



The 2021 Hispanic Market Report

The New American Mainstream



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EXECUTIVE SUMMARY

The recent release of 2020 U.S. Census data confirms the importance of multicultural consumers to marketers. Since 2010, the non-Hispanic White population actually decreased while the population of multicultural groups grew significantly. As the facts and figures in this report make clear, Hispanics account for the majority of this growth.

Before the pandemic, Hispanics were already a critical growth driver of the U.S. economy. According to last year's Hispanic Market Report, Hispanics make up 19% of the U.S. population and nearly a quarter of the youngest generational cohorts (Millennial and Gen-Z consumers). Hispanics were by far one of the fastest-growing segments of the American population, accounting for 57% of the growth over the past two decades, adding more than 28 million people during this period.

Today, in 2021, there are over 63.6 million Hispanic Americans. The growth trend will continue into the foreseeable future. In terms of percent of the U.S. population, Hispanics will become 21% of our nation's population over the next 5 years and by that time 27.2% of the U.S. population under the age of 30 will be Hispanic. Also important is the Hispanic Consumer Buying Power which was \$1.9T in 2020 and will exceed \$2T in 2021. Hispanic households will contribute disproportionately to the growth in consumer spending over the next 5 years, especially in selected categories for which they over-index.

With such impressive growth, this reality will place a premium on understanding Hispanic consumer behavior patterns and will require marketers from all industries to adopt new strategies and agile approaches for engaging the right Hispanic customers online and offline. In order to capture a share of this growing segment, marketers must understand how, when and where to engage Hispanic consumers in-language and in-culture.

To give you more understanding into this segment, we've put together some valuable insights to help you flesh out your Hispanic marketing strategy. We hope you find value in this edition of The Hispanic American Market Report and may you have a strong finish to 2021 and a very successful 2022!



Ron Cohen
VP, Product Strategy
Claritas



In celebration of Hispanic Heritage Month (Sept 15 – Oct 15), Claritas has released the 2021 Hispanic American Market Report. In this report, we provide you with unique data, analytics and actionable insights that will help you effectively engage the fast-growing U.S. Hispanic population, now and into the future.

Numbering over 63.6 million in 2021, Hispanics now represent 19% of the total U.S. population. They are also the fastest-growing population segments with 59% growth between 2010-2021. Any company marketing to U.S. consumers would be ill-advised to ignore this population segment.

Of course, to target this market, as you would any other, you need to make sure your brand and offerings resonate deeply with these consumers. But what's uniquely challenging about the Hispanic market is its linguistic and cultural complexity.

Immigrants from Mexico, Cuba, Puerto Rico and many other Spanish-speaking countries are included, which means the dialects, cultures, behaviors, interests and values vary perhaps more than you might expect.

So, to help you get a sense of the overall Hispanic market and how it differs from its non-Hispanic neighbors, here's an overview, plus a few marketing insights to start fleshing out your Hispanic marketing strategy.

63.6 million

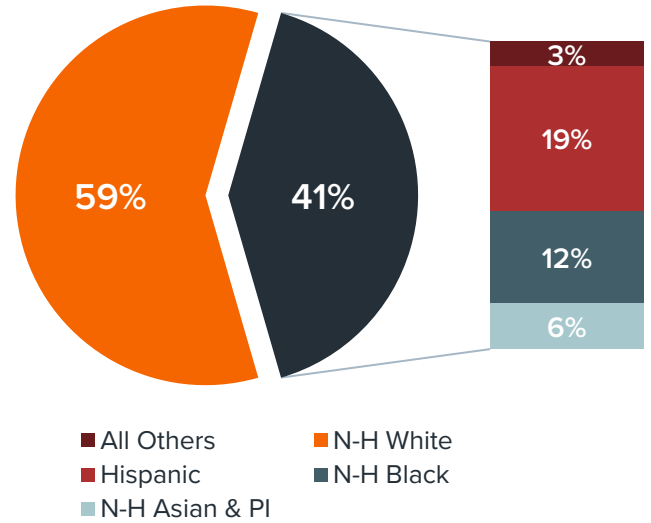
Hispanics currently live in the U.S.

Source: Claritas Pop-Facts® 2021



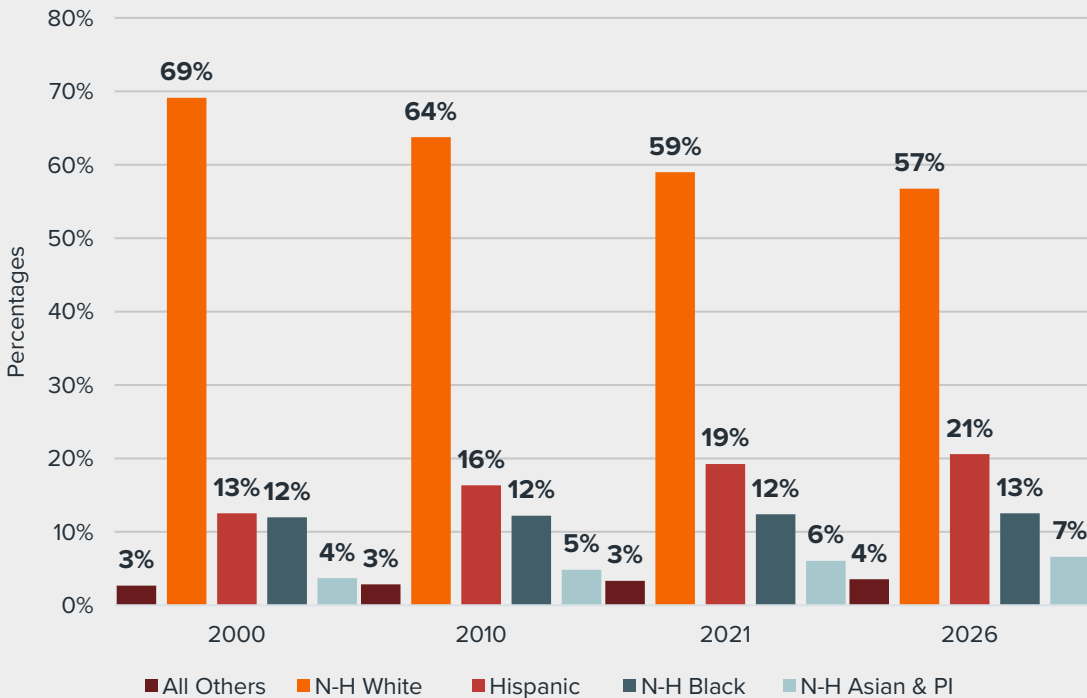
U.S. Hispanic 2021 Population Facts

Currently, there are 135,774,089 multicultural Americans in the U.S.—equating for 41% of the U.S. population. Hispanics account for the largest multicultural segment at 19% and are the fastest growing ethnic group in the U.S. today—contributing 59% growth between 2010-2021.



19.2% of the total U.S. population are Hispanic

Percent of U.S. Population: 2000-2026



By 2026, more than 70MM Hispanics will live in the U.S.

In terms of percent of the U.S. population, Hispanics will become 21% of our nation’s population over the next 5 years. The non-Hispanic (N-H) Black population will be nearly constant as a proportion of the total population, and White non-Hispanics (N-H) will decline steadily as a proportion of the total U.S. population.

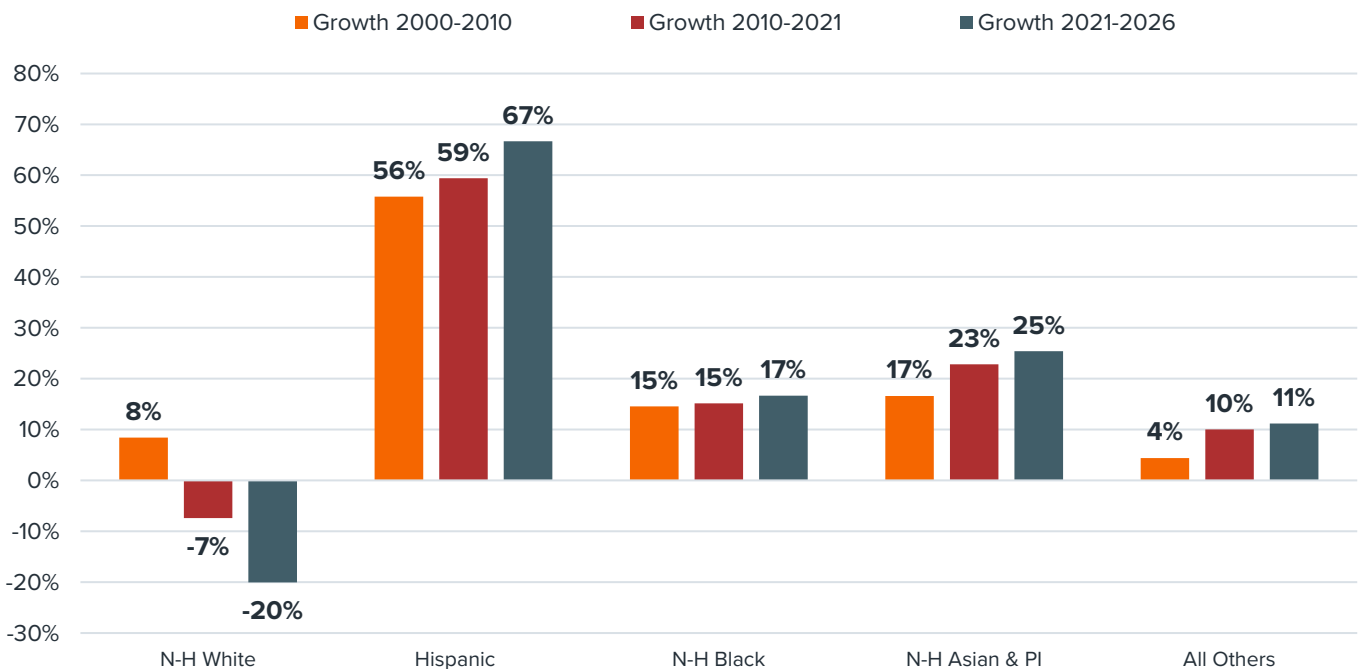
Source: Claritas Pop-Facts® 2021

Between 2010 and 2021, the Hispanic population accounted for nearly 59% of the total growth in the U.S. On the other hand, the non-Hispanic (N-H) White population declined to -7% of the total growth between the years 2010-2021. These findings suggest that virtually all the growth now and into the foreseeable future will emanate from groups other than the traditional non-Hispanic (N-H) White population.

POPULATION	2000	2010	2021	2026
N-H White	194,514,140	196,817,552	195,171,951	193,243,426
Hispanic	35,238,481	50,477,594	63,666,851	70,084,792
N-H Black	33,707,230	37,685,848	41,052,584	42,657,227
N-H Asian & PI	10,410,556	14,946,700	20,013,376	22,470,427
All Others	7,551,499	8,817,844	11,041,278	12,118,477

Source: Claritas Pop-Facts® 2021

Percent of Total Population Growth 2000-2026



Source: Claritas Pop-Facts® 2021



For more multicultural consumer insights, visit www.claritas.com

67% of the projected population growth over the next 5 years will emerge from the Hispanic segment.

As illustrated below, virtually all the growth now and into the foreseeable future will emanate from minority race or ethnic groups. Nearly all the U.S. population growth since 2000 has come from multicultural segments, and that trend is likely to continue in the future. The Hispanic population continues to show significant growth, thus representing one of the biggest opportunities for marketers to grow their businesses in the future. With the aging Baby Boomers and the increase of diverse families, we see the non-Hispanic White population is the only segment to decline in the future.



Growth For 21 Year Period 2000 - 2021

Population Segment	Population Growth	Growth During 2000-2021	% of Total Growth
Hispanic	28,428,370	80.7%	57.4%
non-Hispanic White	657,811	0.3%	1.3%
non-Hispanic Black	7,345,354	21.8%	14.8%
non-Hispanic Asian/PI	9,602,820	92.2%	19.4%
All Others	3,489,779	46.2%	7.0%

Into the Future: The Multicultural Boom 2021 - 2026

Population Segment	Average Growth in Population 2021-2026			
	Year	Month	Day	Hour
Hispanic	1,283,588	106,966	3,517	147
non-Hispanic White	-385,705	-32,142	-1,057	-44
non-Hispanic Black	320,929	26,744	879	37
non-Hispanic Asian/PI	491,410	40,951	1,346	56
All Others	215,440	17,953	590	25

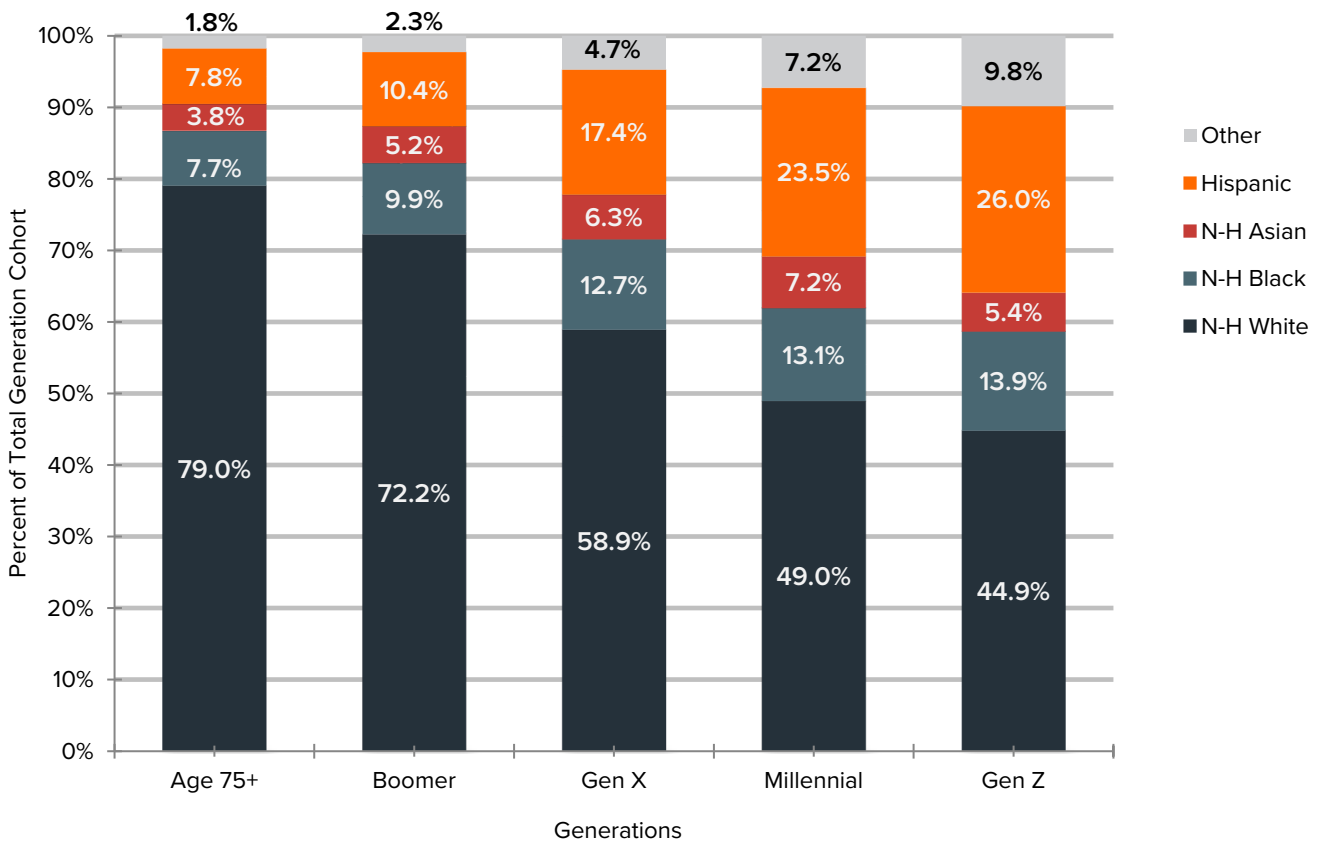
Source: Claritas Pop-Facts® 2021

Today, 23.5% of the U.S. Millennial population is Hispanic.

In the chart below, we see that the Hispanic generational cohorts increase steadily as we move to the younger cohorts. This is because Hispanics are younger on average than other races and ethnic groups. Considering this trend, for marketers to capture the attention of the Hispanic Millennial and Gen Z consumers, one might want to note that although younger Hispanics might speak Spanish in the home, English dominates conversations with peers. Also, Hispanics across all generations, especially those who are older, generally prefer marketing that reflects their culture.



Generational Population 2021 - Nationwide



- **Boomer:** Born between 1946-1964.
- **Gen X:** Born between 1965-1980.
- **Millennials:** Born between 1980-1994.
- **Gen Z:** Born between 1996-2015.

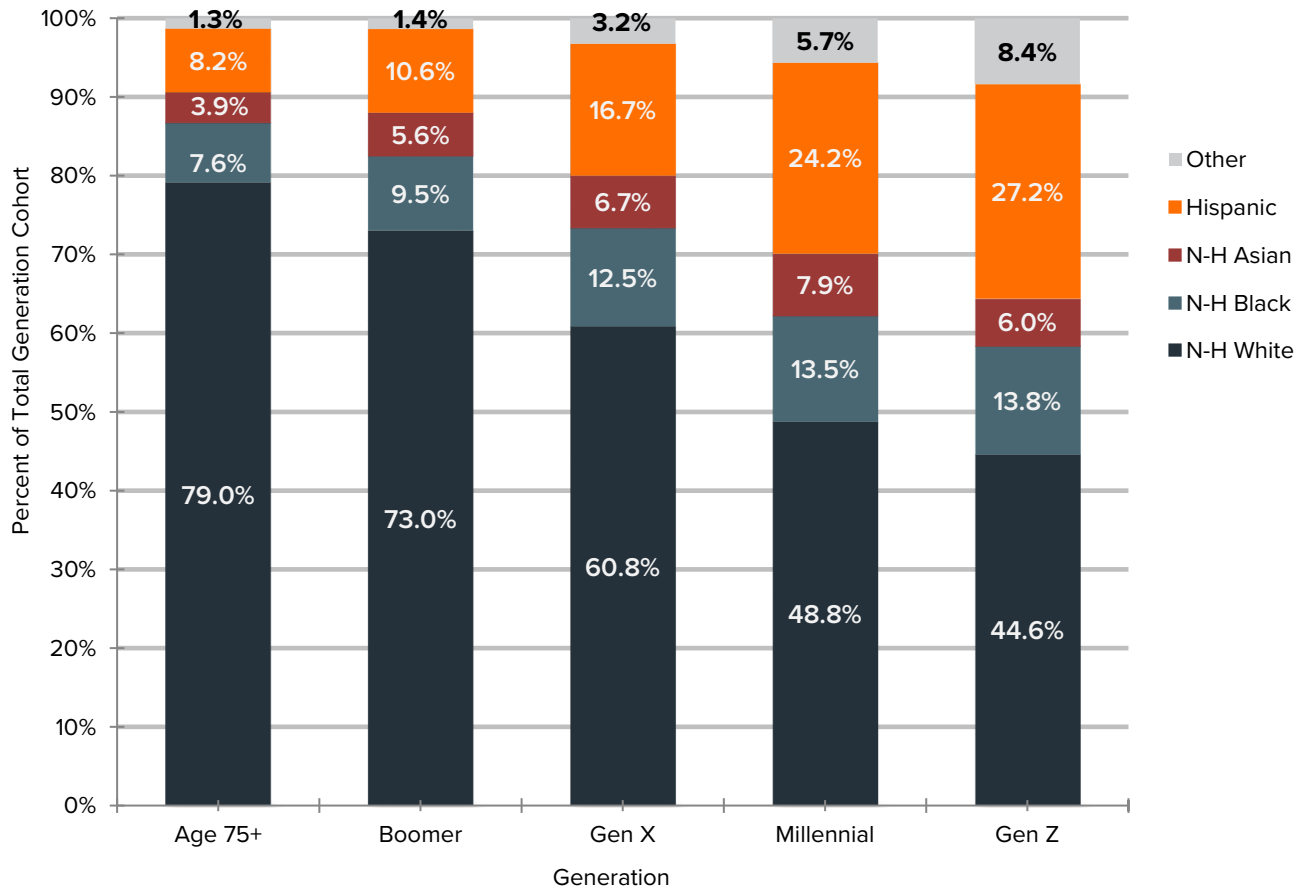
Source: Claritas Pop-Facts® 2021

By 2026, 27.2% of the U.S. Gen Z population will be Hispanic.

America's Gen Z population in 2026 is expected to be very diverse. In fact, more than half of the Gen Z population will emanate from groups other than the non-Hispanic White population. These children will identify as mixed race or as part of a minority race or ethnic group. The non-Hispanic (N-H) White population will make up 44.6% of the Gen Z population in 2026, followed by 27.2% Hispanic, 13.8% Black, and 6% Asian.



Generational Population 2026 - Nationwide



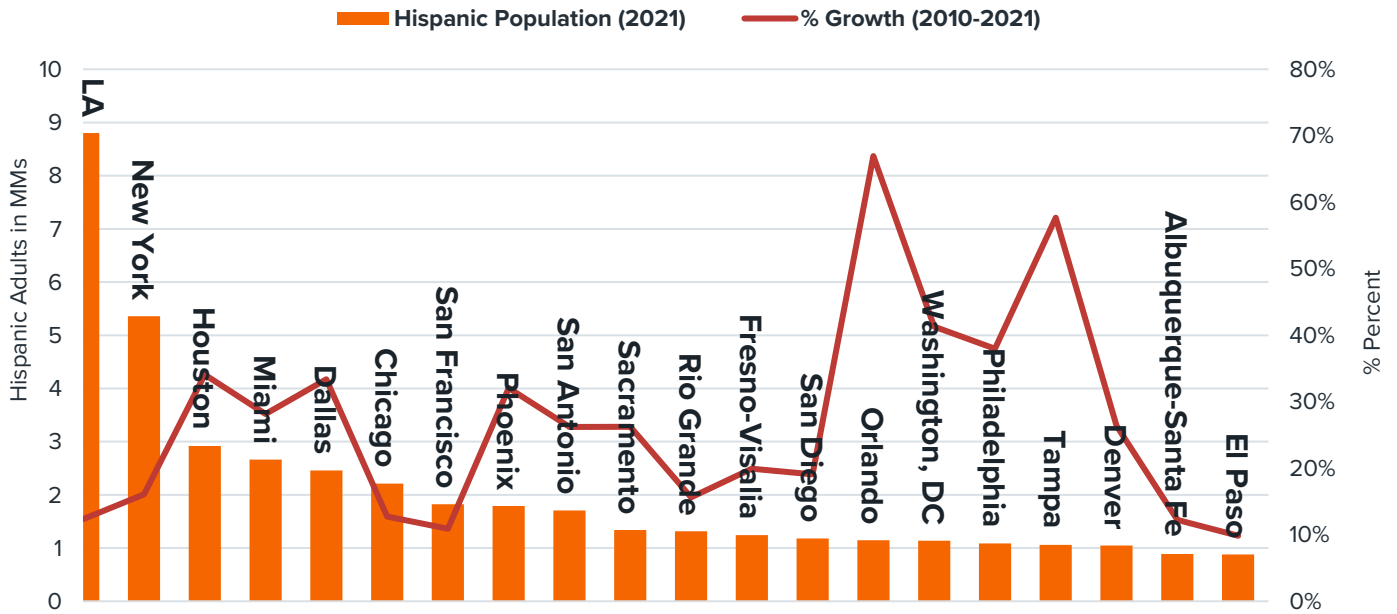
- **Boomer:** Born between 1946-1964.
- **Gen X:** Born between 1965-1980.
- **Millennials:** Born between 1980-1994.
- **Gen Z:** Born between 1996-2015.

Source: Claritas Pop-Facts® 2021

Where Does the Hispanic Population Live?

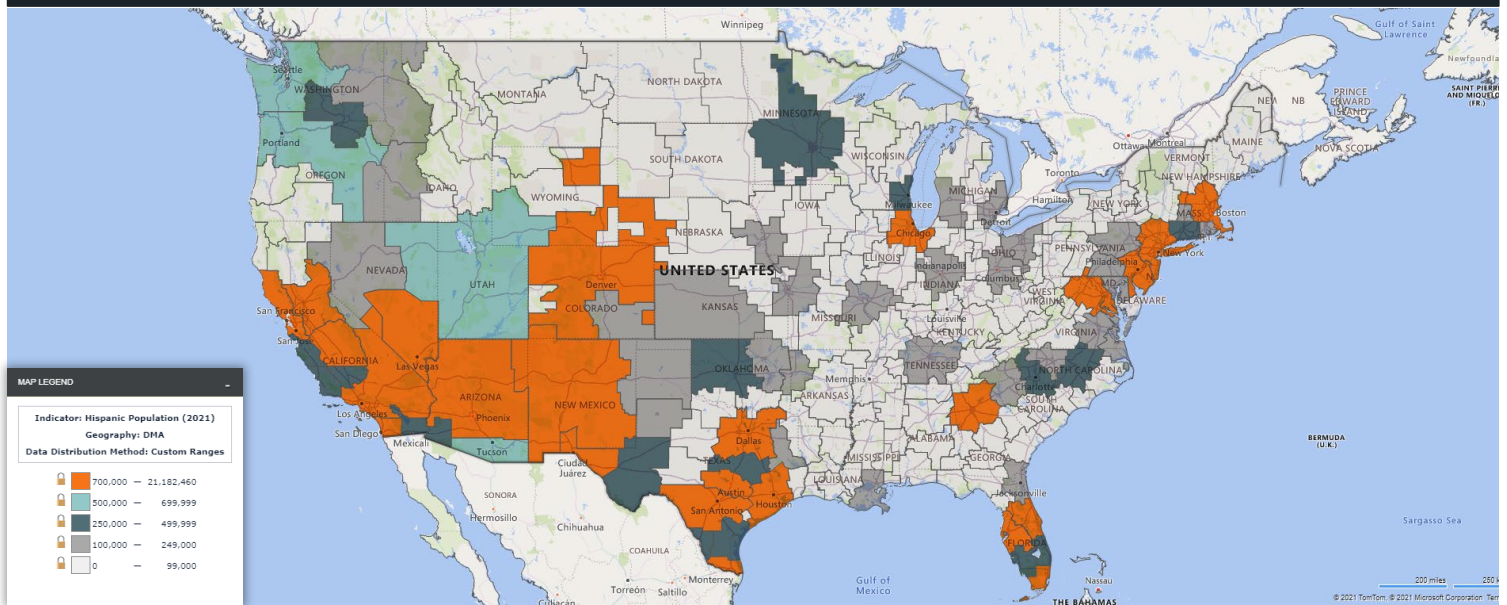
The Hispanic population is concentrated in Los Angeles, New York, Houston, Miami, Dallas, and Chicago, each containing more than 2MM Hispanics. Their presence in many other markets is growing as well, with significant growth in Phoenix, Washington, D.C., Orlando, Philadelphia and Tampa-St. Petersburg. On a percentage basis, very strong growth is seen in the southeastern DMAs.

Top 20 DMAs By Hispanic Population vs. Growth (2010-2021)



Source: Claritas Pop-Facts® 2021

2021 U.S. Hispanic Population Distribution by DMA



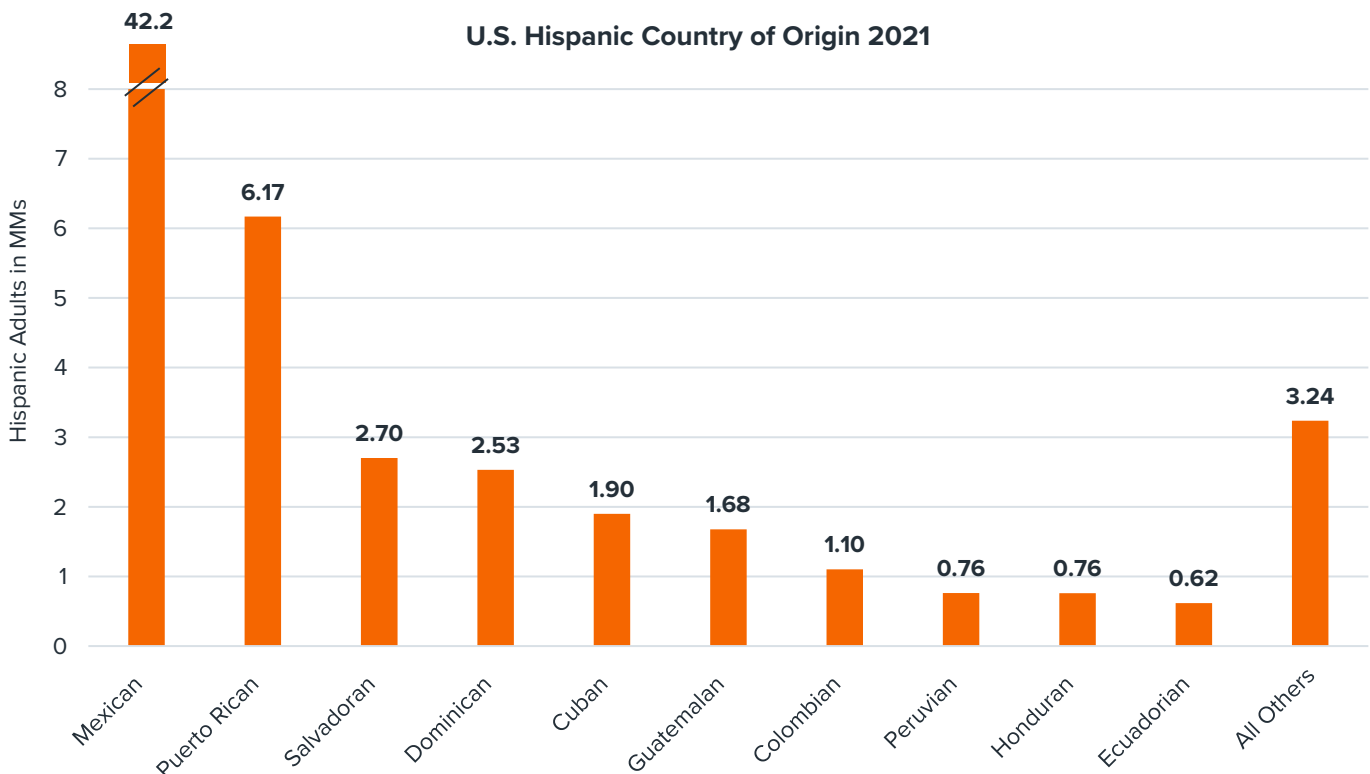
Source: Claritas Pop-Facts® 2021



Country of Origin Matters

Hispanics are by no means a homogeneous group. U.S. Hispanics speak many variations of the Spanish language and like many immigrant cultures, integrate traditions from their countries of origin that influence their decisions such as buying habits. So, in order to market successfully to Hispanics, you must take into consideration their country of origin.

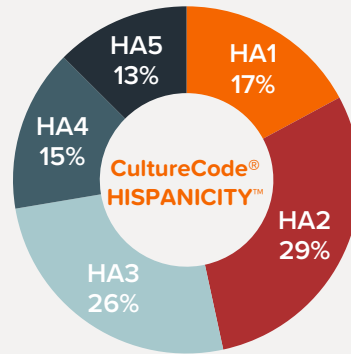
Compounding the complexity of Hispanic country of origin is that of Hispanic language preference. Almost 1 out of 3 Hispanic Americans are Spanish language dependent or bi-lingual Spanish preferred. Businesses seeking to connect with Hispanics should go beyond simply being in-language, they should focus on being in-culture and culturally relevant and traditionally accurate.



Source: Claritas Pop-Facts® 2021

CultureCode® HISPANICITY™

Hispanicity™ is a Claritas CultureCode® measuring the degree to which people of Hispanic heritage in the United States retain elements of their Hispanic culture, while they acquire elements of the American culture. Hispanicity can be dimensionalized by various characteristics, including country-of-origin, life stage, socioeconomic status, income, media usage and a variety of shopping behaviors.



In 2021, 46% of the U.S. Hispanic population classified as being more acculturated (HA1s and HA2s).

Source: Claritas® AMDS 2021

CultureCode applications are used to segment consumers by cultural group, helping you understand preferences and usage across culturally diverse segments to realize market share gains. CultureCode segments help you identify specific channels based on preference by cultural group; tailor stores to consumer preferences within a trade area or market and determine the long-term potential of consumer segments by comparing growth and potential across product categories.



Adoption of mainstream society's values and beliefs

Retention of values and beliefs from one's own culture

HA1 (Americanizado)	HA2 (Nueva Latina)	HA3 (AmBi-Cultural)	HA4 (Hispano)	HA5 (Latinoamericana)
17%	29%	26%	15%	13%
English dominant (nearly no Spanish); Born in U.S.; 3rd+ generation. Few Hispanic cultural practices.	English preferred (some Spanish); Born in U.S.; 2nd generation. Some Hispanic cultural practices; often "retro-acculturate".	Bi-Lingual (equal or nearly); Immigrant as child or young adult. Many Hispanic cultural practices.	Spanish preferred (some English); Immigrant as adult; in U.S. 10+ years. Pre-dominant Hispanic cultural practices.	Spanish dominant; Recent immigrant as adult (less than 10 years ago). Primarily Hispanic cultural practices. Identify with home country more than U.S.

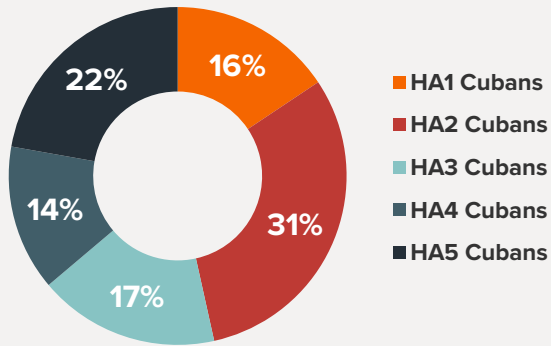
Source: Claritas® AMDS 2021



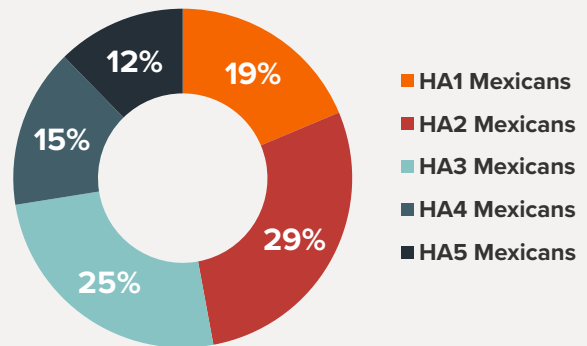
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2021 Hispanicity™ Acculturation Segments by Country of Origin

Cuban Americans



Mexican Americans



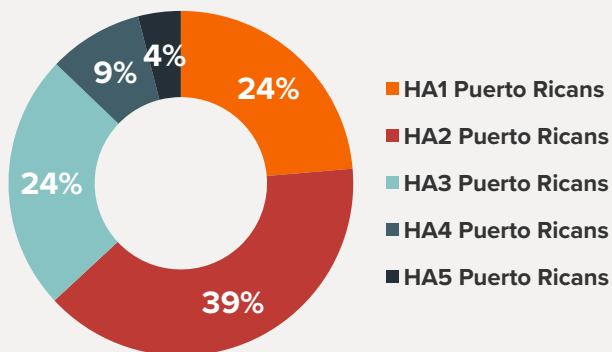
Country of Origin Matters

More than 63% of Puerto Ricans in the U.S. classify as more acculturated. These individuals, known as HA1s and HA2s, prefer to speak English and have few Hispanic cultural practices. On the other hand, 36% of Cubans in the U.S. classify as less acculturated. These individuals, known as HA4s and HA5s, prefer to speak Spanish and are immigrants who maintain many Hispanic cultural practices.

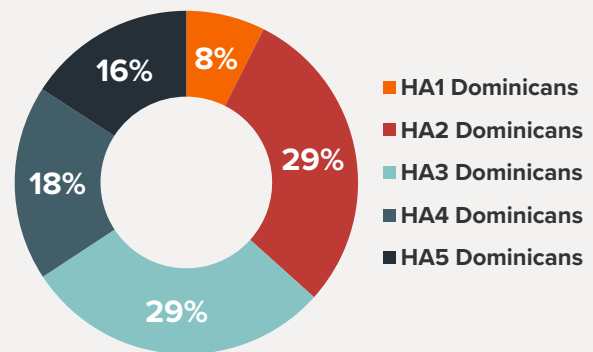
Source: Claritas® AMDS 2021



Puerto Ricans

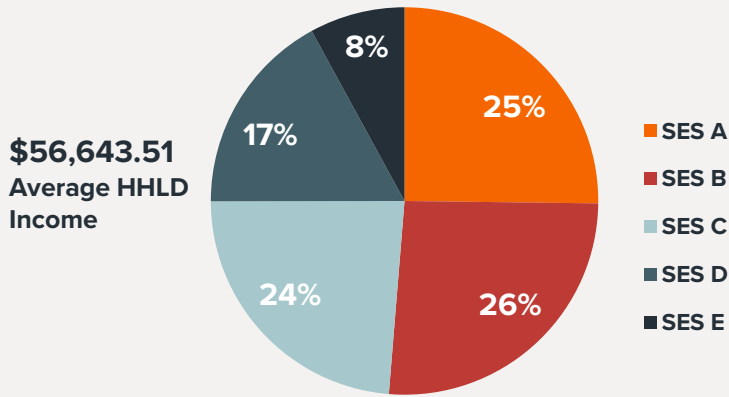


Dominican Americans

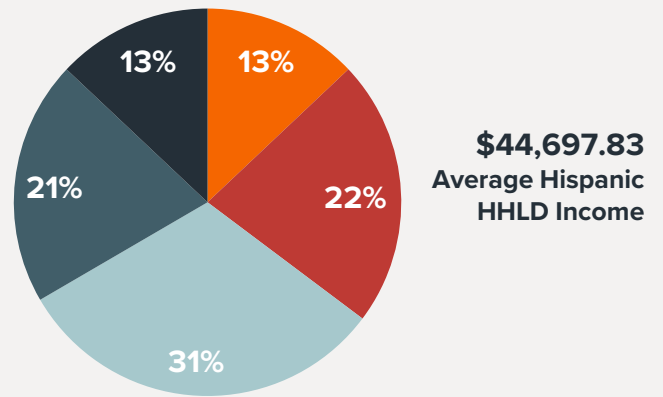


Source: Claritas® AMDS 2021

Total U.S. HHL D SES 2021



Total Hispanic HHL D SES 2021

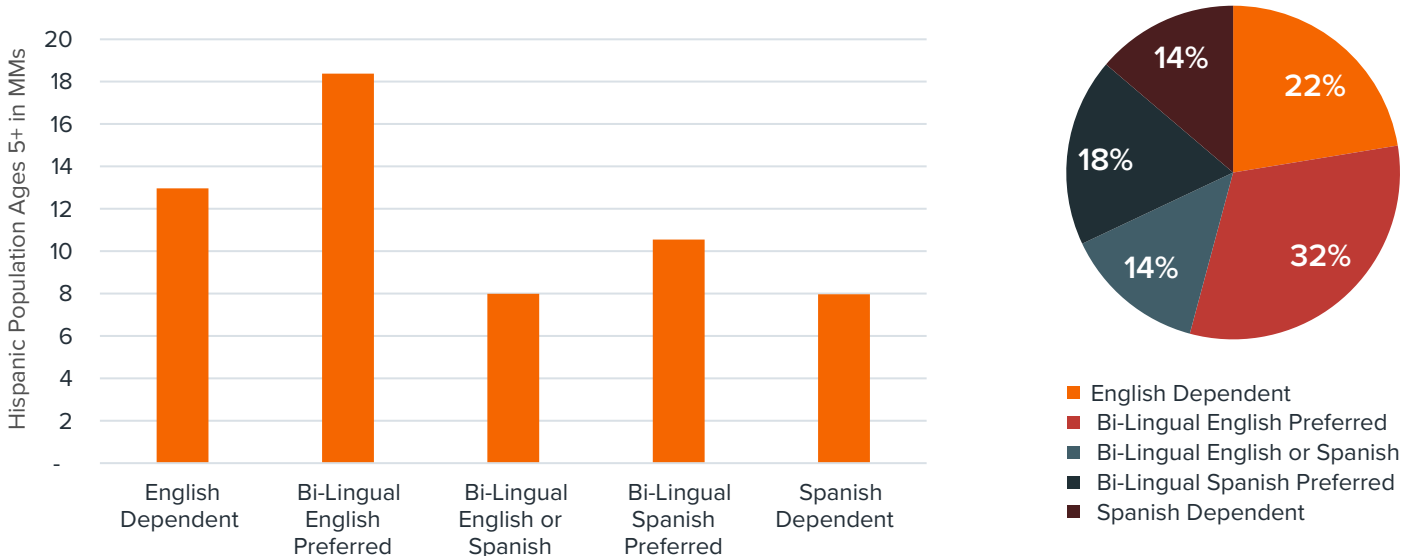


Source: Claritas® AMDS 2021

Socioeconomic Status (SES) Attributes

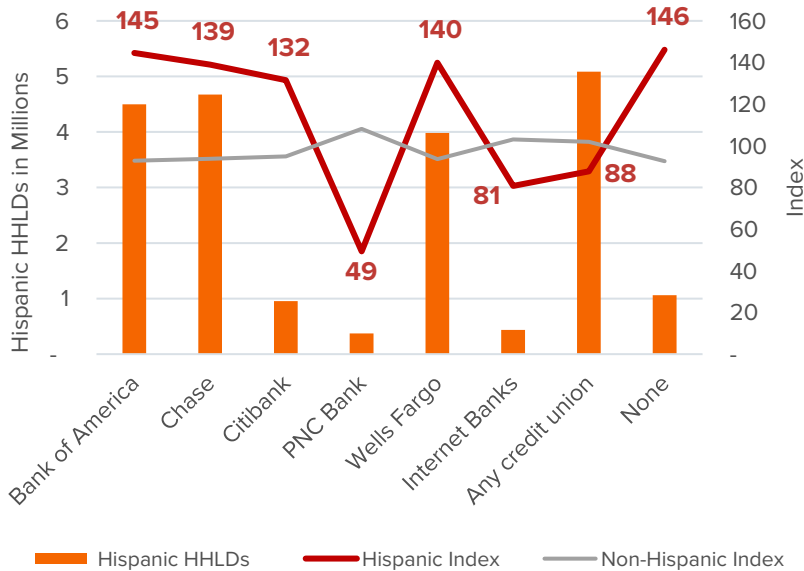
- SES A (Upper Class)** - HHL Ds with over \$85K/yr, 4-year college or graduate degree, own housing, professional occupations
- SES B (Upper-Middle Class)** - HHL Ds between \$50K-\$120K/yr, some college or higher education, own housing, professional occupations
- SES C (Middle Class)** - HHL Ds between \$30K-\$75K/yr, high school graduate to some college, skilled labor or service worker
- SES D (Lower-Middle Class)** - HHL Ds between \$15K-\$35K/yr, high school or lower education, rent housing, service or labor worker
- SES E (Lower Class)** - HHL Ds below \$20K/yr, less than high school education; rent housing, labor or service worker or unemployed

Hispanicity™ Language Usage 2021



Source: Claritas® AMDS 2021

Banks Hispanic HHLDS use



From our research, we see that Hispanics are 46% more likely to have no bank account, 45% more likely to use Bank of America, 40% more likely to use Wells Fargo and 39% more likely to use Chase. When we look at the banks where the percentage of Hispanic HHLDS exceed that of non-Hispanic HHLDS, we see that 26% of Hispanic HHLDS use Bank of America compared to 17% of non-Hispanic HHLDS. 27% of Hispanic HHLDS use Chase compared to 18% of non-Hispanic HHLDS and 23% of Hispanic HHLDS use Wells Fargo compared to 15% of non-Hispanic HHLDS. It is our firm belief, that if these institutions are willing to partner with Hispanic consumer organizations to create programs that focus on addressing issues around fee transparency and predictability such as late fees and interest charges (\$5.2B Hispanic total spend) and other banking service charges (\$549MM Hispanic total spend), that we will start to see a reduction in the number of Hispanics falling out of the banking system.

Sources: Nielsen Scarborough 2021, Claritas 2021, Claritas CSDx 2021

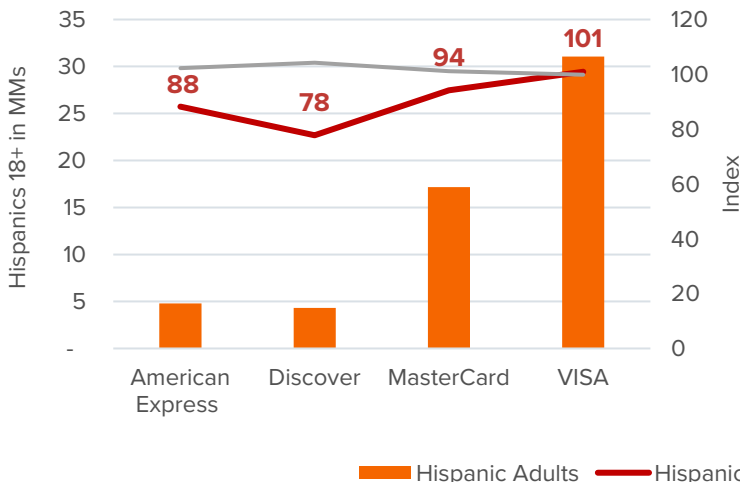
Alternative Payment Methods

When looking at alternative payment methods used over the past 3 months, we see that Hispanic adults were 26% more likely than average to use Apple Pay and 22% more likely than average to use Google Pay. Our research also indicates that 13% of Hispanic HHLDS use Apple Pay compared to 10% of non-Hispanic HHLDS, and 14% of Hispanic HHLDS use Google Pay compared to 6% of non-Hispanic HHLDS.

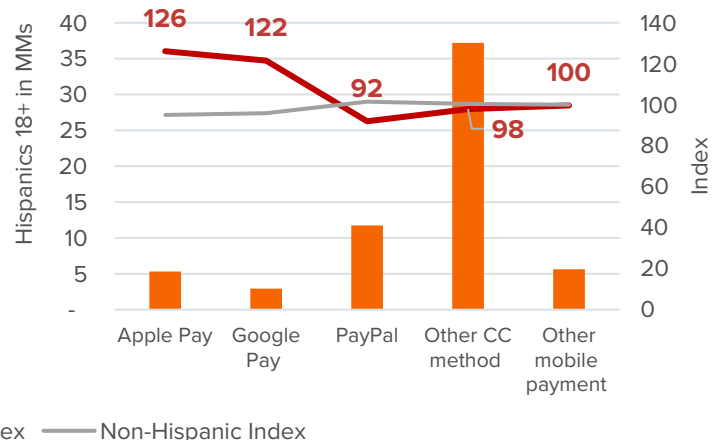
Sources: Nielsen Scarborough 2021, Claritas 2021



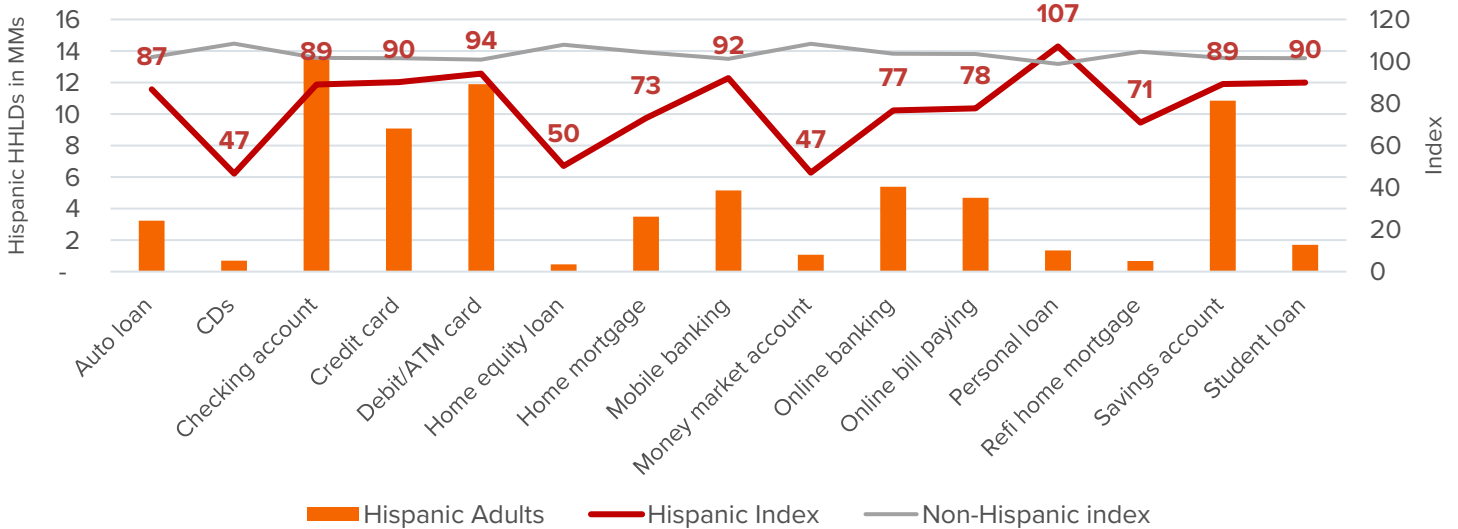
Credit Cards used by Hispanics in the past 3 mos.



Payment Methods used by Hispanics in the past 3 mos.



Financial Services Hispanic HHLs have/use



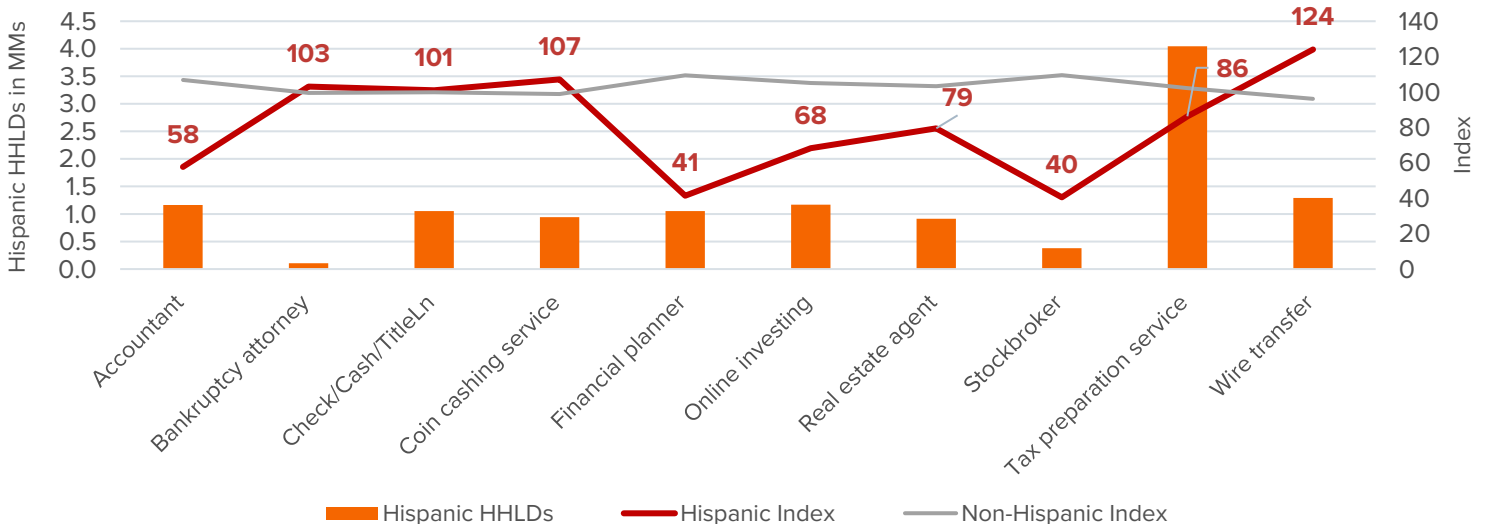
Financial Services & Investing

The highest indexing financial service for Hispanic HHLs was the personal loan at 7% above average. As illustrated in the chart above, Hispanic HHLs index lower than non-Hispanics for all other financial services reported in the survey. When looking at investments, we see that 33% of Hispanic HHLs have a 401K, making this the most used investment vehicle among Hispanic HHLs, followed by an IRA plan at 19%. When looking at professional services used in the past 12 months, we see that Hispanic HHLs are 24% more likely to use wire transfer. We also see that 23% of Hispanic HHLs use a tax preparation service.

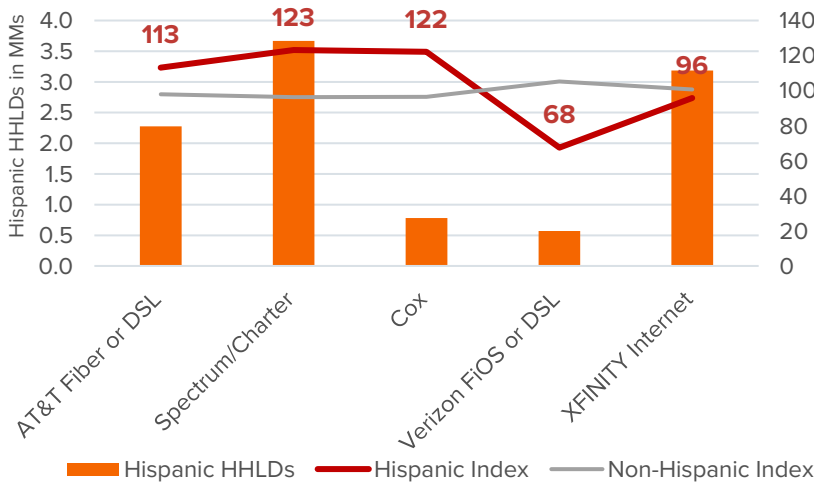


Sources: Nielsen Scarborough 2021, Claritas 2021

Professional services used by Hispanic HHLs in the past 12 months



Internet service providers Hispanic HHLDS use



The top Internet service providers for Hispanic HHLDS were Spectrum/Charter, followed by XFINITY and AT&T Fiber. In fact, 21% of Hispanic HHLDS use Spectrum/Charter compared to 16% of non-Hispanic HHLDS. When we look at the top Internet sites visited/apps used in the past 30 days, we see that 33% of Hispanics visited Instagram compared to 21% of non-Hispanics. 25% of Hispanics visited Snapchat compared to 13% of non-Hispanics. Hispanics also over index for specific bargain shopping sites like Craigslist, Coupons.com, Groupon and RetailMeNot. In fact, 23% of Hispanics visited Craigslist compared to 16% of non-Hispanics and 21% of Hispanics visited Groupon compared to 13% of non-Hispanics.

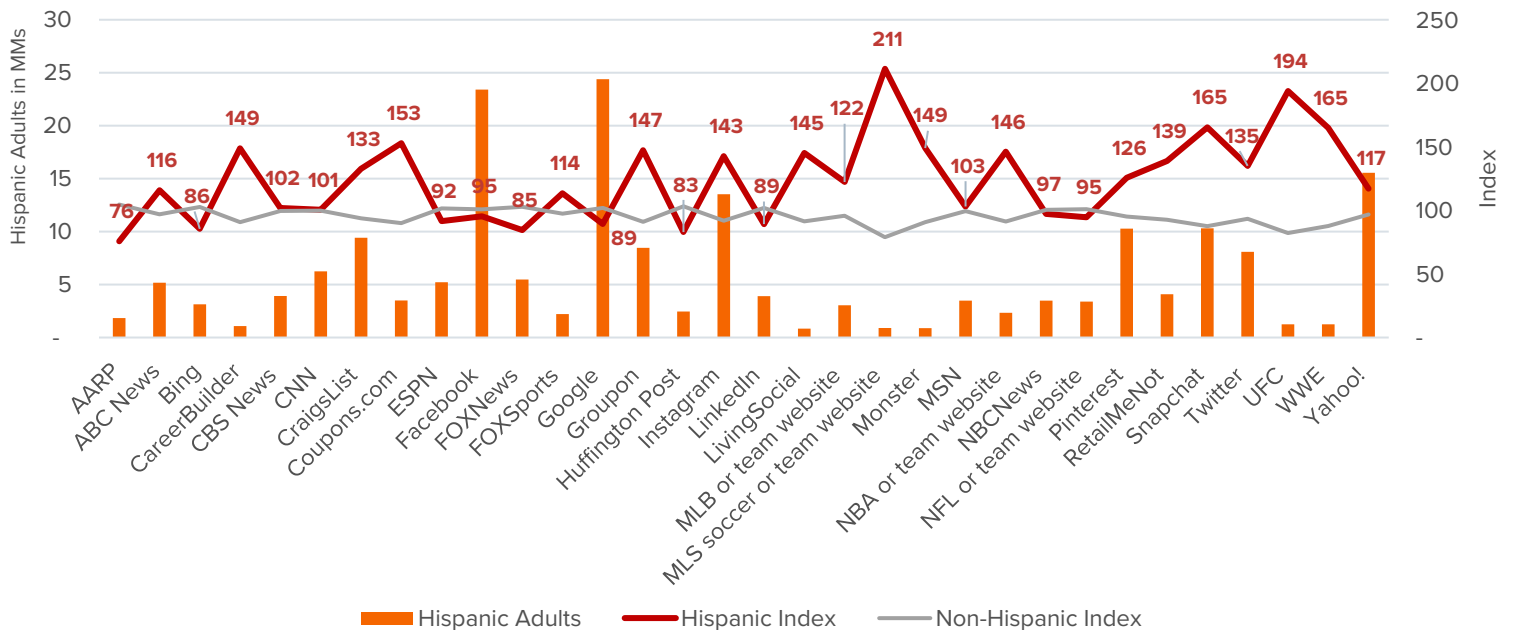
Sources: Nielsen Scarborough 2021, Claritas 2021

Streaming Services Used

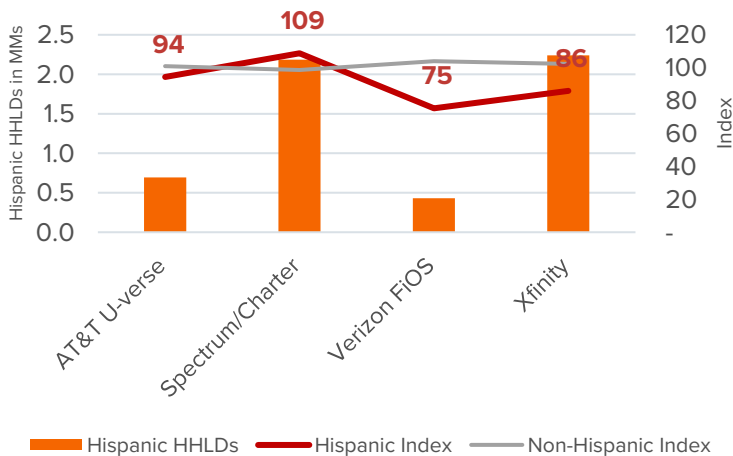
63% of Hispanics streamed Netflix compared to 53% of non-Hispanics, 29% of Hispanics streamed Hulu compared to 26% of non-Hispanics, and 6% of Hispanics streamed YouTube TV compared to 4% of non-Hispanics. The top 4 audio streaming services used by Hispanics in the past 30 days were Pandora, Spotify, Amazon Music and Apple Music. These figures may reflect the age profile of the population, as Hispanics tend to be more predominant in the younger age cohorts than the non-Hispanic population. Not only are Hispanics more likely to stream video and audio, they're also 39% more likely than average to stream live broadcast TV. To stream this content, our research shows that most Hispanic HHLDS use cable Internet, followed by their wireless carrier plan. In fact, Hispanics are 28% more likely to use their wireless carrier plan to connect to the Internet and 16% more likely not to have any Cable/TV subscription service.

Sources: Nielsen Scarborough 2021, Claritas 2021

Internet sites visited/apps used past 30 days



Cable TV providers for Hispanic HHLDs



According to our research, Hispanic HHLDs are more likely to not subscribe to cable (58% non-subscribers vs. 42% subscribers). This data may suggest that more Hispanics are spending less time watching and investing in traditional TV and are now using streaming services via their TV and mobile devices. In fact, our data from last year showed Hispanics are 34% more likely than average to watch live TV on their cell phone, 18% more likely than average to stream digital video via Amazon Prime, and 14% more likely to stream via Netflix. With such a significant proportion of Hispanics in the U.S. replacing traditional TV watching for streaming platforms, such as Netflix, Amazon, and Hulu, these platforms have become viable channels to reach Hispanic viewers.

Sources: Nielsen Scarborough 2021, Claritas 2021

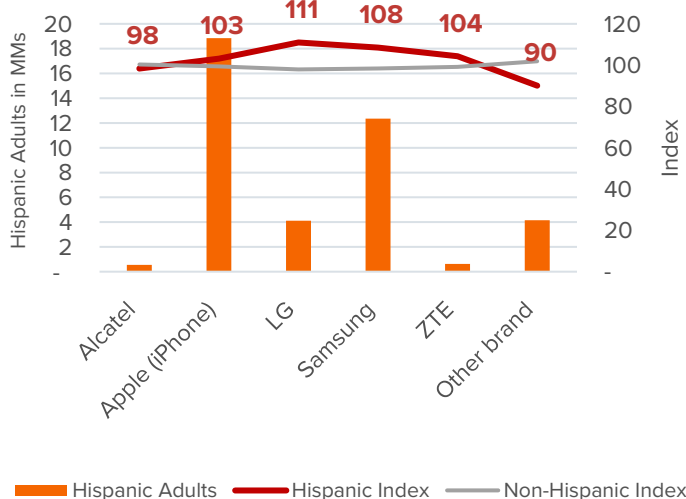
Wireless Cell Phone Plans, Carriers and Brands

99% of U.S. Hispanics use a wireless cell phone. Of those, 81% receive a bill each month and 19% prepay in advance. Although nearly all Hispanics are using a wireless cell phone, 11% plan to switch their wireless cell phone carrier within the next 12 months. In fact, Hispanics are 27% more likely to switch providers within the next 12 months. Looking at cell phone brands, we see that Apple and Samsung lead the pack and when we look at carriers, we see that although T-Mobile, AT&T and Verizon were most used, Cricket and Metro by T-Mobile had greater indices among Hispanics.

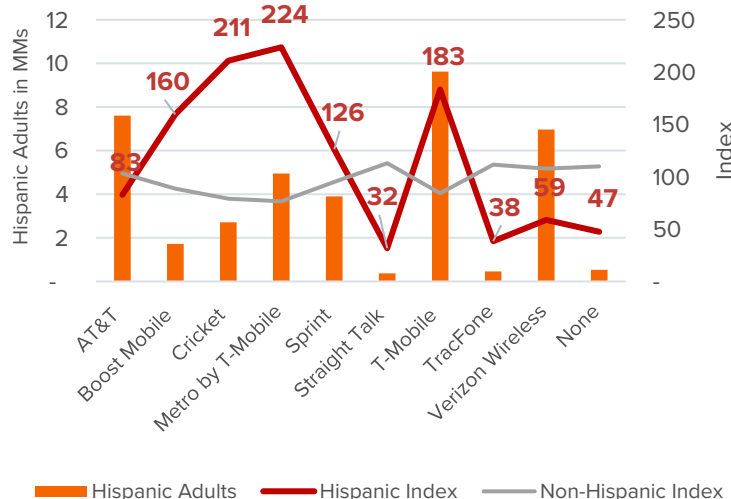
Sources: Nielsen Scarborough 2021, Claritas 2021



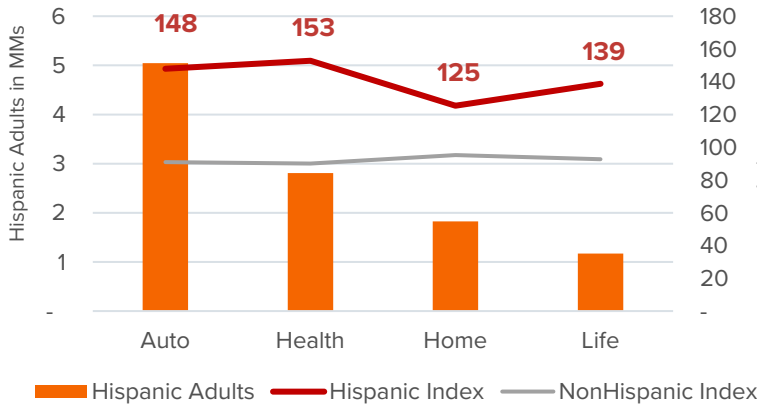
Wireless/cell phone brand used by Hispanic adults



Wireless/cell phone carriers Hispanic adults currently use



Insurance shopped for by Hispanic adults on the Internet in the past 6 months



When looking at the types of insurance shopped for online in the past 6 months, we see that Hispanic adults were most likely to have shopped for auto insurance, followed by health insurance (12% of Hispanics shopped for auto insurance online compared to 8% of non-Hispanics). The top auto insurance providers for Hispanics were GEICO, followed by State Farm, Progressive and Allstate. In fact, Hispanics are 23% more likely to use Allstate as their primary auto insurance provider and 17% more likely to use GEICO. But not all auto insurance customers are content with their provider. Our research shows that 8% of Hispanic HHLs plan to switch from their current auto insurance provider within the next 12 months compared to only 6% for non-Hispanic HHLs.

Sources: Nielsen Scarborough 2021, Claritas 2021

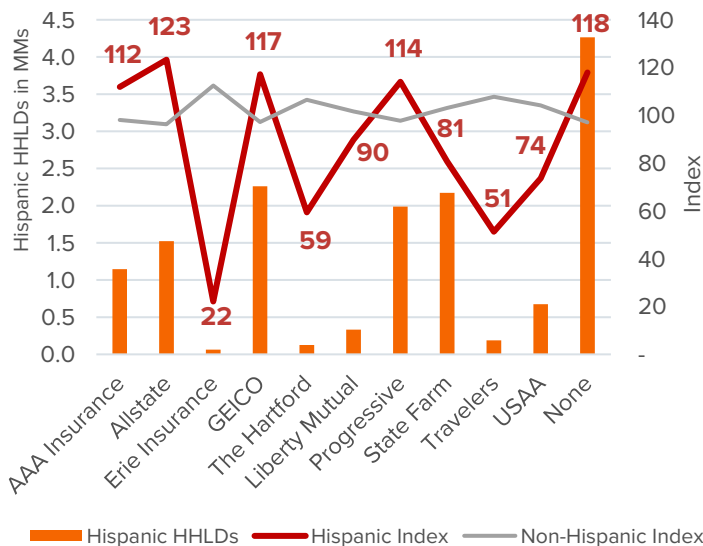
Homeowners/Renter's Insurance

When we look at homeowners/renter's insurance, we see that Hispanic HHLs are most likely to use State Farm and Allstate. Our research also shows that 5.2% of Hispanic HHLs plan to switch from their current homeowners/renter's insurance provider within the next 12 months compared to only 4.9% of non-Hispanic HHLs.

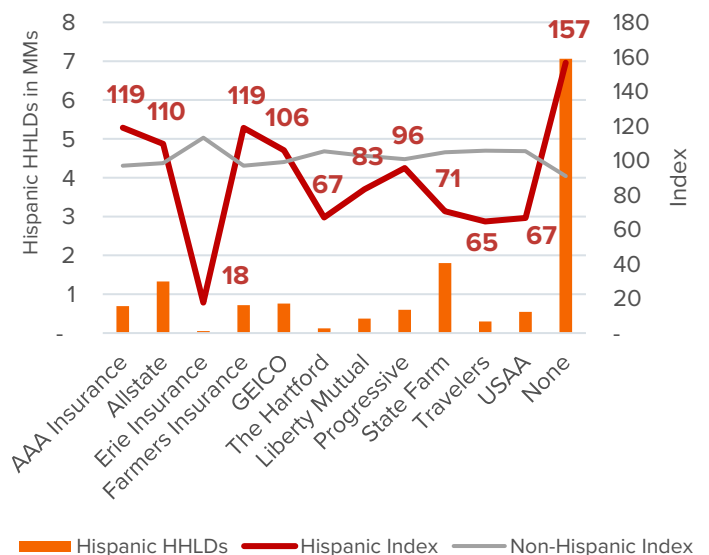


Sources: Nielsen Scarborough 2021, Claritas 2021

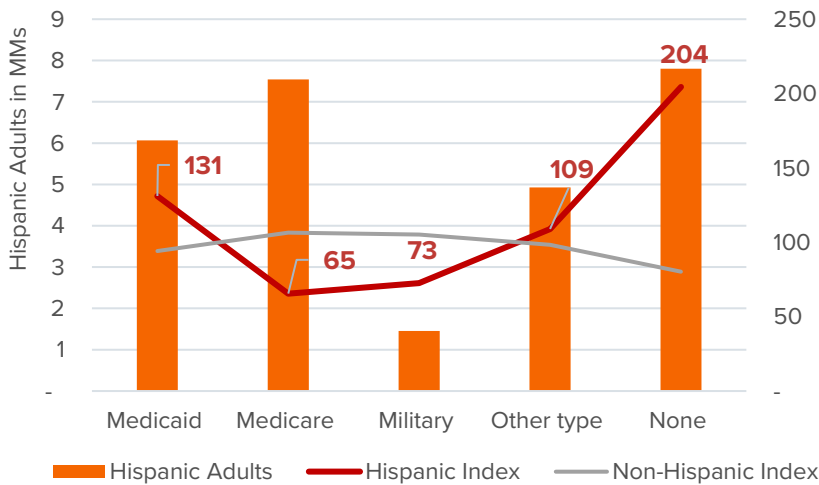
Auto insurance provider for Hispanic HHLs



Home/renters insurance provider for Hispanic HHLs



Type of Health Insurance Hispanic adults use



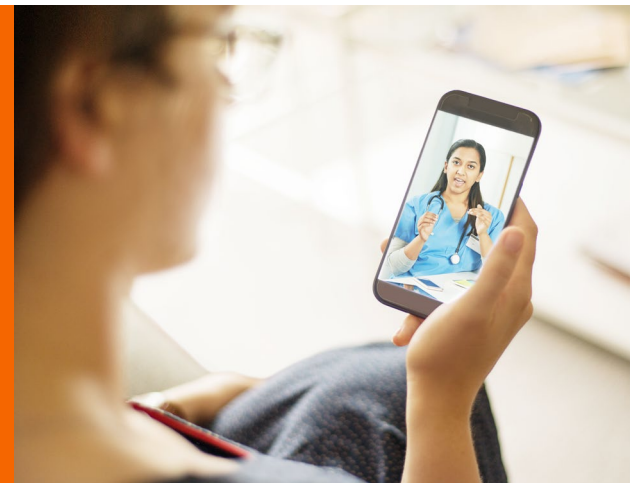
According to our research, 24% of the HHLDs that shopped online in the past 6 months for health insurance were Hispanic. Also, 21% of the adults that have Medicaid are Hispanic. When we look at all types of health insurance carriers used by Hispanic adults, we see that most have carriers outside of the larger carriers. Of the larger carriers, Hispanics are most likely to have Blue Cross Blue Shield (BCBS), followed by UnitedHealthcare and Aetna. This pattern is consistent across employer-sponsored health insurance as well as individually purchased health insurance.

Sources: Nielsen Scarborough 2021, Claritas 2021

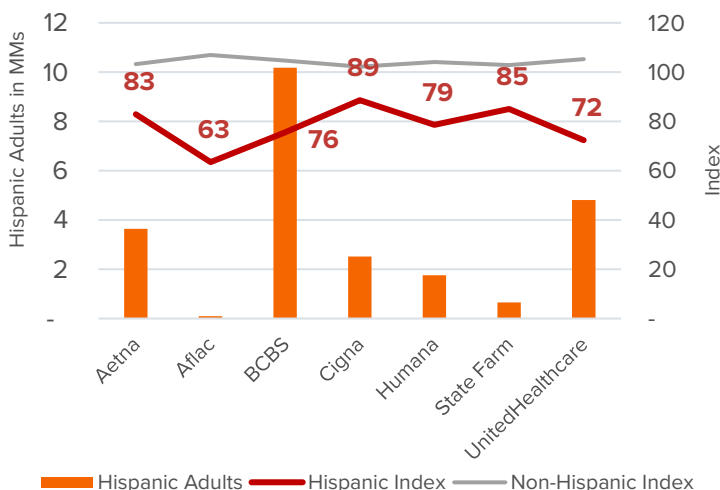
Pharmacy Preferences

Most Hispanic adults get their prescription drugs from CVS, followed by Walgreens and Walmart. In fact, 26% of Hispanics got their prescription drugs from CVS compared to 25% for non-Hispanics. 24% of Hispanics also bought from Walgreens compared to 20% of non-Hispanics. Moreover, in an era of skyrocketing prescription costs, Hispanics are also starting to buy their prescription drugs at Costco Pharmacy. In fact, we see that 4% of Hispanics buy their prescription drugs from Costco, compared to 2% of non-Hispanics.

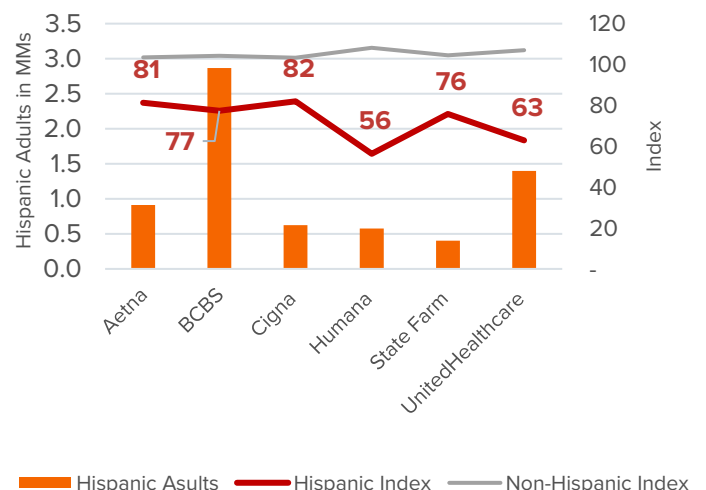
Sources: Nielsen Scarborough 2021, Claritas 2021



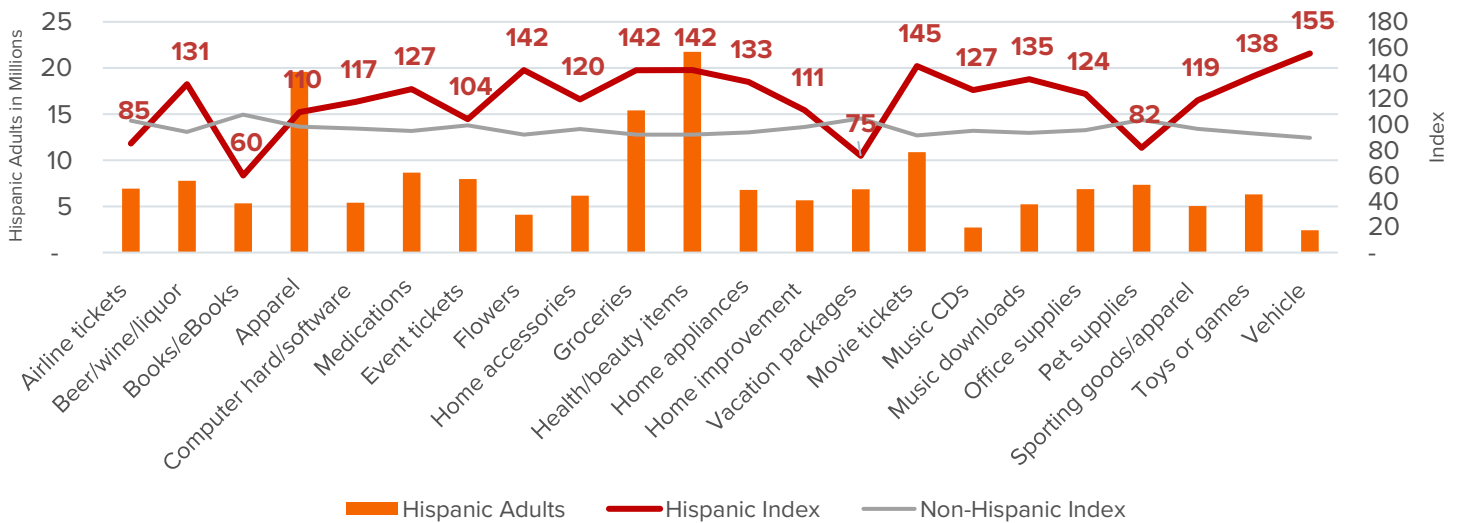
Health insurance carriers used by Hispanics - All types



Health insurance carriers used by Hispanics - Individually purchased



Items bought by Hispanic adults on the Internet in the past 6 months

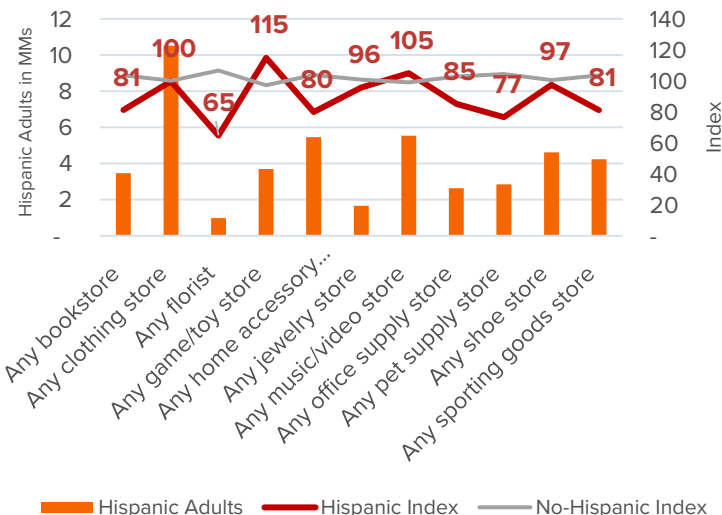


E-Commerce

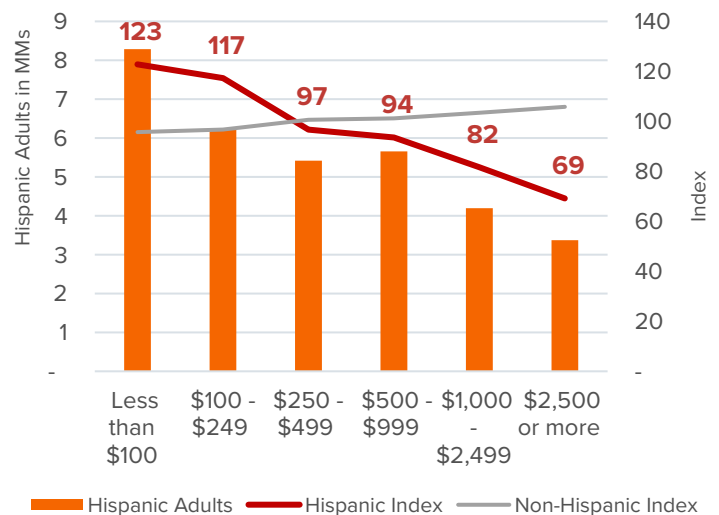
When looking at the items bought on the Internet in the past 6 months, we see that Hispanic adults were likely to have purchased health and beauty items, as well as apparel items and groceries. When we looked at stores shopped online over the past 3 months, we saw that Hispanics were most frequently shopping at clothing sites, followed by music/video sites and home accessory sites. Hispanics also showed that they were 15% more likely to shop at a game/toy store online over the past 3 months. When we look at clothing sites, we see that Hispanics were most likely to shop online at Macy's, Kohls, Victoria's Secret and Bath & Body Works. In fact, Hispanics were 13% more likely than average to shop online at Macy's and 42% more likely than average to shop online at Victoria's Secret. When we examine home accessories and furnishing, we see that Hispanics shopped online most frequently at IKEA and Bed, Bath & Beyond. More than all of these, Hispanics made more online purchases from Amazon, followed by Walmart and Target sites.

Sources: Nielsen Scarborough 2021, Claritas 2021

Stores/services where Hispanics shopped online over the past 3 months

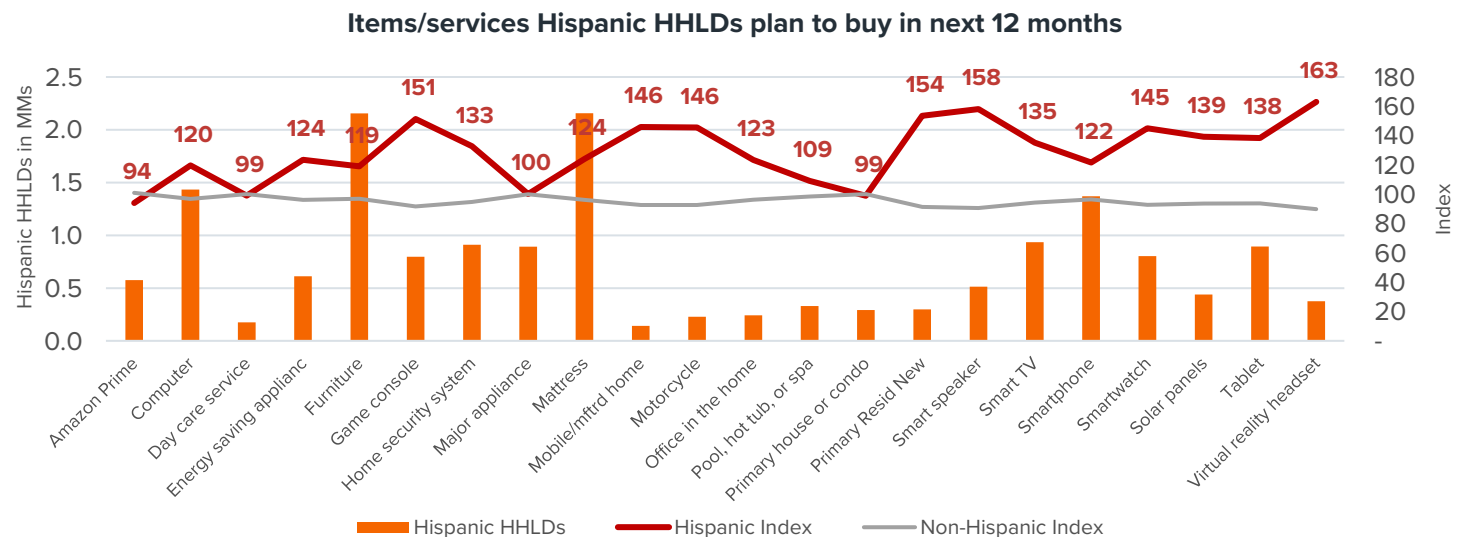
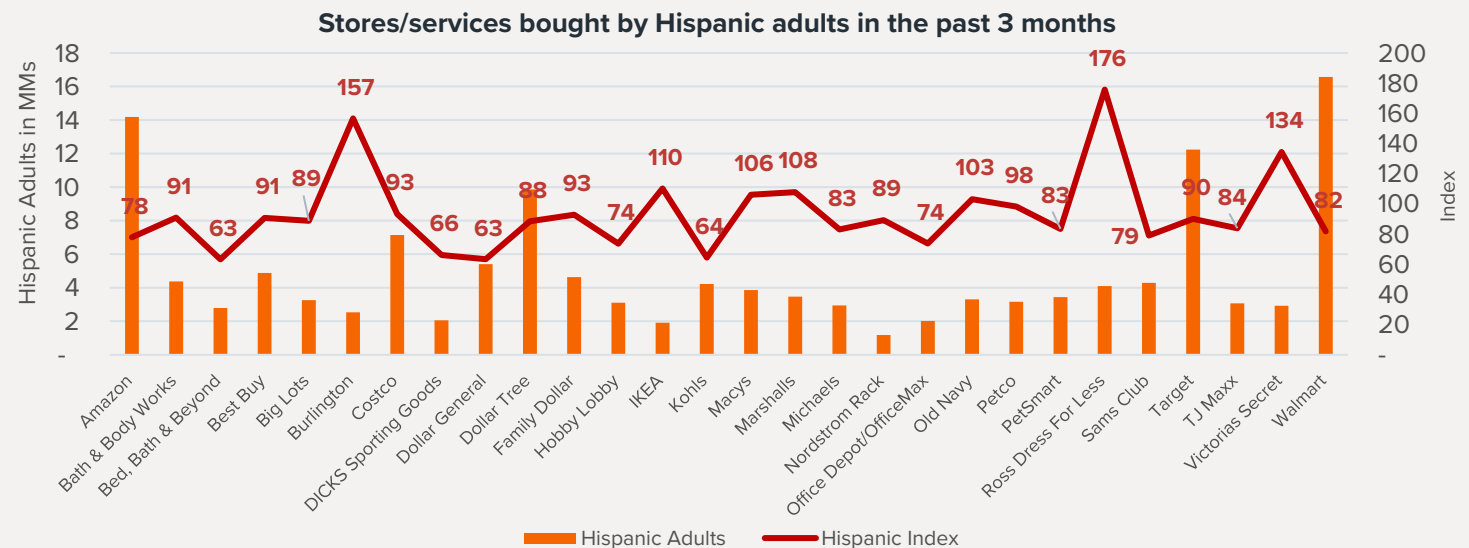
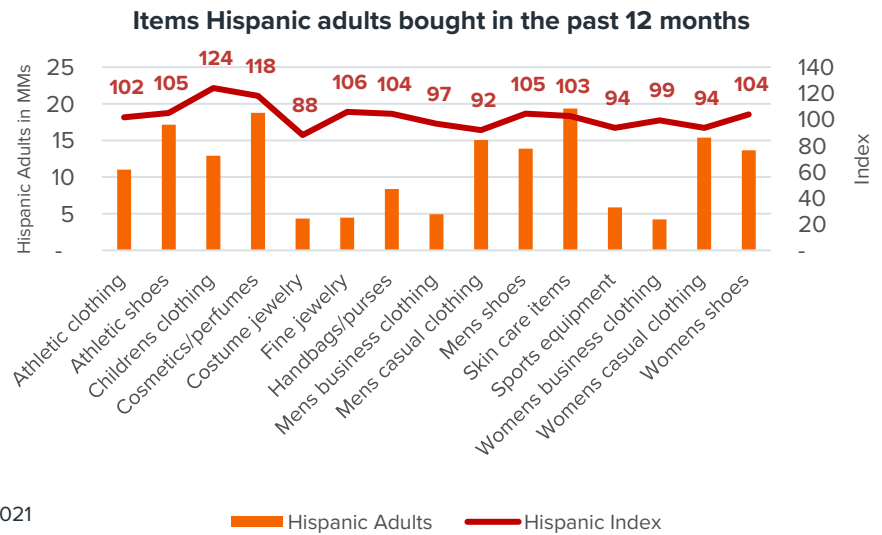


Amount spent on purchases made on the Internet over the past 12 months

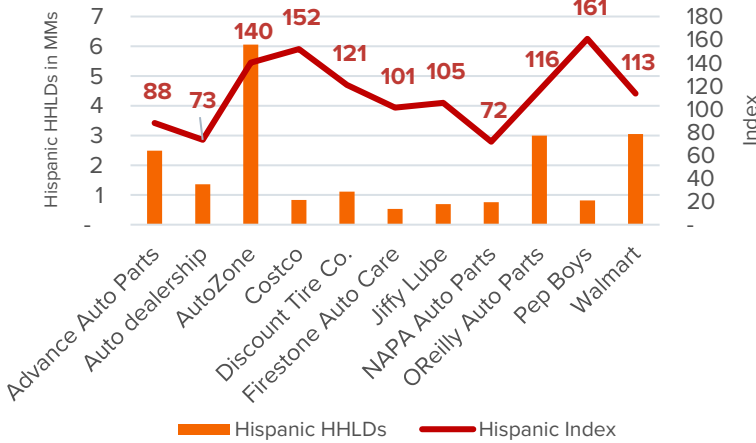


Our research shows that over the last 12 months, the Hispanic population made most of their purchases at clothing stores, home accessory stores and pet supply stores. The top items that Hispanics bought in the past 12 months were skin care items, cosmetics & perfumes, athletic shoes, and men's and women's casual clothing. Hispanics also over-index for purchasing children's clothing. In fact, our research indicates that 34% of the growth in apparel spending will come from Hispanic HHLs over the next 5 years— when this figure will exceed \$48.85B. Hispanics also were 76% more likely to have made purchases at Ross and 57% more likely to have made purchases at Burlington.

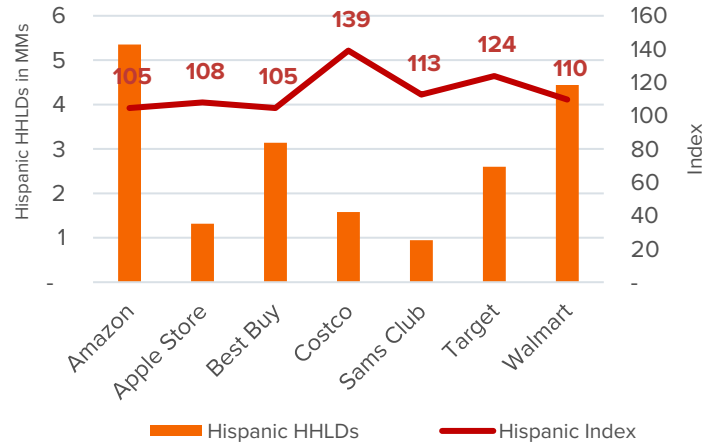
Sources: Nielsen Scarborough 2021, Claritas 2021, Claritas CSDx 2021



Stores Hispanic HHLs shopped for auto products/services in the past 12 months



Consumer electronics stores where Hispanic HHLs bought past year

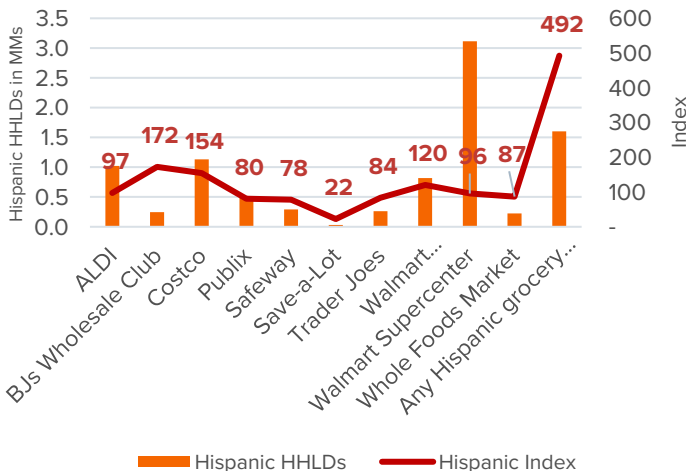


General Retail Shopping

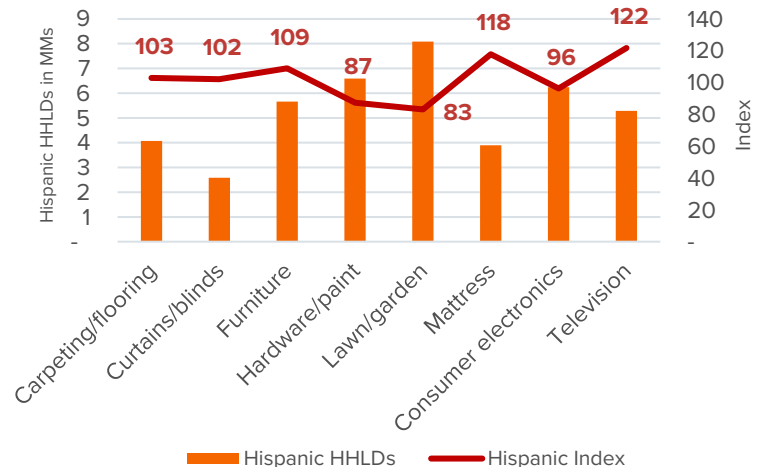
When looking at spending on auto products and services, our research indicates that 66% of the spending growth in auto parts, equipment, and accessories will come from Hispanic HHLs over the next 5 years—when this figure will exceed \$1.25B. When we looked at what stores Hispanic HHLs shopped at for auto products/services in the past 12 months, we saw that most of the shopping was done at AutoZone. In fact, Hispanics were 40% more likely than average to shop at AutoZone. Also, when we examined consumer electronics stores, we saw that Hispanic HHLs bought most of these goods in the past year from Amazon, Walmart and BestBuy. When looking at grocery stores, we saw that Hispanic HHLs primarily shopped at Walmart Supercenters and Hispanic grocery stores. We also saw that IKEA was the most popular furniture/mattress store (30% above average), and Home Depot was the most popular store for Hardware/paint/lawn and garden care.

Sources: Nielsen Scarborough 2021, Claritas 2021, Claritas CSDx 2021

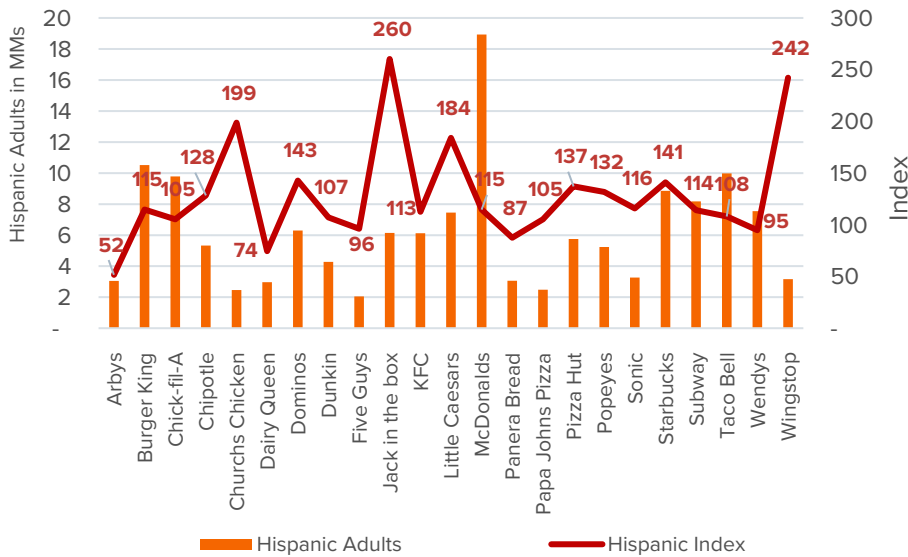
Grocery stores where Hispanic HHLs bought most groceries



Household items Hispanic HHLs Bought over the past 12 months



QSRs used by Hispanic adults in the past 30 days



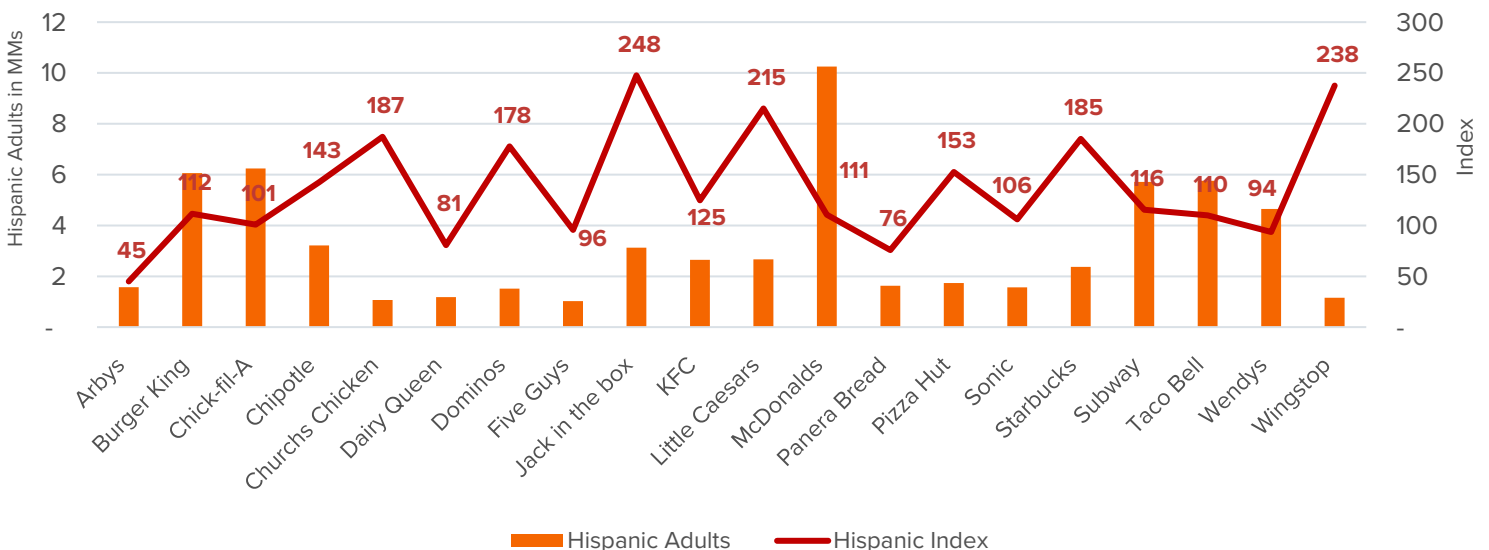
When it comes to Quick Service Restaurants (QSRs), Hispanics tend to go quite often. In fact, Hispanics were most likely to go to a QSR 10 times or more in the past 30 days. Not only were they 24% more likely than the average American to go to a QSR in the past 30 days, 20% of the adults who went 10 times, or more were Hispanic. Favoring their heritage cuisine, there's no surprise that the top restaurant category for Hispanic adults was Mexican. However, the top QSRs were McDonald's, followed by Burger King and Taco Bell. Hispanic adults also seem over index for Church's Chicken, Jack in the Box, Little Caesars and Wingstop, compared to the average adult in the US.

QSRs by Meal-Time

When we look at QSRs for breakfast, we see that most Hispanics (58%) do not frequent QSR chains. This data suggests that most Hispanics order breakfast from their local community bodega, bakery or eat breakfast at home. When looking at spending on fast food/takeout on lunch, our research indicates that 40% of the spending growth in this area will come from Hispanic HHLDs over the next 5 years—when this figure will reach nearly \$12B. When we look at QSRs for dinner, we see that 12% of Hispanics ordered from Dominos compared to 8% of non-Hispanics. We also see that 7% of Hispanics ordered from Jack in the Box compared to 2% of non-Hispanics, and 13% of Hispanics ordered from Little Caesars compared to 6% of non-Hispanics.

Sources: Nielsen Scarborough 2021, Claritas 2021, Claritas CSDx 2021

Quick service restaurants used by Hispanic adults for lunch past 30 days



About Claritas

Claritas is a data-driven marketing company. With over 10,000 highly-predictive demographic and behavioral indicators and the most comprehensive multicultural data, our proprietary data assets give marketers the most complete understanding of the American consumer.

Our industry-leading Identity Graph unifies data from multiple sources, connecting devices to online behavior in a privacy compliant manner and into the intelligence you need to execute seamless multichannel engagements.

Our multichannel execution solutions coupled with powerful analytics and modeling capabilities will make your marketing more effective and increase the ROI on every dollar.

Targeting the New American Mainstream

To capture multicultural growth opportunities, you must first understand them: their likes, dislikes, preferences, behaviors, etc. These insights let you create personas, tailor messages and promotions specific to their wants and needs. Marketers leverage Claritas' deep understanding of over 68 million multicultural consumers, including ethnicity, acculturation, language at home, lifestyle, consumer behaviors and more. Our solutions are used across local, national and digital markets for smarter targeting, smarter planning and smarter buying to help drive bigger profits.

Multicultural Insights to Shape a Smarter Plan

Data from Claritas can be applied to a wide variety of situations and challenges. Some of the applications are listed below.

- Strategic Planning
- Market Potential Assessment
- Product Development & Positioning
- Database Mining & Modeling
- Retail Site Selection & Distribution
- Marketing Communications & Media Planning
- Promotions & Direct Response
- Market Research: Surveys, Focus Groups, etc.
- Industry Specific Intelligence Applications
- Sales Potential & Forecasting
- Consumer Segmentation & Targeting
- Customer Relationship Management
- Investment Valuation
- Public & Social Services
- Budget Allocation
- Staffing
- In-store Experience Management
- Retail Shelf-space Planning

To learn more about how to find and win your next multicultural consumer, visit www.claritas.com or call **800.234.5973**

