

Rincón & Associates

Measuring multicultural markets

DFW Multicultural Trendline Study 2008

The authoritative guide to multicultural consumers in the Dallas/Ft. Worth marketplace

About the Study

*Did you know that multicultural consumers -- including Latinos, African-Americans, and Asians --- currently number about 3 million in the Dallas/Ft. Worth metro area? That's right: 1.7 million Latinos, 900,000 African-Americans, and 307,000 Asians! These ethnic consumers, which represent 45 percent of the total DFW population, are making a significant impact on the bottom line for many organizations. Marketers who desire to target these ethnic consumers, however, often encounter many challenges since objective, reliable information to guide their marketing decisions is often unavailable, unreliable or unaffordable. Which explains why the **DFW Multicultural Trendline Study** meets a great need among its various subscribers --- including marketers, media shops, advertising agencies, community groups, educators, health providers, attorneys, personnel recruiters, entertainment venues, and retail establishments. The sample design, topical coverage, and statistical credibility of the **DFW Multicultural Trendline Study** makes it the authoritative guide to the multicultural marketplace in this area. Moreover, it is affordable and available to any organization that needs to expand their "cultural intelligence."*

Past subscribers have used the Trendline Study to:

- *Measure market potential and growth for multicultural consumers*
- *Evaluate product acceptance and market share*
- *Identify strengths and weaknesses among competitors*
- *Select the best language for communicating with a specific target segment*
- *Choose the best media to reach multicultural consumers --- including television, radio, newspapers, magazines, cable television, and the Internet*
- *Learn where multicultural consumers shop for better product placement decisions*
- *Obtain updated demographic and socioeconomic characteristics*
- *Include a specific custom question in the survey to evaluate a new product or service concept among Latino, African-American and Asian consumers*

How the Study is Conducted

Using a professional sampling organization, a random sample of Hispanic, African-American and Asian households is selected using a specialized ethnic coding procedure that targets both listed and unlisted telephone households. The sampling universe will include all telephone households in the Dallas/Ft. Worth Combined Statistical Area (CSA). Within each household, the race/ethnicity of an adult is first established in addition to their preference of language for the interview. The study will include 1,400 respondents – 600 Latinos, 400 African-Americans, and 400 Asians. The questionnaire, which includes the topics listed on the following page, is designed in English, Spanish, Chinese, Korean and Vietnamese so that these respondents can choose the language of the interview with which they are most comfortable. All of the data collection is completed at the interviewing center of Rincon & Associates, and scheduled to begin the week of June 23, 2008. Consequently, requests for custom questions must be received as soon as possible as the space available for such questions is limited.

What the Report Includes

The Basic Report will include an executive summary, description of the methodology, a color graphic summary of major findings, stub and banner tabulations of survey questions by key demographic subgroups, and a written analysis of the survey findings. The Basic Report will be available to paid subscribers by September 9, 2008.

How to Order Your Subscription

The Basic Report is available on a pre-paid basis only for \$7,500 plus sales tax. Custom questions are priced as follows: closed-ended, \$800; open-ended, \$1,200. To place your order, just complete the Order Form in the following section and return it with your payment to Rincon & Associates. Additional questions concerning the study can be addressed by calling Rincon & Associates at (214) 750-0102.

What the Study Measures

<p style="text-align: center;">Demographic</p> <p style="text-align: center;"><i>Gender</i></p> <p style="text-align: center;"><i>Age</i></p> <p style="text-align: center;"><i>Marital status</i></p> <p style="text-align: center;"><i>Household size</i></p> <p style="text-align: center;"><i>Years of U.S. residency</i></p> <p style="text-align: center;"><i>Birthplace</i></p> <p style="text-align: center;"><i>Household composition</i></p> <p style="text-align: center;">Socioeconomics</p> <p style="text-align: center;"><i>Education</i></p> <p style="text-align: center;"><i>Occupation</i></p> <p style="text-align: center;"><i>Household income</i></p> <p style="text-align: center;"><i>Homeownership</i></p> <p style="text-align: center;"><i>Credit card usage</i></p> <p style="text-align: center;"><i>Auto ownership</i></p> <p style="text-align: center;">Media Usage</p> <p style="text-align: center;"><i>Television networks</i></p> <p style="text-align: center;"><i>Radio stations</i></p> <p style="text-align: center;"><i>Newspaper readership</i></p> <p style="text-align: center;"><i>Magazines readership</i></p> <p style="text-align: center;"><i>Access & viewing of cable or satellite TV</i></p> <p style="text-align: center;"><i>Internet access & popular web sites</i></p>	<p style="text-align: center;">Language Usage</p> <p style="text-align: center;"><i>English and native language proficiency</i></p> <p style="text-align: center;"><i>Language proficiency for children</i></p> <p style="text-align: center;">Shopping Preferences</p> <p style="text-align: center;"><i>Supermarkets</i></p> <p style="text-align: center;"><i>Financial institutions</i></p> <p style="text-align: center;"><i>Hospitals</i></p> <p style="text-align: center;"><i>Automobiles</i></p> <p style="text-align: center;"><i>Furniture stores</i></p> <p style="text-align: center;"><i>Clothing stores</i></p> <p style="text-align: center;"><i>Automobiles</i></p> <p style="text-align: center;"><i>Shopping centers/malls</i></p> <p style="text-align: center;"><i>Travel destinations</i></p> <p style="text-align: center;"><i>Plans to further education</i></p> <p style="text-align: center;">Selected attitudes & lifestyles</p> <p style="text-align: center;">Custom Questions & Analyses</p> <p style="text-align: center;"><i>Subscriber designed questions</i></p> <p style="text-align: center;"><i>Tabulated by standard banner</i></p> <p style="text-align: center;"><i>Special analyses on request</i></p>
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Order Form
DFW Multicultural Trendline Study 2008

Subscriber Information

Company Name	
Street Address	
City, St, Zipcode	
Telephone	
Fax	
Contact Name	
Date of Order	

Ordering Information

<i>Item</i>	<i>Quantity</i>	<i>Cost Per Unit</i>	<i>Subtotal</i>
Basic Report		\$7,500	\$
Extra Copy of Report (subscribers only)		\$400	\$
Custom Questions			
Closed-ended		\$800	
Open-ended		\$1,200	
Custom Tabs			
Banner setup		\$200	\$
Question Tab		\$75	\$
Custom Analysis or SPSS data file		Quotation only	\$
Sales Tax (if applicable)			\$
Total Cost			\$

You may print the Order Form, complete the required information, and fax it to us at 214-750-1015 or mail it to Rincon & Associates, 6500 Greenville Ave., Suite 510, Dallas TX 75206. Please make check payable to Rincon & Associates.

About the Study Sponsor

Rincon & Associates, formed in 1984, is a full-service market research company based in Dallas, Texas. The firm offers an array of research and demographic services to assist today's decision-makers in evaluating their alternatives in the marketplace, including:

- **Quantitative Research:** Mail, e-mail and telephone surveys, on-site store intercept interviews, pre-recruits, data entry, and statistical analysis.
- **Qualitative Research:** Focus group and in-depth interviews by culturally and linguistically-matched moderators.
- **Legal Support:** Expert witness testimony, videotaped depositions, collection and analysis of sensitive data, and mock jury recruitment.
- **Support of International Clientele:** Special support services for international clientele seeking to enter U.S. markets, including research services, logistical support, and networking among key contacts.
- **Demographic Products:** Various types of reports developed from U.S. Census Bureau files and numerous other data sources.
- **Syndicated Products:** Company-designed and sponsored studies focused on special markets or topics and available for purchase by interested marketers.
- **Seminars:** Seminars and presentations designed for professional and non-professional audiences on a range of topics, including multicultural consumers, survey research methods, measurement issues, demographic trends, and the marketing process.

Rincon & Associates has conducted local, state-wide and national studies of ethnically-diverse groups in such areas as media behavior, education, automotive, transportation, food and beverages, cosmetics, financial services, telecommunications, religious behavior, pharmaceuticals, demography, health and human services, library services, and political behavior. The research facility is centrally located at 6500 Greenville Avenue and includes a state-of-the-art CATI telephone interviewing center with interviewers ready to conduct studies in English, Spanish, Chinese, Vietnamese and Korean languages. For more detailed information on the company's services, products, and account experience, you are encouraged to visit our website at www.rinconassoc.com. Rincon & Associates is owned and operated by Dr. Edward T. Rincón and Lupita C. Rincon, who together offer 40 years of experience in the research industry. Dr. Rincon has taught college-level coursework on survey research methods and Hispanic marketing at area universities.