



2022

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# The 2022 Hispanic Market Report

*The New American Mainstream*



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## EXECUTIVE SUMMARY

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The release of real 2020 U.S. Census data confirms the importance of multicultural consumers to U.S. marketers. Since the 2000 Census, the U.S. non-Hispanic White population has decreased while the population of all 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 comprised 19% of the U.S. population and nearly a quarter of the youngest generational cohorts. Hispanics have been one of the fastest-growing segments of the American population, accounting for 52% of the growth since the 2000 census, adding more than 30 million people during this period.

The population figures presented in this report from our newly released 2023 Annual Demographic Update represent Claritas' best estimates & projections of current and future U.S. population statistics. In May 2022, when the U.S. Census Bureau issued its decennial *Undercount and Overcount* report for the 2020 Census, Claritas demographers went to work adjusting our estimates and projections to reflect the significant undercount of multicultural groups in many states. Consequently, our 2023 update shows even more growth in multicultural population segments than any in recent memory.

We now estimate that as of January 2023, there will be almost 66.5 million Hispanics in the U.S. – almost 20% of the population. Hispanic population is projected to exceed 74 million in 2028, when it will comprise almost 22% of the population. Hispanic households will contribute significantly to the growth in U.S. consumer spending, especially in selected categories for which they spend more on average than non-Hispanic households.

In this edition of The Hispanic American Market Report, we dive deep into our primary research to show how Hispanics are leading the cord-cutting charge and consuming digital content on their mobile devices from HD streaming video, social media, podcasts and more. We also explore why Hispanics are still under-banked & under-insured, even though they represent some of the best growth & lifetime value opportunities in the market.

With such substantial growth & opportunity, in the new reality there will be a premium on understanding Hispanic consumer behavior patterns and marketers from all industries may be required to adopt new strategies and agile approaches to messaging the right Hispanic consumers online and offline. To gain a fair share of this increasingly important segment, marketers need to know how, when and where to engage Hispanic consumers, in-language and in-culture.

To provide a better understanding of this segment, we've compiled some useful statistics & insights to help you develop 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 2022 and a successful 2023!



**Ron Cohen**  
SVP, Product Leadership  
Claritas





In celebration of Hispanic Heritage Month (Sept 15 – Oct 15), Claritas has released the 2022 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 almost 66.5 million in 2023, Hispanics now represent 20% of the total U.S. population. They are also one of the fastest-growing population segments with 89% growth between 2000-2023. Any company marketing to U.S. consumers would be ill-advised to ignore this population segment.

Of course, to target the Hispanic market, you'll 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 diversity.

Immigrants from Mexico, Cuba, Puerto Rico and many other Spanish-speaking countries are included, which means the dialects, cultures, behaviors, interests and values can vary among Hispanics, 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.

**66.5 million**

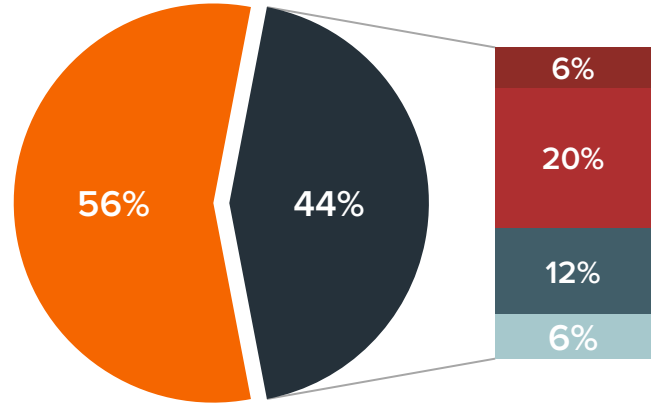
**Hispanics currently live in the U.S.**

Source: Claritas Pop-Facts® 2023



### U.S. Hispanic 2023 Population Facts

Currently, there are 147,066,135 multicultural Americans in the U.S. This figure is projected to grow to more than 160M by 2028. Multicultural Americans currently account for 44% of the U.S. population and by 2028, almost 47% of the U.S. population will be multicultural. Hispanics are the largest multicultural segment at approximately 20% of the total U.S. population and will grow to almost 22% by 2028.

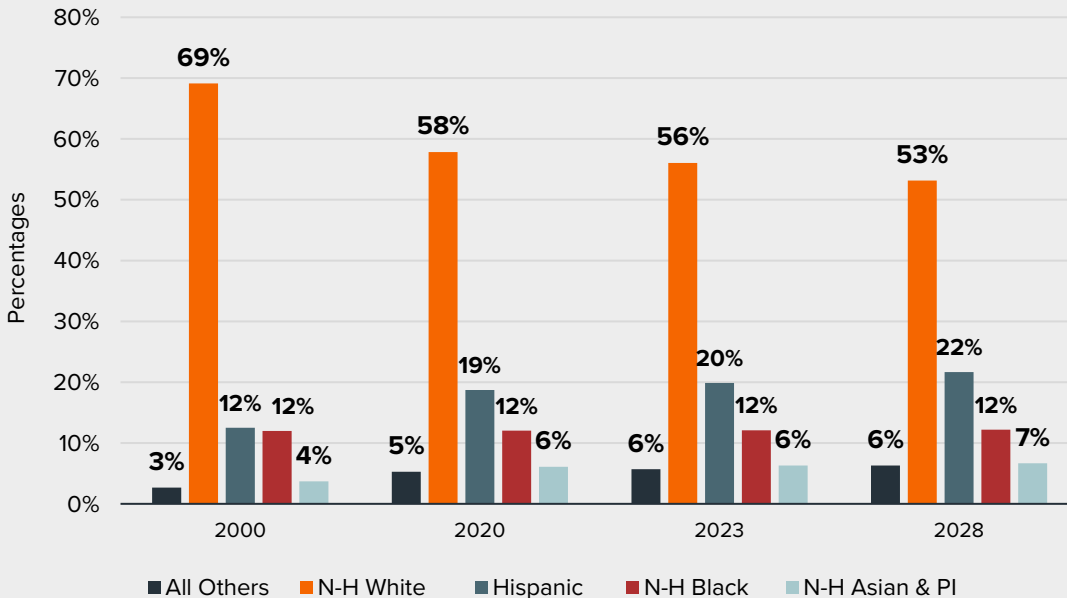


■ All Others    ■ N-H White    ■ Hispanic  
 ■ N-H Black    ■ N-H Asian & PI

Source: Claritas Pop-Facts® 2023

**20%** of the total U.S. population are Hispanic

### Percent of U.S. Population 2000-2028



Source: Claritas Pop-Facts® 2023

**By 2028, more than 74MM Hispanics will live in the U.S.**

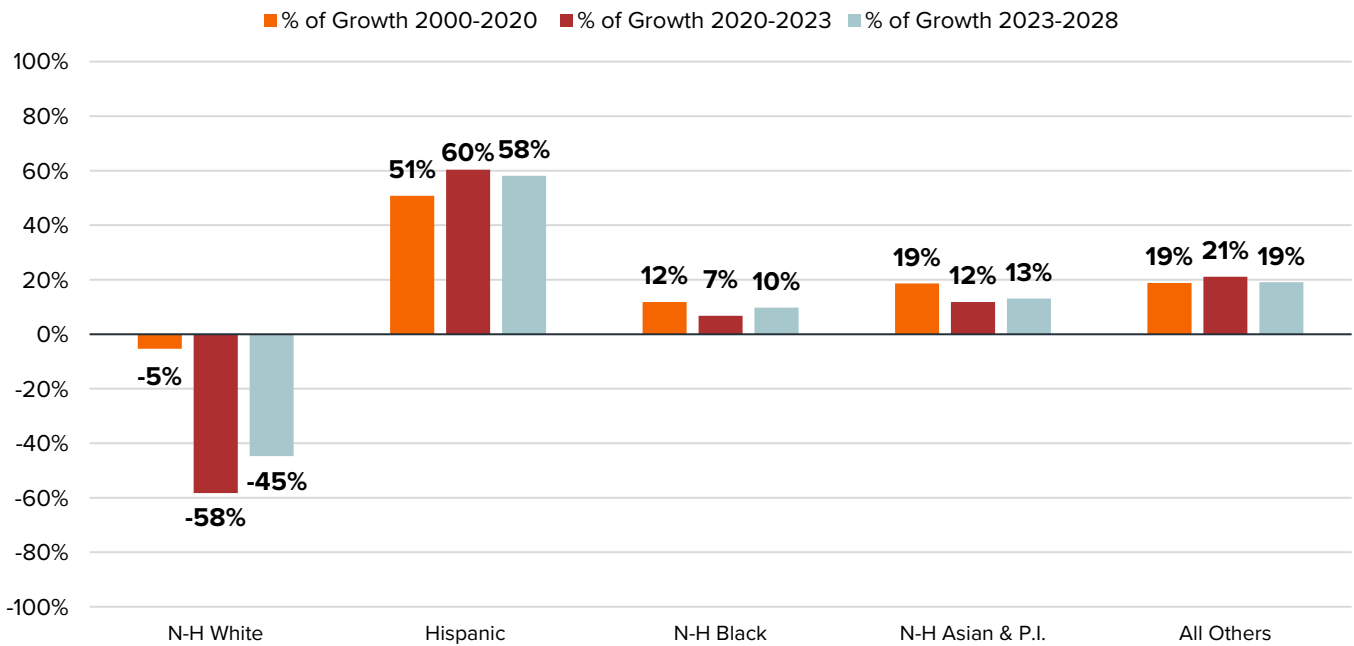
Hispanics will grow to become almost 22% of our nation's population over the next 5 years. The non-Hispanic (N-H) Black population will be nearly constant as a proportion of the total population, and White non-Hispanics (N-H) will decline steadily as a proportion of the total U.S. population.

Between 2000 and 2023, the Hispanic population accounted for nearly 52% of the total growth in the U.S. On the other hand, the non-Hispanic (N-H) White population declined by 3.6% between the years 2000-2023. These findings show that 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	2020	2023	2028
N-H White	194,514,140	191,697,647	187,433,934	181,641,110
Hispanic	35,238,481	62,080,044	66,496,629	74,023,945
N-H Black	33,707,230	39,940,338	40,435,525	41,698,412
N-H Asian & PI	10,410,556	20,240,737	21,103,134	22,797,157
All Others	7,551,499	17,490,515	19,030,847	21,502,345

Source: Claritas Pop-Facts® 2023

### Percent of U.S. Population Growth 2000-2028



Source: Claritas Pop-Facts® 2023



For more multicultural consumer insights, visit [www.claritas.com](http://www.claritas.com)

**58% of the projected population growth over the next 5 years will emerge from the Hispanic segment**

As illustrated below, all the growth now and into the foreseeable future will emanate from minority race or ethnic groups. 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. With the aging Baby Boomers and the increase of diverse families, the non-Hispanic White population is the only segment projected to decline in the future.



**Growth For Period 2000 - 2023**

Population Segment	Population Growth	% Growth	% of Total Growth
Hispanic	31,258,148	88.7%	52%
non-Hispanic White	-7,080,206	-3.6%	-13.3%
non-Hispanic Black	6,728,295	20%	11.2%
non-Hispanic Asian/PI	10,692,578	102.7%	17.8%
All Others	11,479,348	152%	19.1%

Source: Claritas Pop-Facts® 2023

**Into the Future: The Multicultural Boom 2023 - 2028**

Population Segment	Average Growth in Population 2023-2028			
	Year	Month	Day	Hour
Hispanic	1,505,463	125,455	4,091	170
non-Hispanic White	-1,158,565	-96,547	-3,148	-131
non-Hispanic Black	252,577	21,048	686	29
non-Hispanic Asian/PI	338,805	28,234	921	38
All Others	494,300	41,192	1,343	56

Source: Claritas Pop-Facts® 2023

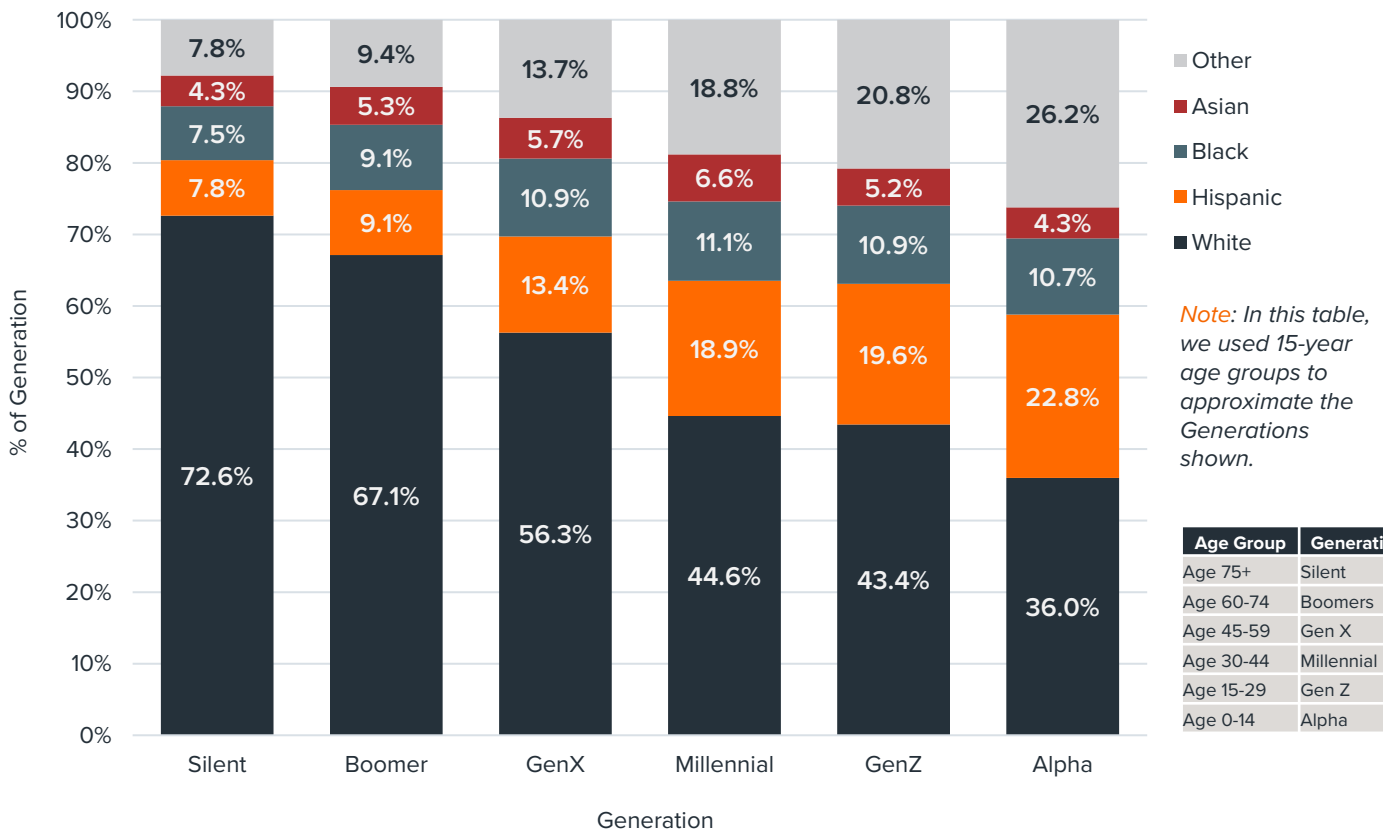


### Today, 18.9% of the U.S. Millennial population is Hispanic

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 By Race /Ethnicity 2023 - Nationwide



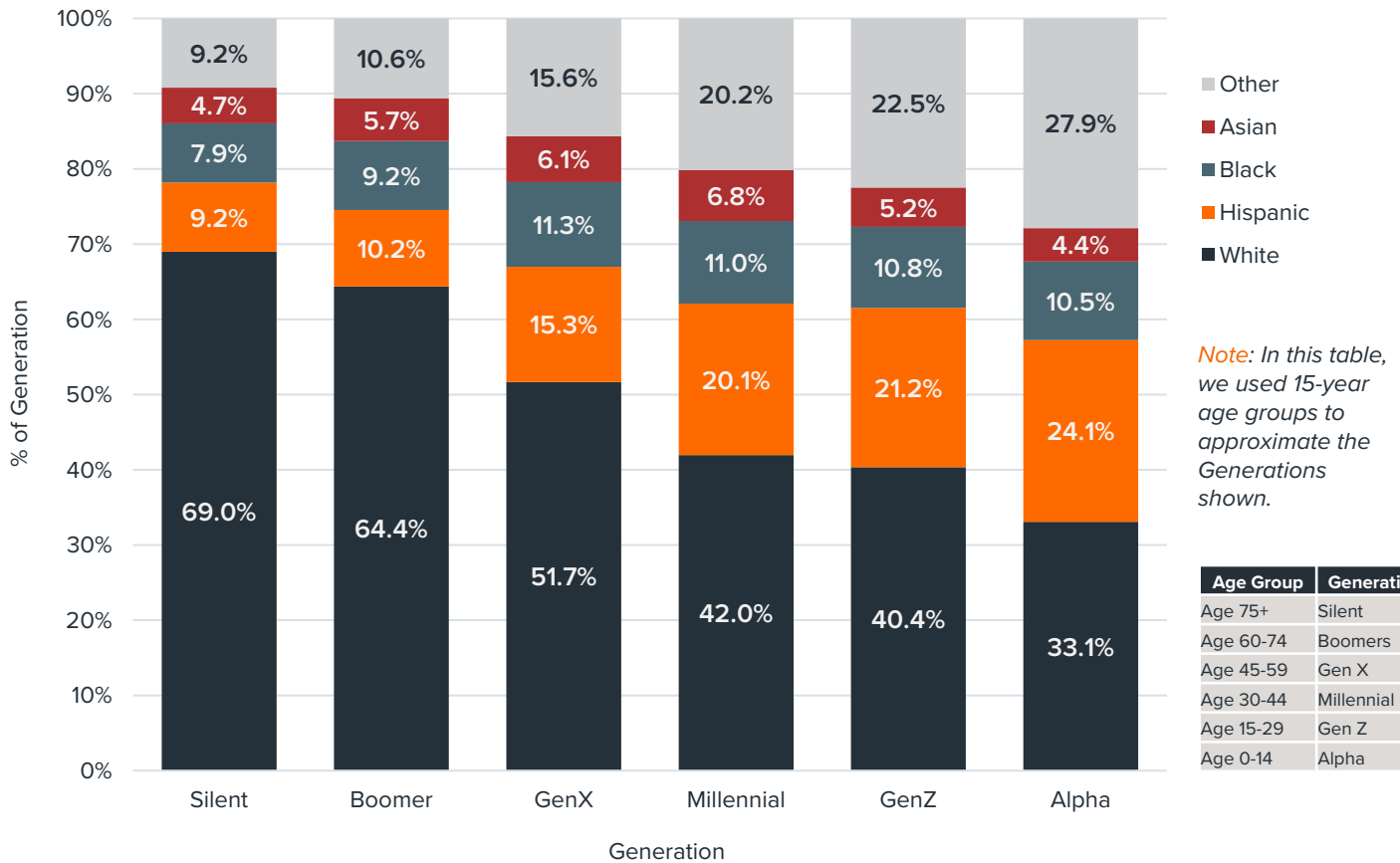
Source: Claritas Pop-Facts® 2023

## By 2028, 21.2% of the U.S. Gen Z population will be Hispanic

America's Gen Z population in 2028 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. In 2028, Hispanics will make up 21.2% of the Gen Z population. The non-Hispanic (NH) Black population will make up 10.8%, followed by NH Asians at 5.2% and NH Whites at 40.4%.



### Generational Population by Race/Ethnicity 2028 - Nationwide



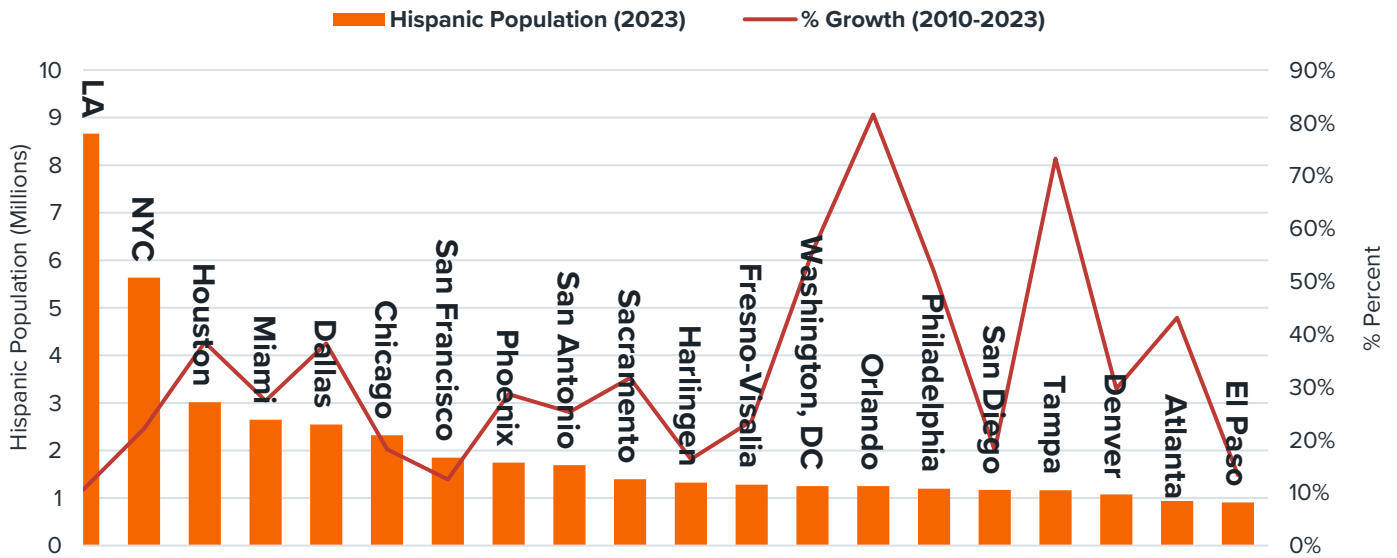
Source: Claritas Pop-Facts® 2023



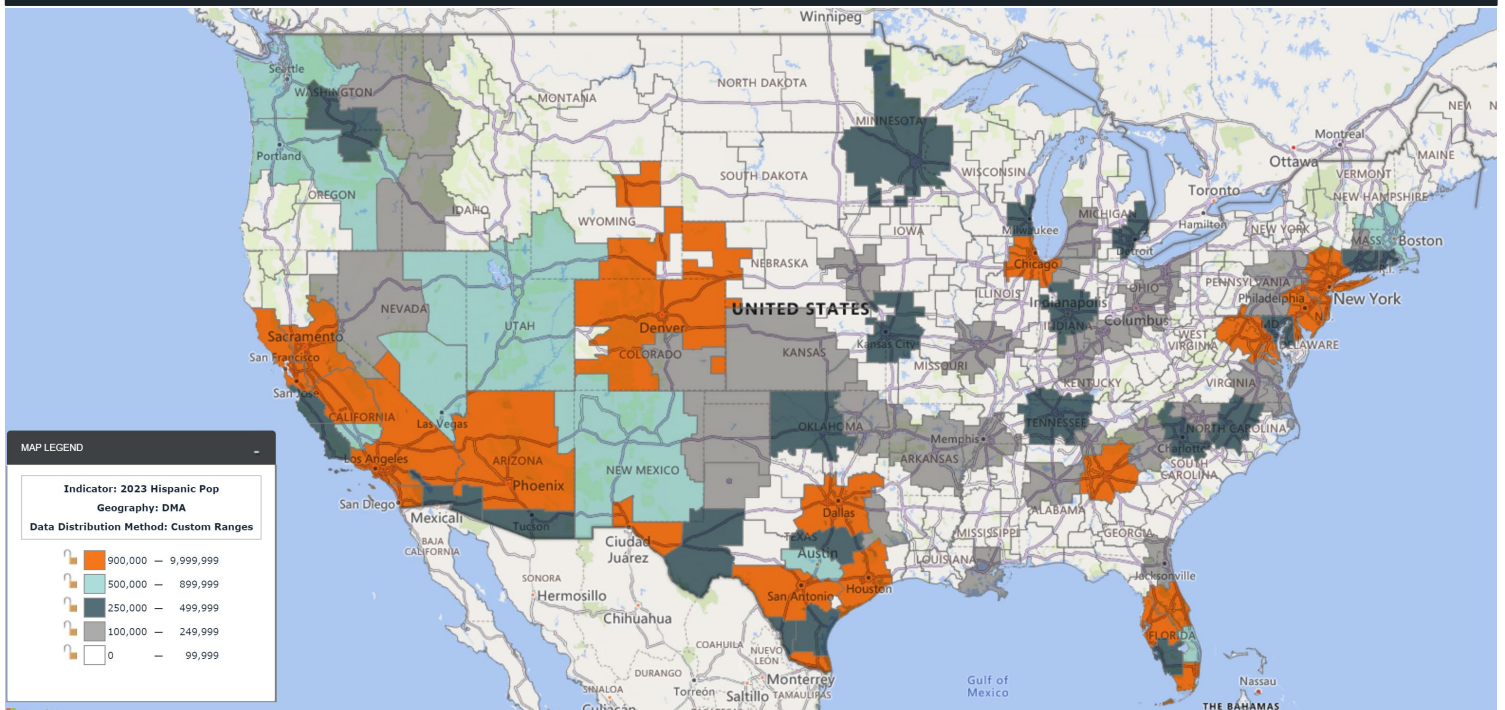
### Where Does the Hispanic Population Live?

The Hispanic population is concentrated in Los Angeles, New York, Houston, Miami and Dallas, each containing more than 2.5MM Hispanics. These top-5 DMAs contain more than one third of the U.S. Hispanic population; the top-20 DMAs shown below contain around 65% of U.S. Hispanics. Hispanic population is growing in most U.S. markets, with significant growth in Orlando, Tampa, Washington, D.C., Philadelphia and Atlanta. On a percentage basis, very strong growth is seen in the southeastern DMAs.

Top 20 DMAs By Hispanic Population vs. Growth (2010-2023)



2023 U.S. Hispanic Population Distribution by DMA



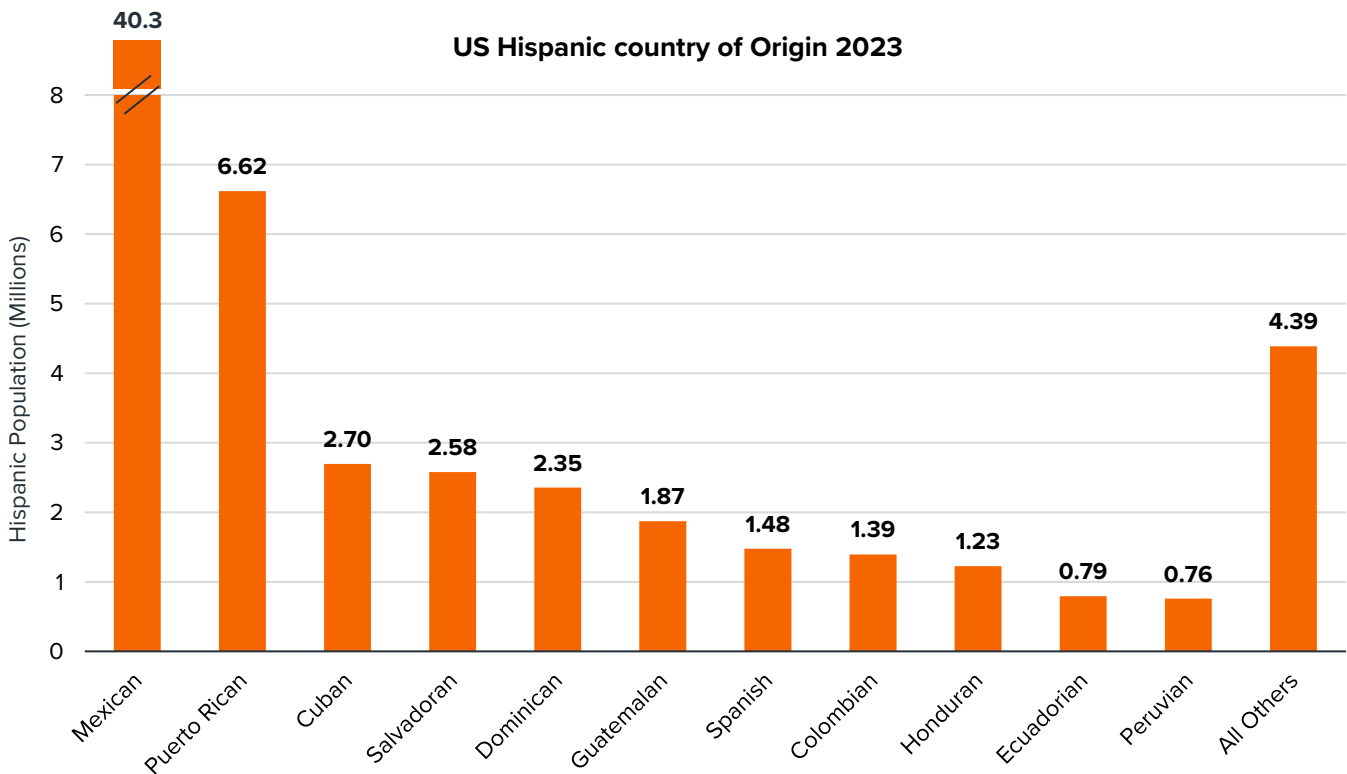
Source: Claritas Pop-Facts® 2023



### 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.

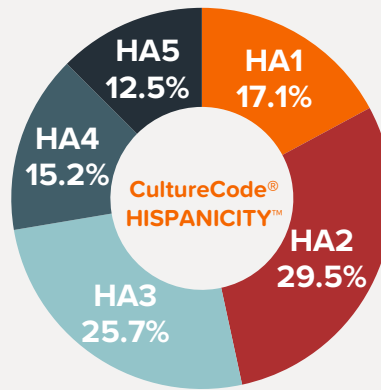
Compounding the complexity of Hispanic country of origin is that of Hispanic language preference. Almost 1 out of 3 Hispanic Americans are Spanish language dependent or bi-lingual Spanish preferred. Businesses seeking to connect with Hispanics should go beyond simply being in-language, they should focus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



Source: Claritas Pop-Facts® 2023

**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 2022, almost 47% of the U.S. Hispanic population classified as being more acculturated (HA1s and HA2s).

Source: Claritas Pop-Facts® 2022

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)
17.1%	29.5%	25.7%	15.2%	12.5%
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 Pop-Facts® 2022



For more multicultural consumer insights, visit [www.claritas.com](http://www.claritas.com)



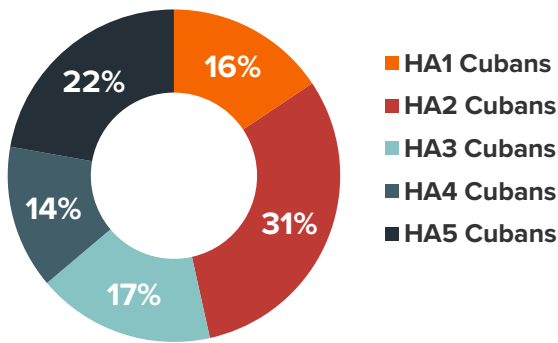


### Hispanicity™ Acculturation Segments by Country of Origin

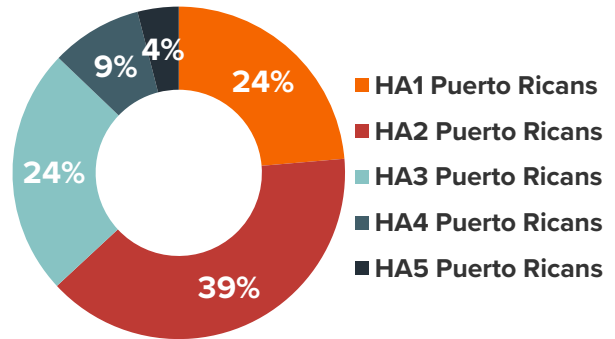
#### Country of Origin Matters

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 fewer 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.

Cuban Americans



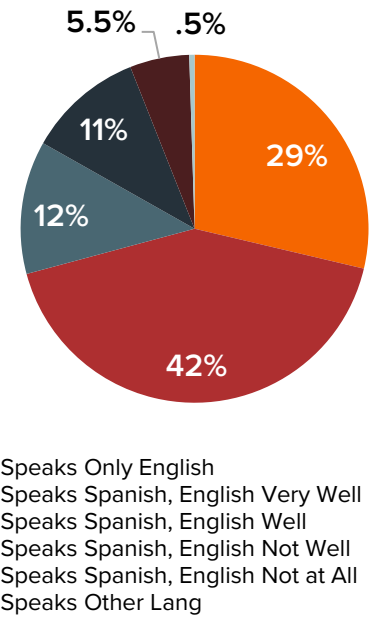
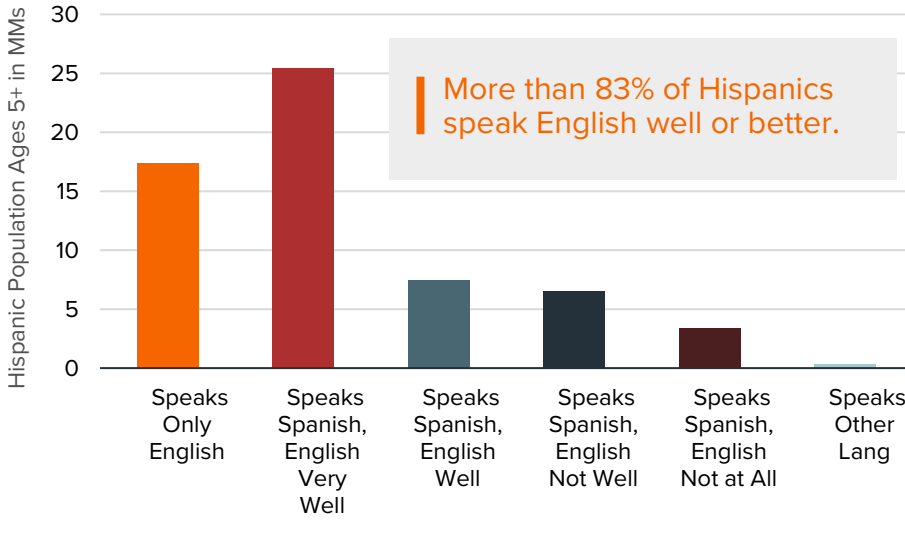
Puerto Ricans



Source: Claritas® Pop-Facts 2022

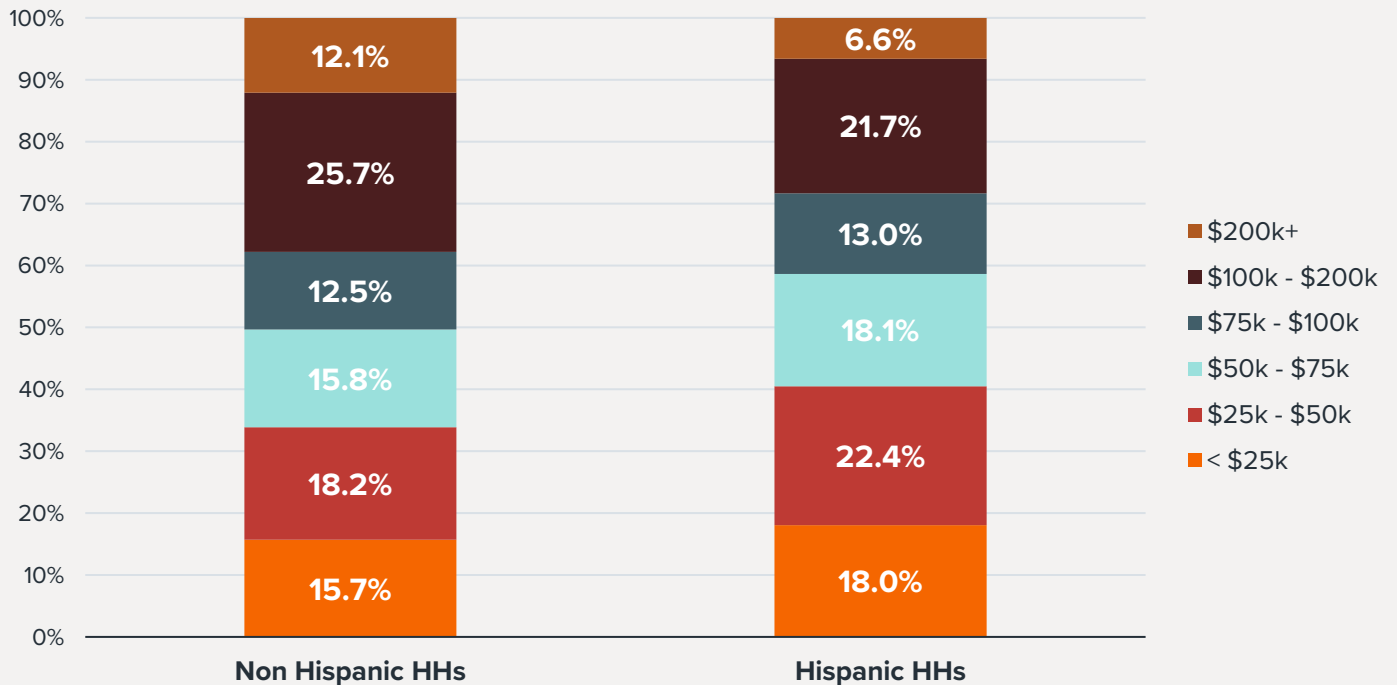


### Hispanic Language Usage 2023



Source: Claritas® Pop-Facts 2023

### Annual HH Income



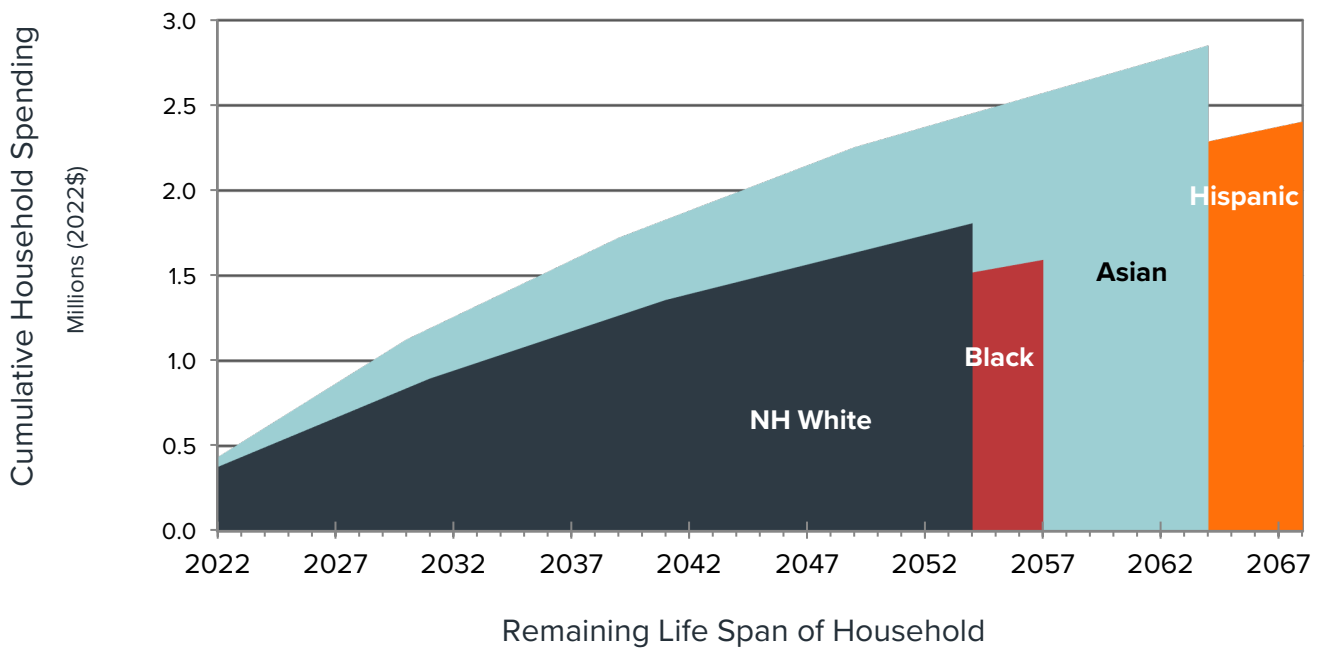


**There are several factors that make Hispanic households an attractive segment to target when considering lifetime value (LTV)**

First and foremost is that Hispanics have a longer remaining life expectancy by virtue of the fact that they are, on average, younger than other race/ethnic groups. More remaining life span means more remaining years of spending in most categories.

**Total Household Consumer Expenditures**

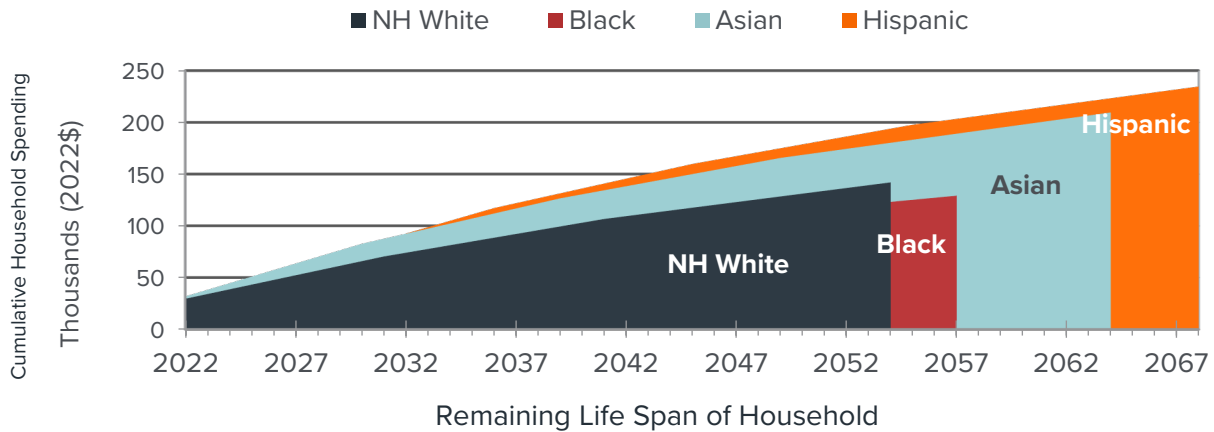
■ NH White ■ Black ■ Asian ■ Hispanic



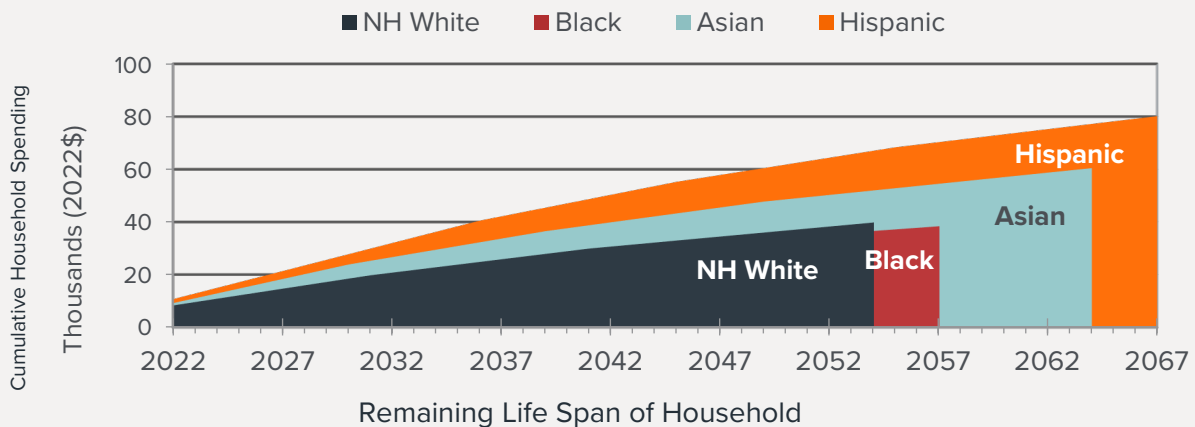
### What categories do Hispanic households clearly outspend other groups over their remaining lifetimes?

Spending in the categories below are driven by demographics & lifestyles. For example, spending on food at home is directly related to size of household; Hispanic households tend to be larger, on average, than non-Hispanic households (multi-generational, more children in HH) which drives spending on food at home. The increased presence of children in Hispanic households also drives spending in other categories such as QSR and Apparel, making Hispanics very attractive customers for brands & retailers in these sectors.

#### Food at Home



#### Food Away from Home Quick Service Restaurants



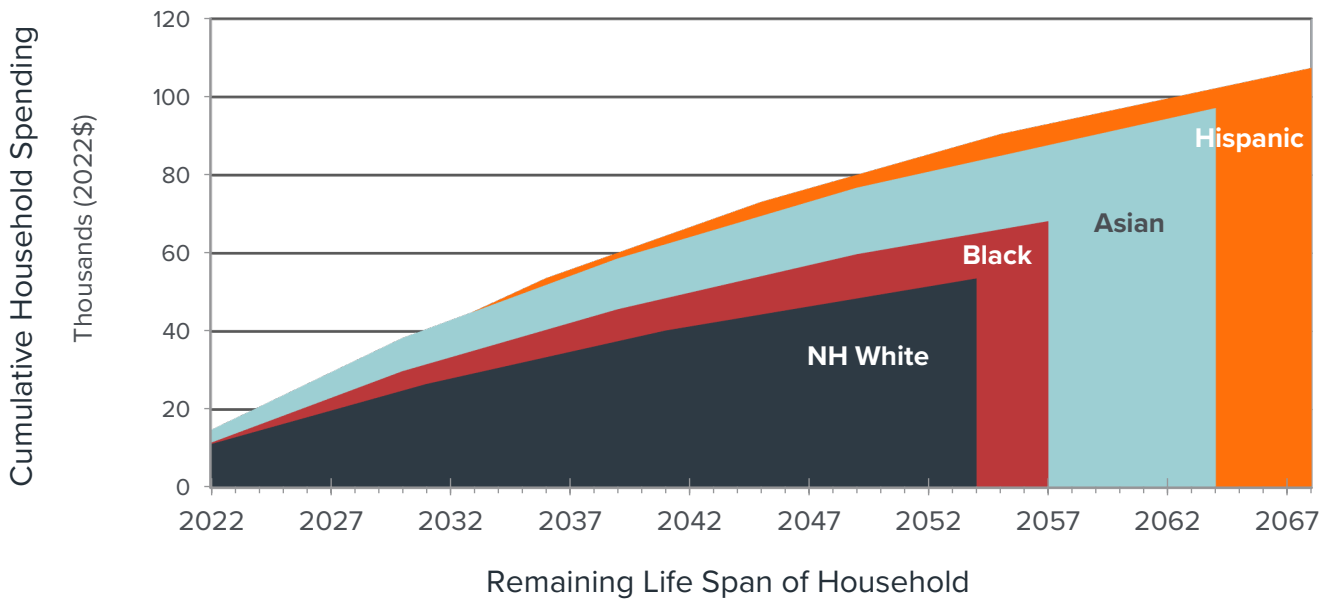


**Hispanic households will also outspend other ethnic groups over their remaining lifetimes in the apparel category**

Spending on apparel is directly related to size of household; Hispanic households tend to be larger, on average, than non-Hispanic households which drives spending on apparel being higher than for non-Hispanic households.

**Apparel**

■ NH White ■ Black ■ Asian ■ Hispanic







## Part-two

Over the next several pages (18-33), we will leverage Claritas' deep understanding of multicultural consumers and share with you some fascinating insights on the Hispanic consumer and how lifestyles and consumer behaviors can change based on ethnicity, acculturation, and language preference.

### TECHNOLOGY (pages 18-23)

Using ***Claritas Tech Track***, you'll know the unique technology usage and behaviors of Hispanic consumers

### BANKING (pages 24-27)

Using ***Claritas Financial Track***, the nation's largest, syndicated survey of household financial behavior, you'll know the financial products used by Hispanic households.

### INSURANCE (pages 28-33)

Using ***Claritas Insurance Track*** - the nation's largest and most comprehensive respondent-level, research data of household insurance product usage, you'll know more about Hispanic purchase behaviors across multiple lines of insurance products.



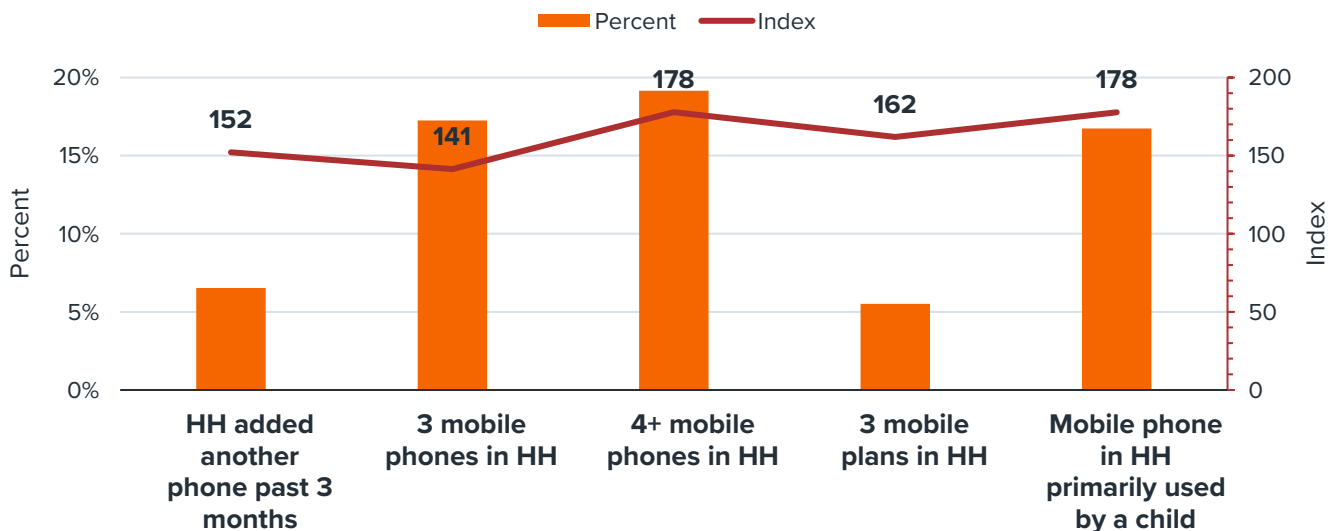
## Know the Technology Usage and Behaviors of Hispanic Customers

**Claritas Technology Behavior Track** survey data provides a unique look into consumer behaviors and preferences across a wide range of technology products and services. Delivered in a variety of formats from respondent data files, custom reports, segmentation profiles, analytics projects or our online platforms. Our original research data ranges from usage, customer satisfaction, decision motivators, switching behaviors and more. This helps marketers know more about why they buy.

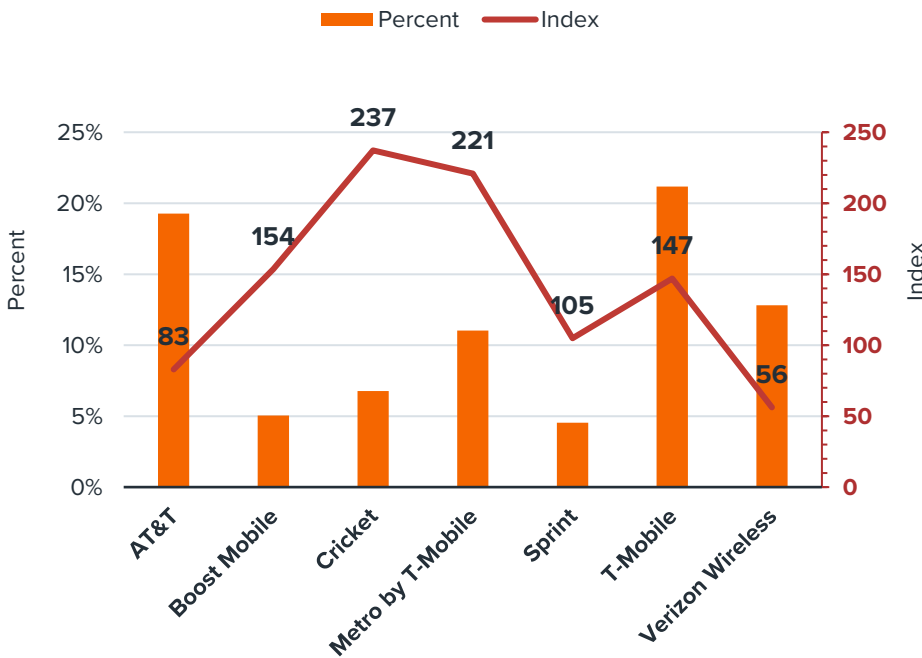
### 81% of Hispanics HHs have at least 1 mobile phone

- Hispanic HHs are 78% more likely to have a mobile phone primarily used by a child in HH
- < 26% of Hispanic HHs have a landline phone (compared to 37.5% of US HHs)

Mobile Phones in Hispanic Households



### Mobile Phone Provider - Hispanic HHs



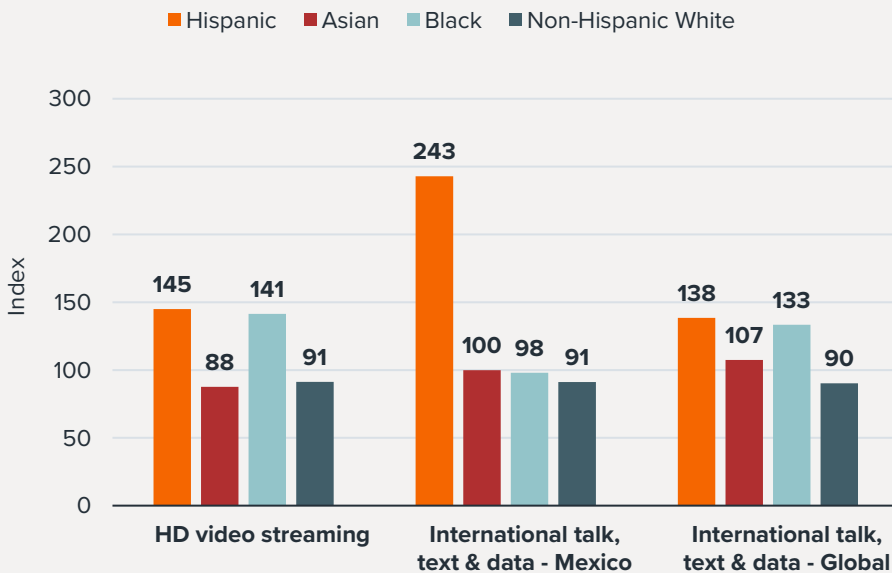
### Hispanics may love their mobile phones, but most do not love their providers

Almost **30% of Hispanic HHs** switched mobile providers last year

Only **46% of Hispanic HHs** rate their mobile provider as “Very Good” or “Good” (US Avg > 52%)

32% of Hispanic HHs are using **T-Mobile or Metro** as their mobile provider (US HHs < 20%)

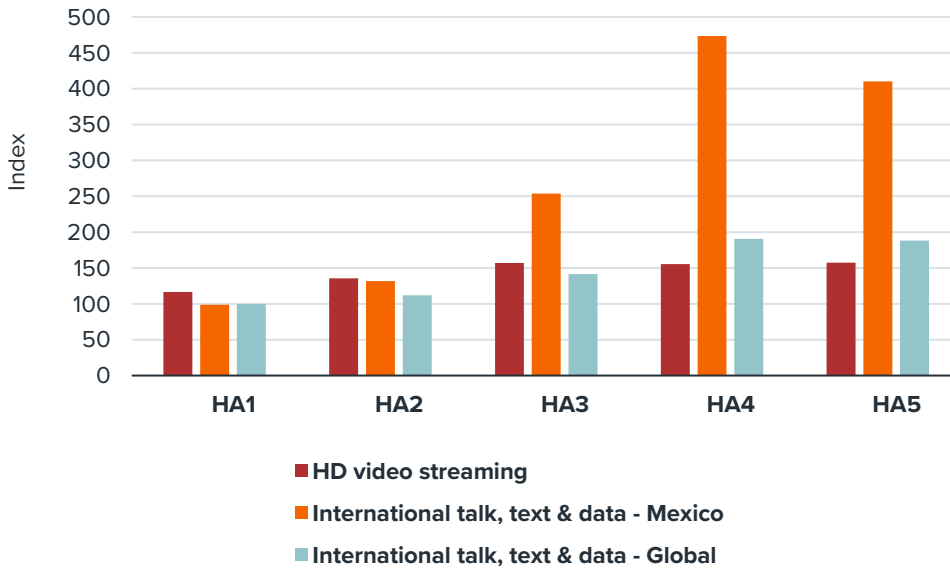
### Mobile Plan Features by Race/Ethnicity



### Hispanics are most likely to have international talk, text & data to Mexico as an add-on to their mobile service plan

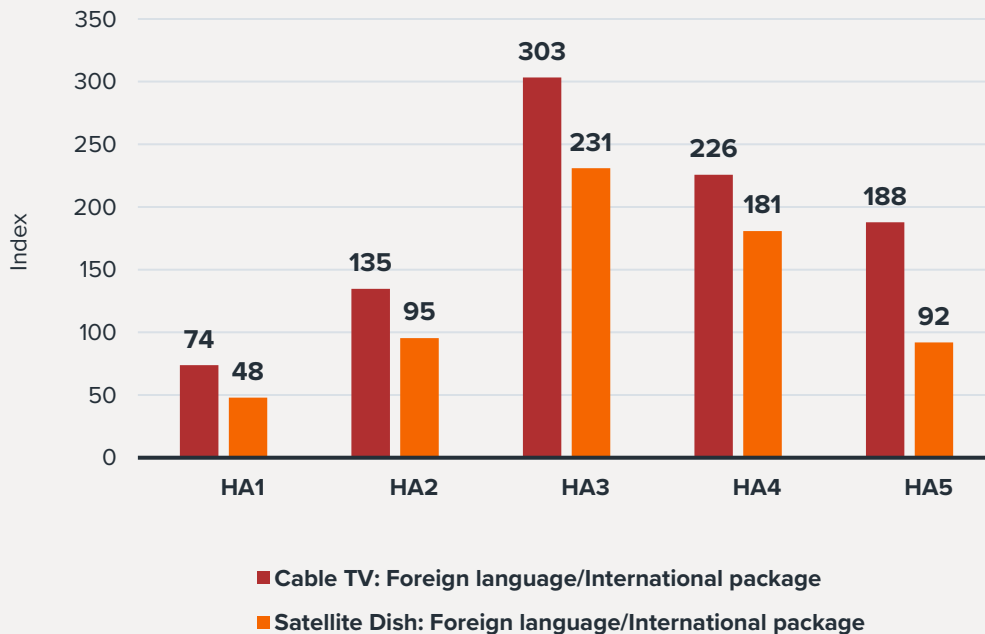
- Hispanics are **143% more likely** to have international talk, text & data to Mexico
- Hispanics also over-index (145) for **HD video streaming services**

### Mobile Plan Features by Hispanicity



Unacculturated Hispanics are significantly more likely to have **International talk, text & data to Mexico** as an add-on service to their mobile plan

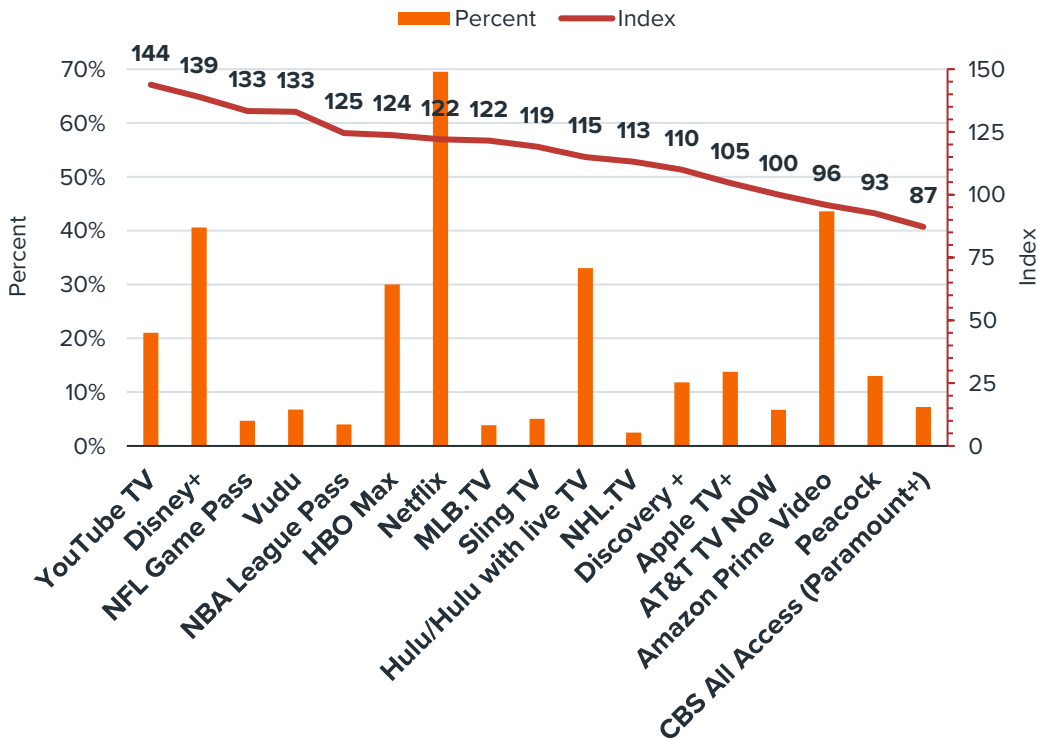
### Cable TV & Dish Subscription Features by Hispanicity



**Bicultural and Partially Unacculturated Hispanics** are most likely to have Foreign Language/ International TV packages



### Streaming Service Subscriptions - Hispanic HHs

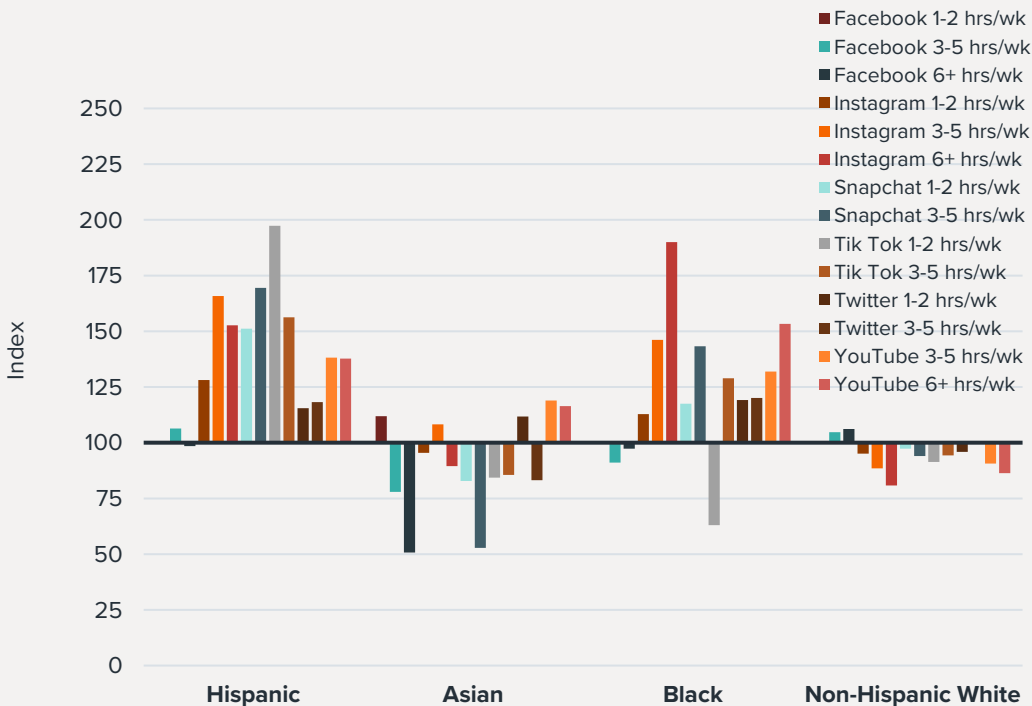


2/3rd of Hispanic HHs say they watch TV shows and/or movies on their smartphones (compared to 42% of US HHs)

70% of Hispanic HHs subscribe to **Netflix** - they are 22% more likely to be subscribers than the average HH

> 40% of Hispanic HHs subscribe to **Disney+** - they are 39% more likely to be subscribers than the average HH

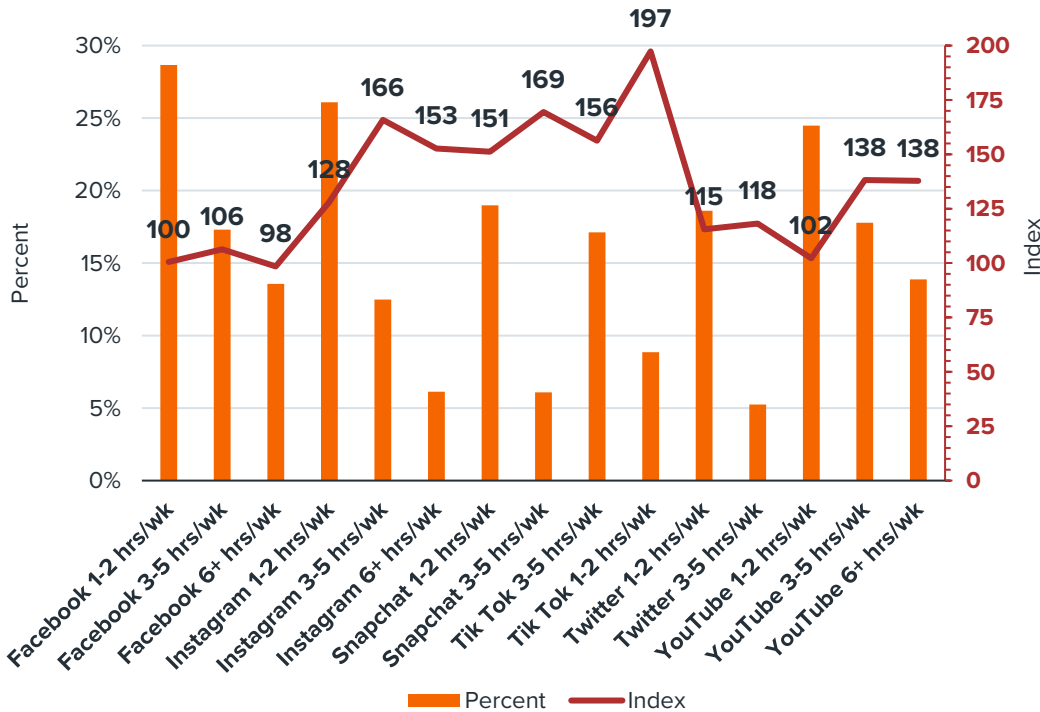
### Social Media Usage by Race/Ethnicity



Hispanics index above average for usage of most social media networks

Hispanics index higher than all other groups for using **Instagram** 3-5 hours/week, **Snapchat** 3-5 hours/week and **TikTok** 1-2 & 3-5 hours/week. These insights emphasize the point that marketers need to incorporate social strategies that resonate with these audiences when developing marketing campaigns

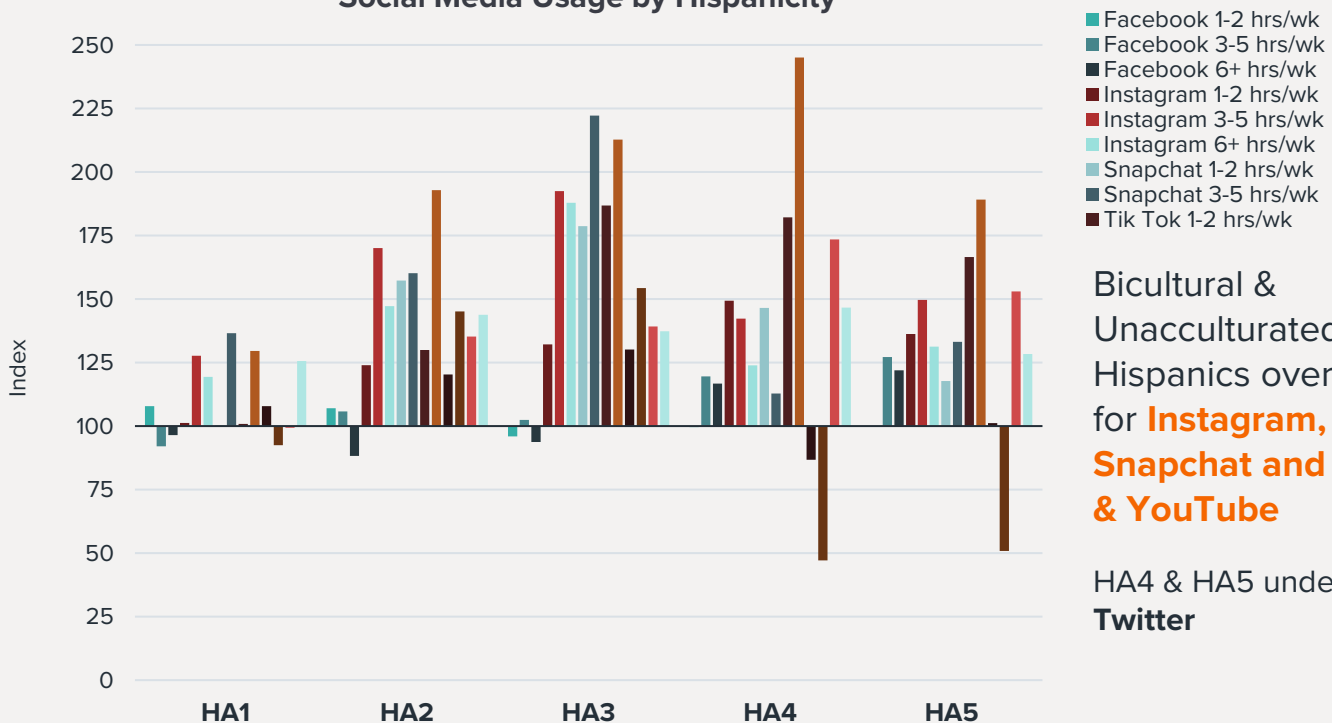
### Social Media Usage - Hispanics



Hispanics over-index over for **Instagram, Snapchat and Tik Tok**

56% of Hispanic HHs also use **YouTube** at least 1 hour/week

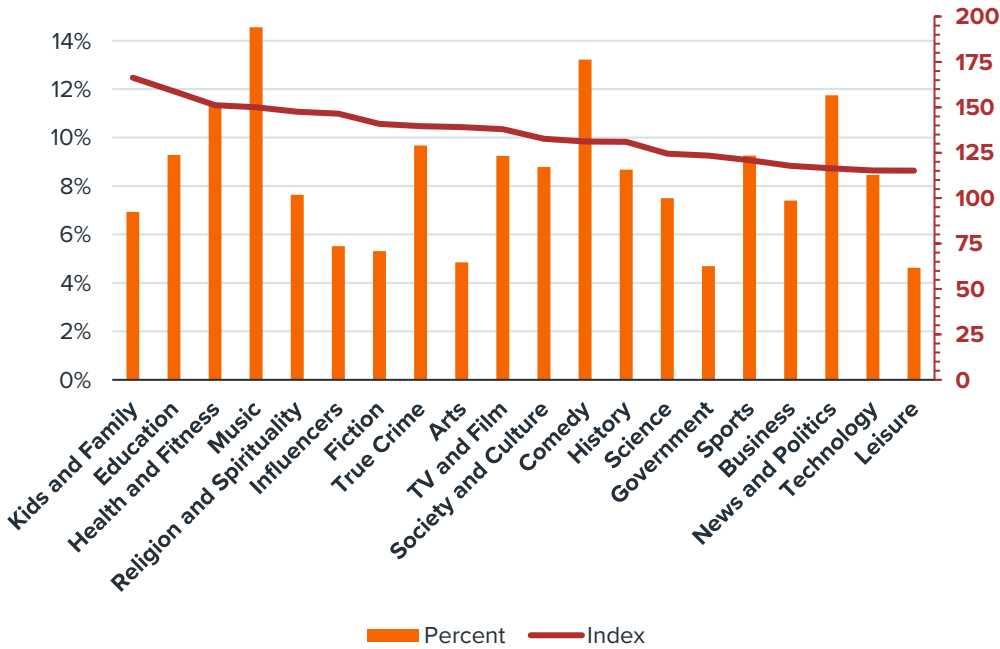
### Social Media Usage by Hispanicity



Bicultural & Unacculturated Hispanics over-index for **Instagram, Snapchat and Tik Tok & YouTube**

HA4 & HA5 under-index for **Twitter**

Podcast Listening - Hispanics

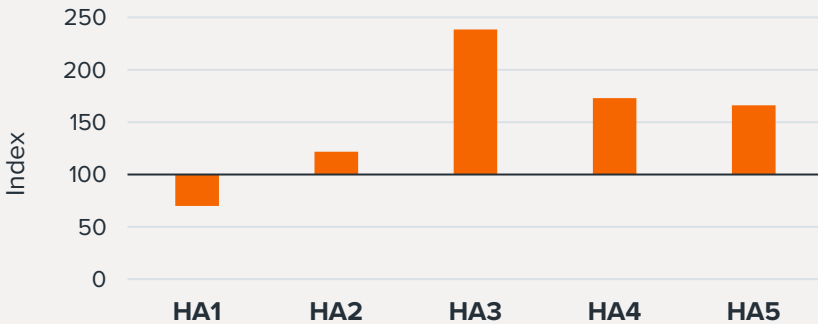


By overall percent, more Hispanics listen to **music and comedy** podcasts

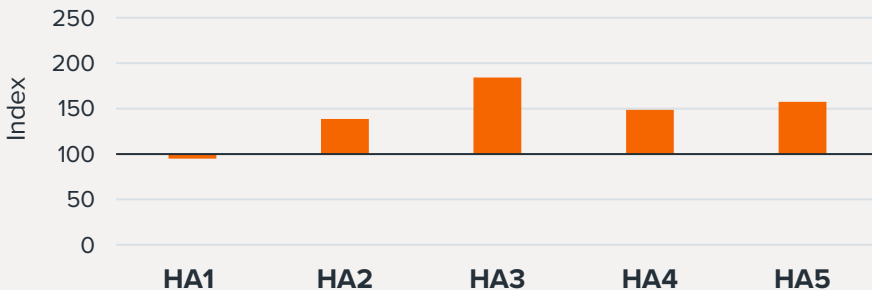
By Index, Hispanics are most likely to listen to podcasts focused on **children & family** content as well as **education, health & fitness**

Hispanics over-index for podcasts on most topics – please note that at least some of these podcasts are in Spanish

Kids & Family Podcasts by Hispanicity



Health & Fitness Podcasts by Hispanicity



**Bicultural and Unacculturated Hispanics** over-index for podcasts about **Kids & Family**

They also over-index for podcasts on **Health & Fitness, Music** and **Religion & Spirituality**



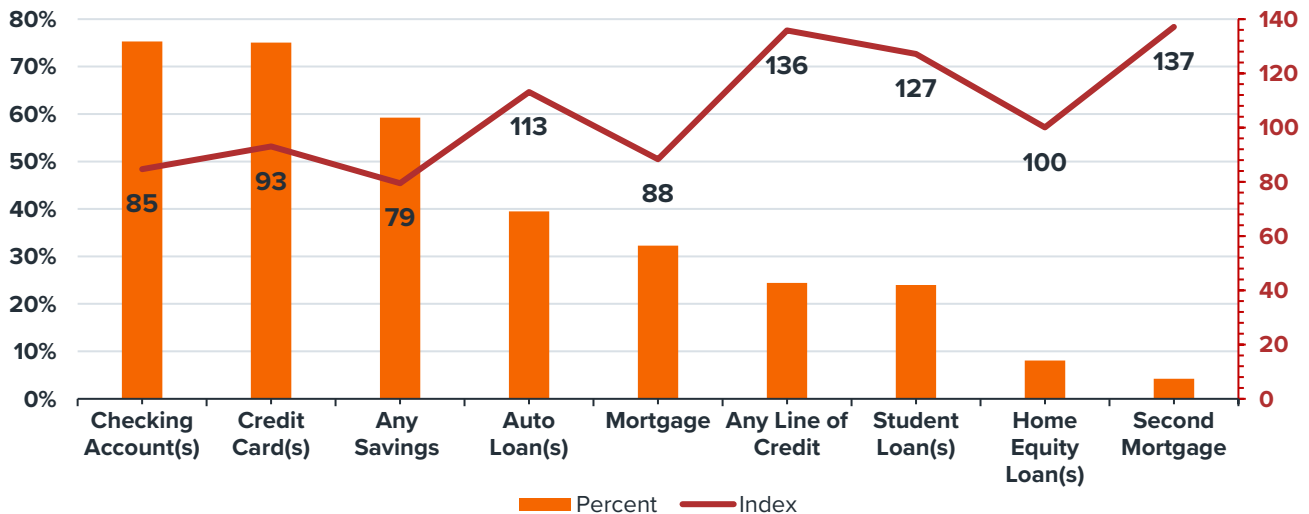
## Know the Financial Behaviors of Hispanic Customers

**Claritas Financial Track** is the nation's largest, syndicated survey of household financial behavior. Know more about which financial products households use, balance amounts within those products and where accounts are held. Market changes can be tracked over time to help you identify trends and get ahead of the changing marketplace. Our original research can be used to assist in strategic planning, product development, market sizing and segmentation.

**Hispanics as a group are more underbanked than any other race/ethnic group** (only **75%** of Hispanic HHs have a checking account; US avg = 89%)

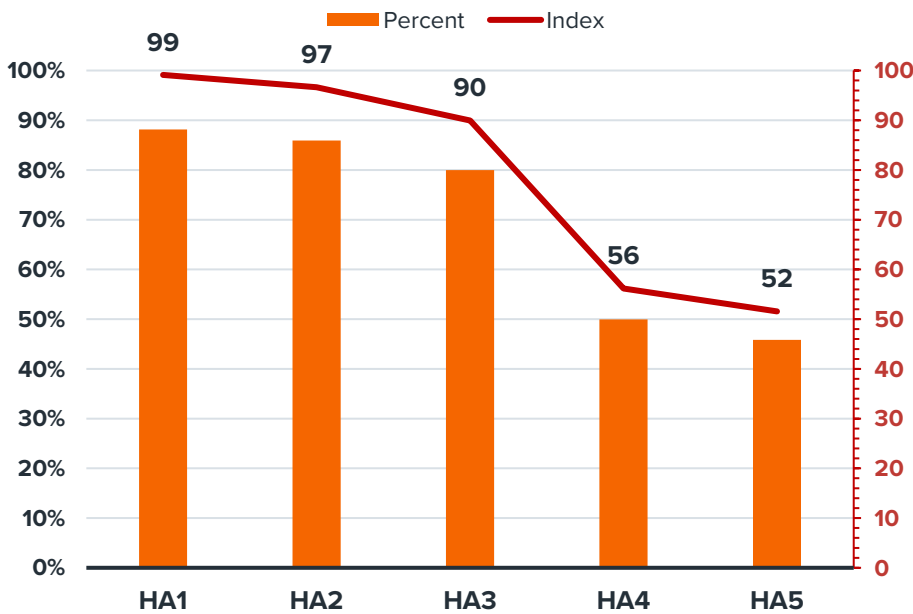
- Hispanics over-index for various credit products, but they're not necessarily getting them from banks
- **35% of Hispanic HHs have a prepaid credit (debit) card**  
US HHs < 25%; Hispanic Index = 142

Banking Service Usage - Hispanic HHs





### HH Has Checking Account by Hispanicity

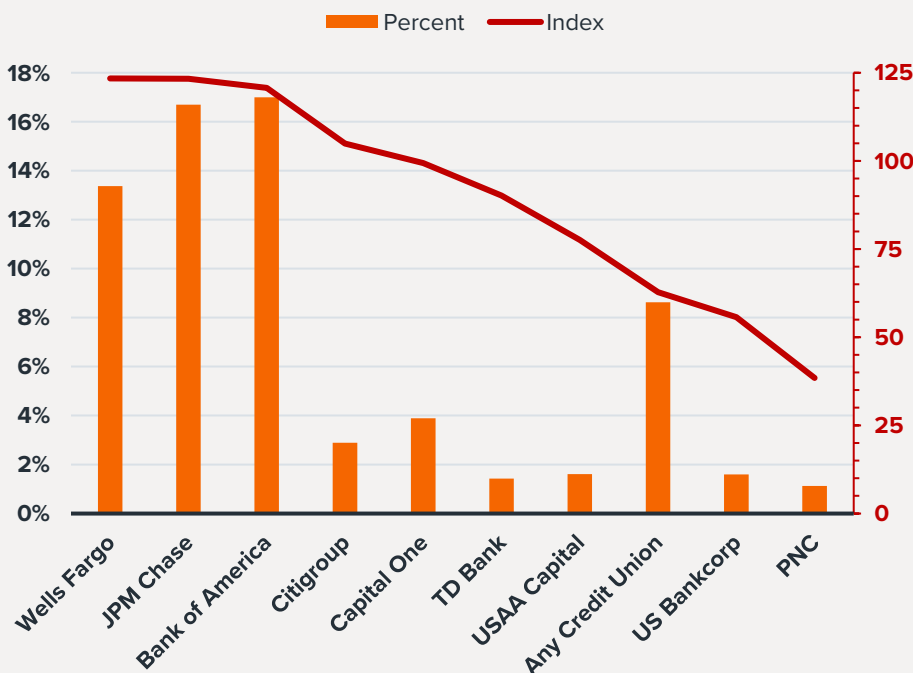


**Unacculturated Hispanics** comprise the bulk of the Hispanic underbanked segment. **Less than 46% of unacculturated Hispanic HHs have a checking account**

Only 24% of unacculturated Hispanics have any kind of savings account (Index = 32)

11% of unacculturated Hispanics have a mortgage (Index = 30)

### Primary Banking Institution - Hispanic HHs



**Wells Fargo, JPM Chase and BofA** have captured the largest share of Hispanic Households

3 of the big 4 U.S. banks are doing well with Hispanics; Some of this is a function of footprint - these institutions all have a significant presence in NY, CA, TX & FL (which contain 60% of the US Hispanic population)

Some of it is a function of size – BofA & JPM/Chase are each the primary bank for 13-14% of all US HHs. WF has under 11% of US HHs but is the primary bank for 13.5% of Hispanic HHs

8.6% of Hispanic HHs use a credit union as their primary bank  
US HHs = 13.7%



**Hispanic HHs are looking for financial institutions to reach out in a way that resonates with them** - a significant percentage of them may be “up for grabs”

18.5% of Hispanic HHs have **been with their current primary bank < 3 years**

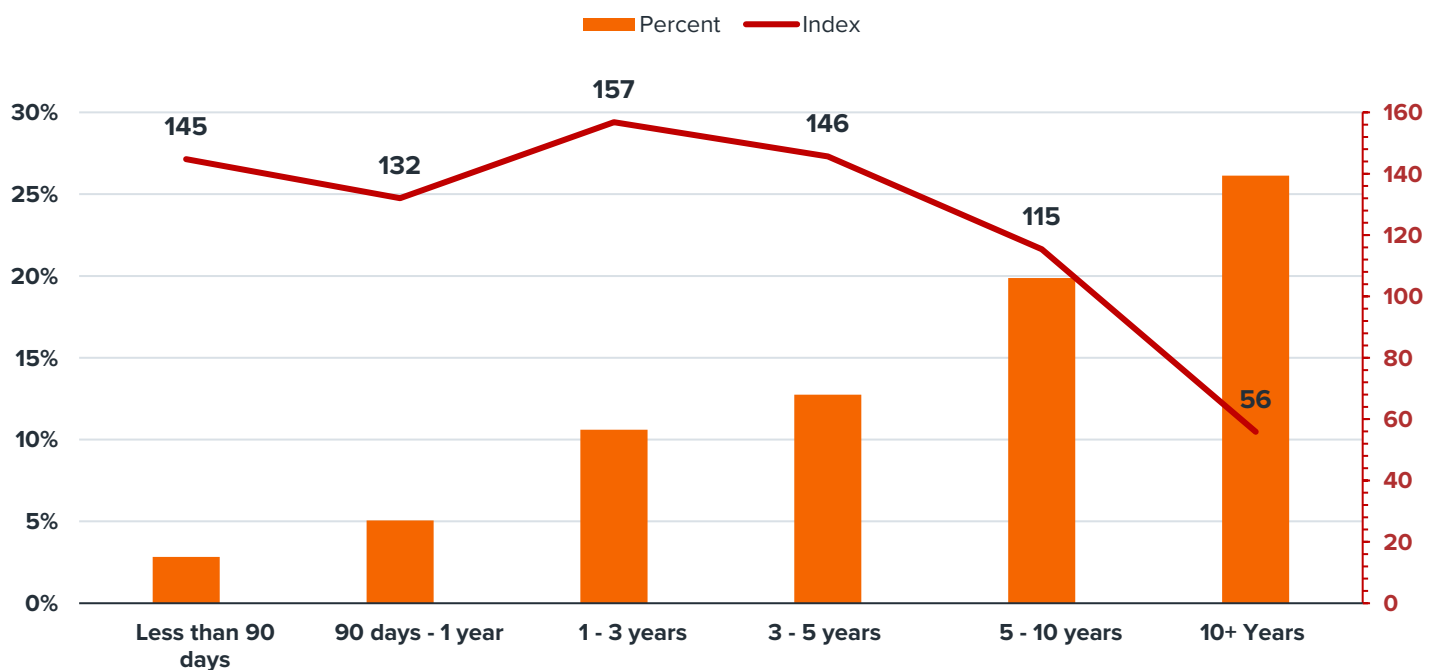
US HHs = 12.5%

Hispanic Index = 147

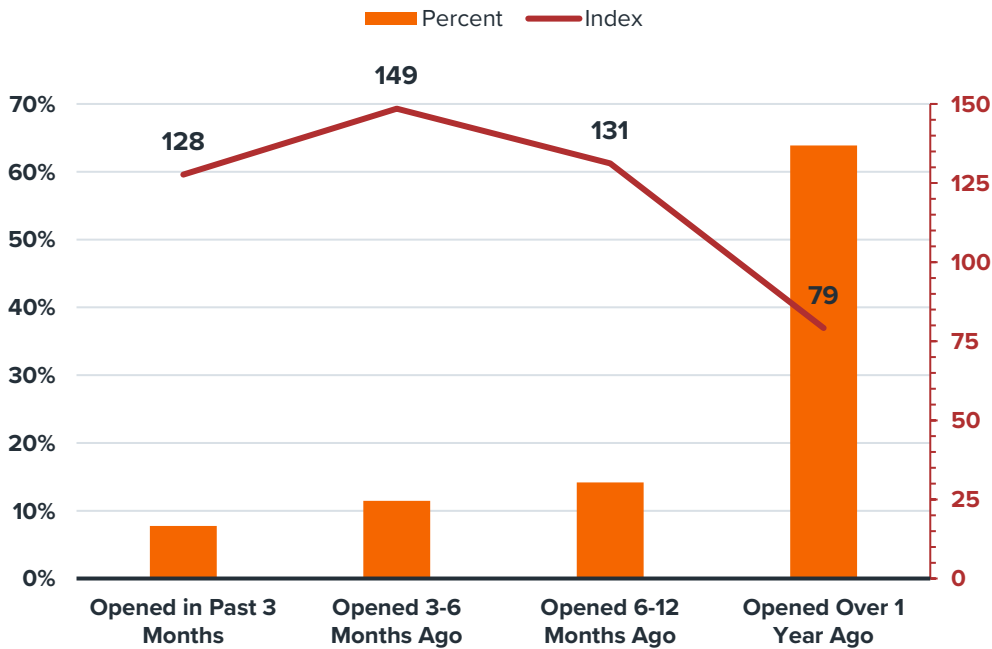
Our research indicates that ~6 million Hispanic HHs **switched primary financial institutions** in the past 5 years

The number one reason given by Hispanics for switching financial institutions was customer service. NH-White HHs primarily change because they relocate, and NH-Black HHs primarily change because of fees

Length of Time at Primary Bank - Hispanic HHs



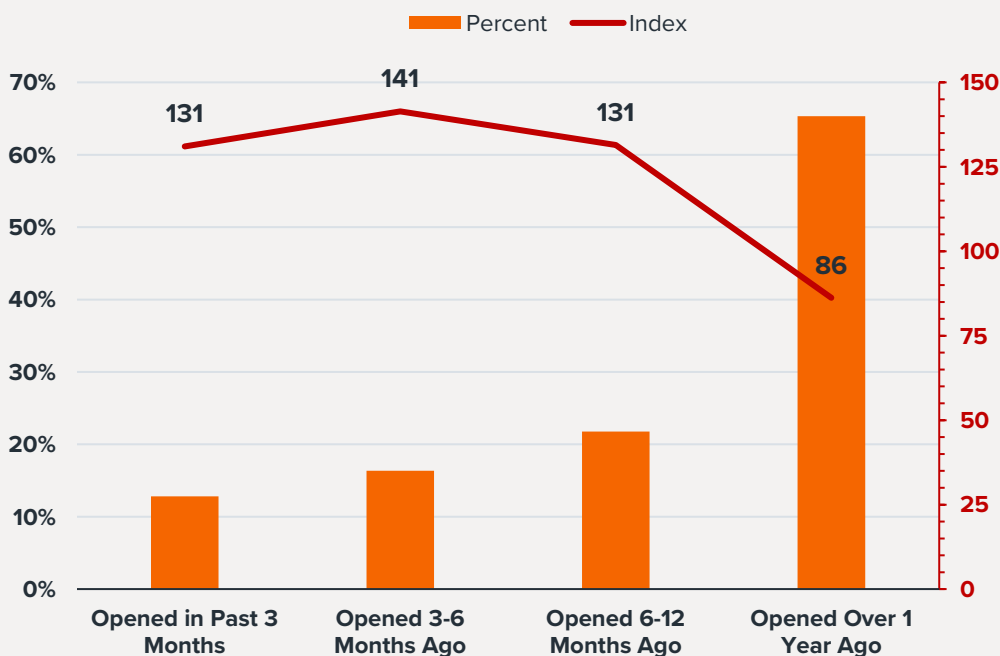
### Deposit Accounts Opened - Hispanic HHs



**1 in 3 Hispanic HHs** [that have a primary bank] opened a new deposit account within the past year

US avg < 25%  
Hispanic Index = 136

### Credit Accounts Opened - Hispanic HHs



**Over 50% of Hispanic HHs** [that have a primary bank] opened a new credit account within the past year

US HHs < 38%  
Hispanic Index = 134

In light of demographic trends, these statistics mean that **Hispanics represent the fastest-growing opportunity segment in the market** for financial institutions



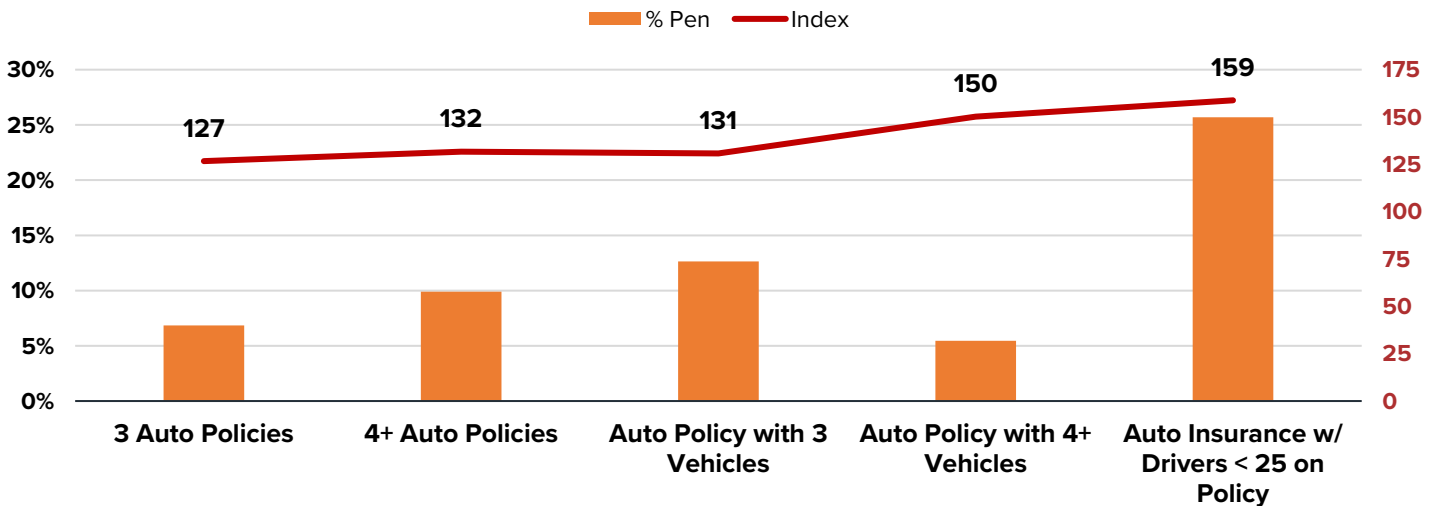
## Know the Insurance Product Usage and Behaviors of Hispanic Customers

**Claritas Insurance Track** samples approximately 35,000 households to find purchase behaviors across multiple lines of insurance products such as auto, residential, life and medical insurance. It helps to analyze category benchmarks, assess the competition and profile policyholders using key attributes. With a complete battery of demographics, wealth scores and segmentation, Claritas Insurance Track provides the information you need to make smarter decisions to help your business grow.

Hispanic HHs represent an attractive market segment for **Auto Insurance**

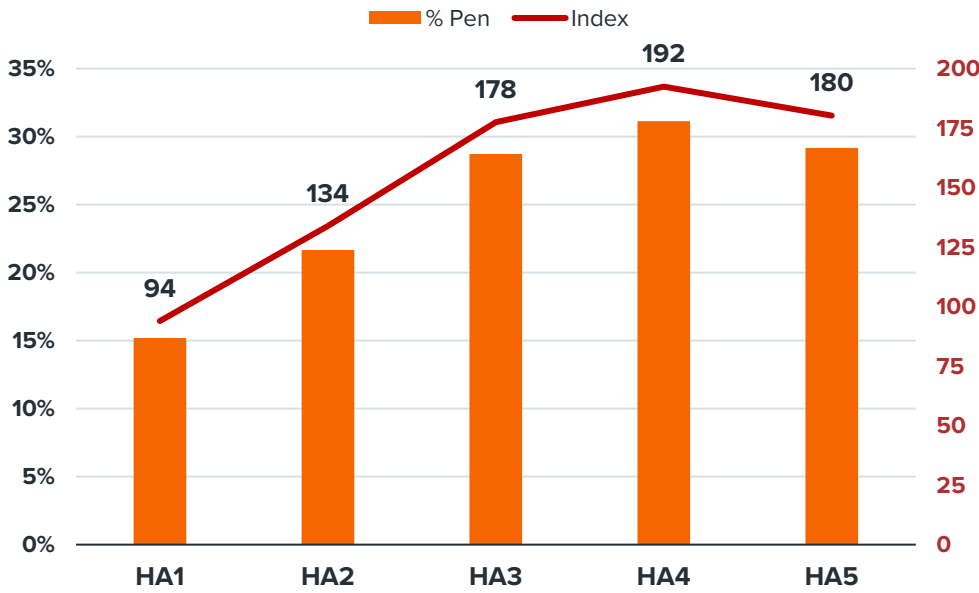
- 35% of Hispanic HHs with auto insurance are **insuring 3+ vehicles**
- 26% of Hispanic HHs with auto insurance are insuring drivers under age 25 - **higher potential LTV** if these policy holders can be retained

Auto Insurance - Hispanic HHs





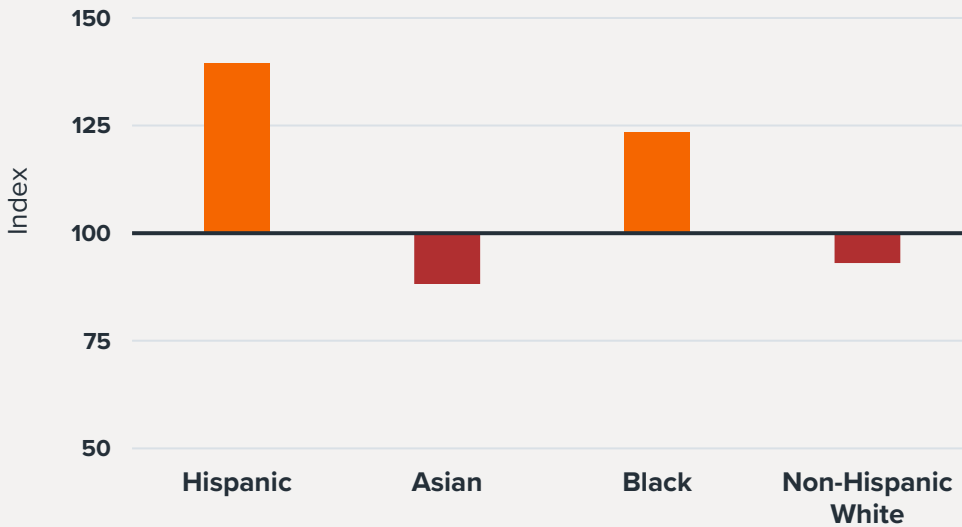
Auto Insurance: Drivers < 25 on Policy by Hispanicity



**Bicultural and Unacculturated Hispanic HHs** are 83% more likely than avg US HH to have drivers under age 25 on their policy

> 70% of Hispanic HHs that have drivers under age 25 on their policy are bicultural & unacculturated

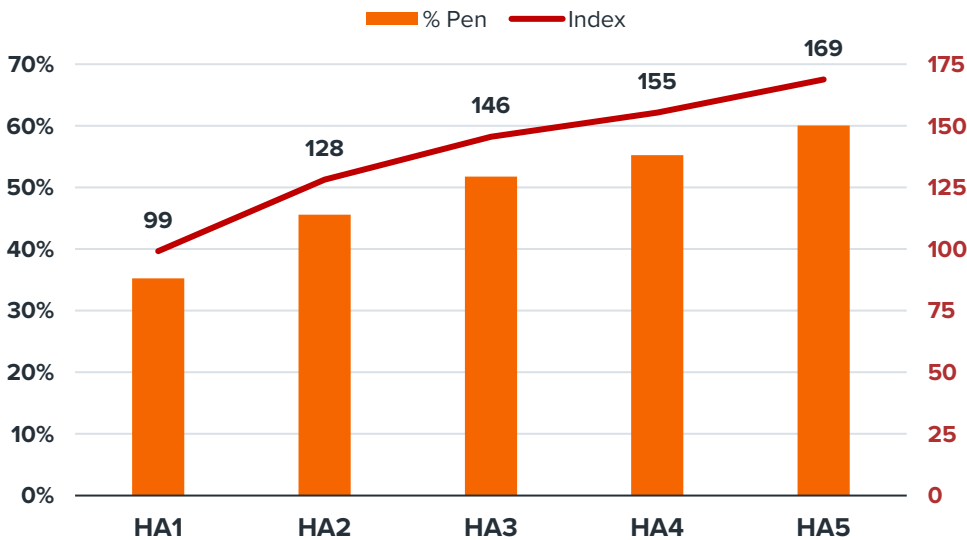
Interest in Using Mobile Device to Manage Insurance Policy/Claims



Insurance providers interested in catering to the Hispanic market **better have an app**

50% of Hispanics have expressed an interest in using their **mobile device to manage their insurance policy/claims**

### Interest in Using Mobile Device to Manage Insurance Policy/Claims

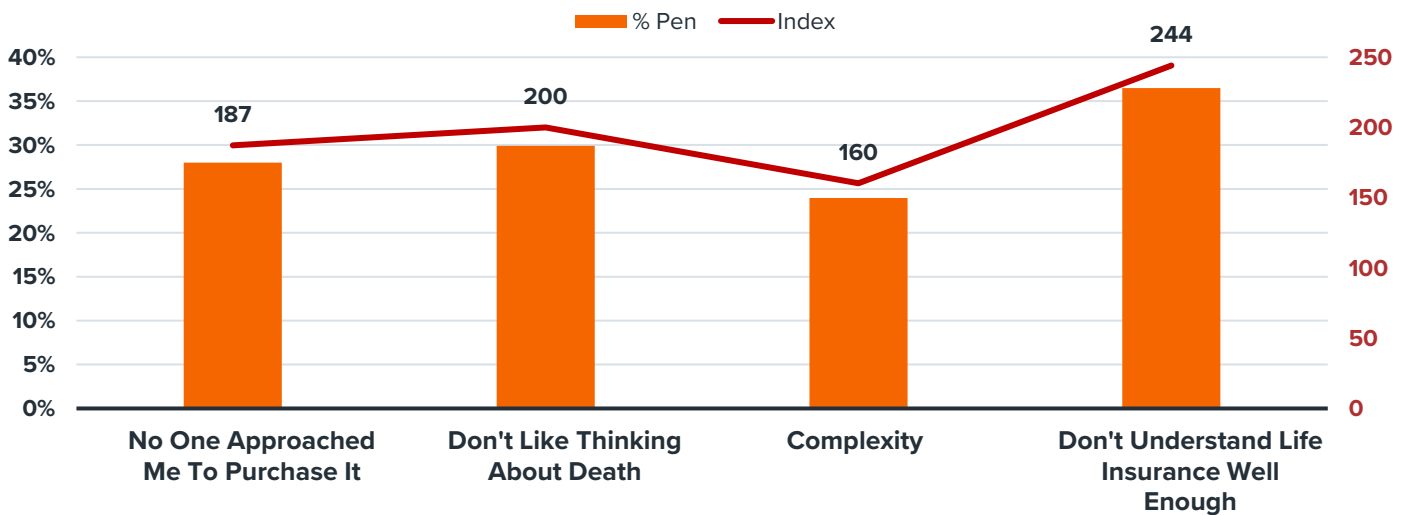


The App should be available **in Español** to accommodate less acculturated Hispanics

When it comes to Life Insurance, **Hispanics are under-insured.**

- **Less than 36% of Hispanic HHs** have any Life Insurance coverage
- Reasons are mostly **cultural & psychographic** – not financial

### Reasons for no Life Insurance - Hispanic HHs





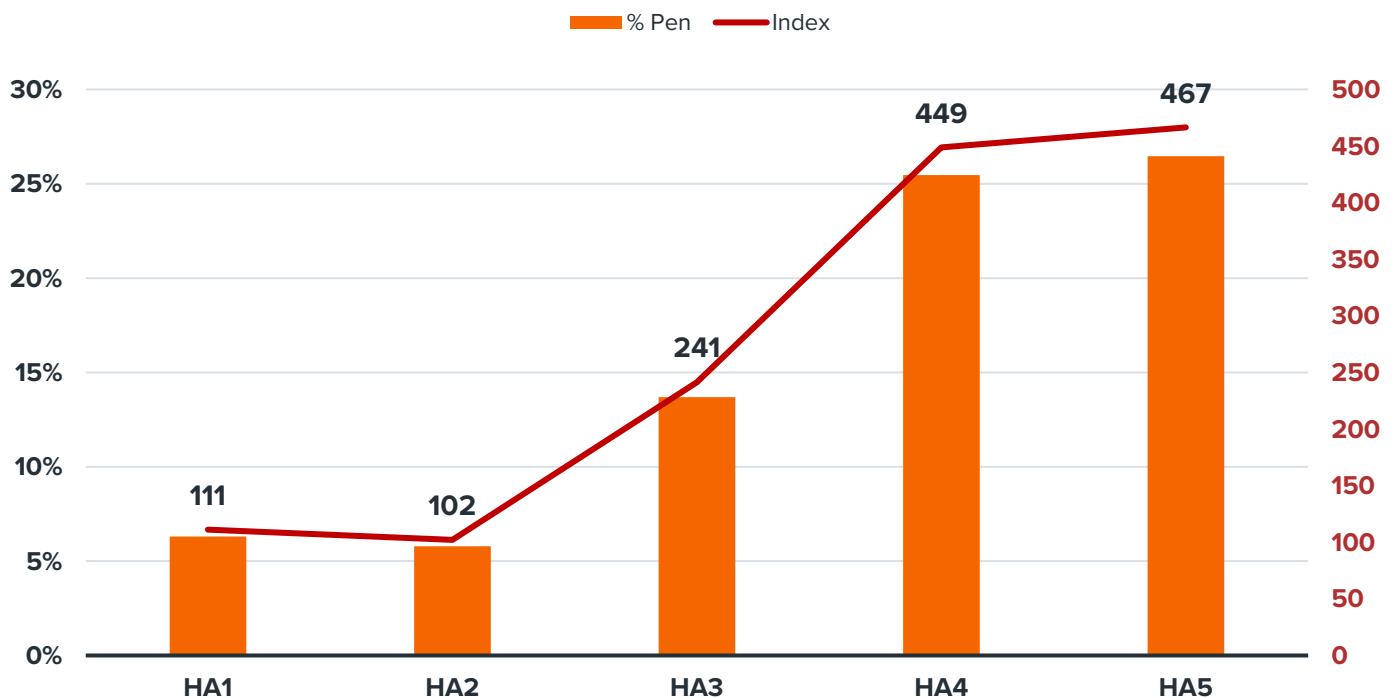
**Less acculturated Hispanics** are most likely to have difficulty understanding Life Insurance

More than half of less acculturated Hispanics say **“they don’t understand life insurance well enough”**

37% of less acculturated Hispanics say the reason they don’t have life insurance is **“they don’t like thinking about death”**

20% of less acculturated Hispanics say **“nobody ever approached them about purchasing life insurance”**

### Don't Understand Life Insurance Well Enough





Promoting **Life Insurance as an investment for retirement savings** would appear to be an effective approach for Hispanics

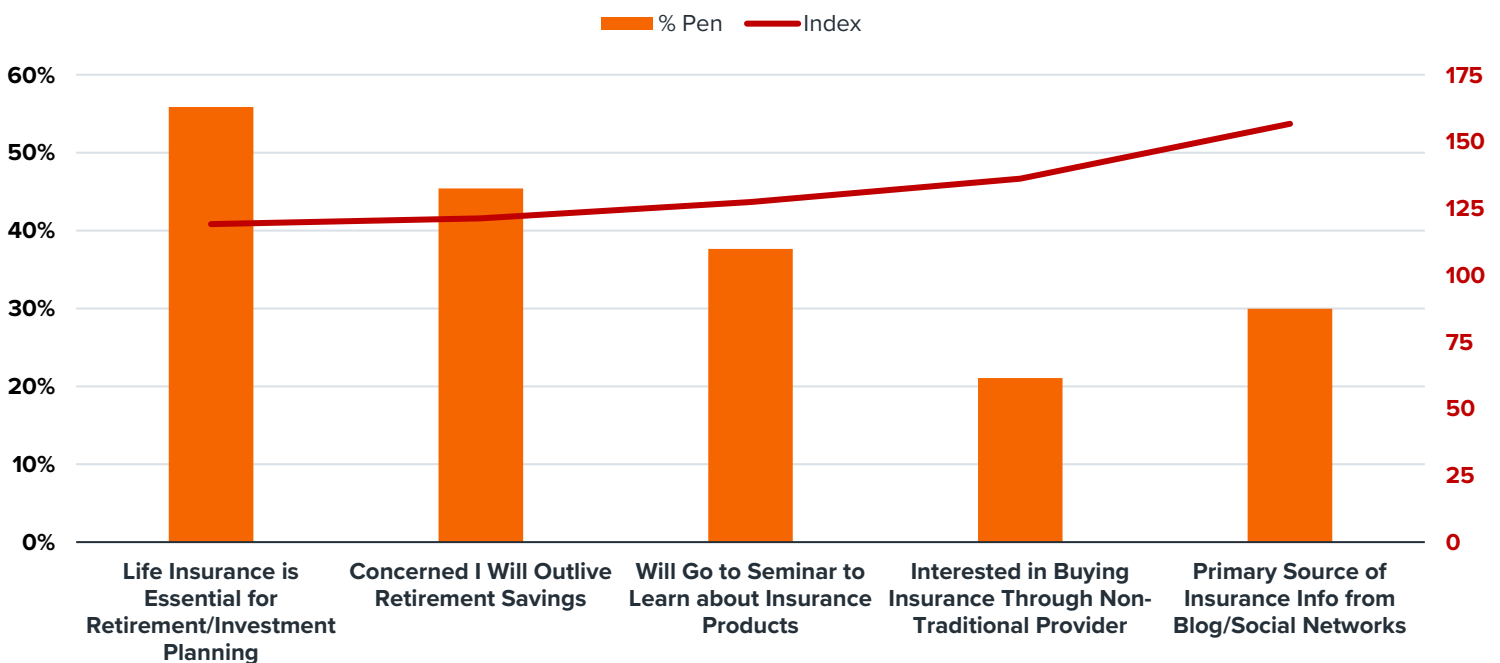
56% of Hispanic HHs with life insurance say it is **essential for retirement planning**

45% of Hispanics say they are **concerned they will outlive their savings**

**Non-traditional channels & methods** may be effective (social media, seminars etc.)

Successful approaches will make use of **Spanish-language resources**

Life Insurance Attitudes - Hispanic HHs





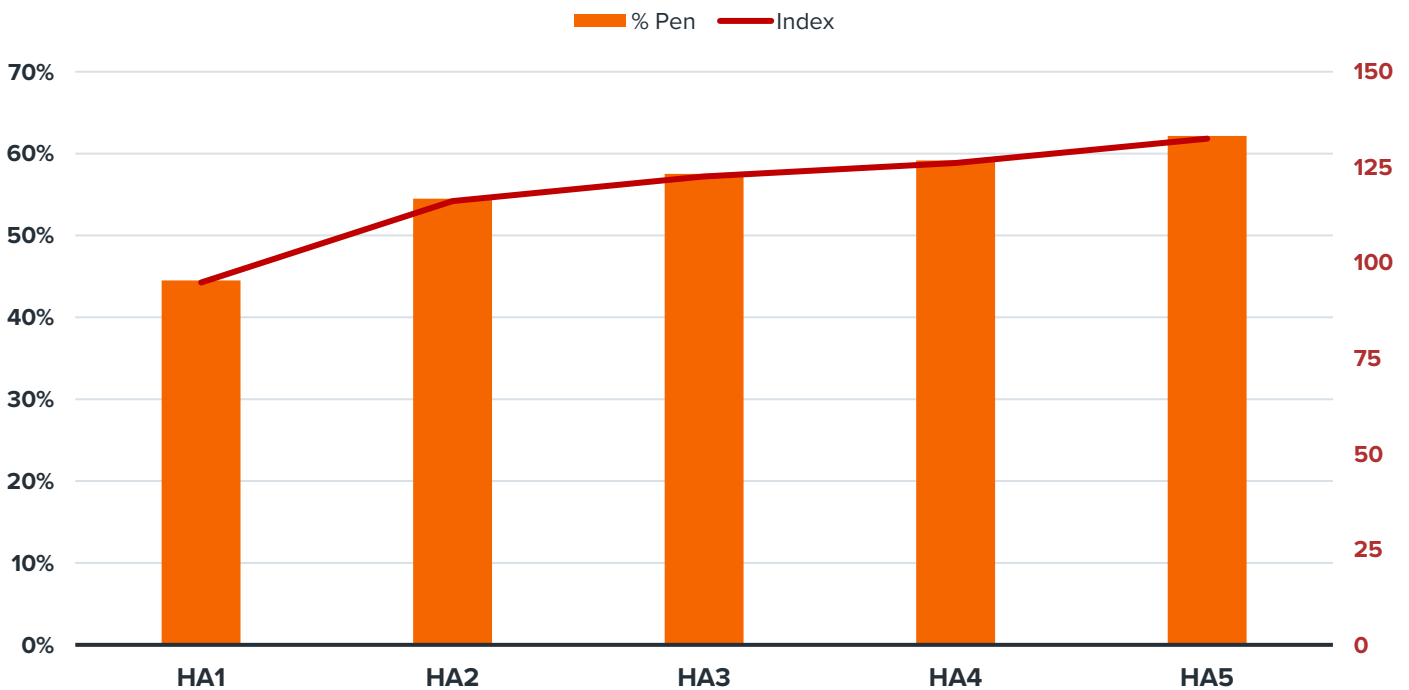


The approaches described over the previous pages on insurance behaviors are most likely to be successful with **less acculturated Hispanics**

60% of less acculturated Hispanics agree that **life insurance is important for retirement planning**

50% of less acculturated Hispanics are **concerned that they will outlive their savings**

### Life Insurance is Essential for Retirement Planning



## 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
- Attribution & Incremental Lift Analysis

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To learn more about how to find and win your next multicultural consumer, visit [www.claritas.com](http://www.claritas.com), [contact us](#) or call **800.234.5973**

