

espÑOLA

Hispanic Marketing and Engagement

“I had always assumed that ‘Hispanic marketing’ meant Spanish, but a vast majority of our Hispanic target is what we call ‘acculturated’—they speak English, perhaps Spanish at home, and they consume media in both.”

JARED FIX -

U.S. Vice President and General Manager, Mixables at Beam Suntory

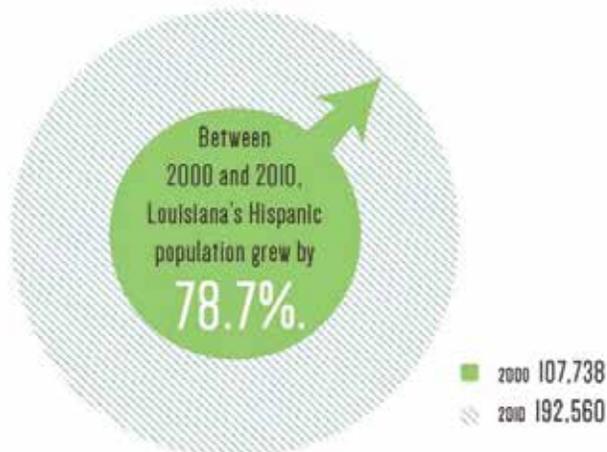


163% increase in population

between 2010 and 2050, making up 30% of the population by July 1, 2050. Hispanics will make up 30% of the population by July, 2050. In 2010 they represented one trillion dollars in buying power, and that number continues to rise each year.

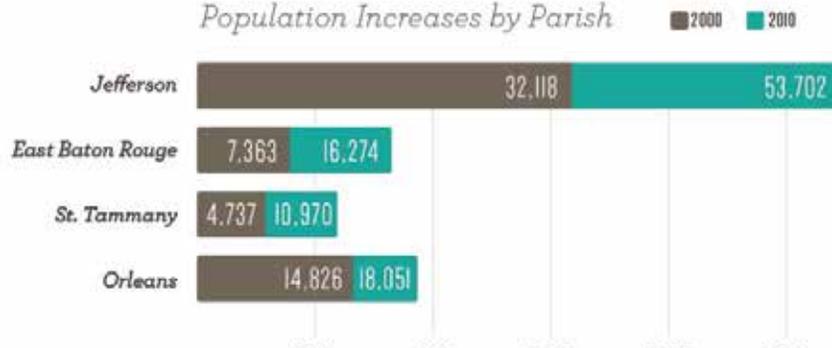
A GROWING POPULATION

Growth Rate from 2000 to 2010



**Figures based on U.S. Census Bureau Records from 2000 and 2010.

Population Increases by Parish



From 2010 to 2013, Louisiana Hispanics had the highest percentage increase in buying power of any ethnicity in the state at 24%. — The total average increase was 11.2%

Latino-owned businesses had sales and receipts of \$2.6 billion and employed 13,271 people in 2007, according to the U.S. Census Bureau's Survey of Business Owners

FACTS AND FINANCES

The Buying Power and Economic Impact of Hispanics

\$6,600,000,000

TOTAL PURCHASING POWER OF HISPANICS IN LOUISIANA



An increase of 552.4% since 1990.



THE PROJECTED HISPANIC POPULATION OF THE UNITED STATES ON JULY 1, 2050 WILL BE 132.8 MILLION.



U.S. Hispanics are ahead of the digital curve.

They lead in adoption of new devices.

They are power users of mobile and over-index in video consumption.

VIDEO IS THE KEY

The average Hispanic spends more than eight hours watching online video each month – over 90 minutes longer than the U.S. Smartphones are becoming the “first screen”. 10 million Hispanics watch mobile video for an average of more than six hours per month

TUNING INTO THE HISPANIC AUDIENCE

Population 2+ : 1,626,688



189,420 homes
AMONG AFRICAN AMERICAN TV HOMES



38,320 homes
AMONG HISPANIC OR LATINO TV HOMES



652,180 homes
TOTAL NEW ORLEANS AREA TV HOMES

Nielsen estimates as of January 1, 2014. Based on

\$21,000

The median annual personal earning of Hispanics 16 years of age and older in Louisiana.
(Pew Hispanic Center, 2009)

\$6.6 Billion

Purchasing power of Latinos in Louisiana in 2013, an increase of 552.4% since projected to rise to \$10.2 billion by 2018. (Selig Center for Economic Growth)

Hispanics accounted for 9.6 percent of all U.S. buying power in 2013

- Up from 9% in 2010
- From 6.7% in 2000
- And from 5% in 1990

By 2018

Hispanics will account for 10.6% of total U.S. buying power.



Talk to the Largest Growing Population in the US and in Louisiana.

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