



Contact: Smilka Valenzuela
Phone: 866-801-3100
summit@geoscape.com

1395 Coral Way • Third Floor
Miami • Florida 33145 • USA
Phone: 305.860.1460
Fax: 305.860.6161
E-mail: geoscape@geoscape.com
Internet: www.geoscape.com

“American DataStream” Reveals Nature of Ethnic Populations

Geo-demographic data to be unveiled at Multicultural Market Intelligence Summit Oct. 7th

Miami, FL — October 7, 2004 Geoscape International will unveil its current and forecasted geo-demographic data set on October 7th at the Multicultural Market Intelligence Summit—which takes place on October 6-8 at the Mandarin Oriental Hotel in Miami. The “American Marketscape DataStream: 2005 Series” goes into unprecedented depth and breadth to accurately measure the American population, with special emphasis on cultural segments such as Hispanic, Asian, African American and other ethnic groups.

“America’s population has become increasingly diverse, as Hispanics, African Americans, Asians and people from many other segments rapidly contribute to the cultural richness of our population. Business executives must understand what this demographic transformation means for their enterprises, in order to navigate in the direction that will better-serve their constituencies and bear fruit for their investors” according to Geoscape CEO César M Melgoza.

The DataStream includes over 1,100 specific indicators across four “vintages” and seven levels of geography—from the National level to the block group level. The vintages will include 1990, 2000, 2005 and a 2010 forecast which marketers and business planners can use to get out in front of the opportunity. Geoscape reports that Hispanics and other cultural segments form an increasingly large proportion of the American populace and a clear majority of the nation’s population growth. The DataStream will enable precise measurement of populations and households according to characteristics such as language, acculturation, socioeconomic status, consumer expenditures, income, educational attainment and many other factors.

“Publication of the DataStream: 2005 Series is of critical importance in order for marketers to properly target today’s diverse ethnic populations,” says David Wellisch, Vice President and General Manager, AOL Latino. The release of this in-depth data on Hispanic acculturation will be of extreme value to marketers and demographers, giving them access to the latest information available.”

The American Marketscape DataStream: 2005 Series reports a plethora of facts and figures, among them is that Hispanics will number over 43 million as of July 1, 2005 and over 50 million by 2010. Geoscape also introduces its highly detailed acculturation model for Hispanics that defines five segments of “Hispanicity” that can be identified down to the ZIP code and block group level. Recent population and socioeconomic data for Asians, Blacks/African Americans, Middle Eastern, Central/Eastern Europeans also are included in the DataStream—together with data for Non-Hispanic White and other groups—reflecting the true diversity of America.

More Information on the Summit can be found on the internet at:

Online: <http://www.geoscape.com>
Phone: 305-860-1460
E-Mail: news@geoscape.com

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