

Hispanic Tracks

We collect information on 500 Hispanic adults nationwide using trained bicultural, bilingual interviewers
A market specific sample of 300 Hispanics in each of the top Hispanic markets is also available

Why use the Avanze Hispanic Tracks?

Avanze's Hispanic Tracks can be used for tracking, pre-post analyses, incidence reads, new product and concept reactions. The multi-client basis saves you money and provides quick, reliable research information on the country's largest minority market. Avanze's Hispanic Tracks provides insightful, high quality Hispanic research expertise.

How does it save you money?

Its shared-cost, standardized format makes for an affordable market research option.

Who should buy it?

Anyone who is interested in understanding the Hispanic consumer, concerned about saving money and using their research budget efficiently should be using Avanze's Hispanic Tracks.

What does it provide?

Avanze's Hispanic Tracks delivers tabulated results, giving decision-makers an easy to use format for analysis. Custom banners, ASCII files, full reports and many special requests can be provided at an additional cost.

When do surveys run?

Field begins the last Tuesday of each month.

How can I order an omnibus?

For more information about Avanze's Hispanic Tracks, please contact Avanze, Inc. team member Anna Marie Lopez at anna.marie.lopez@avanzeconsulting.com or phone us at 619.825.8686. Please visit us at www.avanzeconsulting.com for more information on Avanze and other custom research services we provide.

What does it cost?

Basic pricing for closed end questions is found below. Charges will be added for open end questions and any special requests. Can for information on multi-wave discounts.

National Sample

\$900 per closed end question**

Market Specific Sample

\$600 per closed end question**

Schedule

Final questionnaire

Last Monday of the month

Field last Tuesday to first

Tuesday of the month (1 week)

Closed ended results

2nd Tuesday of the month

* Interviews conducted outside the top 5 markets will have a premium applied.

** Prices after the first question.

Hispanic Population For Top 20 Markets 2006

MARKET	RANK	POPULATION	PERCENT OF HISPANIC POPULATION	PERCENT OF MARKET POPULATION
LOS ANGELES	1	8,421,500	18.8%	46.7%
NEW YORK	2	4,389,600	9.8%	20.7%
MIAMI	3	2,141,800	4.8%	48.6%
TOP 3 MARKETS		14,952,900	33.3%	
CHICAGO	4	1,922,700	4.3%	19.5%
HOUSTON	5	1,913,000	4.3%	33.6%
TOP 5 MARKETS		18,788,600	41.9%	
SAN FRANCISCO	6	1,665,300	3.7%	23.7%
DALLAS-FT. WORTH	7	1,588,000	3.5%	24.5%
PHOENIX	8	1,227,900	2.7%	26.6%
SAN ANTONIO	9	1,192,000	2.7%	53.8%
MC ALLEN	10	1,115,400	2.5%	94.0%
TOP 10 MARKETS		25,577,200	57.0%	
SAN DIEGO	11	951,200	2.1%	31.7%
FRESNO-VISALIA	12	930,600	2.1%	50.3%
EL PASO	13	839,700	1.9%	87.8%
SACRAMENTO	14	827,600	1.8%	21.7%
DENVER	15	735,100	1.6%	19.6%
WASHINGTON, DC	16	639,900	1.4%	10.6%
PHILADELPHIA	17	563,500	1.3%	7.2%
ALBUQUERQUE	18	535,800	1.2%	30.0%
ATLANTA	19	499,800	1.1%	8.9%
LAS VEGAS	20	460,100	1.0%	26.1%
TOP 20 MARKETS		32,560,500	72.6%	
TOTAL HISPANIC		44,849,000	100.0%	

Source: Avanze, Inc. Census Bureau