

# Hispanic Attitudes toward Advertising - US - October 2013

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“The Hispanic population continues to experience growth, primarily due to high birthrates, and this will have a significant impact on the makeup of America. Hispanics will likely experience some tension between coming of age in American society and growing accustomed to the American way of life while concurrently wanting to hold on to their Hispanic traditions and beliefs.”

– Susan Menke, Senior Multicultural Analyst

## This report looks at the following areas:

- How will biculturalism impact the effectiveness of advertising to Hispanics?
- What impact will retro-acculturation have on marketers?
- How important is it for marketers to showcase a wide array of Hispanics in their advertising?

The US population is changing rapidly, and minority populations are gaining significance. For example, the Hispanic population is not only becoming larger, it is also influencing every aspect of popular American culture. No wonder: The Hispanic population is slated to grow 30% between 2008 and 2018, and the group's purchasing power is expected to reach nearly \$1.7 trillion by 2017, up from nearly \$1.2 trillion in 2012. This represents the increasing importance of Hispanics as a growing market for products, and important in the marketing strategies developed to sell those products.

Marketing to the younger members of Hispanic families will also present a huge opportunity in the future. Family is a priority in the Hispanic culture and Hispanic families typically have more children than the general population. Close to 50% of Hispanic households include children, compared to less than 30% of non-Hispanic households. The U.S. Census Bureau projects that 39% of US children will be Hispanic by 2050; in 2011, it was 24%.

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Appendix – Trade Associations

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