



# Hispanic Buying Power



## An Overview of this Growing Market

**53 Million**  
U.S. Hispanics today

that's **17%**  
of the total U.S. population!



**39.2 Million**  
Hispanics online



**35%**

of Hispanic Internet users are 18-29

**1.5 Trillion**  
in purchasing power

Cha-Ching!

**94 Million**

Hispanic population by 2020

## A Diversely Connected Culture

Hispanics may have longer acculturation periods due to staying connected to culture/roots and celebration of diversity.



**88%**

of U.S. Hispanics with a HHI of \$50K+ are online

Hola!  
Hi!

Technology helps Hispanics stay connected with friends & family back home

**77%**

**41 Million** Hispanics have a Mobile Phone; 77% of the population

\* They spend...

**42%**



more on mobile devices

**35%**



more on data services

**AGE 15**

**64%**

Own a cell by age 15

**AGE 17**

**78%**

Own a cell by age 17

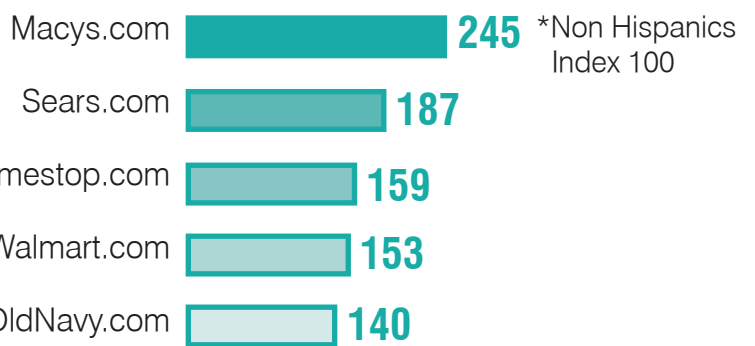
## Tech & Social Shopping Trends

**54%**

of U.S. Hispanic smartphone owners have visited an online store



They spend the most time in online stores, via mobile devices, and have over-indexed:



U.S. Hispanics are

**30%**



more likely to purchase a product advertised on a social media site

**80%**

have downloaded coupons from a mobile device

\* compared to 66% of the population

**77%**

are engaged in Social Networks

**70%**

have used coupons found on social media sites

\* compared to 20% of the population

**84%**

of Hispanics look for online coupons

\* compared to 71% of the population

### Top 5 Online Activities (hours per day)

Watching TV **3.54**

Using the Internet **3.5**

Listening to music online **2.22**

Watching videos online **1.92**

Reading e-books **1.87**

**66%**

want to be recognized as Hispanic with cultural content

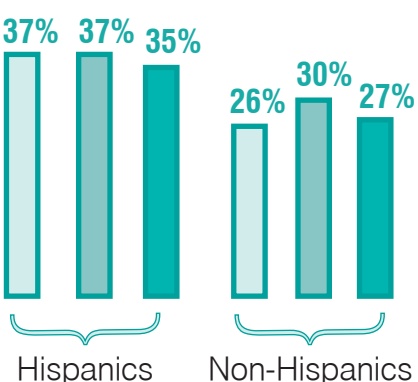
**67%**

go online for user generated content

**40%**

create content & provide their opinions online

\* Hispanic's use of the Internet is much higher than the general population's



- Listen to Internet radio
- Watch streaming video
- Download music

Gracias for viewing



Your Success. Data Driven.™

Sources:

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