



HISPANIC PR CENSUS

2010 RESULTS

THE FOLLOWING INFORMATION IS PRESENTED BY:





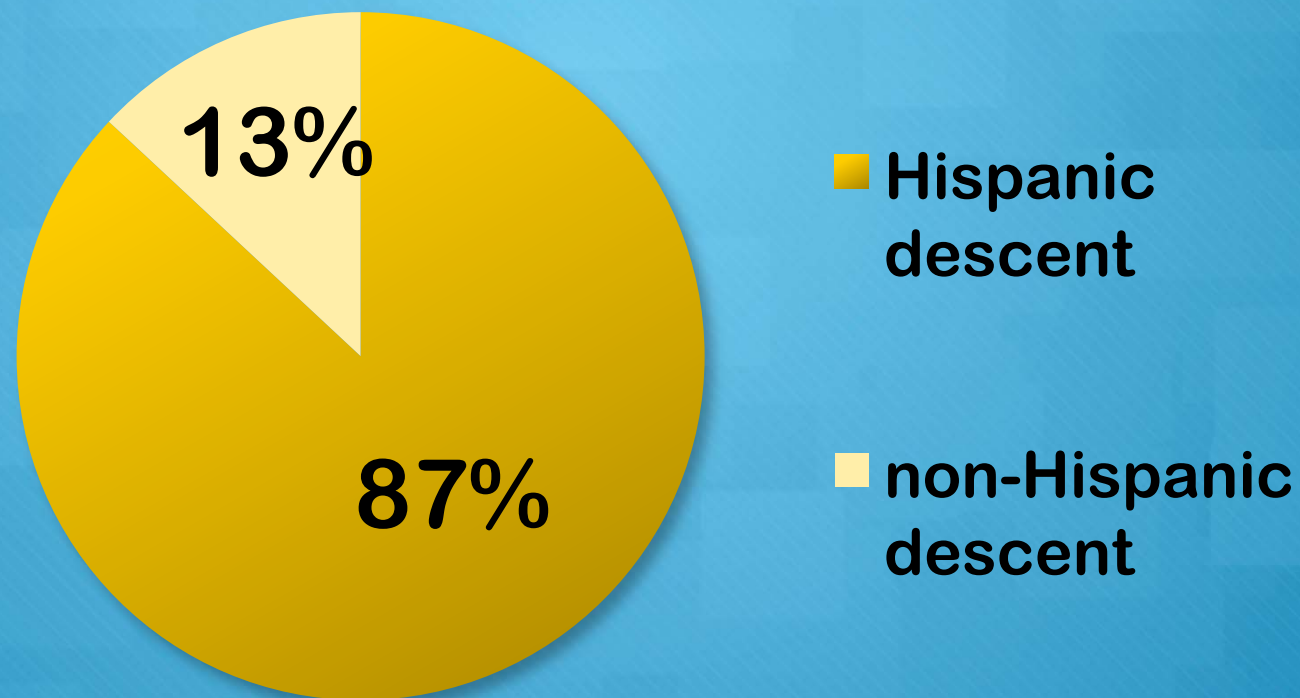
PURPOSE OF THE CENSUS

TO COUNT EVERY MARKETING PROFESSIONAL,
LATINO & NON-LATINO ALIKE, WHO SPEND
AT LEAST 30% OF THEIR TIME IN U.S. HISPANIC
PUBLIC RELATIONS AND/OR SOCIAL MEDIA
WORK IN THE U.S. AND/OR PUERTO RICO

Conference Co-Title Sponsors



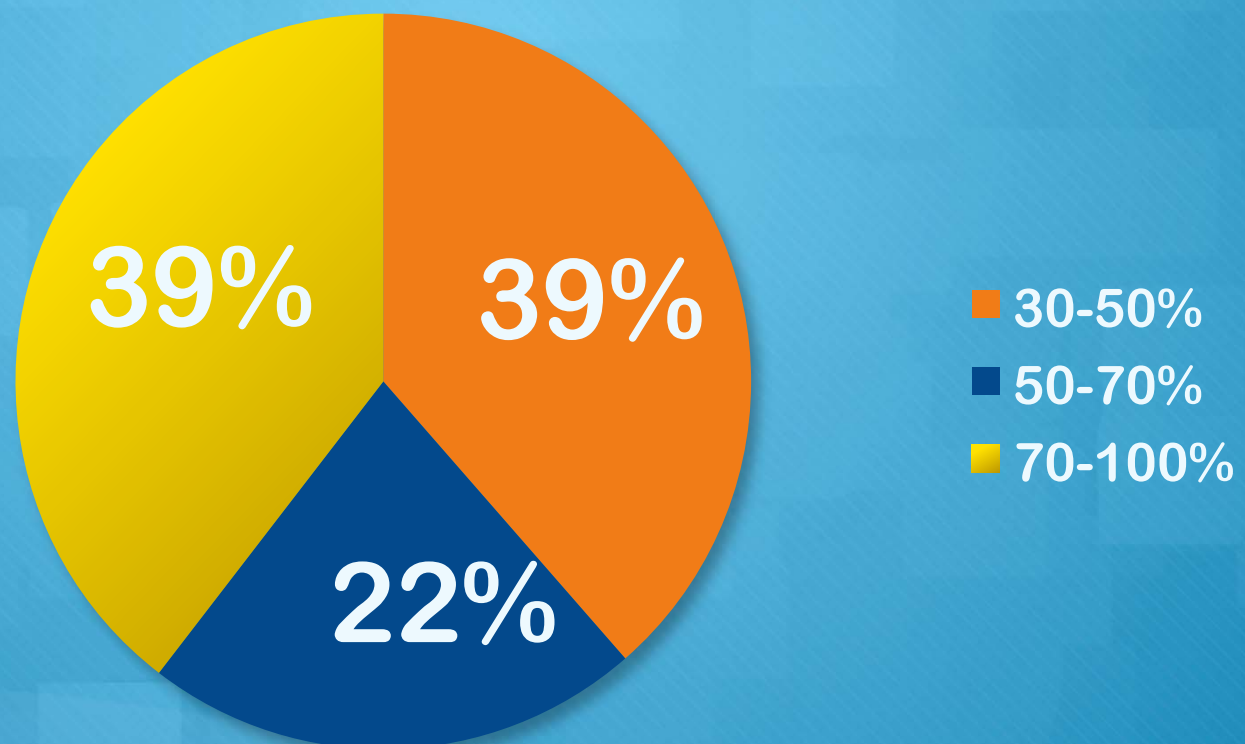
ETHNIC BACKGROUND



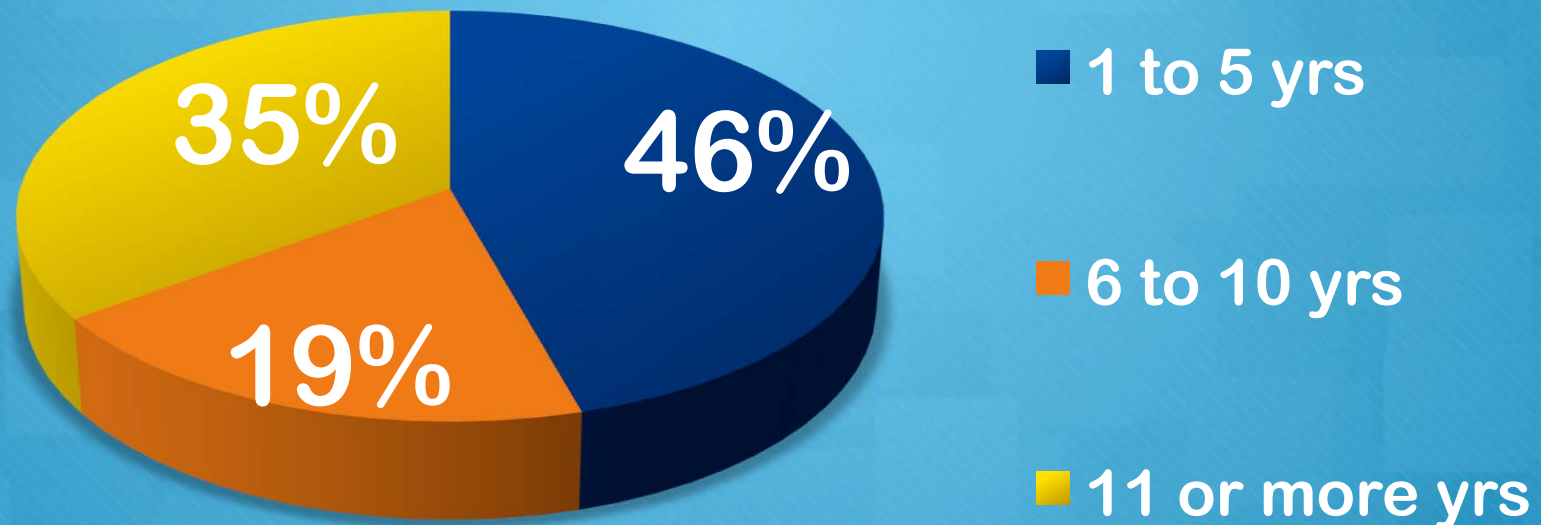
GENDER



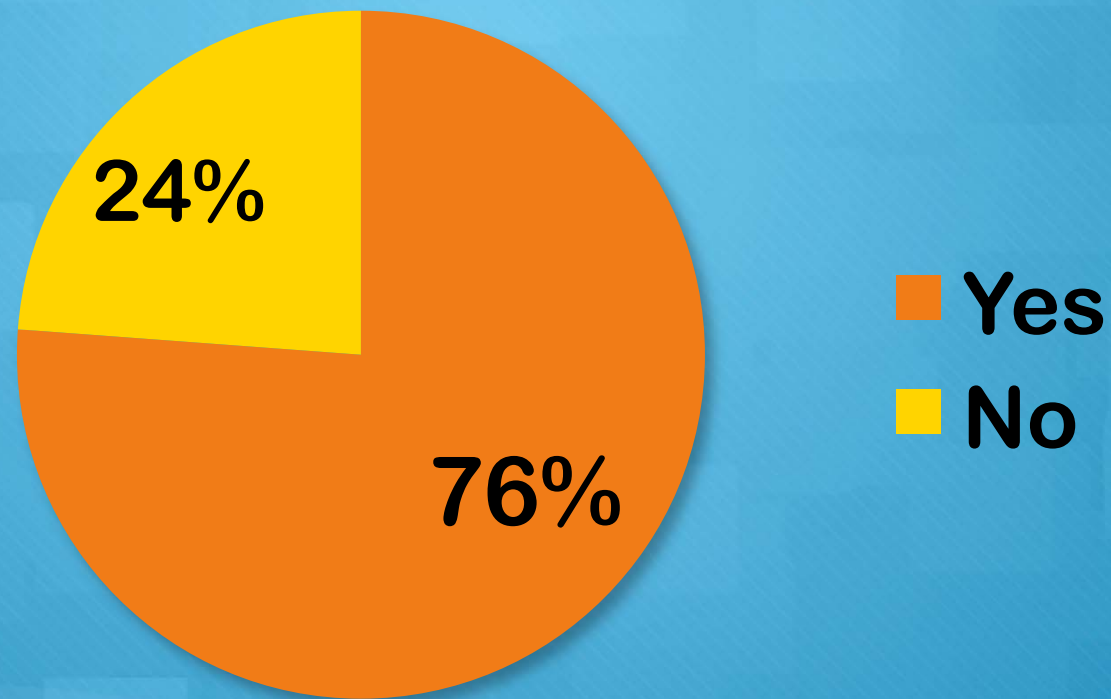
PERCENT OF TIME SPENT IN HISPANIC PR &/OR HISPANIC SOCIAL MEDIA WORK



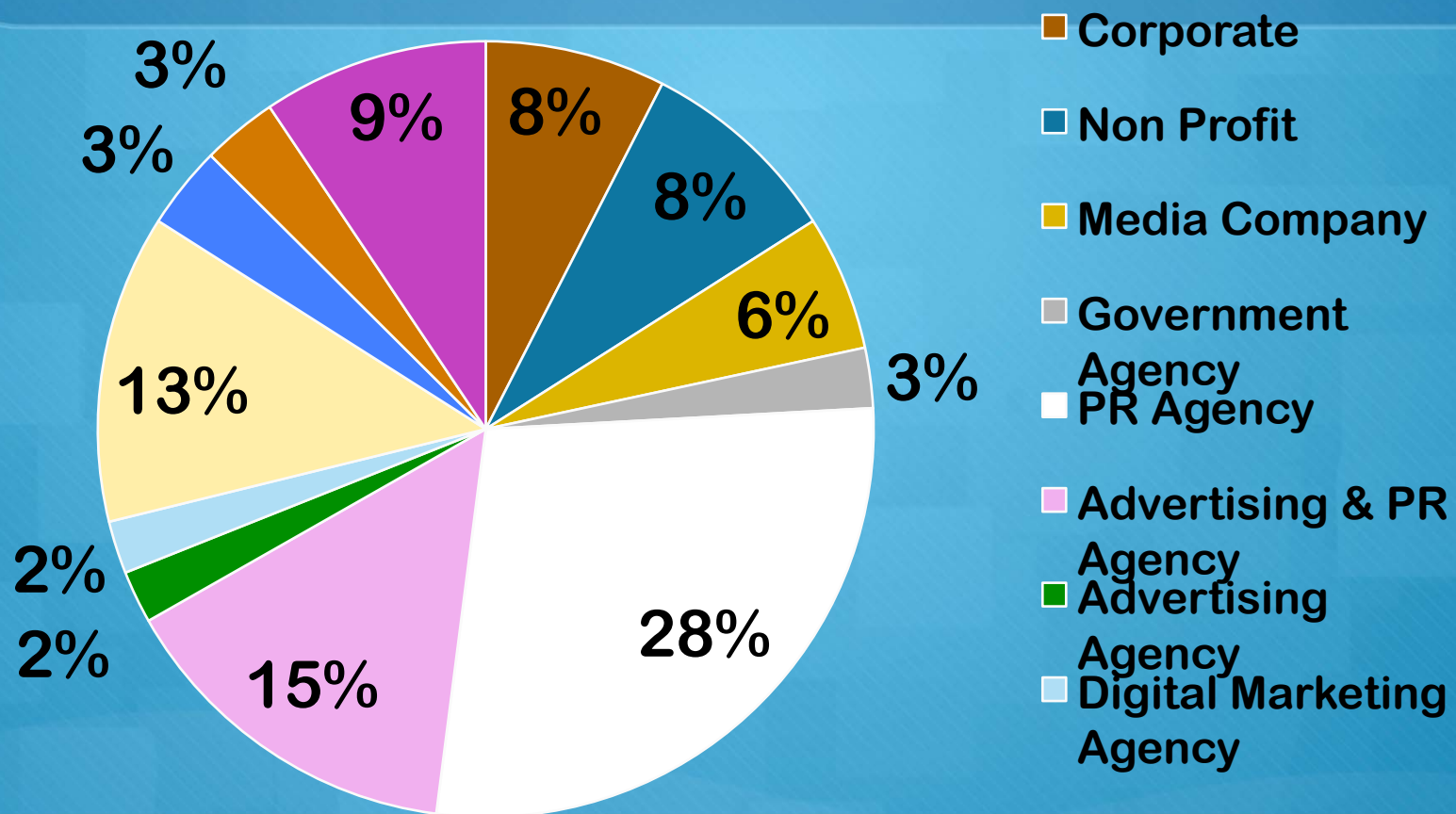
EXPERIENCE IN THE PR FIELD



**HAVE YOU WORKED ON ANY HISPANIC
SOCIAL MEDIA PROJECT IN THE PAST YEAR?**

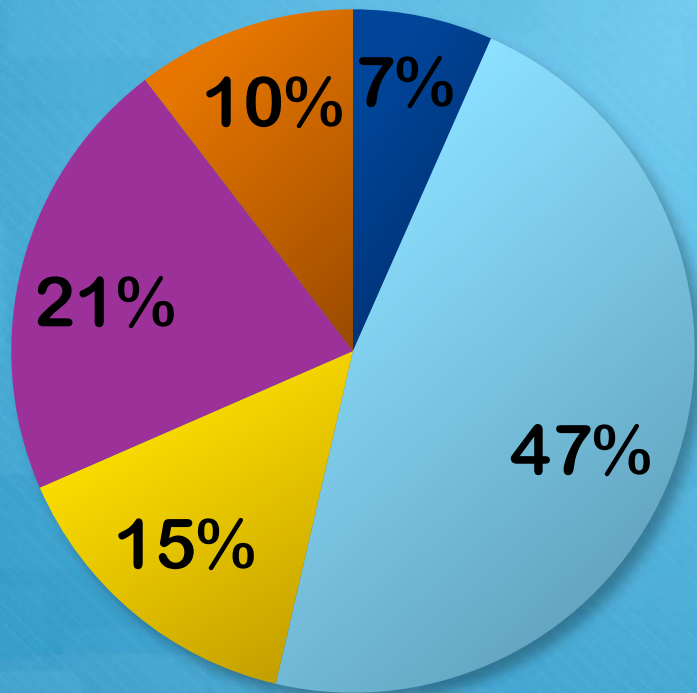


TYPE OF ORGANIZATION



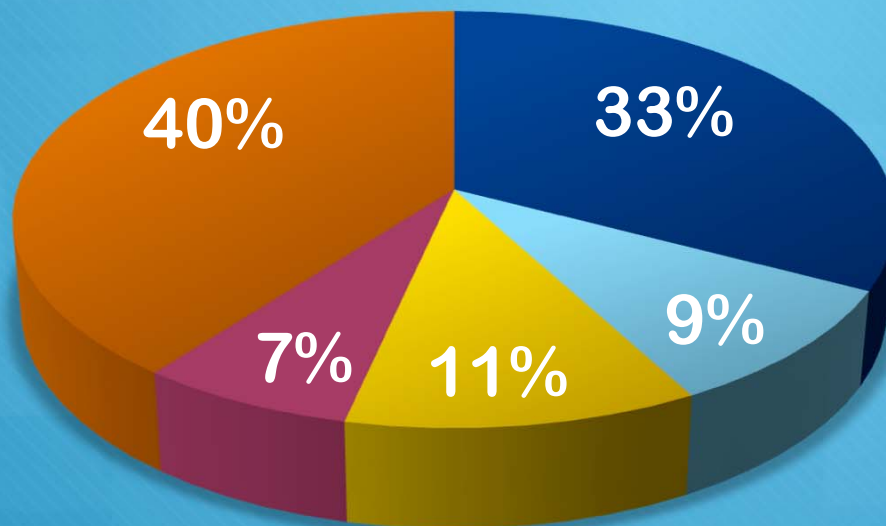
BEST DESCRIPTION OF WHO SHOULD LEAD

HISPANIC SOCIAL MEDIA



- Hispanic social media belongs in the advertising field
- Hispanic social media belongs within the public relations discipline
- Hispanic social media belongs with the online/digital marketing field
- Hispanic social media should be in its own specific marketing category
- None of the above

SIZE OF COMPANY



■ 1-5 Employees

■ 6-15 Employees

■ 16-25 Employees

■ 26-40 Employees

■ 50 or More
Employees