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HISPANICS ONLINE: MYTHS AND FACTS

MYTH #1: Hispanics aren't online.

FACTS:

- 23 million Hispanics online.
- There are more than 100 million Spanish-speaking Internet users online worldwide.

MYTH #2: Hispanics are a niche market.

FACTS:

- Hispanics represent a large, underserved population for online marketers.
- The Hispanic population in the U.S. is projected to grow 188% during 2000-2050.
- U.S. Hispanic purchasing power surged to nearly \$870 billion in 2008 and is projected to reach as much as \$1.3 trillion by 2015.

MYTH #3: The demographics of Hispanics aren't attractive to mainstream advertisers.

FACTS:

- Of the 45.5 million Hispanics living in the U.S. through July 2007, nearly 34% are under the age of 18.
- U.S. Hispanics spend up to 9.5 hours a week online, an average of one more hour per week than non-Hispanics.
- 60% of Hispanics have broadband access (up from 24% in 2000 and 36% in 2002).
- Online Hispanics are more likely to earn more, own a home and be more educated than their offline counterparts.

MYTH #4: To reach Hispanics, all you have to do is translate an ad into Spanish and advertise on one of the large Spanish-language sites.

FACTS:

- While 65% of U.S. Hispanics say they get more info about a product when it's advertised in Spanish, the Spanish language is not the sole defining characteristic of Hispanics – only 21% of population has a Spanish-dominant language preference.



- The Hispanic online market is large and complex and a one-size-fits-all marketing approach does not deliver optimal results.
- There is a tremendous “long tail” opportunity with hundreds of smaller, high-quality publishers that reach millions of Hispanic consumers every day.

Sources: AOL/Roper ASW Hispanic Cyberstudy 2006; Comscore Media Metrix, Forrester Research; Nielsen; Consorte Media; “Hispanic Purchasing Power: Projections to 2015” Business Wire 2008; U.S. Census Bureau 2008