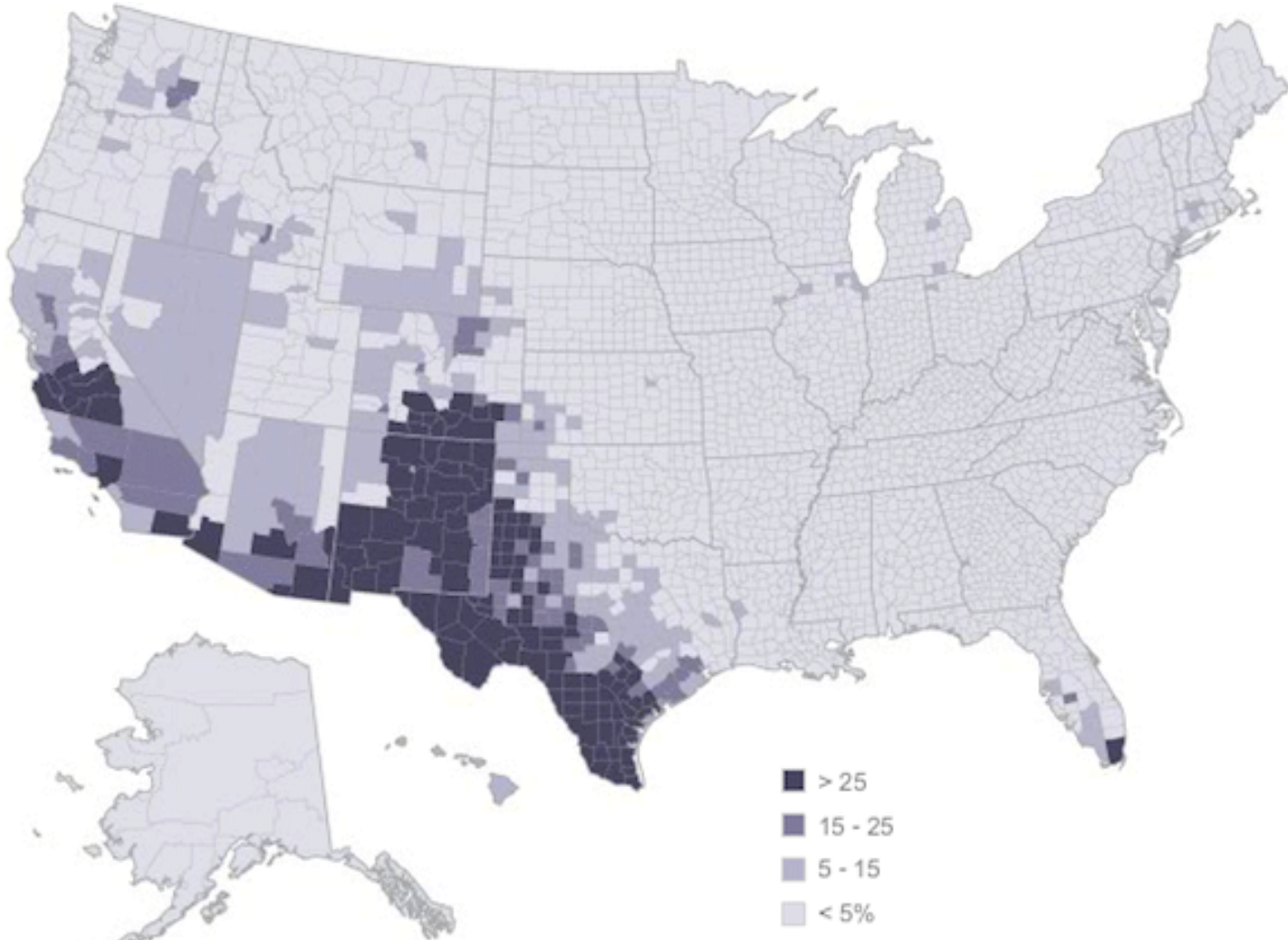




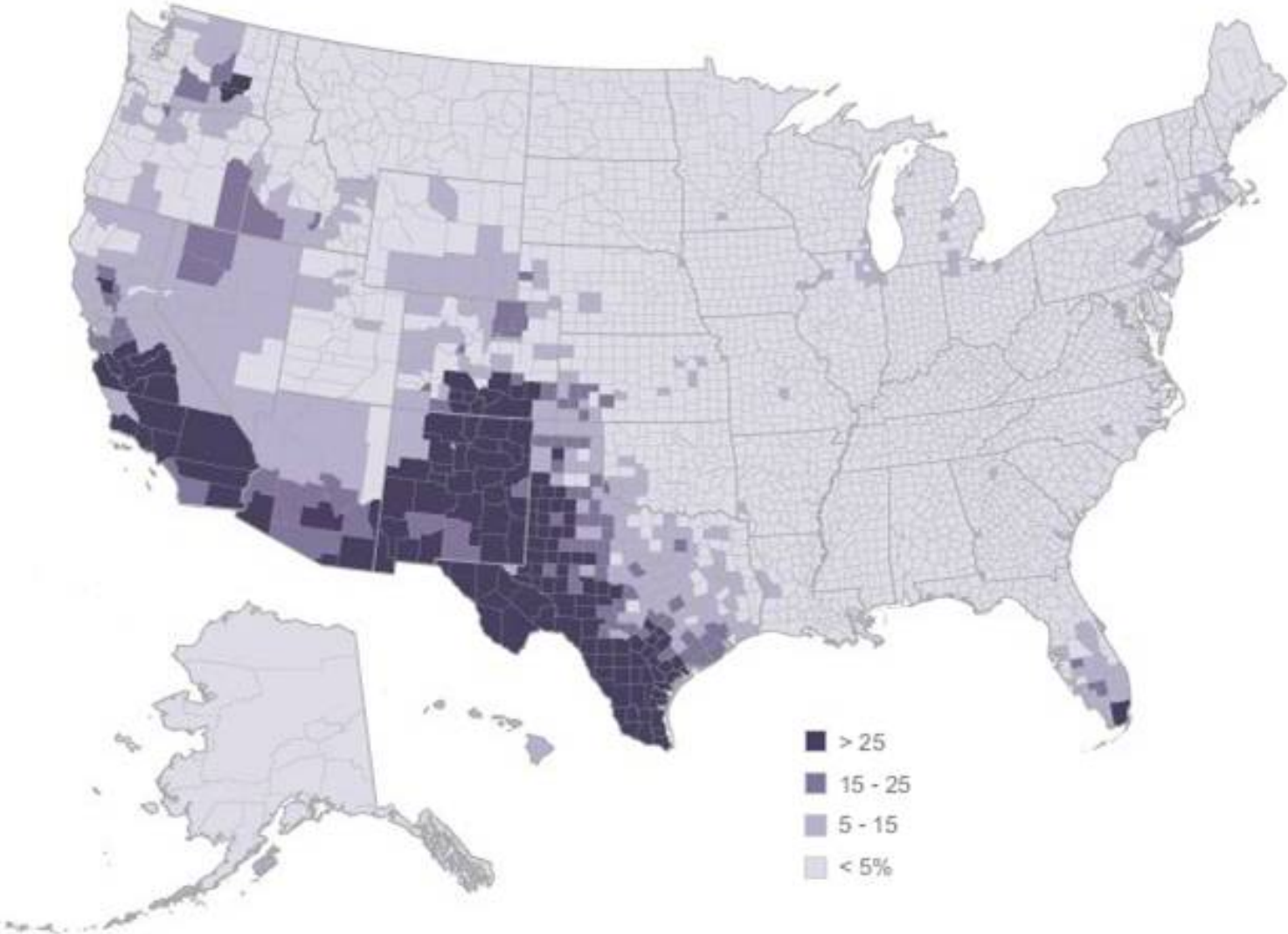
# The Hispanic Market in the U.S.: Profile of a Thriving Community & Rising Economic Force

PRESENTED BY:  
XCELENTE GLOBAL  
February 2014

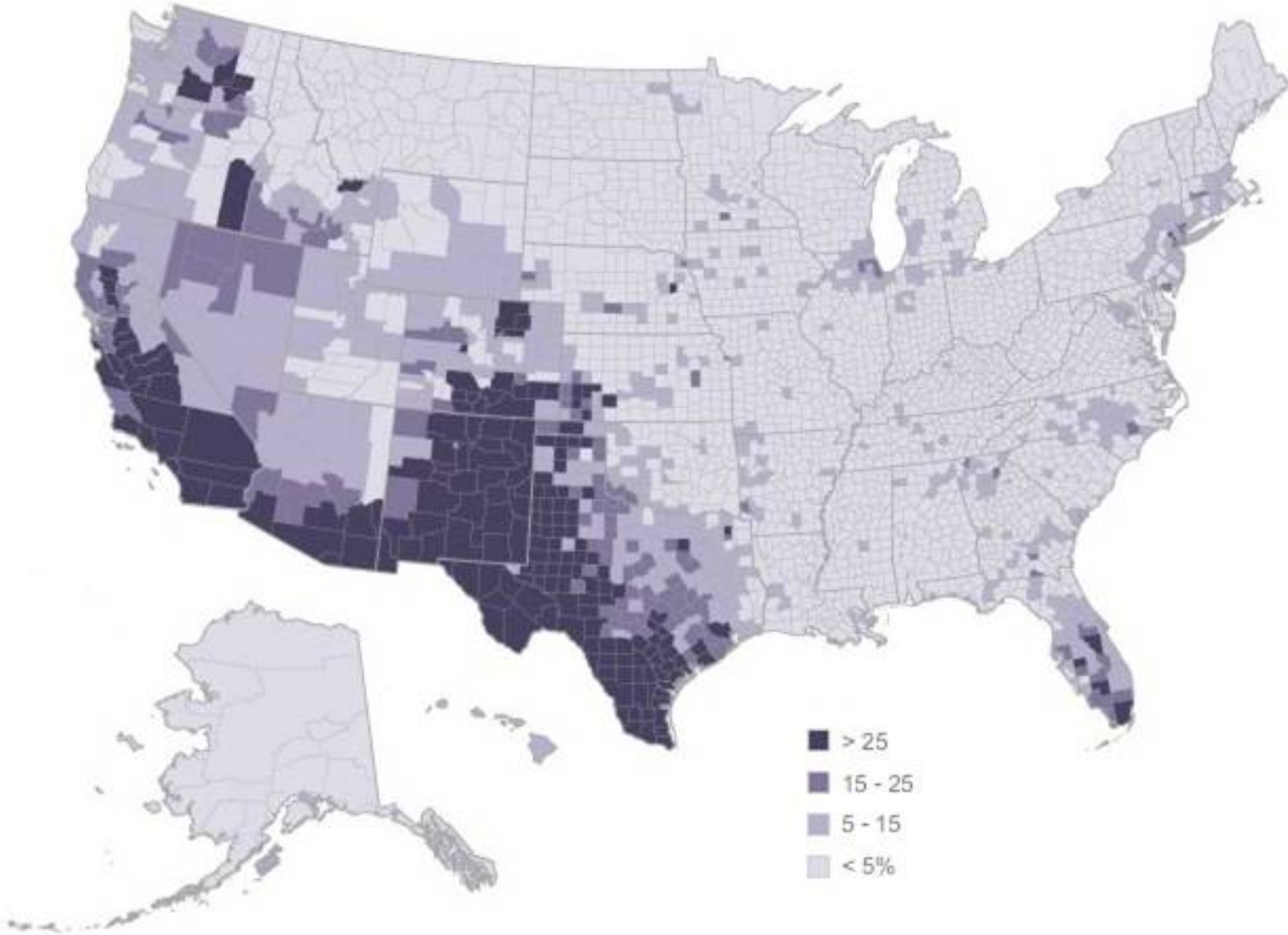
# The U.S. Hispanic population grew significantly from 1980-2010



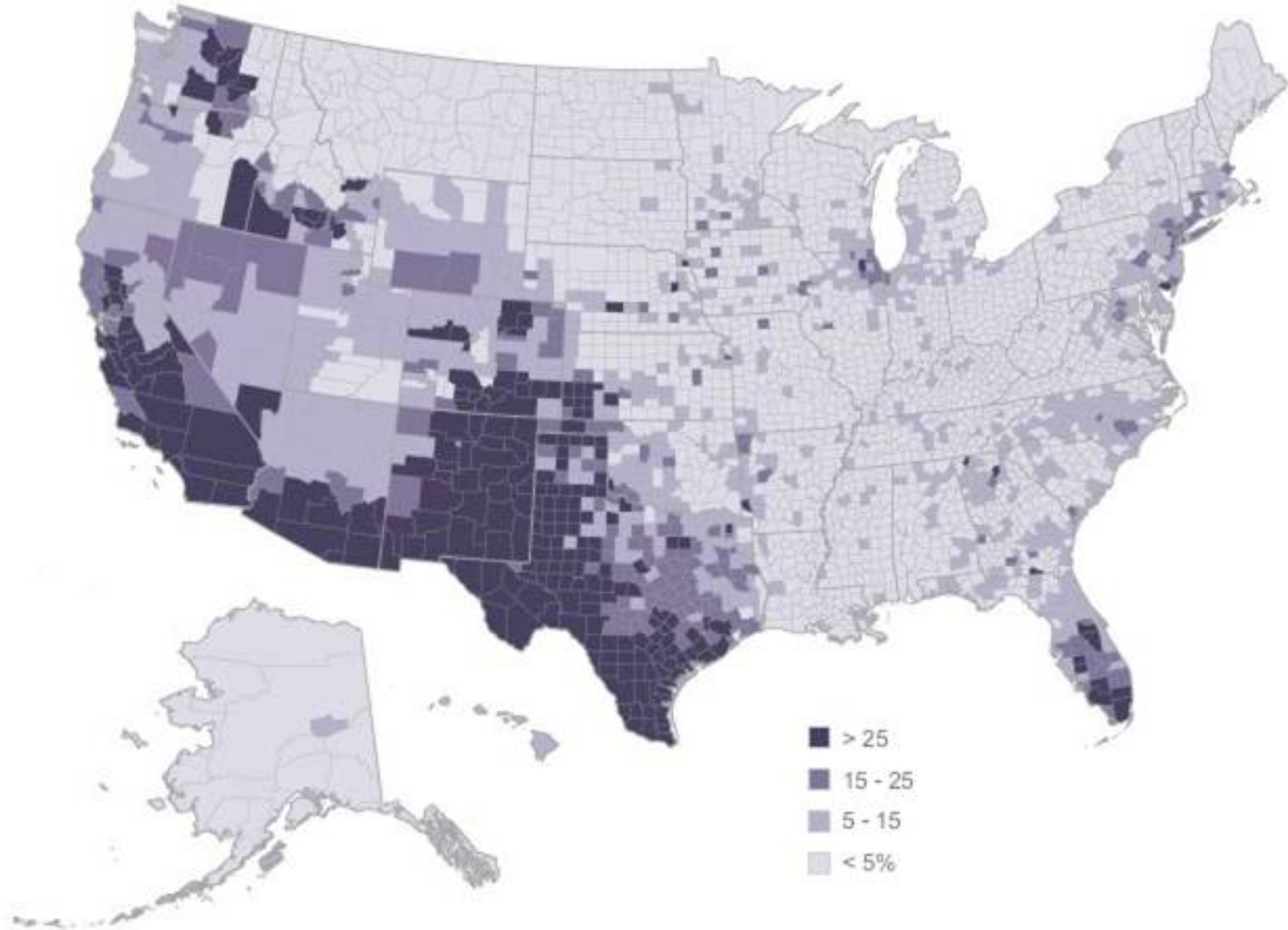
# % of county population of Hispanic origin, 1990



# % of county population of Hispanic origin, 2000

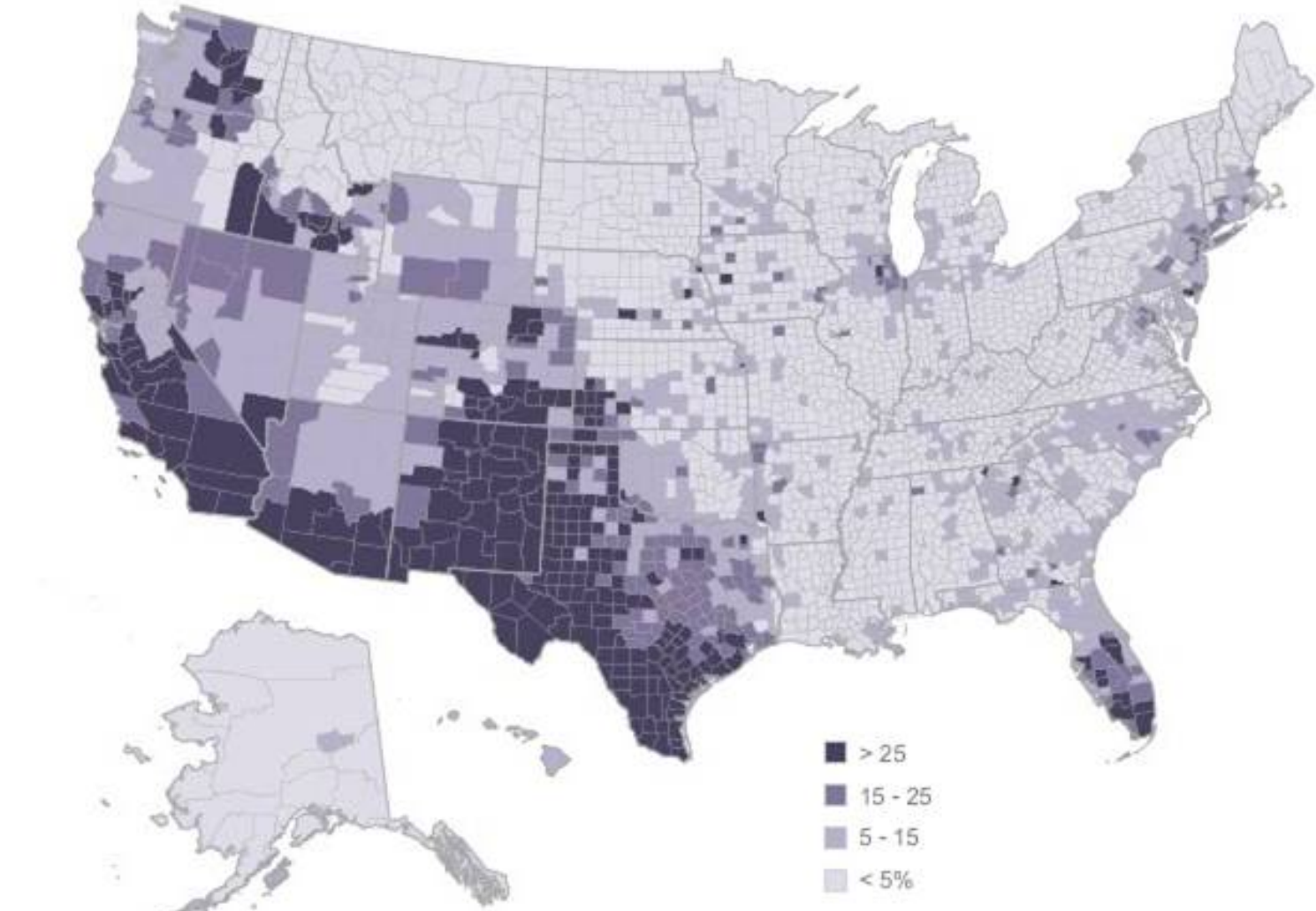


# % of county population of Hispanic origin, 2010



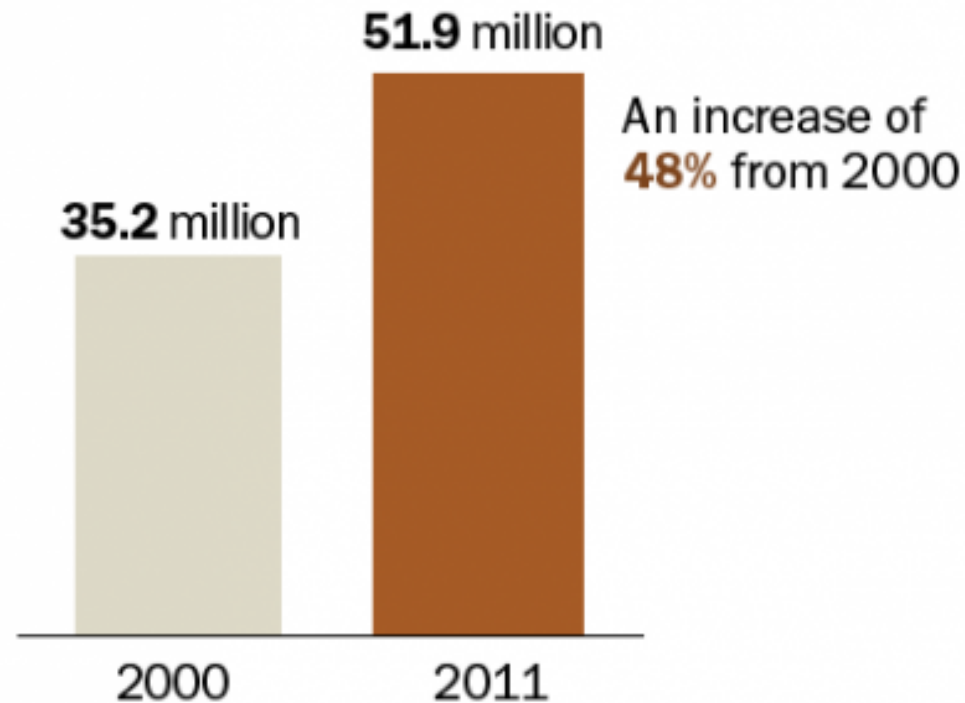


# % of county population of Hispanic origin, 2011



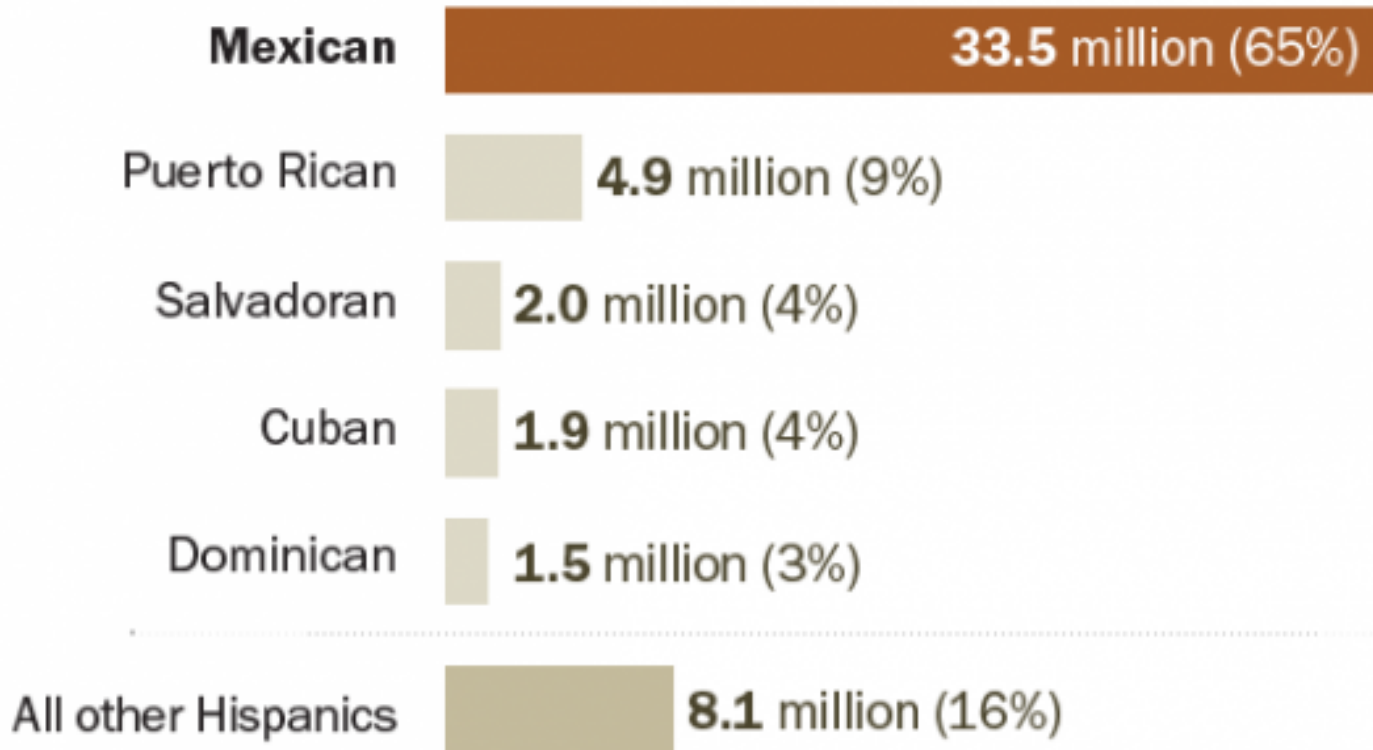
# Hispanic population in the country increased by 48% from 2000-2011

**51.9 million** *Hispanics lived in the U.S. in 2011...*



Pew Research Hispanic Center tabulations of 2000 Census (5% IPUMS) and 2011 American Community Survey (1% IPUMS)

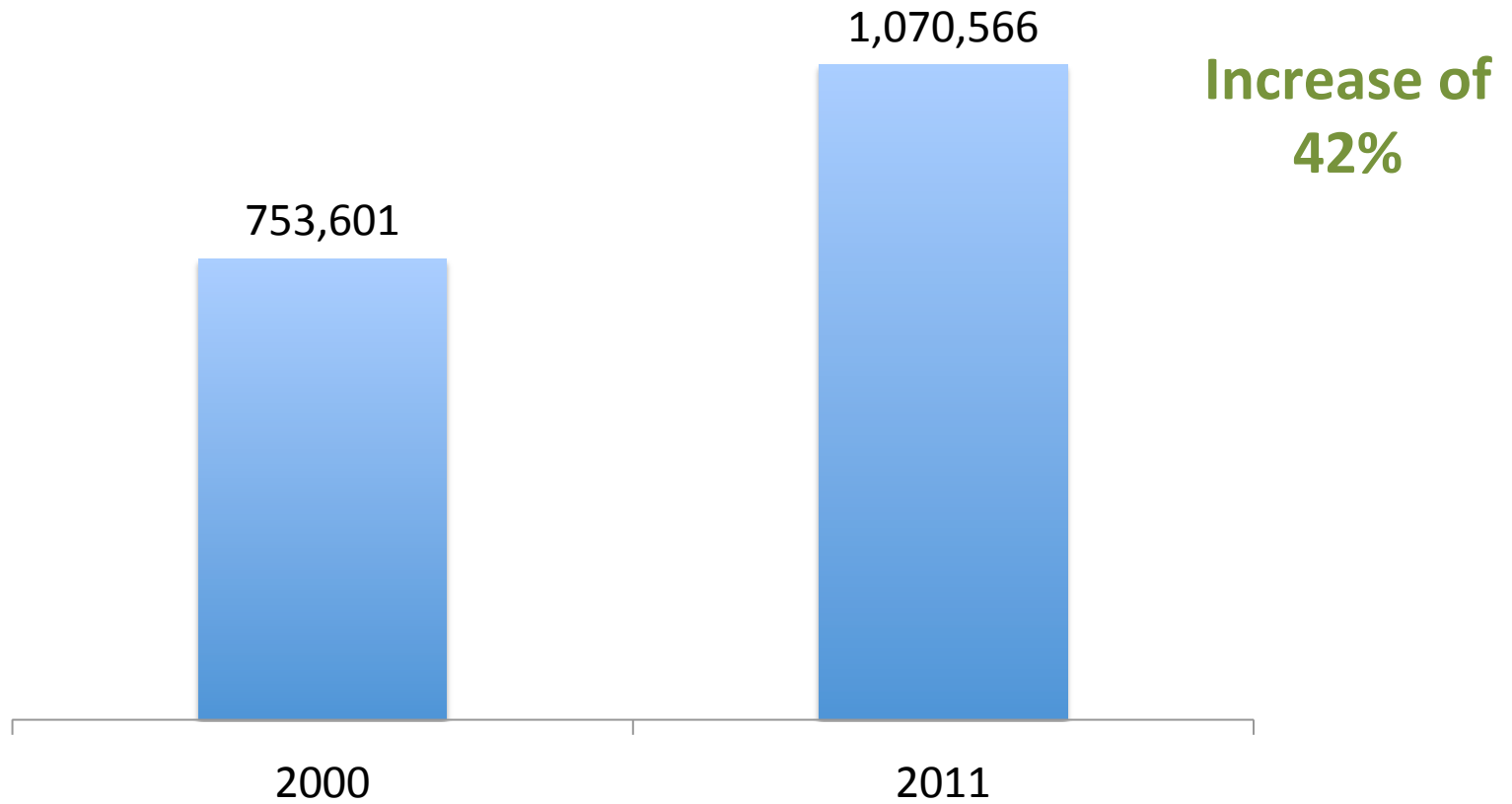
# The large majority (65%) are of Mexican origin



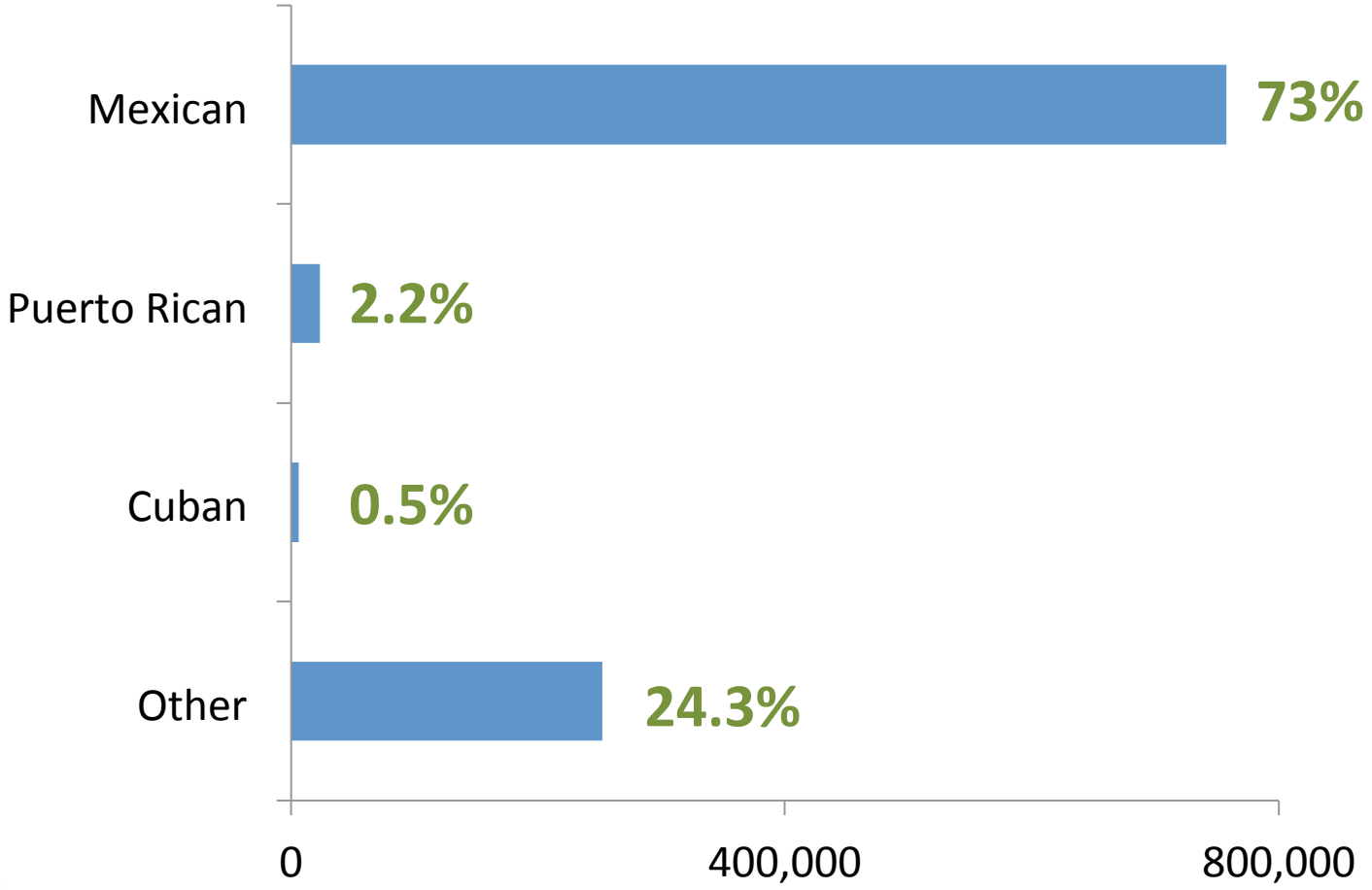
Pew Research Hispanic Center tabulations of 2011 American Community Survey (1% IPUMS)



# The Hispanic population in Colorado grew 42%



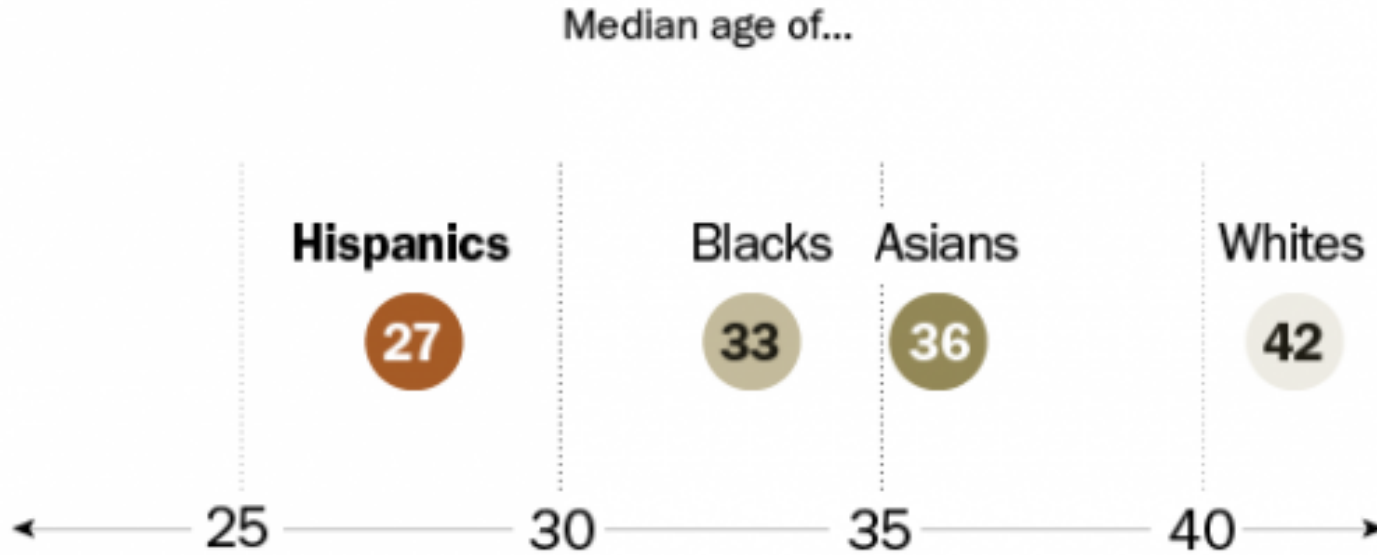
# Latinos of Mexican origin account for the largest percentage of Colorado Hispanics



# Hispanic population in Colorado is concentrated around the Front Range

County	2011 Hispanic Population	2011 Hispanic Share of Population	2000-2011 Hispanic Percent Change
Denver	197,118	32%	12%
Adams	172,364	34%	68%
Arapahoe	109,491	19%	90%
El Paso	98,001	15%	68%
Jefferson	78,667	15%	50%
Weld	73,841	29%	51%
Pueblo	66,771	42%	24%
Boulder	40,987	14%	35%
Larimer	32,932	11%	58%
Douglas	22,819	8%	157%

# Hispanics: The youngest major racial or ethnic group

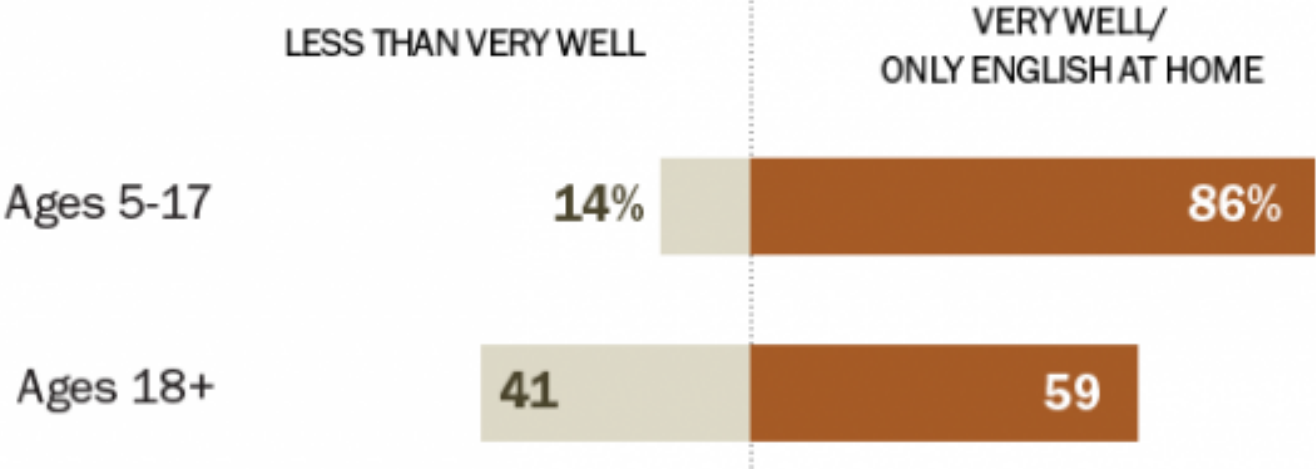


Pew Research Hispanic Center tabulations of 2011 American Community Survey (1% IPUMS)

# English proficiency varies by age group



Percent of Hispanics who speak English...



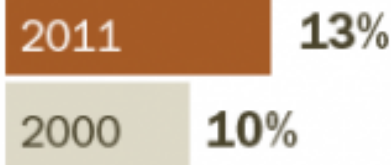
**25%** of all Hispanics ages 5 and older speak only English at home.

Pew Research Hispanic Center tabulations of 2011 American Community Survey (1% IPUMS)



# College attainment and enrollment are on the rise

Attained a bachelor's  
degree or more  
(ages 25 and older)



Enrolled as an  
undergraduate, graduate  
or professional student  
(ages 18-24)



Pew Research Hispanic Center tabulations of 2000 Census (5% IPUMS) and 2011 American Community Survey (1% IPUMS)

# Internet use is high, primarily for social media

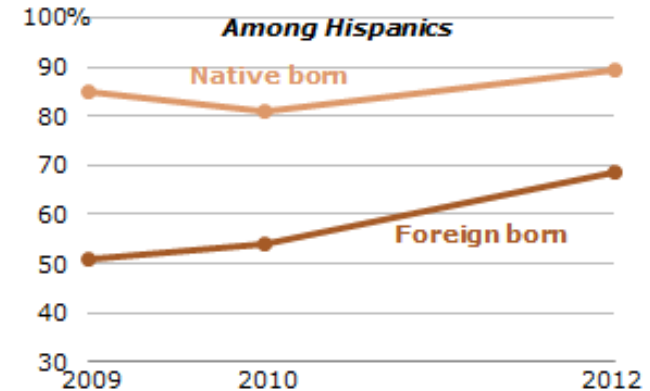
- 78% of Latinos use the internet at least occasionally.
- 68% of Latino internet users use Facebook, Twitter or other social networking sites, compared to 58% overall.
- According to the NTA, **40%** of Hispanics get travel ideas via social media.



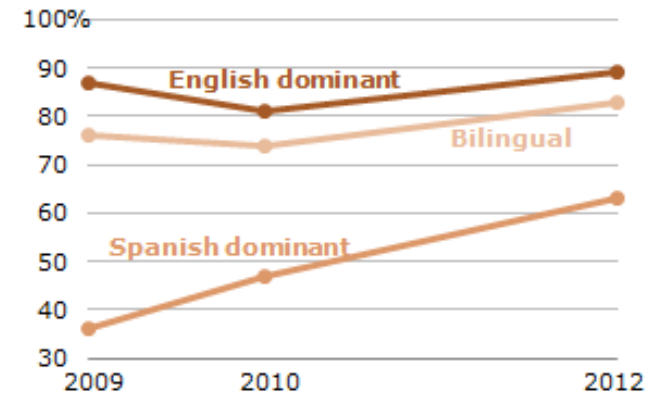
## Internet Use Trends Among Latinos, 2009-2012

(% saying they use the internet or send or receive email at least occasionally)

Among Hispanics, most of the rise since 2009 has been among the foreign born ...



... and those who are predominantly Spanish speaking



Source: Pew Hispanic Center National Survey of Latinos 2009, 2010 and 2012.

# Facebook and YouTube are by far the top two social media destinations

## Hispanic Social Media Landscape

	Non-Hispanic			Hispanic	
	Reach	Growth		Reach	Growth
Facebook	74%	2%	Facebook	75%	8%
YouTube	58%	4%	YouTube	63%	8%
Blogger	32%	13%	Blogger	31%	16%
LinkedIn	15%	6%	LinkedIn	11%	15%
Twitter	17%	25%	Twitter	16%	33%
Google Plus	10%	N/A	Google Plus	9%	N/A
Tumblr	9%	69%	Tumblr	7%	105%
Pinterest	5%	1,827%	Pinterest	2%	2,517%

Source: comScore (000's) June 2011 - January 2012



# Facebook rules Hispanic social media

U.S. Hispanic social activity in the 30-day period ending on September 16<sup>th</sup>, 2013 (indexed against all U.S. users):

- \* 338.4M Photos Uploaded (30% greater)
- \* 1.1 Billion Comments (30% greater)
- \* 5.83 Billion Likes (60% greater)
- \* 4M Video uploads (50% greater)
- \* 7.6M Check Ins (50% greater)

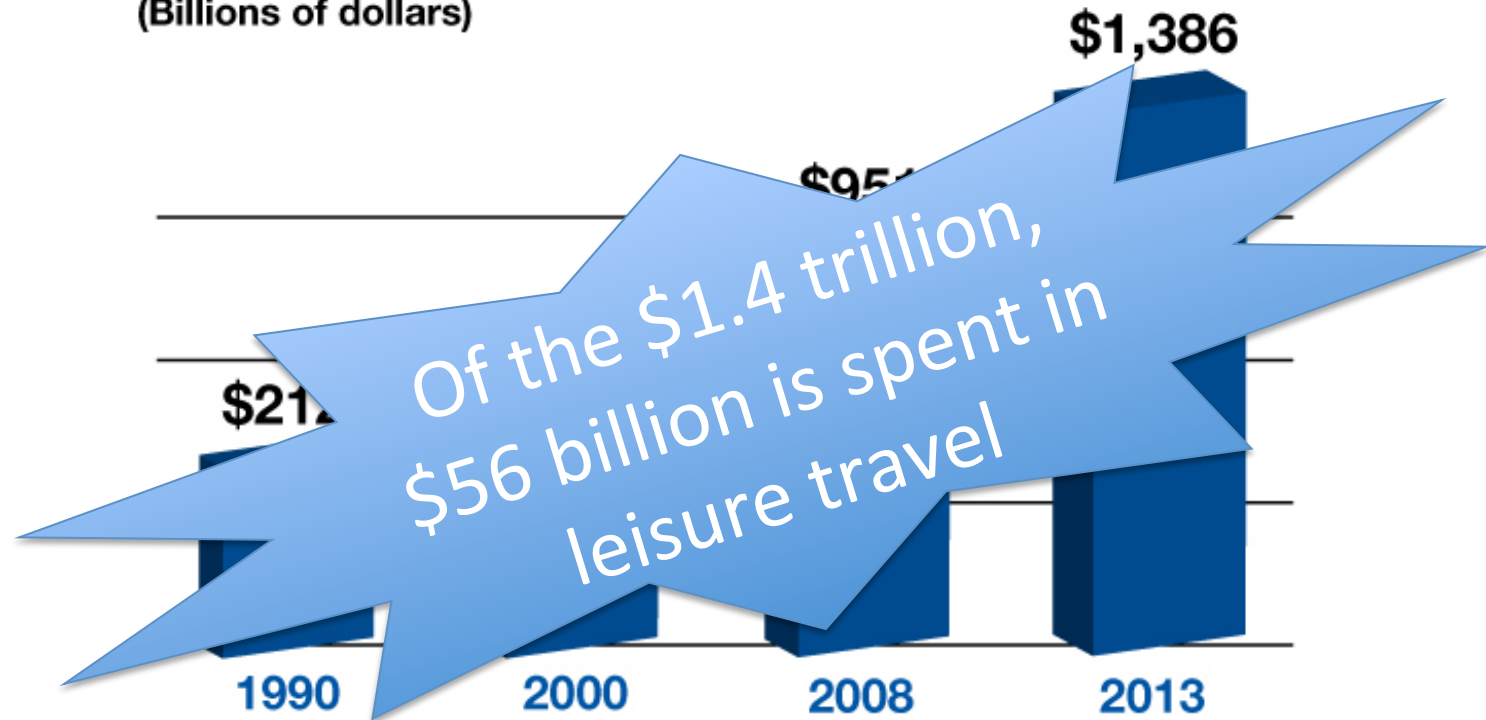


*Source: Facebook Internal User Data based on reported and inferred data*

# Buying power is growing just as fast as the population...

## U.S. Hispanic Buying Power

(Billions of dollars)



In **Colorado**, Hispanic buying power is estimated to be approximately \$22 billion, or about 1.5% of the total U.S. Hispanic buying power.



# Hispanics travel in larger groups and spend more per trip



- Approximately 31% of Hispanics travel in a group of four or more, compared with the general population's 25% that travels in groups of four or more.
- Hispanics are more likely to travel with children and to travel with more than two adults

# Cultural tips to keep in mind



- *“Familismo”* - maintaining a close connection to the family, valuing close relationships, cohesiveness, and cooperativeness with other family members.
- *Value of Children* - reflects the high value that Latino/Hispanic families place on children.
- *“Confianza and Lealtad”* - importance of trust, which leads to great loyalty even in the face of stress and adversity.
- *Religion and Spirituality* - faith plays a critical role in everyday life.

# Connecting with your Hispanic audience



- Make it operationally easy for Spanish-speaking guests to deal with your brand and offer an option to communicate in Spanish
- Tailor your offerings to the Hispanic market wants and needs, and understand that Hispanics make decisions differently
- Market through social media





# What not to do...bad translations or poor quality control?



# Interesting, given that is a Corona ad





# Thank You!

[lcolon@xcelenteglobal.com](mailto:lcolon@xcelenteglobal.com)

720.488.4188

