

# 8 THINGS YOU SHOULD KNOW ABOUT U.S. HISPANIC



# MILLENNIALS



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# INTRO

If you are a professional working in the Advertising or Marketing industries, it is very likely that you have spent considerable time thinking about the most effective way to reach and attract today's Millennials and more specifically, U.S. Hispanic Millennials.

## ABOUT HISPANIC MILLENNIALS

At Nativa we set out to provide you with 8 insights regarding Hispanic Millennials that can help you not only to understand this evolving market, but also to assist you in the creation of meaningful strategies to effectively reach this important market.

Hispanic Millennials are the second-largest group of Spanish-speaking Americans, and represent 17% of total U.S. Millennials. The median age of U.S. Hispanics is 27 (meaning the average Hispanic is a Millennial) compared to 37 for the general market, a full 10 years older. The realization about how Hispanic Millennials are different than their mainstream counterparts in their consumption behavior and even from older Hispanic generations has become an important lesson for anyone working in the advertising/marketing industry.

So let's take a look at some of the main traits of the new U.S. Hispanic Millennial, shall we?

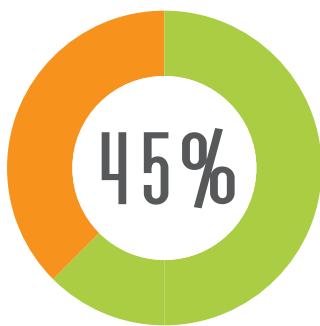


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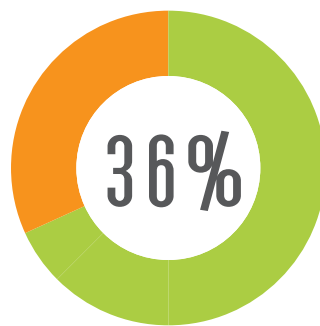
# LANGUAGE

According to Hispanic marketing expert Mike Valdes Fauli, “Hispanic Millennials are not acculturating; they’re shaping the broader culture. They’re at the center of your brand. Language is not the most important thing, staying connected to culture and realizing that there isn’t a ‘one size fit all solution...” This speaks to the idea that reaching the Hispanic consumer is no longer as simple as creating a Spanish TV ad, billboard, or website. In May 2014, Ipsos Public Affairs polling found that when it comes to written content and radio, Hispanic Millennials largely prefer English. This is especially the case when it comes to the internet, as 45% of respondents indicated a preference for browsing in English, while 36% said they prefer Spanish and English equally. Just 19% preferred online content in Spanish.

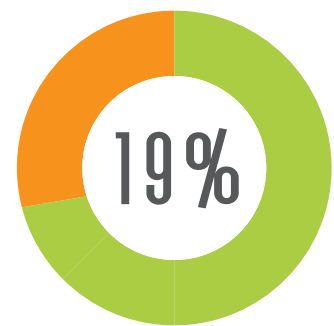
So when creating a campaign whether traditional or digital, remember that it is not so much about the language selection of English or Spanish, but rather about speaking the culture and values that are so ingrained in the Latino culture.



ENGLISH CONTENT ONLY



ENGLISH & SPANISH  
CONTENT EQUALITY



SPANISH CONTENT ONLY



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# SOCIAL MEDIA

The evidence keeps piling up, as more studies confirm that Hispanic Millennials lead the general population in social media usage.

In 2012 the Pew Research Hispanic Center, a project of the Pew Research Center, shows that 84% of Hispanic internet users between ages 18 and 29 are users of Facebook, Twitter or another social networking site. Specifically to the Millennial age range (18-34), Hispanics over-index in their usage of social media. 86% of U.S. Hispanic Millennials use social media, compared to only 47% for their non-Millennial Hispanic elders, and the younger group is also more likely to follow a brand on social media.

A recent study, commissioned by Unilever with its media planning agency Mindshare and performed by social media tool ShareThis, concluded that Hispanic consumers are twice as likely to share content or click on shared content than the general population. They found that content shared by Hispanic consumers is 35% more likely to be clicked on than content shared by the non-Hispanic population. It was also discovered that Hispanic consumers are twice as likely to purchase the products they share about, compared to non-Hispanic consumers, who are only 1.3 times as likely to make a purchase compared to what they share online.

These are powerful insights for marketers considering their social media strategy when approaching the Hispanic Millennial market.



84%

18-29 YEARS OLD

80%

U.S HISPANICS

VS.

72%

COUNTRY OVERALL

2X

TWICE AS LIKELY TO  
SHARE OR CLICK ON  
CONTENT VS GENERAL  
POPULATION



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## EDUCATION

Hispanic Millennials continue to pursue higher education at significant rates. It is inspiring to see that in 2012, nearly 50% (49%) of Hispanic recent high school graduates were enrolled in college, compared with 47% of non-Hispanic whites. This differs greatly from just two decades ago in 1995, when just 35% of recently graduated Hispanics enrolled in college compared with 44% of their white student peers.



More recently, in April 2014 a study from Hispanic Market research firm ThinkNow and Sensis Agency discovered that 84% of respondents who recently obtained a college degree also were planning to pursue a graduate degree. This compares very favorably as only 57% of non-Hispanic Millennial college graduates were found to have the same next step in mind. This data shows very strongly the importance of education to the Hispanic Millennial and how this has evolved over time.

## CULTURE

Hispanic Millennials want to stand out and be recognized as Hispanic, and close to 70%, regardless of language, are focused on Latino culture and reward brands that acknowledge their culture. Consider a recent Millennial marketing campaign in which Coca-Cola which created personalized cans in the summer of 2014 with common (and some uncommon) first names displayed right on the can. In highly Hispanic areas of the country, consumers were pleased to find common names such as Alejandro, Marisol, Rodolfo, etc on these same cans. This was a subtle cue to the Hispanic Millennial consumer that Coca-Cola is thinking about them too.



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## CULTURE (CONT.)

Also, consider the highly praised campaign from Toyota in which they allowed Latinos to request free bumper stickers that had inspiring messages such as ‘Somos Muchos Boriquas’ (Trans: ‘We are many Puerto Ricans’) as part of their Somos Toyota campaign. English speaking Hispanics ordered and proudly displayed these stickers as they are proud of their heritage, and this sticker allowed them to show this even if their preferred language was not Spanish.

As renowned Hispanic marketer Joe Ray states,

*“ Think Bicultural, not bilingual ”*

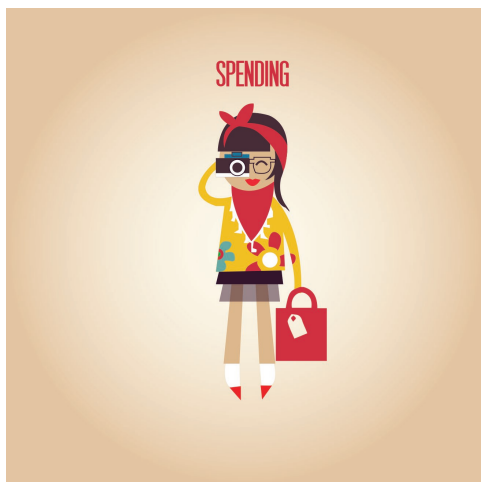
**-JOE RAY**  
Hispanic Marketing Expert



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# SPENDING

In an interesting study from BIA/Kelsey, it was found that nearly 18% of Hispanics surveyed said they use YouTube for local shopping, compared to roughly 10% of their non-Hispanic peers. When considering the use of digital coupons, 84% of U.S. Hispanic consumers reported they performed online search for a coupon based on a peer recommendation, which compares favorably to only 71% of all U.S. consumers, which was an insight discovered from a U.S. consumer survey from Valassis. Further in that same report, 70% of U.S. Hispanics reported that they have used digital coupons found through social media, compared to only 54% of all consumers surveyed. Finally, 61% of Hispanics stated having shared coupons via social media, compared to only 40% of all consumers.



In a 2013 study from Experian Marketing Services, it was reported that Hispanics are more likely to shop via the Internet than the general market consumer. Overall, Hispanics' share of online visits to the top 500 retail websites was over 20% higher than the general market.

Hispanic Millennials over-index in interacting with actors, artists and brands on social media channels. Therefore, brands should consider relationships with influencers as they are very important to this market group in their purchase decisions. In fact, U.S. Hispanics are twice as likely to seek celebrity-inspired fashion looks versus the U.S. general market.



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# BRANDS

Hispanics have traditionally been classified as a brand loyal group. Conventional wisdom stated that if you can win the Hispanic consumer at a young age, you would have him/her for life. This has changed slightly over the years, and it is thought now that Hispanic Millennials can be placed as slightly less brand loyal than their parents' generation, but higher in brand loyalty than their non-Hispanic Millennial peers. Nancy Tellet from Viacom's Tr3s Digital stated recently: "They tend to under-index in sole brand usage in comparison to the slightly older foreign-born in the food and cleaning categories. But on the other hand, they have low usage of generic brands," she explained. "They still want brand names, so they look for the best deal within a set of brands that they like."

It is often mentioned that Hispanic Millennials can be a complex group to follow and understand. This group's brand preferences stand testament to this fact.



# MOBILE

Smartphones are a particularly beloved device among all Hispanics, and Millennials are no exception. Nearly three-fourths of Hispanic Millennials report owning a smartphone, compared with just 34% of the older generation. Why is this? you may wonder. Consider that Hispanic Millennials are more likely to live in multigenerational households with more people in them, where in these cases mobile devices offer special benefits: including privacy and freedom.

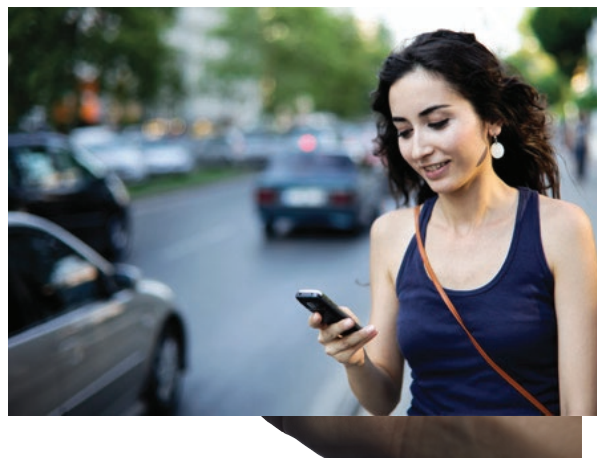


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## MOBILE (CONT.)

Some recently published facts from the 2014 Nielsen Digital Consumer Report include that mobile data usage is 16% higher among Hispanics compared with non-Hispanics. Hispanics are twice as likely to upgrade their tablets as their peers, and nearly half (49%) of all Hispanic respondents planned to upgrade their smartphones within the next 6 months.



## ADVERTISING

US Hispanic Millennials over-index in being receptive to advertisements and offers from brands about their products and services. Experian Marketing Services in 2013 discovered that 19% of Hispanics aged 18 to 34 are interested in receiving advertisements on their mobile devices, compared to only 9% of non-Hispanics of the same age group. In fact 23% of Hispanic Millennials confirmed they would be likely to follow up and complete a purchase of products they had seen advertised on their mobile devices. This can be compared with just 14% of non-Hispanics who reported the same.

Additionally, in 2013 Hispanic market research firm ThinkNow found that 77% of Hispanic Millennials confirmed that advertising received on their mobile phones provided information useful to them about new products and services they would consider for purchase.

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There you have it. So whether you are actively pursuing the Hispanic Millennial market or simply care to know more about this group we sure hope that you enjoy this report. Please take a moment to share with us via social media or our contact form about what your brand is doing to connect with this ever-evolving, and always interesting group!



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# SOURCES

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## ABOUT NATIVA

Nativa is a multicultural communications agency that focuses on the Hispanic market through digital communications, online advertising and culturally relevant content creation. Nativa also provides traditional marketing services through strategic partnerships with specialized agencies.

Our corporate headquarters is located in the Tech Columbus building near downtown Columbus, Ohio. In 2011 Nativa expanded west and now our office serves as the anchor tenant at Coworking on 15th Ave in central Phoenix.

## WE HOPE YOU WILL CONSIDER US FOR YOUR MULTICULTURAL MARKETING STRATEGY.

*Please contact us when ready to get started.*

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