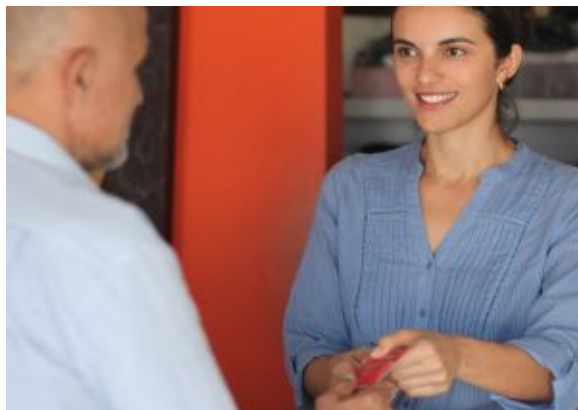


Hispanic Consumers' Share of Wallet - US - June 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

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“Hispanics have cut back their spending since the last recession, but are still treating themselves to a certain extent. They are also very reluctant to use any kind of debt to pay for things—preferring to pay cash instead.”
– Tonya Roberts, Multicultural Analyst

In this report we answer the key questions:

- Is a rise in costs negatively impacting the financial health of Hispanic consumers, and how does this compare to 2010?
- Are Hispanic consumers improving in their ability to build their savings accounts compared to 2010? Does this present an opportunity for financial institutions to promote ways to save to Hispanics?
- Are Hispanics spending more or less on big-ticket items compared to 2010, and how should retailers react/respond to this trend?

Hispanics are the nation's largest minority group, making up more than 54.5 million people, or about 17.2% of the U.S. population. Hispanic population will grow by almost 30% from 2008-18 with much of that growth coming from births and not immigration as in previous years. Additionally, Hispanics alone will comprise 18.6% of the total population by 2018. This population growth will also bring a significant increase in purchasing power. Hispanic purchasing power is projected to reach nearly \$1.7 trillion by 2017, up from nearly \$1.2 trillion in 2012.

As the largest minority group, although Spanish is the preferred language for many Hispanics, acculturation levels are increasing and yielding various sub-segments within the Latino community. It is important for marketers to understand the dynamics within the various sub-cultures and develop communications that will resonate with each distinct audience.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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