



FOR IMMEDIATE RELEASE

## **Consumer Behavior Data Reveals Strong Spending by Hispanics**

*First-ever online multicultural Behavior data bank includes 87 Markets and national coverage*

**Miami, FL – October 5, 2005** The Geoscape Intelligence System reveals a detailed consumer behavior data bank known as THE MEDIA AUDIT, produced by International Demographics, Inc. THE MEDIA AUDIT has extensive data on both the general market as well as the ethnic markets. Of particular interest these days is the Hispanic market because of its economic impact of this, the fastest growing population in America.

The Geoscape® Intelligence System (GIS) offers a wide variety of data visualization, analysis and download abilities for diverse population and household groups in America. The addition of THE MEDIA AUDIT within GIS provides fresh, deep survey-based data featuring hundreds of product, service and media outlet usage by numerous demographic segments. Surveying 87 metropolitan areas THE MEDIA AUDIT provides the current media and marketing data for marketers who need to be kept abreast of market trends. This module within Geoscape's online system provides marketers across industries very specific information about consumers and their local shopping and media usage habits – enabling better-guided dynamic marketing and sales deployment decisions.

“Inclusion of THE MEDIA AUDIT within our online Intelligence System represents a new generation of syndicated market research resources that our clients will find of immense value,” states César M. Melgoza, President of Geoscape International, Inc.

Examples of some of the data points revealed by THE MEDIA AUDIT include:

- Hispanics are 48 percent more likely than general consumers to have home purchase plans in the next 24 months.
- Hispanics are 67 percent more likely to bank with Washington Mutual and 40 percent more likely to bank with Wells Fargo.
- Hispanics are 65 percent more likely to have consumed 7-Up and 44 percent more likely to have consumed Sprite in the last 7 days.
- Hispanics are 59 percent more likely to shop at Levitz furniture stores.
- Hispanics are 58 percent more likely to own a Kia automobile.
- Hispanics are 76 percent more likely to be part of a family of 5 or more.

According to Bob Jordan, president of International Demographics, “Shifting demographics in America is impacting the economics of doing business today. For sharp marketers who want to be on top of the changes THE MEDIA AUDIT offers valuable insights. The best way to understand and appreciate this magnificent data resource is to view a demonstration of the system; the Geoscape system truly liberates the data resource we've spent decades refining and perfecting.”

The Geoscape Intelligence System, including the newly added information from THE MEDIA AUDIT data module, is available by subscription by contacting Geoscape or via web browser at <http://gis.geoscape.com>.

### **About Geoscape®**

Geoscape® provides market intelligence data, systems and services, specializing in the rapidly growing multicultural and multinational market opportunities. DirecTarget®, Geoscape® Intelligence System (GIS), Retail Target™, Media Target™, List Gateway™, HomeBase™, BizBase, WorldBase™ and American Marketscape DataStream™ are among the key products and services that are used by hundreds of corporations worldwide to capture the growing multicultural marketplace. Geoscape is a privately-held corporation with worldwide headquarters located in Miami and subsidiary offices in Brazil, Mexico and European offices in The Netherlands.

### **About THE MEDIA AUDIT**

THE MEDIA AUDIT is the primary service of International Demographics, a 34 year old Houston based media and marketing research company. With over 1,400 media and ad agency clients in more than 80 markets THE MEDIA AUDIT surveys more markets than any other local market qualitative service. THE MEDIA AUDIT is well known for the reliability and credulity of its data, which is one of the reasons that Geoscape selected THE MEDIA AUDIT as a source for local market media and marketing data. THE MEDIA AUDIT data is used by advertisers and their agencies to identify their primary consumers and how best to reach those consumers. The agencies use THE MEDIA AUDIT to plan and buy the media while the media use THE MEDIA AUDIT to sell their time or space.

### **Press Contact:**

Aviva Rose-Avila; 2100 West Flagler Street, Miami, FL 33135; 888-211-9353; [News@latinforce.net](mailto:News@latinforce.net)

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