

# Who is the 'Other' Hispanic Consumer?

By MOSES FRENCK

It comes as no surprise that the majority of Hispanics living in the United States — nearly 60 percent — are of Mexican origin. Yet, while this minority group also consists of Puerto Ricans, Dominicans, Cubans and Central and South Americans, the second-largest group of Hispanics behind Mexicans is "other."

Representing 6.1 million, or 17.3 percent of the nation's 35.3 million total Hispanics, this "other" group comprises those people who did not specify Hispanic origin in the 2000 census, instead identifying themselves

solely as Hispanic or Latino.

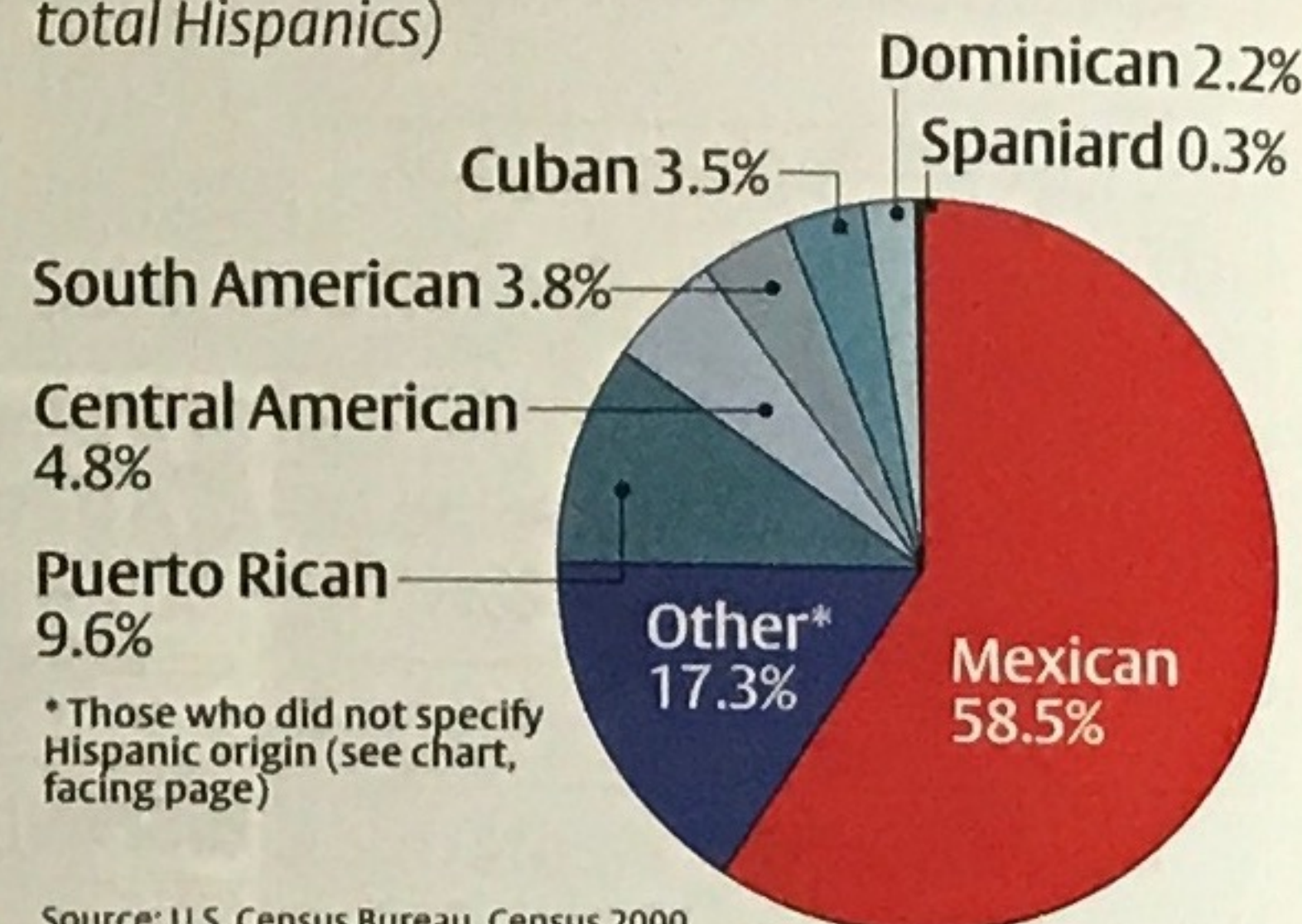
"The longer Hispanic immigrants are in the United States, the more likely it is that they will refer to themselves as either Hispanic or Latino instead of using their country of origin," states a study by the Pew Hispanic Center/Kaiser Family Foundation. "By the third generation, more Hispanics refer to themselves as 'American' than by any other term."

This is a trend that will continue to increase as more Hispanics grow further from their ancestral origins, says Arthur Cresce, chief of the Ethnicity and Ancestry Branch of

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## % OF HISPANICS BY ORIGIN

Hispanic population by origin (35.3 million total Hispanics)



## REGIONAL BREAKDOWN

Mexicans outnumber all other Hispanics except in NE.

### NORTHEAST

Mexican	479,169
Puerto Rican	2,074,574
Cuban	168,959
Other Hisp.	2,531,385
<b>Total Hispanics</b>	<b>5,254,087</b>

### MIDWEST

Mexican	2,200,196
Puerto Rican	325,363
Cuban	45,305
Other Hisp.	533,668
<b>Total Hispanics</b>	<b>3,124,532</b>

### SOUTH

Mexican	6,548,081
Puerto Rican	759,305
Cuban	921,427
Other Hisp.	3,357,883
<b>Total Hispanics</b>	<b>11,586,696</b>

### WEST

Mexican	11,413,265
Puerto Rican	246,936
Cuban	105,994
Other Hisp.	3,574,308
<b>Total Hispanics</b>	<b>15,340,503</b>

Source: U.S. Census Bureau, Census 2000

## HISPANICS BY INCOME

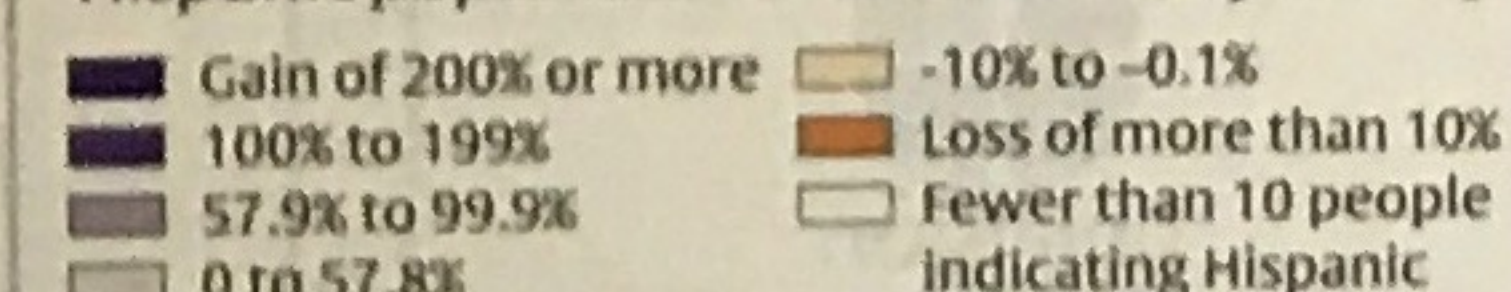
Household income among Hispanics living in the United States

Less than \$25,000	24%
\$25,000-\$35,000	17%
\$35,000-\$50,000	27%
\$50,000-\$75,000	15%
\$75,000 or more	18%
HHI \$100,000+	9%
HHI \$50,000+	33%
HHI <\$50,000+	68%

Base: 25 DMA Markets  
Source: Scarborough Multi-Market 2003 Release 2 (Aug. 2002-Sept. 2003)

## PERCENT CHANGE IN U.S.

Hispanic population 1990 to 2000, by county



## LIFESTYLE

	HISPANIC ADULTS
Downscale Urban	5,568,920 22.92%
Suburban	5,309,306 21.85%
Rural & Small Town	5,026,571 20.69%
Mid/Small City	4,724,674 19.44%
Mid-Upscale Urban	3,669,568 15.10%

Source: Spectra

## How Old?

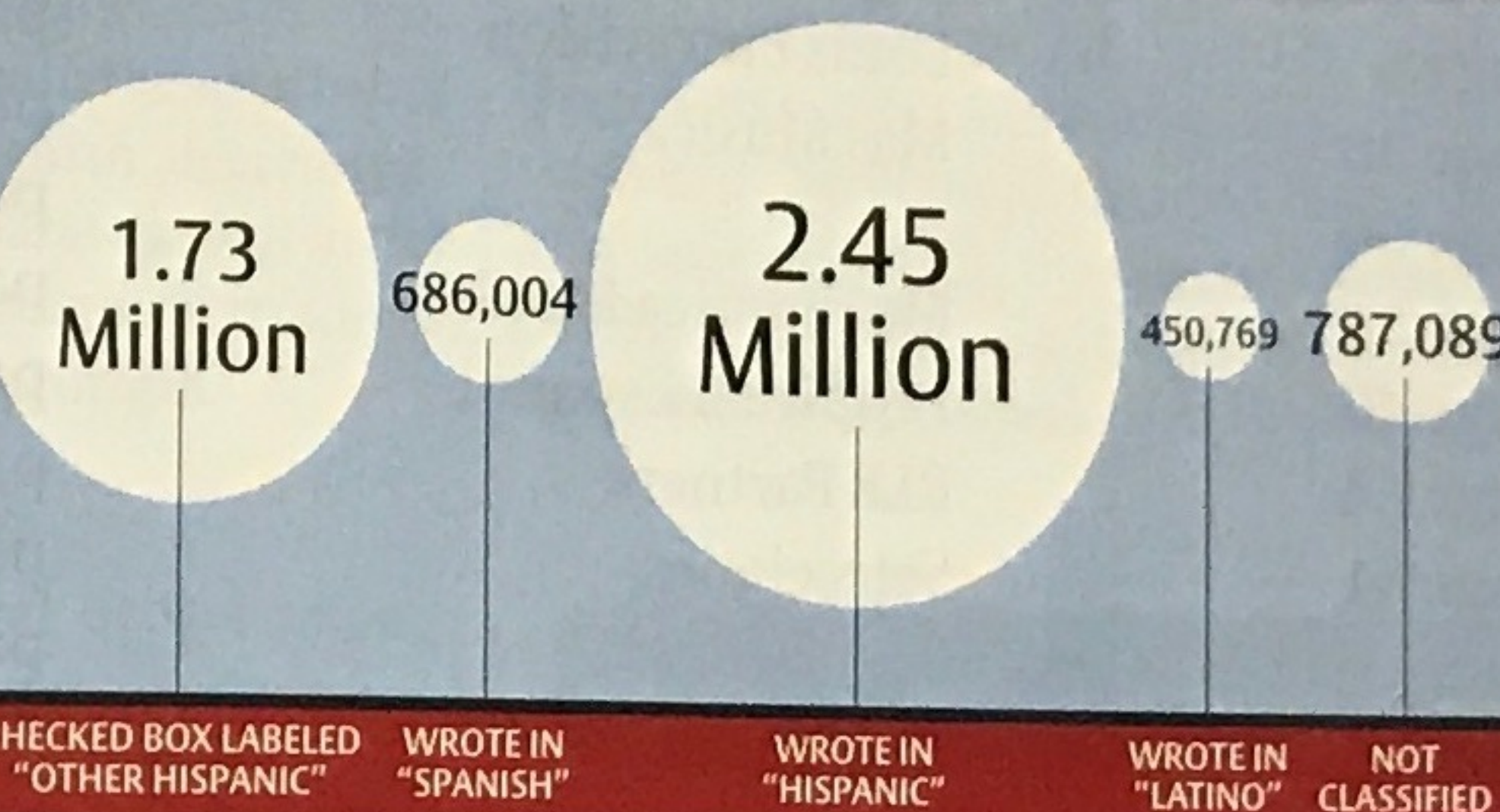
% of U.S. Hispanics by age

<17	35%
18-34	51%
18-49	82%
25-54	67%
35+	49%
35-54	37%
55+	12%

Source: Scarborough

## SELF-IDENTIFIED HISPANICS

In the 2000 Census, 17.3% of Hispanics/Latinos (6.1 million) did not specify Hispanic origin (see pie chart, facing page). Of those, nine times as many identified themselves as Hispanic over Latino.



## CITIES WITH LEAST ACCULTURATED LATINOS

% of total Hispanics in particular city

	LEAST ACCULTURATED	BI-CULTURAL	MOST ACCULTURATED
Wilmington, N.C.	29.55	48.82	21.64
Greenville, N.C.	20.61	54.64	23.76
Syracuse, N.Y.	19.90	56.47	23.63
Monterey/Salinas, Calif.	19.55	52.99	27.46
Huntsville/Decatur, Ala.	19.37	54.71	25.92
Harrisonburg, Va.	19.17	51.83	29.00
Atlanta, Ga.	18.83	56.62	24.55
Charlotte, N.C.	18.27	61.85	19.88
Providence, R.I.	18.10	62.17	19.73
New York	17.84	55.18	26.98
<b>Total U.S.</b>	<b>13.01</b>	<b>53.09</b>	<b>33.89</b>

Source: Spectra

## TOP ONLINE DESTINATIONS AMONG LATINOS

	SITE UNIQUE AUDIENCE COMPOSITION % OF SITE VISITORS WHO ARE HISPANIC	UNIQUE AUDIENCE (000) TOTAL NUMBER OF SITE VISITORS
Univision.com	89.11	769
Yahoo! en español	86.28	376
EsMas.com	81.7	269
AOL Latino	72.95	386
Terra Network	35.34	810
Washington Mutual Bank	25.78	657
Shopathomeselect.com	22.84	316
Yahooligans!	18.99	874
Cartoon Network	18.79	

Source: Nielsen/NetRatings, June 2004

## LANGUAGE SPOKEN MOST

### AT HOME

Spanish only	25%
Spanish more than English	21%
English more than Spanish	20%
English only	19%
English and Spanish equally	14%

### AWAY FROM HOME

Spanish only	17%
Spanish more than English	16%
English more than Spanish	28%
English only	25%
English and Spanish equally	14%

### PREFER TO SPEAK

Spanish only	21%
Spanish more than English	14%
English more than Spanish	17%
English only	21%
English and Spanish equally	26%

Base: 25 DMA Markets  
Source: Scarborough Multi-Market 2003 Release 2, (August 2002-September 2003)

## PREFERRED ALCOHOLIC BEV.

Hispanics are 30 percent more likely than general market to drink imported beer and malt liquor. Alcoholic beverages drank by Hispanic adults:

	HISPANIC COMPOSITION	INDEX AGAINST 25 DMA MARKETS
Any Beer	49%	109
Any Domestic Light Beer	30%	115
Any Domestic Regular Beer	22%	92
Any Imported Beer	32%	130
Any Liquor	35%	88
Any Malt Liquor	4%	130

Base: 25 DMA Markets; Source: Scarborough Multi-Market 2003, August 2002-September 2003

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the U.S. Census Bureau. However, he adds, even though this group identifies less and less with its native lands, and with the number of Hispanics who speak Spanish decreasing, they still will remain a separate group in the United States bound by a common culture if not by language or national origin.

## HISPANIC VERSUS LATINO

There seems to be great debate among Hispanics and Latinos and mass confusion among Anglo marketers surrounding the use of these two labels. To some Latinos, the term Hispanic is offensive, a label used by the U.S. government to identify this group. However, to many Hispanics, the word "Latino" is an incorrect choice, as Latino could be used to describe all ancestral Latin origins: Spanish, Italian, French, Romanian, Portuguese.

If you ask this group directly, as the U.S. Census Bureau did in 2000, an overwhelming majority — nine out of 10 — identified themselves as Hispanic rather than Latino. While many checked the box labeled "Hispanic" on the census form, many more actually wrote in

"By the third generation, more Hispanics refer to themselves as 'American.'"

—Pew Hispanic Center/  
KaiserFamily Foundation

"Hispanic." Only 10 percent wrote in "Latino."

"Hispanic and Latino are not identical terms and, in certain contexts the choice between them can be significant," according to The American Heritage Dictionary of the English Language. "Hispanic, from the Latin word for Spain, has the broader reference, potentially encompassing all Spanish-speaking peoples in both hemispheres and emphasizing the common denominator of language among communities that sometimes have little else in common. Latino as both an English and Spanish word is probably a shortening of the Spanish word latinoamericano and refers more exclusively to persons or communities of Latin American origin."

The division in usage between the terms seems as related to geography as it is to politics, with Latino widely preferred in California and Hispanic used more in Florida and Texas.

## A HISTORY LESSON

The word Latin comes from a tribe in early Italy called the Latins who lived in Latium, whose capital city was Rome, and spoke Latin.

As the Roman Empire evolved, its language, too, evolved into what is now known as the Romance languages of Spanish, Italian, French, Romanian and Portuguese.

When the Romans invaded Iberia, they discovered Hispalis, the city now known as Seville. Hispalis is said to have been named after the mythical Greek hero Hispalus, who

was related to Hercules. Later, the Romans annexed the Iberian peninsula and called it Hispania. Over the centuries, Hispania became España (Spain).

The term Hispano later was used in referring to Spain and its conquered territories in Central and South America, thereby making inhabitants of those countries Hispanic.

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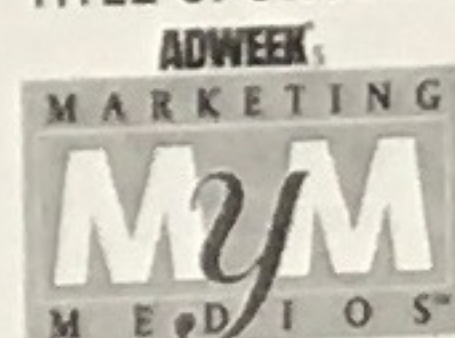
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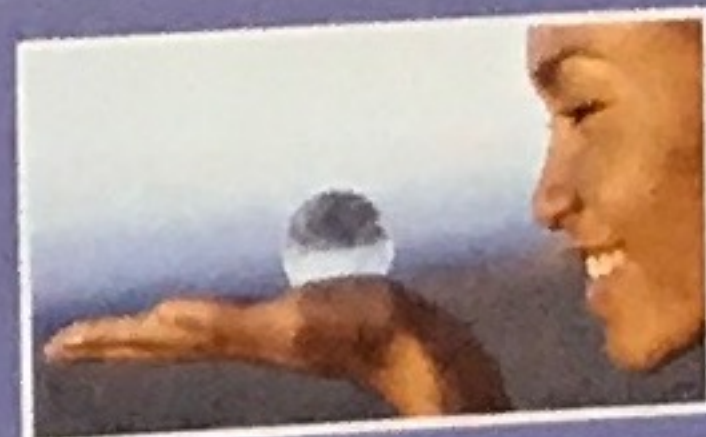


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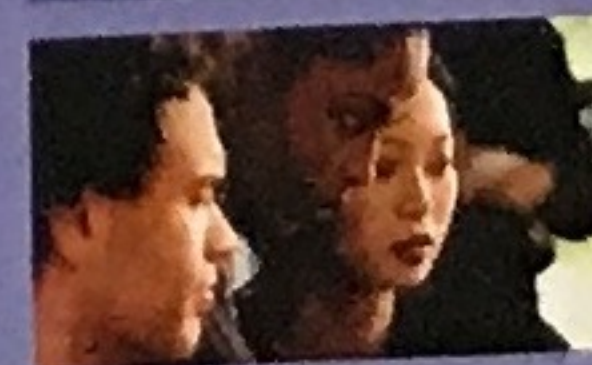
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