

HISPANIC PRODUCT CONSUMPTION AND PURCHASE HABITS

Each year, major corporations across all industries invest billions to reach Hispanic consumers, whose growing financial strength makes them an increasingly attractive target. Hispanic male sports fans, in particular, spend even more.

BANKS/FINANCIAL SERVICES USED

	Male Sports Fans 18-54	Hispanic Male Sports Fans 18-54
Interest checking account	129	154
Wired money	127	192
Debit cards 11 – 20 each month	136	156
Credit card average monthly expenditure 90 – 110	121	119
Debit cards owned – 2	106	142

LIFESTYLE CHOICES

	Male Sports Fans 18-54	Hispanic Male Sports Fans 18-54
Start/Buy a business	122	189
Attend movies within past 6 months	114	119
Attend movies 2-3 times a month	131	199
Have a PDA	153	139
Purchased cell/PDA within last year	112	115
Cell phone in households	130	140
4 or more cell phones in households	133	143
Play video games	188	171
Play baseball within past 12 months	209	201
Play softball within past 12 months	186	162
Pay-Per-View within past 12 months	137	138
Pay-Per-View sports events 3 or more times in past 12 months	200	358

PURCHASE INTENT – VERY LIKELY

	Male Sports Fans 18-54	Hispanic Male Sports Fans 18-54
Buy a house	118	161
Buy life insurance	112	113
Vacation in the Caribbean	107	162
Vacation in Mexico	93	146
Buy a new vehicle	116	147
Buy a pre-owned vehicle	127	153
Buy a home theater system	120	211
Buy a flat screen/plasma TV	115	153
Buy a digital video camera	126	232
Buy a desktop computer	121	195
Buy a laptop computer	114	164

RETAIL/DEPT STORES/CLOTHING/SPECIALTY STORES SHOPPED IN LAST 6 MONTHS

	Male Sports Fans 18-54	Hispanic Male Sports Fans 18-54
Famous Footwear	93	109
Finish Line	165	220
Foot Locker	145	220
Payless	76	115
The Disney Store	95	178
Old Navy	90	101
Sears	97	102
Toys R Us	108	138
Target	93	100

FREQUENT RESTAURANTS/FAST FOOD

	Male Sports Fans 18-54	Hispanic Male Sports Fans 18-54
Denny's	102	159
Hooters	158	182
Western Sizzler	98	194
Burger King	120	110
Carl's Jr.	130	257
Chipotle	130	124
Del Taco	124	220
El Pollo Loco	109	307
Jack in the Box	119	185
Kentucky Fried Chicken	104	113
Little Caesars	118	143
McDonald's	110	107
Pizza Hut	118	125
Popeyes Chicken	123	123
Taco Bell	121	122
Whataburger	120	170

Source: 2008 MRI Spring

ALCOHOL/BEER/SPIRITS

	Male Sports Fans 18-54	Hispanic Male Sports Fans 18-54
Any alcohol beverage	121	118
Any beer/ale	149	150
Drank beer/ale in last 6 months	149	151
Drank 9 or more beers/ales in last 7 days	192	214
Drank tequila in last 6 months	137	185

BEVERAGES — NON ALCOHOLIC

	Male Sports Fans 18-54	Hispanic Male Sports Fans 18-54
Regular cola drinks in last 6 months	123	139
9 or more colas in last 7 days	155	209
Other carbonated beverages, 9 or more in last 7 days	150	196

TOP ADVERTISERS IN HISPANIC MEDIA BY MEASURED U.S. MEDIA SPENDING

Rank	Marketer	2007 Ad Spending	%CHG
1	Lexicon Marketing Corp.	\$218,108.2	24.4
2	Procter & Gamble Co.	163,078.1	-4.3
3	AT&T	119,320.6	-10.0
4	General Motors Corp.	100,848.6	-2.7
5	Broadcasting Media Partners (Univision)	91,273.3	-14.8
6	McDonald's Corp.	89,676.7	6.6
7	Toyota Motor Corp.	80,687.6	16.9
8	Sears Holdings Corp.	79,568.9	-4.5
9	Verizon Communications	79,277.8	-12.8
10	Johnson & Johnson	76,791.4	-3.6
11	Ford Motor Co.	73,406.0	-0.3
12	Walt Disney Co.	67,025.2	3.8
13	Cerberus Capital Management (incl. Chrysler)	66,109.7	1.9
14	Nissan Motor Co.	61,314.9	82.7
15	Wal-Mart Stores	59,890.3	-10.3
16	TVAtlas.com	55,071.6	14.8
17	Hyundai Corp.	53,945.2	-12.8
18	America Directo	52,466.3	14.2
19	Sprint Nextel Corp.	51,752.2	98.3
20	Deutsche Telekom	50,085.0	15.4
21	Allstate Corp.	46,979.9	26.4
22	Olympia	43,158.0	NA
23	Unilever	42,791.4	-4.6
24	SABMiller	41,957.2	-8.7
25	L'Oreal	41,713.3	-10.5

Rank	Marketer	2007 Ad Spending	%CHG
26	J.C. Penney Co.	\$41,197.1	26.0
27	PepsiCo	41,054.7	-29.9
28	Home Depot	39,551.8	-18.7
29	U.S. Government	39,093.4	30.2
30	Kraft Foods	38,520.5	34.2
31	Grupo Televisa	37,759.7	-24.6
32	Computacion Sin Barreras	36,488.2	NA
33	State Farm Mutual Auto Insurance Co.	36,070.7	91.1
34	Yum Brands	35,357.6	12.7
35	Target Corp.	33,232.8	5.3
36	Anheuser-Busch Cos.	33,200.9	-20.5
37	Honda Motor Co.	30,846.9	9.1
38	Time Warner	30,513.7	-10.0
39	Lowe's Cos.	29,607.9	8.0
40	Filtramax	29,337.2	66.4
41	Clorox Co.	29,273.5	-3.8
42	Macy's	27,027.2	10.9
43	Coca-Cola Co.	26,990.8	-47.7
44	Wendy's International	25,514.2	25.6
45	Visa	25,463.6	11.1
46	General Electric Co.	25,309.9	7.8
47	News Corp.	24,822.5	30.3
48	Children International	24,232.1	NA
49	Bally Total Fitness Holdings Corp.	23,575.5	4.0
50	Guthy-Renker Corp.	23,521.5	84.2

Dollars in thousands. Media from TNS Media Intelligence and represent the sum of broadcast TV networks, Galavision (cable), Spanish-language magazines (including four PIB-monitored Spanish-language magazines), Spanish-language newspapers, Spanish-language spot TV, and Spanish-language websites. Percent change is computed from 2006 data

