



October 2021

# The U.S. Hispanic Community, a Multidimensional Approach

---

Created by **JUNTOS**

- Citlalic Peralta
- Marcos Martí
- Bárbara Bermúdez
- Bruno Giordano

# Table Of Contents

<b>01</b>	<b>Overview</b>	3
<b>02</b>	<b>The Hispanic Community at a Glance</b>	4
<b>03</b>	<b>Hispanic Media Consumption</b>	6
<b>04</b>	<b>Key Considerations</b>	7
	<ul style="list-style-type: none"><li>○ COVID-19 Impact</li><li>○ Cultural Identity</li><li>○ Latinos in the 2020 Elections</li><li>○ Hispanic Media Landscape</li><li>○ Brands &amp; Case Studies</li></ul>	
<b>05</b>	<b>Reaching Latinx Roadmap</b>	14
<b>06</b>	<b>Upcoming milestones for Latinos</b>	16



# Overview

The U.S. Hispanic community is made up of a vibrant, rapidly growing and diverse population. Despite its growing prominence and impact across culture, business and politics, it is often overlooked, misunderstood and overgeneralized. This document, like the community it aims to describe, has multiple dimensions and will outline the various identities of the Hispanic community. As such, we will be using several terms (Latino, Latina, Latinx, Hispanic and Afro-Latino) interchangeably to describe the community.

As the nation's largest racial or ethnic group, the Latinx community is ready to remind the world of its vast richness. Brands, companies and politicians would do well to remember that the community is not one monolith. Cultural identity can vary by place of origin, heritage and race, as well as by generation - to simply name a few dimensions of identity. During Hispanic Heritage Month, we celebrate this diversity and welcome it as an invitation to continuously learn about the rapidly evolving and multifaceted Latinx community.

The U.S. Hispanic community comes from more than 21 countries and speaks several languages and dialects. Therefore, the notion that a "one size fits all formula" can exist, or that language alone can create an authentic connection, clearly does not work. Understanding where the consumer is in the acculturation journey is critical. For example, 72% of Hispanics ages five and older speak English proficiently, a 13% increase since 2000. Meanwhile, Latinos who speak Spanish at home declined by 8%, from 78% in 2000 to 70% in 2020. It is time to peel back the layers and break down the many dimensions of identity to understand this complex population.

After more than a year into the pandemic, Latinos comprise 27.9% of COVID cases and the unemployment rate of Latinos in the United States grew by 6.1% in 2020. They have been one of the minorities more vulnerable to economic hardship, job loss or pay cuts, opening an opportunity for brands and corporations to act.

Despite these challenges, Latinos have been making their voices known at the ballot box, and in powerful numbers. In 2020, U.S. Hispanics cast 16.6 million votes, an increase of 30.9% from 2016 and 15.9% greater among voters of all races.[1] Still, the Latino community varies greatly in political ideology as the socio-political experience of Hispanics varies depending on their country of origin. In the U.S., 32% of Hispanics registered voters describe their political views as conservative, 36% say they are moderate and 28% say they are liberal.

And if a [\\$1.9 trillion purchasing power](#) is not enough, since 2010, the Hispanic or Latino population grew by 23% while the rest of the population grew by only 4.3%. Furthermore, the U.S. Hispanic community has long over-indexed on mobile and is 9% more likely to own a smartphone, making them appealing targets for marketers and brands of all sizes.

However, the Latino community is not interested in being mined for market share or profit opportunities. The Hispanic community is looking to be truly seen and understood. U.S. Hispanics want to see the rest of the country invest in them the way they have been investing in America. From social media to healthcare, or from technology to holidays, the opportunities are as rich as the many dimensions of the community.

<https://newsroom.ucla.edu/releases/latino-vote-analysis-2020-presidential-election>

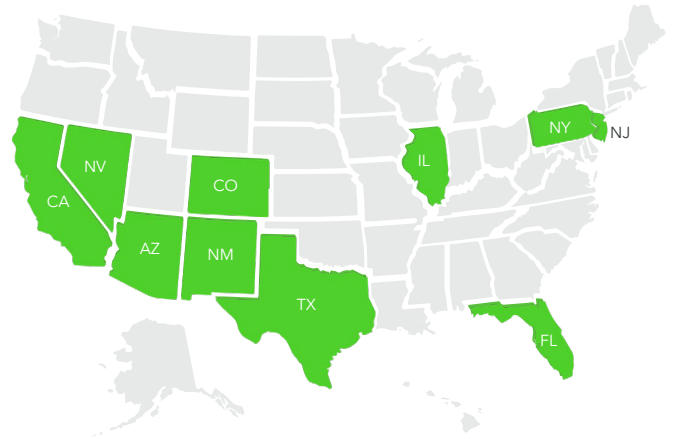
# The Hispanic Community At a Glance



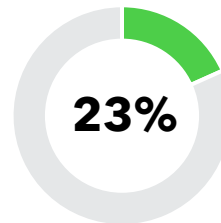
2020 U.S. Census

The Hispanic or Latino population, which includes people of any race, is **62.1 million / 18.7%** of the Hispanic population. **Almost 1 in 5 people** - the nation's largest racial or ethnic group.

- White (non-Hispanic or Latino) - **61.6%**
- Hispanic or Latino - **18.7%**
- Black or African American - **12.4%**
- Asian - **5.9%**
- American Indian and Alaska Native - **1.1%**
- Native Hawaiian and Other Pacific Islander - **.2%**



**States with the largest Hispanic populations:**  
New Mexico, Texas, California, Arizona, Nevada, Florida, Colorado, New Jersey, New York and Illinois



**Since 2010**, the Hispanic or Latino population **grew 23%**, while the population that was not of Hispanic or Latino origin grew 4.3%.

## Language



**72%** of Hispanics ages five and older **speak English proficiently**, +13% since 2000. Latinos who speak Spanish at home declined 8%, from 78% in 2000 to 70% in 2020. **Nearly all Latino immigrants** (94%) say they **speak Spanish at home**.

Source: [Pew Research Center](#)

## Education



**About 42%** of U.S. Hispanic adults **ages 25 and older** had at least some college experience in 2019, up from 36% in 2010. **More Hispanic women than Hispanic men** have attended college. Overall, the share of Hispanics with a **bachelor's degree or more education increased** during this period, from 13% to 18%.

Source: [Pew Research Center](#)

# The Hispanic Community At a Glance

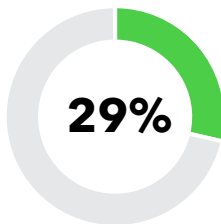
## Background

**The fastest population growth among U.S. Latinos** has come among those with the following origins:

- From 2010 to 2019, the **Venezuelan** population in the U.S. increased 126% to 540,000, by far the fastest growth rate.
- **Guatemalans** saw an increase of 49%, followed by a 47% increase among the **Honduran** population.
- By contrast, the number of people of **Mexican** origin grew by only 13% from 2010 to 2019, among the lowest growth rates in the top 10 origin groups.
- At 6%, the **Ecuadorian** population saw the slowest growth rate among the top origin groups.



## Background



**Fewer than a third of Mexican-origin Latinos (29%) are foreign born.** That's far lower than the shares among the other major groups by population - **Hondurans** (63%), **Colombians** (62%), **Guatemalans** (61%), **Salvadorans** (57%), **Cubans** (56%) and **Dominicans** (53%).

## Unemployment



The **unemployment rate** of Hispanics in the United States hit hard through the **COVID-19 pandemic**. According to the [Census](#) the median household income for Hispanics of any race was \$56,113 in 2019.

Source: [Pew Research Center](#)





# Hispanic Media Consumption Highlights

Some **interesting facts** according to Statista, Culturati, Nielsen, H Code and Billboard:

- Share of Hispanic TV households with a **Smart TV in 2020: 67%**
- Share of Hispanics who use **audio streaming services: 45%**
- Average daily time spent **watching TV** among Latinos: **2.46 hours**
- **Top three new sources** among Latinx communities: Social media (60%), Hispanic broadcast (47%), Hispanic newspaper (40%)
- Number of Hispanic **weekly radio listeners** in the U.S.: **42.3 million**
- Hispanics 18 and older are 9% more likely to **own a smartphone**, 11% more likely to **own a game console** and 13% more likely to **own a smartwatch** than non-Hispanic Whites
- **86% of U.S. Hispanics** have access to the internet at home, with most using smartphones and laptops to search for information, connect with loved ones or consume content.
- **Over three quarters** of Hispanics spend a minimum of **three hours every week** on social platforms, compared to just over two thirds last year.
- **"Despacito"** held the top spot-on **Billboard's "Hot Latin Songs" list for 56 non-consecutive weeks**, a record for any Latin song since the list's inception in 1986. "Despacito" also made history at the top of the Billboard **Hot 100 list**, a chart that includes all genres of music. In May 2017, after spending **16 weeks in the No. 1 spot**, the song tied the then all-time mark for weeks at No. 1 set by Mariah Carey and Boyz II Men's 1996 hit "One Sweet Day."



# Key Considerations

## COVID-19 Impact

U.S. Hispanics have lived with many disparities in the past decades, exacerbating the impact they have faced these past 18 months during the pandemic. COVID-19 has harmed Latinos, their families and community in many ways. They have been one of the minorities more vulnerable to economic hardship, job loss or pay cuts, in part because of the jobs they hold. But their distinctive family and community values have been their driving inner strength to overcome the faced challenges.

According to a [recent report from Pew research](#) the Hispanic community has been impacted in many ways, including health, finance, community and their mindset. Here some of the topline findings:

### Health

- About half of Latinos say a family member or close friend has been hospitalized or died from the coronavirus.
- The CDC reports that Latinos comprise 26.7% of COVID cases. Lack of access to health care and exposure to the coronavirus from jobs that require frequent contact with others are some of the risk factors.
- Hispanics are more likely than other groups to say they would like to get vaccinated as soon as possible, though many express concerns about missing work due to the side effects or mistakenly thinking they must pay for the vaccine.

### Finances

- Being able to afford housing - whether through a mortgage or rent - has also proven difficult for some Latinos who have had a job or wage loss.
- Hispanic parents have struggled with childcare, especially those who are employed and cannot work from home, as many jobs that Latinos hold require working outside of home.
- During the pandemic, job and wage losses in Latino households were just as likely for those born in another country as those born in the U.S.

### Community

- As part of the Hispanic culture and values, family and community come first. During the worst of COVID-19, Hispanics extended a helping hand to family and friends.
- Delivering groceries, running errands, caring for relatives/friends' children, sending or loaning money are some of the ways to Hispanics supported their loved ones, especially if they were affected by COVID-19.

### Mindset

- Yet amid all the hardships Latinos have been facing in the past months due to the pandemic, they are optimistic about the future.
- In a recent survey, nearly two-thirds of Latinos say the worst of the coronavirus outbreak is behind the country, and a majority say they expect their financial situation and that of their family, to improve over the next year.



# Key Considerations

## Latinos in the 2020 Elections

As the nation's fastest growing ethno-racial group, Hispanics are a key strategic voting block. Yet, they are frequently [overlooked by political parties](#). Historically, the American Hispanic community has been underrepresented at the polls and [experienced a lack of outreach](#), as well as been subject to voter suppression strategies. Nevertheless, the historic 2020 election – held during a pandemic – witnessed historic voter turnout and a dramatic increase in Hispanic participation that tipped the scales in key battleground states.

### Hispanic Voter Turnout

- In 2020, U.S. Hispanics cast 16.6 million votes, an increase of 30.9% from 2016. By comparison, turnout was 15.9% greater among voters of all races.<sup>1</sup>
- Nationally, 62% of Latino registered voters identify with or lean toward the Democratic Party, while 34% say the same about the Republican Party.
- In 2020, Latinos made up the highest portion of eligible voters in New Mexico (43%). Other top states include California (30%), Texas (30%), Arizona (24%) and Florida (20%).
- In Arizona, U.S. Hispanics helped Joe Biden become the first Democratic presidential candidate to win the state since Bill Clinton in 1996.<sup>2</sup>

However, it would be a mistake to categorize all Hispanic or Latino voters as a monolith. Yes, Hispanic voters made significant headway in building support for Democrats in the Southwest, but the Hispanic vote also played an integral role in securing Florida for the Republican party during the 2020 presidential race. An analysis by the Pew Research Center showed that 58% of Cuban Americans identified with or supported the GOP. Similar observations have been made for Latinos with cultural origins in South America.<sup>3</sup>

### Political Ideology

- The gap in party affiliation among Latinos has narrowed in recent elections. However, the Latino community varies greatly in political ideology. After all, the socio-political experience of Hispanics varies depending on their country of origin. In the U.S., 32% of Hispanic registered voters describe their political views as conservative, 36% say they are moderate and 28% say they are liberal.
- Latino registered voters who are Spanish dominant are more likely than those who are English dominant or bilingual to say they are conservative. At the same time, U.S.-born Latinos are more likely than immigrant Latinos to describe their political views as liberal.

1. <https://newsroom.ucla.edu/releases/latino-vote-analysis-2020-presidential-election>

2. <https://newsroom.ucla.edu/releases/latino-vote-analysis-2020-presidential-election>

3. <https://electioneve2020.com/poll/#/en/demographics/latino/>





# Key Considerations

## Hispanic Media Landscape

The current media landscape is now more complex than ever, and it reflects the evolving U.S. Hispanic audience. Internet, social media and streaming are part of their big influence and have impacted the how, where and when they consume media. The pandemic has accelerated the appreciation of the internet as a media source that fully satisfies the need of Hispanics to stay informed, connected, entertained and even educated.

When it comes media outlets, the pandemic has also made the already small Hispanic media universe adjust their teams, content and overall direction. With furloughs and layoffs, Hispanic media are looking for ways to sustain their respective outlets:

- **Consolidating editorial beats** - With increasing breaking news, editors have taken on additional/new editorial beats to assist with news coverage - in many cases one editor covers most of the verticals. Outlets have started prioritizing news and covering only brands that show authentic and newsworthy efforts to reach the Latinx audience.
- **Increased use of news agencies** - Reducing editorial teams has resulted in sourcing more news directly from news agencies and using freelancers (even based in Latin America) to ensure a steady stream of content for readers.
- **New online outlets** - After layoffs, editors are creating new online outlets (e.g., [Latina Watch](#), [The Americano News](#), [New Musica Latina](#), etc.) as they work to continue raising Latinx voices and supporting the community.



# Key Considerations

## Brands Targeting Latinx

The Hispanic audience is a dynamic, rapidly changing segment which craves a tailored and authentic approach. And while some of the basic efforts to reach Hispanics successfully include leveraging the power of video and mobile, communicating in the right language and connecting through culture, there is no "one size fits all formula" that all brands can use.

### What works when reaching Latinx today

Brands that want to reach Hispanic consumers and make genuine connections should assess their current brand performance with the Hispanic market, uncover critical cultural nuances to elevate messaging and design an integrated communications campaign including messaging that resonates with them culturally and on the relevant platforms.

- **Partner with credible Latinx voices.** Whether it's a celebrity, a social media content creator or subject matter expert, U.S. Hispanics want to hear from people like them. In general, Latinx index higher at the power of influence from these voices and their recommendations.
- **Community purpose.** Focus on relevant topics and product features that incorporate things that Latinx care about or are unique to their experience, needs or cultural background. Shy away from cultural tropes and use Latinx voices to determine what resonates at a cultural level.
- **Hypertargeting relevant moments.** Cultural relevance and seasonal content drives U.S. Hispanic editors' engagement and influence. Speak to cultural sensibilities - again staying away from tropes - such as traditions, holidays, savings, food and family to resonate with Latinx and appeal to editors regardless of language.



## LANGUAGE

- Contrary to the assumption of Hispanic assimilation into the mainstream, in the past couple of years, socio-political movements have also motivated Hispanics to be more attuned to their culture and language. Therefore, Spanish-language media continues to be very relevant.
- Hispanic consumers can be categorized into three groups when it comes to language:
  - Unacculturated: Mostly speak Spanish and respond best to messages that are in Spanish and reflect the values of their community.
  - Bilingual: Majority are bilingual. They prefer to consume media in English but respond well to content that gives them a language choice, or at least uses some Spanish or references to Hispanic culture.
  - Acculturated: The least likely to speak Spanish. Regardless, most report a strong sense of pride and connection to their ethnicity's traditions and values.

## CULTURE-FIRST

- U.S. Hispanics are interested in brand values and are looking to engage with those that support their community or take the time to understand what matters most to them.
- Hispanic cultural identity and community sentiment is at an all-time high. The majority (70%) of Hispanics consider their culture a mix of American and Latinx culture, but the same majority do not think brands target Latinxs enough or understand Latinx culture.





## ACCESS TO INFORMATION

- U.S. Hispanics are embracing technology faster than any other consumer group. They are using their devices and apps, along with social media, to engage with brands that embrace and celebrate their culture, values and communities.
- Hispanics have a mobile-first mentality, and social media is the digital content they are using the most, followed by news websites/apps, entertainment websites/apps, audio streaming and lastly, sports websites/apps.

## SOCIAL MEDIA

- While Facebook continues to be the strongest app among Hispanics, it has shown a decrease in usage. On the other hand, apps that tend to be trendier among younger generations and more easily digestible like Instagram and Twitter have shifted up.
- TikTok usage has surged over the past year with 40% of Hispanics using the platform, representing an increase of 290% since last year.
- 69% of Hispanics don't mind influencer marketing if an influencer promotes a brand, as long as it seems authentic and sincere.





# Upcoming Milestones for Latinos

Latinos' holiday celebrations are big, with families, friends, and, at times, entire communities coming together as a big family. Though Latinos' holiday celebrations vary from country to country and from household to household, one thing holds true across the board: Latino holiday traditions and festivities are the gifts that keep on giving and sharing.

---

## Hispanic Heritage Month

Hispanic Heritage Month is the official celebration of American citizens - and their histories, cultures, and contributions - whose ancestors came from Spain, Latin America and the Caribbean. The observation started in 1968 as Hispanic Heritage Week under President Lyndon Johnson. In 1988, President Ronald Reagan expanded it to cover a 30-day period starting on September 15 and ending on October 15. It was enacted into law on August 17, 1988, with the approval of Public Law 100-402. September 15 is significant because it is the anniversary of independence for Latin American countries Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua. In addition, Mexico and Chile celebrate their independence days on September 16 and September 18, respectively. Also, Columbus Day or Día de la Raza, is October 12.

---

## Getting to the Truth Behind Holiday Myths

Despite the common belief, neither CINCO DE MAYO nor DÍA DE LOS MUERTOS is a pan-Latino holiday. They both came from Mexican traditions: Cinco de Mayo commemorates the Mexican army's victory against the 1862 French invasion near Puebla city. Día de los Muertos is a mixture of Christian and Native pagan practices in central Mexico to remember their dead during the All Saints festivities. While these may be adopted by some larger Hispanic (and some other) communities, it is wrong to believe these encompass all Latino communities in the U.S.

---

## Holidays that Encompass Latino Communities Traditions

**FESTIVITIES AROUND CHRISTMAS:** Due to the religious traditions of Latin American countries, preparation for Christmas Day is very important for Latinos in the U.S. Whether it's Las Posadas (where families dress up in nativity scenes and have small processions followed by celebrations); Las Velitas (where communities light candles in public areas and neighborhoods in honor of the Virgin Mary and her birth by Immaculate Conception); Parrandas (A Puerto Rican late-night caroling tradition where friends - and even strangers - gather to "asaltar" or overtake other friends' homes with live holiday music and merriment; and Día de Reyes (which honors the arrival of the Three Wise Men – Melchor, Gaspar and Balthazar – bearing gifts for the newborn Jesus), these holidays are important to Latinos to recognize and celebrate with friends and family, often celebrated with large dinner feasts and drinks.

---

**QUINCEAÑERAS:** A Quinceañera is a Hispanic tradition of celebrating a young girl's coming of age - her 15th birthday. Today's celebrations embrace religious customs and the virtues of family and social responsibility. The Quinceañera tradition celebrates the young girl (la Quinceañera) and recognizes her journey from childhood to maturity. Quinceañera has been defined as a rite of passage celebration, where family and friends gather to celebrate the family bond between the parents and their daughter. As with any major festivity with Latino communities, music, food, drinks and dance are critical to this celebration.

---

**SUPER BOWL AND NFL:** Latinos are quickly adopting U.S. traditions. According to SSRS/Luker on Trends Sports Poll, there was an all-time high of 30.2 million Hispanic NFL fans living in the U.S. in 2019, up 5% from the previous year. The NFL has had the largest growth in Hispanic fandom among all major sports, including NBA, MLB and international soccer. Thus, it was no surprise to see J.Lo and Shakira at the halftime performance show at Super Bowl LIV in Miami, FL. Plus, most NFL teams now have social media handles and digital podcasts/radio shows exclusively in Spanish.

---

**FIFA WORLD CUP QATAR 2022.** A new FIFA World Cup will happen in 2022 in Qatar. Historically, Latinos in the U.S. have been passionate fans of international soccer, particularly when defending their country-of-origin colors. It's about heritage: 57% of U.S. Hispanics see the World Cup as a chance to reconnect with their heritage vs. only 29% of non-Hispanics, the largest differential in attitudes toward the World Cup among the two groups. During the previous World Cup in Russia in 2018, Telemundo Deportes (owner of the WC rights) reached 36.6 million TV viewers, +13% since the 2010 tournament. The World Cup is an ideal time to jump into the Latinx markets. There are few events for U.S. Hispanics with a deep cultural driver that cuts across all language, economic and country of origin quite like the World Cup.



# Reaching Latinx Roadmap

Reaching Latino audiences sustainably and effectively is more than merely translating your content into Spanish or Portuguese or executing a stereotypical campaign during Cinco de Mayo or Día de los Muertos. Hispanic consumers represent over \$1.5 trillion in purchasing power - in other words, capturing these audiences could impact your market share.

Here are some recommendations to develop effective campaigns toward Latinos:

## **IDENTIFY THE RIGHT APPROACH FROM YOUR MESSAGE THAT CAN BE RELEVANT FOR LATINOS.**

What is the tailor-made knowledge you can share to impact their lives positively? What are the expectations that Latinx communities can build upon adopting your storytelling? What are the emotions that your message creates for the communities?

## **INCLUDE CULTURAL ITEMS IN YOUR STORYTELLING.**

Don't be afraid of including music, food, traditions and imagery to tell vibrant and colorful stories, but be aware that you should not use stereotypes or single Hispanics out. As a best practice, use the Hispanic zeitgeist and culture experts, rather than general perceptions about cultural items.

## **CONSIDER THE VAST CULTURAL DIVERSITY OF THE LATINO GROUPS.**

For Latino communities, there is no "one size fits all" approach. You need to understand the geographic, demographic and age differences of each community. Specific tactics could evolve for broader groups, as long as they are authentic and culturally relevant for those communities.

## **USE SPANGLISH.**

For a U.S. dominant or bicultural audience, blend both Spanish and English into your campaign, keeping English as the primary language but integrating Spanish phrases, quotes, terms, etc. to connect to Hispanic consumers.





# Thank You!

If you would like to get more details on the Hispanic community, or get some thought starters in how your programs can reach and engage with the Latinx community, please reach out [juntosco-leads@bcw-global.com](mailto:juntosco-leads@bcw-global.com)