THE HISPANIC MARKET AND ITS “BUYING POWER”?

Sources:
- Pew Hispanic Center
- Synovate and Scarborough Research
- Packaged Facts Market Research, 2008
- Hispanic Association on Corporate Responsibility
- Selig Center for Economic Growth
- 2006 American Community Survey
- Hispanic Business.com
- Tatjana Meerman, publisher; Packaged Facts research company
WHO COMPRISSES THE U.S. HISPANIC MARKET?

- In the U.S., there are 13.6 million Hispanic Households and 47.1 million Hispanic adults.
- The Hispanic population is growing 2 times faster then the total population.
- In 2008, more than 1 out of every 7 U.S. residents were Hispanic.
  - Their country of origin:
    - Mexico – 67%
    - Central America – 9%
    - Puerto Rico – 8%
    - South America – 5%
    - Cuba – 4%
    - Dominican Republic – 3%
    - Other – 4%

(2008 Data)
WHO COMPRISSES THE HISPANIC MARKET? (CONT.)

U.S. Hispanic Population Statistics

- **Share of Total U.S. Population:**
  - **1990** | **2008**
  - Total    | 100%     | 100%     |
  - Hispanic | 9%       | 15.3%    |
  - Non-Hispanic | 91.0%    | 84.7%    |

- **Percentage Change in Population:**
  - **1990-2008** | **2000-2008**
  - Total        | 22.1%     | 8.0%     |
  - Hispanic     | 106.6%    | 30.8%    |
  - Non-Hispanic | 13.7%     | 4.7%     |
BUYING POWER

- Buying Power (in Billions)

<table>
<thead>
<tr>
<th>Year</th>
<th>Total</th>
<th>Hispanic</th>
<th>Percentage Change in Buying Power</th>
<th>Buying Power Market Share</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1990</td>
<td>2000</td>
<td>2008</td>
<td>2013</td>
</tr>
<tr>
<td>Total</td>
<td>$4,270.5</td>
<td>$7,187.6</td>
<td>$10,721.0</td>
<td>$14,013.7</td>
</tr>
<tr>
<td>Hispanic</td>
<td>$211.9</td>
<td>$489.5</td>
<td>$951.0</td>
<td>$1,386.2</td>
</tr>
</tbody>
</table>

- Percentage Change in Buying Power

<table>
<thead>
<tr>
<th>Period</th>
<th>Total</th>
<th>Hispanic</th>
<th>2000-2008</th>
<th>2008-2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>1990-2008</td>
<td>151%</td>
<td>348.9%</td>
<td>49.2%</td>
<td>30.7%</td>
</tr>
<tr>
<td>1990-2013</td>
<td>228.1%</td>
<td>554.3%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Buying Power Market Share

<table>
<thead>
<tr>
<th>Year</th>
<th>Total</th>
<th>Hispanic</th>
<th>2008</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>1990</td>
<td>100%</td>
<td>9%</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>2000</td>
<td>100%</td>
<td>12.6%</td>
<td>15.3%</td>
<td>16.6%</td>
</tr>
</tbody>
</table>
BUYING POWER (CONT.)

Contributing Factors:
- Better employment opportunities
- Strong immigration
- Higher paying managerial and professional jobs
- Higher education attainment levels
- Household characteristics and accumulation of wealth
- Increase in Hispanic business owners

- Between 1997 and 2002 the number of Hispanic firms grew 31%, 3 times greater growth than the overall 10% growth of businesses.
TOP 10 U.S. HISPANIC MARKETS IN 2008

- #4: Houston -
  - $27 billion in Hispanic buying power
- #6: Dallas-Ft. Worth -
  - $24 billion in buying power
- #9: San Antonio -
  - $18 billion in Hispanic buying power
- #10: Harlingen/Weslaco/Brownsville/McAllen -
  - $11 billion in Hispanic buying power

- Austin’s Hispanic buying power -
  - $8.8 billion