

# Dallas/Fort Worth Latino Trendline Study 2010

## *A Study of Latino Consumer Behavior*



### **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, 27 percent or 1.8 million are Latino residents who have unique linguistic, communicative and consumption needs. The **Dallas/Fort Worth Latino 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 Latino 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/Fort Worth metropolitan area. Using both random digit dialed (RDD), cellular, and listed telephone households to select the sample, a total of 500 interviews will be conducted with Hispanics. 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 English or Spanish. Data collection is scheduled to begin by August 23, 2010.

**Buying Power = \$23 Billion**



### **A UNIQUE STUDY**

The only consumer study that has tracked Latino consumers in the Dallas/Fort Worth area over the past 14 years.

### **PAST SUBSCRIBERS**

Baylor Health Care System  
Blue Cross-Blue Shield  
Catholic Diocese of Dallas  
Dallas Area Rapid Transit  
Dallas Morning News  
Fiesta Mart  
Fronteras Real Estate  
Ft. Worth Star Telegram  
HEB Grocery Company  
Malone's Cost Plus  
Methodist Health System  
Minyard Food Stores  
Moroch & Associates  
Parkland Health & Hospital System  
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.

#### STUDY USED FOR

- Competitive analysis
- Advertising awareness
- Media planning
- Grant applications
- Instructional support
- Planning language strategy
- Patient education
- Demand analysis

#### RINCON & ASSOCIATES

For the past 30 years, we have provided research solutions that expand the cultural intelligence of organizations that serve multicultural consumers. These research solutions include:

- Quantitative & qualitative research
- Syndicated research
- Academic & corporate training
- Strategic market consultation

For more information on any of our products or services please visit us on the Web at:  
[www.rinconassoc.com](http://www.rinconassoc.com)

## What the Study Measures

<b>Demographics</b>	Gender, age, marital status, household size and composition, race/ethnicity, years of U.S. residency, country of birth, and language usage
<b>Socioeconomics</b>	Educational attainment, employment status, household income, homeownership, and credit card usage
<b>Media Usage</b>	Television, radio, newspapers, magazines, cable, Internet access & usage, social media
<b>Shopping Preferences</b>	Supermarkets, financial institutions, hospitals, automobiles, furniture stores, clothing stores, pharmacies, travel destinations, plans for traditional and online education
<b>Attitudes &amp; Lifestyles</b>	Consumer, family, cultural, media, price sensitivity, brand loyalty, ethnic identity
<b>Corporate Social Responsibility &amp; Community Leadership</b>	Evaluation of the community involvement activities of 16 area organizations, as well as top-of-mind awareness of organizations and people who do the best job of representing the needs of local Hispanics.
<b>Custom Questions &amp; Analyses</b>	Subscriber-designed questions that are tabulated by a customized banner; special analyses available on request

## Becoming a Subscriber

The Basic Report is available for **\$4,500**. Custom questions are priced as follows: closed-ended questions (\$600) and open-ended questions (\$800). 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 August 18, 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 120, 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](mailto:ed@rinconassoc.com).

#### Important Study Dates

- August 18: Place custom questions**
- August 23, Data collection starts**
- Sept. 10: Data collection ends**
- Sept: 24: Basic Report delivered**

#### Prompt Payment Incentive

**Subscribers who pay their subscription order on or before August 20, 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 Latino Trendline 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		\$4,500	\$
Extra Copy of Report (subscribers only)		\$300	\$
Custom Questions			
Open-ended		\$800	\$
Closed-ended		\$600	\$
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.			\$
<b>Total Cost</b>			<b>\$</b>