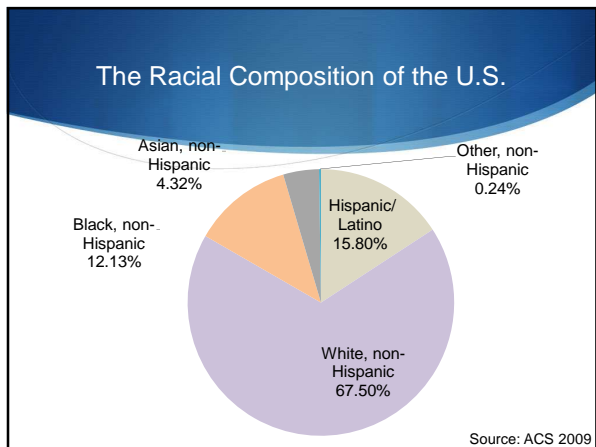


Understanding the Hispanic/Latino Consumer in South Texas: The New Face of America

Alberto Rubio, Ph. D.





Importance for us?

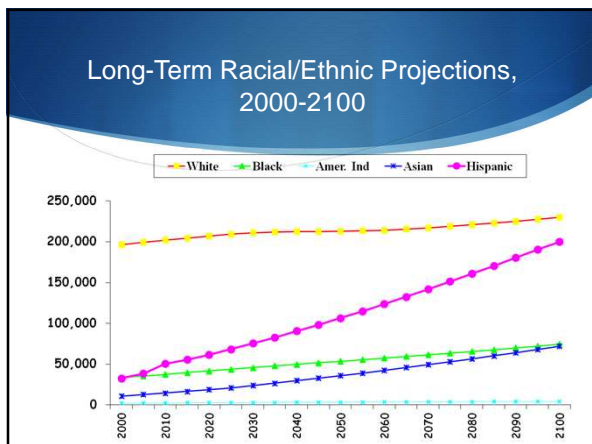
- ◆ However, 50% of Hispanics still reside in California, Texas and Florida

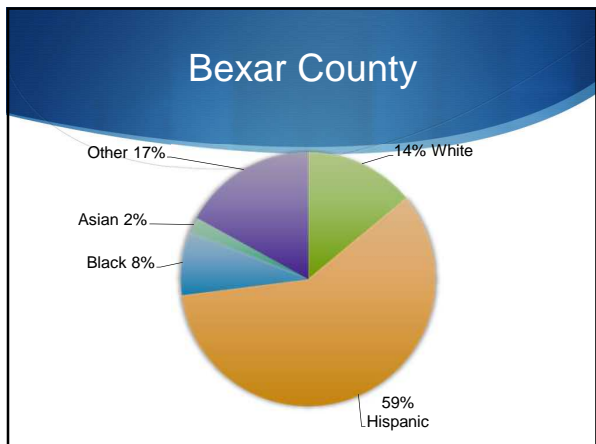
◆ California	14.0 Million	growth rate 27.8%
◆ Texas	9.5 M	growth rate 41.8%
◆ Florida	18.8 M	growth rate 57.4%
◆ Arizona	1.9 M	growth rate 46.3%
◆ New York	3.4 M	growth rate 19.2%
◆ New Jersey	1.6 M	growth rate 39.2%
◆ Colorado	1.0 M	growth rate 41.2%
◆ New Mexico	1.0 M	growth rate 24.6%

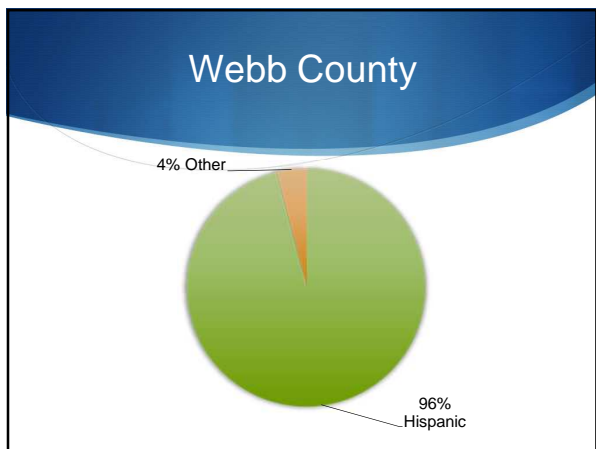
We have an advantage

- ◆ Cities/Counties with the Highest Numbers of Hispanics

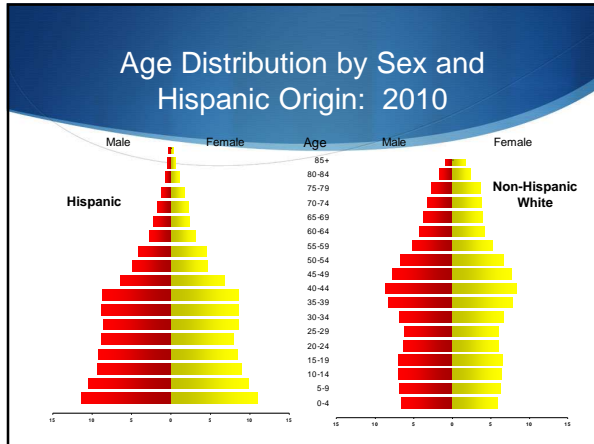
◆ New York, NY	2.3M	Los Angeles Co., CA	4.7M
◆ Los Angeles, CA	1.8M	Harris Co., TX	1.7M
◆ Houston, TX	0.9M	Miami-Dade Co., FL	1.6M
◆ San Antonio, TX	0.8M	Cook Co., IL	1.2M
◆ Chicago, IL	0.8M	Maricopa Co., AZ	1.1M
◆ Phoenix, AZ	0.6M	Orange Co., CA	1.0M
◆ El Paso, TX	0.5M	Bexar Co., TX	1.0M
◆ Dallas, TX	0.5M	San Bernardino Co., CA	1.0M
◆ San Diego	0.4M	San Jose, CA	0.3M

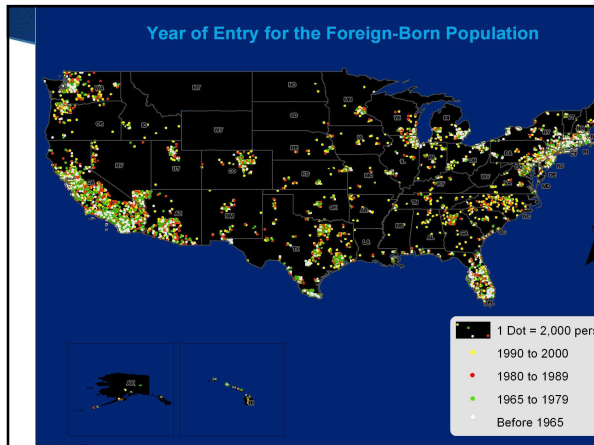












Purchasing Power is Changing

- ◆ From 1990-2011, purchasing power has changed as follows: (Source: Diversity, Inc. magazine):
 - ◆ Latinos have increased by 457%
 - ◆ Asians have increased by 267%
 - ◆ Native Americans have increased by 173%
 - ◆ Blacks have increased by 151%
 - ◆ Whites have increased by 114%

The Ethnic market is becoming the general market.

A New Consumer Awaits

The new demographic reality creates new opportunities if you can understand the new Hispanic consumer

The New Hispanic Consumer

- ◆ **Information and over-choice** - shifts power to the consumer
- ◆ **New purchasing criteria** - demanding value for price, quality, service, and convenience
- ◆ **Purchasing desires** - toward aspirational wants and enhance me consumption
- ◆ **Money** - earning struggle, spending ease

Re-defined Consumer Needs

- ◆ **From loud to quiet spending**
- ◆ **Purchase motivators** - personal comfort, security, escape, relief from stress or boredom, self-improvement
- ◆ **New Status Symbols** - time, autonomy, relationships, meaning, peace of mind

What Does the Hispanic Consumer Want?

- ◆ **“Recognize Me”** ...I am not like everyone else.
- ◆ **“Relate to Me”** ...Get to know what I like and need.
- ◆ **“Reward Me”** ...If I am loyal to you, be loyal to me.
- ◆ **“Anticipate Me”** ...I am changing, figure out where I am going.

The New Immigrant

- ◆ **High income**
- ◆ **Goals: Education, white collar work**
- ◆ **Not familiar with financial planning**
- ◆ **Risk averse**
- ◆ **Distrusting of system**

Questions? Comments?
