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## Geoscape Intelligence System forecasts increasing cultural diversity from 2009 through 2014

*Software-as-Service platform provides instant insights to marketing, media and distribution challenges*

**Miami, FL** – February 24, 2009 – Geoscape® released its online intelligence system update for 2009 today along with fresh updates within its various databases. With the start of a new and difficult year, a new president and a new economic stimulus package, it has become essential for all businesses to link strategic marketing efforts to the ground-truth of reality. Marketing executives are faced with crucial decisions that could mean the difference between their companies accruing tremendous losses or profits –the appropriation of marketing, media and distribution dollars can be critical to a company’s survival.

The Geoscape Intelligence System (GIS) is designed to leverage human talent by putting a wealth of actionable insights at your fingertips via a web browser. It extends deeply in to the cultural diversity of America by offering consumer and business information as well as media and retail details in a user-friendly format.

The 2009 release brings up-to-date the landscape of American consumers through the micro-to-macro level data sets known as American Marketscape DataStream and Consumer Spending Dynamix. These data offer the clearest and accurate portrait of the American consumer at various levels of geography, from the block group, ZIP code all the way to the nation as a whole. Among the unique elements within these data sets are acculturation segments for the booming Hispanic and Asian populations known as *Hispanicity™* and *Asianicity™*. Language segmentation, socioeconomic stratification, consumer spending indices and dozens of other power metrics are made available in a form usable by broad audiences.

Additionally, within the system’s BehaviorBase™ module, users have access to surveys conducted by *The Media Audit*. This will provide users with instant access to results from 87 Metropolitan Market Area survey questionnaires along with the date of when each survey was conducted. Other updates to the system include larger map size and the ability to move site labels, making the application more customizable to every user’s needs.

According to César Melgoza, President of Geoscape “The Geoscape Intelligence System brings information together in the way most business professionals would like but, heretofore, was absent in the marketplace.”

Among the broad insights reported within the *American Marketscape DataStream: 2009 Series Executive Summary* report are the following:

- 82% of US population growth between 2000 and 2009 emanated from growth among Hispanics, Asians and Blacks.
- The steady-resident Hispanic population will reach 48.6 million by July 1, 2009 and nearly 55 million by 2014.
- 316 counties in 2009 are “majority-minority” meaning that the non-Hispanic white population is less than 50% in these areas, many of which are the largest counties in the nation.
- The Mexican origin Hispanic population in New York grows by 478% between 1990 and 2014.
- 21 percent of the Hispanic population is dependent on the Spanish language and 39 percent prefer to use Spanish.
- 93% of the retirement age population is non-Hispanic.
- Asian median annual household income is about \$14 thousand above that of non-Hispanic white households.

Ceril Shagrin, Executive Vice President Corporate Research Division for Univision Communications Inc. emphasizes that “the Geoscape system enables us to deliver clear and compelling proof to our advertisers that the Hispanic population are among the most vibrant and viable consumers in the nation.”

Access to the current market research and enhancements to the system are available immediately through the Geoscape Intelligence System (GIS) – an online data visualization system intended for a broad spectrum of corporate analysts and executives across industry segments.



## **About Geoscape**

Geoscape serves its clients by providing business strategy, analytics, databases and automated intelligence systems. The online Geoscape Intelligence System (GIS), the DirecTarget database enrichment system and a variety of geo-demographic, consumer, business and media databases enable actionable insights that lead our clients to gain significant business advantages. Geoscape is a portfolio company of Goldman Sachs, Inc. with principal offices in New York City and Miami. Geoscape is pleased to have served most of the Fortune 500 corporations over the last several years.

### **Press Contact:**

Aviva Rose-Avila or Jenna Stone at 1-888-211-9353; [info@geoscape.com](mailto:info@geoscape.com); [www.geoscape.com](http://www.geoscape.com)