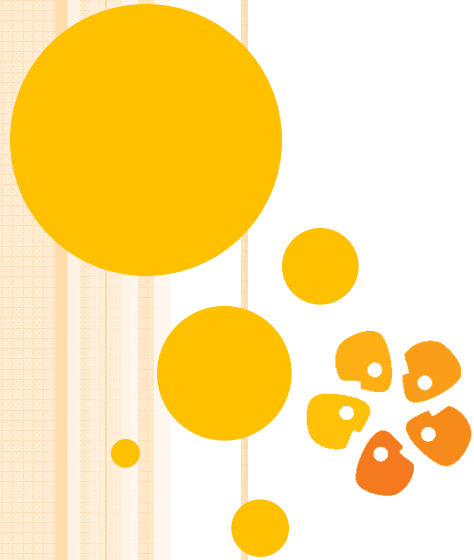


THE HISPANIC MARKET AND ITS “BUYING POWER”?



Sources:

- Latino Business Review, 2008
- 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 COMPRISES 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 than 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 COMPRISES THE HISPANIC MARKET? (CONT.)

U.S. Hispanic Population Statistics

- Share of Total U.S. Population:

	<u>1990</u>	<u>2008</u>
Total	100%	100%
Hispanic	9%	15.3%
Non-Hispanic	91.0%	84.7%

- Percentage Change in Population:

	<u>1990-2008</u>	<u>2000-2008</u>
Total	22.1%	8.0%
Hispanic	106.6%	30.8%
Non-Hispanic	13.7%	4.7%



BUYING POWER

Buying Power (in Billions)


	<u>1990</u>	<u>2000</u>	<u>2008</u>	<u>2013</u>
Total	\$4,270.5	\$7,187.6	\$10,721.0	\$14,013.7
Hispanic	\$211.9	\$489.5	\$951.0	\$1,386.2

Percentage Change in Buying Power

	<u>1990-2008</u>	<u>1990-2013</u>	<u>2000-2008</u>	<u>2008-2013</u>
Total	151%	228.1%	49.2%	30.7%
Hispanic	348.9 %	554.3%	94.3%	45.8%

Buying Power Market Share

	<u>1990</u>	<u>2000</u>	<u>2008</u>	<u>2013</u>
Total	100%	100%	100%	100%
Hispanic	9%	12.6%	15.3%	16.6%



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**

