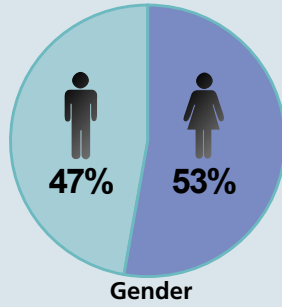


Hispanic American Community

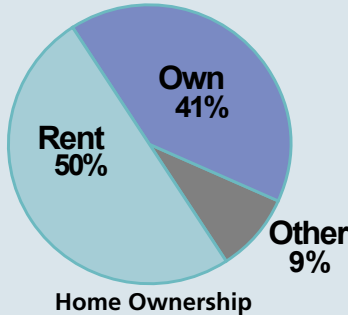
Statistics at a Glance

Total Recruitment Pool	1.2 Million Registered Users
Stable Panel Size	30,000
Avg. Response Rate	34%
Avg. Freq. of Use	43 days



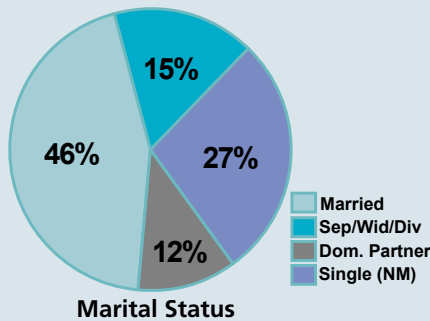
Employment Status

Employed by someone else working outside your home	65%
Employed by someone else working from home	3%
Self-employed working outside your home	8%
Self-employed working from home	7%
Homemaker	17%



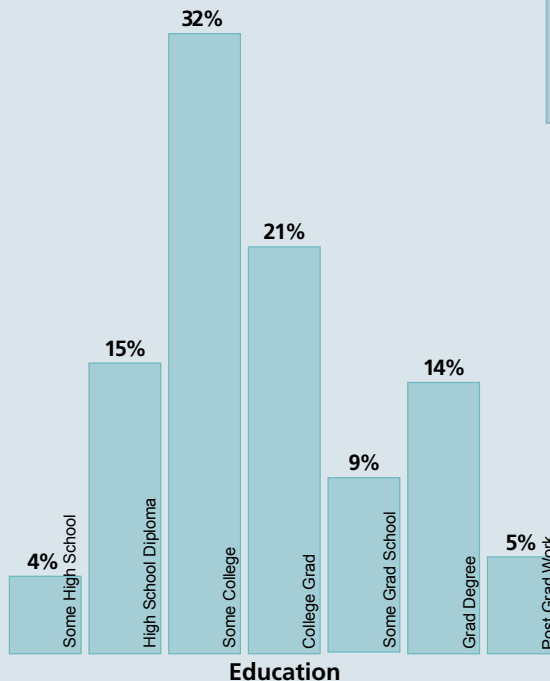
Age

15-24	10%
25-34	34%
35-44	43%
45-54	18%
55-64	7%
65 +	1%



Household Income

< \$20k	16%
\$20k - \$49,999	40%
\$50k - \$74,999	20%
\$75k - \$99,999	11%
\$100k - \$149,999	8%
\$150k - \$199,999	3%
\$200k +	2%
Avg. HHI (\$)	57,345



Market Notes

The number of Hispanic-owned businesses in the United States is expected to grow 55 percent in the next six years to 3.2 million, with total revenues surging 70% to more than \$465 billion. Hispanics currently own 5% of all U.S. companies. Nearly 27,000 of Hispanic companies have annual revenue of \$1 million or more. The U.S. Hispanic Market has grown by 85% over the past decade, with purchasing power surging to nearly \$700 billion. This figure is expected to reach as much as one trillion dollars by 2010.

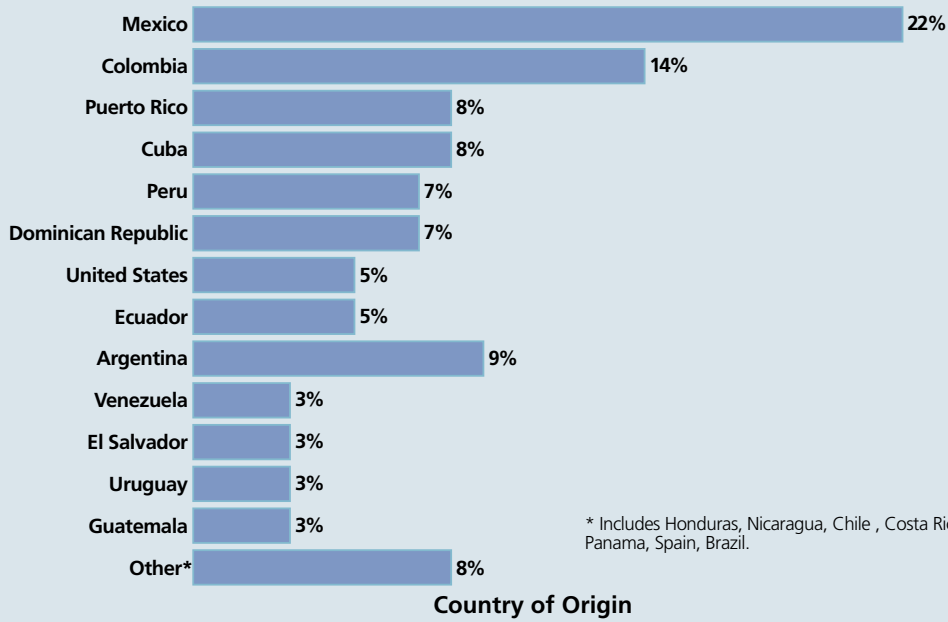
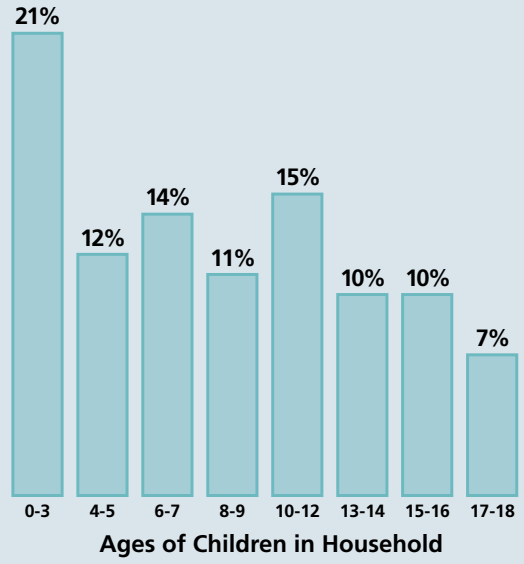
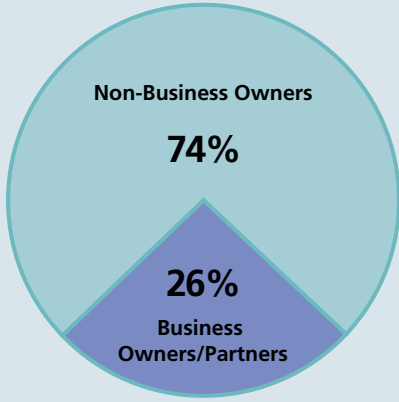
Hispanic Spanish-speaking and acculturated audiences are one of the fastest growing segments of U.S. demographics on the Internet. On average, the number of new users is increasing more than 30% every year. Persons categorized as Hispanic are those who indicated that their origin was Mexican-American, Chicano, Mexican, Puerto Rican, Cuban, Central or South American, or other Hispanic. Forty-two percent of Hispanic online consumers have had an Internet connection at home for less than two years, compared with just 15% of the general U.S. at-home online population. The Hispanic online community uses the Internet more frequently for activities such as listening to music (54%) and purchasing vehicles (6%).

In 2000, Hispanics accounted for nearly 13% of the total U.S. population, at 35.3 million people. By 2020, the Hispanic population is projected to double to 70 million, or 21% of the U.S. population. Today, more than 1 in 8 persons in the U.S. are of Hispanic origin. This ratio is expected to increase to 1 in 5 by 2007. Children of today's Hispanic immigrants will be the largest contributing group to U.S. population growth in the next twenty years. Currently, over half of America's Hispanic population resides in California and Texas.

More information on next page



Hispanic American Community (continued)



* Includes Honduras, Nicaragua, Chile, Costa Rica, Bolivia, Panama, Spain, Brazil.

