

**FOR IMMEDIATE RELEASE**

Study Compares Perceptions of Brands in 2009 vs. 2005: Among U.S. Hispanics, Toyota Is Mentioned More Often as the “Best Overall” Brand While Walmart Is Mentioned More Often as the “Most Trustworthy,” “Cares Most about the Community,” and “Best in Advertising or Promotions” (Miami, FL, February 24, 2010) – A study conducted pro bono by Encuesta, Inc. in November 2009 compared how U.S. Hispanics and non-Hispanics perceived brands available in the U.S. marketplace, specifically which brand they thought as “best overall,” “most trustworthy,” “cares most about the community,” and “best in advertising or promotions”. The current findings are compared with the findings from a similar study conducted in February 2005 by Encuesta, Inc.

The findings show that Toyota is the “best overall” brand in 2009 according to U.S. Hispanics (13%) and non-Hispanics (12%) (Note that the study was conducted prior to the recent vehicle recall). This represents a change over 2005 since Toyota received fewer mentions than among Hispanics (9% of Hispanics mentioned it as the “best overall” brand in 2005).

Besides Toyota, brands that are up in the “best overall” category in 2009 among Latinos include Kellogg’s (5% in 2009 vs. 2% in 2005), Kraft (3% vs. 1%), and McDonald’s (3% vs. < 1%).

Among non-Hispanics, the brands that received more mentions as “best overall” are Honda (7% in 2009 vs. 3% in 2005) and Levi’s (3% vs. 1%).

Brands that are more likely to be reported as “best overall” in 2009 vs. 2005 among both Hispanics and non-Hispanics include Apple (3% in 2009 vs. < 1% in 2005 among Hispanics; 7% vs. < 1% among non-Hispanics), General Motors/GM (4% vs. 1% among Hispanics; 3% vs. 1% among non-Hispanics), and Verizon (3% vs. 1% among Hispanics and non-Hispanics, for each sample).

A noteworthy change is seen for Sony, the “best overall” brand of 2005 according to U.S. Hispanics. Only a total of 9% of Hispanics reported the brand as “best overall” in 2009 compared to 17% in 2005. Still, the brand is the second most frequently mentioned brand among Hispanics along with Ford (9%). Ford also is the second “best overall” brand among non-Hispanics as a total of 10% consider it as such.

Among Hispanics, other brands that are reported less commonly in 2009 compared to 2005 are Colgate which is mentioned by only 4% in 2009 compared with 9% who mentioned it in 2005, Tide (3% in 2009 vs. 8% in 2005), Nike (5% vs. 8%), Panasonic (2% vs. 7%), and Kenmore (2% vs. 4%).

Between Hispanics and non-Hispanics, there are some apparent differences in the relative strength of some brands. While Chevrolet (8%), Nissan (5%), and Colgate (4%) are among the top “best overall” brands among Hispanics, these brands are reported less often by non-Hispanics (2% for Chevrolet and 1% for Nissan and Colgate, for each brand). Another interesting finding is that Apple was mentioned by 7% of non-Hispanics as the “best overall” brand, while only 3% of Hispanics did so.

“This study demonstrates how current Hispanic marketing and advertising leaders are reaping the rewards of their significant and continued investment” said Martin G. Cerda, President of Encuesta, Inc.

The study also finds that Walmart is up notably in several categories among Hispanics relative to 2005. The brand is reported significantly more often as being “most trustworthy,” (8% in 2009 vs. 5% in 2005) “cares most about the community,” (18% vs. 11%) and “best advertising in advertising or promotions” (10% vs. 6%). In fact, it is the top brand in the category of “most trustworthy” and “best in advertising or promotions” among Hispanics; top brand in the category of “cares most about the community” among both Hispanics and non-Hispanics.

**Survey Methodology**

The November 2009 and February 2005 studies are based on a telephone poll conducted by Encuesta, Inc., among a nationally representative sample of non-Hispanic and Hispanic adults (ages 18 and over), in their choice of English or Spanish. The random probability sample mirrors the population’s known distribution of demographic, language usage, and acculturation variables.

**About Encuesta, Inc.**

Encuesta, Inc. is a leading U.S. Hispanic market research and public opinion polling firm that delivers creative and reliable solutions. Serving the Hispanic community since 1989, Encuesta, Inc. helps decision-makers understand Latinos and the best ways to reach them through customized ethnographic and quantitative research, objective analysis, and culturally relevant insights. Backed by exceptional technical ability and highly experienced in-house resources, Encuesta, Inc. maximizes results by implementing the best of both traditional and emerging research techniques. Additionally, the company is responsible for the Americanos Poll®, a pro bono public opinion poll created in 2005 to help bridge the knowledge gap that exists regarding the U.S. Hispanic community.

On the following tables, letters next to percent denote a statistically significantly different measure at a 90% Confidence Level. Only brands with a level more than 1% among Hispanics or non-Hispanics (for each) are included in the tables. The brands are ranked in the order of their levels among Hispanics in the November 2009 Study. When there is a tie, the brands are ranked in the order of frequency of mentions (raw counts).

Table 1 – Best Overall Brand

Q. When you think of all the brands and names of products and services that you know, which three brands do you consider the best overall? (UNAIDED/SPONTANEOUS)

	Hispanic		Non-Hispanic	
	February 2005	November 2009	February 2005	November 2009
Base: Among all respondents	515	358	313	302
	(A)%	(B)%	(C)%	(D)%
<u>Most frequently mentioned brands</u>				
Toyota	9	13A	9	12
Sony	17BC	9	7	8
Ford	10	9	7	10
Chevrolet/Chevy	9	8D	6D	2
Walmart	6	7	5	6
Honda	4	6	3	7C
Nike	8BC	5	3	4
Nissan	3C	5D	1	1
Kellogg's	2	5A	3	5
Colgate	9BC	4D	4D	1
Levi's	4C	4	1	3C
General Motors/GM	1	4A	1	3C
Tide	8B	3	9D	3
Coca-Cola/Coke	5C	3	2	2
Dodge	2	3	2	2
Apple	< 1	3A	< 1	7BC
GE	4	3	3	2
Kraft	1	3A	3A	2
Verizon	1	3A	1	3C
McDonald's	< 1	3A	1	1
Kenmore	4B	2D	4D	< 1
Sears	3	2D	2D	< 1
Dell	1	2	3	4
Adidas	3C	2D	< 1	< 1
Target	1	2	2	2
Panasonic	7BC	2D	2D	< 1
Goya	3C	2D	< 1	< 1
Palmolive	2	2D	1	< 1
Toshiba	1	2	2	1
BMW	1	2	1	1
Hewlett Packard	< 1	1	1	2
Johnson & Johnson	2	1	3	2
General Mills	1	1	1	2
Mercedes	< 1	1	2A	2
Microsoft	< 1	1	2A	2B
Mac	< 1	< 1	< 1	2BC

Table 2 – Most Trustworthy Brand

Q. When you think of all the brands and names of products and services that you know, which three brands do you consider to be the most trustworthy? (UNAIDED/SPONTANEOUS)

	Hispanic		Non-Hispanic	
	February 2005	November 2009	February 2005	November 2009
Base: Among all respondents	515	358	313	302
	(A)%	(B)%	(C)%	(D)%
<u>Most frequently mentioned brands</u>				
Toyota	10	11	7	7
Chevrolet/Chevy	8C	8D	5	5
Walmart	5	8A	5	6
Ford	11C	8	7	10
Sony	14BC	7	9	8
Honda	5	7	5	6
Nike	7C	5	2	3
Tide	8B	4	9D	3
GE	5	3	3	2
Kellogg's	3	3	2	3
Nissan	3	3D	2D	< 1
General Motors/GM	1	3A	1	2
Colgate	11BC	3D	4D	1
Coca-Cola/Coke	3	3	2	1
Verizon	2	3	1	2
Levi's	3C	3	< 1	2
Kenmore	3	3D	4D	1
Sears	3	3D	5D	1
Dell	1	3A	3A	4
Target	1	3A	1	1
Nestlé	< 1	3A	< 1	< 1
AT&T	< 1	3AD	< 1	< 1
Dodge	1	2	< 1	1
Apple	< 1	2A	1	5BC
Panasonic	5B	2	3D	1
Goya	3C	2D	< 1	< 1
Gerber	2C	2	< 1	1
Pantene	2C	2	< 1	1
McDonald's	1	2	1	< 1
Kraft	1	2	4AD	1
Campbell's	1	1	2	2
General Mills	1	1	1	3BC
Hewlett Packard	< 1	1	< 1	2
Johnson & Johnson	2	1	3	4B
Pepsi	1	1	1	2
Procter & Gamble/P&G	1	< 1	4A	2B
Samsung	1	< 1	< 1	2BC
Starbucks	< 1	< 1	< 1	2BC

Table 3 – Cares Most about the Community

Q. When you think of all the brands and names of products and services that you know, which three companies or brands do you consider to care most about your community? (UNAIDED/SPONTANEOUS)

	Hispanic		Non-Hispanic	
	February 2005	November 2009	February 2005	November 2009
Base: Among all respondents	515	358	313	302
	(A)%	(B)%	(C)%	(D)%
<u>Most frequently mentioned brands</u>				
Walmart	11	18AD	14	11
McDonald's	9	11D	7D	2
Target	3	5	5	5
Ford	7C	5	3	3
Sears	3	3D	2D	< 1
Home Depot	1	3A	< 1	1
Toyota	2	2	2	2
Chevrolet/Chevy	1	2D	2D	< 1
HEB	1	2D	1	< 1
Kmart	1	2D	2D	< 1
Walgreens	< 1	2A	< 1	1
Nestlé	< 1	2AD	< 1	< 1
Macy's	< 1	2AD	< 1	< 1
Publix	1	2	1	1
Coca-Cola/Coke	2	1	2	2
Honda	1	1	< 1	2C
General Motors/GM	1	1	1	2
Microsoft	1	1	1	2
Procter & Gamble/P&G	1	< 1	1	2B
General Mills	1	< 1	1	2B
Johnson & Johnson	1	< 1	1	2B
Apple	< 1	< 1	1	2B

Table 4 – Best in Advertising or Promotions

Q. When you think of all the brands and names of products and services that you know, which three brands do you consider to have the best advertising or promotions meant for someone like you? (UNAIDED/SPONTANEOUS)

	Hispanic		Non-Hispanic	
	February 2005	November 2009	February 2005	November 2009
Base: Among all respondents	515	358	313	302
	(A)%	(B)%	(C)%	(D)%
<u>Most frequently mentioned brands</u>				
Walmart	6C	10A	3	7C
Coca-Cola/Coke	8C	9D	5	5
Ford	9	8	6	5
Toyota	5	7	4	5
McDonald's	3	7AD	3	3
Chevrolet/Chevy	6	5	4	3
Nike	5C	4	2	3
Sony	6C	4	2	2
Verizon	2	4A	2	4
Target	1	4A	2	4
Honda	2	3	1	2
AT&T	1	3A	< 1	2C
Sears	6BC	3D	2	1
Macy's	1	3A	< 1	2C
Pepsi	2	3D	5AD	< 1
JCPenney	4BC	2	< 1	1
Tide	4B	2	2	1
Budweiser/Bud	3	2	8A	6A
Colgate	2	2	1	1
Goya	2C	2	< 1	< 1
Kellogg's	1	2	2	3
Kmart	< 1	2AD	< 1	< 1
GE	2	2	1	1
Nissan	1	2D	< 1	< 1
Dodge	1	2	< 1	1
Levi's	1	2	< 1	2C
Apple	< 1	2A	< 1	6AC
General Motors/GM	1	1	< 1	2C
Dell	1	1	3A	2
Geico	5B	1	6	8A
General Mills	1	< 1	< 1	2BC