 50+ age category are more likely to:

- Be male
- Have lived in the US for more than 30 years
- Prefer brands that reward customer loyalty and that have been recommended by friends or family members
- Vote in elections
- Live in a household where Spanish is spoken all the time.

Respondents in the 50+ age category are less likely to:

- Visit Spanish language or English language Internet sites
- Spend time reading English language magazines

Compared to the average respondent, older Hispanics in the 60+ age category are more likely to:

- Be Cuban
- Be retired, widowed, live alone, and earn less than \$20,000 per year
- Be registered to vote
- Always speak Spanish with friends, neighbors, coworkers, and acquaintances
- Buy a brand they trust regardless of price
- Wait to buy a product until others have tried it

Respondents in the 60+ age category are less likely to:

- Be Mexican
- Buy new and innovative products
- Spend time listening to English language radio
- Use advanced technology products and services at home, such as cell phones, personal computers, Internet service, or email

### **Household Income**

Compared to the average respondent, those living in a household with an annual income under \$20,000 are more likely to:

- Be female
- Speak Spanish all the time at home
- Always speak Spanish with younger family members, friends, neighbors, coworkers, and acquaintances
- Listen to more than 10 hours of Spanish language radio per week
- Rent rather than own a home
- Have only a grade school education or less (1 in 3)
- Have not graduated from high school (6 in 10)



Respondents in this category are less likely to:

- Vote in elections and be registered to vote
- Visit Internet sites either in Spanish or English
- Read any English language newspapers and magazines
- Use advanced technology products and services, including cell phones, personal computers, cable television, Internet service, and email

Compared to the average respondent, those living in households with annual incomes over \$40,000 are more likely to:

- Be male and US born, or have lived in the US for over 30 years
- Be married with no children in the home
- Own a single family home
- Have the highest level of education, and be employed full time in a professional career
- Own a car, cell phone, and personal computer
- Subscribe to cable television, Internet service, and use email
- Disagree completely with the court ruling making the Pledge of Allegiance unconstitutional
- Always vote in elections and be registered to vote
- Consume more English language media in all forms

Respondents in this segment are less likely to:

- Speak Spanish at home all the time
- Always speak Spanish with younger family members and children, friends, neighbors, coworkers, and acquaintances
- Consume Spanish language media of any type

### **Comparison Between Markets**

For the purposes of the benchmark Pulso Hispano wave, RDD tested questions in the top four US Hispanic markets: Los Angeles, New York, Chicago, and Miami.

Respondents living in Los Angeles are:

- More likely to be Mexican, single, and rent rather than own their home
- Less likely to subscribe to cable television and be registered to vote
- Somewhat less likely to buy new and innovative products

Respondents living in New York are:

- Somewhat more likely to buy new and innovative products
- More likely to consume English language media of all types
- More likely to have cable television and rent an apartment
- More likely to be single and either Puerto Rican or Dominican
- Less likely to own a car



Respondents living in Chicago are:

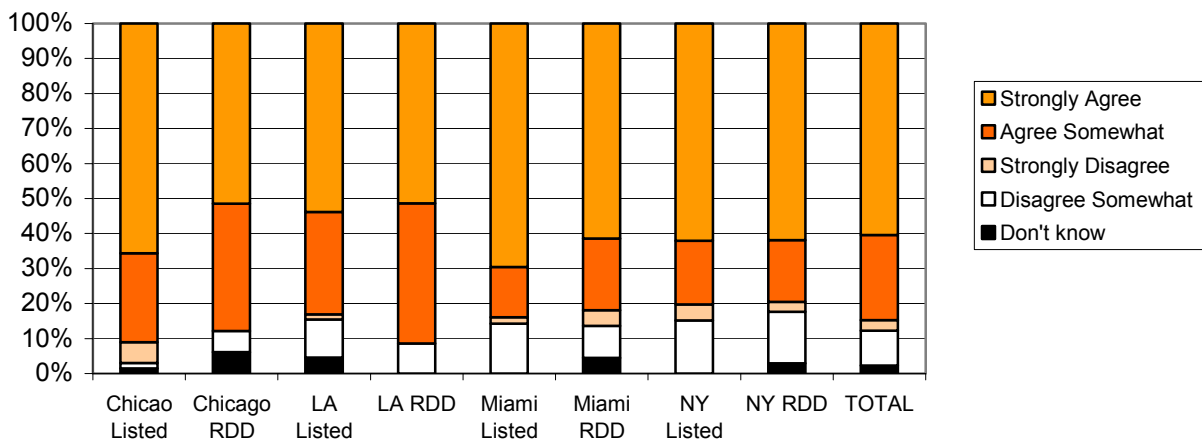
- More likely to be Mexican and own a single family home

Respondents living in Miami are more likely to:

- Be Cuban, retired, have no children living at home, own their home, and always vote in elections
- Be foreign born and have lived in the US more than 30 years
- Have at least some college education
- Own a cell phone, subscribe to Internet service, and use email
- Perceive the Internet as having a strong, positive influence on family life
- Claim very strong cultural ties
- Speak Spanish all the time at home and always with friends and neighbors

The following graph shows how respondents answered a branding question by market and by sample type within each market:

**I would rather buy a brand that I trust at a higher price  
than a brand I don't know at a lower price.**  
n = 400





## About RDD

*On time and right, every time* – this is RDD’s goal. We provide qualitative and quantitative data collection services for business, consumer, and multilingual studies for clients worldwide. Since its inception, RDD has grown 217% each year, which has earned us a space on *Inc. Magazine’s* 500 Fastest Growing Private Companies list three years running. We are also named one of the Top 100 Fastest-Growing Private Companies in Oregon. With nine offices in eight states and more than 500 employees, we strive to maintain our high level of service and uphold consistency – a challenge we readily embrace. We invite you to visit our web site at [www.RDD.info](http://www.RDD.info).