

**YES, WE ARE ALL  
MANGOS, BUT WE ARE**

***DIFFERENT***

**Judith Kuj**

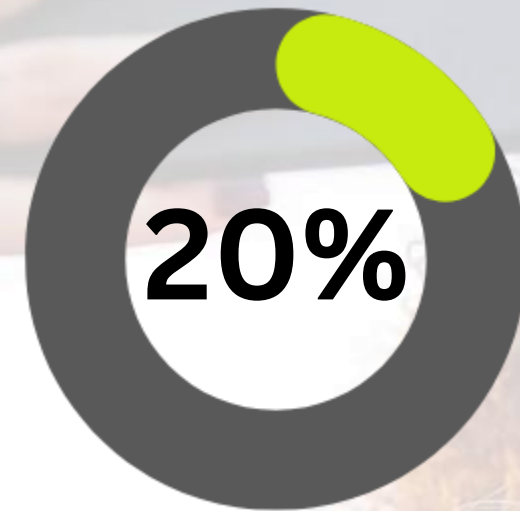
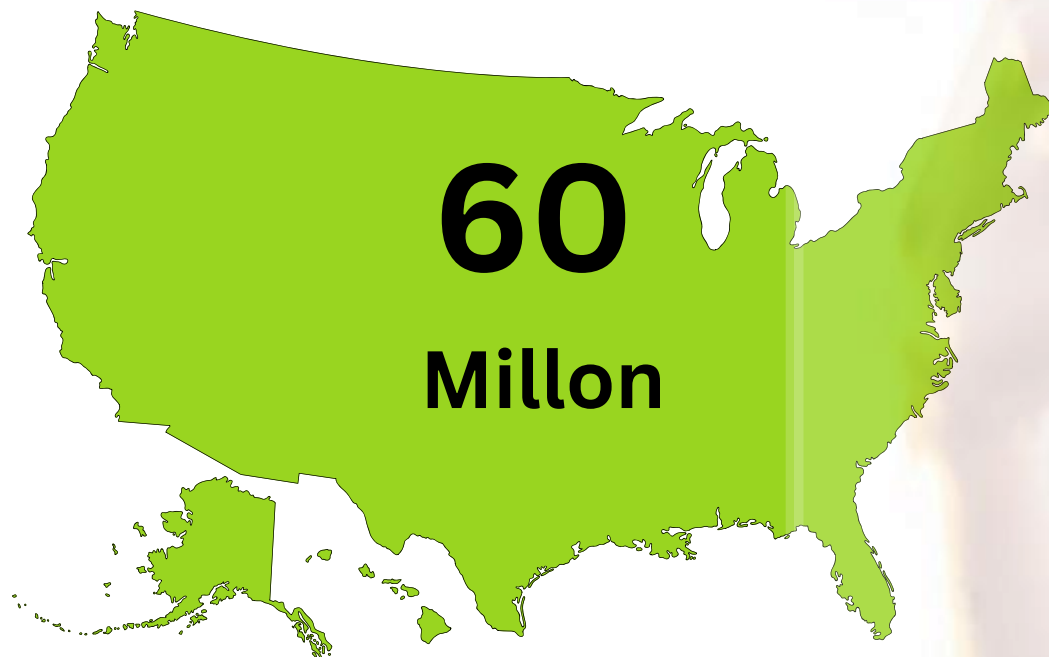
**Ana Vanegas**



**In their own  
words ...**







**Population**

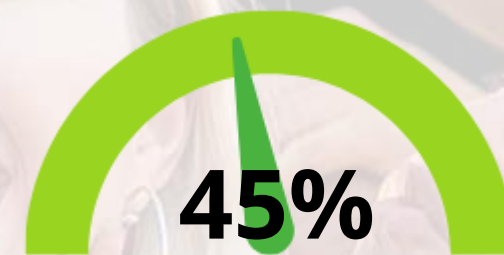
It is the **second** largest Spanish-speaking country in the world, after Mexico.

# Who are the Hispanics in the US?



**25%**

of births are Hispanics



Identify themselves with more than one race

Power  
purchasing power as  
consumers aprox.  
**1.8 Billion Dollars**

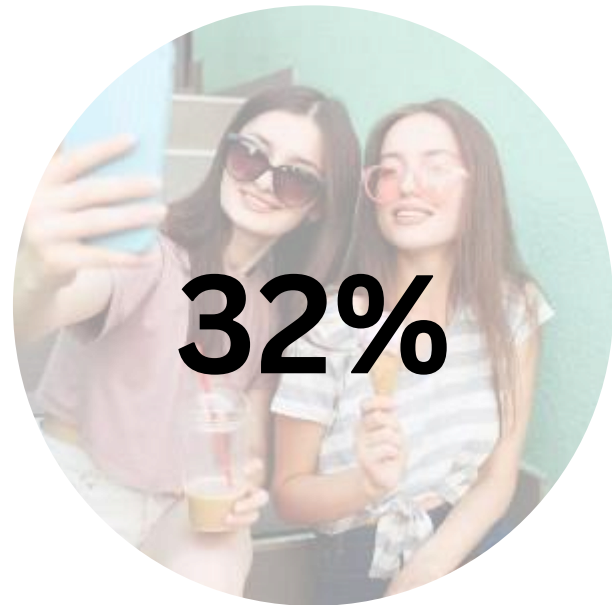


**1 out of 4**

New businesses are created  
by Hispanics

# Hispanics are a young population

Average age **29.5 years old**  
(37.8 years for gen pop)



**32%**

**Gen Z**

**12-27 years**



**26%**

**Millennial**

**28-43 years**



**21%**

**Gen X**

**44-59 years**



**14%**

**Boomers**

**60-78 years**

**Hispanics, especially Gen Z and early millennials, are beginning to earn higher education degrees at faster rates**

Have a different cultural background depending on their country of origin.

Cultural Origin



México 60%



Puerto Rico 9.5%



Cuba 4%



Salvador 3.8%



Republica Dominicana 3.2%



Guatemala 2.6%



Colombia 2.1%



Honduras 2.1%



Ecuador 1.5%



Venezuela 1.5%

Hispanics are  
not a  
monolithic  
group



# The state where they live also has an impact on their culture

## States with the largest Hispanic population

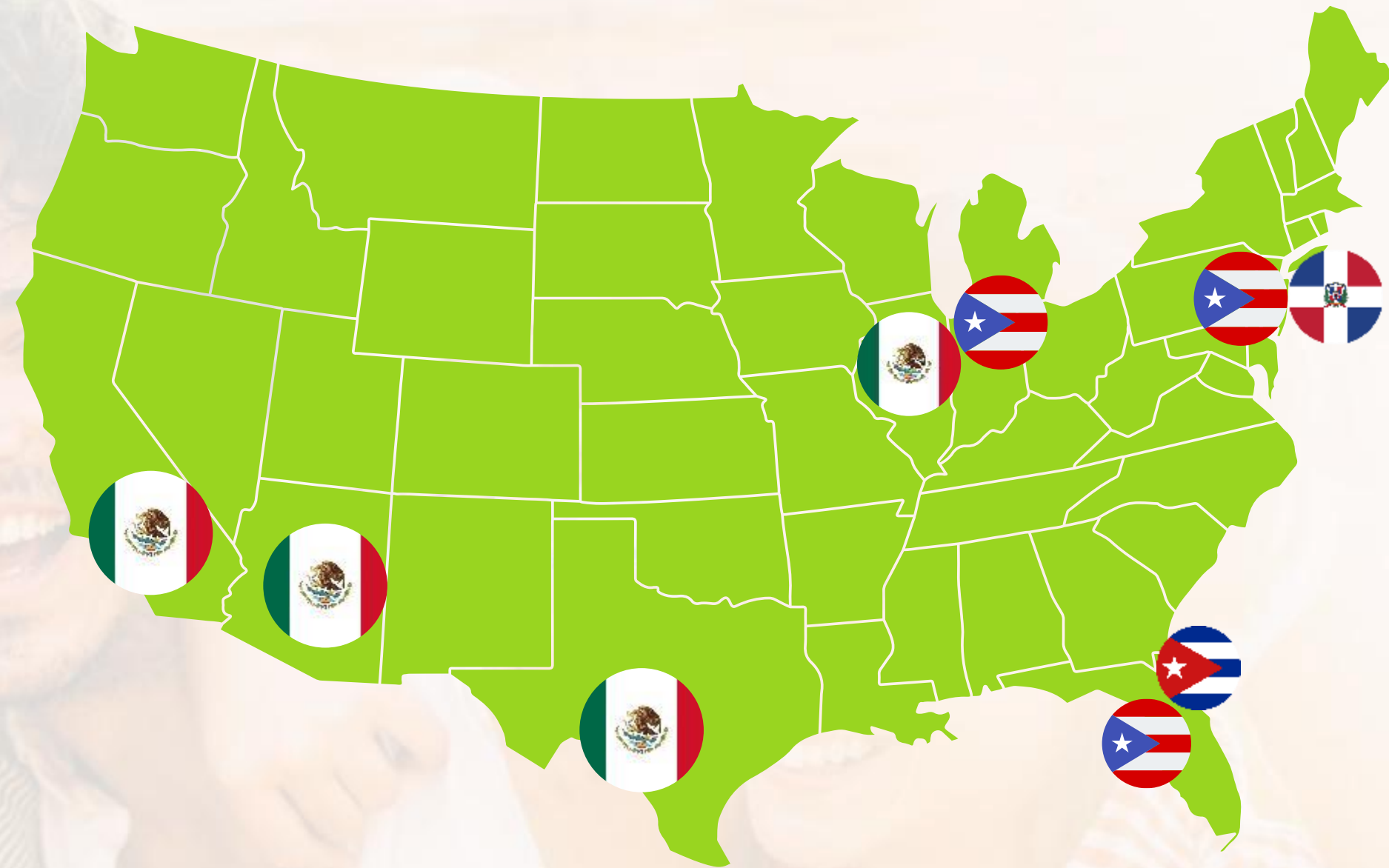
**California - 15,5 millions**

**Texas - 11,4 millions**

**Florida - 5,7 millions**

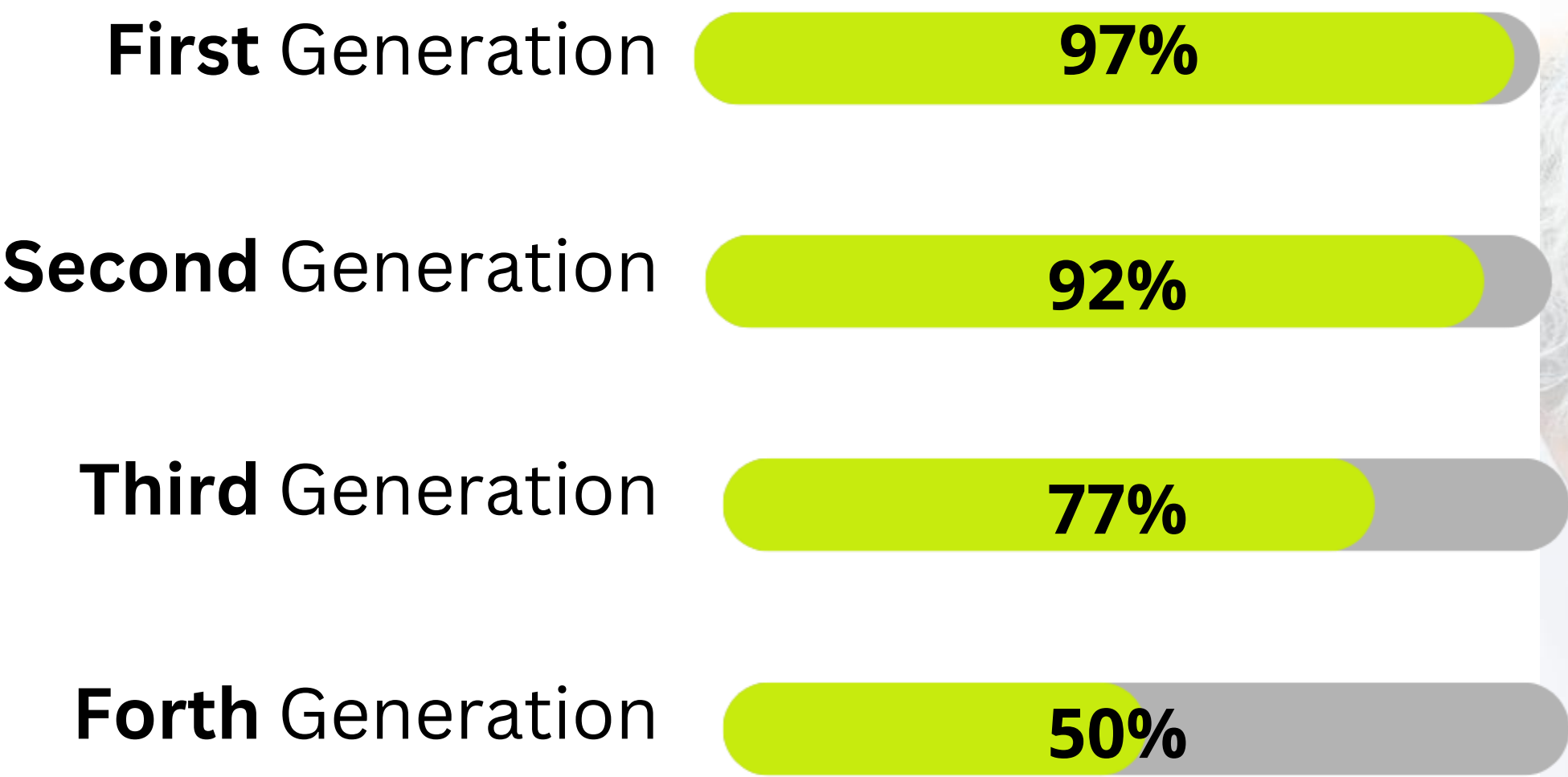
**Nueva York - 3,9 millions**

**Illinois - 2,3 millions**



Their generational background and the extent to which they remain connected to the customs of their country of origin also play a role.

## Identifying as Hispanic by generation



**30%**  
**of Hispanics are married  
to someone who is not  
Hispanic**



# 75%

## of Hispanics participate in the traditions and culture of their family heritage.

*"It's important to me that my daughters know my culture and maintain our traditions, because I want them to grow up knowing their culture and where they come from." Paula, 37, CT*

*"The most defining elements include family traditions, our richly diverse culture, our distinctly representative language, and a culinary landscape influenced by many countries—vibrant and meaningful in every way."*

*Augusto, 30, FL*





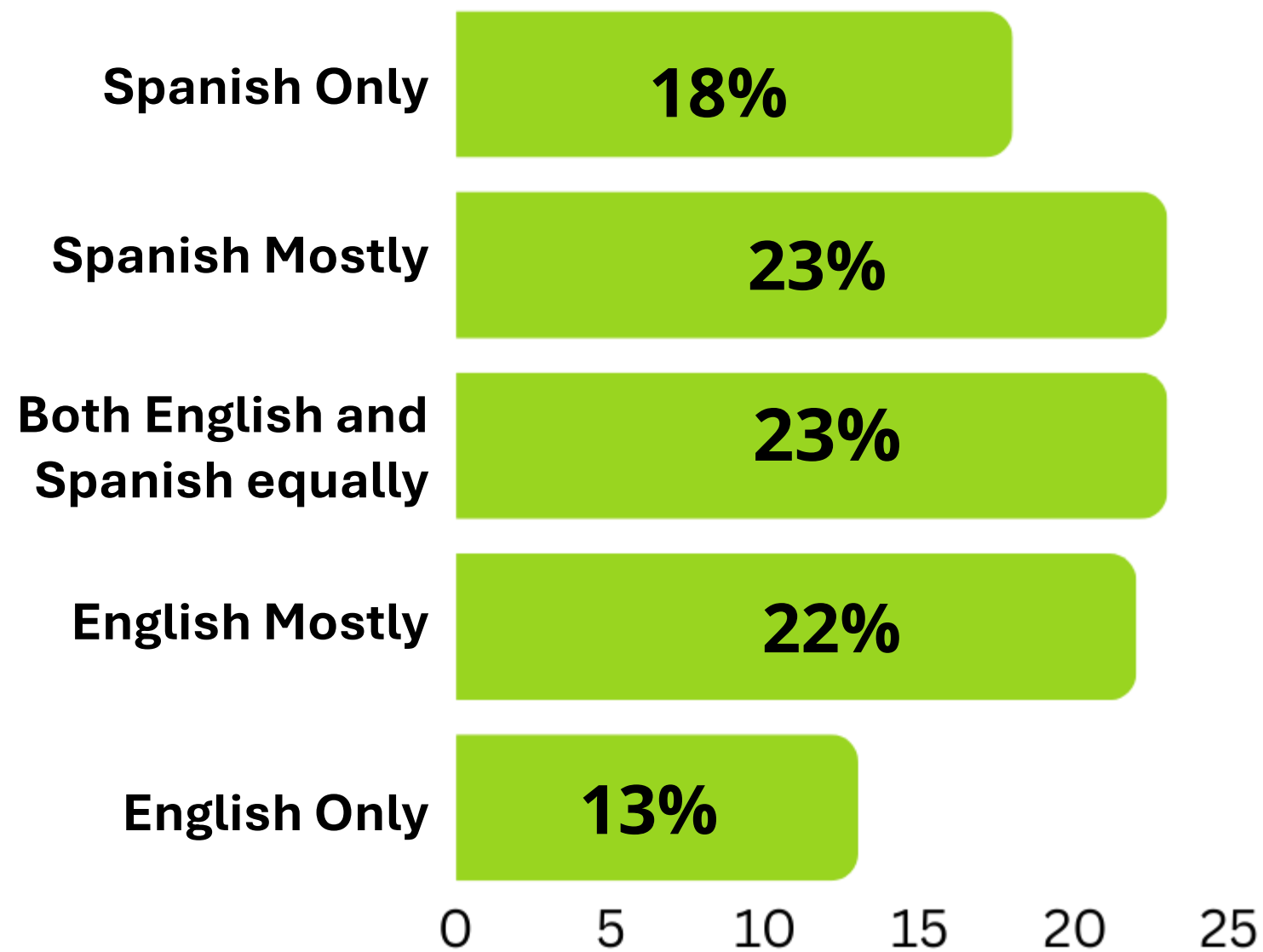
# What makes them truly unique?

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# Spanish plays a vital role in the lives of Hispanics, just as English does...

## Acculturation level



## Bilingualism

**64%**



**71%**

Hispanics say you don't have to  
speak Spanish to be considered  
Hispanic



# Being Hispanic goes beyond speaking Spanish



# CULTURAL ELEMENTS

## Family Dynamics

*"Family is everything."*

*"I don't sell food, I sell  
memories."*

## Food

## Health

*"The opinion and help of my  
family is essential when it comes  
to health."*

*"Vacations are family-focused."*

## Travel

## Music

*"Music makes you feel alive."*





# HOW TO APPROACH HISPANICS?



# Marketing Research for Hispanics

**It goes beyond  
conducting research  
in Spanish**





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**01**

**Consider that whoever leads the research knows and lives the Hispanic culture.**

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**02**

**Ask in which language they feel most comfortable to participate**

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**03**

**Low Hispanic participation in market research**

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**04**

**Requires more time**

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**05**

**Online works very well. If it's in person, you have to make things easier.**

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**06**

**It is usually more expensive**

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A woman with short brown hair, wearing a light blue button-down shirt, is shown from the chest up. She has her mouth wide open in a shout or cheer, and her right hand is raised near her face with fingers spread. The background is a soft, out-of-focus white.

**Market Research for Hispanics**

# Advertising

**It goes beyond translating a  
piece and advertising into  
Spanish**





**01**

**Zero stigma**

**02**

**Family, tradition and  
diversity are key**

**03**

**Evoke cultural sensitivity,  
respect, and authenticity**

**04**

**For Service Companies -  
Build Trust, Warmth and  
Personal Connection**

**05**

**Social media is essential**

**06**

**Ask yourself - What is the  
language that my target  
prefers?**

**07**

**Work with agencies that  
truly know and understand  
the Hispanic market**

**08**

**It's not just about  
advertising during  
Hispanic Heritage Month**

**Advertising**

*GRACIAS!*

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