An Overview of this Growing Market

- 17% of the total U.S. population!
- 1.5 Trillion in purchasing power
- 39.2 Million Hispanics online
- 35% of Hispanic Internet users are 18-29

Hispanic Buying Power

- 53 Million U.S. Hispanics today
- 94 Million Hispanic population by 2020
- 41 Million Hispanics have a Mobile Phone; 77% of the population

A Diversely Connected Culture

- Hispanics may have longer acculturation periods due to staying connected to culture/roots and celebration of diversity.
- Technology helps Hispanics stay connected with friends & family back home

Tech & Social Shopping Trends

- 54% of U.S. Hispanic smartphone owners have visited an online store
- 41 Million Hispanics have a Mobile Phone; 77% of the population
- 64% own a cell by age 15
- 78% own a cell by age 17

Top 5 Online Activities

- Watching TV
- Using the Internet
- Listening to music online
- Watching videos online
- Reading e-books

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

- 66% want to be recognized as Hispanic with cultural content
- 67% go online for user generated content
- 40% create content & promote their opinions online

41 Million Hispanics lead stats in Social Media Usage

- 84% of Hispanics look for online coupons
- 80% of Hispanics have downloaded coupons from a mobile device, compared to 63% of the population
- 88% of U.S. Hispanics with a HHI of $50K+ are online
- 35% have data services

SOURCES:


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