

# **Baseline Study on Diversity Segments: The U.S. Hispanic/Latino Market**

by

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## Baseline Study on Diversity Segments: The U.S. Hispanic/Latino Market

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## **EXECUTIVE SUMMARY**

In recent years, a number of studies conducted have focused on the diverse composition of the public relations profession, specifically, on what the public relations profession must accomplish in order to gain more participation from diverse professionals. While market demographics detail the continuing growth of diverse segments, there is little research completed specifically addressing communications-based basic strategies for addressing diverse audiences.

Addressing Hispanic/Latino publics has not been top-of-mind in public relations as perhaps in other professions such as advertising and marketing. Yet understanding publics -- their cultural nuances, group characteristics, and communication preferences -- are key to achieving two-way communications. This work evaluates, compares, and distinguishes cultural characteristics essential for communicating with the U.S. Hispanic/Latino audience. Moreover, this paper looks at the available research from other fields including the statistics, analysis, and implications those findings provide for the public relations practitioner to engage the U.S. Hispanic/Latino market.

The paper provides specific recommendations that stem from advertising and marketing but that maintain the concepts of public relations as a management function striving to communicate with its publics by keeping the public's interest in mind. PR professionals are equipped with the cultural understanding necessary for creating audience-relevant messaging. Moreover, public relations communicators generally craft culturally sensitive and resonant understanding, while shaping public opinion and addressing media shifts, all key components when addressing U.S. Hispanic/Latino audiences.

## **WHO IS IN THE U.S. HISPANIC/LATINO MARKET?**

### **Population Breakdown**

To understand the dynamics of any market, it is important to first look at the statistics. The numbers most recently published by the U.S. Census place the U.S. Hispanic/Latino market as the largest minority segment in the country. Specifically, there are nearly 45 million U.S. Hispanics/Latinos in the nation, making the U.S. the second largest Latino nation in the world next to Mexico and making the segment population larger than that of Canada's entire population (U.S. Census Bureau, 2006). This number does not include the estimated 11 to 12 million undocumented Hispanics, who many sources claim are living in the U.S. but are not counted by the U.S. Census (Pew Hispanic Center, 2006).

Between 1990 and 2000, the U.S. Census reported an increase of 13 million Hispanics in the U.S. This was a record growth of 57.9 percent – the largest percentage growth of any group in the U.S. From 2000 to 2004 alone, the U.S. Hispanic/Latino population increased by 14 percent, compared to the non-Hispanic population, which grew by just 2 percent during the same time.

Why are the figures important?

Population growth in the Hispanic market is not slowing down. Projections from the U.S. Census Bureau place Hispanics at more than 15 percent of the population in 2010, or nearly 48 million Hispanics. By 2050, Hispanics will have surpassed 100 million, which will make the segment close to 25 percent of the U.S. population (U.S. Census Bureau, 2006).

This population growth will take place over a short period of time because of two key factors: immigration and birth rates. Given the political climate in much of Latin America, immigration is expected to account for 50 percent of the total Hispanic population growth through 2030 (Valdes, 2002). Moreover, immigrants are usually younger than the general population (Korzenny & Korzenny, 2005), and the largest segment of the non-Hispanic white population is aging, with several publications referring to that phenomenon as the "greying of America's baby boomers."

Another factor to consider is the growth of the existing U.S. Hispanic market. With Hispanic households being larger than non-Hispanic households, studies project that U.S. born Hispanics, also known as second-generation Hispanics, will be the fastest-growing segment within the market. In addition, Latinos have higher fertility rates than non-Latinos. Hispanic women have an average of 2.4 births per woman; white, non-Latinas have a fertility rate of 1.8 children per woman (Korzenny & Korzenny, 2005).

The following chart provides a breakdown of the U.S. population by race or ethnicity.

**U.S. POPULATION BY RACE AND HISPANIC ORIGIN**

	2006	2005	CHANGE	% CHANGE
Total Population	299,398,484	296,507,061	2,891,423	1.0
White	239,746,254	237,885,464	1,860,790	0.8
Black	38,342,549	37,904,619	437,930	1.1
American Indian/Alaska Native	2,902,851	2,863,696	39,155	1.3
Asian	13,159,343	12,756,578	402,765	3.1
Native Hawaiian/Pacific Islander	528,818	517,491	11,327	2.1
Hispanic (of any race)	44,321,038	42,872,091	1,448,947	3.3
Not Hispanic (of any race)	255,077,446	253,634,970	1,442,476	0.6

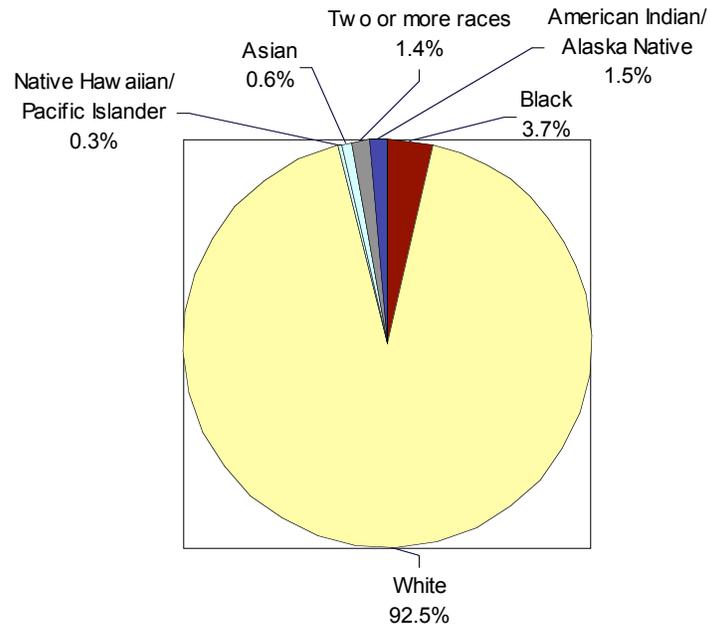
Source: U.S. Census Bureau, annual estimates of the population by sex, race, and Hispanic or Latino origin for the U.S.: April 1, 2000 to July 1, 2006, released May 17, 2007. Race totals do not include individuals reporting two or more races (4,718,669 in 2006).

**Audience Demographics**

As author Terry J. Soto accurately describes, "Hispanics are members of a very diverse group in terms of socioeconomic positions, religions, racial classifications, and national origins" (2006). While Spain and Portugal had the greatest impact on the Central and South American countries, most people who claim to be Hispanic/Latino have very mixed backgrounds.

*Ethnicity and Race:* Probably the biggest misconception that exists among marketers, communicators, and public relations professionals is that "Hispanic/Latino" is a race. Many call Hispanics the "Brown" race. This is inaccurate. Hispanic/Latino is an ethnicity; in fact, there are Hispanics and Latinos of different races as indicated by the U.S. Census collection of data and depicted in the chart provided.

**U.S. HISPANIC POPULATION BY RACE**  
**For 44 million Hispanics in the U.S. in 2006**

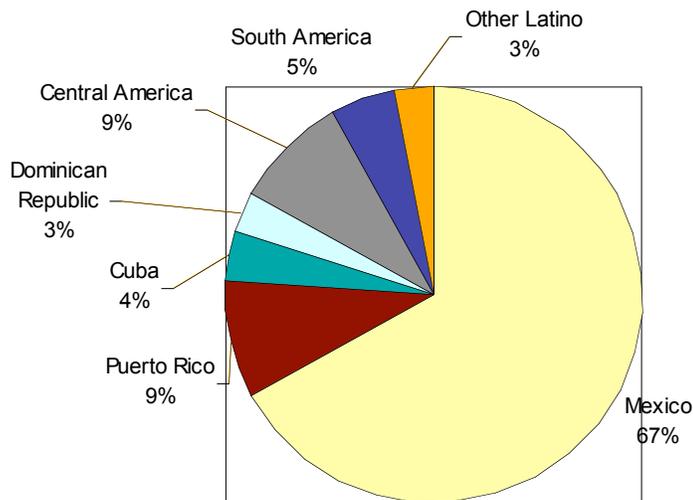


Source: U.S. Census Bureau, annual estimates of the population by sex, race, and Hispanic or Latino origin for the U.S.: April 1, 2000 to July 1, 2006.

**Age:** Interestingly, the U.S. Hispanic/Latino market tends to be younger than the other segments of the population. In fact, "just over five percent of the Hispanic population is aged 65 and over, compared with 14 percent of non-Hispanic whites" (Valdes, 2002). According to the U.S. Census 2000, the median age for Hispanics was 25.9 years; the median age for the entire U.S. population at that time was 35.3 years. Mexicans have the highest share of people under 18, and Cubans are the oldest group among Hispanics (Valdes, 2002).

**Country of Origin:** Most Hispanics/Latinos in the U.S. are Mexican or of Mexican descent. The national market is classified as 67 percent of Mexican origin. There are a number of other countries represented, mainly Puerto Rico, Cuba, and the Dominican Republic. That said, there is a great influx of immigrants from Colombia, Venezuela, and Argentina, who have continued to arrive in the U.S. during the past two years due to political and economic unrest (Dixon & Gelatt, 2006). As a matter of fact, more than 23,000 Colombian expatriates living in the U.S. voted in the Colombian presidential election that took place in 2002 (Nino, 2002).

The chart below showcases the different origins of Hispanics in the U.S.



Source: Pew Hispanic Center Tabulations from U.S. Census

### **Geographic Distribution**

More than half of the Hispanic population is gathered in five states – California, Texas, New York, Florida, and Illinois. Most cite the educational and economic opportunities afforded in those states' urban cities as the reason for living there. However, the fastest-growing Hispanic markets are in the South and the Northwest. These include North Carolina and Georgia, which grew by 544% and 410% respectively in the last five years (Pew Hispanic Center, 2004). Minnesota and Utah also have seen exponential growth in the Hispanic/Latino market, with more and more immigrants spreading outside of urban areas.

Having that as a national backdrop, the top three Hispanic markets remain Los Angeles, New York, and Miami, with Hispanics/Latinos representing close to half of the population (Yankelovich Monitor, 2006). These markets reported \$631.4 million, \$255.7 million, and \$298.9 million respectively in media spending, making them the top three designated market areas or DMAs for advertisers (U.S. Hispanic Media Market, 2006).

## UNDERSTANDING THE CULTURE

### Cultural Nuances and Shared Values

While there is great diversity within the U.S. Hispanic/Latino market as a whole, there are cultural nuances engrained in most people of Latin American and Spanish heritage. These include:

- Nature and supernatural – a “respect” for what is not and cannot simply be explained or understood
- Collectivism – the group is more important than the individual; the family always comes first
- Loyalty – fear of the unknown, risk avoidance
- Fatalism – live for today; little control over the environment and future
- Catholicism -- the notions of sin, guilt, destiny, God’s plan, and suffering
- A common language -- Spanish (with regional dialectical variations)

These particular cultural nuances have further implications for communicators. Among them are:

- Because the family and the group are more important than the individual, group-motivation and peer-driven approaches are more effective than appeals to the individual.
- As Hispanics have needed to adapt to a number of scenarios, they prefer to be completing multiple activities simultaneously as opposed to doing one thing at a time. Customer service in stores is usually polychronic. A Hispanic employee at a retailer, for example, may be ringing up one customer’s purchase while talking to another. This is completely acceptable and encouraged in the culture.
- Opinion leadership on many topics and areas of expertise tends to be concentrated in a few individuals as opposed to having many specialized leaders. For example, a neighborhood realtor may become the neighborhood immigration expert as well as the financial advisor.
- Lastly, Hispanics/Latinos tend to have positive feelings and respect for tradition, age, and life experience; thus, respect for elders is of utmost importance in any communication (Valdes, 2002; Korzenny & Korzenny, 2005; Soto, 2006).

### Acculturation vs. Assimilation

During the immigration wave of the 1920s and 1930s, newly arrived immigrants quickly tried to “fit in” and become more “American,” a process many called assimilation. As a matter of fact, children of German and Italian immigrants usually did not speak their parents’ native language, all in trying to become a true American. The reasons cited included more opportunity for jobs and less discrimination (Korzenny & Korzenny, 2005).

With most Hispanics, assimilation is not an option. Hispanics/Latinos strongly believe in keeping their heritage alive. The 2006 Yankelovich Monitor found that 88 percent of Hispanics believe “it is cool to be Hispanic.” As such, they believe in the melding of two cultures – their cultural origin and their new host country’s – making acculturation or the borrowing from each culture to create their own, the Hispanic choice for adapting to a new life, in a new country.

But acculturation is not linear. The process varies a great deal according to other factors such as socio-economics, education, and geographic region or location. Acculturation and the factors surrounding it are the greatest influencers to communications and the shaping of public opinion.

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That said, there is also a great difference in acculturation levels between foreign-born Hispanics and U.S. born Hispanics. These differences include language use and preference, marketing maturity, media consumption, purchase patterns, and cultural traits (Valdes, 2002). All of these affect communications and public relations.

With the continuing influx of Spanish-speaking immigrants, acculturation levels are constantly tested, and thus the reason for different Hispanic markets within the segment itself. Communicators must research the different sub-groups within the Hispanic market to determine the varying degrees of understanding of particular issues, products, and services.

### **Hispanic or Latino**

Most people with no Hispanic background use the terms Hispanic/Latino interchangeably, as has been done throughout this paper. While most Hispanics will not be offended by this, the majority prefers to be labeled by their country of origin i.e. Cuban-American, Puerto Rican, Spanish, Salvadorian.

But as the U.S. is a country where most groups are segmented by labels, the U.S. government developed one official label for the group: Hispanic. That said, even Hispanics/Latinos disagree as to how these terms should be used. Hispanic is an English-language term not used in Latin America. As a matter of fact, most Latin Americans refer to someone being Hispanic as someone who hails from the U.S. but is also of Latin American or Spanish origin. Latino is a Spanish-language term used by most who self-identify with a more culturally neutral label that has a lesser connection to Europe (Soto, 2006).

In general, many historians, linguists, researchers, and marketers have agreed that:

- Latino refers to native land
- Hispanic refers to native language
- There is no consensus as to how to refer to the group collectively
- In a 2001 national poll, when given only two choices – Hispanic or Latino -- 67% said they prefer Hispanic.

In addition, communicators and public relations professionals must keep in mind that within regional and local audiences there may be different labels preferred such as La Raza, Chicano, Tejano, Boricua, Cuban-Americans, among others. Public relations professionals must research the label and terminology preferred by the specific audience, especially if the outreach is local or regional.

### **Language Preference**

A number of studies have been conducted to determine the language preference of the U.S. Hispanic/Latino market. As M. Isabel Valdes states (2002), these studies' findings have varied a great deal, but in general, the findings have found that language can segment the market into five cohorts:

- Spanish-only or monolingual
- Spanish-preferred
- Bilingual
- English-preferred
- English-only

For public relations professionals, addressing audiences in the language most preferred is crucial, and for this reason, engaging this audience can be seen as a difficult task, given the

five cohorts mentioned above. There are some generalizations that could be applied when it comes to language and the Hispanic/Latino market.

Most Hispanics believe Spanish “talks to the heart” and English “talks to the head.” Korzenny and Korzenny (2005) have found that when dealing with emotional resonance, Hispanics prefer Spanish although they admit to images and connotations being different depending on the subject matter. For that reason, communicators must be aware of the number of emotionally charged connotations in the Spanish language. Many proverbs and sayings often convey fatalism. Despite this, they can be adapted, and prove effective, in a number of scenarios and communications.

Therefore, it is very important that professional translations be looked at with caution. While they may be technically correct, translations may not convey resonance, intended meaning or emotional appeal.

In many cases, cultural nuances tend to be more important than correct language. “In a very powerful way words carry the meaning of the experience of a culture” (Korzenny & Korzenny, 2005). Hispanics appreciate cultural representations that connect with them. Not surprisingly, they find these more important and relevant if they are adapted to the specific subgroup. Thus the idea of “trans-creation,” not translation, was born. Trans-creation challenges communicators to create documents “from scratch” in the intended language or culture, as opposed to translating from English to Spanish or vice versa.

Yet the language issue brings another psychological aspect: the duality of identities. Hispanics tend to use language as the differentiator between the public and private self. They speak English at work, and they speak Spanish at home. There is also the code-switching factor, where they acquire vocabularies relevant to specific situations or contexts and create their own version of “Spanglish.”

In general, Hispanic consumers prefer bilingual materials because:

- They may have different levels of acculturation living in one household (grandparents, parents, children)
- Those who are Spanish dominant want to learn English
- Some individuals do not trust translations
- They want to preserve their cultural heritage
- They perceive an economic advantage in being bilingual, and
- There is a trend among young Hispanics toward retro-acculturation (Valdes, 2002; Korzenny & Korzenny 2005).

## MARKET GROWTH, CHANGES AND SHIFTS

### Trends, Entrepreneurship and Affluence

The Yankelovich Monitor Multicultural Marketing Study released in 2006 revealed that Hispanics are facing a number of cultural shifts. Among these is growth in entrepreneurship and affluence. *Hispanic Business* reported in August 2006 that there were two million Hispanic-owned businesses in the U.S., and the market's purchasing power had risen to \$700 billion. The magazine's research arm, HispanTelligence, has projected the Hispanic purchasing power to reach \$1 trillion by 2010 (U.S. Hispanic Purchasing Power, 2007).

Interestingly, 42 percent of Hispanics, versus 27 percent of non-Hispanic whites, believe they will become rich in their lifetime (*Hispanic Business*, 2006). Much of this aspirational outlook has to do with America's opportunities in entrepreneurship, the study revealed. For example, the "changing gender roles in the Hispanic family will continue to fuel the creation of more Hispanic women-owned businesses." In fact, the study demonstrated some key differences among audiences related to entrepreneurship and affluence:

- 91 percent of Hispanic women, versus 83 percent of non-Hispanic white women, agree women have as much financial responsibility to support a family as men do
- 68 percent of Hispanic women, versus 34 percent of non-Hispanic white women say they really would like to start their own business.

Moreover, Yankelovich has identified some key trends that relate to the Hispanic market and public relations:

- Retro-acculturation – 71 percent said "My roots and heritage are more important to me today than they were just five years ago."
- Cultural resonance – "Brands must show that they understand the ethnic consumer by crafting culturally appropriate and targeted messaging that speaks directly to them."
- Growing brand loyalty -- 58 percent say "It is risky to buy a brand you are not familiar with" (Yankelovich, 2006).

### Media Realities

*AdWeek's Marketing y Medios* reported two years ago that most journalism companies were "extremely busy" looking at ways to tap the Hispanic reader and viewer, with many of them starting Spanish-language outlets just in the last year or producing Hispanic-g geared content. *The L.A. Times* reported that the fastest-growing medium in the U.S. is the Hispanic focused or Spanish-language outlet (Downey, 2005).

And there are other indicators supporting this. *Time Magazine* -- for the first time in 2005 - introduced a new annual cover report on the top 25 most influential Hispanics in America. Moreover, in a 2005 survey conducted by *Fortune Magazine*, 30 out of the *Fortune* 100s confirmed having a specific company initiative focused on the Hispanic market.

In 2007, a new Nielsen Ratings system that includes Hispanic media, has been unveiled. The move allows more direct comparison with the English-language networks, from which Univision, the top Spanish-language network, is trying to pry viewers and ad dollars by being the top station – not the No. 1 Spanish-language station, but the No. 1 station – in several Hispanic majority markets, such as Miami and Los Angeles. Coincidentally, Univision Communications' sale marked the biggest-ever Hispanic media industry purchase.

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Private-equity investors completed the \$13 billion acquisition in March 2007. NBC paid \$2.7 billion for the No. 2 Spanish-language network, Telemundo, in 2002.

The charts that follow highlight the importance of television networks in the Hispanic/Latino markets.

#### TOP 10 HISPANIC LOCAL TV MARKETS

RANK	MARKET	HISPANIC TV HH	TOTAL TV HH	HISP. % OF ALL*	DOMIN.**
1	Los Angeles	1,775,100	5,611,110	31.6%	45.4%
2	New York	1,190,410	7,366,950	16.2	51.2
3	Miami-Fort Lauderdale	625,280	1,538,620	40.6	62.6
4	Houston	492,360	1,982,120	24.8	48.2
5	Chicago	454,050	3,455,020	13.1	47.4
6	Dallas-Fort Worth	431,560	2,378,660	18.1	51.2
7	San Antonio	356,930	774,470	46.1	25.3
8	San Francisco-Oak.-San Jose	340,200	2,383,570	14.3	42.7
9	Phoenix (Prescott)	332, 510	1,725,000	19.3	42.2
10	Harlingen, Texas <sup>1</sup>	268,650	327,070	82.1	47.6
	TOTAL U.S.	11,630,000	111,400,000	10.4	45.1

Data from Nielsen Hispanic Station Index as provided in Advertising Age's Hispanic Fact Pack. \*Estimates as of Jan. 1, 2007. \*\*% of Hispanic households where only or mostly Spanish is spoken by all persons two years old+ in the home. 1) Harlingen, Weslaco, Brownsville and McAllen, Texas

#### HISPANIC TV NETWORK VIEWERSHIP

RANK	NETWORK	HH RATING	HH SHARE	HH (000)	P 2+ VIEWERS
1	Univision	16.5	27.0	1,918	3,402
2	Telemundo	5.4	9.0	630	988
3	Fox	3.5	6.0	407	638
4	TeleFutura	3.4	6.0	395	670
5	ABC	3.3	5.0	383	561
6	CBS	2.7	4.0	309	454
7	NBC	2.3	4.0	265	380
8	CW	2.1	3.0	243	392
9	Azteca America	0.9	1.0	101	156
10	MNT (MyNetworkTV)	0.6	1.0	69	101

Data from Nielsen Hispanic Television Index based on Hispanic prime-time viewership from 7 p.m. to 11 p.m. Sept. 18, 2006 to May 27, 2007, as provided in Advertising Age's Hispanic Fact Pack. Rating is % of Hispanic TV

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HH; share is % of those HHs with TV sets in use and watching the network. P 2+ counts total viewing persons in thousands for those Hispanic TV HHs tuned in to the network. Viewing estimates include 7 days of DVR.

HispanTelligence reports that the growth in advertising spending has always been an indicator of market need and growth in purchasing power. As such,

- Experts forecast nearly 13% growth over last year in Spanish-language media spending in 2007
- 28 of the top 50 Hispanic ad agencies posted double-digit growth in 2005
- 26 of the top 50 advertisers to Hispanics increased their ad budgets by double-digit amounts in 2005.

Kiser & Associates, book industry consultants, completed a year-long study to determine the reading habits and media preferences of the growing U.S. Hispanic population. The study found that 86 percent of Spanish-speaking households purchased at least one Spanish book a year, while 29 percent bought 10 or more. Those who purchased the most Spanish-language books lived in Miami, Los Angeles, El Paso, and Hialeah. Not surprisingly, the study also found that more than half of the survey respondents read a Spanish-language magazine at least once a week, and 87 percent watch Spanish-language television daily.

In addition, the largest Spanish-language newspaper, *El Nuevo Herald*, continues to increase its acquisition of journalistic awards and advertising revenue, making it a contender even among English-language newspapers. Ironically, its English-language sister paper, *The Miami Herald*, is not ranked in the top 10 newspapers in the nation.

### **Communication Challenges and Influencing Opinion**

Given this market and media growth, it is no surprise that most marketers are on track for a double-digit increase in their marketing budgets for years to come (Reveron, 2007). However, public relations is playing catch-up to the marketing disciplines.

At a 2006 *PRWeek* gathering of corporate and agency executives who are engaging the Hispanic market, the professionals expressed a lack of "understanding of communications among audiences" (Hood & Iacono, 2006). In fact, one professional referred to the lack of cultural understanding that specifically exists in the corporate communications suites, with a number of them passing the task of communicating with Hispanic audiences to subcontracted translators while marketers and advertisers are digging deep, researching the cultural nuances of the Hispanic market sub-groups.

Moreover, the 2003 Yankelovich Multicultural Monitor said, "sixty-five percent of the respondents in the study disagree or strongly disagree that their trust in brands is related to their being communicated in Spanish" (Korzenny & Korzenny, 2005). This is an opportunity for public relations professionals as clearly respondents are saying that trust is not necessarily associated with language. In fact, communicators must find the cultural relevance in communicating with this audience to build trust beyond language.

Another key finding in that research has been the Hispanic market's technological preferences. With technology playing a bigger role in all communications, marketers and public relations professionals must keep in mind that Hispanics outpace their general market counterparts in areas like instant messaging and entertainment-related activities such as listening to Internet radio and downloading music (Wentz, 2007).

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## **BEST PRACTICES AND RECOMMENDATIONS**

### **Learning from Advertising and Marketing**

Marketing executives from non-U.S. based companies -- from Europe and Latin America -- are coming to tap this market. Spain's MAG Beauty, for example, known for its Maja brand of soaps and beauty products, has made a commitment to the U.S. Hispanic/Latino market. The company has begun a national advertising campaign, launching its products, including national distribution of its product line. "My company is a US\$2 billion multinational company out of Barcelona, and we found that the U.S. [Hispanic] market is really pretty much our growth potential, even though we're in five continents and 30 countries," said Frank Trullenque, vice president of sales and marketing for MAG Beauty (Hood & Iacono, 2006).

Another component is that advertising researchers have identified the Hispanic youth market as crucial in communicating with Hispanic audiences of all ages. For example, Dr. Pepper recently launched its "Quiceañera Sweepstakes" to Hispanic teenage girls in 20 markets across the U.S. Dr. Pepper's goal with this initiative was to "become the soft drink brand associated with a tradition that Latina teens and their families value, the rite of passage from girlhood to womanhood, akin to a sweet sixteen or bat mitzvah" (Reveron, 2007).

Like Dr. Pepper, there are a growing number of companies reaching out to the growing bilingual and bicultural young Hispanic population. These campaigns are greatly integrated, with grass-roots components along with traditional media buying, event marketing, and of great importance, public relations. The integrated approach is thought to be best because of the degrees of mixed-media usage and language among young Hispanics (Reveron, 2007).

### **Implications for Communications and Public Relations**

According to Korzenny & Korzenny, a communicator needs to "be a first-hand analyst of cultural information" (2005). That said, public relations practitioners must be savvy collectors and examiners of culturally relevant information if they are to reach the U.S. Hispanic market effectively.

This means that public relations professionals must keep in mind the following:

- New data indicate second- and third-generation Hispanics favor English; however, there is always a duality of cultures persistent across acculturation levels.
- The majority of Hispanics live in highly diverse communities, with a great mix of native-born and foreign-born Hispanics, making message resonance an important but difficult achievement.
- Hispanic women's clout, affluence, and entrepreneurial endeavors are growing more rapidly than any other female segment in the U.S.
- More private equity firms are carefully looking at mergers, buy-outs or organic growth of Hispanic media than ever before, with many analysts saying Hispanic media are more important than any other media properties.
- Grass-roots connections are an integral part of communicating with the market. Hispanics welcome integrated communications approaches and are friendly to commercially driven messages (Korzenny & Korzenny, 2005).

Public relations professionals, therefore, have the following opportunities:

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**Addressing the “right” Hispanic audience** – Public relations professionals must conduct research to determine which Hispanic audience is their target. This is important in order to determine degrees of acculturation as well as language preference.

**Being the first; growing brand loyalty** – Those organizations that tap the U.S. Hispanic market by speaking to the core cultural values of the market, will find Hispanics respond with stable brand loyalty. What is needed is continuing, time-tested outreach that indicates commitment to the community, not an ad-hoc effort.

**Integrated, but relevant messages** – The U.S. Hispanic market is open to marketing opportunities; it does not frown upon combining commercially driven messages with more substantive, editorial messages. It finds that both, while may be different, are providing information. However, most Hispanics find that the messages communicated are not relevant to them, and this mainly stems from a lack of cultural significance.

**Education and information** – Hispanics in the U.S. are thirsty for information that helps them become better informed and acquainted, as long as it is relevant to their way of living, their culture, and their families.

**Trans-creation, not translation** – If needing to communicate in Spanish, public relations professionals should look at finding ways to originate the message in-language. Professional translations may be correct grammatically, but may not speak to the heart of the issue.

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