

**From:** MMRNews (Multicultural Marketing News) [mailto:MMRNews@multicultural.com]  
**Sent:** Tuesday, October 06, 2009 9:16 AM  
**Subject:** Ethnic Technologies, LLC - Connected: U.S. Hispanics are Mobile and Online

### **Connected: U.S. Hispanics are Mobile and Online**



The Hispanic market is growing online – fast. Although other ethnic groups are flocking to the Internet and cell phones, Hispanics in particular are accessing the web at the rate of over 1 million users every year. This means Hispanics are connecting twice as fast as the general market (14% growth vs. 7%). Plus, the growing Hispanic middle class (income of \$50,000 +) is super connected with 88% of households online.

Hispanics are early adopters of mobile technology with 31 million mobile users. By age 15, over 60% have a mobile phone and by age 17, it rises to almost 80%. This vibrant culture loves personal, instant communication.

Something else to consider, over half of all Hispanics are going online through their mobile phones. Mobile devices facilitate communication, entertainment and learning. These personal devices are becoming indispensable to the majority of Hispanics in the US and Canada. “Living a connected and spontaneous life is a fundamental Hispanic value and desire.” as one agency put it....

Hispanics of all ages are averaging an amazing 14 hours per day with an internet-based or wireless device; that’s almost twice the time as non-Hispanics.. However, Hispanics are “cord-cutters”– no landline – preferring cell phone only use. It’s estimated that nearly half of the mobile users are CPO. Hispanics have developed a “relationship” with their mobile and/or online devices: It is their online communication and entertainment center.

Historically, the value-conscious Hispanic market often makes purchase decisions based on price. However, when it comes to technology, the opposite appears to be true. Hispanics are increasing use of online shopping with 53% of the market making an online purchase at least once a month . Additionally, almost all Hispanic users of Internet services check and compare prices online.

Culturally relevant and pertinent content, as well as language selection, is important to the Hispanic market segment. Roughly half of the Hispanics online prefer Spanish language access regardless of age and 40% of younger Hispanics (age 18-34) enjoy Spanish content. When provided with copy in both Spanish and English, many readers read both forms of copy. Entertainment has strong appeal; this includes sports - 37%

listen to Internet radio vs. just 30% of non-Hispanics - and 36% of the Hispanic market downloads music vs. just 29% of non-Hispanics. The Hispanic consumer values content and will spend accordingly, thriving on “bite sized” entertainment. The Hispanic market has vast interests including; sports, fashion, retail, travel, financial, health, technology and automotive.

Word of mouth, viral marketing is another key to successful Hispanic marketing; leverage this social networking opportunity and consumer language preference selections whenever possible.

Many Hispanics are small business owners and prefer carrying two mobile devices; one for work, one for personal use. The Hispanic landscape is less crowded, for now, but is expanding in scope and influence.

The opportunity for online and mobile is big, diverse, young and growing. Hispanics are eager to engage, now. They are responsive to multi-channel campaigns including out of home, direct mail, and call center as well as online. Tuning into the needs and desires of the Hispanic community yields exceptional results and nearly double that of any other market segment.

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Need more actionable consumer and B2B information on the Hispanic, other ethnic and religious markets? Check out [www.EthnicTechnologies.com](http://www.EthnicTechnologies.com)

**Sources:** Univision E-Commerce, Simmons, Ipsos, Pew, Media Post, Nielsen, WSJ, NY Times, Mmetrics, and Telephia.

At Ethnic Technologies we are here to help you understand and market to the Hispanic consumer with fresh , accurate and comprehensive data, modeling and analysis.

### **Ethnic Technologies, LLC - Hispanic Insight**

Ethnic Technologies, LLC is the platinum standard in multicultural marketing. The result of over 40 years of continuous ethnic, religious and language preference research, E-Tech allows clients to segment their database by ethnicity, religion, language preference and Hispanic country of origin more accurately and comprehensively than any other approach. The EthniCenter® offers an Assimilation Index, which distinguishes Hispanic individuals based on their ability to speak their Native Language or understand the language of their prevailing culture. E-Tech incorporates a unique approach for the different Hispanic Countries of Origin. After identifying their specific names, E-Tech does a neighborhood analysis using multi-sourced information compiled from our research team. From that data, E-Tech is able to accurately identify the Hispanic individuals' Country of Origin. The incorporation of Enhanced Neighborhood Analytics (ENA) technology in E-Tech Version 7.2 establishes a new and unprecedented level of granularity and completeness in the ethnic marketing industry. Clients also benefit from and acquire ethnic mailing, telemarketing and email lists for both the United States and

Canada. The analytics department at E-TECH offers ethnic data appending services and mapping to provide businesses with an overview of new and existing markets.

***Ethnic Technologies, LLC will be exhibiting at the DMA National Show in San Diego, California on October 18th, 19th and 20th.*** Two new products E-Tech 7.2 and G-Tech 3.0 will be introduced at the show. Please visit us at booth # 1621 to find out more about our great products and services...Hope to see you there!

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About This Newsletter

MMRNews, a multicultural e-newsletter, published by Multicultural Marketing Resources, Inc. (MMR), is distributed by email free of charge to two audiences: journalists and multicultural marketing industry professionals.

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