



2023

The 2023 Hispanic Market Report

Discovering the Diverse U.S. Hispanic Population



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EXECUTIVE SUMMARY

With more than 67 million U.S. residents, Hispanics now represent 20% of the U.S. population. Accounting for more than half of the U.S. population growth since 2000, the U.S. Hispanic population has almost doubled in size since the 2000 Census. The growth rate of the U.S. Hispanic population is projected to continue over the next 5 years – in the time it takes the average person to read this report, there will be more than 150 Hispanics added to the U.S. population. In this edition of the *Hispanic Market Report*, we offer a demographic snapshot of the rapidly growing U.S. Hispanic market and some insights into what is driving U.S. Hispanic consumers towards (and away from) selected products and services.

The U.S. Hispanic market appears to be growing more diverse than ever. In the 2010 Census, 53% of Hispanics identified as “White” (Race) while less than 43% identified as “Some Other Race” or “2 or more Races”. In the 2020 Census, only 21% of Hispanics identified as “White” (Race) while almost 75% were classified as “Other / 2+ Races”! A deeper dive into the 2020 census data reveals that the vast majority of these Hispanics self-identified as “White and Some Other Race”, making this category the fastest-growing in the nation. The remarkable growth in the “Other / 2+ Races” category may be partially due to changes in the way the U.S. Census Bureau collected & reported race data in 2020, but the trend is also consistent with other research showing a substantial increase in U.S. residents self-identifying as “Other / 2+ Races”. In any case, this indicates a significant shift in the way U.S. Hispanics identify themselves that may have implications for advertisers trying to reach them. It is critical to understand your Hispanic target market's demographics and preferences to reach them in a way that will resonate and build brand loyalty.

There are indications in the research data that inflation is having a notable impact on multicultural consumer behavior, especially among Black & Hispanic households. Hispanic households, already known for their tendency to forego landline telephones in favor of their smartphones, are outpacing their non-Hispanic counterparts for cord-cutting in the cable/satellite TV space as well. While this activity is consistent with a more general trend toward digital streaming services, Hispanic households were more likely than non-Hispanic households to say they discontinued their cable/satellite TV subscriptions in favor of a free over-the-air TV setup and were more likely than non-Hispanic White households to cite cost and reluctance to commit to long-term subscription agreements as their primary reasons for cancelling their cable/satellite TV service. We also note a trend toward the use of mobile service providers as the primary Internet provider in the home, especially in Hispanic households. Streaming entertainment services may be the best medium for reaching Hispanic consumers today but be advised – more than 74% of Hispanics reported streaming TV shows and/or movies on their smart phones in the past 3 months, compared to just 44% of non-Hispanics. These are just a few of the many insights you will find in the 2023 edition of the *Hispanic Market Report* - we hope you find this report interesting and valuable.

Ron Cohen
SVP, Practice Leadership
Claritas



The 2023 Hispanic Market Report

In celebration of Hispanic Heritage Month (Sept 15 – Oct 15), Claritas has released the 2023 *Hispanic Market Report*. In this report, we provide you with unique data, analytics and actionable insights that will help you effectively engage the fast-growing U.S. Hispanic population now and into the future.

Currently, there are 147,728,990 Multicultural residents in the U.S. This figure is projected to grow to more than 160M by 2029. Multiculturals currently account for 44% of the U.S. population and by 2029, almost 46% of the U.S. population will be multicultural.

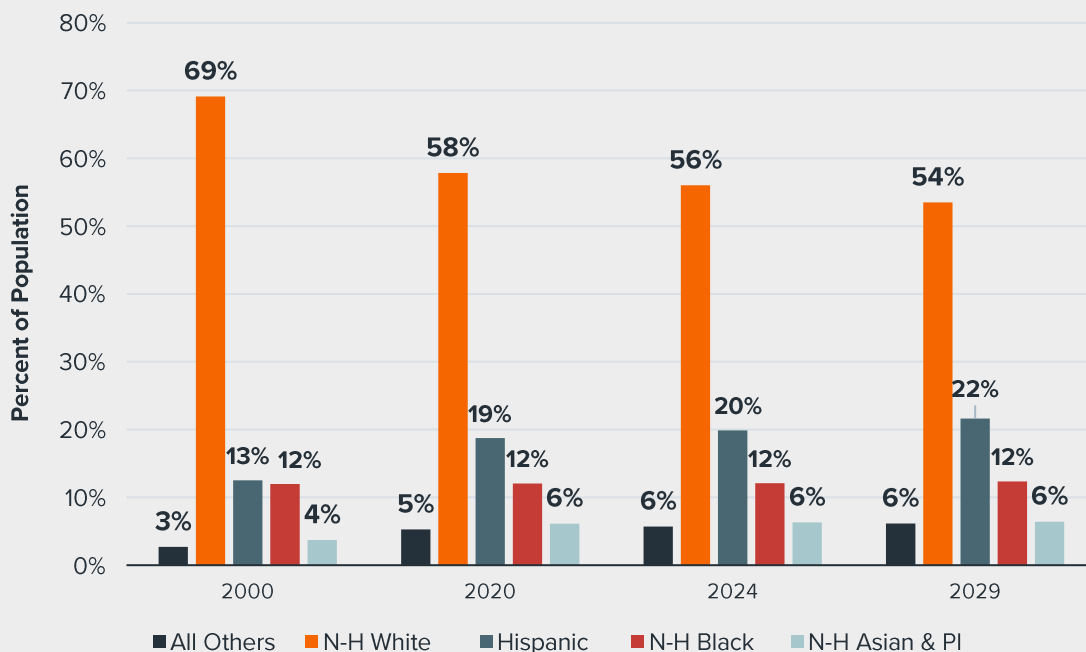
Numbering over 67 million by 2024, Hispanics will represent 20% of the total U.S. population. They are the largest multicultural segment and one of the fastest-growing population segments with 90.25% growth between 2000-2024. They will grow to almost 22% by 2029.

Any company marketing to U.S. consumers would be ill-advised to ignore this population segment.

Of course, to target the Hispanic market, you'll need to make sure your brand and offerings resonate deeply with these consumers. But what's uniquely challenging about the Hispanic market is its linguistic dominance and cultural diversity. Immigrants from Mexico, Cuba, Puerto Rico and many other Spanish-speaking countries are included, which means the dialects, cultures, behaviors, interests and values can vary among Hispanics, perhaps more than you might expect.

So, to help you get a sense of the overall Hispanic market and how it differs from its non-Hispanic neighbors, here's an overview plus a few marketing insights to start fleshing out your Hispanic marketing strategy.

Percent of U.S. Population 2000-2029



Source: Claritas Pop-Facts® 2024

By 2029, more than 74MM Hispanics will live in the U.S.

Hispanics will grow to become 22% of our nation's population over the next 5 years. The non-Hispanic (N-H) Black population will be nearly constant as a proportion of the total population, and (N-H) White will continue to decline steadily as a proportion of the total U.S. population.



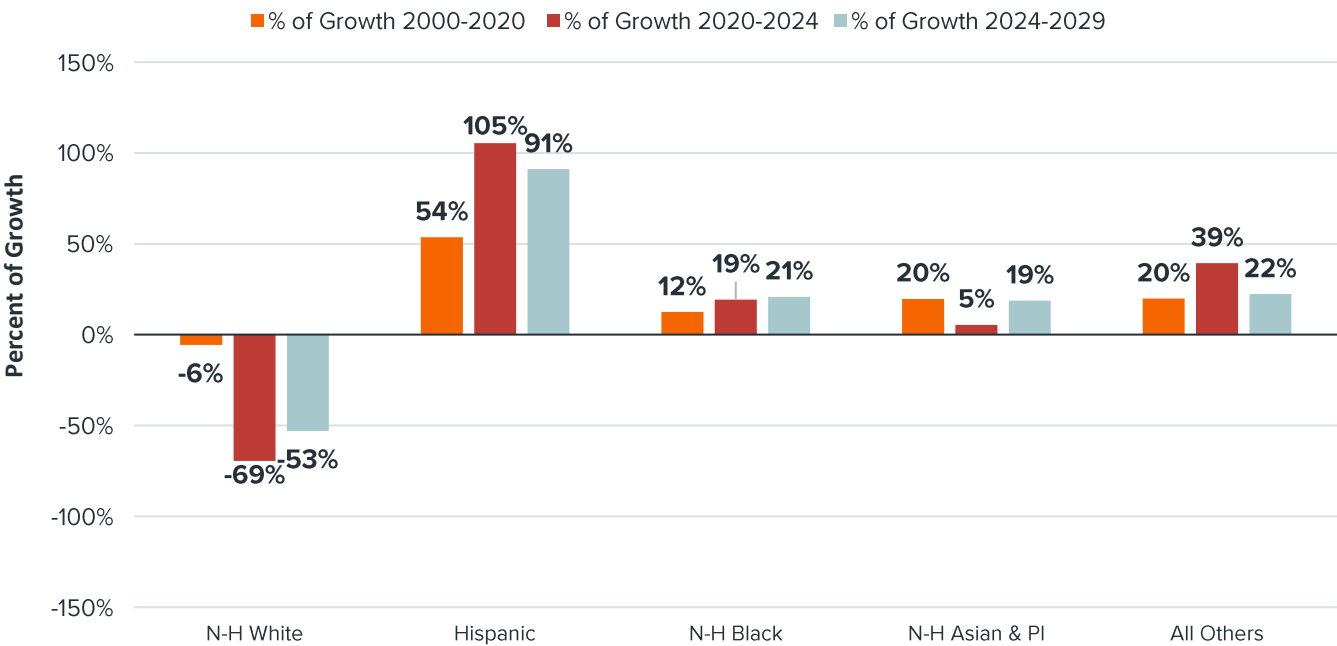
For more multicultural consumer insights, visit www.claritas.com

Between 2000 and 2024, the Hispanic population is expected to account for 58.1% of the total growth of the U.S. population. On the other hand, the (N-H) White population is expected to decline by 3.1% between the years 2000-2024. These findings show that all the growth now and into the foreseeable future will emanate from groups other than the traditional (N-H) White population.

POPULATION	2000	2020	2024	2029
N-H White	194,514,140	191,697,647	188,428,129	184,156,981
Hispanic	35,238,481	62,080,044	67,042,928	74,380,480
N-H Black	33,707,230	39,940,338	40,848,633	42,524,685
N-H Asian & PI	10,410,556	20,240,737	20,492,854	22,004,542
All Others	7,551,499	17,490,515	19,344,575	21,143,304

Source: Claritas Pop-Facts® 2024

Percent of U.S. Population Growth 2000-2029



Source: Claritas Pop-Facts® 2024

58% of the projected population growth over the next 5 years will emerge from the Hispanic segment

As illustrated below, all the growth now and into the foreseeable future will emanate from multicultural race or ethnic groups. The Hispanic population continues to show significant growth, thus representing one of the biggest opportunities for marketers to grow their businesses. With the aging Baby Boomers and the increase of diverse families, the non-Hispanic White population is the only segment projected to decline in the future.



Growth For Period 2000 - 2024

Population Segment	Population Growth	% Growth	% of Total Growth
Hispanic	31,804,447	90.25%	58.1%
non-Hispanic White	-6,086,011	-3.13%	-11.1%
non-Hispanic Black	7,141,403	21.19%	13.0%
non-Hispanic Asian/PI	10,082,298	96.85%	18.4%
All Others	11,793,076	156.17%	21.5%

Source: Claritas Pop-Facts® 2024

Into the Future: The Multicultural Boom 2024 - 2029

Population Segment	Average Growth in Population 2024-2029			
	Year	Month	Day	Hour
Hispanic	1,467,510	122,293	4,021	168
non-Hispanic White	-854,230	-71,186	-2,340	-98
non-Hispanic Black	335,210	27,934	918	38
non-Hispanic Asian/PI	302,338	25,195	828	35
All Others	359,746	29,979	986	41

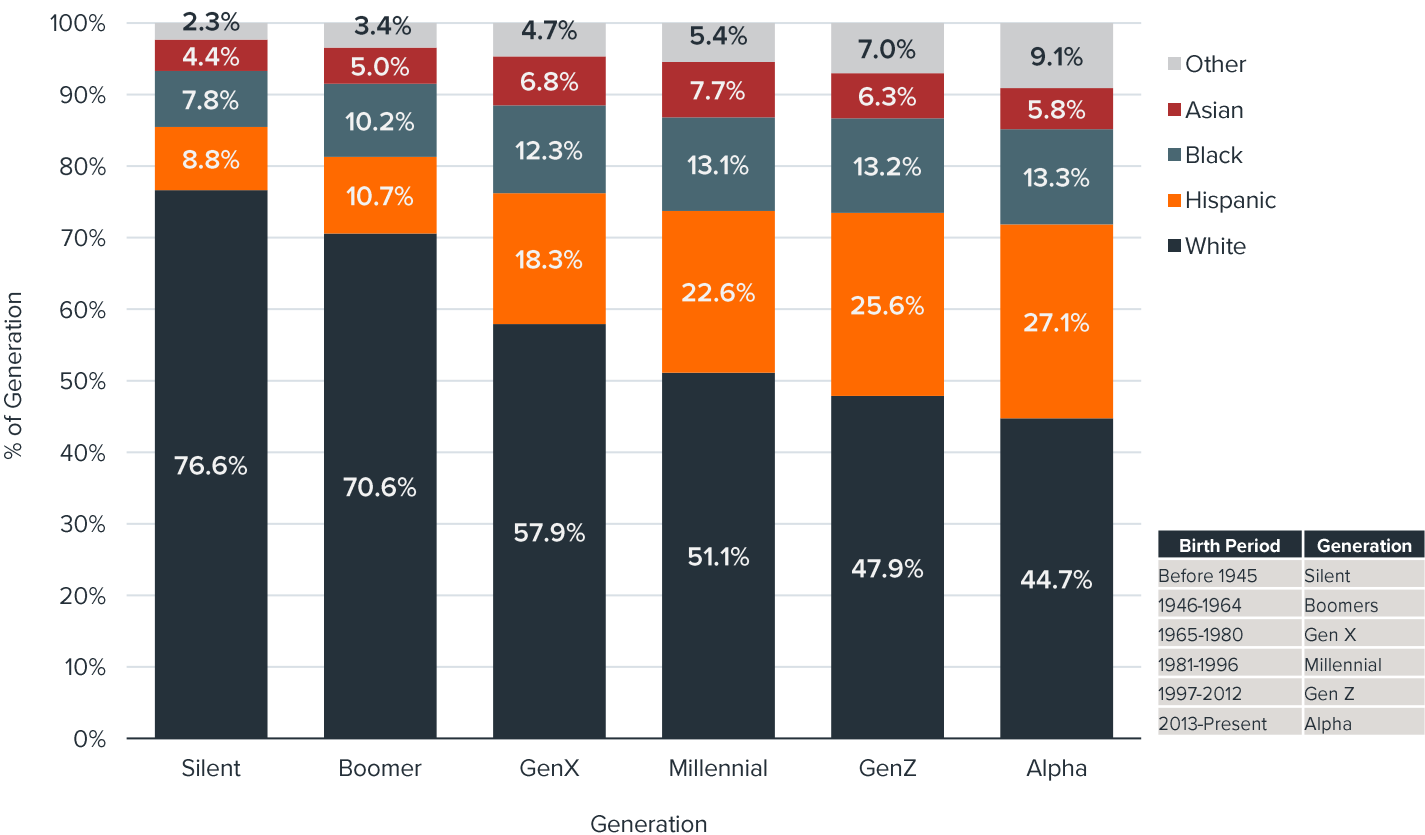
Source: Claritas Pop-Facts® 2024

Today, **22.6%** of the U.S. Millennial population are Hispanic

In the chart below, we see that the Hispanic generational cohorts increase steadily as we move to the younger cohorts. This is because Hispanics are younger on average than other races and ethnic groups. Considering this trend, for marketers to capture the attention of the Hispanic Millennial and Gen Z consumers, one might want to note that although younger Hispanics might speak Spanish in the home, English may dominate conversations with peers. Also, Hispanics across all generations, especially those who are older, generally prefer marketing that reflects their culture.



Generational Population By Race/Ethnicity 2024 - Nationwide



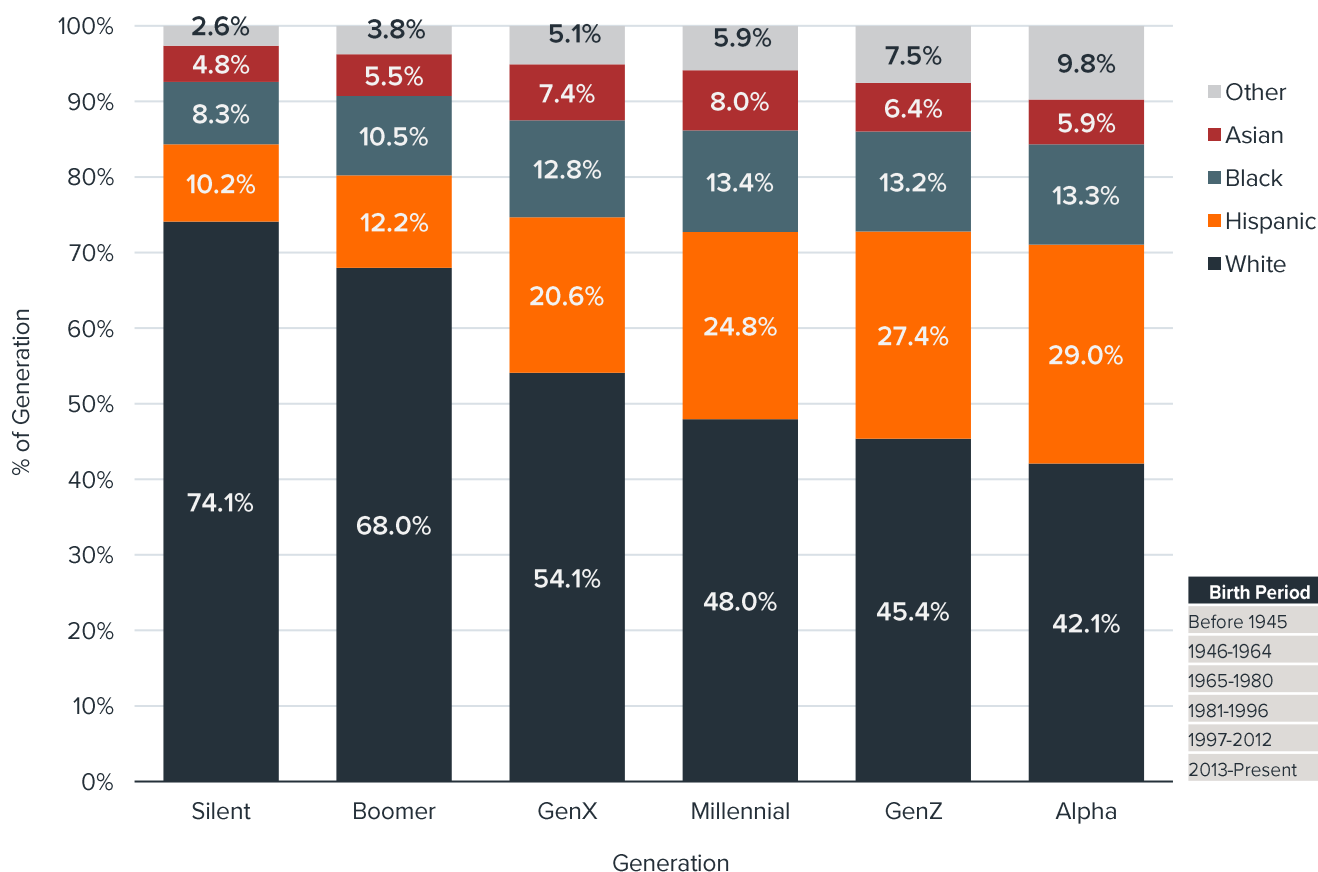
Source: Claritas Pop-Facts® 2024

By 2029, **27.4%** of the U.S. Gen Z population will be Hispanic

In 2029, America's younger population cohorts will be very diverse. In fact, more than half of the population in the Millennial, Gen Z and Alpha cohorts will be from groups other than the non-Hispanic White population - they will identify as part of one or more multicultural groups. In 2029, Hispanics will make up 24.8% of the Millennial population, 27.4% of the Gen Z population and 29% of Gen Alpha. Non-Hispanic Whites will only maintain a majority of the older generations' population cohorts – Silent, Boomer & GenX (Pop Age 49+ in 2029).



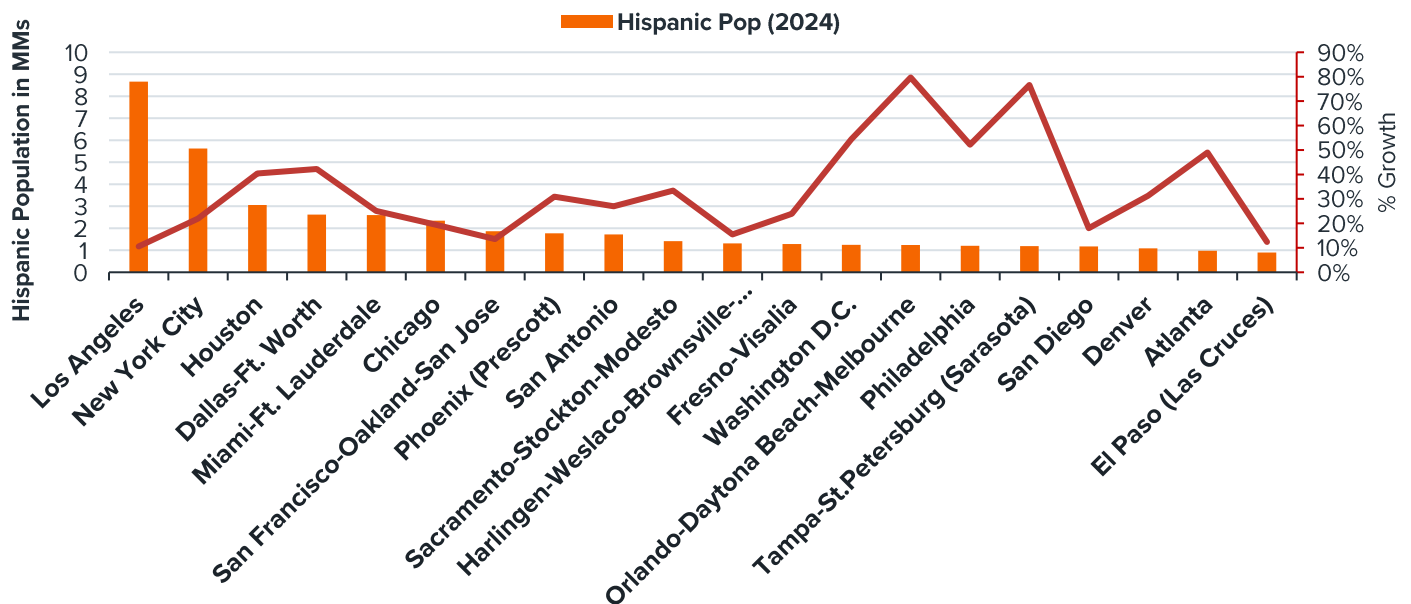
Generational Population by Race/Ethnicity 2029 - Nationwide



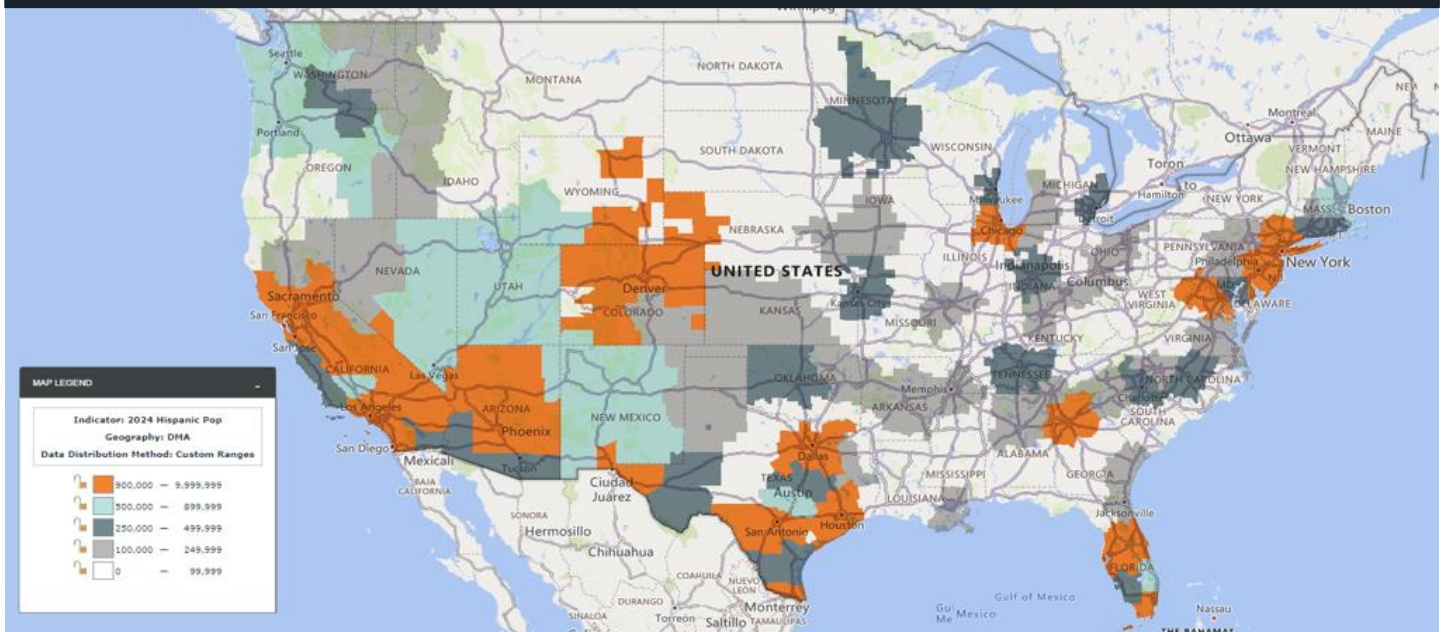
Birth Period	Generation
Before 1945	Silent
1946-1964	Boomers
1965-1980	Gen X
1981-1996	Millennial
1997-2012	Gen Z
2013-Present	Alpha

The U.S. Hispanic population is heavily concentrated in California, Texas, Florida, New York, Illinois & Arizona – 2 out of every 3 U.S. Hispanics live in these 6 states. The top 20 markets for U.S. Hispanics, shown in the chart below (displayed in orange on the map), are home to 65% of U.S. Hispanics, but only 41% of the total U.S. population. The top five DMAs for Hispanic population contain over one-third of all Hispanics in the U.S. What's also noteworthy is the extraordinary growth rates in the Orlando-Daytona Beach-Melbourne DMA, which witnessed an astounding 80% increase in its Hispanic population since 2010 and the Washington D.C. DMA, which achieved a remarkable 54.4% growth rate. As these communities continue to flourish, they bring with them unique traditions, perspectives, and opportunities for growth. The top 20 DMAs serve as focal points for this dynamic transformation, promising a future where diversity and inclusion remain at the forefront of the American story.

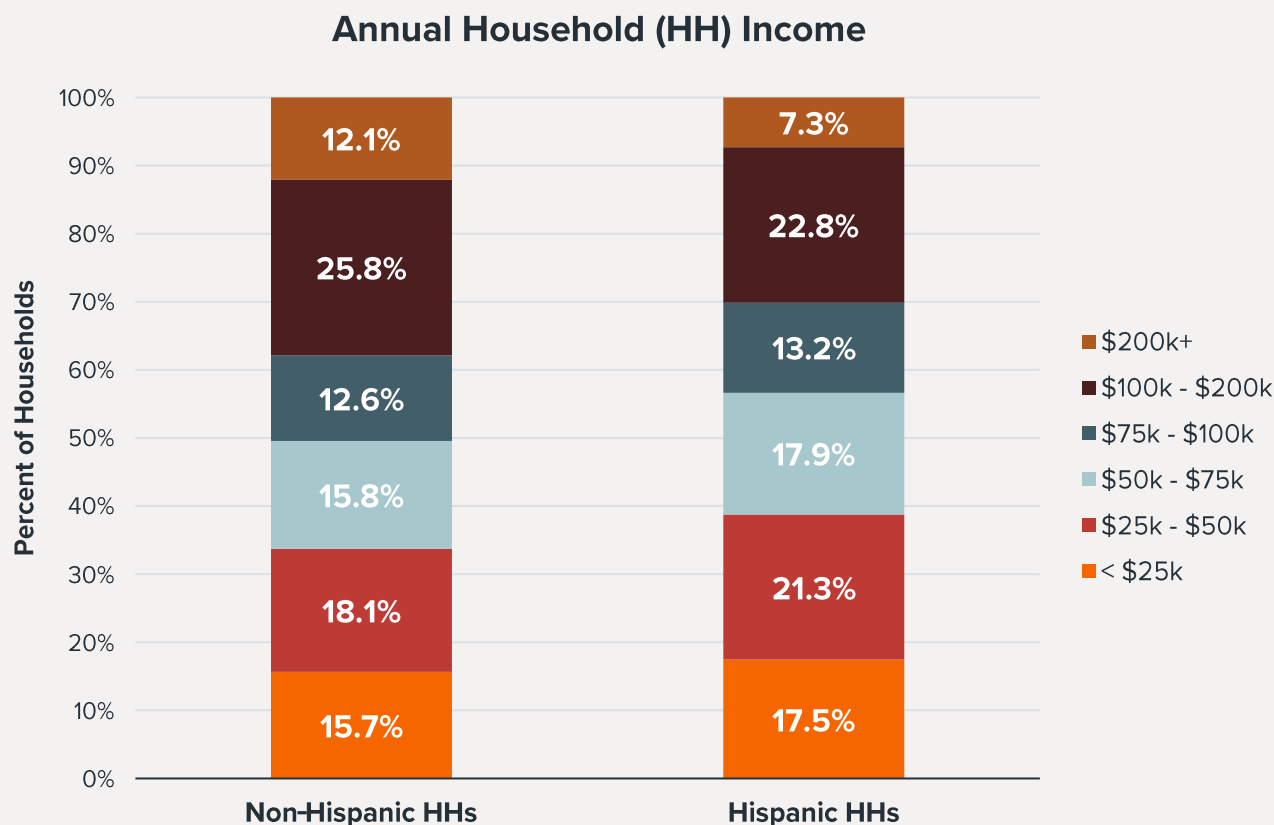
Top 20 DMAs By U.S. Hispanic Population vs. Growth (2010-2024)



2024 U.S. Hispanic Population Distribution by DMA



Source: Claritas Pop-Facts® 2024



Source: Claritas Pop-Facts® 2024

Between 2023 and 2024, we see a significant positive shift in income distribution among Hispanic households (HHs) in the U.S. Specifically, it is evident that incomes for Hispanic households were on the rise in the upper income brackets, while the percentage of Hispanic households in lower income ranges has decreased. This change reflects an encouraging trend in economic advancement within the Hispanic community.

In 2023, 18% of Hispanic HHs had incomes below \$25k - this will decrease to 17.5% by 2024, signifying improved economic conditions for many. The most notable improvement will be in the \$100k to \$200k income bracket, which will rise from 21.7% in 2023 to 22.8% in 2024. Additionally, the highest income bracket of \$200k+ will see growth among Hispanic HHs from 6.6% to 7.3%, showcasing upward mobility for some Hispanic households.

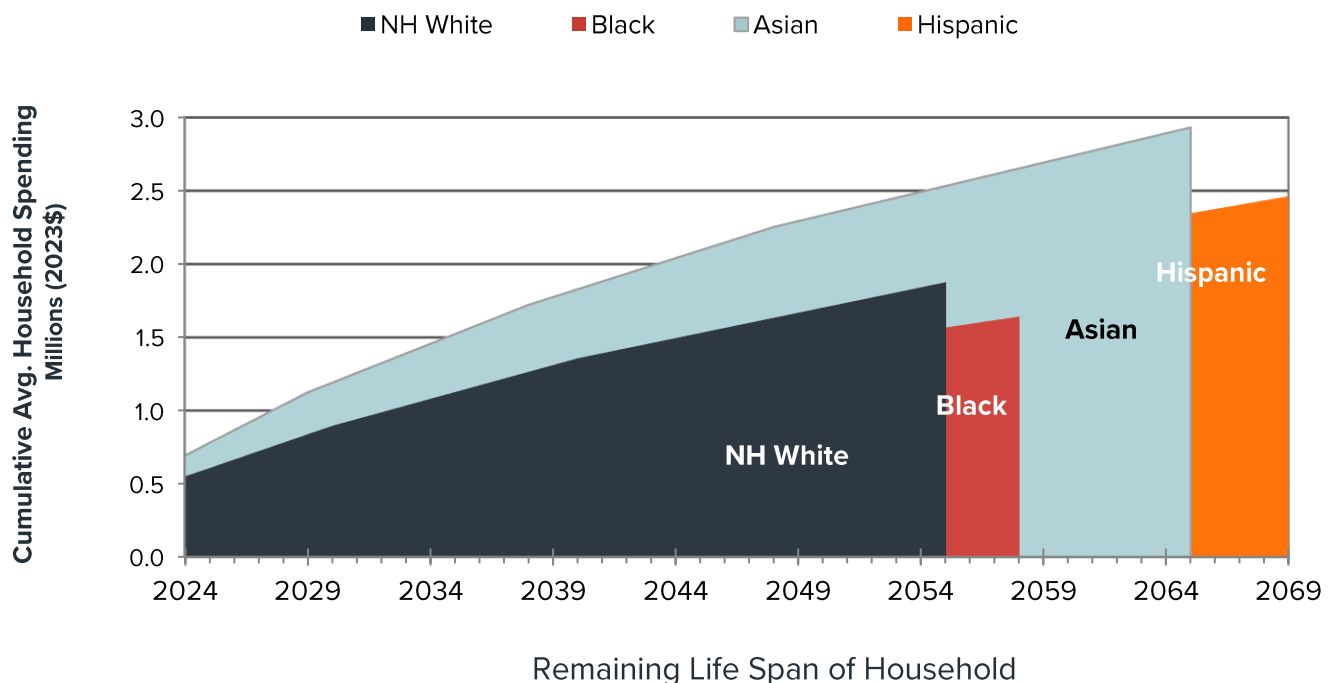
Overall, the data from 2023 and 2024 illustrate a promising trend of increasing incomes for Hispanic households. This suggests that Hispanic families are making significant strides towards achieving financial security and prosperity, which is a positive sign of socioeconomic progress within the community. There are, however, indications that this increase in household income has not kept pace with inflation over the past year or two.



There are several factors that make Hispanic HHs an attractive segment to target when considering **lifetime value (LTV)**, including higher average annual household spending in categories like food at home & apparel because Hispanic HHs have more people than the average U.S. HH. Hispanics also tend to be younger than the U.S. average, so they have more remaining years of spending than the average U.S. HH.

Using Claritas consumer spending data and statistics from the NIH & CDC, we project that **the average Hispanic HH will spend almost \$2.5M over its remaining lifetime.** That is significantly more than average U.S. HHs over their remaining lifetimes.

Average Household Consumer Expenditures



Source: Claritas CSDx 2023



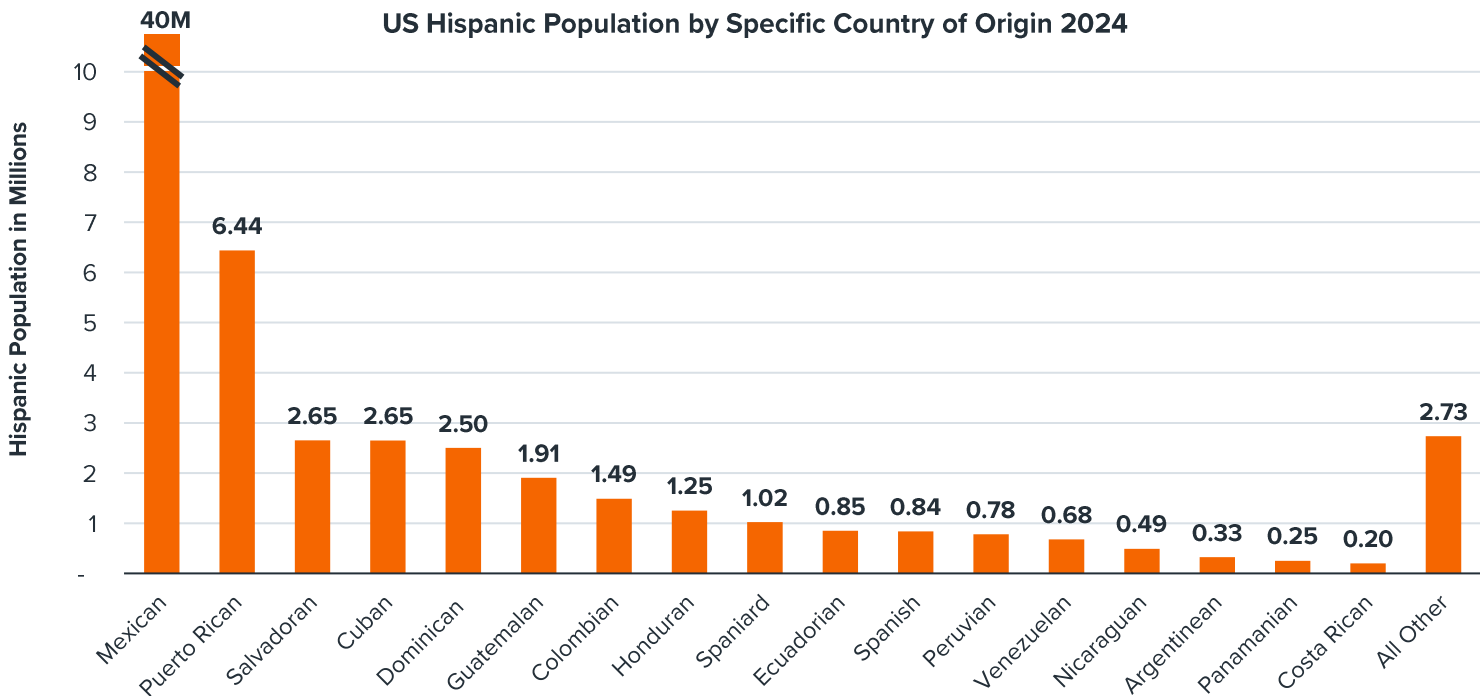
Country of Origin Matters

Hispanics constitute a diverse and multifaceted group, with a rich tapestry of dialects, traditions, and ancestral influences. These factors, including their varied language preferences, significantly shape their consumer behaviors. To successfully engage with Hispanic audiences, it's crucial to acknowledge their diverse backgrounds and language preferences. There are more than 62 million Hispanics age 5+ in the U.S.

Among them:

- 30.8% are English dominant
- 40.7% are English preferred
- 12.2% are bilingual
- 10.3% are Spanish preferred
- 6% are Spanish dominant

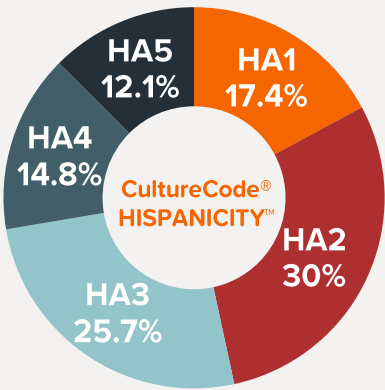
To connect effectively with this audience, businesses should aim not only for language proficiency but also cultural resonance and authenticity. It's about going beyond language and delving into the heart of their unique cultures and traditions.



Source: Claritas Pop-Facts® 2024

CultureCode® HISPANICITY™

Hispanicity™ is a Claritas CultureCode® measuring the degree to which people of Hispanic heritage in the United States retain elements of their Hispanic culture while they acquire elements of American culture. Hispanicity can be dimensionalized by various characteristics, including country-of-origin, life stage, socioeconomic status, income, media usage and a variety of shopping behaviors.



In 2023, 47.4% of the U.S. Hispanic population classified as being more acculturated (HA1s and HA2s).

Source: Claritas Pop-Facts® 2023

CultureCode applications are used to segment consumers by cultural group, helping you understand preferences and usage across culturally diverse segments to realize market share gains. CultureCode segments help you identify specific channels based on preference by cultural group, tailor store presence to consumer preferences within a trade area or market and determine the potential of consumer segments across product categories.



Adoption of mainstream society's values and beliefs

Retention of values and beliefs from one's own culture

HA1 (Americanizado)	HA2 (Nueva Latina)	HA3 (AmBi-Cultural)	HA4 (Hispano)	HA5 (Latinoamericana)
17.4%	30%	25.7%	14.8%	12.1%
English dominant (nearly no Spanish); Born in U.S.; 3rd+ generation. Few Hispanic cultural practices.	English preferred (some Spanish); Born in U.S.; 2nd generation. Some Hispanic cultural practices; often "retro-acculturate".	Bi-Lingual (equal or nearly); Immigrant as child or young adult. Many Hispanic cultural practices.	Spanish preferred (some English); Immigrant as adult; in U.S. 10+ years. Pre-dominant Hispanic cultural practices.	Spanish dominant; Recent immigrant as adult (less than 10 years ago). Primarily Hispanic cultural practices. Identify with home country more than U.S.

Source: Claritas Pop-Facts® 2024



Consumer Lifestyle Behaviors And Preferences By Industry

Over the next several pages, we will leverage Claritas' deep understanding of multicultural consumers and share with you some fascinating insights on the Hispanic consumer and how lifestyles and consumer behaviors can vary by race & ethnicity.

1. **TECHNOLOGY**
2. **FINANCIAL**
3. **AUTO**
4. **GROCERY**



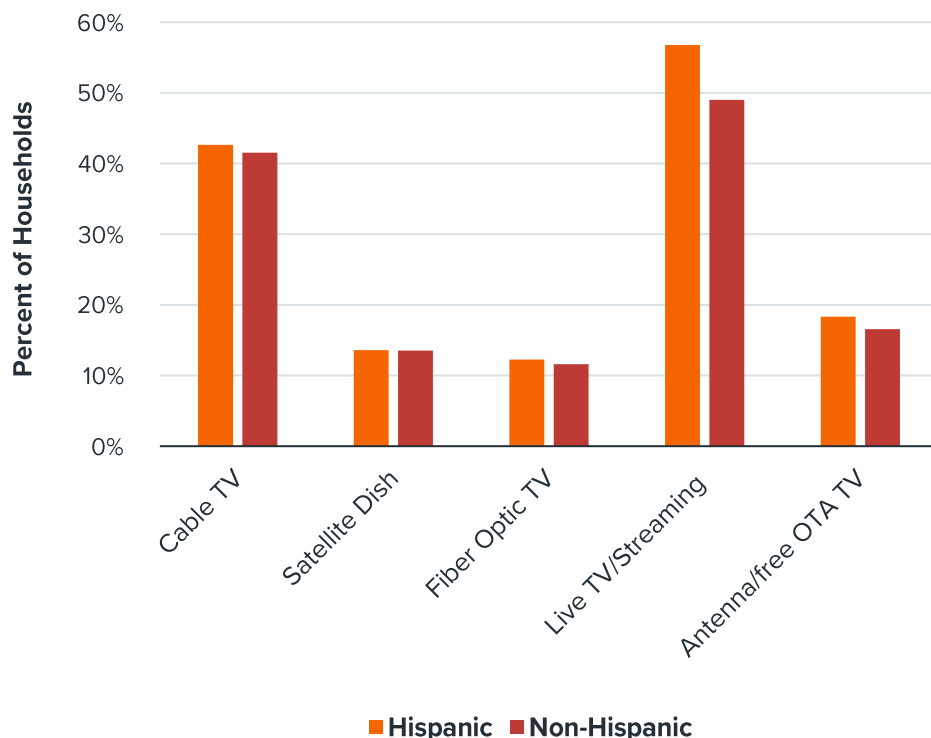


Know the Technology Usage and Behaviors of Hispanic Customers

Claritas Technology Behavior Track survey data provides a unique look into consumer behaviors and preferences across a wide range of technology products and services, including usage, customer satisfaction, decision motivators, switching behaviors and more. This helps marketers know more about why they buy.

Claritas delivers these insights in a variety of formats from respondent data files, custom reports, segmentation profiles, analytics projects or our online platforms.

What type of TV service does your household have?



When it comes to TV service choices, a significant 56.8% of Hispanic households are embracing Live TV/Streaming services.

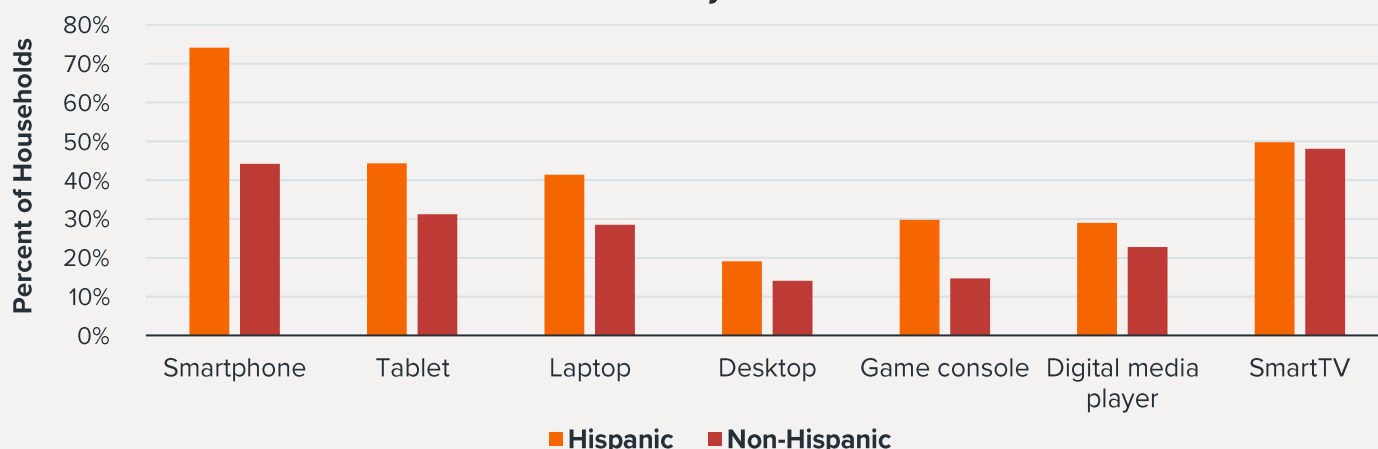
As cable TV wanes in popularity, people are turning to CTV/OTT devices for a more flexible viewing experience. Some prefer live TV on CTV/OTT for real-time events like sports and news, while on-demand streaming through platforms like Netflix and Disney+ offers an extensive library of content that viewers can enjoy at their convenience. This shift provides greater control and personalization in the transition from cable TV to CTV/OTT.

Source: Claritas Technology Behavior Track 2023

A significant majority of Hispanics (74.1%) compared to non-Hispanics (44.2%) reported watching TV shows or movies using their smartphones. In fact, there was significantly higher levels of usage among Hispanic respondents across most categories.

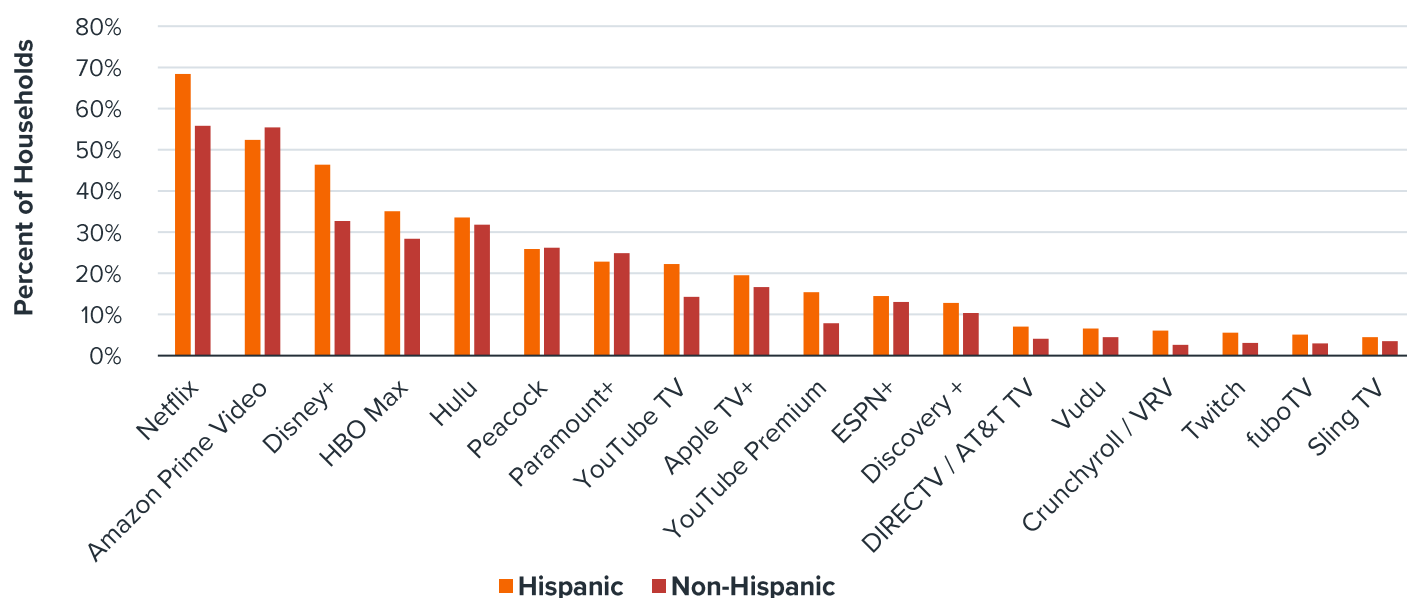
Pro-tip: To effectively reach Hispanic consumers, prioritize mobile-friendly content and advertising strategies, as a substantial 74.1% of Hispanics watch TV shows and movies using smartphones.

Which electronic devices do you use to watch TV or movies?



Netflix, Amazon Prime, Disney+, Max and Hulu are most popular among Hispanic households. Most Hispanic households (53%) use both mobile data and home Wi-Fi for streaming, with another 31% using mobile data only. Among Hispanics, TV remains the preferred device for streaming, followed by smartphones.

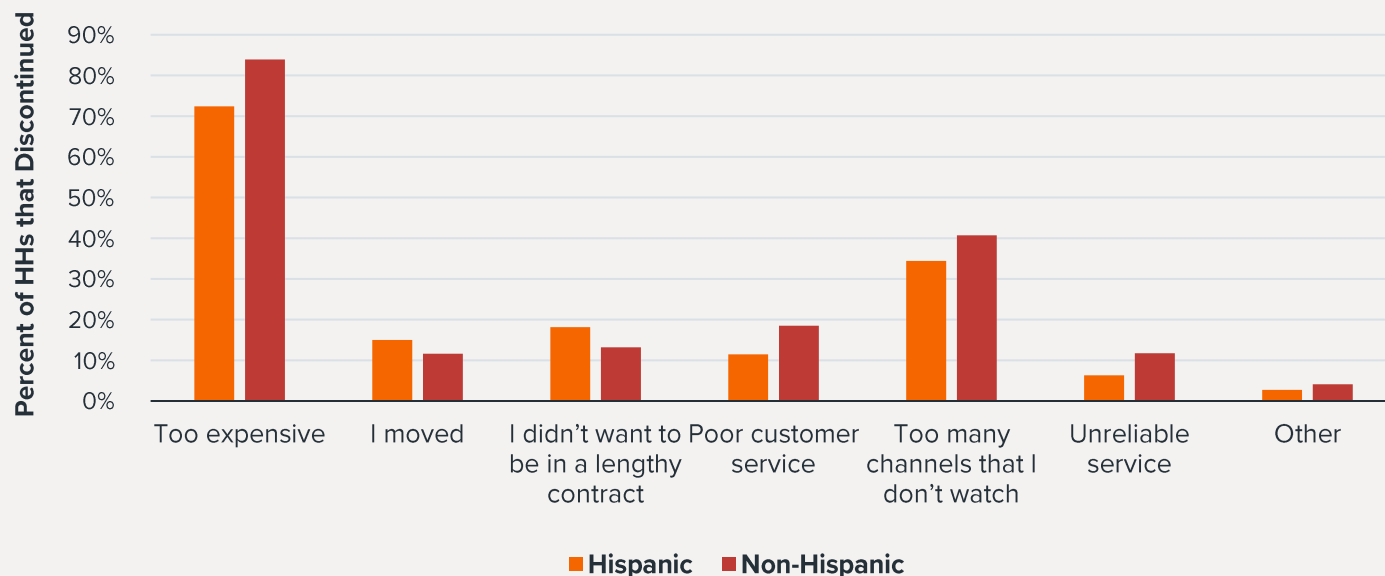
Which streaming video services does your household subscribe to?



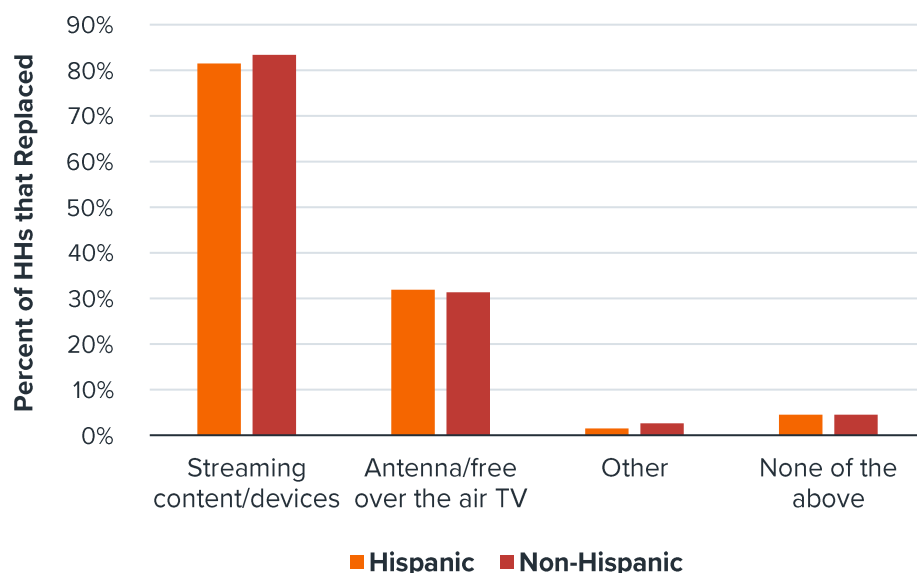
Source: Claritas Technology Behavior Track 2023

Both Hispanic (72.4%) and non-Hispanic (83.9%) respondents cited cost as the main reason for discontinuing their Cable/Satellite/Fiber Optic TV service. However, there are variations in the other reasons cited, with Hispanic respondents more likely to avoid a lengthy commitment, while non-Hispanics were more likely to cite service-related reasons.

Reasons households discontinued Cable/Satellite/Fiber Optic TV



Did you replace your Cable/Satellite/Fiber optic TV service with any of the following?

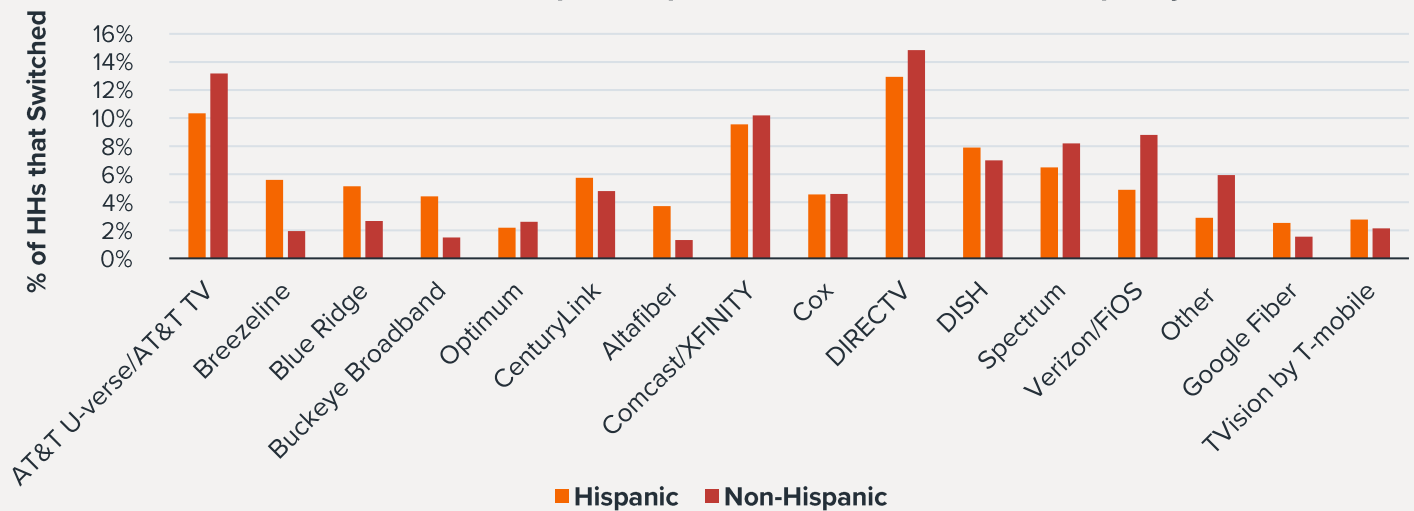


Most Hispanic households that have replaced their traditional TV service over the past year have switched to **Streaming content /devices such as Advanced TV options like CTV/OTT.**

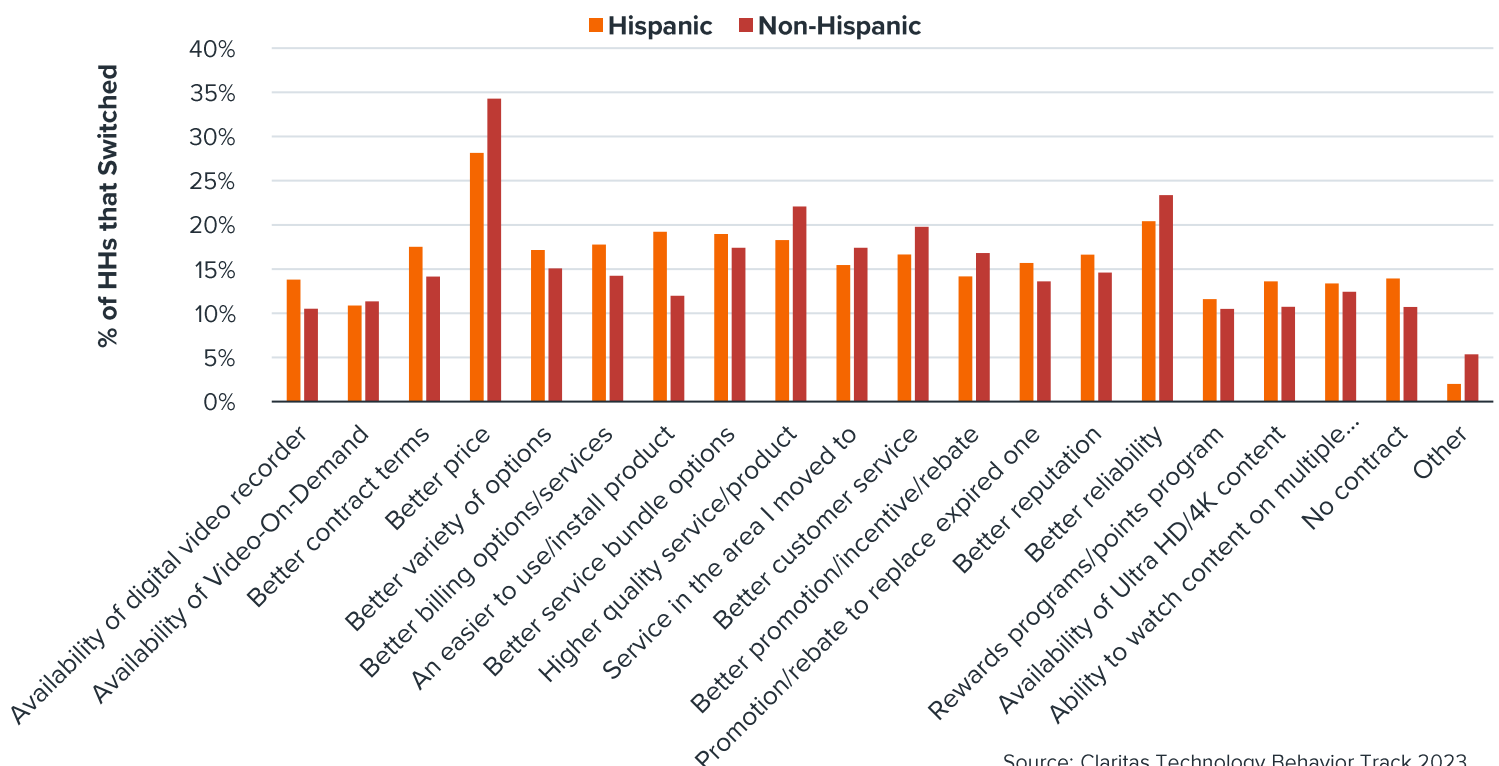
Source: Claritas Technology Behavior Track 2023

There are some variations in switching rates between Hispanic and non-Hispanic households for specific TV providers. However, for most providers, the switching rates were relatively similar between the two groups. Breezeline, Blue Ridge, Buckeye Broadband, Altafiber, CenturyLink, DISH, Google Fiber and TVision saw higher rates of switching by Hispanics. Many of the reasons for switching that were more popular among Hispanics related to subscription/contract terms as opposed to service-related issues which were more popular among non-Hispanic households.

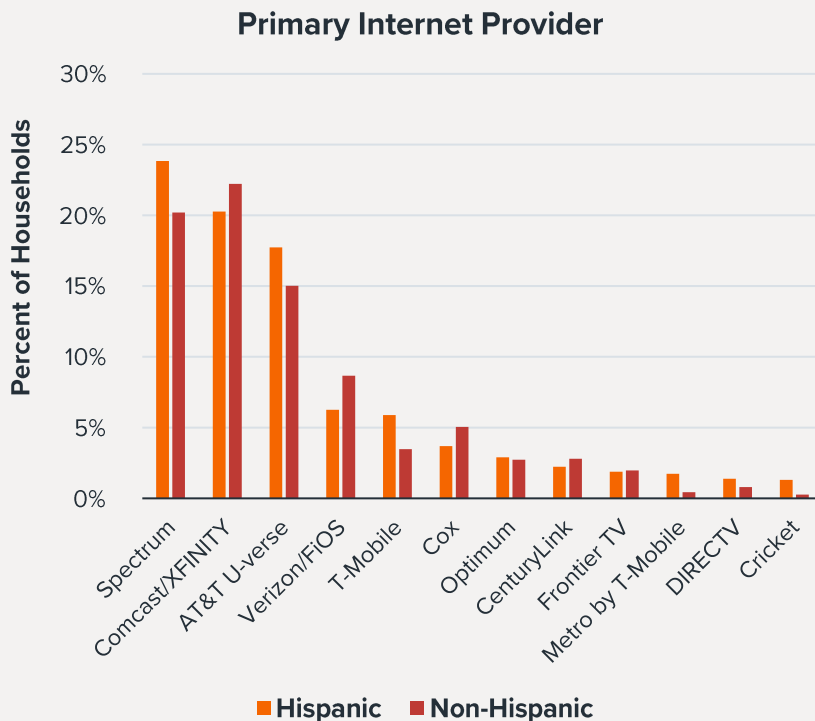
Cable/Satellite Dish/Fiber Optic TV provider switched from in the past year



What were the top reasons that led you to switch to your current TV provider?



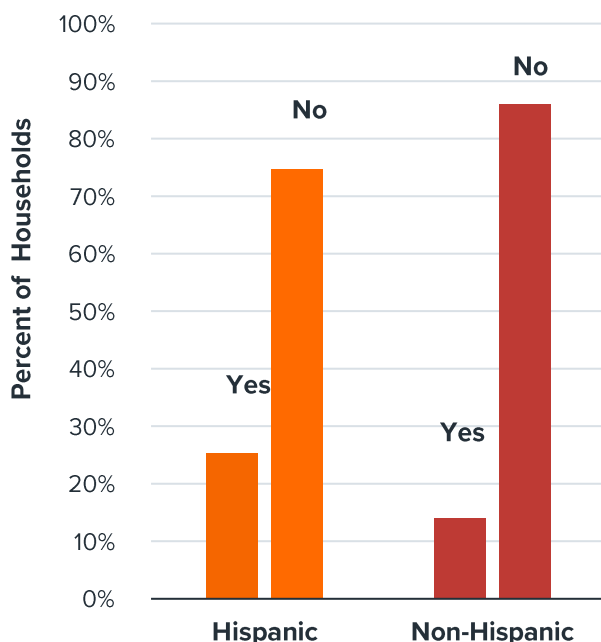
Source: Claritas Technology Behavior Track 2023



Hispanic households exhibit varying preferences when it comes to their choice of primary internet providers. Spectrum is very popular among both Hispanic and non-Hispanic households, with 23.8% of Hispanic households compared to 20.2% of the non-Hispanics now using it as their primary internet provider. AT&T U-verse is also very popular with 17.7% of Hispanic households using it as their primary internet provider compared to 15% for non-Hispanic households.

T-Mobile, Metro by T-Mobile & Cricket are also more favored by Hispanics, suggesting that at least 9% of Hispanic HHs are using their mobile provider as their primary ISP, compared to 4% of non-Hispanic HHs.

In the past year, did you switch from a previous Internet provider to your current provider?



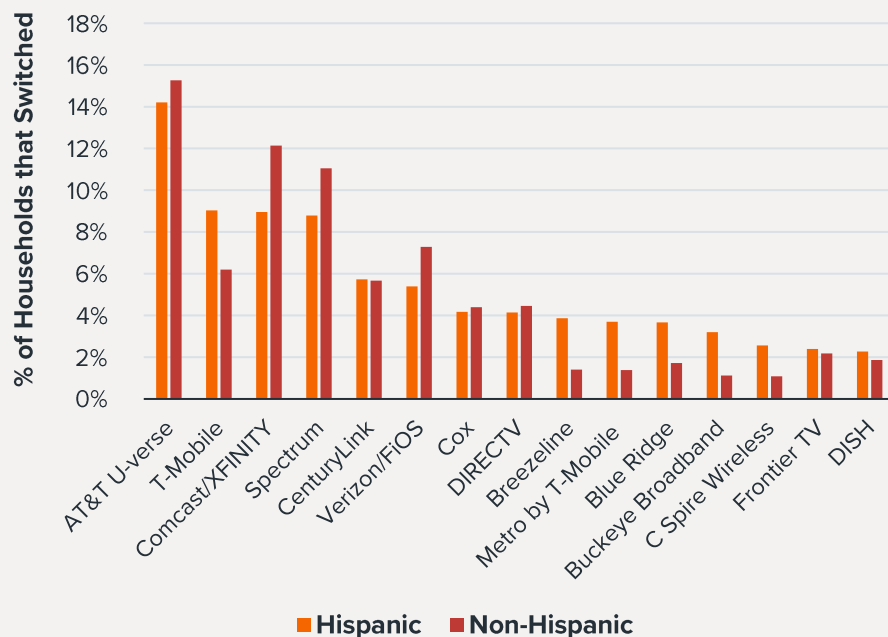
Hispanics are more likely to have switched Internet providers than non-Hispanic households. Approximately 25.3% of Hispanics switched from their previous Internet provider in the past year, while only 14% of non-Hispanic households did the same.

The reasons cited for switching Internet providers are very similar to the reasons cited for switching TV providers – issues related to subscription/contract terms were more popular among Hispanic switchers while service-related issues were more common among non-Hispanic households.

Pro-tip: To address this segment of households who frequently switch Internet providers, companies should focus on offering competitive pricing, transparent billing, and exceptional customer service. Providing flexible contract options and service bundles will also help attract and retain Hispanic subscribers.

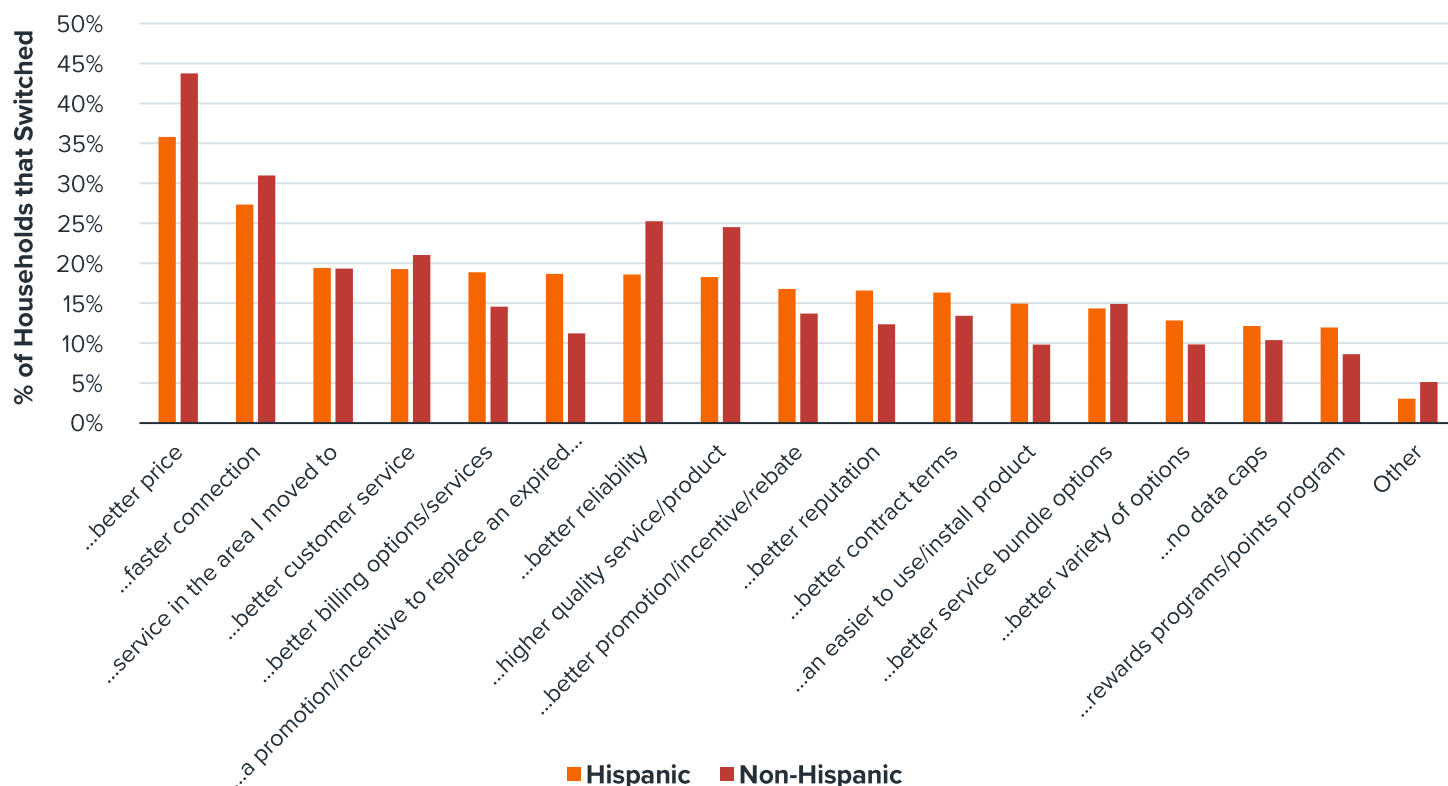
Source: Claritas Technology Behavior Track 2023

Internet provider switched from in the past year

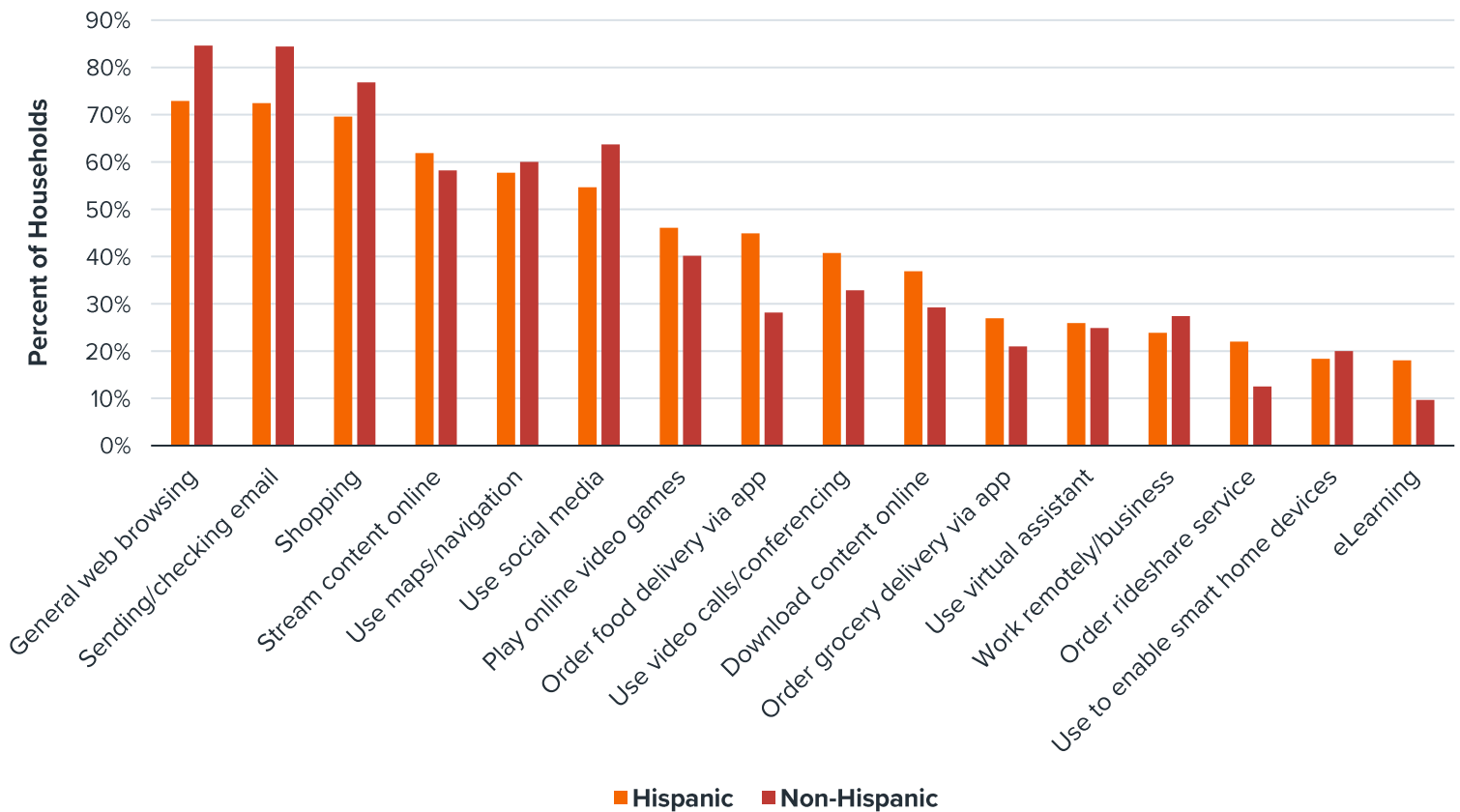


Hispanics exhibited a higher switching rate from T-Mobile, with 9% having switched compared to a 6.2% of non-Hispanics. Similarly, for Breezeline, Hispanics had a higher switching rate of 3.9%, while non-Hispanics had a lower rate of 1.4%. Metro by T-Mobile and Blue Ridge also saw higher switching rates among Hispanics, at 3.7% each, compared to 1.4% and 1.7% among non-Hispanics, respectively.

The top reasons that led you to switch to your current Internet provider?



Source: Claritas Technology Behavior Track 2023

What activities do you or anyone in your home do with your devices in a typical week?

The data above show variations in the activities conducted with electronic devices in a typical week between Hispanic and non-Hispanic households. While some activities are common in both groups, there are differences in trends, with certain activities becoming more or less popular in each group. These trends may reflect cultural differences, changing preferences, and evolving technology usage patterns.

Hispanic households (62%) lead compared to non-Hispanic households (58%) for streaming content online. Hispanics also are more likely to:

- Play online video games
- Order food/groceries delivery via apps
- Use video calls/conferencing
- Download content online
- Order rideshare services
- Do eLearning

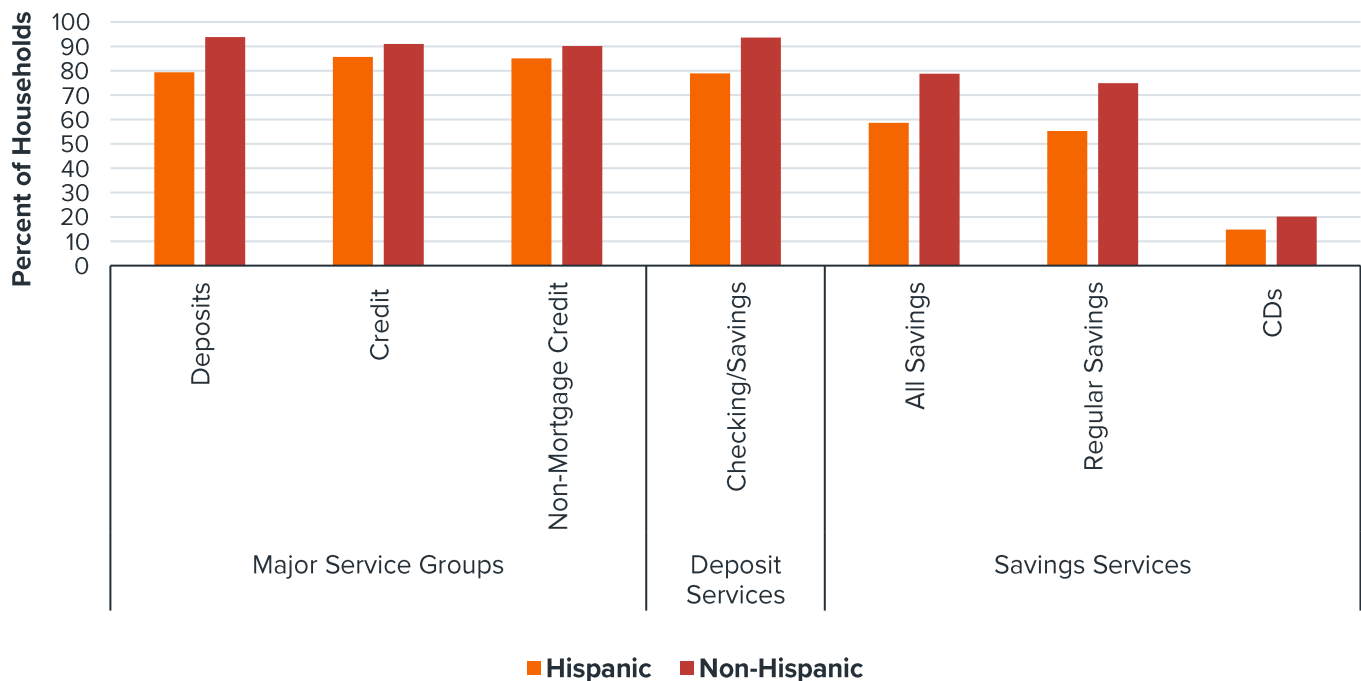
Source: Claritas Technology Behavior Track 2023



Know the Financial Behaviors of Hispanic Customers

Claritas Financial Track is the nation’s largest syndicated survey of household financial behavior. Know more about which financial products households use, balance amounts within those products and where accounts are held. Market changes can be tracked over time to help you identify trends and get ahead of the changing marketplace. Our original research can be used to assist in strategic planning, product development, market sizing and segmentation.

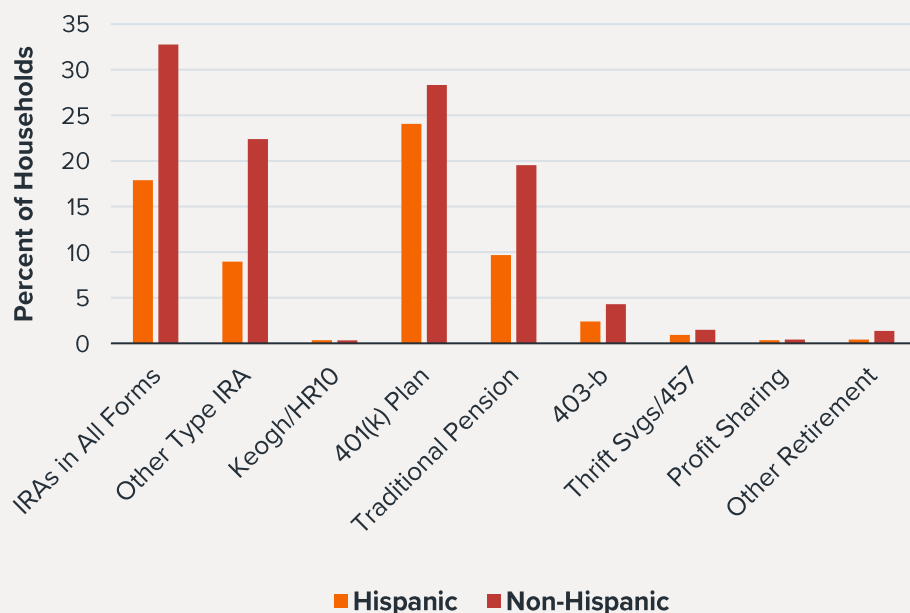
Financial Services Used by Hispanic and non-Hispanic Households



Hispanic households continue to be under-banked compared to non-Hispanic households – this was highlighted in the 2022 edition of the *Hispanic Market Report*. This represents an opportunity for financial services providers of all kinds if they are willing to make an investment to reach and service this valuable, growing segment of the market.

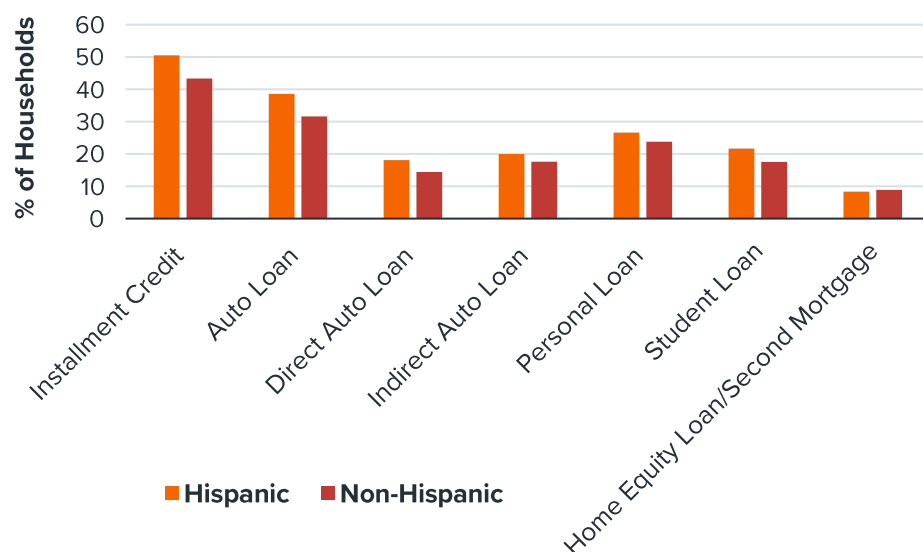
Source: Claritas Financial Track 2023

Retirement Services for Hispanic and non-Hispanic HHs



401(k) plans and IRAs (Individual Retirement Accounts) in all forms have relatively higher participation rates for both Hispanic and non-Hispanic individuals. These services are commonly used for retirement savings by members of both ethnic groups. One potential reason for this prevalence, particularly among Hispanics, could be the increasing focus on financial literacy and education programs, which empower individuals to make informed decisions about their long-term financial security.

Installment Loans for Hispanic and non-Hispanic HHs



Hispanics are most likely to have and use Installment Credit and Auto Loans, with higher percentages in these categories compared to non-Hispanics. Among auto loans, both Direct Auto Loans and Indirect Auto Loans show higher usage rates among Hispanics.

Most of these loans to Hispanic Households are not coming from traditional financial services providers – they come from retailers, auto dealers and (non-bank) student loan providers.

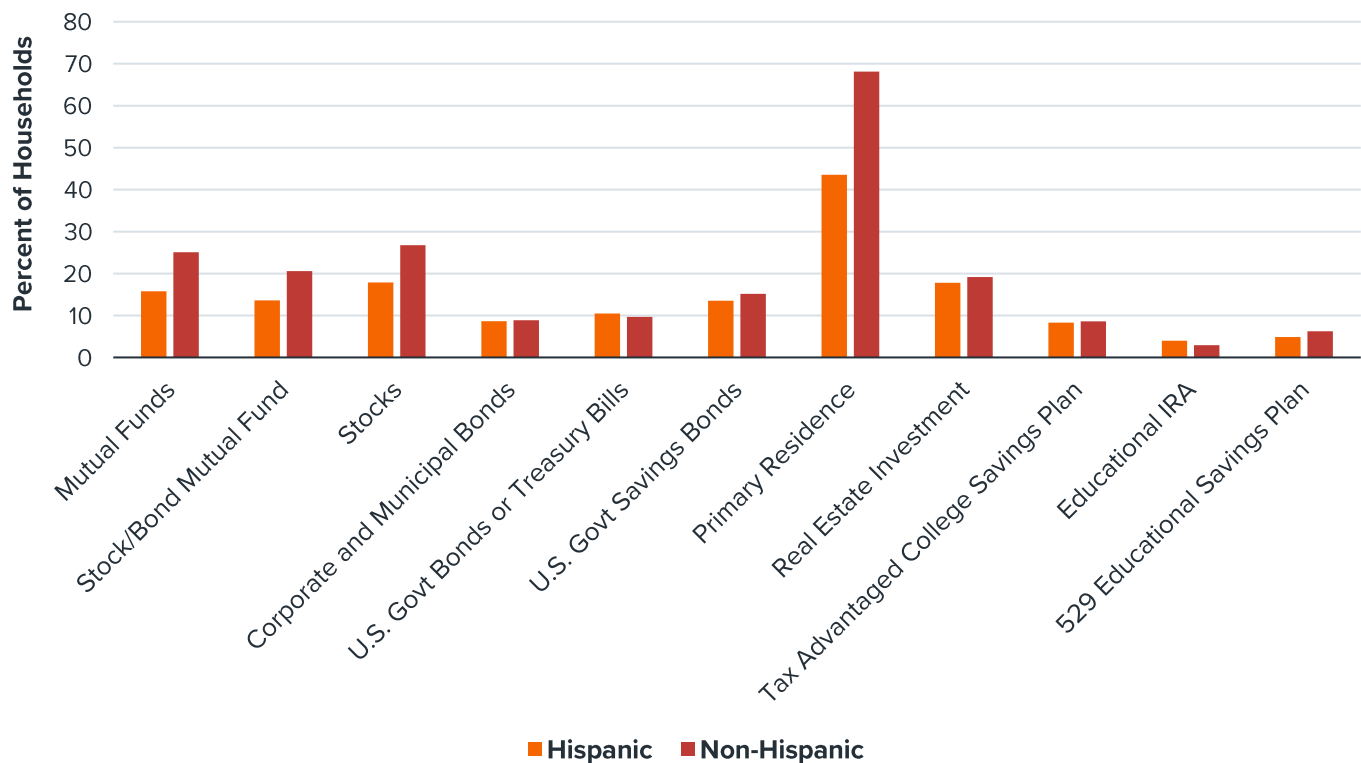
Source: Claritas Financial Track 2023



Types of Investments Held

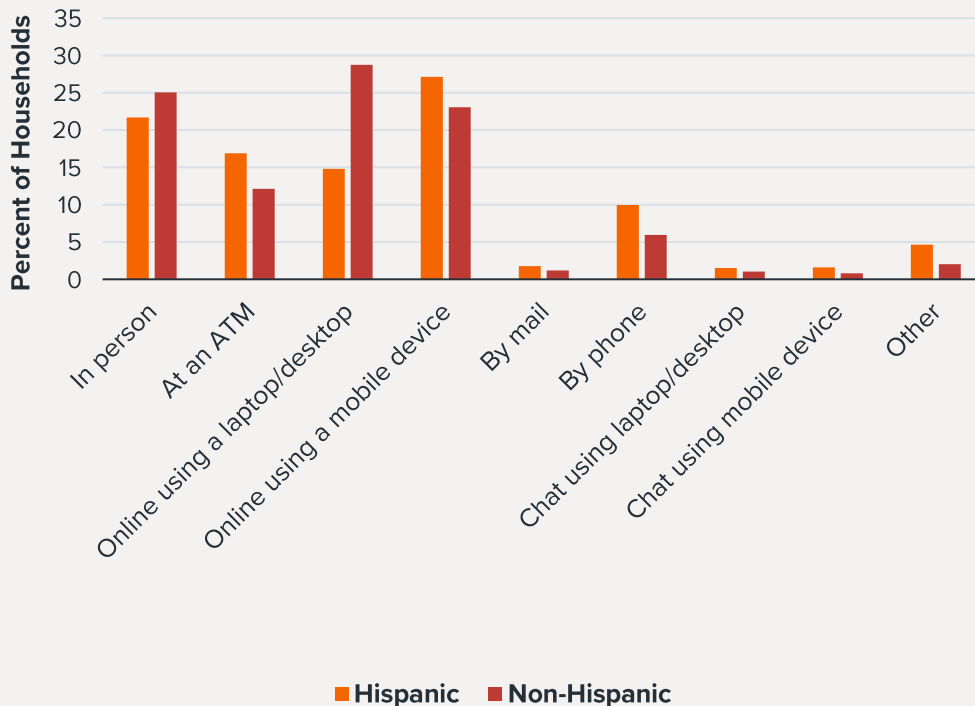
Hispanics are likely to have most of their investment capital tied up in their primary residence or other real estate investments. Among liquid investment types, both Hispanic and non-Hispanic households are more likely to have Mutual Funds and Stocks in their investment portfolios, with higher percentages in these categories compared to other investment types. We also see that Hispanics edge out non-Hispanics in U.S. Government Bonds/Treasury Bills. More than 17% of Hispanic HHs have some form of College Savings Plan/Educational IRA/529 Plan.

Types of Investments Made By Hispanics and non-Hispanics



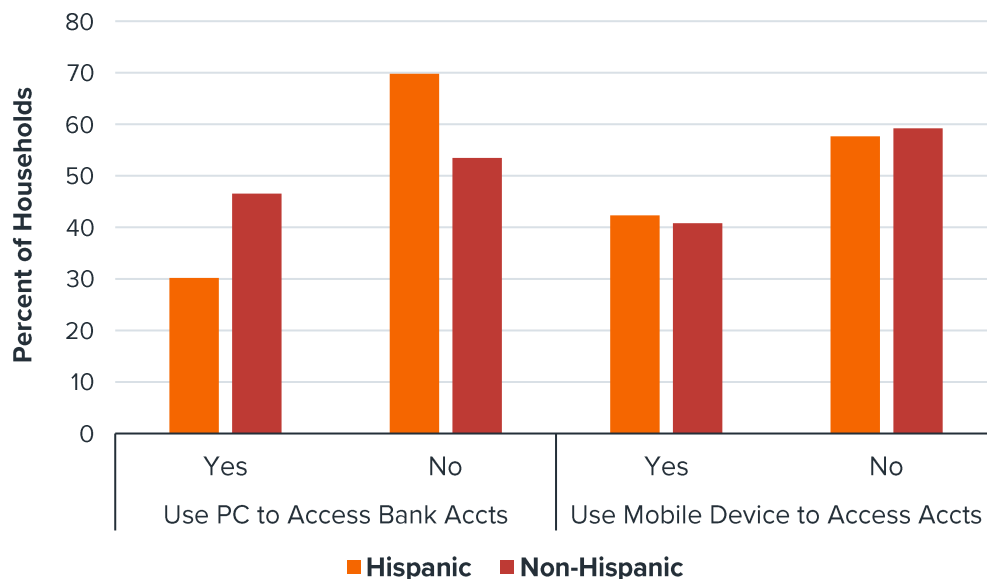
Source: Claritas Financial Track 2023

Preferred Channel to Interact with Financial Institution



Hispanics prefer to interact with their financial institutions Online using a mobile device, with more than 27% of Hispanics indicating this as their preferred method, followed by "In person" interactions at 21.7%. Hispanics also show a preference for online chat using a laptop/desktop or mobile device and "At an ATM" as interaction channels.

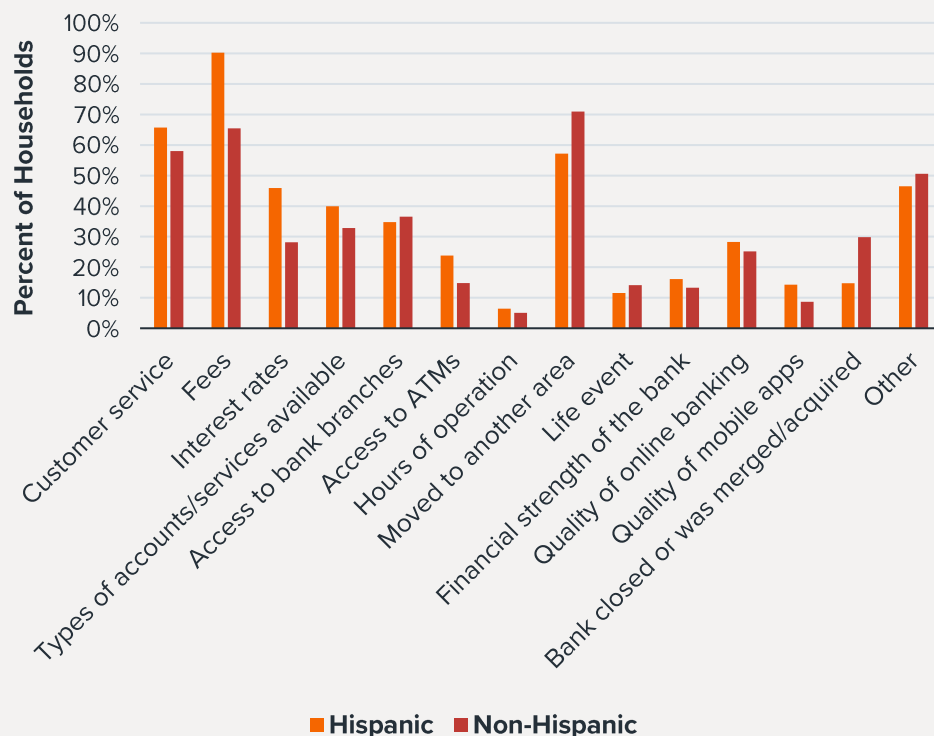
Devices Used to Access Accounts



Hispanics show a clear preference for accessing their bank accounts via Mobile Device, with 42.3% of Hispanics indicating that they use mobile devices for this purpose. On the other hand, PC usage is less preferred among Hispanics, with only 30% using it to access their bank accounts. This is in stark contrast to the preferences of non-Hispanic households.

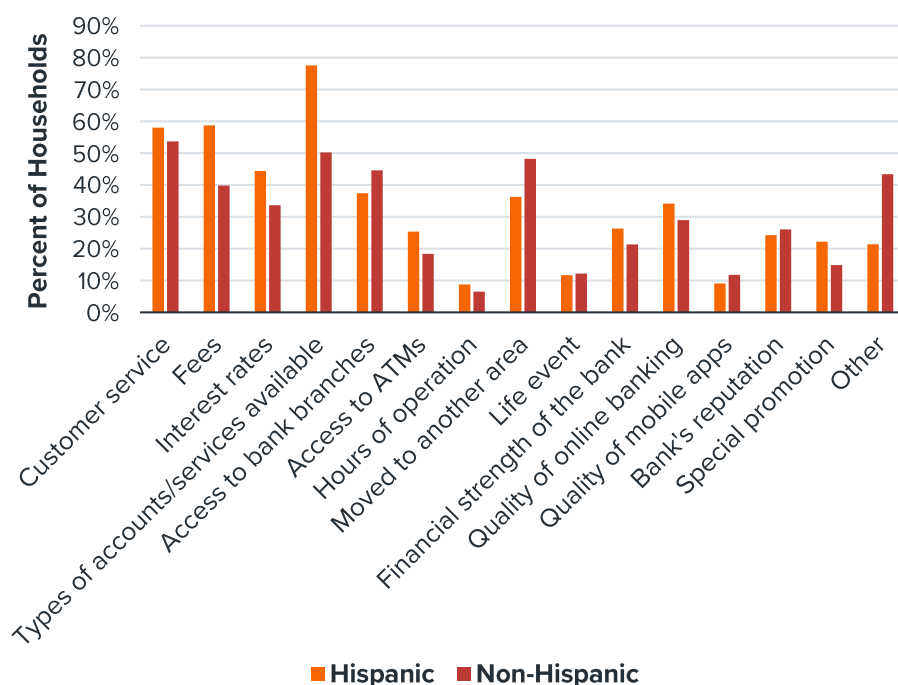
Source: Claritas Financial Track 2023

Why Switched From Previous Primary Institution



The most frequently reported reason that Hispanics switched from their primary financial institution is "Fees," with a significantly higher percentage (90%) compared to non-Hispanics (65%). Customer service is another prominent factor that influenced the decision to switch, followed by relocation to another area. Hispanics also reported switching financial institutions at above average rates for product-related reasons: interest rates and account types as well as ATM/branch access and the quality of the online/mobile banking experience. Banks will need to offer Spanish-language versions of their online/mobile banking apps to attract and retain less acculturated Spanish-preferred customers.

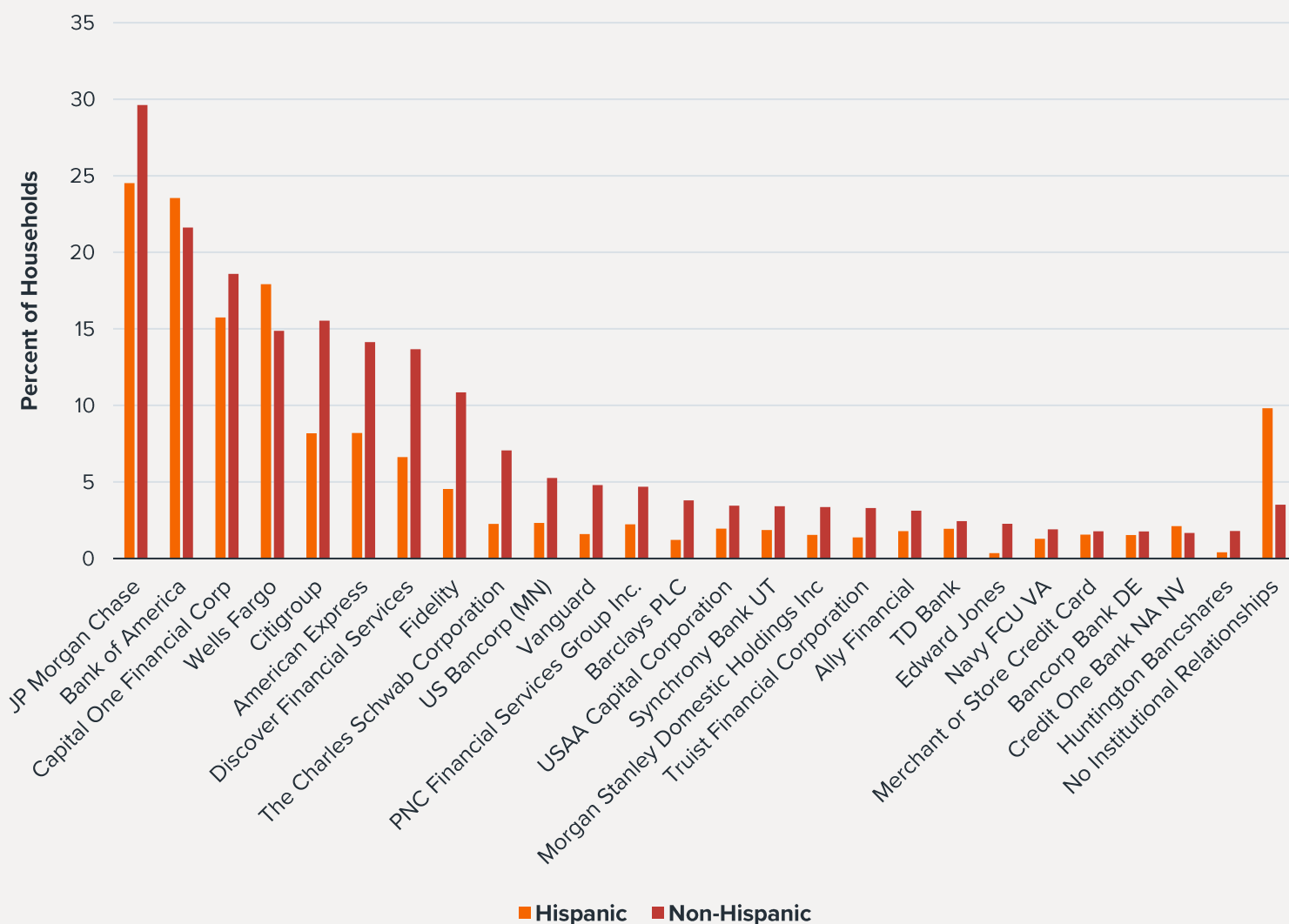
Why Switched To Current Institution



Interestingly, 78% of Hispanics cited product-related factors as their main reason for switching to their current financial institution, compared to 50% of non-Hispanics. Customer service and Fees were virtually tied for second place, followed by relocation. Access to branches was more important for non-Hispanics while access to ATMs was more important for Hispanics. Quality of online banking was also cited by 34% of Hispanics as a reason for switching to their current financial institution.

Source: Claritas Financial Track 2023

Financial Institutions used by Household



In the aggregate, the chart above is a more a reflection of geography than anything else. JP/Morgan/Chase, Bank of America, Wells Fargo & Citibank are the biggest banks in the U.S., all with prominent footprints in California, Texas, Florida & New York – which contain around 58.5% of the U.S. Hispanic population. What is interesting is that Bank of America & Wells Fargo actually have a significantly higher share of Hispanic HHs (23.5% & 18% respectively) than their share of the rest of the market – and they are the only major financial institutions to do so in the U.S. market. To find out why, walk into one of their branches and ask, “¿Habla Español?” or go to their websites or download their mobile banking apps and select the *Español* option. Obviously, that’s not all there is to it – we know that financial institutions must offer the right products and provide good customer service to retain Hispanic customers – but offering Hispanics the option to conduct their banking business in Spanish has become table stakes.

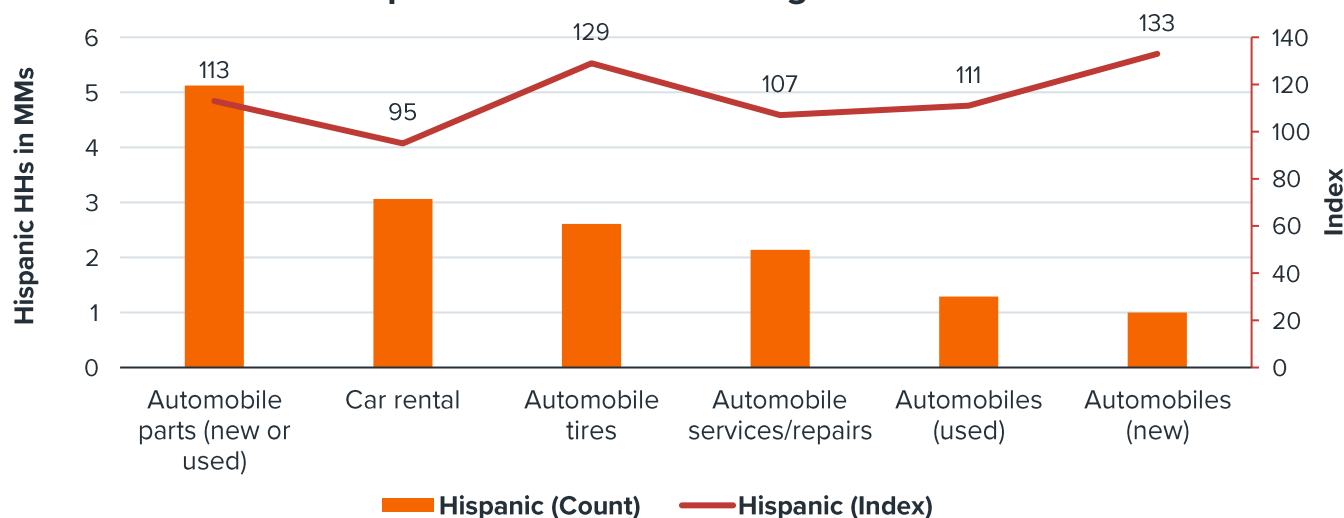
Source: Claritas Financial Track 2023



Know the Consumer Auto Preferences of Hispanics

Know more about the consumer auto preferences of Hispanic households, what projects they've done, plan to do, how much they spend and where they buy their supplies. Market changes can be tracked over time to help you identify trends and get ahead of the changing marketplace. Our original research can be used to assist in strategic planning, product development, market sizing and segmentation.

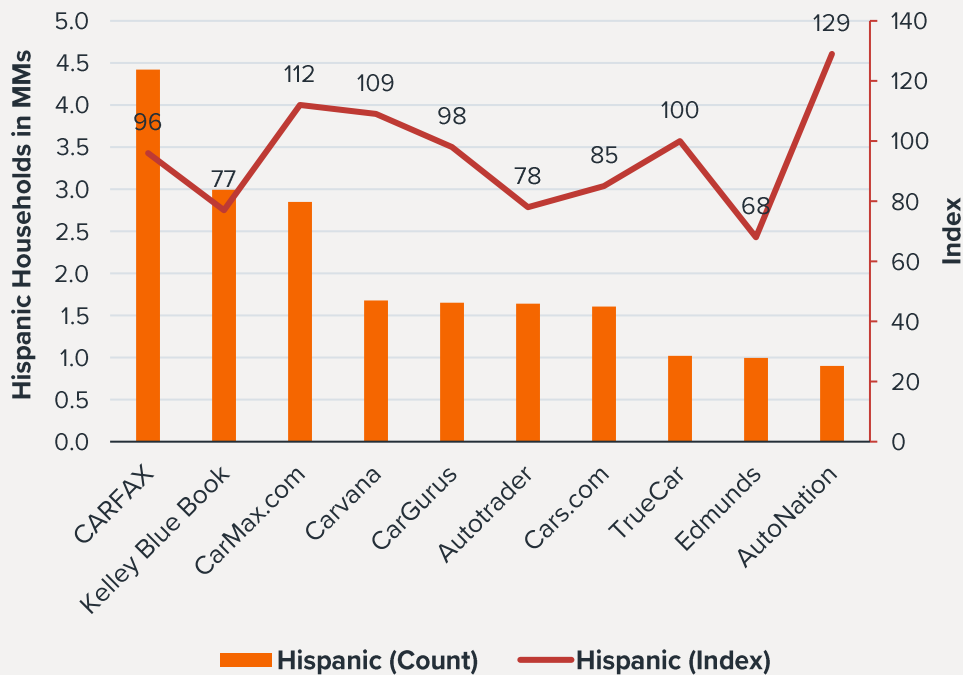
Top automotive items bought online



Based on the data, the most likely automotive items bought by Hispanics on the Internet were "Automobile parts (new or used)" and "Automobile tires". These two categories have notably high counts among Hispanic households, with index values of 113 and 129, respectively. "Automobiles (new)" also shows significant interest among Hispanics, with an index value of 133. To target Hispanic consumers for these online purchases, emphasize the quality, affordability, and wide selection of automobile parts and tires available online. Highlight the convenience of ordering these items from the comfort of their homes, preferably from a website that offers the option to conduct their business in Spanish.

Source: Claritas Consumer Profiles (Nielsen Scarborough), 2023

Apps/websites might use to shop for new/used vehicle

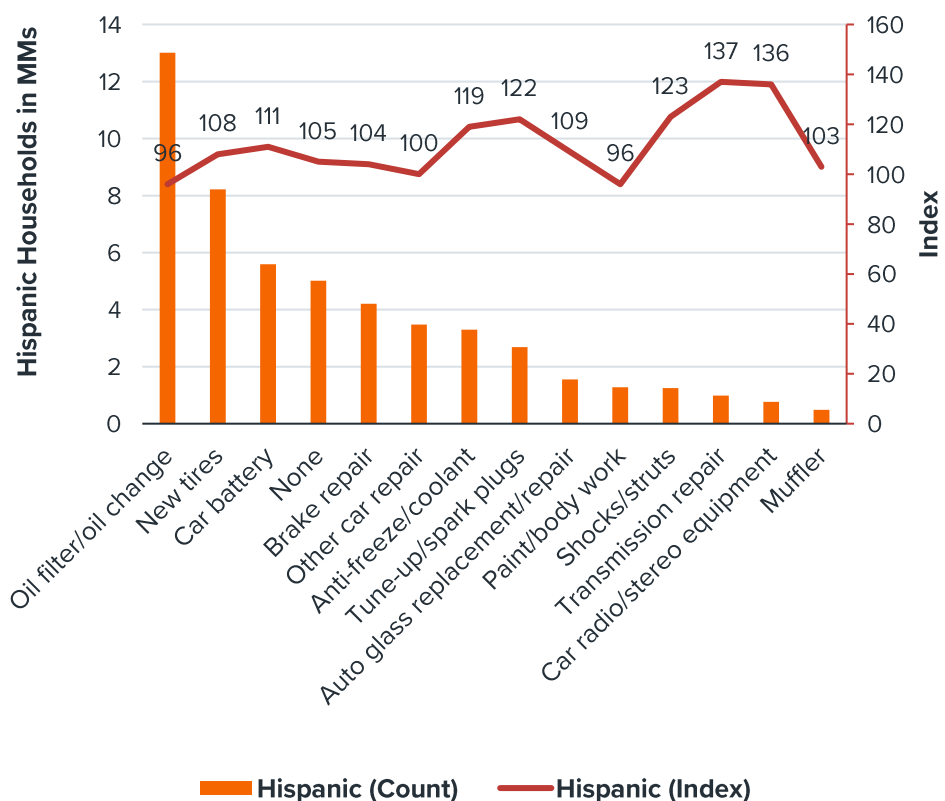


CARFAX is the online service most used by Hispanics to shop for new and used vehicles.

CarMax.com also shows significant usage among Hispanics, with an index value of 112. While AutoNation is not nearly as popular, among Hispanics it is 29% more likely to be used than it is by non-Hispanics.

Pro-Tip: Utilize multiple online platforms to promote vehicle listings and provide comprehensive vehicle history reports. Highlight transparency and trust in the buying process.

Auto repair/service on HHLA vehicle past 12 months

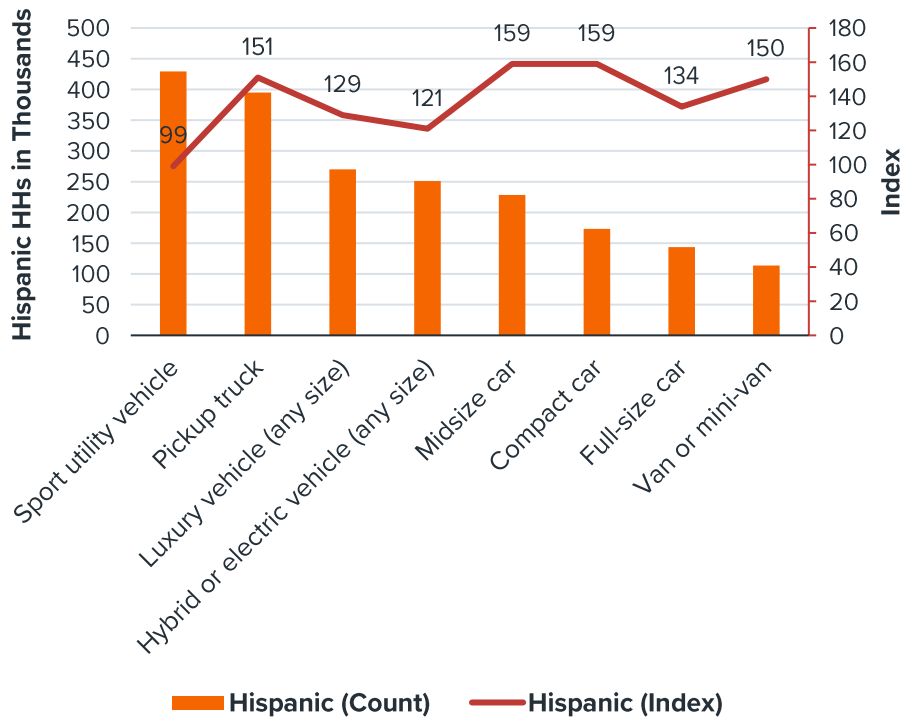


Hispanics are big DIYers when it comes to their automobiles. While it may seem from the chart that Oil Filter/Oil Change is a popular service among Hispanics, the index value for this service is below average for Hispanics – most would rather purchase the Oil/Filter and do it themselves. The only auto-related services for which Hispanics significantly over-index are transmission repair (137), car radio/stereo (136) and shocks/struts (123).

Pro-Tip: Given the data, you should emphasize the availability of quality parts/accessories, especially tires and reliable car batteries. Offer discounts for purchasing both as a package deal.

Source: Claritas Consumer Profiles (Nielsen Scarborough), 2023

Vehicle Hispanics plan to buy new next 12 months



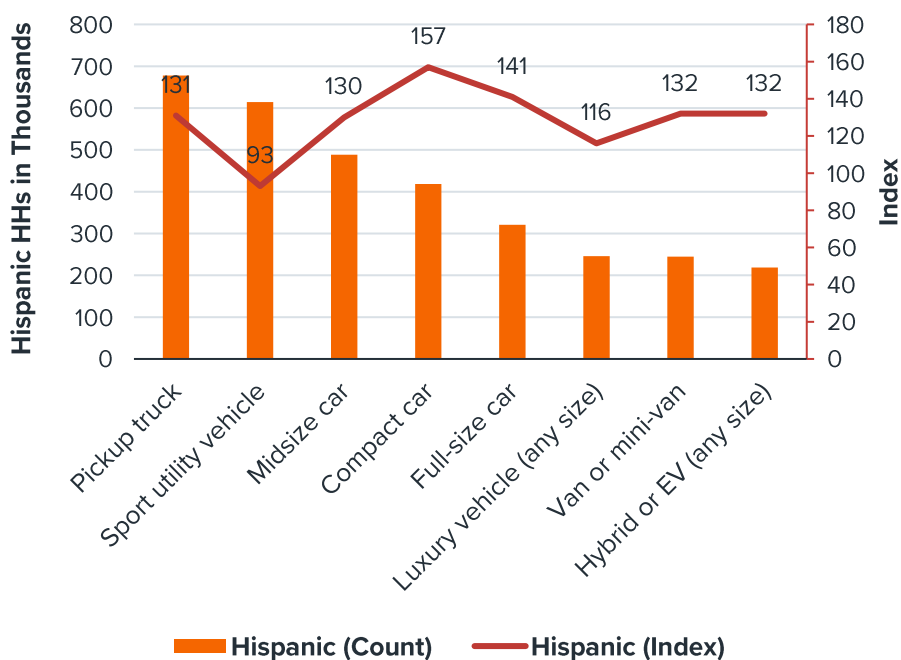
Vehicle Purchasing Intentions – Hispanic Households:

The most common type of vehicle that Hispanic households plan to buy new in the next 12 months is a sport utility vehicle. Pickup truck has the second highest count among Hispanic households, with an index value of 151, indicating strong interest. Pickup truck is also the most common type of vehicle that Hispanic households plan to buy used in the next 12 months.

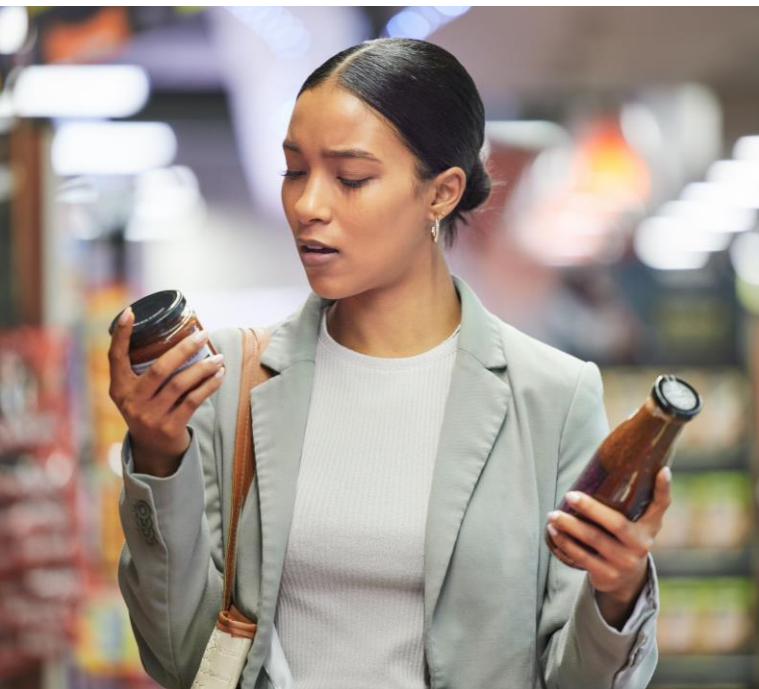
Pickup trucks are seen as symbols of hard work, independence, and providing for one's family, which resonates strongly with many Hispanic households. Additionally, the appeal of pickup trucks for extended family gatherings and the capability to transport larger groups could contribute to their popularity.

By acknowledging the unique needs and values of Hispanic consumers, automotive companies can effectively engage with this demographic and cater to their preferences.

Vehicle Hispanics plan to buy used next 12 months



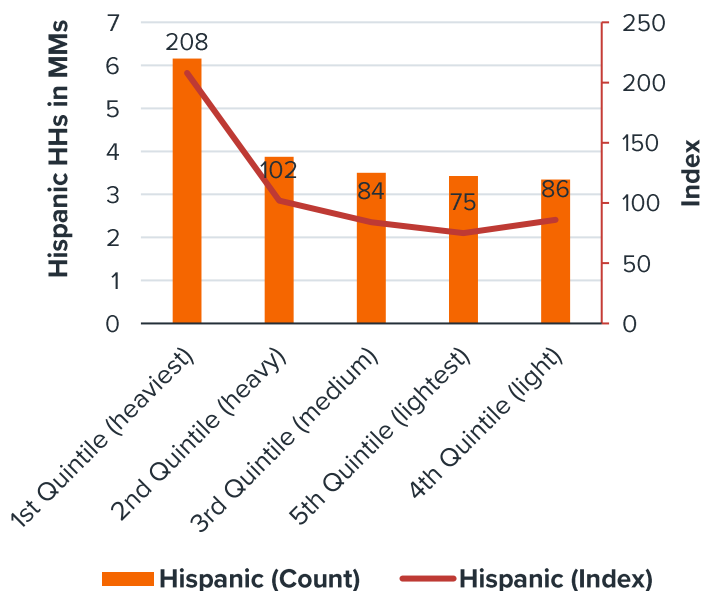
Source: Claritas Consumer Profiles (Nielsen Scarborough), 2023



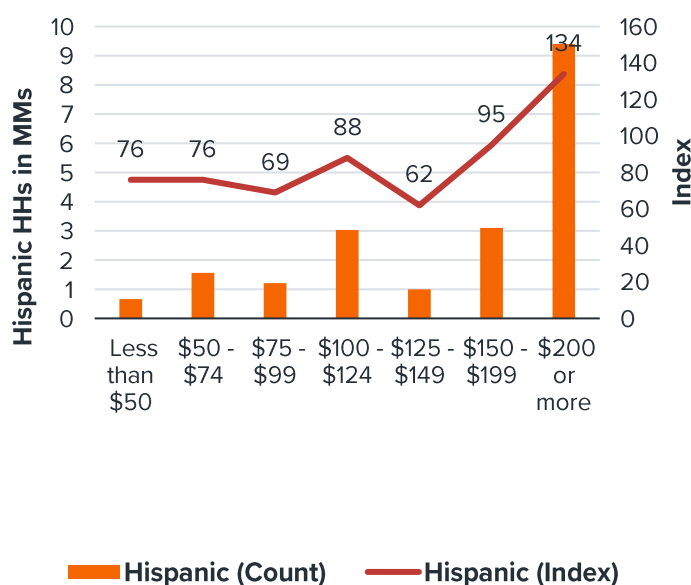
Know the Grocery CPG Preferences of Hispanics

Know more about the grocery preferences of Hispanic households, what stores they shop at, amounts spent, online vs. in-store and more. Market changes can be tracked over time to help you identify trends and get ahead of the changing marketplace. Our original research can be used to assist in strategic planning, product development, market sizing and segmentation.

Amount household spend on groceries



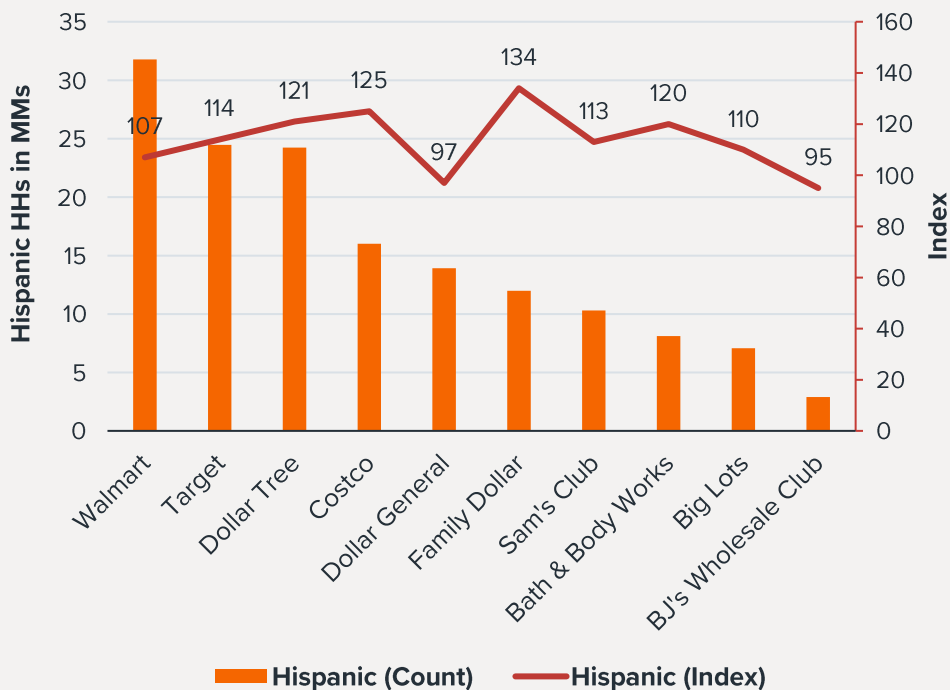
Amount Hispanics spend on groceries/wk



Overall, Hispanic households are distributed across the quintiles, indicating varying levels of spending on groceries within this demographic group. The 1st quintile (heaviest) includes the highest number of Hispanic households (6,158,883), with an index of 208, meaning that Hispanic households are more than twice as likely to fall into the top 20% for spending on groceries. This is likely because Hispanic households tend to have more people than non-Hispanic households, which means more mouths to feed. There may also be a cultural factor among Hispanic households, favoring meals at home rather than at restaurants.

Source: Claritas Consumer Profiles (Nielsen Scarborough), 2023

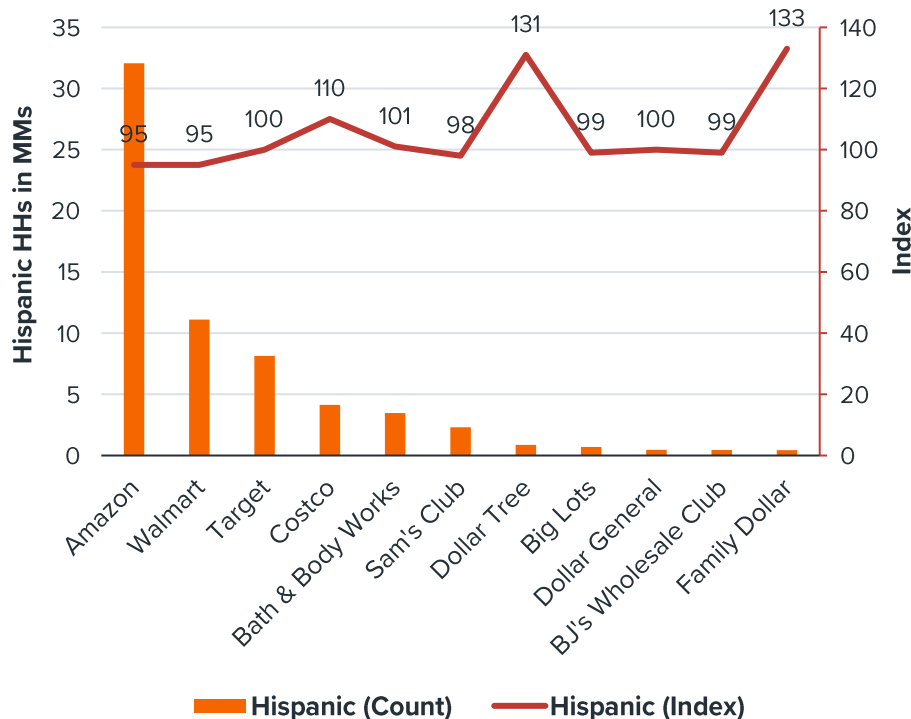
Stores/services shopped in-store



Walmart is the store most frequented by Hispanic consumers for in-store shopping with Target a distant second. Costco (125) and Family Dollar (134) have higher index values, but their combined share of the Hispanic market is still smaller than Walmart's.

These data provide valuable insights for businesses looking to target Hispanic consumers through in-store marketing strategies and promotions. It's important to consider factors such as location, product availability, and pricing to effectively engage with this demographic.

Stores/services shopped online

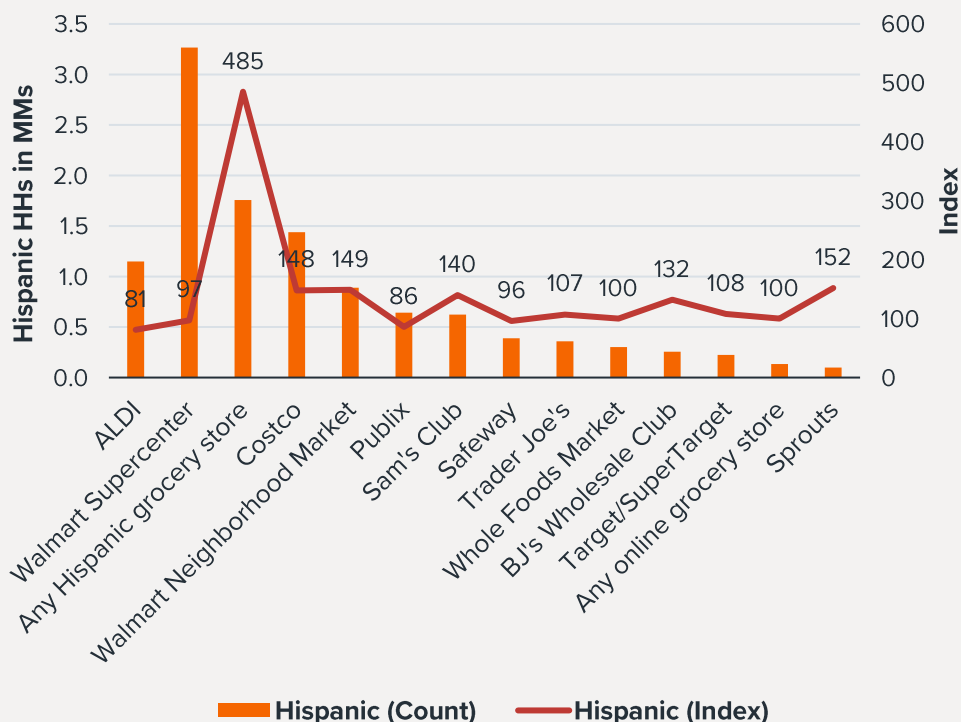


While Whole Foods does not make the top-10 list for in-store shopping by Hispanics, Amazon is by far the most popular online shopping destination for Hispanic consumers, followed by Walmart & Target. It's evident that these online retail giants, along with popular brands like Costco, Bath & Body Works and Sam's Club, attract significant online shopping activity from the Hispanic demographic.

This information is useful for businesses looking to engage with Hispanic consumers through e-commerce platforms and tailor their online marketing strategies to effectively reach this demographic.

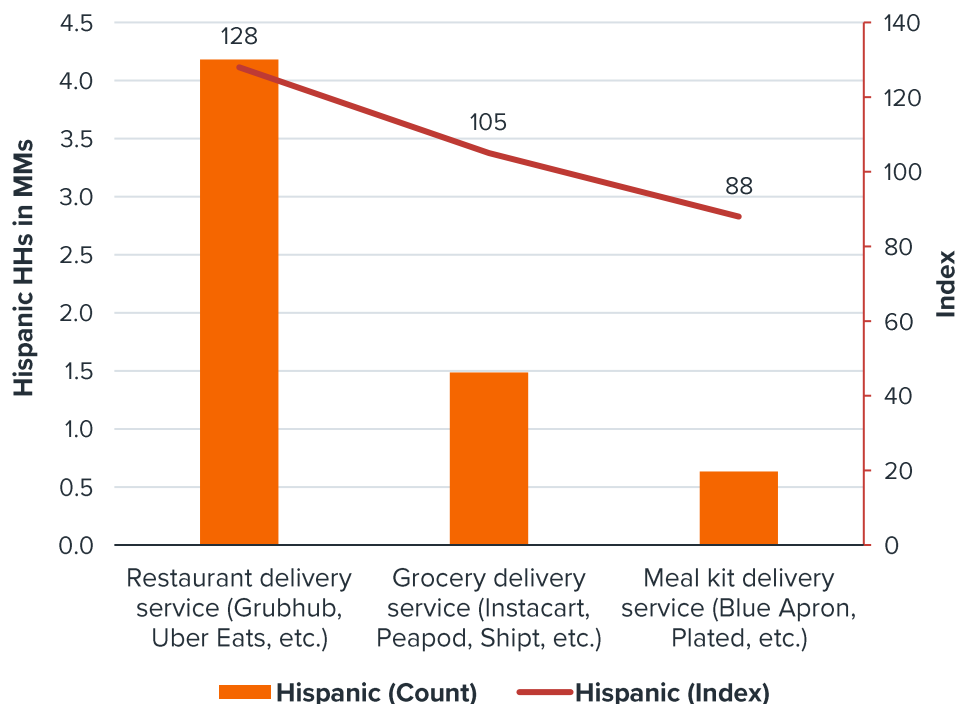
Source: Claritas Consumer Profiles (Nielsen Scarborough), 2023

Grocery stores where most groceries bought



The data highlights that Hispanics make their grocery purchases at a variety of stores, with Walmart Supercenters and Hispanic Grocery Stores being the most popular choices. These stores are followed by Costco, Aldi, Walmart Neighborhood Market. It's also notable that Any Hispanic Grocery Store stands out with a significantly high index value of 485, indicating a strong preference among Hispanics for such establishments. This information can be valuable for grocery retailers aiming to cater to the preferences of the Hispanic market.

Food delivery services used



The data indicates that a significant number of Hispanic households have used restaurant delivery services, with an index value of 128, indicating a higher-than-average usage rate. Grocery delivery and Meal kit services are not as popular among Hispanic households as they tend to prefer to buy and prepare fresh foods themselves.

Understanding the preferences for different food delivery services within the Hispanic demographic can be valuable for businesses in the food service industry. It allows them to target and tailor their services to the specific needs and preferences of Hispanic consumers.

Source: Claritas Consumer Profiles (Nielsen Scarborough), 2023

Channel and Media Preferences

U.S. Hispanics rank in the top quintile (heaviest) for Internet usage with an Index of 131, meaning the best place to connect with Hispanics is through the Digital Media.

- U.S. Hispanics prefer mobile devices, particularly their smartphones. It's important that ad content is responsive and optimized for mobile devices, including video and image sizes, to ensure maximum reach and engagement. When we compare across devices, we see that Hispanics also index highest for iPads and iPhones.
- Hispanics prefer sites/apps like **Google and Amazon** and top social apps like **Facebook, Instagram, and YouTube**. Brands can display advertising, even dynamic video advertising, on each of these channels or on their preferred video streaming site.
- **Audio Streaming:** Hispanics use a wide range of devices, which means brands have the opportunity to engage their attention even when they're not actively viewing a screen. To reach users through devices like smart speakers and headsets that may not be directly observed, consider utilizing audio ads. These ads can be tailored to target users based on their behavior and interests and can be delivered through popular audio streaming channels and platforms such as Spotify, Pandora, and Amazon Music. To maximize the effectiveness of your campaign, ensure that your ads are optimized for audio and are relevant to the listener's interests.
- **Email:** Our data show that email messages sent in Spanish to bi-cultural and less acculturated Hispanics have significantly higher click-through rates (CTR) than when the same offer is sent in English to English-preferred audiences of the same age and income. Of course, you'll need to ensure that the content is mobile-friendly as Hispanics are likely to read the email on their smartphones.

PRO-TIPS for CTV/OTT Advertising:

- **Leverage programmatic advertising:** Utilize programmatic advertising to target specific audiences and deliver ads in real-time on connected TV devices.
- **Use native advertising:** Create native advertising that blends seamlessly with the content being viewed on the TV and is less intrusive, increasing the likelihood of engagement.
- **Utilize interactive ads:** Use ads that allow viewers to interact with the ad using their remote control, increasing engagement and brand awareness.
- **Optimize for big screens:** Ensure that the ad content is optimized for big screens to ensure maximum visibility and impact.

PROTIPS for Social Media:

- **Utilize targeted ads:** Use targeted ads to reach audiences based on demographics, interests, and behaviors, such as online shopping habits or previous purchases.
- **Use influencers:** Partner with relevant influencers in the technology space to reach a wider audience and increase trust in your brand.
- **Utilize retargeting:** Utilize retargeting to deliver relevant ads to consumers who have shown interest in the product or service but haven't yet made a purchase.
- **Engagement rate:** This metric is a key indicator showing how many in your audience commented, liked or shared your ad with others on the social media platform.

About Claritas

Claritas is a data-driven marketing company. With over 10,000 highly-predictive demographic and behavioral indicators and the most comprehensive multicultural data, our proprietary data assets give marketers the most complete understanding of the American consumer.

Our industry-leading Identity Graph unifies data from multiple sources, connecting devices to online behavior in a privacy compliant manner and into the intelligence you need to execute seamless multichannel engagements.

Our multichannel execution solutions coupled with powerful analytics and modeling capabilities will make your marketing more effective and increase the ROI on every dollar.

Targeting the New American Mainstream

To capture multicultural growth opportunities, you must first understand them: their likes, dislikes, preferences, behaviors, etc. These insights let you create personas, tailor messages and promotions specific to their wants and needs. Marketers leverage Claritas' deep understanding of over 147 million multicultural consumers, including ethnicity, acculturation, language at home, lifestyle, consumer behaviors and more. Our solutions are used across local, national and digital markets for smarter targeting, smarter planning and smarter buying to help drive bigger profits.

Multicultural Insights to Shape a Smarter Plan

Data from Claritas can be applied to a wide variety of situations and challenges. Some of the applications are listed below.

- Strategic Planning
- Market Potential Assessment
- Product Development & Positioning
- Database Mining & Modeling
- Retail Site Selection & Distribution
- Marketing Communications & Media Planning
- Promotions & Direct Response
- Market Research: Surveys, Focus Groups, etc.
- Industry Specific Intelligence Applications
- Sales Potential & Forecasting
- Consumer Segmentation & Targeting
- Customer Relationship Management
- Investment Valuation
- Public & Social Services
- Budget Allocation
- Staffing
- In-store Experience Management
- Retail Shelf-space Planning
- Attribution & Incremental Lift Analysis

To learn more about how to find and win your next multicultural consumer, visit www.claritas.com, [contact us](#) or call **800.234.5973**

