

2010 Latino Cultural Identity Consumer Report



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Forward thinking marketers know the importance of connecting with Hispanic consumers. But understanding the complex and multidimensional Hispanic population requires expertise.

That's why Experian Simmons and the Association of Hispanic Advertising Agencies (AHAA), both recognized experts in measuring the Hispanic consumer marketplace, developed the Simmons Latino Cultural Identity Study, a powerful tool that delivers the mindset of the Hispanic consumer.

The *2010 Latino Cultural Identity Consumer Report* leverages the latest Simmons Latino Cultural Identity Study to identify attitudes and beliefs that are commonly shared across the Hispanic population regardless of language preference, heritage or country of birth.

These widely shared beliefs provide marketers with vivid insights into the question: What makes a Latino Latino?

Simmons Latino Cultural Identity Study

The Latino Cultural Identity Study (LCI) moves beyond language and acculturation to provide marketers and advertisers targeting Hispanics with a complete understanding about Hispanic consumers. The study leverages a multidimensional model of cultural identity, comprised of the following four pillars:

- Interpersonal Orientation
- Time and Space Perception
- Spirituality
- Gender Perception

The Simmons LCI Study is comprised of 137 unique attitudinal statements designed to deliver a detailed view of Hispanic Americans' outlook on the world. This information provides marketers with the critical understanding they need to reach and connect with Hispanic consumers and to strengthen their merit as a leading authority on the Hispanic market.

Simmons Latino Cultural Identity Study

Prior to conducting the LCI Study, AHAA launched the Latino Cultural Identity project, which hypothesized that there are underlying characteristics that simultaneously:

- ▶ Unite U.S. Hispanics
- ▶ Differentiate U.S Hispanics from the rest of the U.S.

These characteristics were identified as spanning the four pillar groups.

The Simmons Latino Cultural Identity Study provides metrics to quantify these theoretical pillars. The results of that quantification indicate within each pillar, that there are several ways in which Latinos—regardless of language, heritage or generation—are significantly different from U.S. non-Hispanics.

These results are not only empirical support for the original theories of the LCI project, but because they are tied to nearly 60,000 data elements collected in the Simmons National Consumer Study, including attitudes, lifestyles, consumer behaviors and media consumption, they can be used for understanding of and marketing to U.S. Hispanics.

What makes a Latino Latino?

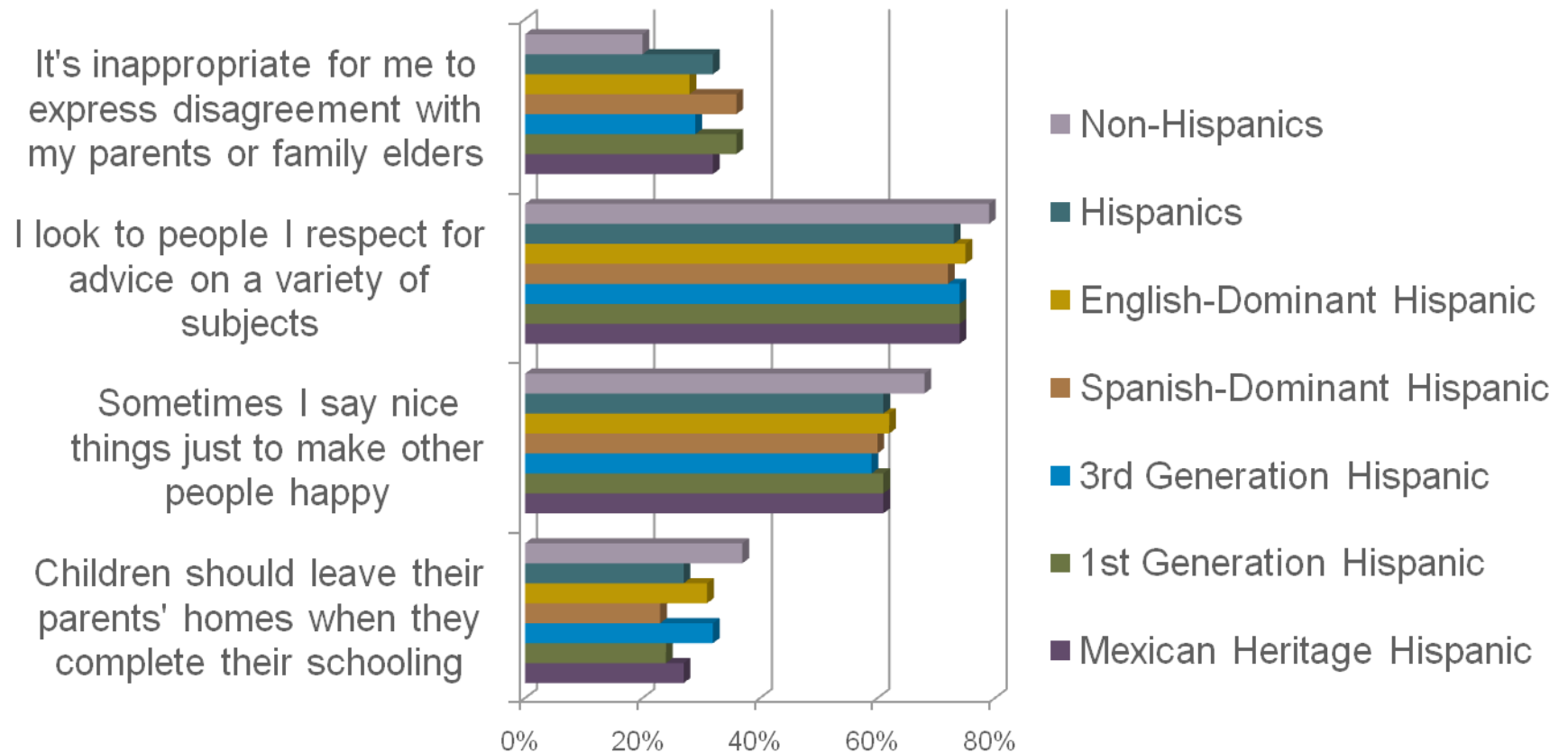
For the *2010 Latino Cultural Identity Consumer Report*, Experian Simmons examined the LCI attitudinal statements against seven demographic targets:

- ▶ Non-Hispanic
- ▶ Hispanic
- ▶ English-dominant Hispanic
- ▶ Spanish-dominant Hispanic
- ▶ First generation Hispanic
- ▶ Third generation Hispanic
- ▶ Hispanics of Mexican heritage

Of the 137 statements examined, Simmons identified 45 which significantly differentiate Hispanic consumers, including the five Hispanic sub-demographic targets, from their non-Hispanic counterparts. The following slides will highlight, by pillar, 16 of these key attitudes.

What makes a Latino Latino?

Interpersonal Orientation



What makes a Latino Latino?

Interpersonal Orientation

- Some of the largest differences between Hispanics and non-Hispanics occur on questions related to family. Specifically, we see that Hispanic Americans are less likely than non-Hispanics to agree that children should leave their parents' home when they complete their schooling. U.S. Hispanics are also less likely than non-Hispanics to challenge their parents or other elder family members by expressing disagreement.
- The Simmons Latino Cultural Identity Study reveals that Hispanic adults—regardless of language, generation or heritage—are less likely to say something nice just to make another person happy.
- Even though many Hispanic Americans seek advice from those they respect, the act is less common among U.S. Hispanics than among their non-Hispanic counterparts.

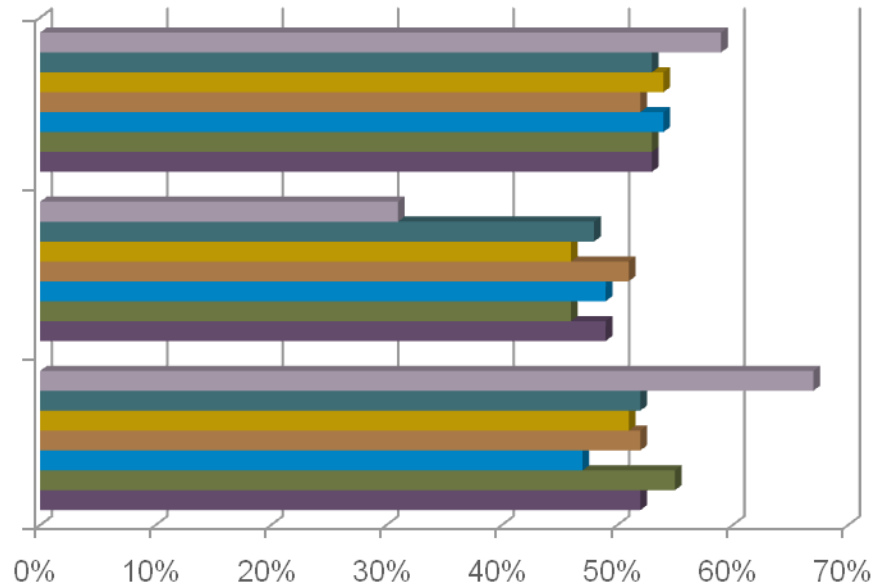
What makes a Latino Latino?

Time and Space Perception

I need a calendar or schedule to organize myself

I make an extra effort to be early for work appointments, but not for social ones

I am bothered when I am late for social occasions



■ Non-Hispanics

■ English-Dominant Hispanic

■ 3rd Generation Hispanic

■ Mexican Heritage Hispanic

■ Hispanics

■ Spanish-Dominant Hispanic

■ 1st Generation Hispanic

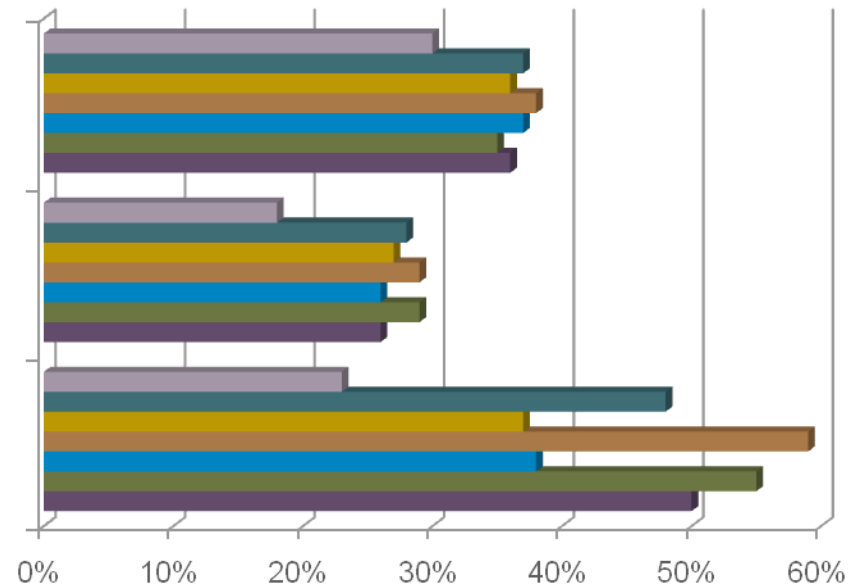
What makes a Latino Latino?

Time and Space Perception

When working on an important project, I only focus on the big picture

I don't worry much about missing an opportunity because it will come up again

It is better not to plan because things never turn out like they're supposed to



- Non-Hispanics
- English-Dominant Hispanic
- 3rd Generation Hispanic
- Mexican Heritage Hispanic
- Hispanics
- Spanish-Dominant Hispanic
- 1st Generation Hispanic

What makes a Latino Latino?

Time and Space Perception

- Hispanic Americans are less likely to believe that they need a calendar to organize themselves. In fact, being late for social occasions bothers Hispanic Americans much less than it does their non-Hispanic counterparts. However, when it comes to work appointments, they make an extra effort to be early.
- Don't sweat the details. U.S. Hispanics are more likely than non-Hispanics to say that when working on a project, they only focus on the big picture. Should they miss an opportunity, that's okay because another one will always come along.
- In fact, nearly half of Hispanic Americans say that it's better to not even bother planning because things never turn out the way they're supposed to. Fewer than 25% of non-Hispanic adults say the same. First generation Hispanics and Spanish-dominant Hispanics are most likely to feel this way.

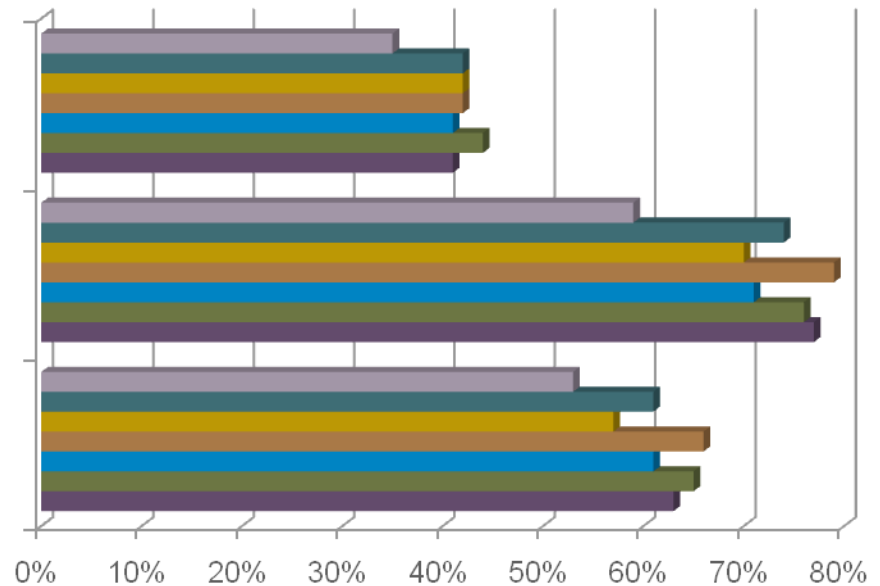
What makes a Latino Latino?

Spirituality

I believe that physical ailments can be caused by spiritual imbalance

God has opened the doors for me to have better opportunities

In times of trouble I rely on my religion



- Non-Hispanics
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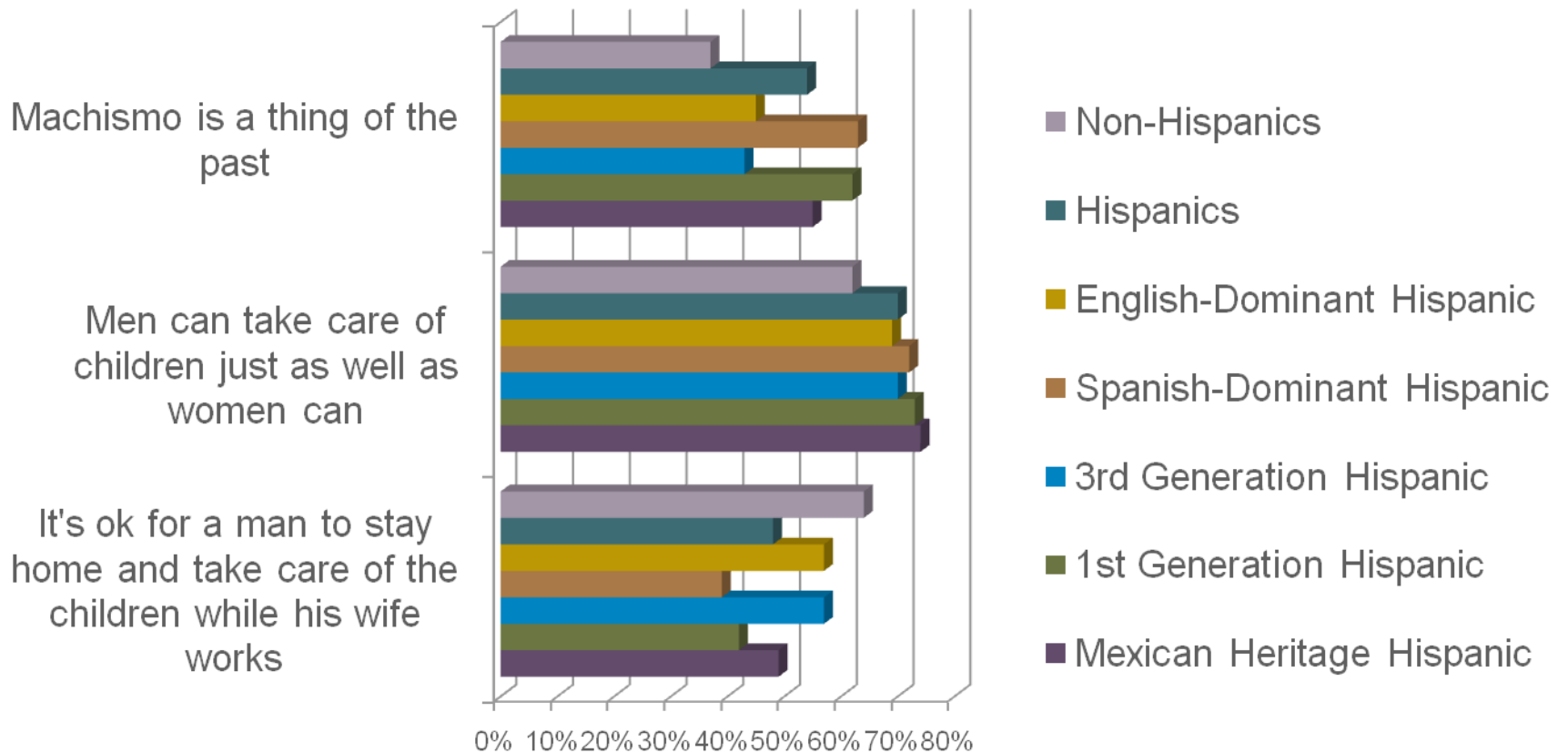
What makes a Latino Latino?

Spirituality

- U.S. Hispanics have a strong faith and believe that God plays an influential role in their lives. Hispanics are more likely than non-Hispanics to say that they rely on religion during times of trouble. Spanish-dominant Hispanics are most likely to make this claim.
- Hispanic Americans also widely believe that God has opened doors to provide them with better opportunities.
- While God may have opened doors for them, U.S. Hispanics are significantly more likely than non-Hispanics to believe that physical ailments can be caused by a spiritual imbalance. This belief is most common among first generation Hispanic immigrants.

What makes a Latino Latino?

Gender Perception



What makes a Latino Latino?

Gender Perception

- U.S. Hispanics are more likely than their non-Hispanic counterparts to believe that “machismo” is a thing of the past. This belief is strongest among Spanish-dominant Hispanics and first generation Hispanic immigrants.
- Not only do Hispanic adults believe that “machismo” is a thing of the past, they believe that men are as capable as women when it comes to taking care of children. Hispanic Americans of Mexican heritage are most likely to hold this belief.
- Despite the belief that men are equally capable of taking care of children, Hispanic adults are *less* likely to say that it’s okay for a man to stay at home and take care of the children while his wife works. Spanish-dominant Hispanics and first generation Hispanic immigrants are the least likely to support this belief.

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