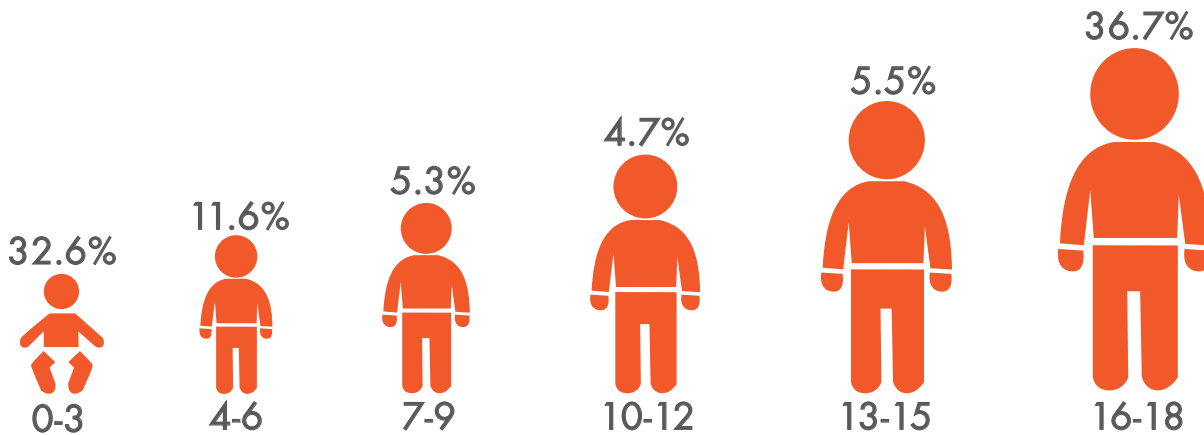


HISPANIC MILLENNIALS REPORT CULTURAL IDENTITY

FULL RESEARCH: LANGUAGE, ENVIRONMENT

Number of years spent in the United States, prior to age 18.

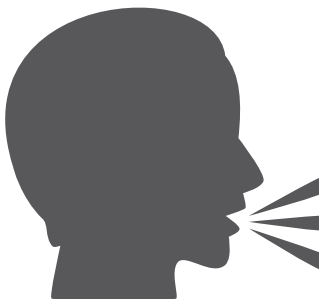


According to the U.S. Census, by 2050, the nation's racial and ethnic mix will look quite different than it does now. Non-Hispanic whites, who made up 67% of the population in 2005, will be 47% in 2050.

Hispanics will rise from 14% of the population in 2005 to 29% in 2050.

(Blacks were 13% of the population in 2005 and will be roughly the same proportion in 2050. Asians, who were 5% of the population in 2005, will be 9% in 2050).

Which language are you most comfortable speaking?



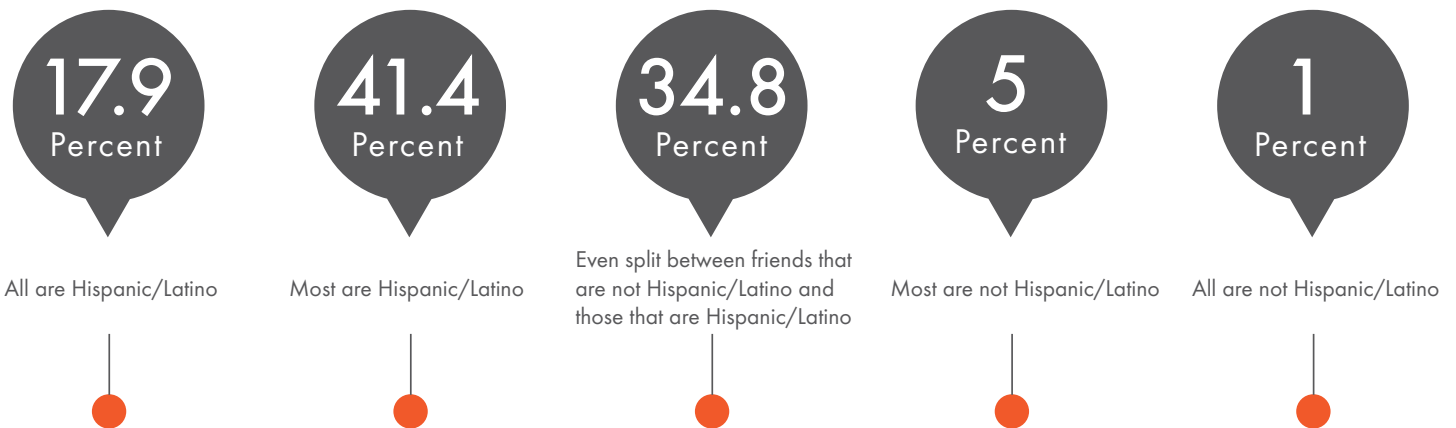
- ▶ A lot more comfortable speaking Spanish **20.7%**
- ▶ Somewhat more comfortable speaking Spanish **17.1%**
- ▶ I am comfortable speaking both equally **44%**
- ▶ Somewhat more comfortable speaking English **8.8%**
- ▶ A lot more comfortable speaking English **9.5%**

In which language do you watch, listen, and/or read media/entertainment in?

- ▶ Always Spanish 13.8%
- ▶ Mostly Spanish 16.6%
- ▶ Both English and Spanish equally 45%
- ▶ Mostly English 16.4%
- ▶ Always English 8.3%

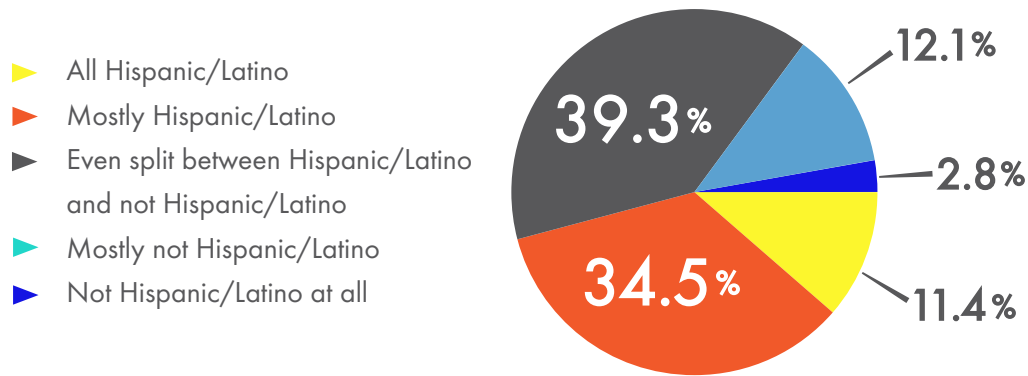


How would you describe your friends?



When targeting the Hispanic and especially the Hispanic Millennial market, marketers should challenge their assumptions and develop alternate strategies to connect with this key, growing demographic, now and for the immediate future.

How would you describe your current neighborhood?



Hispanic Millennials identify with their cultural heritage. ConneXion Research found that approximately 65% of Latino Millennials identify themselves as more Hispanic than American, reflecting a strong connection to their country of origin.

Which of the following statements best describes how you personally identify yourself?

▶ I consider myself to be only Hispanic	41.9%
▶ I consider myself to be Hispanic more than American	26%
▶ I consider myself to be both equally Hispanic and American	26.9%
▶ I consider myself to be American more than Hispanic	4.8%
▶ I consider myself to be only American	0.3%

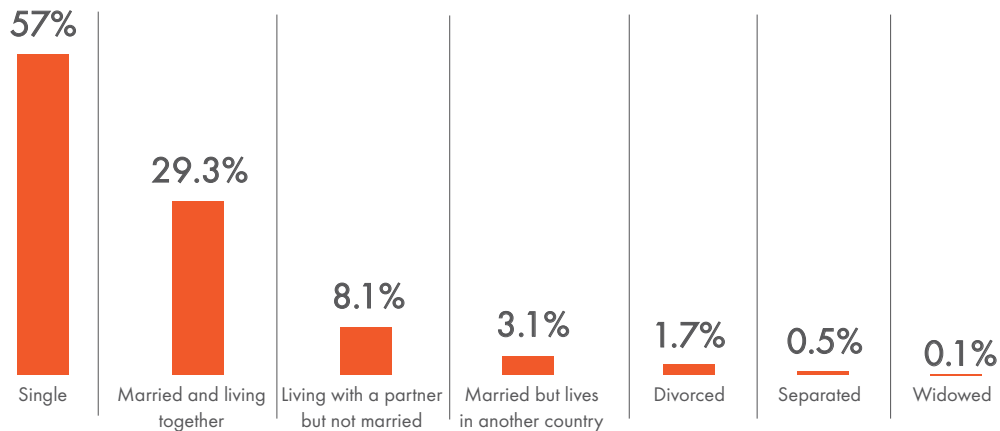
What is the highest grade level you completed in school?

▶ Graduate or professional degree (MA, MBA, JD, PH.D., MD, etc.)	0.5%
▶ Some graduate/professional school	1%
▶ 4-year college graduate (Bachelor's degree)	5.5%
▶ Some college/currently in college	30%
▶ 2-Year college graduate (Associate's degree)	8.6%
▶ Vocational/technical school	4.7%
▶ Graduated high school	38.3%
▶ Some high school or less	11.4%



A key insight is where family bonds supersede an individual's natural desire to be valued for one's uniqueness and individuality; instead, Hispanic Millennials indicate a strong tendency to view themselves as part of something larger than themselves, rather than removed from others.

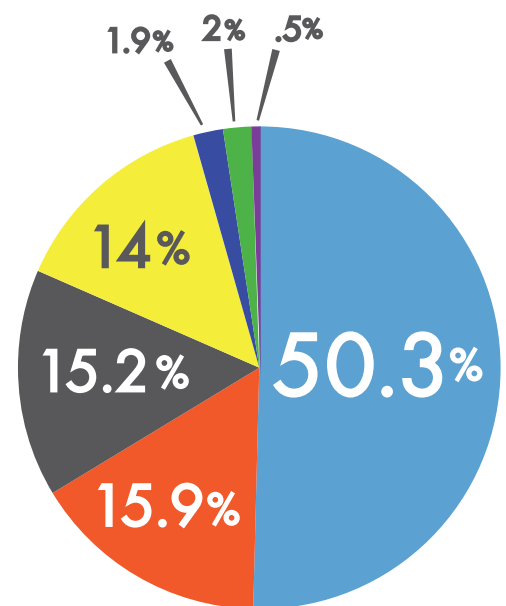
What is your marital status?



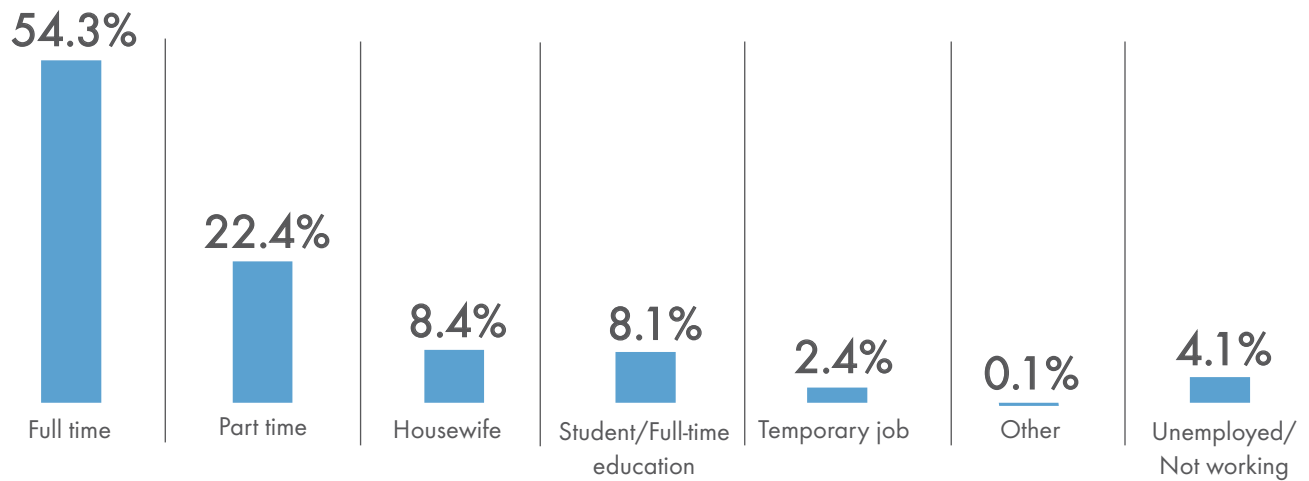
Like all Millennials in general, Hispanic Millennials want to make their own way, yet, they are more likely to still be living with their parents. This could be driven in part by economic reasons or it could also reflect a strong desire to remain connected to their families.

What are your current living arrangements?

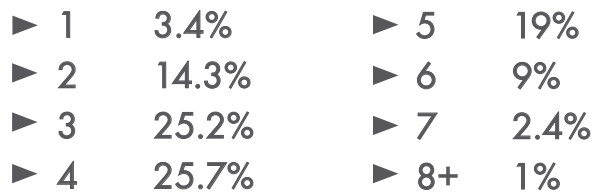
- ▶ Rent a house or apartment
- ▶ Live with relatives not paying rent
- ▶ Own a home (i.e. house, condo, etc.)
- ▶ Live with relatives paying rent
- ▶ Share rental of a home or apartment with others (not family)
- ▶ Rent a room/part of a house from others (not family)
- ▶ Other



Which of the following best describes your employment status?



How many people currently reside in your household?



This connection to family becomes more significant when grasping the buying power of Hispanic Millennials. For example, our survey indicated that about 58 percent of Hispanic Millennials earn between \$25,000 and \$75,000 annually. For the U.S., total Hispanic buying power is \$1.3 trillion and is projected to be \$1.7 trillion by 2020, up from 1.3 trillion in 2014. By comparison, the GDP of Mexico in 2014 was \$1.3 trillion.

What is your total annual household income, before taxes?

