

Geoscape releases culturally-relevant demographics and market data

Population and Household data for cultural groups differ substantially from census bureau statistics

Miami, FL— September 15, 2003 - Geoscape International, Inc. (Geoscape) introduced today its “American Marketscape DataStream: 2003 Series”. The data set includes over one thousand variables for population and households within the U.S. at the national level and at detailed levels down to the zip code and block group. The data set is designed to fuel the analyses and plans of marketers attempting to grow their market share among these rapidly growing population segments. The “DataStream” also is made available via an internet-based system, which provides detailed reporting, mapping, retail site analysis, media coverage reports, list enhancement, prospect list generation and other market intelligence functions.

Geoscape estimates the U.S. Hispanic population at 40.5 million, the Asian population at 12.2 million, and the Black population at 34.7 million as of July 1, 2003 with the total U.S. population at 292.5 million—and an additional 3.9 million in Puerto Rico. Geoscape also reports on various statistics related to language use and preference, country-of-origin, income and socioeconomic status, educational attainment, age, gender, housing and consumer expenditures. Hispanics are expected to spend \$80 billion each on transportation and housing in 2003 and nearly \$70 billion on food and beverages.

“Our 2003 DataStream is a milestone for companies looking for data that accurately reflects the dynamism and composition of this nation” according to César M Melgoza, CEO of Geoscape. With over 50 percent of the nation’s population growth coming from Hispanic and nearly 80 percent when Asian, African American and Eastern European groups are included, corporations have realized the importance of taking specific action to capture consumer growth segments.

“We have spent a great deal of time and energy developing data and techniques that permit us to improve the accuracy of the census demographics—such as the challenge of correctly counting recently immigrated populations. The DataStream can be applied to a variety of decision enhancing studies at levels of geography including block group, census tract, ZIP code, county, television market area (DMA), state and nation” claims Jeff Vitus, senior demographer for Geoscape.

The *American Marketscape DataStream: 2003 Series* includes current year estimates and 5-year projections for the year 2008 as well as census vintage data for 1990 and 2000. The data can be licensed in popular formats for database management and statistical analysis systems. It also can be accompanied by the corresponding digital boundary maps used within geographic information systems.

“Within a just few weeks, we will go live with a fresh update to our online intelligence system called *GIS* or *Geoscape Intelligence System*. This system will include the current and forecasted 2003 Series data to permit marketers and analysts at all levels of proficiency to access, display and extract lots of key facts, figures and targeted direct marketing lists via their web browser” states George Rebhan, Geoscape Vice President, Technology.

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