## Prosper MediaPlanIQ<sup>™</sup>: A Look at Hispanic Consumers

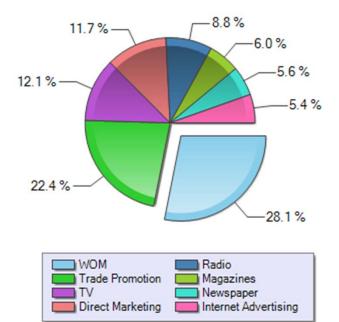




#### Prosper MediaPlanIQ<sup>™</sup> Hispanic Consumers 18+



Media\* Allocation with WOM (Including Digital) Influence\*\* Weighted by Consumption Overall Media Influence



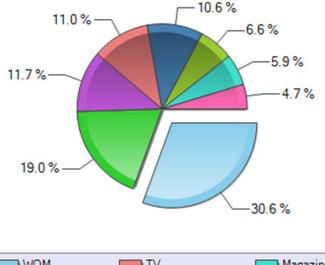
\*Media includes: Word of Mouth (WOM), Trade Promotion, Direct Marketing, TV, Radio, Internet Advertising, Magazine and Newspaper (WOM includes: Face-to-Face, Social Media, Mobile, Text, Instant Messaging and Blogging) \*\*Overall media influence is an aggregate percentage of people who are influenced by various media to purchase: Electronics, Apparel, Grocery, Home Improvement, Car/Truck, Medicine, Telecom, Dining Out and Financial Services



Source: Prosper MediaPlanIQ<sup>™</sup>, 6-2012

### Prosper MediaPlanIQ<sup>TM</sup> Hispanic Consumers 18+

Media\* Allocation with WOM (Including Digital Media) Influence\*\* Weighted by Consumption Influence on Electronics Purchases





\*Media includes: Word of Mouth (WOM), , Trade Promotion, Direct Marketing, TV, Radio, Internet Advertising, Magazine and Newspaper (WOM includes: Face-to-Face, Social Media, Mobile, Text, Instant Messaging and Blogging) \*\*Please tell us which of the following media influences your **ELECTRONICS** purchases

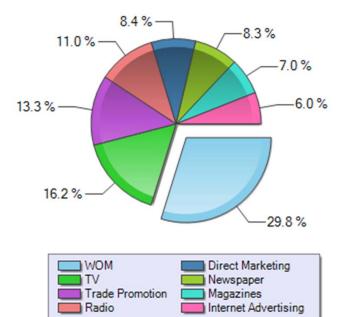


Source: Prosper MediaPlanIQ<sup>™</sup>, 6-2012

# Prosper MediaPlanIQ<sup>™</sup>

Hispanic Consumers 18+

Media\* Allocation with WOM (Including Digital Media) Influence\*\* Weighted by Consumption Influence on Car/Truck Purchases



\*Media includes: Word of Mouth (WOM), Trade Promotion, Direct Marketing, TV, Radio, Internet Advertising, Magazine and Newspaper (WOM includes: Face-to-Face, Social Media, Mobile, Text, Instant Messaging and Blogging) \*\*Please tell us which of the following media influences your **CAR/TRUCK** purchases

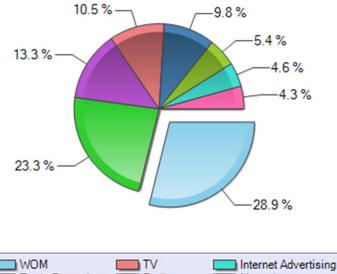


Source: Prosper MediaPlanIQ<sup>™</sup>, 6-2012

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Hispanic Consumers 18+

Media\* Allocation with WOM (Including Digital Media) Influence\*\* Weighted by Consumption Influence on Dining Out Purchases





\*Media includes: Word of Mouth (WOM), Trade Promotion, Direct Marketing, TV, Radio, Internet Advertising, Magazine and Newspaper (WOM includes: Face-to-Face, Social Media, Mobile, Text, Instant Messaging and Blogging) \*\*Please tell us which of the following media influences your **DINING OUT** purchases



Source: Prosper MediaPlanIQ<sup>™</sup>, 6-2012

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