


THE HISPANIC INFLUENCE ON AMERICAN CULTURE



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INTRODUCTION

As the Hispanic population in the United States has grown, with a marked increase in native births and a plateau in immigration, the notion of conforming to the prevailing culture has given way to a richer, more resonant and less coercive concept: acculturation.

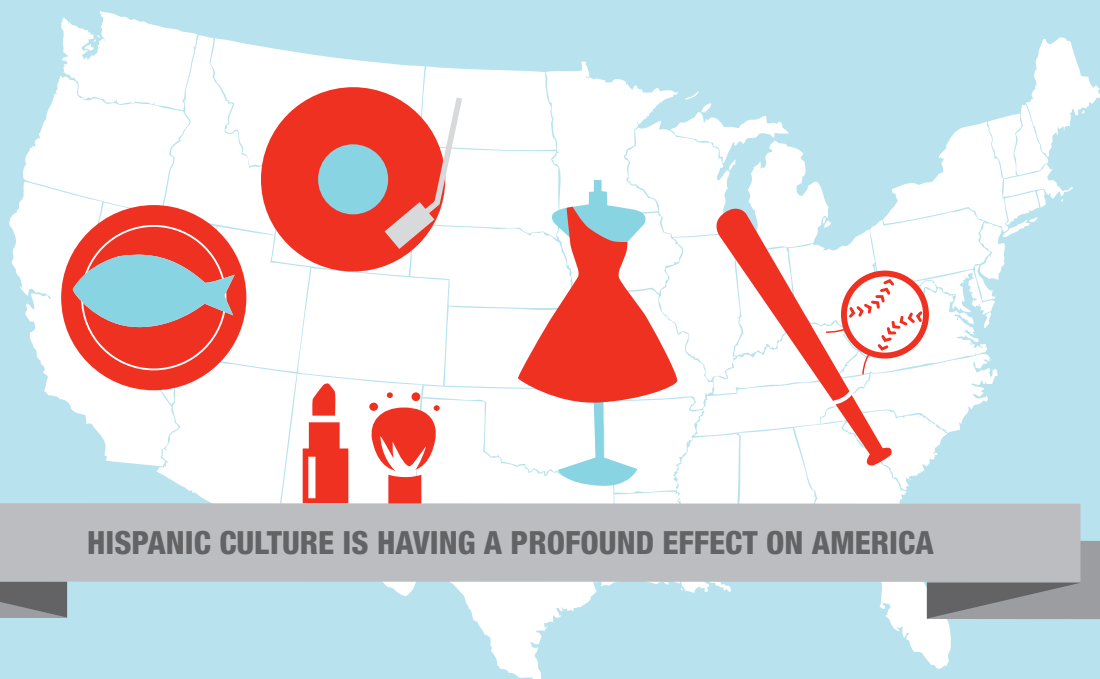
Acculturation is the process through which individuals or groups adopt cultural features from a different group and weave them into their own cultural fabric — without losing an inherent sense of identity. A vivid example of this is the celebration of distinctly American holidays, such as Thanksgiving and the Fourth of July, by families of a different

national origin. These families, many of whom share the same values that the holidays have come to represent, have adopted these American customs and have made them their own by adding native foods, music and social rituals to their celebrations.

ADDITIONALLY, WHILE MINORITY GROUPS CAN INCORPORATE THE TRAITS AND CUSTOMS OF A DOMINANT CULTURE, IT ALSO IS CLEAR THAT A REVERSE FLOW EXISTS. HISPANIC CULTURE IS HAVING A PROFOUND EFFECT ON AMERICAN FOOD, MUSIC, SPORTS, BEAUTY PRODUCTS, FASHION, POLITICS AND MUCH MORE.

This influence is due not only to the sheer size of the Hispanic population of 52 million now in the U.S. — roughly one in six Americans, with projections to nearly one in three by 2050. In many cases, it's due to the recognition, acceptance and consequent gradual, organic adoption of aspects of the Hispanic culture by non-Hispanics.

The exchange, interpretation and borrowing of cultural characteristics is a great American tradition, but at this intersection a paradox arises: The thrill of the new combines with the tension elicited by the unknown. For every man who swoons at the beauty of Sofia Vergara, there is



HISPANIC CULTURE IS HAVING A PROFOUND EFFECT ON AMERICA

THE STUDY AT A GLANCE

THE RESEARCH FROM WHICH LEARNINGS WERE GLEANED WAS QUANTITATIVE IN NATURE. TWO DATA COLLECTION METHODS WERE USED. HISPANIC PARTICIPANTS WERE LARGELY INTERVIEWED BY PHONE TO ENSURE A REPRESENTATIVE ACCULTURATION MIX, AND NON-HISPANIC INTERVIEWS WERE COMPLETED EITHER BY PHONE OR ONLINE.

400 INTERVIEWS WERE CONDUCTED AMONG HISPANICS AND 577 AMONG NON-HISPANICS FOR A TOTAL SAMPLE OF 977.

SEE APPENDIX "A" FOR MORE DETAILED INFORMATION

another who raises his eyebrows at her accent; for every supporter of the Dream Act, there is a detractor who looks with skepticism upon a new and independent voting bloc. Similarly, there are marketers who work to understand and identify crossover opportunities between the general market and specific groups, while others miss opportunities with strict, conventional interpretations of demographic information and analysis.

Our study explores this paradox.

AS HISPANIC CULTURE CONTINUES TO PERMEATE THE MAINSTREAM, WE SEEK TO LEARN WHERE THE EFFECT IS CONCENTRATED AND WHICH GROUPS ARE MOST RECEPTIVE TO ITS INFLUENCE.

We want to know which aspects of American culture are affected and to what degree, and we explore how the majority perceives a minority group that has risen so quickly in influence — after all, Hispanics are this country's largest and fastest-growing minority group. Moreover, we wanted to understand how Hispanic identity might evolve: Do Hispanics see themselves as agents of change? What are their views on balancing their distinctive heritage with the pull of the mainstream?

ABOUT CONILL

CONILL

CONILL IS AMONG THE MOST HIGHLY AWARDED LATINO AGENCIES IN THE U.S. AND IS THE ONLY FOUR-TIME RECIPIENT OF THE PRESTIGIOUS AMERICAN ASSOCIATION OF ADVERTISING AGENCIES' O'TOOLE MULTICULTURAL AWARD. IT WAS NAMED MULTICULTURAL AGENCY OF THE YEAR BY ADVERTISING AGE, IN 2011 AND 2007, AND WAS MOST RECENTLY LISTED AMONG THE PUBLICATION'S "10 STAND OUT SHOPS" IN ITS 2012 A-LIST REPORT.

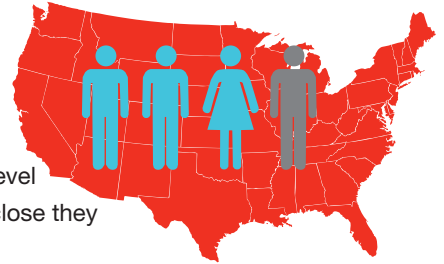
Do they feel secure in a society that, despite its advances, still might not fully recognize them as fellow Americans?

This is the second in a series of reports designed as a resource for understanding America's attitude toward Hispanics and their culture in the general consumer marketplace.

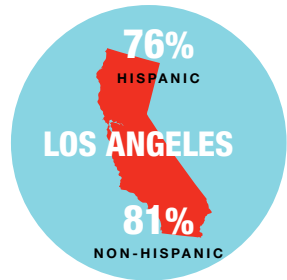
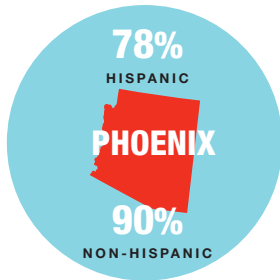
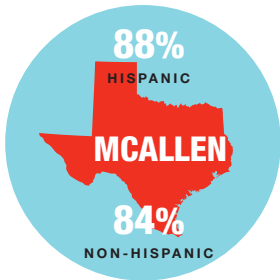
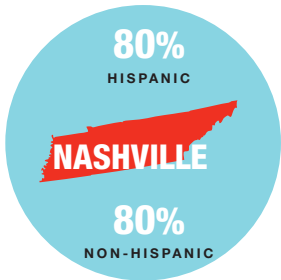
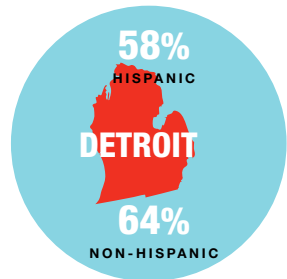
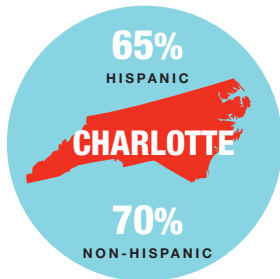
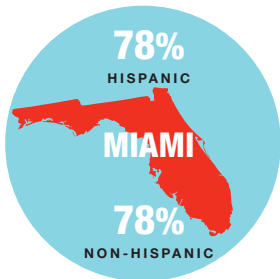
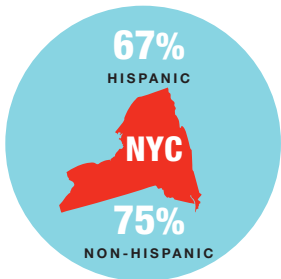
Its purpose is to help marketers more effectively navigate our dynamic and evolving society.

EXECUTIVE SUMMARY

Talk of the Hispanic market going mainstream is nothing new. Now there is more talk (and more evidence) about the mainstream going Hispanic. When it comes to measuring the degree of Latino influence on American culture, the jury is in: It is present, it is profound, it is pervasive and it is permanent. More important: It is a shared perspective. **THREE OUT OF FOUR AMERICANS AGREE THAT HISPANICS HAVE HAD A SIGNIFICANT INFLUENCE ON AMERICAN CULTURE.** And although Hispanic and non-Hispanic populations may disagree about the level of Latino influence in a particular segment of the culture, it is striking how close they are in perspective when it comes to the overall influence across markets.



One key factor in our study is geography. Its influence is consequential across numerous metrics. In some instances, respondents' market locations within the U.S. revealed a regional prevalence of certain sentiments. In other cases, a specific belief may be widespread, embraced by study participants throughout the country. The following graphic illustrates each of these occurrences:



PREDICTABLY, THE TOUCH POINT RANKED BY HISPANICS AND NON-HISPANICS AS DELIVERING THE GREATEST INFLUENCE ON AMERICAN CULTURE IS FOOD.

Almost 90% of non-Hispanics saw it as having the most prominent impact, placing it nearly 25 percentage points ahead of the next greatest influencer, music (63%). Hispanics gave food a slightly more modest share at 82%, and music was only seven points behind at 75%.

While music ranked second in overall impact on American culture as perceived by all Americans, there are important geographic differences. Hispanics in New York, Miami and McAllen, Texas, note a substantial effect of Hispanic culture in music at 86%, 86% and 90%, respectively. These cities also comprise the top three markets for non-Hispanics on the music question, albeit to a lesser degree at 75%, 73%, and 71%, respectively. In Nashville, the center of country music, just 42% of non-Hispanics (the lowest mark

of any city) and 67% of Hispanics feel a Latino beat — a stunning 25-percentage point gap between the two, and both lower than their respective national averages.

The Latino influence in **SPORTS** is felt most acutely among non-Hispanics in New York (72%) and least in Detroit (48%). Baseball, however, demonstrates how deeply integrated Hispanics are in American sports culture. The National Baseball Hall of Fame in Cooperstown, NY has installed a permanent *¡Viva Baseball!* exhibit celebrating Latino contributions to America's favorite pastime, and the number of Latino players in the league has surged in the last two decades, jumping from 13% in 1990 to 28% on opening day in 2010.¹

The Hispanic community gives itself high marks for influencing **BEAUTY STANDARDS** (64%), **STYLE AND APPEARANCE** (62%), and **CLOTHING** (61%). Only about a third (32%) of non-Hispanics believe that Latinas have had a great to moderate impact on standards of beauty, a proportion that remains largely constant across demographics and is essentially the equivalent weight they give to the Hispanic

influence on clothing (34%). On matters of style and appearance, non-Hispanics seem more aware of Latino influence (48%) than they are on beauty (32%).

Both non-Hispanic and Hispanic audiences size up the impact of Latino culture in **TELEVISION PROGRAMMING** and channel real estate in equal force, as 54% of each segment see moderate to great influence, highlighting a strong presence in the channel lineup combined with the proliferation of Latino actors in general market television and cable programming. Univision now ranks as the nation's fifth most popular network and two of the highest paid actors on television from May 2011 to May 2012 were women of Hispanic descent: Sofia Vergara of "Modern Family" and Eva Longoria of "Desperate Housewives."² Even with the ascension of these actresses into mainstream television, however, negative stereotypes of Hispanics are viewed as a fixture in media, with 73% of Hispanics and 68% of non-Hispanics noting their presence.

SOURCE:

"Sports Opening Day: Latinos and Baseball — By the Numbers" Maria Burns Ortiz, March 31, 2011 Fox News Latino

Latinos in the United States are frequently grouped into a monolithic group of Americans. In reality, Hispanic subgroups reflect profound **DIVERSITY** in ethnicity, culture, and origin. Given the distinct differences among the various people we call Hispanic in this country, it is essential to recognize that there is diverseness within this segment. But **WHEN IT COMES TO UNDERSTANDING THE DIVERSITY OF HISPANIC CULTURE IN THE U.S., OUR SURVEY DEMONSTRATED THAT ONLY ONE-THIRD OF HISPANIC AND NON-HISPANIC RESPONDENTS ALIKE BELIEVE IT IS EXTREMELY OR VERY WELL REPRESENTED.** So there is progress yet to be made on this front, and sadly, more work to be done in a less nuanced dimension: 55% of Hispanics (but only 15% of non-Hispanics) said Latinos



encounter frequent discrimination, while 67% of Hispanics strongly or somewhat agree that as a group they are discriminated against more than other ethnic minorities.

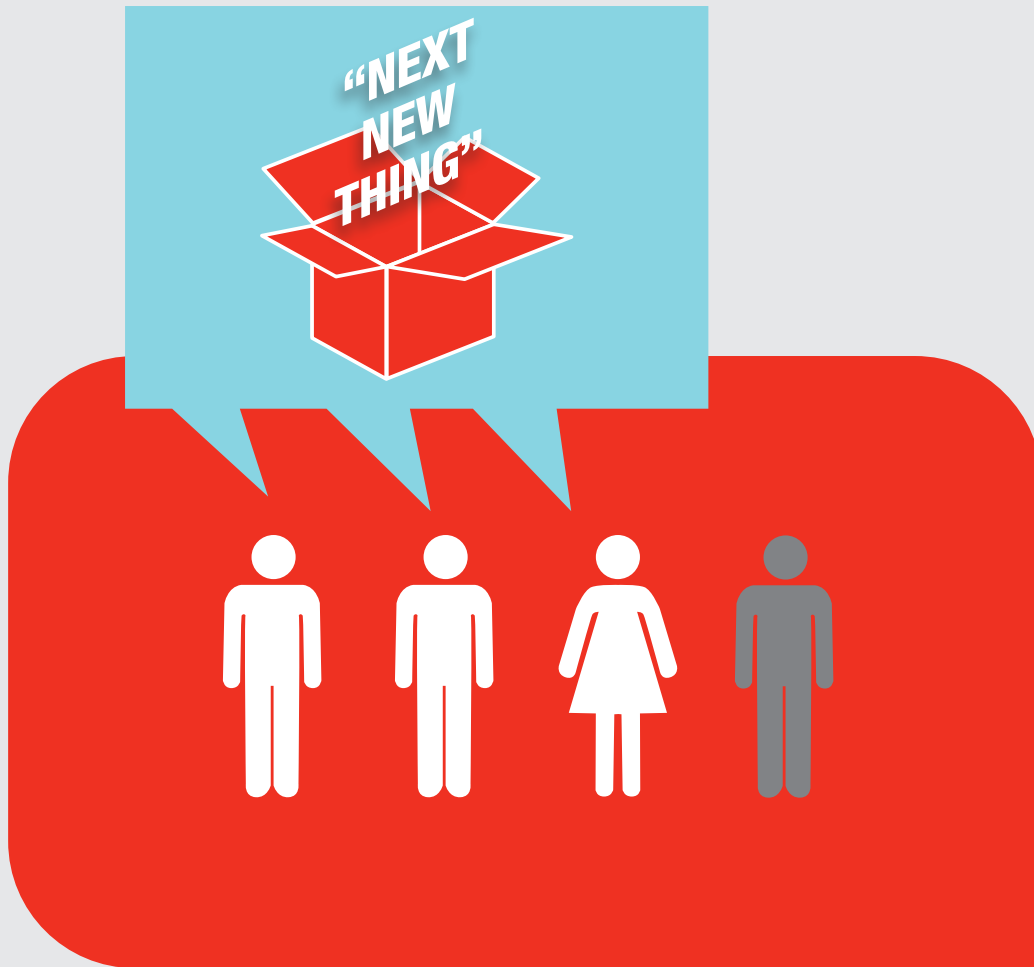
The Hispanic consumer is both social and vocal, and proactively engages in a dialogue with friends and family about a range of products from high-ticket technology to fashion and style. **THE “NEXT NEW THING” RESONATES WITH THREE OUT OF FOUR OF THESE CONSUMERS, AND MORE THAN HALF CONSIDER THEMSELVES A GO-TO SOURCE FOR INFORMATION AND GUIDANCE FOR NEW PRODUCTS.**

These proportions are comparable to those of non-Hispanic consumers, half of whom consider themselves advisors and more than 81% of whom “love trying new things.”

The materialization of a substantial, widespread and thriving minority culture, intersecting and complementing the more pervasive culture, brings with it a new set of challenges, opportunities...and expectations. It is an exciting and rich horizon, and one that we aim, both as experts and participants, to show you.

²SOURCE:

Forbes, July 2012



THE **“NEXT NEW THING”** RESONATES WITH **THREE OUT OF FOUR** OF THESE CONSUMERS AND MORE THAN HALF CONSIDER THEMSELVES A **GO-TO SOURCE** FOR INFORMATION AND GUIDANCE FOR NEW PRODUCTS.

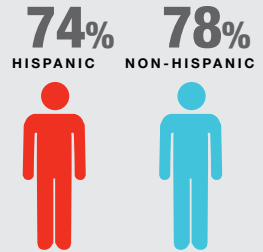
THE HISPANIC INFLUENCE ON AMERICA

Whether you're a news junkie, a baseball fan or a devotee of gourmet food, it's hard not to notice the presence of accomplished Hispanic individuals who star in these realms.

NON-HISPANICS AND HISPANICS SHARE THE PERCEPTION THAT POLITICS, SPORTS, AND FOOD ARE THREE AREAS OF INFLUENCE EMANATING FROM LATIN COMMUNITIES, YET THE HISPANIC IMPACT IN AMERICAN CULTURE EXTENDS WELL BEYOND THIS SHORT LIST.

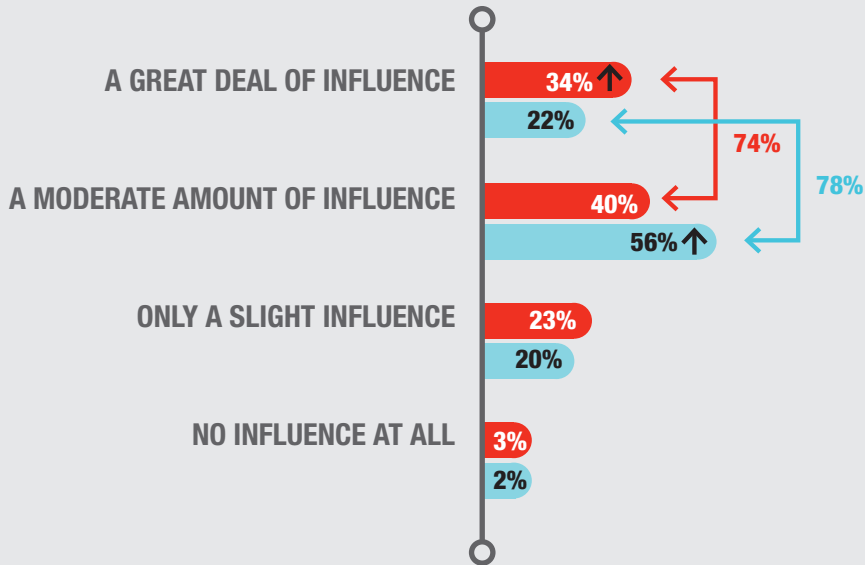
HISPANIC INFLUENCE

“How much influence do you feel Hispanics have on American Culture?”



● Among Hispanics ● Among Non-Hispanics

HISPANIC BASE n = 400 | NON-HISPANIC BASE n = 577



IN FACT, 78% OF NON-HISPANICS INTERVIEWED AND 74% OF LATINO RESPONDENTS AGREE THAT HISPANICS HAVE HAD A GREAT OR MODERATE AMOUNT OF INFLUENCE ON AMERICAN CULTURE. It is a tiny minority, only 2% and 3% respectively, that perceives the influence as minimal.

HISPANIC INFLUENCE

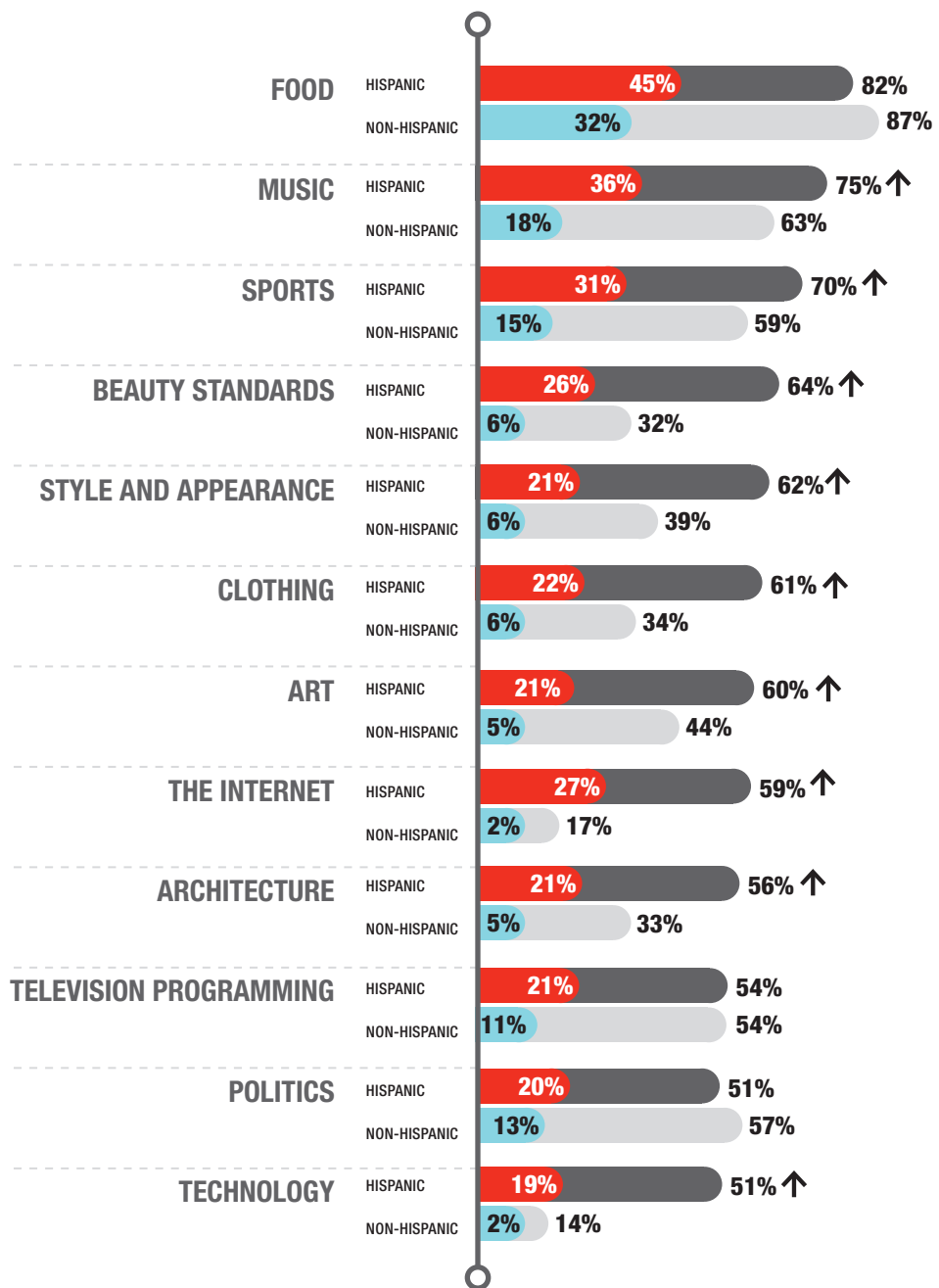
“How much influence do you feel the Hispanic culture has on American culture?”

HISPANIC **Great Influence** Moderate Influence

NON-HISPANIC **Great Influence** Moderate Influence

HISPANIC BASE n = 400 | NON-HISPANIC BASE n = 577

Our study examined perceptions of influence across multiple areas. We asked the question, “How much influence do you feel the Hispanic culture has on American culture with regard to...” The areas listed at right are ranked by degree of influence by their respective populations:



SPHERES OF INFLUENCE

CON SABOR

PREDICTABLY, THE TOUCH POINT VIEWED BY HISPANICS AND NON-HISPANICS AS DELIVERING THE GREATEST INFLUENCE ON AMERICAN CULTURE IS FOOD. 87% OF NON-HISPANICS SAW IT AS HAVING THE GREATEST IMPACT AND AWARDED IT A WINNING MARGIN OF 24 PERCENTAGE POINTS OVER THEIR PERCEPTION OF THE NEXT GREATEST INFLUENCE, MUSIC (63%). HISPANICS GAVE FOOD A SLIGHTLY MORE MODEST SHARE AT 82%, AND MUSIC WAS ONLY SEVEN POINTS BEHIND, AT 75%.

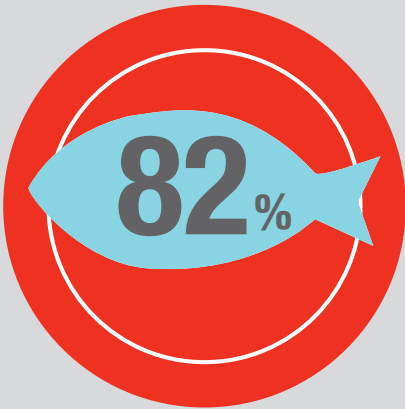
AS CONVENTIONAL AS IT MAY SEEM, FOOD REMAINS THE BEST METAPHOR TO DESCRIBE THE SHIFTING CULTURAL LANDSCAPE OF THE U.S. OVER THE LAST THIRTY YEARS.

Purists understandably lament the Americanization of Mexican cuisine—sizzling fajitas, hard-shell tacos, frozen margaritas—but many take the point of view of Gustavo Arellano’s book *Taco USA: How Mexican Food Conquered America*, which celebrates what might instead be viewed as the Mexicanization of American palates. (“How Mexican

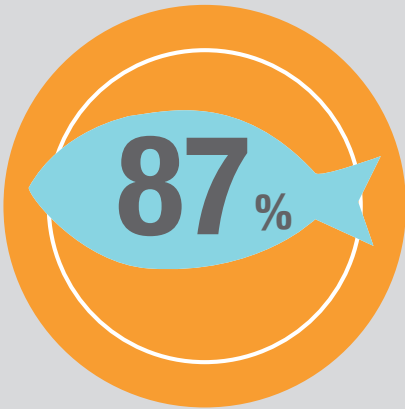
Food Invited Americans to the Fiesta”, Alexia Elejalde-Ruiz, *Chicago Tribune*, July 11, 2012). Ironically, for more than twenty years America’s most renowned master of Mexican cooking has been the non-Hispanic Rick Bayless of Frontera Grill and Topolobampo in Chicago, while Roberto Santibañez, the highly celebrated chef of Fonda restaurant in Brooklyn, has had a hard time persuading his guests to set aside their expectations of “Mexican” food and get excited about the real thing, as he learned it growing up in Mexico (“Cuisines Mastered as Acquired Tastes”, Francis Lam, *The New York Times*, May 29, 2012).

The power and impact of food remains in effect across geographies. In the cities where non-Hispanic perceptions of general Hispanic influence are weakest, Detroit (64%) and Charlotte (70%), food still carries the greatest weight out of all areas of influence—79% of Detroit’s respondents and 82% of Charlotte’s non-Hispanic respondents said that Hispanic culture had a great to moderate influence on cuisine.

FOOD DELIVERED THE GREATEST INFLUENCE AND IMPACT

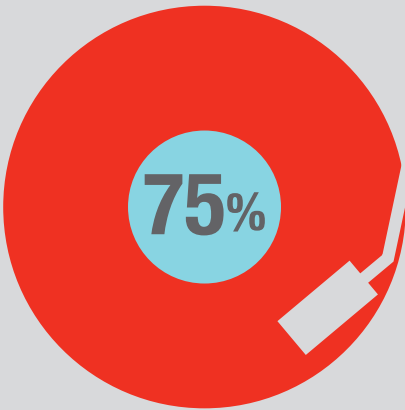


FOOD

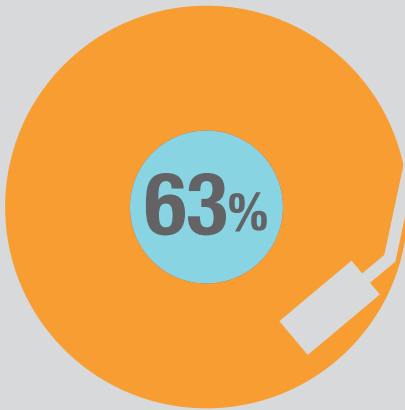


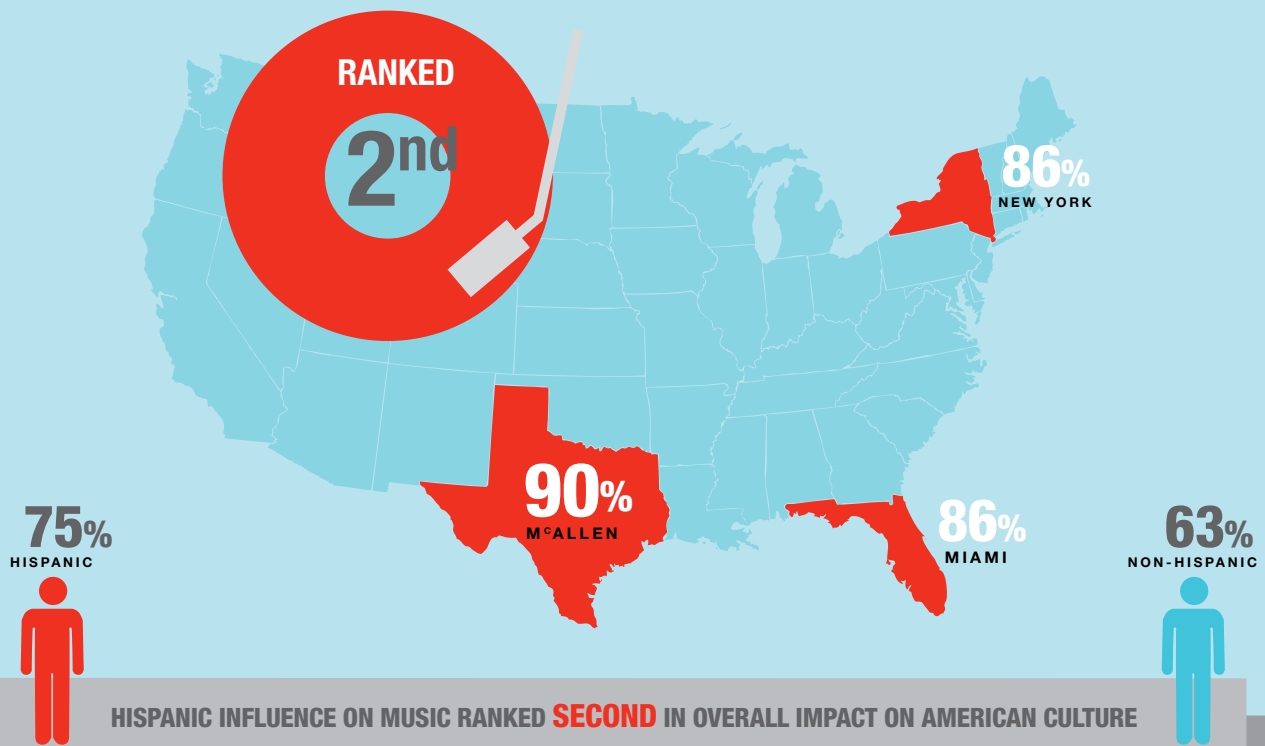
HISPANIC

NON-HISPANIC



MUSIC





RITMO LATINO

HISPANIC INFLUENCE ON MUSIC RANKED SECOND IN OVERALL IMPACT ON AMERICAN CULTURE BY 63% OF NON-HISPANICS AND 75% OF HISPANICS. THERE ARE IMPORTANT GEOGRAPHIC DIFFERENCES. HISPANICS IN NEW YORK, MIAMI AND MCALLEN SEE THE GREATEST INFLUENCE AT 86%, 86% AND 90% RESPECTIVELY. THESE CITIES ALSO RANK IN THE TOP THREE FOR NON-HISPANIC AUDIENCES, ALBEIT TO A LESSER DEGREE AT 75%, 73%, AND 71% RESPECTIVELY. IN NASHVILLE, THE CENTER OF COUNTRY MUSIC, 42% OF NON-HISPANICS (THE LOW MARK OF CITIES) VERSUS 67% OF HISPANICS FEEL THE LATINO INFLUENCE IN THIS AREA, A SIGNIFICANT 25-PERCENTAGE POINT GAP. THE LOWEST MARK IN INFLUENCE AS PERCEIVED BY HISPANIC AUDIENCES IS DETROIT AT 57%.

Other demographic data in the non-Hispanic audience (gender, age, household income, etc.) tend not to affect the view of Hispanic influence on music, with a few exceptions. Across the spectrum two out of three non-Hispanics, regardless of their background, share this assessment. Singles and those who are employed tend to rate the influence higher than the average non-Hispanic (86% and

90%, respectively), whereas those who are Democrat or have some college education, tend to assess the influence more conservatively, at 58% and 55% respectively. Similarly, among Hispanics, whether foreign-born or native, more or less acculturated, married, single, Republican or Democrat, one can say that around 75% view music as their second most important realm of influence. As with non-Hispanics, there are some nuances across

Hispanics. Hispanic men and those employed, for instance, perceive the Hispanic influence on music to be significantly lower than those who are older, women or have a household income of \$45k to \$75k. Beyond these shades, as was highlighted at the top of this section, it is the geographic differences that are the most striking, with New York and Miami at the top of the list.

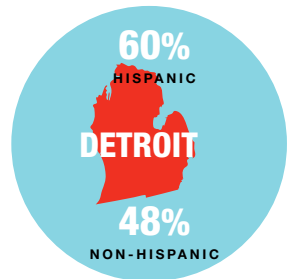
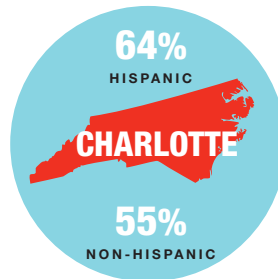
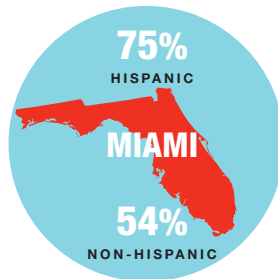
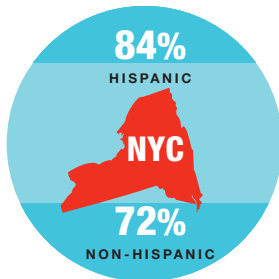


THE HISPANIC INFLUENCE IN SPORTS

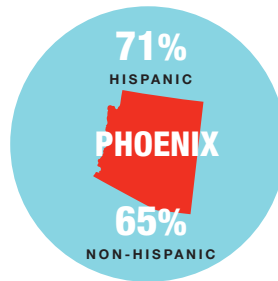
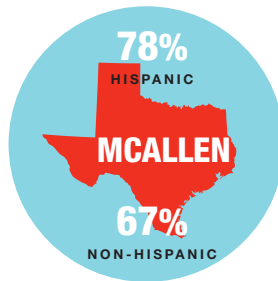
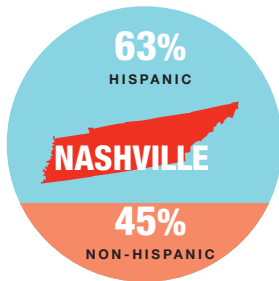
Baseball demonstrates how deeply integrated Hispanics are in American sports culture. The National Baseball Hall of Fame in Cooperstown, NY has installed a permanent ¡Viva Baseball! exhibit celebrating Latino contributions to America’s favorite pastime. Most sportswriters view players like Albert Pujols and Miguel Cabrera as the best and most exciting in Major League Baseball. The number of Latino players in the league has surged in the last

two decades, jumping from 13% in 1990 to 28% on opening day in 2010. No other professional U.S. sports league even comes close. By comparison, 17% of Major League Soccer players in 2010 were Latino. (Source: “Sports Opening Day: Latinos and Baseball—By the Numbers” Maria Burns Ortiz March 31, 2011 Fox News Latino)

The Latin influence in sports is felt most acutely in New York (72% of non-Hispanic respondents) and least in Detroit (48% of non-Hispanics), an interesting paradox as the Tigers are considered to have a Latino-heavy line up (Source: “Tiger’s Rod Allen Explains”, Yahoo Sports, July 23, 2012.)



NON-HISPANICS ACROSS ALL MARKETS AVERAGE 59% WHILE 70% OF HISPANICS CONSIDER LATINO INFLUENCE ON PROFESSIONAL SPORTS TEAMS AS “GREAT TO MODERATE.”



● = SIGNIFICANTLY LOWER THAN TOTAL | ● = SIGNIFICANTLY HIGHER THAN TOTAL

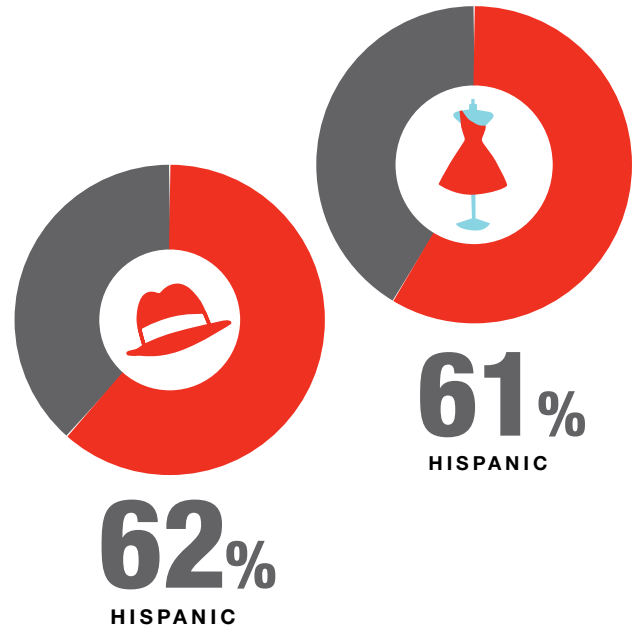
DISPARATE VIEWS ON BEAUTY

It pays to be beautiful. Daniel Hamermesh, professor of economics at the University of Texas, Austin, has spent 20 years studying beauty. His book, "Beauty Pays" (Princeton University Press, 2011) explores whether or not physical attractiveness helps one succeed or earn more money. His study found that indeed it does.

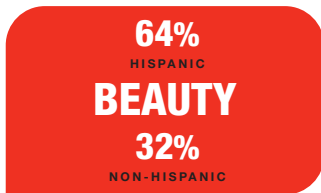
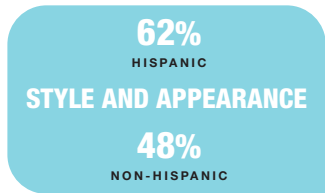
Sofia Vergara and Eva Longoria would agree. They are the first and third highest paid actresses on television (Source: Forbes, July 2012). Ms. Vergara is a native of Colombia; Ms. Longoria describes herself as Mexican-American. And they would probably agree with the 64% of the Hispanic population who believe that Latinas have shifted the

standards of beauty in the U.S., a figure that largely stays the same across demographic profiles.

ONLY ABOUT A THIRD (32%) OF NON-HISPANICS BELIEVE THAT LATINAS HAVE HAD A GREAT TO MODERATE IMPACT ON STANDARDS OF BEAUTY, a proportion that remains largely constant across demographics and is essentially the equivalent weight they give to the Hispanic influence on clothing (34%). **ON MATTERS OF STYLE AND APPEARANCE, NON-HISPANICS SEEM MORE AWARE OF LATIN INFLUENCE (48%) THAN THEY ARE ON BEAUTY,** especially in Miami (50%), but least of all in Charlotte (26%), Nashville (28%) and Detroit (29%).



IN ADDITION TO BEAUTY STANDARDS, THE HISPANIC COMMUNITY GIVES ITSELF HIGH MARKS ALSO FOR INFLUENCING STYLE AND APPEARANCE (62%), AND CLOTHING (61%). Miami reflects the highest degree of perceived influence in style and appearance at 80%; unsurprisingly, just 42% of Hispanics in Detroit perceive their impact on style and appearance having moderate to great influence.



| Non-Hispanic: | | | | | | | | | |
|----------------------|-------|-----|-------|-----------|---------|-----------|---------|---------|-------------|
| Metric (%) | Total | NYC | Miami | Charlotte | Detroit | Nashville | McAllen | Phoenix | Los Angeles |
| Style and Appearance | 48 | 45 | 50 | 26 | 29 | 28 | 47 | 53 | 38 |
| Beauty Standards | 32 | 37 | 40 | 16 | 24 | 23 | 42 | 42 | 32 |

| Hispanic: | | | | | | | | | |
|----------------------|-------|-----|-------|-----------|---------|-----------|---------|---------|-------------|
| Metric (%) | Total | NYC | Miami | Charlotte | Detroit | Nashville | McAllen | Phoenix | Los Angeles |
| Beauty Standards | 64 | 73 | 73 | 60 | 53 | 65 | 72 | 57 | 58 |
| Style and Appearance | 62 | 57 | 80 | 53 | 42 | 59 | 76 | 61 | 67 |

● = SIGNIFICANTLY LOWER THAN TOTAL | ● = SIGNIFICANTLY HIGHER THAN TOTAL

COMO LO VIO EN LA TELEVISION

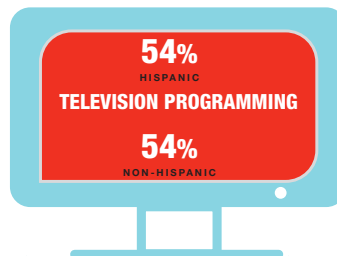
In 1990, there were 12 different English language soap operas aired by American broadcasters. By January of 2012, only four remained on the air. At the same time, the Spanish-language media giant Univision began offering closed-captioned English-language subtitles for its prime-time telenovelas. Univision now ranks the nation’s fifth most popular network. Advertisers have taken notice, intrigued by the passion of the audience and the rapid growth of the U.S. Latino population.

Non-Hispanics have also taken notice. While they may not choose a telenovela as a surrogate for the now cancelled “All My Children,” they certainly are aware of a proliferation of Hispanic-gearred channels: from MTV Tr3s, to ESPN Deportes and MundoFox, to name a few. These may not draw masses of non-Hispanic speakers to their broadcasts, but the strength of their parent brands will cause even a disinterested viewer to notice their presence.

Adding to a strong presence in the channel line-up is the abundance of Latino actors in general market

television and cable programming. Already noted above are the two highest paid actresses on TV, who appear on enormously popular shows aimed at a general audience. Yet there are others who might not have reached household name status yet, but who nonetheless define and shape the landscape of prominent characters on celebrated programs. For example, America’s favorite television show, NCIS, has featured Cote de Pablo, a Chilean-born actress, in a leading role for seven of its nine seasons. (Source: Seidman, Robert (May 5, 2011). “‘NCIS’ Voted America’s All-Time Favorite TV Show,” TV by the Numbers.com.) Mario Lopez, a first generation Mexican American, spent five years making young women swoon in his starring role on “Saved by the Bell,” has gone on to become a bona fide star appearing in everything from reality TV shows to soap operas to feature films.

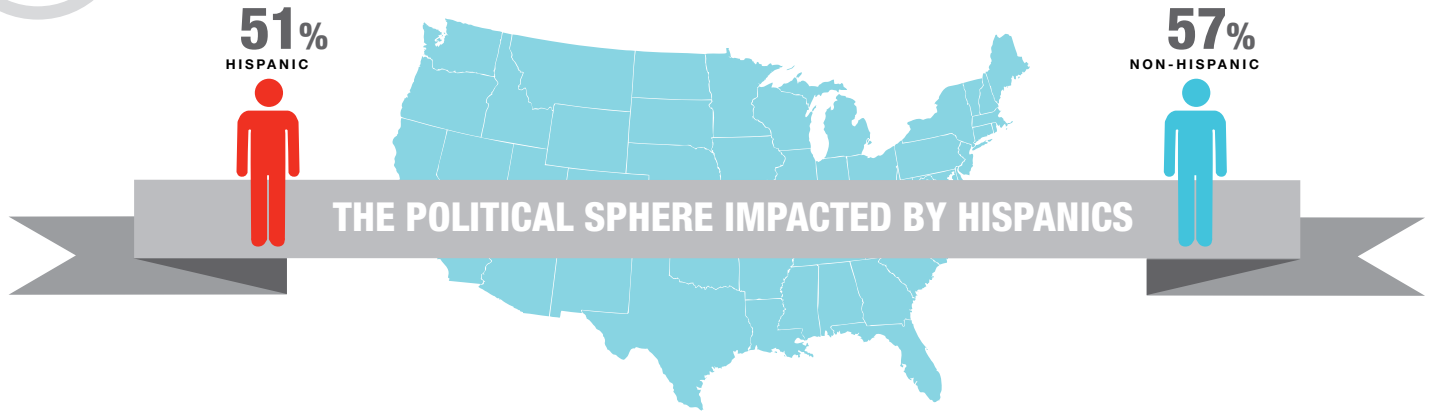
There is truth in numbers. **BOTH NON-HISPANIC AND HISPANIC AUDIENCES SIZE UP THE IMPACT OF LATINO CULTURE IN TELEVISION PROGRAMMING AND CHANNEL REAL ESTATE IN EQUAL FORCE, AS 54% OF EACH SEE MODERATE TO GREAT INFLUENCE.** Phoenix stands above other cities at 72% (non-Hispanic) and 70% (Hispanic); perceptions are matched in Detroit (at a tepid 38%) and Los Angeles, at more robust 59% and 58%, respectively. **WHAT MIGHT BE MOST TELLING, HOWEVER, IS THAT NON-HISPANICS RANK TELEVISION PROGRAMMING AS THE 5TH GREATEST HISPANIC INFLUENCE—** directly below politics—out of the 12 areas we surveyed. **HISPANICS THEMSELVES RANK IT ONLY 9TH, BUT AHEAD OF POLITICS IN 10TH PLACE.**



| Non-Hispanic: | | | | | | | | | |
|------------------------|-------|-----|-------|-----------|---------|-----------|---------|---------|-------------|
| Metric (%) | Total | NYC | Miami | Charlotte | Detroit | Nashville | McAllen | Phoenix | Los Angeles |
| Television Programming | 54 | 56 | 51 | 37 | 38 | 49 | 65 | 72 | 59 |

| Hispanic: | | | | | | | | | |
|------------------------|-------|-----|-------|-----------|---------|-----------|---------|---------|-------------|
| Metric (%) | Total | NYC | Miami | Charlotte | Detroit | Nashville | McAllen | Phoenix | Los Angeles |
| Television Programming | 54 | 51 | 59 | 44 | 38 | 45 | 65 | 70 | 58 |

● = SIGNIFICANTLY LOWER THAN TOTAL | ● = SIGNIFICANTLY HIGHER THAN TOTAL



THE POLITICAL SPHERE

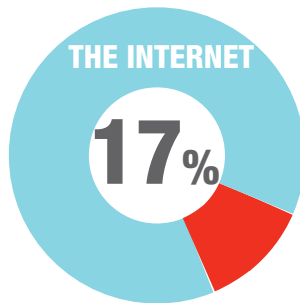
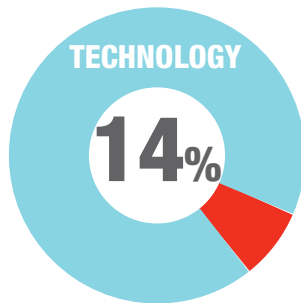
In all the cities we surveyed, political affiliation had less impact on perceptions than one might estimate: non-Hispanic Republicans, Democrats and Independents viewed general Latino influence on culture about equally at 75%, 78%, and 77% respectively. Hispanic Democrats and Independents are also in that range at 74% and 82%, but Hispanic Republicans lagged, at just under 60%.

ASKED ABOUT THE INFLUENCE LATINOS HAVE IN POLITICS, MORE THAN HALF OF NON-HISPANICS (57%) ACKNOWLEDGE THIS SPHERE IS IMPACTED BY HISPANICS GREATLY OR MODERATELY, a directionally greater number than Hispanics attribute themselves in this arena: 51%. This makes politics the 4th most Hispanic-influenced corner of American culture as perceived by non-Latinos, after

food, music and sports; and ties with technology for the bottom place of all spheres measured among Hispanics.

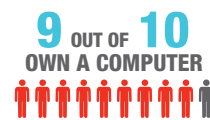
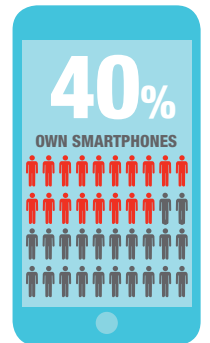
(For more in-depth insight on the subject of Hispanics and politics, refer to Conill's *America 2012: A look into what keeps us awake at night and what makes us dream in a politically charged year*, available at conill.com)

TECHNOLOGY



THE TWO AREAS WHERE HISPANIC INFLUENCE IS PERCEIVED TO BE THE WEAKEST BY NON-HISPANICS ARE TECHNOLOGY (14%) AND TO A SLIGHTLY LESSER DEGREE, THE INTERNET (17%) – in spite of the fact

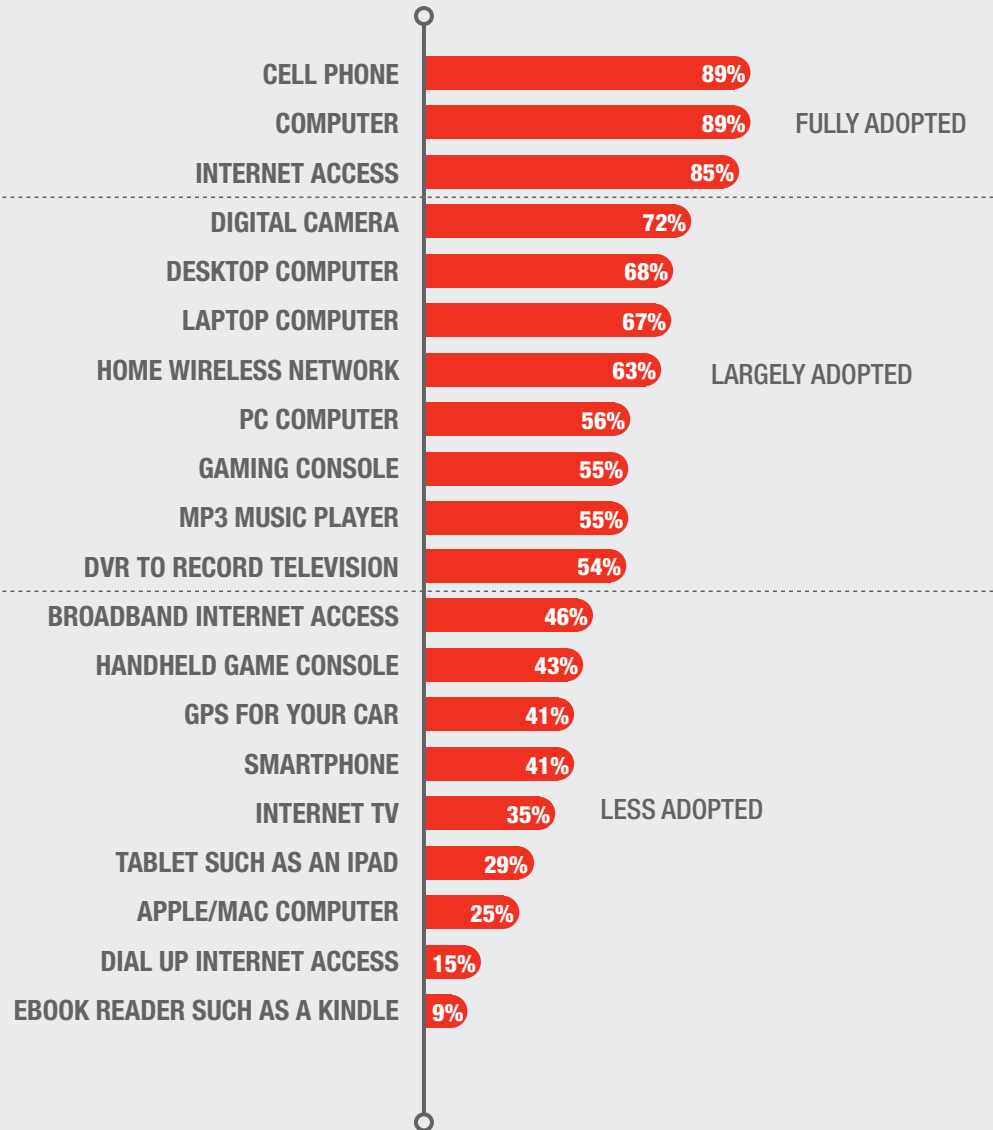
that 59% of Hispanics consider their influence on the Internet to be substantial. Although there is no easily identifiable Hispanic Steve Jobs or Bill Gates, 51% of the Hispanic population still considers its impact in the technology sector to be meaningful, perhaps because they are early and regular adopters of technology—**OVER 40% OF LATINOS HAVE A SMARTPHONE AND 9 OUT OF TEN OWN A COMPUTER.**



HISPANIC TECH OWNERSHIP

“Which of the following technology products do you have?”

HISPANIC BASE n = 400

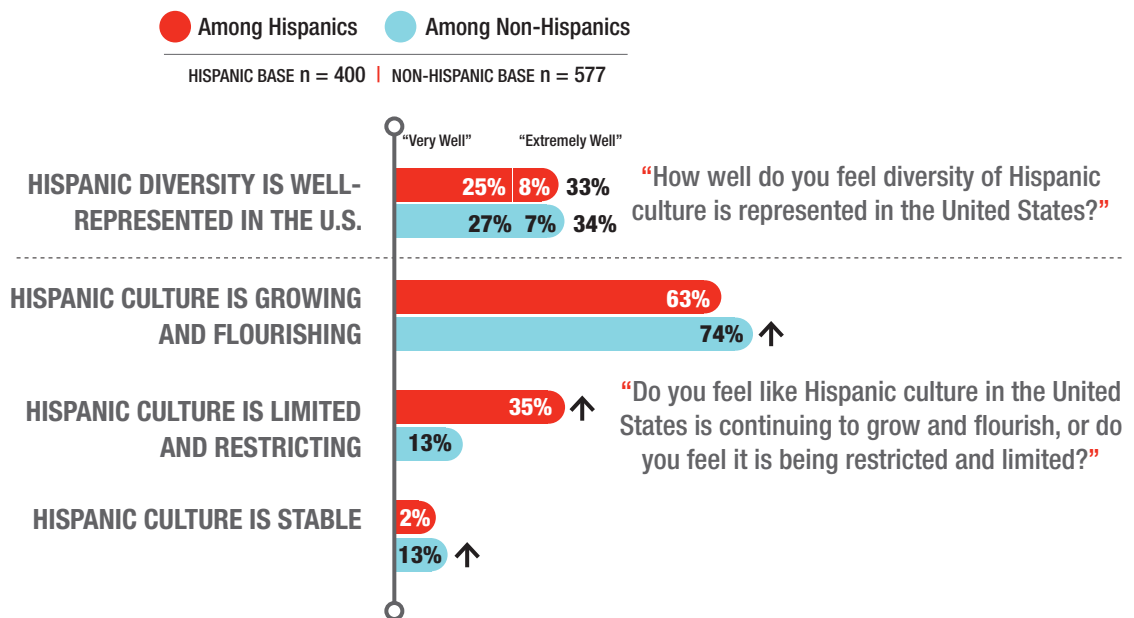


APPRECIATING HISPANIC CULTURAL DIVERSITY IN THE U.S.

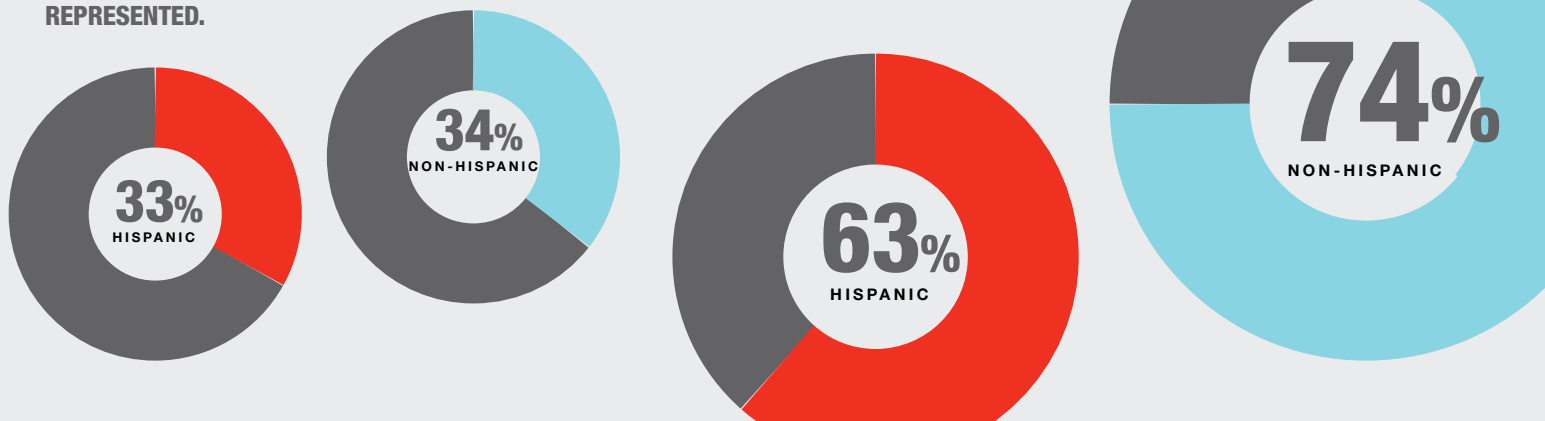
In popular usage, the terms Hispanic and Latino are often a descriptive umbrella used to refer to any American whose ancestry includes people of Spanish or Latin American origin.

As a result, Hispanics in the United States are frequently grouped into a monolithic group. In reality, the various Latino subgroups reflect profound differences in ethnicity, culture and origin. While deeply embedded similarities do exist, differences among the various subgroups in background and life experience affect how members perceive their place in society as well as how they estimate the degree to which Hispanic influence as a whole is moving upstream and causing shifts in the broader culture of Americans.

HISPANIC DIVERSITY COMPARISON



OUR SURVEY DEMONSTRATED THAT **ONLY ONE-THIRD OF HISPANIC (33%) AND NON-HISPANIC (34%) RESPONDENTS BELIEVE THE DIVERSITY OF HISPANIC CULTURE IN THE U.S IS EXTREMELY OR VERY WELL REPRESENTED.**



NEVERTHELESS, NEARLY TWICE THIS NUMBER—**63% OF HISPANICS AND 74% OF NON-HISPANICS**—AGREE THAT HISPANIC CULTURE IS GROWING AND FLOURISHING IN THE U.S.

This opinion is most prevalent among the highly educated (college graduates) and the top earners (\$75k+) in both groups. It is interesting to note that while college-educated, high-income Hispanic respondents indicate Latino culture is growing and flourishing (71%), they are the respondents least likely to believe that diversity within the culture is understood (24%).

Fully two-thirds of all Hispanics — whether immigrant or native-born, bilingual or English-speaking, youth or adult — believe that Latin culture is thriving. Those who identify themselves as Americans first believe this more strongly than Hispanics who define themselves as bicultural or those who identify more closely with Latinos, but a clear majority view Hispanic culture

in the U.S. as flourishing. This sense of optimism is largely shared across Hispanic demographics. If there are any differences in perspective among Hispanics, they tend to fall along geographic lines. For example, Hispanics in Charlotte are those least likely to share the view that the culture is thriving (42%) and the most likely to believe that it is somehow restricted (58%).

As noted earlier, 34% of non-Hispanics across the board believe that the diversity within Hispanic culture is extremely or very well represented. There are extremes, however. Only 10% of Detroit residents think so, while Miami, at 51%, is at least 10 percentage points ahead of McAllen (40%), Phoenix (39%) and Los Angeles (at 38%). New York, Charlotte and Nashville all share a proximate view

(29%, 29% and 31%, respectively).

One-third of non-Hispanic Republican and Democrats agree that diversity in Hispanic culture is appreciated. They share a similar view with respect to growth of the culture: 73% of Republicans compared to 78% of Democrats. Marital status and employment status do not impact views: 74% of marrieds and 70% of singles see growth, as do 74% of the employed compared to 76% of the unemployed. 81% of the age demographic 55-64 sees growth in the culture, a 13-percentage-point margin over those aged 18-34. The high degree of awareness observed in this older group should come as no surprise: In their lifetime, the Hispanic population has grown from 2.3 million “persons of Spanish surname”³ to 52 million by 2011⁴.

SOURCE:

Ethnic and Hispanic Statistics Staff, U.S. Department of Commerce

SOURCE:

U.S. Census Bureau

BICULTURALISM— ASPIRATION OR SHARED VALUE?

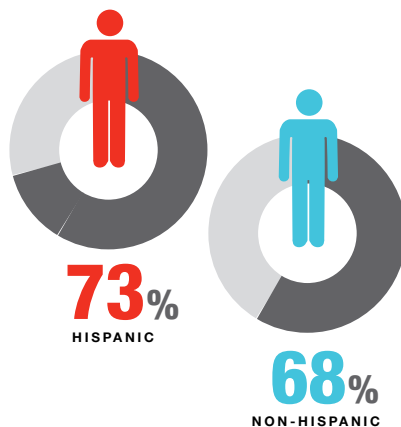
Nine out of 10 non-Hispanics view biculturalism—that is, knowing and appreciating the values of more than one culture—as a positive thing. A nearly identical number also agree that being bilingual in English and Spanish gives people an advantage in the job market (91%) and that cultural diversity enriches the U.S. These impressive proportions are shared in the Hispanic community, where 97% favor biculturalism and recognize the advantages of bilingualism, and 92% agree that diversity in a culture enriches it.

This remains true across the country, too, for both non-Hispanic and Hispanic audiences.

IN EVERY MARKET WE SURVEYED, PERCEPTIONS THAT FAVORED BICULTURALISM, BILINGUALISM, AND CULTURAL DIVERSITY RARELY FELL BELOW 90%.

These strongly favorable perceptions sweep across demographic profiles in both audiences. In spite of differences in gender, age and income, Hispanics and non-Hispanics all perceive

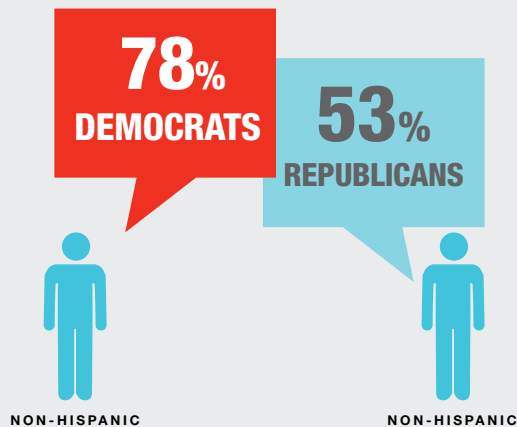
biculturalism, bilingualism and cultural diversity as assets to society. In the rare instance when the ranking fell below 90%, it was by a mere five points to 85%. That slightly diminished view was more likely to be held by non-Hispanic persons with a limited education (high school degree or some college), a lower income or unemployed (earnings of \$45k or less), or an affiliation to the Republican Party.



STRONG CONSENSUS AMONG ALL RESPONDENTS WAS ALSO REACHED ON THE ISSUE OF PERVASIVE STEREOTYPING OF HISPANICS IN THE MEDIA. SEVENTY-THREE PERCENT OF HISPANICS AGREED THAT SUCH STEREOTYPING OCCURRED OFTEN, AND SIXTY-EIGHT PERCENT OF NON-HISPANICS CONCURRED. The

study did uncover a marked split in the reliance upon the media’s portrayal of Hispanics in the U.S. Sixty-five percent of Hispanics reported that they rely mainly on TV and other media to learn about the Latino population in the U.S., while only 35% of non-Hispanics agreed.

The debate about whether English should be spoken by everyone living in the U.S. does not exactly rage on: Across the board, 80% of Hispanics believe everyone should be fluent in English, as do 91% of non-Hispanics (Republicans and Democrats essentially agree, 91% to 89%). It is also worth noting that across the country, **12% OF NON-HISPANICS ALSO BELIEVE THAT FLUENCY IN SPANISH IS NECESSARY TO LIVE IN THE U.S., AS COMPARED TO 51% OF HISPANICS.** (The latter number would fall below 50% if New York City, Phoenix and McAllen didn’t feel so strongly about it. They registered at 60%, 60% and 65%, respectively. Every other market fell below 50%, including Miami’s 41% -- the lowest percentage of any city surveyed.)



CLOSE TO 70% OF ALL NON-HISPANICS BELIEVE THAT HISPANICS CONTRIBUTE A GREAT DEAL TO THE ECONOMY

Views on Hispanic contributions to the greater economy are a further showcase of mixed signals. **NON-HISPANICS ARE LESS LIKELY TO HOLD THE VIEW THAT HISPANICS CONTRIBUTE “A GREAT DEAL” TO THE U.S. ECONOMY** — 69% vs. 95% of Hispanics). It is interesting to note that perceptions even in Los Angeles and New York, with their robust economies and sizable Hispanic populations, are consistent with that. Miami is the outlier: 81% of non-Hispanic respondents agree that Hispanics do make great contributions to the economy. A strong sense of confidence and esteem in their contributions to the economy crosses all demographic profiles in the U.S. Hispanic community: in every segment, over 90% of respondents view their economic impact as significant with a single exception — English-speaking Hispanics, at 84%.

SOME OF THE GREATEST AND MOST CONSISTENT DIFFERENCES IN OPINION ON HISPANIC INFLUENCE ARISE BETWEEN DEMOCRATS AND REPUBLICANS OF NON-HISPANIC DESCENT. WHILE CLOSE TO 70% OF ALL NON-HISPANICS BELIEVE THAT HISPANICS CONTRIBUTE A GREAT DEAL TO THE ECONOMY, BUT WITHIN THIS GROUP ONLY 53% OF REPUBLICANS AGREE WITH THIS VIEW COMPARED TO 78% OF DEMOCRATS. However, non-Hispanic members of both parties do credit Latinos for their impact on the culture overall in almost equal measure: Republicans at 75%, Democrats at 78%. Perhaps that’s because 75% of non-Hispanic Republicans report having Hispanic friends or co-workers, and nearly 85% believe that cultural diversity enriches the U.S., while nine out of 10 view bilingualism and biculturalism as assets. They

are very close to their fellow party members of Latino origin in this regard, more than 90% of whom see cultural diversity as positive, think bilingualism gives the job seeker a leg up, and believe biculturalism is a virtue. Hispanic and non-Hispanic Democrats are further convinced, with even higher percentages seeing the positive side of cultural diversity, bilingualism and biculturalism.

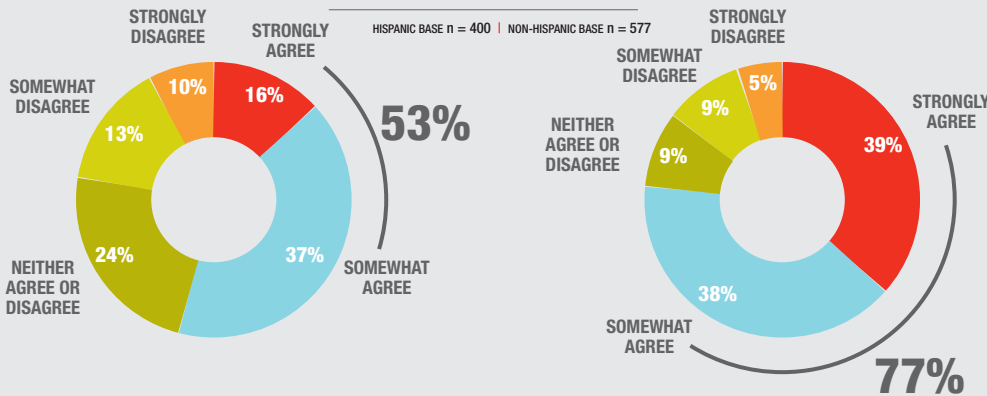
PRODUCT AND SERVICE INFLUENCERS

The Hispanic consumer is both social and vocal, and proactively engages in a dialogue with friends and family about a range of products from high-ticket technology to fashion and style. 77% indicate that they are receptive to or seek out new experiences (such as a new type of food or restaurant) and closely track potential upgrades of their personal technology. The

“next new thing” resonates with the Hispanic consumer, and just over half (53%) consider themselves a go-to source for information and guidance for new products. These percentages are comparable to those of non-Hispanic consumers, 51% of whom consider themselves advisors and 81% of whom “love trying new things.”

ADVICE SEEKING AND GIVING IN THE HISPANIC COMMUNITY VEERS SLIGHTLY MORE PERSONAL IN NATURE THAN AMONG NON-HISPANICS. THREE OF THE TOP FIVE AREAS WHERE GUIDANCE IS SOUGHT ARE COOKING, FASHION, AND HEALTH AND WELLNESS. FOR NON-HISPANICS, THE TREND IS MORE PRACTICAL: THREE OF THE TOP FIVE TOPICS ARE TECHNOLOGY, AUTOMOTIVE AND FINANCIAL SERVICES.

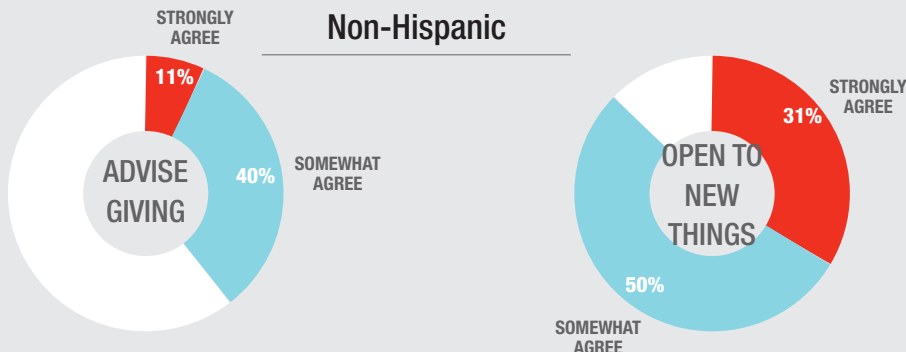
INFLUENCE Hispanic



“When my friends have questions about a new product, I am usually one of the first people they turn to for advice.”

“I love trying new things, whether it’s a new food that I’ve never eaten before, a new restaurant, or a new type of phone or computer.”

Non-Hispanic



The other top two categories among non-Hispanics are restaurant recommendations (No. 1 in rank) and cooking (No. 3); for Hispanics, they are technology (No. 1) and automotive (No. 4). In Hispanic circles, technology is far more discussed among men (30%) than women (12%), and among those who are college graduates (34%). Technology is also the topic most frequently “asked about” by both genders at 42%, three times as often as the runner-up, automobiles (13%), and nearly five times as often as health and wellness. Males also assume much of the conversation space for automobiles, too: One in five men actively seeks or gives advice in the category compared to only 3% of women. More personal topics appear to be the domain of women: Twenty percent of Hispanic women share advice on cooking and 18% trade thoughts on fashion and style.

Hispanics and non-Hispanics share many common interests and intersecting priorities: Technology, cooking, automobiles and financial services are at or near the top of the rankings for both audiences, as evidenced in the chart below:

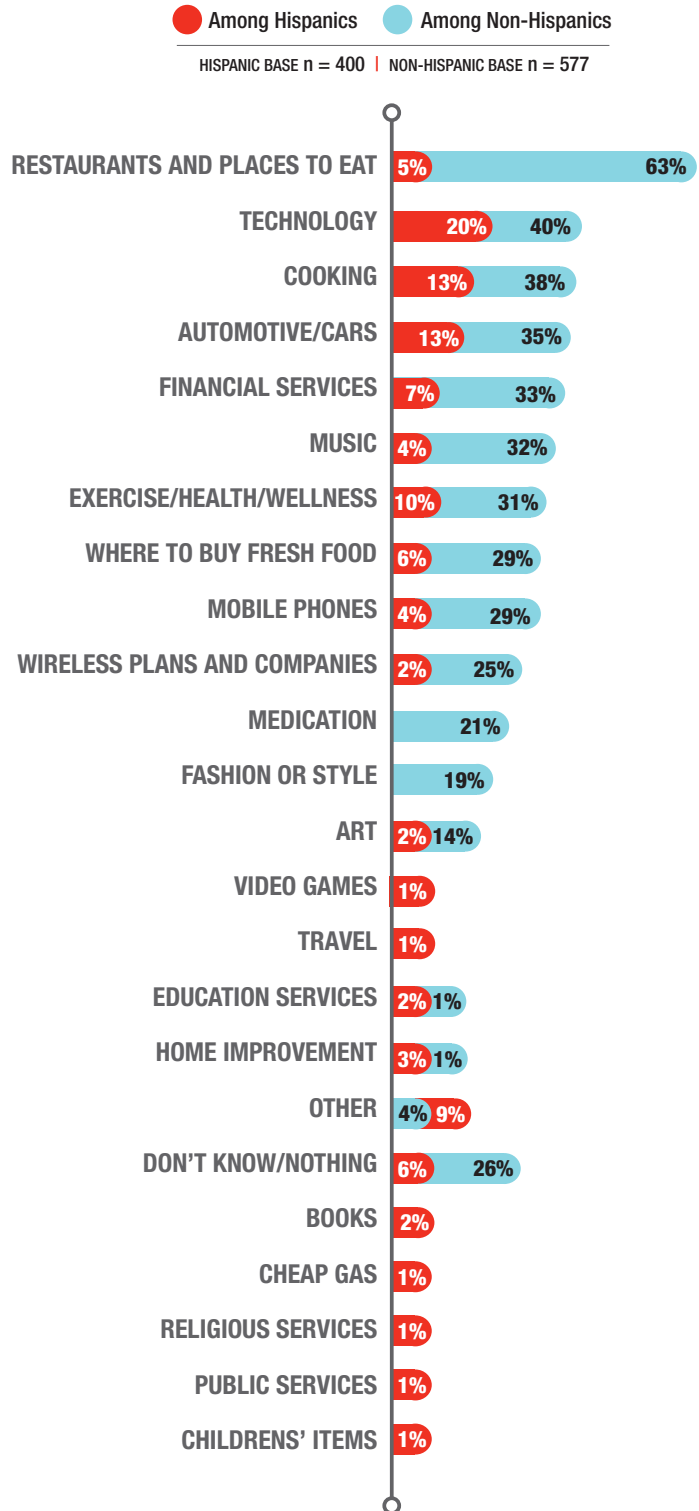
PRODUCT/SERVICE ADVICE COMPARISON

“What products or services are your friends most likely to ask you about for advice?”

| Advice Topic | Hispanic Rank | Non-Hispanic Rank | Difference in Rank |
|--|---------------|-------------------|--------------------|
| Fashion or style | 3 | 12 | 9 |
| Exercise/Health/Wellness | 5 | 7 | 2 |
| Technology | 1 | 2 | 1 |
| Cooking | 2 | 3 | 29% |
| Food | 7 | 8 | 10% |
| Automotive/Cars | 4 | 4 | |
| Medication | 11 | 11 | 24% |
| Art | 13 | 13 | 25% |
| Finances (Banks, Credit Cards, Investments, Mortgages) | 6 | 5 | -1 |
| Mobile phones | 10 | 9 | -1 |
| Wireless plans and companies | 12 | 10 | -2 |
| Music | 9 | 6 | -3 |
| Restaurants and places to eat | 8 | 1 | -7 |

PRODUCT/SERVICE ADVICE GIVING

“What products or services are your friends most likely to ask you about for advice?”



DISCRIMINATION — A SHARED PERCEPTION

When it comes to experiences of discrimination, **Hispanics and non-Hispanics are equally likely to say they feel they have been personally discriminated against in the past year — one-third of each group responded in the affirmative.**

But our survey also underscored how perceptions of prejudice can vary by ethnicity. **While 89% of**

Latinos said Hispanics confront discrimination somewhat often or very often, a smaller but still substantial 71% of non-Hispanics also have felt Latinos are discriminated against.

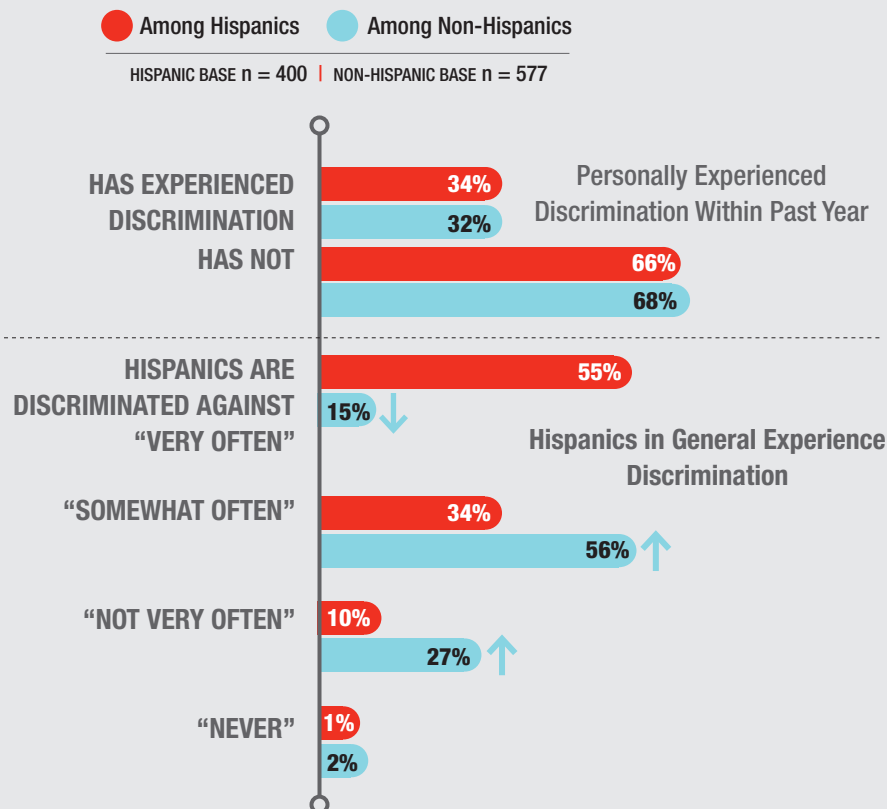
It is not unusual for members of one group to feel they face more prejudice than other groups. In this survey, that was especially true

when Hispanics were asked if they felt discriminated against “very often.” Fifty-five percent of Hispanics said members of their group encounter frequent discrimination, while 67% strongly or somewhat agree that as a group Hispanics are discriminated against more than other ethnic minorities. While the majority perceives Hispanics as a group are frequently discriminated against, one in three (34%) Hispanics indicated that they themselves have personally experienced discrimination within the past year.

The communities where Hispanics felt most discriminated against are the areas with the smallest Latino populations—cities such as Detroit, Nashville and Charlotte. The exception was Phoenix, which also had similar high ratings, yet has a substantial Latino population. Most likely, Arizona’s state law requiring local police to ascertain the citizenship of people they suspect of being in the U.S. illegally has affected the views of respondents living there. Interestingly, non-Hispanic residents of Detroit, Nashville and Charlotte are among the least likely to have experienced discrimination themselves.

The 34% of Hispanic individuals who say they have experienced discrimination are demographically diverse. Gender, level of education, income and employment status appear to have no or limited bearing on someone’s odds of experiencing discrimination. The single biggest factor is geography, as noted above.

DISCRIMINATION



PERSONAL SAFETY

WHEN IT COMES TO THE PERSONAL SAFETY OF HISPANICS, ONLY ONE IN 10 OF ALL RESPONDENTS BELIEVES THAT HISPANICS ARE “EXTREMELY SAFE” LIVING IN THE U.S., while a majority feel Latinos are “somewhat to very safe” (63% of Hispanics and 81% of non-Hispanics.)

JUST 29% OF HISPANICS SAY THAT THEY FEEL EXTREMELY OR VERY SAFE. In examining certain key metrics from the demographics of our survey, it’s easy to understand where that number comes from. Those who are foreign-born, prefer to speak Spanish, identify culturally

more with their Latino identity and fall on the lower end of the acculturation scale, all express the most diminished sense of comfort and safety — only one in four reports feeling extremely or very safe. However, that’s not to say that the U.S.-born, more acculturated, English-speaking Hispanic who identifies relatively more with the American culture is necessarily someone who enjoys great comfort and ease: Fewer than one in two Hispanics in these segments feels extremely or very safe.

In general, Hispanic men feel safer than women (35% vs. 25%), and Hispanic Republicans are twice as

likely to describe themselves feeling safe as compared to Democrats. Only one in five Los Angelenos feels extremely or very secure, while nearly half of the Hispanic population of Miami (45%) claim this level of comfort.

Non-Hispanics are more inclined to describe an “extremely or very safe” world for Hispanics (44%), though the viewpoint is below a majority. Here too, geography is a major factor: Non-Hispanics living in Miami and McAllen assume Latinos are safer, while such responses are significantly lower in every other city in the sample.

DISCRIMINATION/SAFETY

“How concerned are you about each of the following issues facing Americans today?”

● Among Hispanics ● Among Non-Hispanics

HISPANIC BASE n = 400 | NON-HISPANIC BASE n = 577

| Non-Hispanic: | | | | | | | | | |
|---------------------------------|-------|-----|-------|-----------|---------|-----------|---------|---------|-------------|
| Metric (%) | Total | NYC | Miami | Charlotte | Detroit | Nashville | McAllen | Phoenix | Los Angeles |
| Experienced Discrimination | 32 | 36 | 29 | 24 | 33 | 19 | 38 | 39 | 37 |
| Hispanics Discriminated Against | 71 | 77 | 60 | 73 | 77 | 75 | 54 | 71 | 72 |
| Hispanics Feel Safe | 44 | 42 | 57 | 41 | 28 | 41 | 60 | 38 | 48 |

| Hispanic: | | | | | | | | | |
|---------------------------------|-------|-----|-------|-----------|---------|-----------|---------|---------|-------------|
| Metric (%) | Total | NYC | Miami | Charlotte | Detroit | Nashville | McAllen | Phoenix | Los Angeles |
| Experienced Discrimination | 34 | 32 | 26 | 47 | 39 | 44 | 24 | 41 | 22 |
| Hispanics Discriminated Against | 69 | 86 | 76 | 91 | 95 | 96 | 84 | 94 | 88 |
| Hispanics Feel Safe | 29 | 27 | 45 | 25 | 16 | 31 | 40 | 31 | 20 |

● = SIGNIFICANTLY LOWER THAN TOTAL | ● = SIGNIFICANTLY HIGHER THAN TOTAL

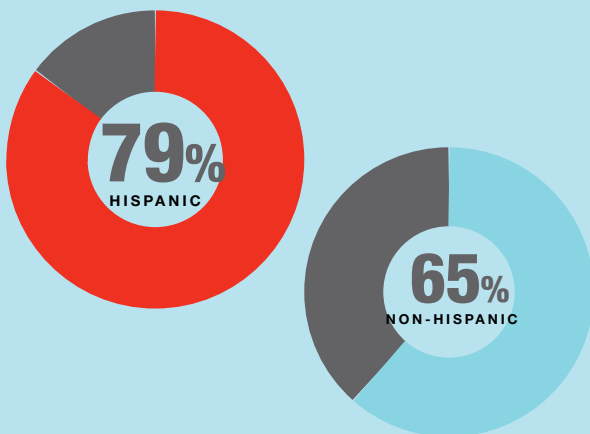
TENSIONS

For the past several years, the issue of undocumented immigrants has frequently dominated the conversation surrounding the Hispanic population in the U.S. Attitudes about legal and illegal immigration divide even the Latino community. It's a legitimate policy debate, yet the challenge and opportunity for current and future leadership is really driven by something else—the kind of demographic and cultural changes that the American marketplace and media are now adopting, fomenting, embracing and learning to leverage.

OVERALL, 79% OF HISPANICS FEEL THAT TENSION BETWEEN THEIR COMMUNITIES AND NON-HISPANICS PERSIST, AND 65% OF THE LATTER GROUP WOULD AGREE.

This is especially true in Phoenix (84% and 81%, respectively), where Arizona's strict and controversial anti-illegal immigration law looms, but also McAllen (86% and 67%, respectively), which sits on the border of Texas and Mexico. Although there are important differences in perspective, there are equally important shared values, and Hispanics and non-Hispanics are recognizing that in each other. Each group overwhelmingly agrees, for instance, that Hispanics and non-Hispanics doing the same job should receive the same wage (96% and 94% respectively). Almost equally important is the opportunity and commitment to pass on one's culture and heritage to future generations (Hispanics, 96%; non-Hispanics, 92%). Although not everyone has access to the same opportunities, there is a majority consensus among Hispanics and non-Hispanics that the playing field is becoming more leveled (51% and 50% respectively).

ALMOST HALF OF BOTH POPULATIONS WOULD WELCOME THE CHANCE TO LIVE IN A BLENDED NEIGHBORHOOD. This is particularly true of non-Hispanics living in McAllen or Phoenix—of whom only 35% declare to shop or live in an area dominated by their ethnicity. Two-thirds of Hispanics in McAllen, however, prefer to stick together, and the majority of Latinos in Miami (53%) and Nashville (52%) feel the same way. Yet the tide is a progressive one: Seven in 10 of both groups are comfortable with their identity and their ability to be themselves when interacting with people of different backgrounds.



HISPANIC TREATMENT

“How much do you either agree or disagree with the following statements about how Hispanics are treated in the United States?”

| Hispanic: | | | | | | | | | |
|---|-------|-----|-------|-----------|---------|------------|---------|---------|-------------|
| Metric (%) | Total | NYC | Miami | Charlotte | Detroit | Nash-ville | McAllen | Phoenix | Los Angeles |
| Believe the financial situation for Hispanics in the U.S has gotten better over the past few years. | 52 | 57 | 51 | 40 | 51 | 39 | 73 | 58 | 44 |
| Hispanics receive the same opportunities in America as non-Hispanics. | 51 | 40 | 53 | 27 | 41 | 48 | 43 | 43 | 33 |
| It is important to pass on my culture to my children. | 96 | 98 | 96 | 98 | 98 | 90 | 92 | 100 | 98 |
| I feel that Hispanics and non-Hispanics doing the same job should earn the same amount of money. | 96 | 94 | 98 | 96 | 93 | 86 | 100 | 96 | 94 |
| Tension between Hispanics and non-Hispanics has increased over the past few years. | 79 | 71 | 78 | 79 | 73 | 83 | 86 | 84 | 78 |
| Immigration, legal or not, is largely beneficial to American society. | 78 | 77 | 74 | 83 | 67 | 76 | 78 | 88 | 77 |
| Attitudes about legal and illegal immigration has divided Latinos in recent years. | 77 | 73 | 76 | 75 | 77 | 75 | 86 | 86 | 70 |
| Hispanics are discriminated against more often than other ethnic minorities. | 67 | 65 | 53 | 70 | 68 | 59 | 66 | 82 | 72 |
| Prefer to shop and live in areas where there are more people of the same ethnic group as myself. | 48 | 37 | 53 | 45 | 48 | 52 | 66 | 40 | 46 |
| Often act differently when I'm with someone who is of an ethnic group other than my own. | 29 | 28 | 28 | 27 | 25 | 24 | 42 | 26 | 33 |

| Non-Hispanic: | | | | | | | | | |
|---|-------|-----|-------|-----------|---------|------------|---------|---------|-------------|
| Metric (%) | Total | NYC | Miami | Charlotte | Detroit | Nash-ville | McAllen | Phoenix | Los Angeles |
| Believe the financial situation for Hispanics in the U.S has gotten better over the past few years. | 68 | 73 | 78 | 71 | 58 | 70 | 71 | 58 | 69 |
| Hispanics receive the same opportunities in America as non-Hispanics. | 50 | 45 | 57 | 33 | 42 | 50 | 69 | 53 | 53 |
| I feel that Hispanics and non-Hispanics doing the same job should earn the same amount of money. | 94 | 96 | 98 | 91 | 93 | 98 | 94 | 93 | 93 |
| It is important to pass on my culture to my children. | 92 | 91 | 94 | 93 | 94 | 91 | 89 | 92 | 93 |
| Attitudes about legal and illegal immigration has divided Latinos in recent years. | 76 | 79 | 74 | 74 | 79 | 74 | 78 | 82 | 70 |
| Tension between Hispanics and non-Hispanics has increased over the past few years. | 65 | 62 | 55 | 65 | 66 | 69 | 67 | 81 | 59 |
| Immigration, legal or not, is largely beneficial to American society. | 54 | 55 | 74 | 54 | 52 | 34 | 60 | 57 | 49 |
| Hispanics are discriminated against more often than other ethnic minorities. | 20 | 14 | 16 | 25 | 23 | 25 | 18 | 24 | 19 |
| Prefer to shop and live in areas where there are more people of the same ethnic group as myself. | 50 | 55 | 56 | 57 | 58 | 48 | 35 | 34 | 50 |
| Often act differently when I'm with someone who is of an ethnic group other than my own. | 21 | 18 | 30 | 17 | 14 | 30 | 24 | 18 | 19 |

● = SIGNIFICANTLY LOWER THAN TOTAL | ● = SIGNIFICANTLY HIGHER THAN TOTAL

IMPLICATIONS

- **Hispanic consumers are transforming the “mainstream” as much as it is transforming them**, and this is not necessarily just by virtue of the group’s increasing size and its proportion within the population. It’s the result of gradual, organic adoption of aspects of Hispanic culture by the mainstream. **Identifying and tracking new trends from Hispanic culture as they are being adopted by the mainstream and leveraging their emergence in marketing communications offers brands the opportunity to demonstrate an “edge” and to develop a more authentic connection to what’s relevant to consumers.**
 - **After food, the two areas most impacted by Hispanic influence are music and sports**, but these spheres are not just about Billboard hits and home run records. They are actually lifestyle arenas that represent a marriage of product, cultural impact and a deep, shared interest between Hispanics and non-Hispanics. This combination **creates audience crossover opportunities for brands that consider Latino-centric ideas alongside general market ideas in formulating a marketing strategy.**
 - **The Hispanic audience consists of highly motivated users of all forms of social media and they are early adopters of new technology.** They are also vocal seekers and givers of advice on lifestyle issues as well as products and services. They perceive themselves to be strong influencers for both audiences across cultural spheres. **Ensuring that marketing strategy and campaign execution contain tailored social and shareable media elements will accelerate a connection with this audience at a faster pace. It will also provide more opportunities for Latinos to become active evangelists for your brand.**
 - **Encourage Hispanic audiences to become co-owners of your brand.** The Los Angeles Dodgers baseball team noticed T-shirts and other merchandise featuring “Los Doyers”—a common nickname for the team coined by its huge number of Mexican-American fans. Now, the Dodgers have filed trademark registrations and are licensing official “Los Doyers” merchandise.
 - With a population greater than 50 million spread across the continental U.S., the Hispanic market is not a niche but a bloc of consumers, voters and neighbors.
- There are, however, niches within this bloc based on differences in ethnicity, culture and origin. **In determining how to connect with Latino audiences, it’s incumbent upon marketers to display a sensitivity to these differences and to customize messaging and communication tactics accordingly.**
- Many marketers continue to think about the Hispanic market as an orderly progression toward assimilation. Given that 74% of non-Hispanics in our survey agree that Latino culture is growing and flourishing, **marketers should give careful attention to leveraging those elements of Hispanic culture that are moving upstream and causing shifts in the broader culture.**
 - **The Hispanic community gives itself high marks for influencing beauty standards, style and clothing**, and many brands in make-up, hair care and fashion utilize female Hispanic celebrities as spokeswomen. Given the success of these relationships, **there’s an opportunity to develop more Latin personalities as lifestyle gurus who touch other points in the consumer universe, such as automobiles, personal technology and financial services.**

APPENDIX A

STUDY BACKGROUND AND METHODOLOGY

The research from which learnings were gleaned was quantitative in nature. Two data collection approaches were used to interview participants. Hispanic participants were largely interviewed by phone to ensure a representative acculturation mix, and non-Hispanic interviews were completed either by phone or online. 400 interviews were conducted among Hispanics and 577 among non-Hispanics.

The survey was extensive in scope, averaging 31 minutes to complete. It was fielded by Market Perceptions in the last quarter of 2011. Eight

markets were chosen for surveying, based upon a variety of factors. We included a mix of diverse markets from a geographic, as well as Hispanic population density standpoint. In addition, some markets were chosen because of unique realities among Hispanics in those locations. The eight markets surveyed include:

- Charlotte, NC
- Detroit, MI
- Los Angeles, CA
- McAllen, TX
- Miami, FL
- Nashville, TN
- New York, NY
- Phoenix, AZ

The only screening requirement for participation in this study (beyond living in one of the above eight markets) was age, including anyone between 18 and 64 years of age.

For the Hispanic sample size of 400 interviews the maximum sampling error is +/- 4.9 percentage points at the 95% level of confidence. For the non-Hispanic sample size of 577, the maximum margin of error is +/- 4.1 points. Margins of error will increase for smaller demographic breakdowns.

APPENDIX B

STUDY SAMPLE

DEMOGRAPHICS PROFILE

- 977 Interviews were completed among both Hispanics (41%) and non-Hispanics (59%):

| Ethnicity | Percentage of Participants | Ethnicity | Percentage of Participants |
|--------------------------------|----------------------------|------------------------|----------------------------|
| Caucasian/White (Non-Hispanic) | 50% | Black/African American | 3% |
| Hispanic/Latino | 41% | Other | 1% |
| Asian/Pacific Islander | 5% | | |

- Of the eight markets included in this study, participants were most likely to live in New York or Los Angeles (both 16%), while about one-tenth of participants were found in each of the other markets:

| Market | Percentage of Participants | Market | Percentage of Participants |
|-----------------|----------------------------|---------------|----------------------------|
| New York, NY | 16% | Detroit, MI | 12% |
| Los Angeles, CA | 16% | Miami, FL | 11% |
| Phoenix, AZ | 12% | Nashville, TN | 11% |
| Charlotte, NC | 12% | McAllen, TX | 10% |

- By gender, there were 52% males and 48% females.
- Age breakdown of participants was as follows:

| Age | Percentage of Participants | Age | Percentage of Participants |
|-------|----------------------------|-------|----------------------------|
| 18-24 | 13% | 45-54 | 22% |
| 25-34 | 21% | 55-64 | 24% |
| 35-44 | 20% | | |

- Most participants were employed (66%):

| Employment | Percentage of Participants | Income/Education | Percentage of Participants |
|--|----------------------------|----------------------------|----------------------------|
| Metric (%) | | | |
| Work Full-Time/Part-Time | 66% (57%FT, 9%PT) | Up to \$20,000 | 14% |
| White Collar/Professional | 61% | \$20,001 to \$45,000 | 25% |
| Service Industry | 16% | \$45,001 to \$75,000 | 22% |
| Trade, Craft, Labor (Blue Collar) | 23% | \$75,001 to \$150,000 | 29% |
| Not Currently Employed | 10% | More than \$150,00 | 10% |
| Student | 8% | | |
| Homemaker | 8% | High School Degree or Less | 24% |
| Retired | 8% | Some College/Tech Training | 25% |
| Retired | 8% | College/Post-Graduate | |

- Six out of ten participants (60%) were married, while 27% were single (never married) and 13% responded in another marital category (divorced, widowed, etc.). Nearly half (46%) had children, with the average number of children being two.
- Political affiliation between the participants: 36% Democrat, 20% Republican and 23% Independent. An additional 10% said “Other” and 11% responded as “Unsure.”
- Four out of ten (42%) were Catholic, 21% Christian (unspecified), 9% Protestant, 4% Jewish and 11% “other religion.” Just over one out of ten (13%) said they were not religious.

WANT TO KNOW MORE?

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