



## **Importance of Marketing to 2nd Generation Hispanics: Influencing Brand Consideration**

*“Best People + Best Product Environment + Best Solutions = Best Results”*

**Second-generation Hispanics are the fastest-growing ethnic group in the U.S., and the report, The Online U.S. Hispanic: First and Second Generation Insights, shows the difference in how each group consumes media and responds to communications messages. Among the findings:**

- **Second-generation Hispanics reported that they are more influential on family members than their forebears in driving brand consideration.**
- **One-to-one marketing is key, and cultural relevance is paramount in effectively influencing this groups brand preferences.**
- **More than half of second-generation respondents reported that family members tried what they recommended compared to less that 40% of first-generation Hispanics.**
- **Respondents from both generations said they would respond more positively if marketers approached them in a culturally relevant way.**
- **Although they are mostly bilingual, second-generation Hispanics prefer to consume English-language media.**