

Dallas/Fort Worth Multicultural Trendline Study 2010

A Study of Consumers in Dallas/Fort Worth



A UNIQUE STUDY

The only consumer study in Dallas/Ft. Worth that employs five languages to interview a diverse sample of whites, African-Americans, Hispanics and Asians.

PAST SUBSCRIBERS

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The Sherwin Williams Company
Zahra Design Group
.....and various others.

CUSTOM QUESTIONS

In addition to the broad number of topics already included in the study, early subscribers have the option of including their own custom questions for an additional fee.

About the Study

The Dallas/Fort Worth metropolitan area is experiencing a dramatic demographic transformation that can greatly influence your business goals. Of its 6.6 million residents, 45 percent or 3 million are multicultural residents who have unique linguistic, communicative and consumption needs. Since its initial introduction over ten years ago, the **Dallas/Fort Worth Multicultural Trendline Study** has served an important role for local organizations – including advertising agencies, media shops, retailers, public agencies, academic institutions, and non-profits -- who have traditionally relied on secondary sources of information or English-only surveys to plan their marketing campaigns. The **Dallas/Fort Worth Multicultural Trendline Study** was designed as a cost-effective, planning tool that can assist organizations in designing marketing plans to compete more effectively in the marketplace. The study is designed by Dr. Edward T. Rincon, President of Rincon & Associates, who has specialized in multicultural research for the past 30 years and taught courses on survey research, Hispanic marketing, and statistics at universities like Southern Methodist University, University of North Texas at Denton, The University of Texas at Dallas, and The University of Texas at Arlington.

Past subscribers have used the study to:

- Measure market potential and growth
- Evaluate product acceptance & market share
- Evaluate the competitive environment
- Select the best language of communication
- Design media plans based on local usage of radio, television, radio, newspapers, and the Internet
- Select the best points of distribution for multicultural consumers
- Obtain updated demographic & socioeconomic information
- Include a custom question to evaluate a new service or product concept

How the Study is Conducted

The sampling universe will consist of all telephone households in the Dallas/Ft. Worth metropolitan area. Using both random digit dialed (RDD), cellular, and listed telephone households to select the sample, a total of 1,200 interviews will be conducted with 300 whites, 300 Hispanics, 300 African-Americans, and 300 Asian adults. Within each household, an adult is selected randomly for the interview. All interviews are conducted by experienced bilingual interviewers in the language preferred by the respondent, which includes five languages: English, Spanish, Chinese, Vietnamese and Korean. Data collection is scheduled to begin by June 1, 2010.



Rincón & Associates

Measuring multicultural markets

What the Study Measures

Demographics	Gender, age, marital status, household size and composition, race/ethnicity, years of U.S. residency, country of birth, and language usage
Socioeconomics	Educational attainment, employment status, household income, homeownership, and credit card usage
Media Usage	Television, radio, newspapers, magazines, cable, Internet access & usage, social media
Shopping Preferences	Supermarkets, financial institutions, hospitals, automobiles, furniture stores, clothing stores, pharmacies, travel destinations, plans for traditional and online education
Attitudes & Lifestyles	Consumer, family, cultural, media, price sensitivity, brand loyalty, ethnic identity
Custom Questions & Analyses	Subscriber-designed questions that are tabulated by a customized banner; special analyses available on request

Becoming a Subscriber

The Basic Report is available for \$7,500. Custom questions are priced as follows: closed-ended questions (\$700) and open-ended questions (\$900). The Basic Report will include a preface, study concept and objectives, background, study methodology, study findings, conclusions and recommendations. A complete set of tabulations of survey questions by key demographic subgroups will also accompany the Basic Report. Orders that include custom questions must be pre-paid by May 25, 2010.

To become a subscriber, simply complete the Order Form on the following page and mail it along with your payment to Rincon & Associates, 6500 Greenville Ave., Suite 510, Dallas Texas 75206. Questions concerning the study can be addressed by calling Dr. Edward T. Rincón at 214-750-0102 or sending an email to ed@rinconassoc.com.

Important Study Dates

May 25: Place custom questions

June 1: Data collection starts

June 30: Data collection ends

July 15: Basic Report delivered

Prompt Payment Incentive

Subscribers who pay their subscription order on or before June 1, 2010 will qualify for a complimentary one-hour Power Point presentation of the study results by Dr. Rincón at a mutually agreeable location in the Dallas/Fort Worth metro area.

Dallas/Fort Worth Multicultural Study 2010 Order Form

Subscriber Information

Contact Name	
Company Name	
Street Address	
City, State, Zip code	
Telephone:	
Fax:	
E-mail Address	
Date of Order	
Shipping Instructions (Provide Account No.)	

Ordering Information

<i>Item</i>	<i>Qty. Ordered</i>	<i>Cost Per Unit</i>	<i>Subtotal</i>
Basic Report		\$7,500	\$
Extra Copy of Report (subscribers only)		\$300	\$
Custom Questions			
Open-ended		\$900	\$
Closed-ended		\$700	\$
Custom Tabs			\$
Banner setup		\$200	\$
Question Tab		\$75	\$
Custom Analysis or SPSS data file		Quotation Only	\$
Sales tax (8.25%) or attach copy of Tax Exempt Certificate if you are tax exempt.			\$
Total Cost			\$