

HISPANIC SEGMENTATION: POLITICAL INSIGHTS OVERVIEW



Experiential Marketing

Consumer Research

Marketing Strategy

Branding

We are a full market research agency specializing in multicultural consumer research and strategy.

ConneXion Research is a strategic agency that utilizes a strong foundation in research, expertise in marketing and branding, to help companies connect with multicultural consumers in a relevant and impactful manner.

OUR SURVEY METHODOLOGY:

- ▶ A total of 1,286 surveys were completed in 2015. Participants were between the ages of 18 and 54, and identify as Hispanic.
- ▶ Respondents were randomly selected from major DMAs mainly in Arizona, California, Florida, New York, and Texas to complete a survey.
- ▶ Soft quotas were set for Gender: approximately 60 percent females and approximately 40 percent males. Monitoring was performed to ensure we received a good mix of respondents.
- ▶ Demographics by Segment: Several potential segmentation solutions were produced. It resulted in six distinct demographic profiles:
 - Smart Shopper (bicultural/acclulturated)
 - Social Shopper (bicultural)
 - Thrifty Shopper (unacculturated)
 - Practical Shopper (unacculturated)
 - Classic Shopper (bicultural/unacculturated)
 - Errand Shopper (acculturated)

A total of
1,286
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We summarized the data and created "buyer personas" to provide a better, high level description of these segments.

*additional information regarding our methodology will be provided upon request.

Smart Sebastian



VOTING PREFERENCE:

- Highly likely to vote

DEMOGRAPHICS:

- Bicultural, acculturated
- 33-years-old
- Male
- Attending graduate school

IDENTIFIERS:

- Comparison shopper
- Likes to tweet news he gets from CNN on his iPhone
- Believes voting is an American right
- Homeowner

Social Sergio

VOTING PREFERENCE:

- Likely to vote

DEMOGRAPHICS:

- Bicultural
- 22-years-old
- Single male
- College degree

IDENTIFIERS:

- Socially liberal
- Comfortable with English and Spanish language media
- Doesn't watch network tv
- Believes his vote can make a difference



Thrifty Theresa



VOTING PREFERENCE:

- Least likely to vote

DEMOGRAPHICS:

- Unacculturated
- 44-years-old
- Married female

IDENTIFIERS:

- Spanish Dominant/Only
- Homeowner
- Heavy Spanish language radio listener
- She thinks she isn't qualified to vote

Practical Paula



VOTING PREFERENCE:

- 50 percent chance of voting

DEMOGRAPHICS:

- Unacculturated
- 35-years-old
- Married female

IDENTIFIERS:

- Likes to get her news from Telemundo
- Highly responsive to tv ads
- Self-influencer for purchase decisions
- Socially liberal

Classic Carla

VOTING PREFERENCE:

- Likely to vote

DEMOGRAPHICS:

- Bicultural/Unacculturated
- 35-year-old
- Female
- High school degree

IDENTIFIERS:

- Prefers to speak Spanish
- Socially moderate
- Responsive to direct mail promotions
- Wants Hispanic representation in government



Errand Edward



VOTING PREFERENCE:

- Not likely to vote

DEMOGRAPHICS:

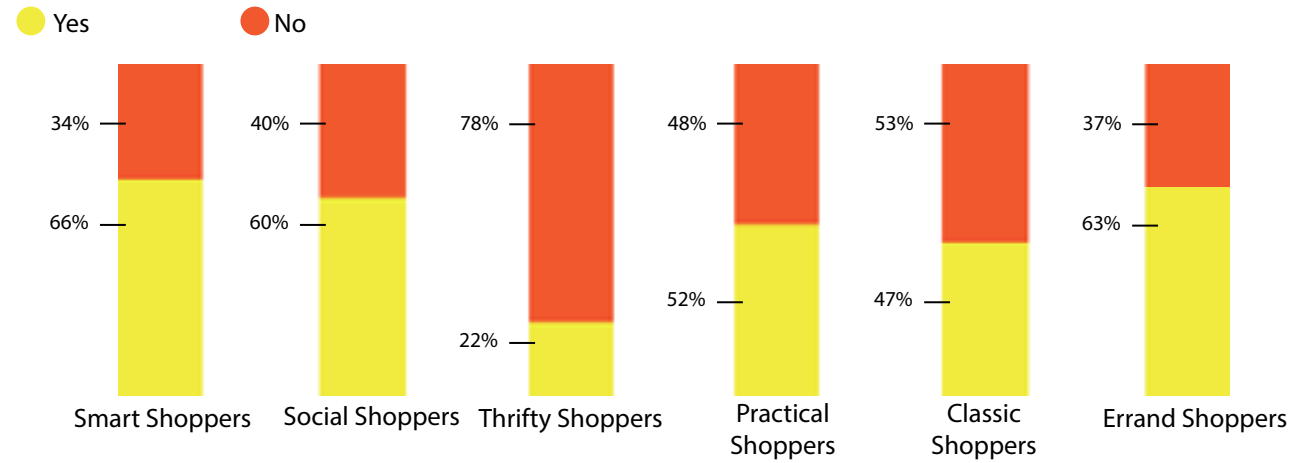
- Acculturated
- 19-year-old
- Male
- Attending college

IDENTIFIERS:

- Highest shopping frequency, impulse buyer
- Few Hispanic friends
- Lives in a non-Hispanic neighborhood
- Believes his vote does not matter
- Doesn't care about the voting process

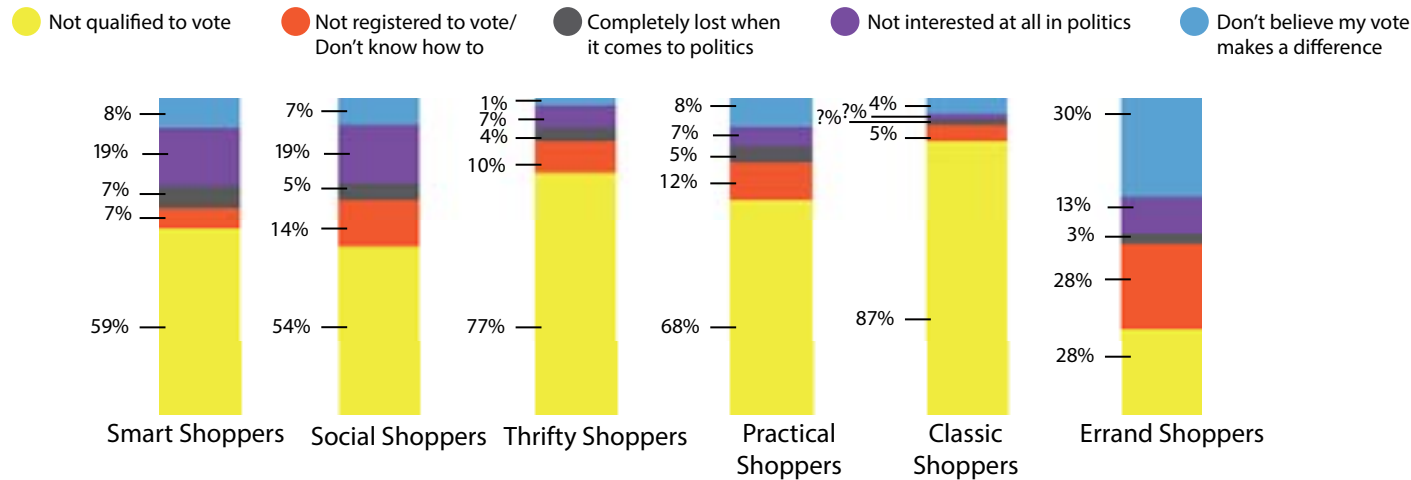
Intent To Vote

Key Insight: Smart Shoppers are most likely to vote, while Thrifty Shoppers are least likely to vote.



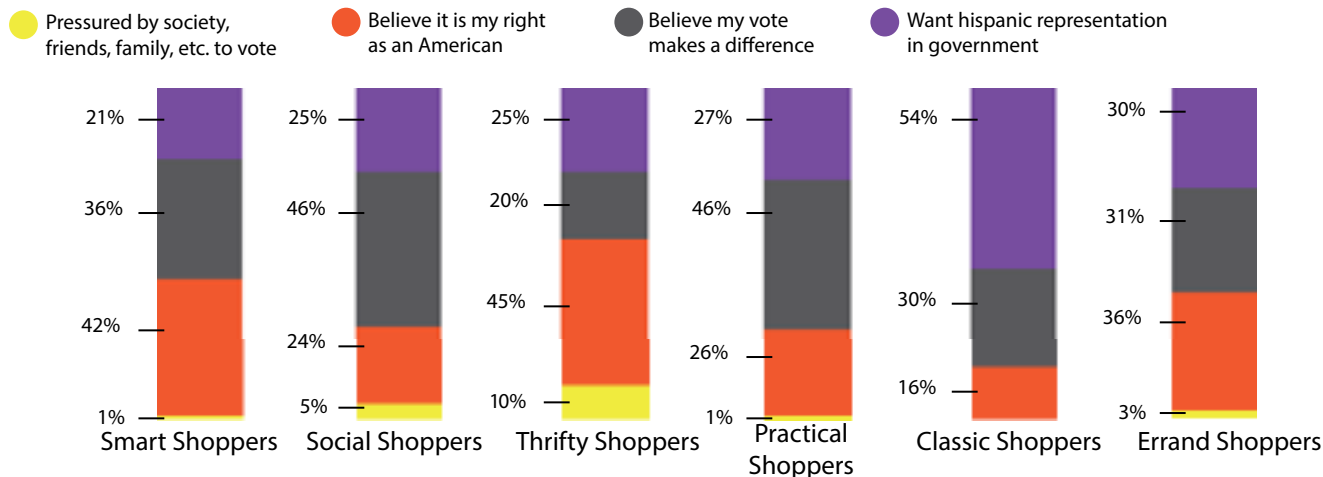
Reasons For Not Voting

Key Insight: Classic Shoppers say they are least likely to be qualified to vote, while Errand Shoppers say they are more likely to be apathetic about the voting process.



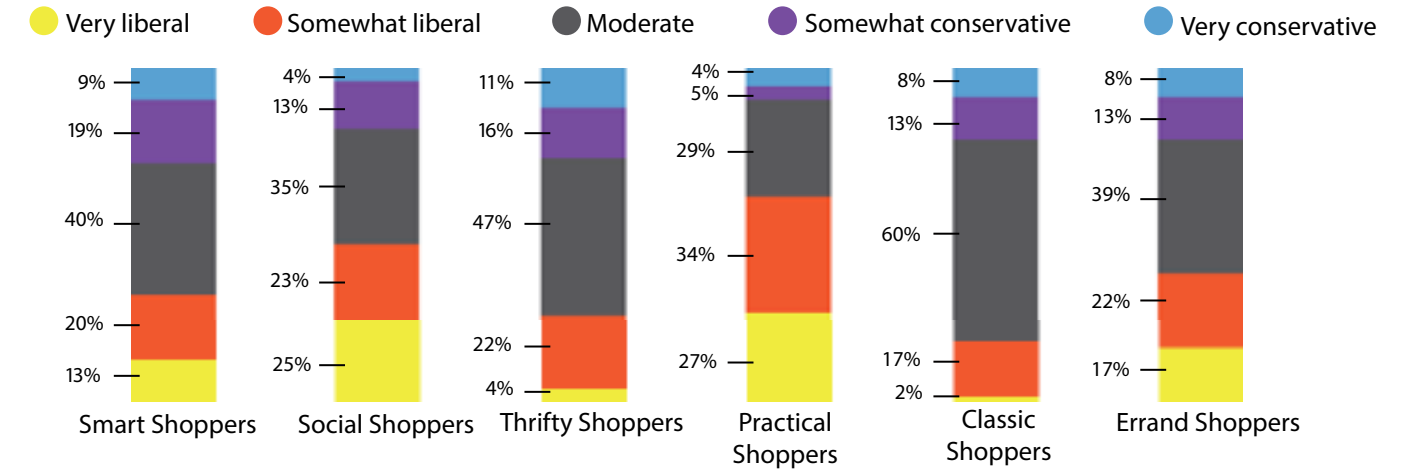
Reasons For Voting

Key Insight: Thrifty and Smart Shoppers are more likely to view voting as their right as Americans, while Classic shoppers are more interested in Hispanic representation.



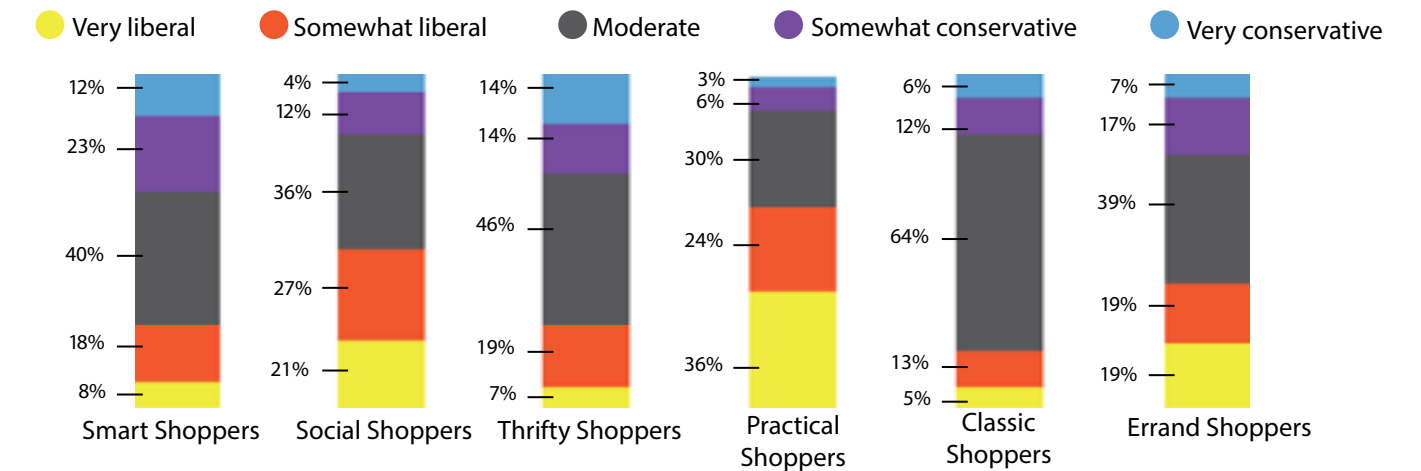
Political Views - Social Issues

Key Insight: Thrifty Shoppers and Social Shoppers are more likely to be social liberals, while Classic Shoppers are more likely to be moderate.



Political Views - Economic Issues

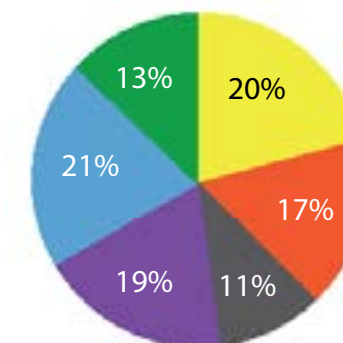
Key Insight: Views on economic issues by segment are similar to social views (see above chart), although Smart Shoppers are more likely to be economically conservative.



Distribution Of Segments

Key Insight: The groups identified have relatively evenly distributed segments

- Smart Shopper
- Social Shoppers
- Thrifty Shoppers
- Practical Shoppers
- Classic Shoppers
- Errand Shoppers



CONCLUSION

ConneXion Research is a strategic agency that utilizes a strong foundation in research, expertise in marketing and branding, to help companies build stronger connections with multicultural consumers.

If you would like more information about this study, you can contact ConneXion Research at:

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