

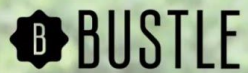
REACHING THE HISPANIC/LATINO MARKET

By: Nestor & Maria Zuluaga

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- ▶ **Hispanic-Refers to persons of Spanish speaking origin or ancestry**
- ▶ **Latino-Refers to anyone of Latin American origin, including Brazilians.**
- ▶ **Hispanic word – Most commonly use in the east coast**
- ▶ **Latino word – Most commonly use in the west coast**
- ▶ **These terms are for the most part foreign outside of US**

HISPANIC VS. LATINO



Latino

Includes Brazil.
Does not include Spain.

Hispanic

Includes Spain.
Does not include Brazil.

Argentina
Bolivia
Brazil
Chile
Colombia
Costa Rica
Cuba
Dominican Republic
Ecuador
El Salvador
French Guiana
Guadeloupe
Guatemala
Haiti
Honduras
Martinique
Mexico
Nicaragua
Panama
Paraguay
Peru
Puerto Rico
Saint Barthélemy
Saint Martin
Uruguay
Venezuela

HISPANIC VS. LATINO



WHAT THEY LOOK LIKE



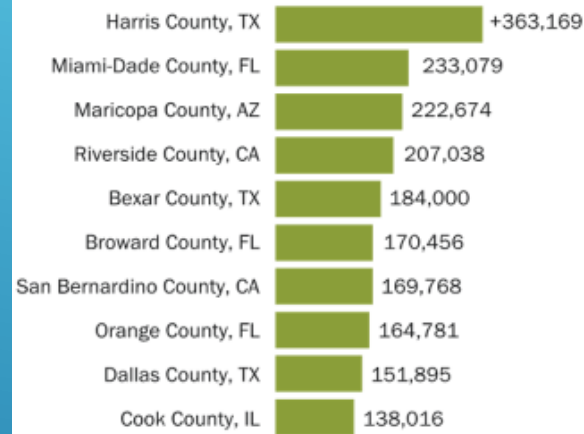
INTERNATIONAL VIEW

- ▶ The U.S. Hispanic population reached 62.1 million in 2020, an increase of 23% over the previous decade that outpaced the nation's 7% overall population growth. This group represents 18.4 percent of the U.S. total population
- ▶ The U.S. Latino population has been shifting away from states with historically large Latino populations for decades, a trend that can be seen at the state level. As recently as 1990, 86% of Latinos lived in just nine states (Arizona, California, Colorado, Florida, Illinois, New Jersey, New Mexico, New York and Texas). Although the Latino population has grown in each of these states, their share of all U.S. Latinos had dropped to 73% by 2020.
- ▶ In New Mexico, the state's 1 million Latinos are nearly half of the population (48%). Despite a large population share, New Mexico, which had the ninth-largest Latino population in 2010, dropped to 13th-largest in 2020, after being passed by Georgia, North Carolina, Washington and Pennsylvania.

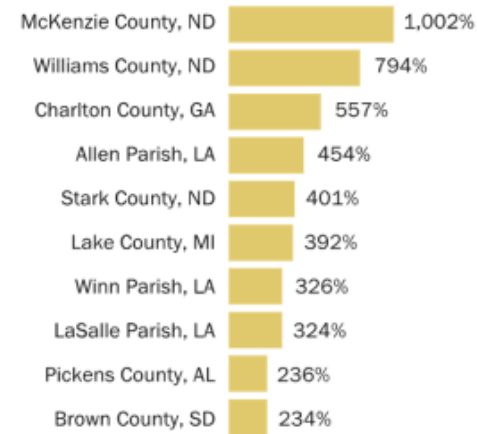
POPULATION TRENDS

Hispanic population grew most in counties with large Hispanic populations and grew at fastest rate in counties with small Hispanic populations, 2010-20

Largest Hispanic population increases for counties



Largest % increases of Hispanics for counties



Note: Analysis is based on counties with at least 1,000 Hispanics in the 2020 census. Counties with the largest Hispanic population increases are among the top 18 for Hispanic population size in 2020.

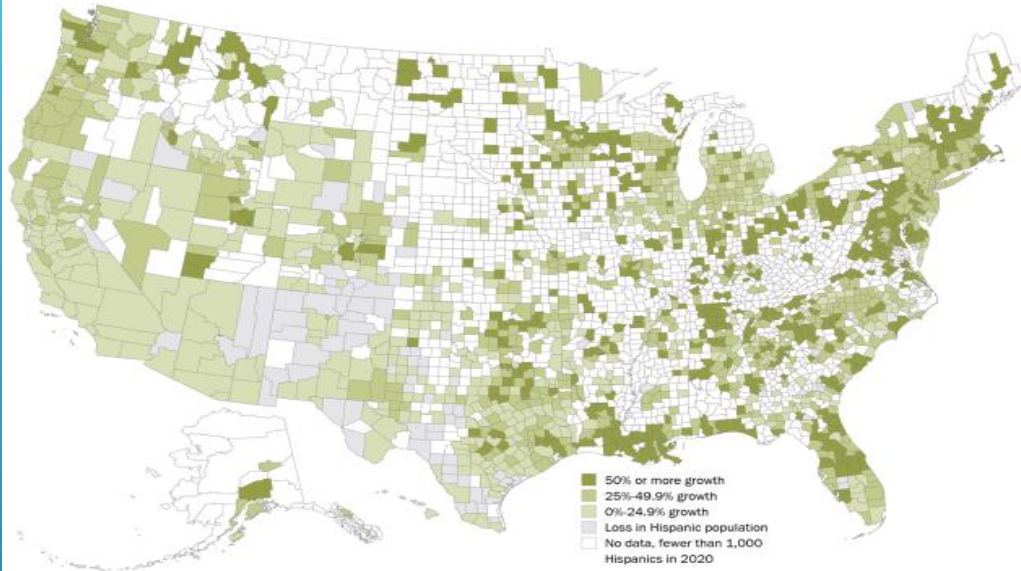
Source: Pew Research Center tabulations of decennial census counts, P.L. 94-171.

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POPULATION TRENDS

Hispanic population growth rates from 2010 to 2020 highest in states that historically did not have large Hispanic populations

% growth of Hispanics



Note: "Historical" Hispanic states are Arizona, California, Colorado and New Mexico (in the West), Illinois (Midwest), Florida and Texas (South), New Jersey and New York (Northeast). Growth rates not shown for counties with fewer than 1,000 Hispanics in the 2020 census.

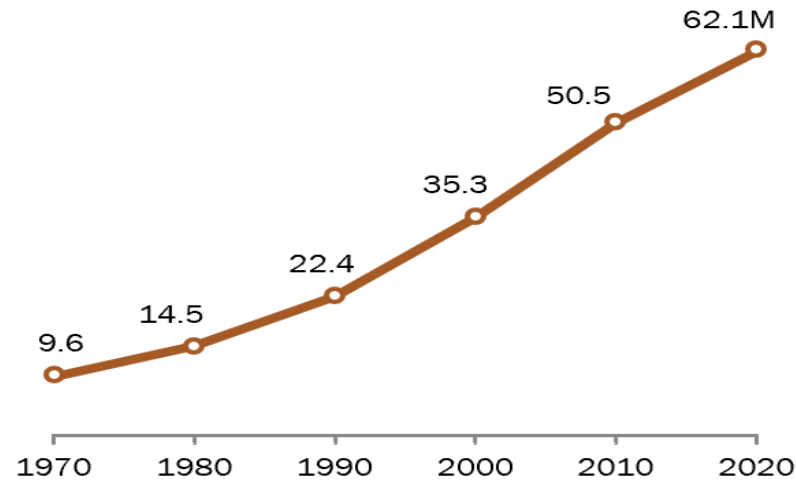
Source: Pew Research Center tabulations of decennial census counts, P.L. 94-171.

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POPULATION TRENDS

U.S. Hispanic population reached more than 62 million in 2020

In millions



Note: Population totals are as of April 1 for each year. Hispanics are of any race.

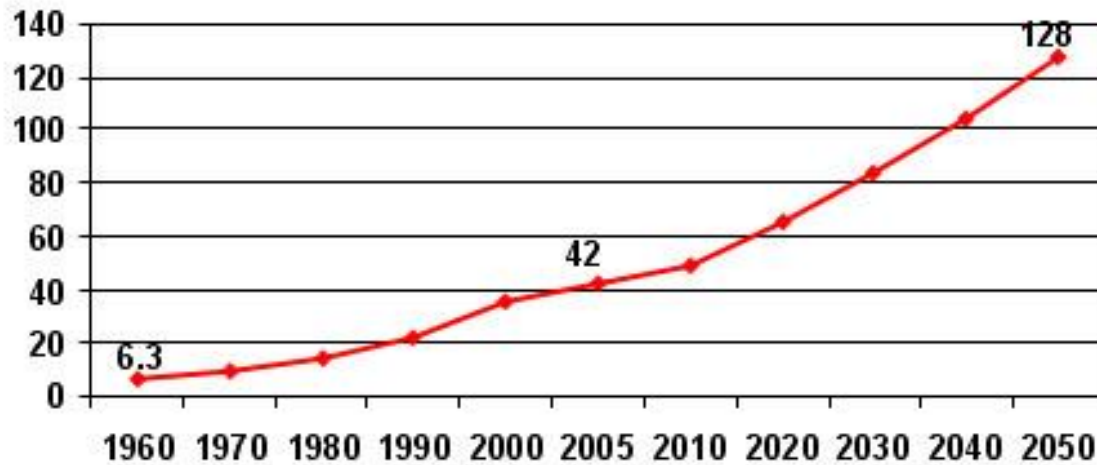
Source: Pew Research Center analysis of 1970-1980 estimates based on decennial censuses (see 2008 report "U.S. Population Projections: 2005-2050"), 1990-2020 PL94-171 census data.

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HISPANIC POPULATION

Hispanic Population in the U.S.

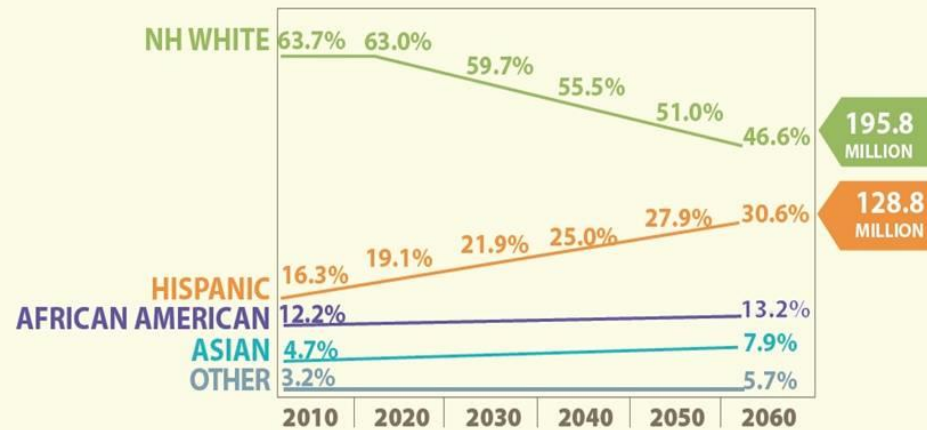
(Actual and Projected - in millions)



Source: Pew Hispanic Center, "U.S. Population Projections: 2005-2050"

HISPANIC POPULATION IN US




By 2060, Hispanics are expected to make up 31% of the population



PROJECTIONS

Hispanics made up more than half of total U.S. population growth from 2010 to 2020

U.S. population change by race and ethnicity, 2010-2020

	2020 population	Change, 2010-20	Share of total increase
Hispanic	62,080,000	11,602,000	 51%
Asian	19,619,000	5,154,000	 23%
Black	39,940,000	2,254,000	 10%
White	191,698,000	-5,120,000	<0%
<hr/>			
Total	331,449,000	22,704,000	

Note: White, Black and Asian individuals include those who report being only one race and are not Hispanic. Hispanics are of any race. Total includes all racial and ethnic groups; some not shown separately. Population figures rounded to nearest 1,000. Shares of total increase calculated from unrounded numbers and may not add to 100%.

Source: Pew Research Center tabulations of PL94-171 census data for 2010 and 2020.

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POPULATION GROWTH 2010-2020

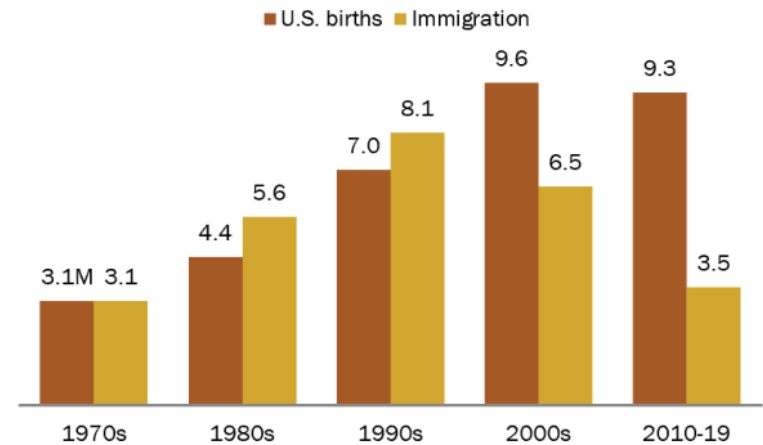
Newborns have driven growth of the U.S. Hispanic population, a trend that accelerated in the 2010s due to a decline in immigration.

From 2010 to 2019, 9.3 million Hispanic babies were born in the U.S., similar to the total from the 2000s. By comparison, 3.5 million Hispanic immigrants came to the U.S. from 2010 to 2019, down substantially from the 6.5 million who arrived during the 2000s.

This is a reversal of historical trends. In the 1980s and 1990s, immigration drove Hispanic population growth in the U.S. due to more immigrants arriving than babies being born

Newborns have driven U.S. Hispanic population growth in recent decades, while immigration has slowed

In millions



Note: U.S. birth and immigration figures reflect additions to the U.S. Hispanic population. Deaths and emigration not shown. Hispanics are of any race.

Source: Based on Pew Research Center tabulations of 2010-2019 American Community Survey (1% IPUMS) and U.S. Census Bureau Vintage 2019 estimates for 2010-2019; and 2000-2010 American Community Survey (1% IPUMS) for 2000s. Data for 1970s, 1980s and 1990s drawn from Pew Research Center historical projections (Passel and Cohn, 2008).

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NEWBORNS NOT IMMIGRATION

- ▶ The share of Latinos in the U.S. who speak English proficiently is growing. In 2019, 72% of Latinos ages 5 and older spoke English proficiently, up from 59% in 2000.
- ▶ U.S.-born Latinos are driving this growth, as their share on this measure has grown from 81% to 91% during this time. By comparison, 37% of Latino immigrants spoke English proficiently in 2019, a percentage that has increased somewhat since 2000.
- ▶ At the same time, the share of Latinos who speak Spanish at home declined from 2000 to 2019 (78% to 70%). Among the U.S. born, this share has decreased from 66% to 57%. Nearly all Latino immigrants, 94% in 2019, say they speak Spanish at home.
- ▶ Even though the share of Latinos who speak Spanish at home has declined, the *number* who do so has grown from 24.6 million in 2000 to 39.1 million in 2019. Meanwhile, 39.8 million Latinos spoke English proficiently in 2019.

ENGLISH PROFICIENTLY

- ▶ . As of 2019, 80% of Latinos living in the country are U.S. citizens, up from 74% in 2010. This includes people born in the U.S. and its territories (including Puerto Rico), people born abroad to American parents and immigrants who have become naturalized citizens. Among the origin groups, virtually all Puerto Ricans are U.S. citizens. Spaniards (93%), Panamanians (88%) and Mexicans (81%) have some of the highest citizenship rates, while Hondurans (51%) and Venezuelans (48%) have the lowest rates.

FOUR-IN-FIVE LATINOS ARE U.S.
CITIZENS

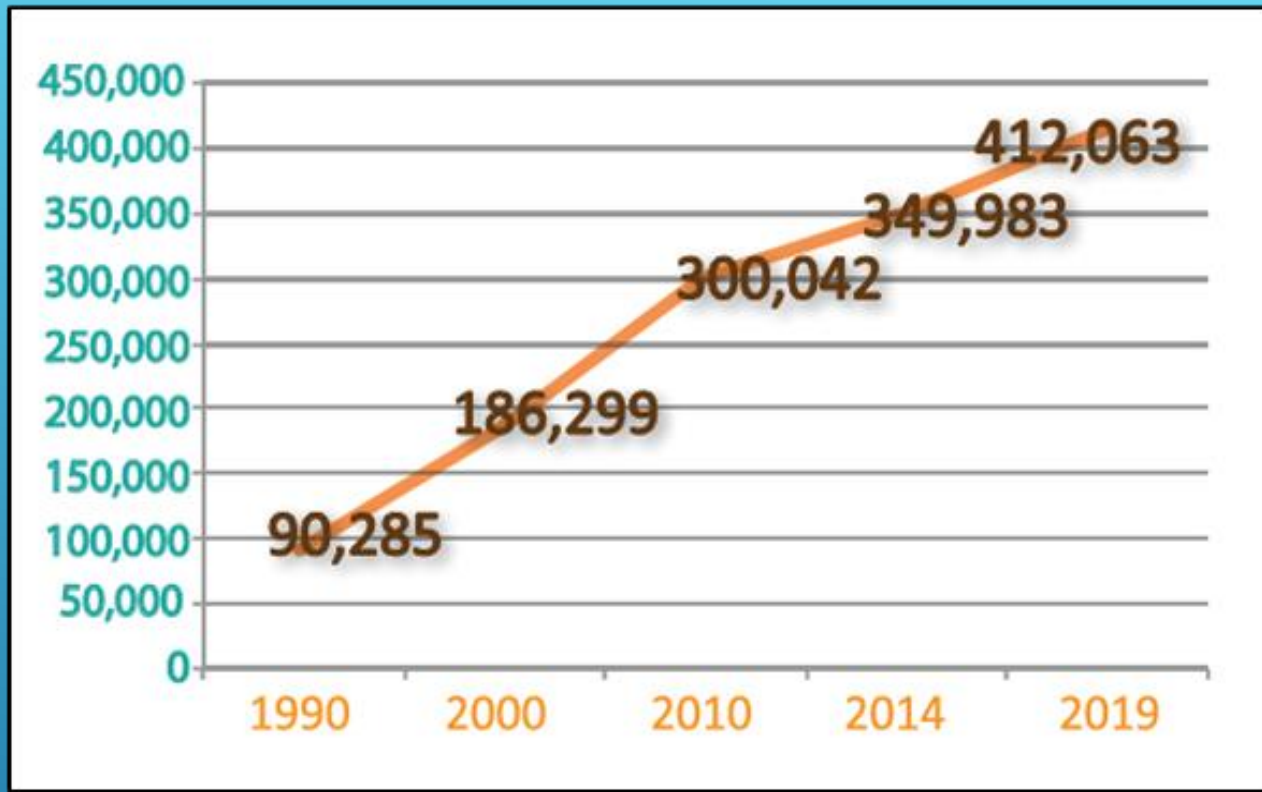
Hispanic origin groups in the U.S., 2019

Origin	U.S. population	% among all U.S. Hispanics	% change, 2010-19
Mexican	37,185,000	61.5	13
Puerto Rican	5,845,000	9.7	25
Cuban	2,380,000	3.9	26
Salvadoran	2,345,000	3.9	28
Dominican	2,085,000	3.4	38
Guatemalan	1,655,000	2.7	49
Colombian	1,240,000	2	27
Honduran	1,075,000	1.8	47
Spaniard	845,000	1.4	20
Ecuadorian	710,000	1.2	6
Peruvian	650,000	1.1	7
Venezuelan	540,000	0.9	126
Nicaraguan	435,000	0.7	15
Argentinean	310,000	0.5	29
Panamanian	195,000	0.3	11
Costa Rican	170,000	0.3	33
Chilean	160,000	0.3	14
Bolivian	135,000	0.2	21
Uruguayan	75,000	0.1	15
Paraguayan	30,000	0.05	41
Other Central American	60,000	0.1	90
Other South American	25,000	0.04	-9
All other Latinos	2,345,000	3.9	50
Total	60,485,000	100%	19%

Notes: Hispanic origin group populations rounded to nearest 5,000; listed in descending order of population size. Hispanic origin is based on self-described ancestry, lineage, heritage, nationality group or country of birth. Total may not add to 100% due to rounding. Source: Pew Research Center tabulations of the 2010 and 2019 American Community Surveys (IPUMS).

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Hispanic Origin Groups

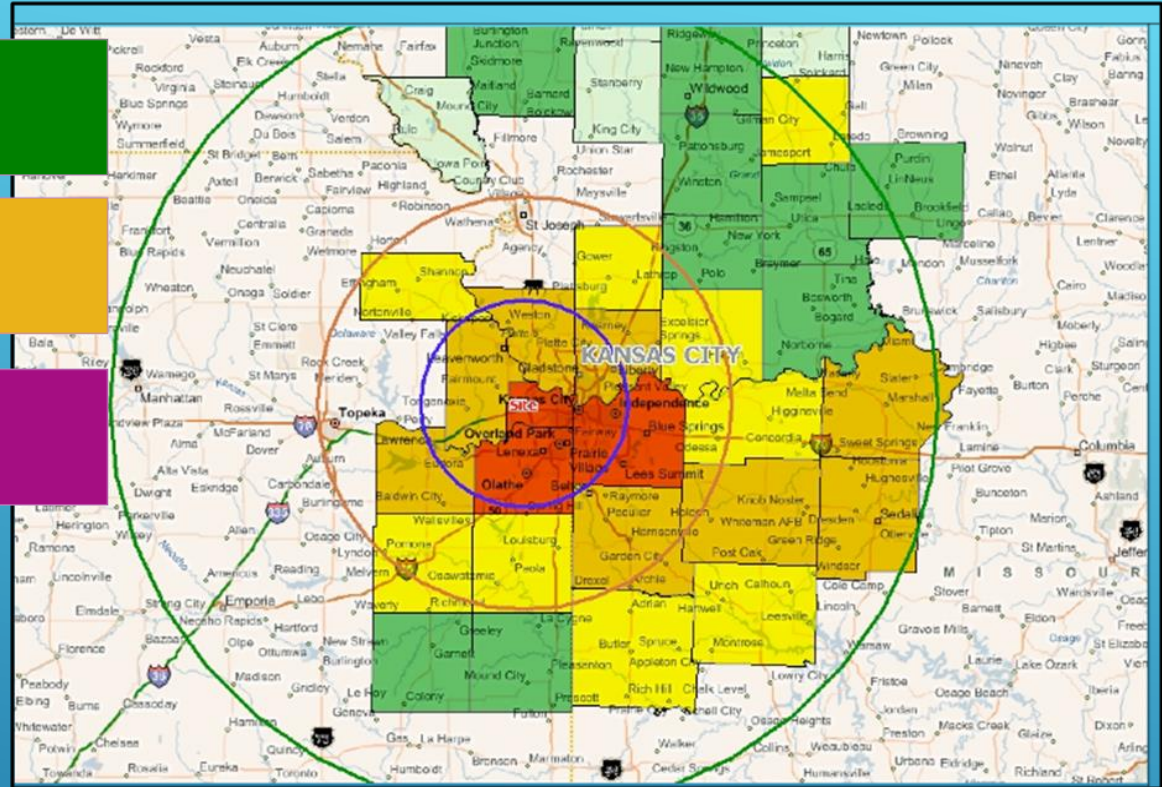


GROWTH OF HISPANIC POPULATION IN KANSAS

100-mile radius: 200,737
Hispanics

50-mile radius: 174,474
Hispanics

25-mile radius: 139,500
Hispanics



KANSAS CITY AND THE SURROUNDING AREA

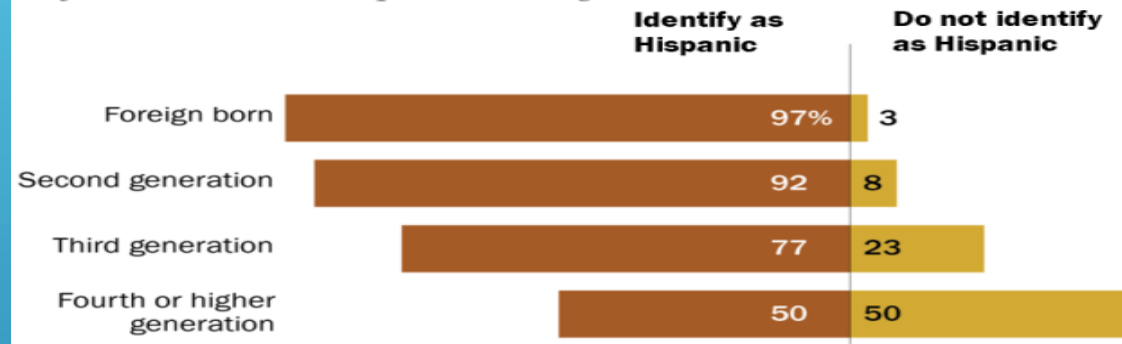
- ▶ **First Generation-Foreign born**
- ▶ **Second Generation-Born in US**
- ▶ **Third Generation**
- ▶ **Fourth Generation**

CULTURAL SPECIFICS

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Among Americans with Hispanic ancestry, share that identifies as Hispanic or Latino declines across immigrant generations

% of U.S. adults with Hispanic ancestry who ...



Note: Hispanics are those who say they are Hispanic. Those who do not self-identify as Hispanic say they are not Hispanic or Latino but say they have Hispanic ancestry or heritage. "Second generation" refers to those born in the 50 states or the District of Columbia to at least one immigrant parent. "Third generation" refers to those born in the 50 states or D.C., with both parents born in the 50 states or D.C. and at least one immigrant grandparent. "Fourth or higher generation" refers to those born in the 50 states or D.C. with parents and all four grandparents born in the 50 states or D.C.

Source: Pew Research Center 2015 National Survey of Latinos (Oct. 21-Nov. 30, 2015) and survey of self-identified non-Hispanics with Hispanic ancestry or heritage only (Nov. 11, 2015-Feb. 7, 2016).

"Hispanic Identity Fades Across Generations as Immigrant Connections Fall Away"

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GENERATIONS

- ▶ Here's a quick primer on the Census Bureau's approach of using self-identification to decide who is Hispanic.
- ▶ **I immigrated to Phoenix from Mexico. Am I Hispanic?**
- ▶ You are if you say so.
- ▶ **My parents moved to New York from Puerto Rico. Am I Hispanic?**
- ▶ You are if you say so.
- ▶ **My grandparents were born in Spain but I grew up in California. Am I Hispanic?**
- ▶ You are if you say so.
- ▶ **I was born in Maryland and married an immigrant from El Salvador. Am I Hispanic?**
- ▶ You are if you say so.
- ▶ **One of my great grandparents came to the U.S. from Argentina and settled in Texas. That's where I grew up, but I don't consider myself Hispanic. Does the Census Bureau count me as Hispanic?**



THERE ARE AN ESTIMATED 4.65 MILLION HISPANIC-OWNED BUSINESSES IN THE U.S., MAKING THEM THE FASTEST-GROWING SEGMENT OF U.S. SMALL BUSINESSES



THE NUMBER OF HISPANIC BUSINESS OWNERS HAS GROWN 34% IN THE LAST 10 YEARS.

- ▶ 2021 Hispanic Homeownership Rate 48.4%
- ▶ The Number of Latino Owner Households has doubled in the last 20 years, totaling 8.8 Million in 2021
- ▶ In 2021 40.8% of Latino adults aged 45 and under were mortgage ready
- ▶ Latinos were responsible for more than half (51%) of the nation's population growth over the past 10 years
- ▶ With a Median age of 30, Latinos are squarely in their prime home-buying years.
- ▶ Nearly 2 in 3 Latinos are aged 40 or younger

HISPANIC HOMEOWNERSHIP TRENDS

Hispanic Social Media Landscape

Non-Hispanic			Hispanic		
	Reach	Growth		Reach	Growth
Facebook	74%	2%	Facebook	75%	8%
YouTube	58%	4%	YouTube	63%	8%
Blogger	32%	13%	Blogger	31%	16%
LinkedIn	15%	6%	LinkedIn	11%	15%
Twitter	17%	25%	Twitter	16%	33%
Google Plus	10%	N/A	Google Plus	9%	N/A
Tumblr	9%	69%	Tumblr	7%	105%
Pinterest	5%	1,827%	Pinterest	2%	2,517%

Source: comScore (000's) June 2011 - January 2012



SOCIAL MEDIA LANDSCAPE

Hispanics spend more time in video and social networks



Monthly use of internet by activity - HH:MM



Source: Nielsen Online Panel

nielsen

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NAA 11th Annual Wall Street Summit

15

SOCIAL MEDIA LANDSCAPE

Hispanic HH are:

3.5

Times

**more likely to respond to direct
mail than non-Latinos.**

Source: 2008 Hispanic Direct Marketing Report

right Geoscape, www.geoscape.com, 1 (888) 211-9353.

MARKETING TO HISPANICS

72%

**Of Hispanics say they “Always” read
their Direct Marketing materials**

Los Momentos Criticos



Source: 2008 Hispanic Direct Marketing Report

© Copyright Geoscape, www.geoscape.com, 1 (888) 211-9353.

BENEFITS TO TAPPING INTO THE MARKET

- ▶ Relationships matter
- ▶ Referral and loyalty tend to be high
- ▶ Tend to live in large, traditional, married with children families with lots of participation from other family members
- ▶ As adults less likely to live alone
- ▶ More often than not eat family meals at home
- ▶ Less cynical of advertising
- ▶ Strong entrepreneurial instincts

ATTITUDES & BEHAVIORS

- ▶ **32 percent of all Americans consider owning a home a symbol of success compared to 56 percent of Hispanics**
- ▶ **68 percent of Hispanics versus 57 percent of all Americans are more likely to think purchasing a home is a sound economic decision**
- ▶ **73 percent of Hispanics compare to 57 percent of all Americans feel that home ownership is a good path to building family wealth for future generations.**

HOMEOWNERSHIP VIEWS

- ▶ 1. Bridge the language barrier
 - cultural nuances
 - Hiring an interpreter
- ▶ 2. Share knowledge
 - Credit score system
 - Banks in South America

STEPS TO REACH THE MARKET

Several white lines of varying lengths and angles are positioned in the bottom right corner of the slide, creating a modern, abstract graphic element.

► **3. Show you are trustworthy**

Some immigrants have a negative view of banks from their native countries.

Many Hispanics prefer to carry cash

4. Build a relationship-For Hispanics, it is all about building a long-term relationship not just one transaction.

STEPS TO REACH THE MARKET

Several white lines of varying lengths and angles are positioned in the bottom right corner of the slide, creating a modern, abstract graphic element.

- ▶ **5. Create a community feeling- Having materials in their language. Community outreach to sponsor Hispanic events and partner with Hispanic organizations.**

STEPS TO REACH THE MARKET

Several white lines of varying lengths and angles are positioned in the bottom right corner of the slide, creating a modern, abstract graphic element.

- ▶ Alliance Title - Raul Rodriguez, 913-777-5106 raul@alliancetitlenow.com
- ▶ Meridian Title - Arazim Moysen, 913-383-3913 ext. 2006 amoysen@mtc.llc
- ▶ E. H. I. Inspections - Chris Galo, 913-248-5632 chrisgnetwork@gmail.com
- ▶ Mia Casa – Amaury Carvajal, 480-522-5147 amaurycarvajal@gmail.com
- ▶ First Federal bank of Kansas City – Citlali Rivera, 816-878-8593 tally.rivera@ffbkc.com
- ▶ First Federal Savings and Loan bank – Jennifer Sweeden, 913-782-0026 jsweeden@firstfederalolathe.com
- ▶ Uriarte Insurance – Adolfo Uriarte, 913-384-6050 Uriarteinsurance@gmail.com
- ▶ Smart Insurance – 913-735-8445
- ▶ CHWC 913-342-7580
- ▶ Habitat for Humanity 913-924-1096
- ▶ nahrep.org

RESOURCES

THANK YOU

