

Hispanics and American Culture and Identity - US - July 2014

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"While the majority of Hispanics are speaking English and the influence of the American culture in their lives is strong, there are cultural differences beyond language that need to be considered when determining the most efficient way of communicating with them."

Juan Ruiz, Senior Multicultural Analyst

This report looks at the following areas:

- Why Hispanics are more bicultural than ever before
- How Hispanics see themselves compared to the typical American
- The importance of Hispanic values and traditions, family, and Spanish language
- Hispanics' social life
- Hispanics' political and religious views
- The language Hispanics prefer when using different media channels

The pressure of the American culture on the lives of Hispanics in their day-to-day activities outside the home (ie at school, at work, etc) as well as the Hispanic influence from family and friends is creating an environment that promotes biculturalism. Hispanics living in the US are constantly balancing the presence and influence of both the American and Hispanic cultures in their lives and assign more weight to one or the other depending on the situation and occasion. Due to the competing influences, it is difficult for one culture to completely overpower the other. There are a number of reasons, covered throughout this report, that serve as checks and balances to prevent any particular culture from suppressing the other. There are situations when one is more dominant than the other and vice versa, but for the majority of Hispanics both cultures play and will continue to play an important role. It is for this reason that among unacculturated, bicultural, and acculturated, the Hispanic segment expected to grow the most is biculturalism.

This is the first report Mintel has prepared on the topic of *Hispanics and American Culture and Identity*. However, readers of this report may be interested in other titles in Mintel's Multicultural series, including *Hispanics and Online Shopping – US, May 2014* and *Hispanics and Social Media – June 2014*.

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