Targeting the Best Hispanic Customer:
An AHAA and AARP
Generational and Cultural Orientation Study
From 2000-2010, Hispanics Grew Faster than the Total Population, Regardless of Age

Population Annual Growth Rate by Lifestage
2000-2010 CAGR

- 0-17: 3.3%
- 18-29: 2.6%
- 30-44: 3.3%
- 45-64: 6.0%
- 65+: 4.8%

Source: U.S. Decennial Census 2000-2010
Financial: Home Ownership

Home ownership incidence almost doubles between Latino Boomers v Latino Millennials

- Non Hispanic
- Hispanic

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Gen Y</th>
<th>Gen X</th>
<th>Boomers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non Hispanic</td>
<td>71.4%</td>
<td>44.6%</td>
<td>68.7%</td>
<td>79.8%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>50.1%</td>
<td>38.5%</td>
<td>48.6%</td>
<td>61.8%</td>
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1.6x More likely to own a Home v. H Mill

Cultural Orientation Highlights by Generation
Home Owners Cultural Orientation skews Hispanic & Bicultural

Q: Own or rent residence (HHLD): Own
Financial: Mutual Funds

Mutual funds incidence doubles among Latino Boomers v Latino Millennials

2x More likely to have Mutual Funds v. H Mill

Cultural Orientation Highlights by Generation
MF holders’ Cultural Orientation skews Anglo Oriented among Millennials and fairly balanced between Anglo & Bilingual Oriented among Xers & Boomers

Q: Investments household has (HHLD): Mutual Funds
Travel: Foreign Trips

Hispanics are more likely to travel abroad than NH
Latino Boomer generation 22% more likely than Latino Millennials.

Hispanic foreign travelers’ Cultural Orientation skews somewhat Bicultural Oriented across all generational segments yet most Hispanic Oriented among Xers.

Q: Any trip outside continental U.S. past 3 years:
Total foreign trips

26% More likely to travel abroad v. NH

Non Hispanic  Hispanic

Total  Gen Y  Gen X  Boomers

34.9%  43.9%  41.4%  41.9%  35.9%

41%  42%  38%  43%

28%  22%  34%  27%

TOTAL  Millennial  Xer  Boomer

HCO  BCO  ACO
Tech/Entertainment: Smartphone buyers

Millennials are more likely to buy a new smartphone.

- **2x More likely to buy v. H Boomers**
  - Most Likely Buyer: Hispanics
  - 10.3% of Hispanics are most likely to buy a smartphone, compared to 8.9% of Gen X and 8.7% of Boomers.

- **15% More likely to buy v. NH**
  - Millennials are 15% more likely to buy a smartphone compared to the non-Hispanic (NH) population.

Cultural Orientation Highlights by Generation:
- Hispanics: Smartphone buyers’ Cultural Orientation is fairly Bicultural among Millennials & Boomers vs. Anglo Oriented among Xers.

Q: Items/services HHLD plans to buy in next 12 months (HHLD):
Smartphone (BlackBerry, Droid, iPhone, etc.)

#thinkahaa
AHAA 2013 Conference
Hispanics prefer to go to movie theatres on opening weekend. Millennials are twice as likely as Boomers.

Hispanics heavy movie goers’ Cultural Orientation skew more Bicultural Oriented across Millennials and Xers but evenly balanced between Anglo & Bilingual Oriented among Boomers.
Key Take Aways

• Taking a generational perspective helps uncover “best” Hispanic customer

• Cultural orientation differences become apparent at the category level

• Hispanics vary by cultural orientation, suggesting that a cultural “one-size-fits-all” marketing approach needs to expand / change

• Marketers should explore differences within Hispanics to grow their business

Source: U.S. Decennial Census 2000-2010