

# UNDERSTANDING THE HISPANIC CONSUMER

The Hispanic population is exploding! As a younger population with ever-increasing affluence—and presence—Hispanics have become highly sought consumers and a powerful financial force. Their media preference? Radio.

## THE IMPACT OF THE HISPANIC/LATINO MARKET

### POPULATION:

Estimated to grow 126.4% from 1990 to 2011.  
45.5 million Hispanics in 2007.

### PURCHASING POWER:

Estimated to have reached \$798 billion in 2006.

### SPENDING POWER:

Expected to reach \$1.2 trillion in 2011, exceeding the \$212 billion reported in 1990 by 457%.

### LANGUAGE PREFERENCE:

Based on TNS statistics, 69% of Hispanics prefer their media/entertainment be delivered in Spanish.

## PROJECTED U.S. HISPANIC POPULATION VERSUS TOTAL U.S. POPULATION

Total Population	2000	2010	2020	2030	2040	2050
Total U.S.	282,125	308,936	335,805	363,584	391,946	419,854
Hispanic (of any race)	35,622	47,756	59,756	73,055	87,585	102,560
<b>NUMERICAL CHANGE</b>	'00-'50	'00-'10	'10-'20	'20-'30	'30-'40	'40-'50
Total U.S.	137,729	26,811	26,869	27,779	28,362	27,908
Hispanic (of any race)	66,938	12,134	12,000	13,299	14,530	14,975
<b>PERCENT CHANGE</b>	'00-'50	'00-'10	'10-'20	'20-'30	'30-'40	'40-'50
Total U.S.	49	10	9	8	8	7
Hispanic (of any race)	188	34	25	22	20	17
<b>PERCENT OF TOTAL POPULATION</b>	2000	2010	2020	2030	2040	2050
Total U.S.	100	100	100	100	100	100
Hispanic (of any race)	13	15	18	20	22	24

Source: U.S. Census Bureau. Population in thousands

## HISPANIC/LATINO MEDIAN AGE

United States	36.4
Hispanics/Latinos	27.2
Mexicans	25.5
Puerto Ricans	29.2
Central Americans	28.9
Dominicans	28.6
South Americans	33.5
Spaniards	35.6
Cubans	40.5

Source: U.S. Census Bureau, American Community Survey, August 2006

### AGE:

Skews younger than rest of U.S. population with median age at 27.2 compared to 36.4. In fact, half fall in the 20–49 age bracket.

### INCREASING AFFLUENCE:

Hispanics are moving into the middle class (earning at least \$40,000) at a higher percentage than the U.S. average. In addition, Hispanic households with an income of \$100,000+ have increased by 126%.

### PAN-LATINO IDENTITY:

Bound by common language (Spanish) and/or common immigrant experiences.

## LANGUAGE USAGE BY HISPANIC ADULTS

	Speaking at Home	Speaking at Work
Spanish	56%	31%
English	18%	51%
Both	26%	15%
No Answer	0%	3%

Source: Synovate U.S. Diversity Markets Report 2006

## HISPANIC/LATINO MEDIAN HOUSEHOLD INCOME

	2003	2006	Percent Change
United States	\$43,318	\$46,326	6.9%
Hispanic/Latino	\$33,103	\$35,967	8.7%

Source: U.S. Census Bureau, American Community Survey, August 2006



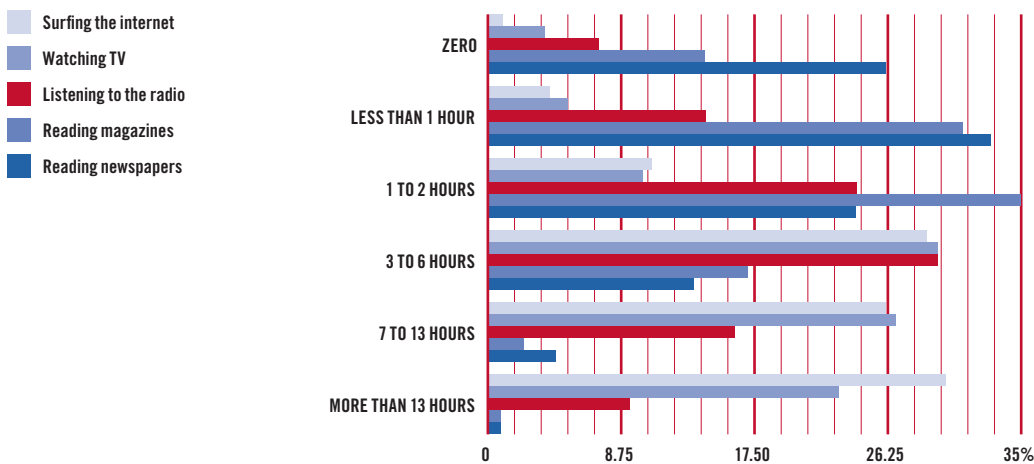
## HISPANICS CHOOSE RADIO OVER TV AND PRINT

Hispanics still represent untapped potential for the radio advertising market, according to a study by Arbitron.

According to the report, titled "Power of Hispanic Consumers," Hispanics are heavier users of radio than newspapers or TV, spending half their radio time listening to Spanish-language formats. They also listen to radio longer than their non-Hispanic counterparts, averaging 22 hours and 30 minutes per week, versus 19 hours per week for Anglos.

### MEDIA CONSUMPTION

AVERAGE NUMBER OF HOURS PER WEEK HISPANICS SPEND DOING THE FOLLOWING:



Source: Terra.com Hispanic Syndicated Study, conducted by comScore for Terra Networks USA (Jan. 31–Feb. 28, 2008)

### TOP 10 ADVERTISING CATEGORIES

	Hispanic Media			General Media		
	Rank	Dollars (millions)	Percent of Media Share	Rank	Dollars (millions)	Percent of Media Share
Government, Politics and Organizations	1	617.1	12.7%	13	3,790.0	2.9%
Automotive, Automotive Accessories and Equipment	2	502.9	10.4	1	13,709.7	10.4
Direct Response Companies	3	493.8	10.2	8	5,483.3	4.1
Communications	4	349.5	7.2	4	7,690.3	5.8
Audio and Video Equipment and Supplies	5	334.1	6.9	17	1,918.0	1.4
Retail	6	308.8	6.4	2	12,262.0	9.3
Restaurants	7	221.8	4.6	12	4,532.6	3.4
Miscellaneous Services and Amusements	8	187.4	3.9	7	6,579.2	5.0
Media and Advertising	9	165.1	3.4	3	8,858.4	6.7
Financial	10	132.8	2.7	5	7,507.9	5.7
<b>Total of Top Ten Categories</b>		<b>3,313.3</b>	<b>68.3</b>		<b>72,331.5</b>	<b>54.7</b>
<b>Total of All Categories</b>		<b>4,851.9</b>	<b>100.0</b>		<b>132,277.3</b>	<b>100.0</b>

Source: TNS Media Intelligence 2007. Hispanic media includes Spanish language network TV (3 networks); and Spanish language cable (1 network); Spanish language spot TV (43 stations); Hispanic magazines (42 publications); and Hispanic newspapers (81 publications)

