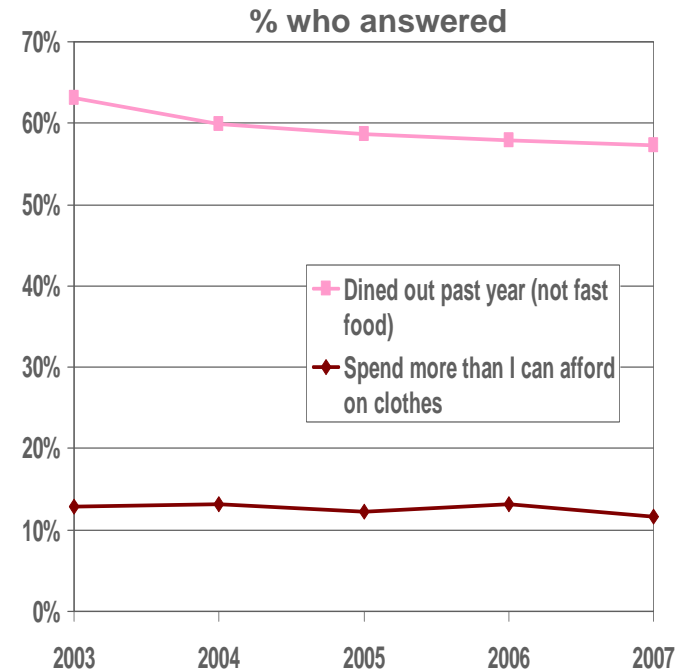
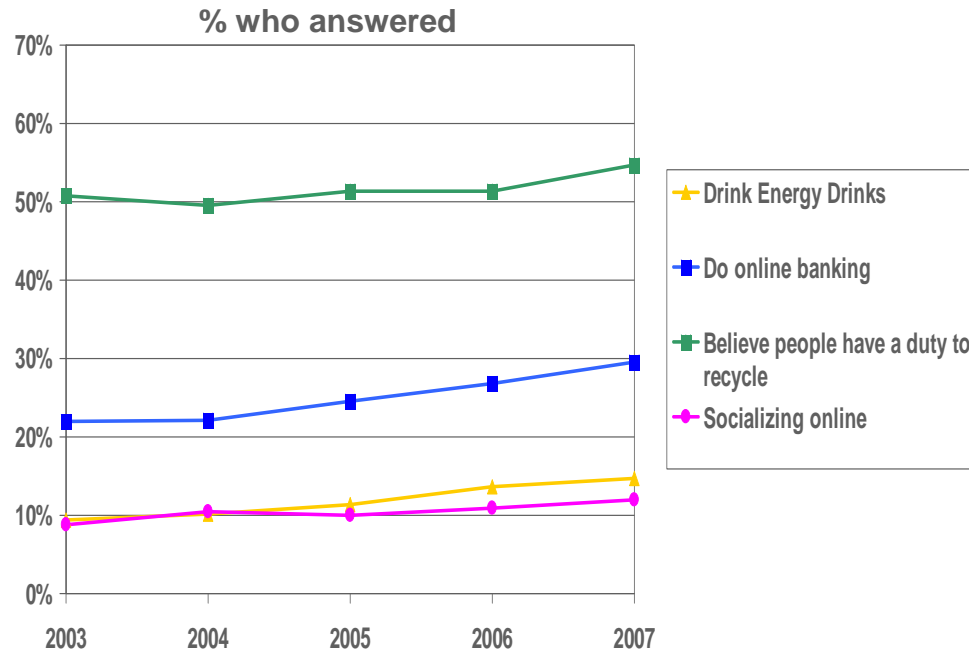


How has the world changed in the past 5 years?

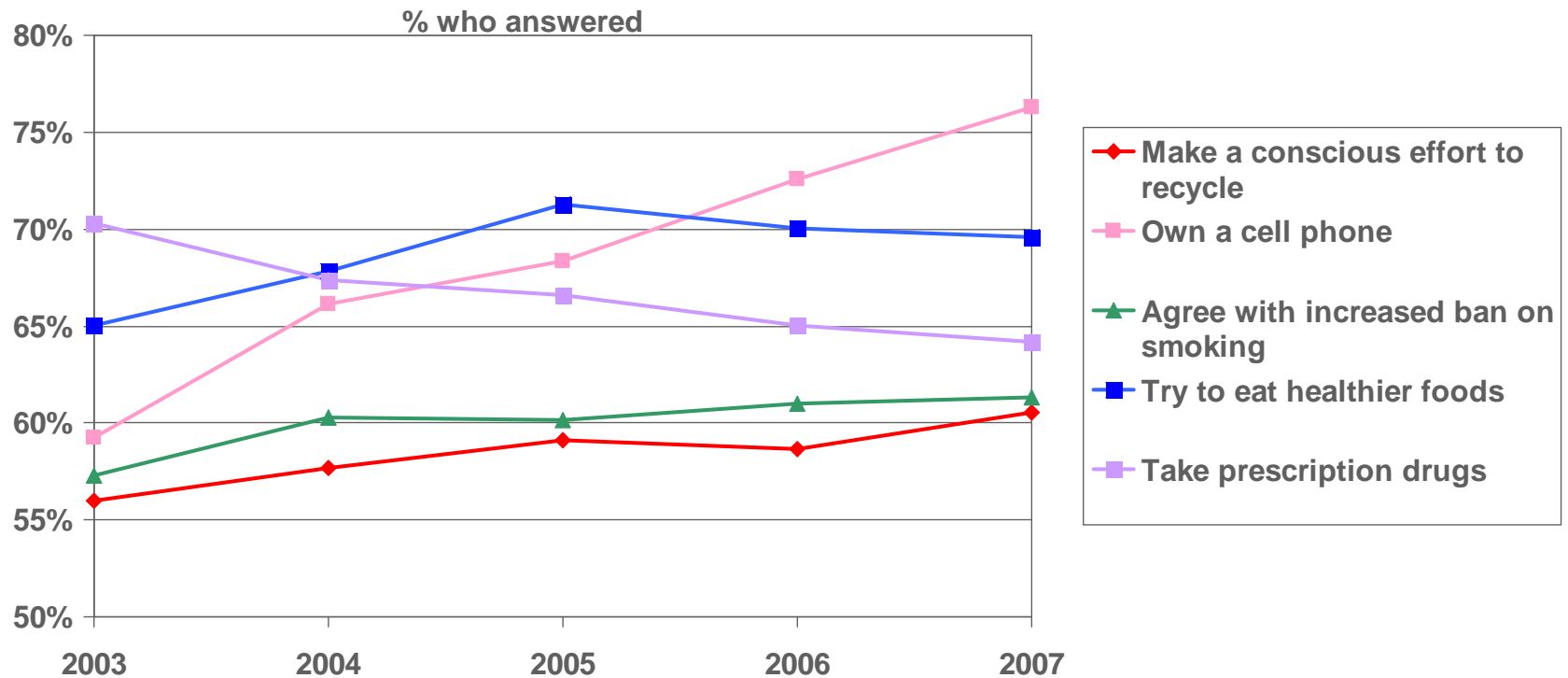
- What's In: being green, online banking, energy drinks, socializing online

- What's Out: dining out, spending more than one can afford on clothes



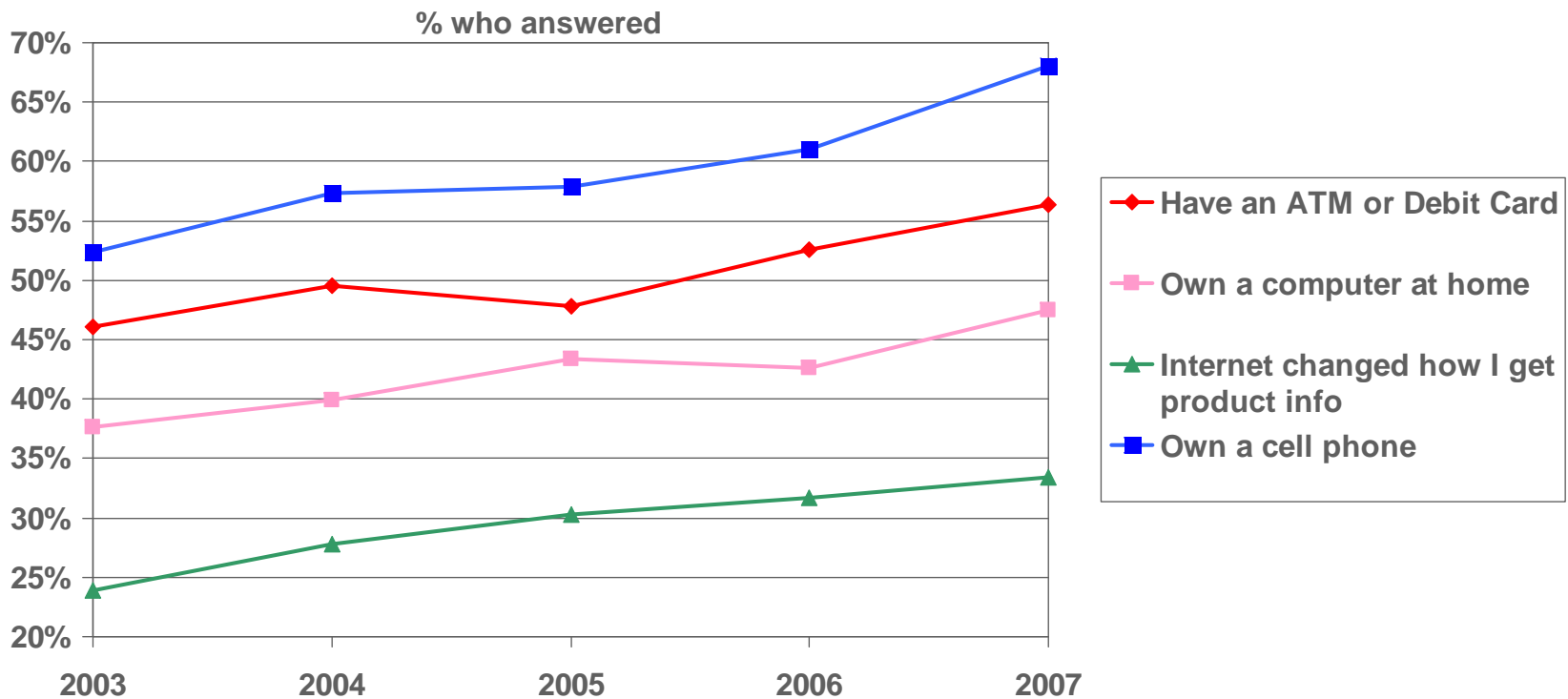
What have Women 18+ been up to in the past 5 years?

- Women are turning more green, getting healthier and talking on cell phones more!
- They are less likely to be taking prescription drugs



How have Hispanic Adults in the US changed over the past 5 years?

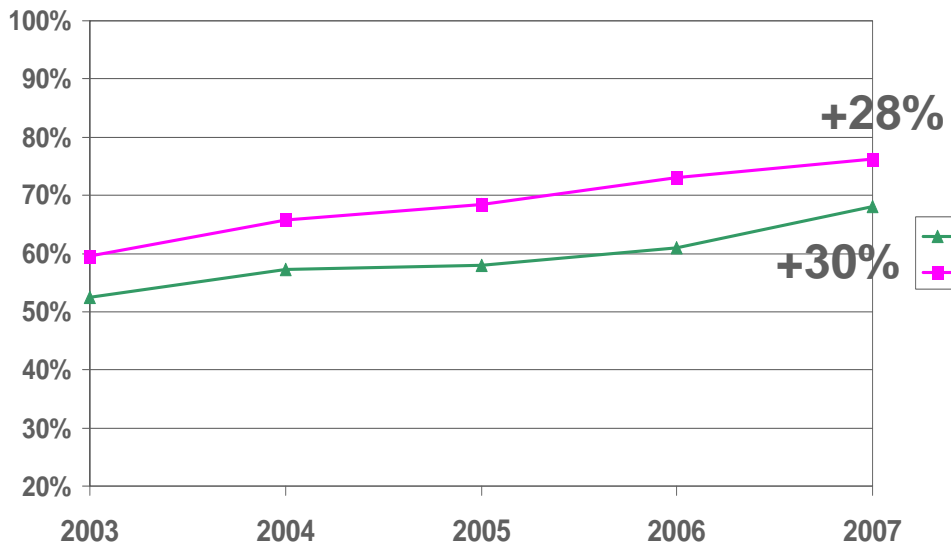
- US Hispanic adults are more likely to have ATM/debit cards, computers and cell phones than 5 years ago. They are also more likely to use the internet for obtaining product information



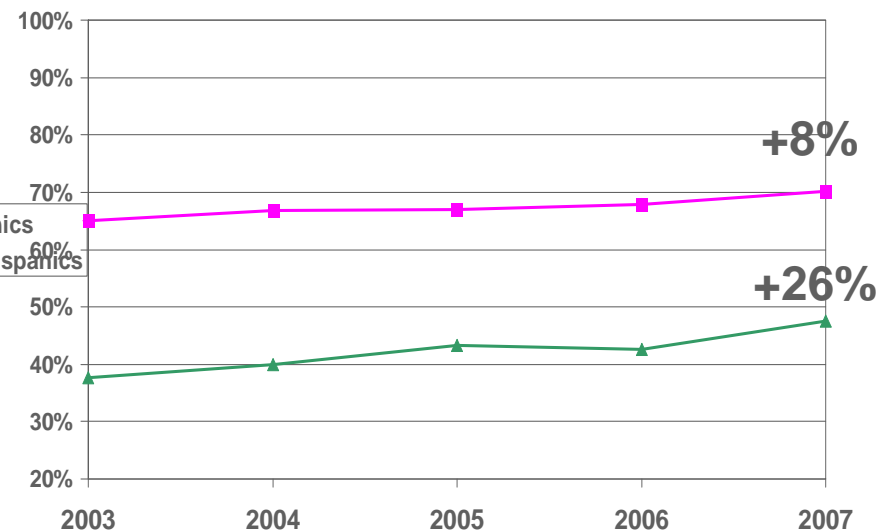
Simmons Integrated studies (NCS/NHCS) allow for comparisons between Hispanic Adults and Non-Hispanic Adults on the SAME PLAYING FIELD

- Hispanics' ownership of cell phones has grown at a slightly higher rate than non-Hispanics over the past 5 years
- Hispanics show strong growth for personal computers

% who own a cellular phone

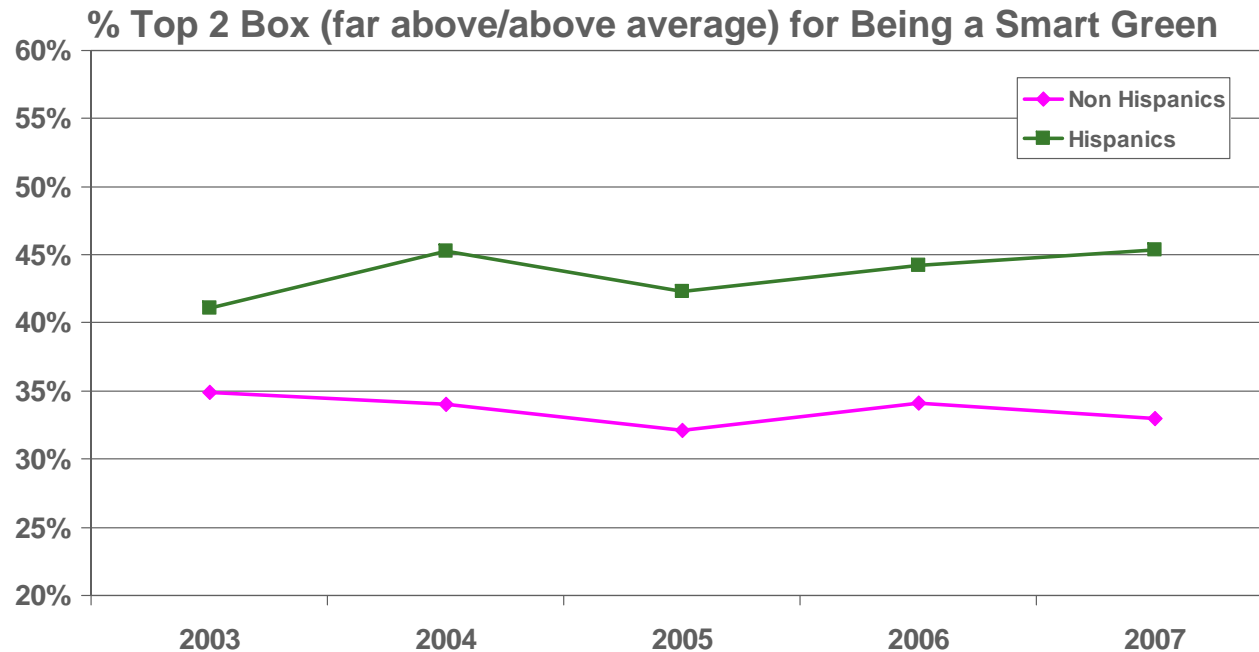


% who own a personal computer at home



Who is More Green?

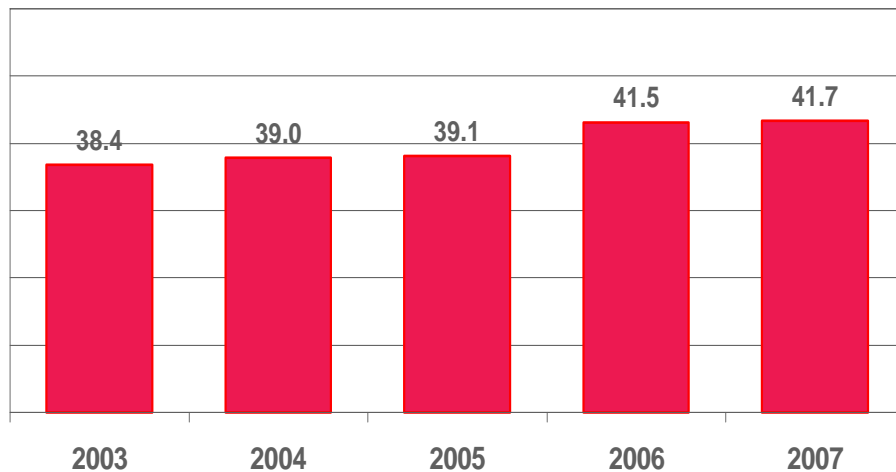
- Smart Greens are people who are buying products in recycled packaging, buying paper products that are recycled, and negative attitudes towards polluting products. Hispanics are more likely to be “smart greens” and are becoming more so over the years compared to non-Hispanics



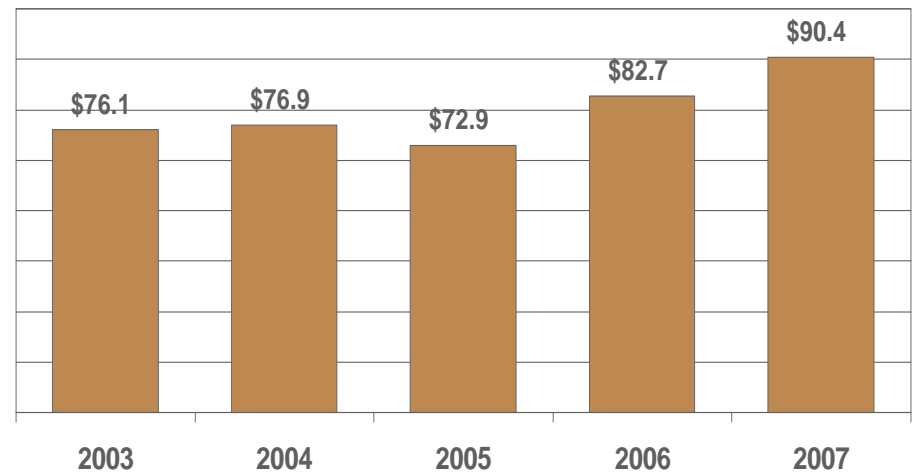
The Changing Face of the Video Gamer

- Gamers are getting older and coming from more upscale homes

Video Gamers*: Average Age



Video Gamers*: Average Household Income



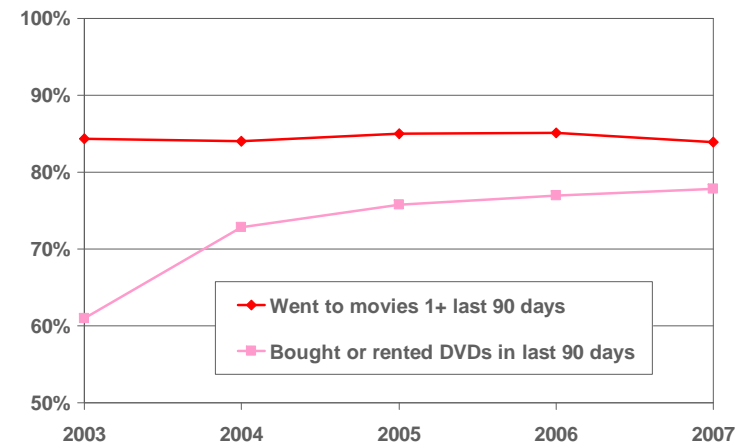
*defined as:

2006, 2007: Do you own or play video games

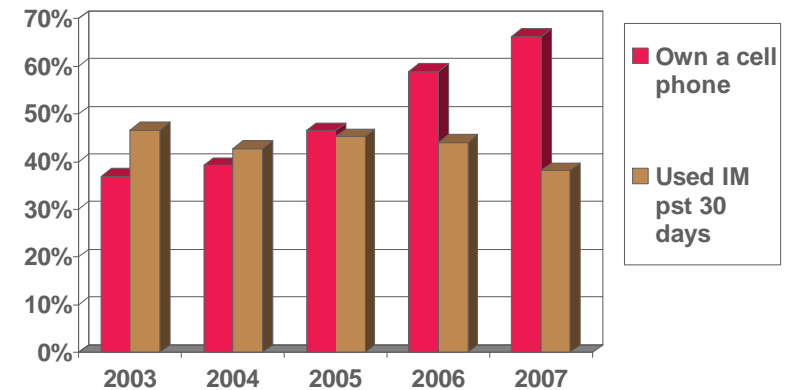
2003-2005: HH owns a video game system attached to the TV

What's Going On With Teens?

- Teens are closing the gap on buying/renting DVDs versus going to a theater to see a movie

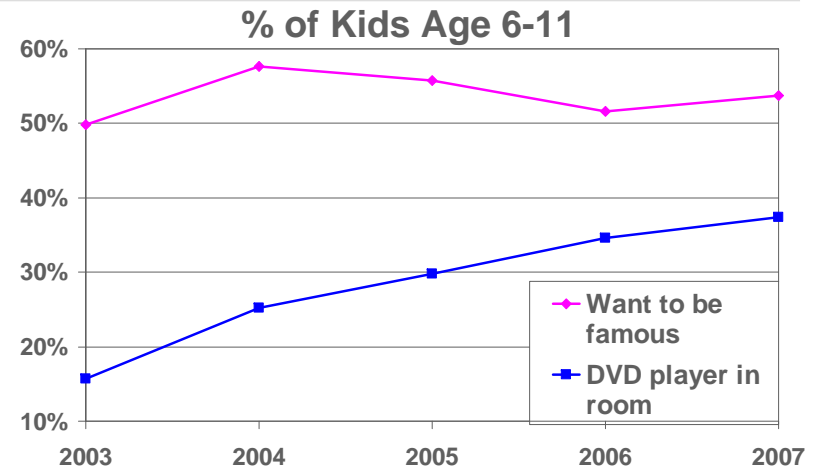


- OMG – IM was SO 5 years ago! Teens are more likely to be texting, using myspace.com or blogging now than using instant messaging



Kids Are Growing Up Fast...

- More than half of kids want to be famous – maybe because the number of them with a DVD player in their room as more than doubled in the past 5 years!



- More kids want to be rich, but parents are less likely to be buying them everything they want

