
LIVING LATINX

A deep dive into everything you need to know
about the shared culture of Hispanics in the U.S.





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BRUTUS

I helped too! Look for my deep thoughts throughout. Woof.



Let's get started: Hispanic Americans are a growing force in the U.S.



INCREASING BUYING POWER

Hispanic Americans' buying power is expected to increase to 1.8 trillion U.S. dollars by 2020. They spent 1.5 trillion U.S. dollars in the retail and CPG markets alone in 2015.



GROWING SHARE OF WORKERS

The number of Hispanic American workers has tripled since 1988. In 2016, 26.8 million Hispanic Americans were in the U.S. labor force.

58

MILLION PEOPLE

Hispanic Americans have been the principal driver of U.S. population growth since 2000.

18%

OF THE POPULATION

Hispanic American are projected to be 24% of the population by 2065.



There is so much opportunity here! Does your organization know how to connect with them?

But our understanding of this large and diverse group is outdated and not reflective of the reality of their experiences

MOST HISPANIC AMERICANS HAVE...

DIVERSE ANCESTRIES

Not all Hispanics are Mexicans. The largest share of Hispanic Americans are of Mexican ancestry, but the proportion of Mexican Americans has been in decline since 2008. This is largely due to increased migration from other countries.

RISING HOUSEHOLD INCOMES

Not all Hispanics live off the government. Household income levels are on the rise for both U.S.-born and foreign-born Hispanic Americans. In 2015, more than 48% of U.S.-born Hispanic American households had incomes of \$50,000 or higher.

U.S. CITIZENSHIP

Not all Hispanics are undocumented outsiders. Less than 15% of Hispanic Americans are undocumented.

ENGLISH FLUENCY

Not all Hispanics only speak Spanish. As of 2013, 62% of adult Hispanic Americans spoke English.

The Hispanic American market of the last 10-15 years is no longer the reality of today



Hispanic Americans are natural-born citizens, recent migrants, college-educated and farm workers. We don't vote in lockstep, nor do all of us speak Spanish, dance salsa, or like spicy food.

How the U.S. Hispanic population is changing, by Antonio Flores. Pew Research Center, September 18, 2017 <http://www.pewresearch.org/fact-tank/2017/09/18/how-the-u-s-hispanic-population-is-changing/>
National Hispanic Media Coalition: The Impact of Media Stereotypes on Opinions and Attitudes Towards Latinos, September 2012 http://www.nhmc.org/wp-content/uploads/2014/01/LD_NHMC_Poll_Results_Sept.2012.pdf
Latinos made economic strides in 2015 after years of few gains, by Jens Manuel Krogstad and Antonio Flores. Pew Research Center, November 2016 <http://www.pewresearch.org/fact-tank/2016/11/21/latinos-made-economic-strides-in-2015-after-years-of-no-gains/>
Hispanic Influence Reaches New Heights in the U.S. August 23, 2016. Nielsen <http://www.nielsen.com/us/en/insights/news/2016/hispanic-influence-reaches-new-heights-in-the-us.html>
2013 Pew Research Center National Survey of Latinos. <http://www.pewresearch.org/fact-tank/2015/03/24/a-majority-of-english-speaking-hispanics-in-the-u-s-are-bilingual/>

Source:

There isn't even a consensus on what term to use— Latino/a or Hispanic?



LATINO/A is based on **ANCESTRAL GEOGRAPHY**

Latinos trace their roots to Latin American countries colonized by the Spanish and Portuguese (i.e. Brazil, Central & South America)



HISPANIC is based on **FAMILIAL LANGUAGE**

Hispanics trace their roots to Spain and Spanish-speaking countries. Today, Hispanic is the preferred term among demographers and social scientists.

“Latino” and “Hispanic” are often used interchangeably, but the terms have different and specific definitions

These labels have meant different things in different places and at different times.

How do Hispanic Americans relate to them today?
What terms do they prefer?



Hispanic Americans prefer to identify with their diverse countries of origin over pan-ethnic terms

69%

OF HISPANIC AMERICANS BELIEVE THEY HAVE MANY DIFFERENT CULTURES RATHER THAN A COMMON ONE (2012)



Across ages and immigrant generations, Hispanic Americans recognize the diversity of experiences and culture, and identify by their country of origin — be it Mexico, Cuba, the Dominican Republic, or El Salvador.

CASE STUDY: “LATIN FOOD FEUD” BY COCA-COLA



Coca-Cola captured Mexican difference but collapsed Latin diversity. This campaign (with both English and Spanish versions) showcased the diversity of Mexican cuisine and visually incorporated the Mexican flag—all while aiming to speak to the larger Hispanic American audience. The disconnect between the campaign title and content demonstrates the stereotype that Latin and Mexican are the same.



Given such rich cultural and ethnic diversity, what do Hispanic Americans actually share?

The majority of today's Hispanic Americans were born in the U.S.



66%

OF HISPANIC AMERICANS
ARE U.S. BORN

HISPANIC AMERICANS ARE SIGNIFICANTLY MORE LIKELY TO BE U.S. BORN THAN FOREIGN BORN. The share of foreign-born Hispanic Americans has been on the decline due to the Great Recession, changing political climate, and transformations in the global labor market. With lower percentages of foreign-born Hispanic Americans and increased generational distance from immigrant roots, the Hispanic American community has been changing — Now, most Hispanic Americans are U.S.-born, and they're doing it on their own terms.

They've grown up in the U.S. where media and consumer goods have promoted a pan-ethnic identity



DOMESTICALLY PRODUCED SPANISH-LANGUAGE CONTENT

In the 1970s, to court advertisers and deliver to a national market, Spanish-language television broadcaster Univision replaced imported content with programming developed in the U.S..

Today, Univision and Telemundo compete with other platforms and providers who offer niche Spanish-language content.



FAMILIAR HISPANIC BRANDS, SPECIFIC ETHNIC TASTES

Goya plays a huge role in Hispanic American households. The brand's success rests on its ability to cater to specific ethnic preferences within Hispanic American dining rooms: Mexicans tend to use pinto beans, Cubans black beans, and Dominicans and Puerto Ricans prefer pink beans.

Today, Goya uses Geographical Information System Mapping and Census data to micro-target marketing and advertising campaigns.

"The Invention of Hispanics" By Marlon Bishop and Camillo Vargas. May 2-14. Latino USA, NPR <http://latinousa.org/2014/05/02/invention-hispanics/>
Making Hispanics, G. Cristina Mora, University of Chicago Press 2014.

"Goya Foods Refines Targeting Via Marketing Intelligence Platform," Dale Buss, August 2013. CPG Matters <http://www.cpgmatters.com/DigitalSolutions0813.html>

Source: "Linking Data to Taste Buds: How Goya Breaks Down the Hispanic Segment," Sam Spector. August 2014. Ad Exchanger <https://adexchanger.com/data-exchanges/linking-data-to-taste-buds-how-goya-breaks-down-the-hispanic-segment/>

Most Hispanic Americans are young, well-educated, and have more disposable income than ever before

6 in 10

UNDER THE AGE OF 33

Hispanic Americans are the youngest ethnic group in the U.S.; 14.6 million are Millennials and 17.9 million are under 18. Only 34% of young Hispanic Americans are immigrants, the rest are second-generation or above (2016).

3.6 MILLION

ENROLLED IN COLLEGE

More Hispanic Americans are going to college than ever before; 47% of recent high school graduates were enrolled in 2016 compared to only 32% in 1999. Unfortunately, they are less likely to graduate.

THEY SHOP DIFFERENTLY

COMPARED TO MILLENNIALS OVERALL, HISPANIC AMERICAN MILLENNIALS...

- Pay more attention to advertisements, digitally engaging with brands and products
- Spend more in key categories: household products, grocery, and beauty
- Purchase larger baskets for their multi-generational households, often including their own children

"[Hispanic American] Millennials are redefining socio-cultural norms and identities. It would be a mistake to ignore how [they] are transforming not only local communities, but the larger U.S. culture as well."



- Marcelly Gara,
Digital Campaign
coordinator,
Resource Media

"Hispanic dropout rate hits new low, college enrollment at new high," by John Gramlich. September 29, 2017. Pew research center <http://www.Pewresearch.Org/fact-tank/2017/09/29/hispanic-dropout-rate-hits-new-low-college-enrollment-at-new-high/>
Understanding the Keys to Higher ROI in Spanish-language TV. February 23, 2017. Nielson. <http://www.nielsen.com/us/en/insights/news/2017/understanding-the-keys-to-higher-roi-in-spanish-language-tv.html>
Hispanic Consumers Continue to Drive U.S. FMCG dollars. July 31, 2017. Nielsen. <http://www.nielsen.com/us/en/insights/news/2017/hispanic-consumers-continue-to-drive-us-fmcg-dollars.html>

Source: New research shows how to connect with U.S. Hispanics online, by Eliana Murillo. June 2015. Google. <https://www.thinkwithgoogle.com/consumer-insights/new-research-shows-how-to-connect-with-digital-hispanics-online/>

"How to understand the Latinx market," April 2017 Resource Media <http://www.resource-media.org/understand-latinx-market/>

These young Hispanic Americans are navigating uncharted territory in U.S. society



"Never before in this country's history has a minority ethnic group made up so large a share of the youngest Americans. By force of numbers alone, the kinds of adults these young [Hispanic Americans] become will help shape the kind of society America becomes in the 21st century."

— Pew Research Center

They've been raised to value both the U.S. and their home country, as their ties to ethnic heritage fade



HISPANIC AMERICANS BELIEVE IN THE AMERICAN DREAM

Hispanic Americans are more optimistic about their future than the rest of America, believing in the power of hard work for success. 75% of Hispanic Americans say that most people can get ahead if they are willing to work hard, compared to only 58% of the general public.

HISPANIC AMERICANS DESIRE A CONNECTION TO THEIR HERITAGE

With lower immigration levels and high rates of inter-marriage, connection to ancestral culture wanes across generations. Later generations rarely attend cultural events, are less likely to speak Spanish, and have less contact with their Spanish-speaking relatives (2017). Only 47% of Hispanic American Millennials feel close or somewhat close to their culture, but 67% want to stand out as 'Latino' (2015).



"By the time I graduated college, I vowed that I would learn Spanish to fill in that crack in my identity, to mark my place in the world."



*- Lesley Téllez,
writer and editor*

"When Labels Don't Fit: Hispanics and Their Views of Identity. III. The American Experience," by Paul Taylor, Mark Hugo Lopez, Jessica Martínez, and Gabriel Velasco, Pew Research Center. 2012 <http://www.pewhispanic.org/2012/04/04/iii-the-american-experience/>

"Hispanic Identity Fades Across Generations as Immigrant Connections Fall Away," Mark Hugo Lopez, Ana Gonzalez-Barrera, and Gustavo López. Pew Research Center. 2017. <http://www.pewhispanic.org/2017/12/20/hispanic-identity-fades-across-generations-as-immigrant-connections-fall-away/>

Source: Hispanic Millennial Project. 2015. <http://hispanicmillennialproject.com>

<https://www.theguardian.com/commentisfree/2015/oct/08/spanish-helped-me-re-connect-to-my-mexican-roots-and-feel-more-american>

They are expressing themselves artistically and building new pathways to home and homeland

FINDING THEIR PLACE IN THE U.S.



Salvadorian American poet Yesika Salgado focuses on "creating visibility for brown, fat women in poetry and the world in general." She has formed a feminist poetry collective Chingona Fire and her debut book *Corazón* sold over 1,000 copies in presales.

**Chingona: A Mexican term for "bad ass woman." Some find it offensive, whereas others find it empowering.*

EXCAVATING ANCESTRY IN THE DIASPORA



Alynda Segarra, frontwoman for the American folk band Hurray for the Riff Raff, uses music to explore her Puerto Rican identity and heritage, despite the fact that she doesn't speak Spanish. She excavates her lost ancestry, and aligns herself and the Puerto Rican experience with other marginalized groups.

Hispanic American Millennials are reshaping "Latinidad" — the various attributes shared by Hispanics — on their own terms. This places them at the vanguard of cultural representations and future possibilities.



Pitchfork review, The Navigator, 2017. <https://pitchfork.com/reviews/albums/22955-the-navigator/>

"Fat, Fly, Salvadorian Poet Brings Body Positivity and Brown Girl Love to the Stage," Maia Muñoz, August 2016. Vibe. <https://www.vibe.com/2016/08/meet-fat-fly-salvadorian-poet-yesika-salgado/>

"In Her Debut Book, Salvadorian-American Poet Yesika Salgado Pours Her Heart Out to Help You Heal" Christine Bolaños. January 2018. Remezcla <http://remezcla.com/features/culture/yesika-salgado-corazon/>

Source: <https://www.yesikasalgado.com>
<http://site.hurrayfortheriffraff.com/tour/>

They have a new, more flexible relationship with Spanish — it matters culturally, but fluency is not necessary for belonging

94%

OF 2nd GENERATION ARE
BILINGUAL OR ENGLISH
DOMINANT

7 in 10

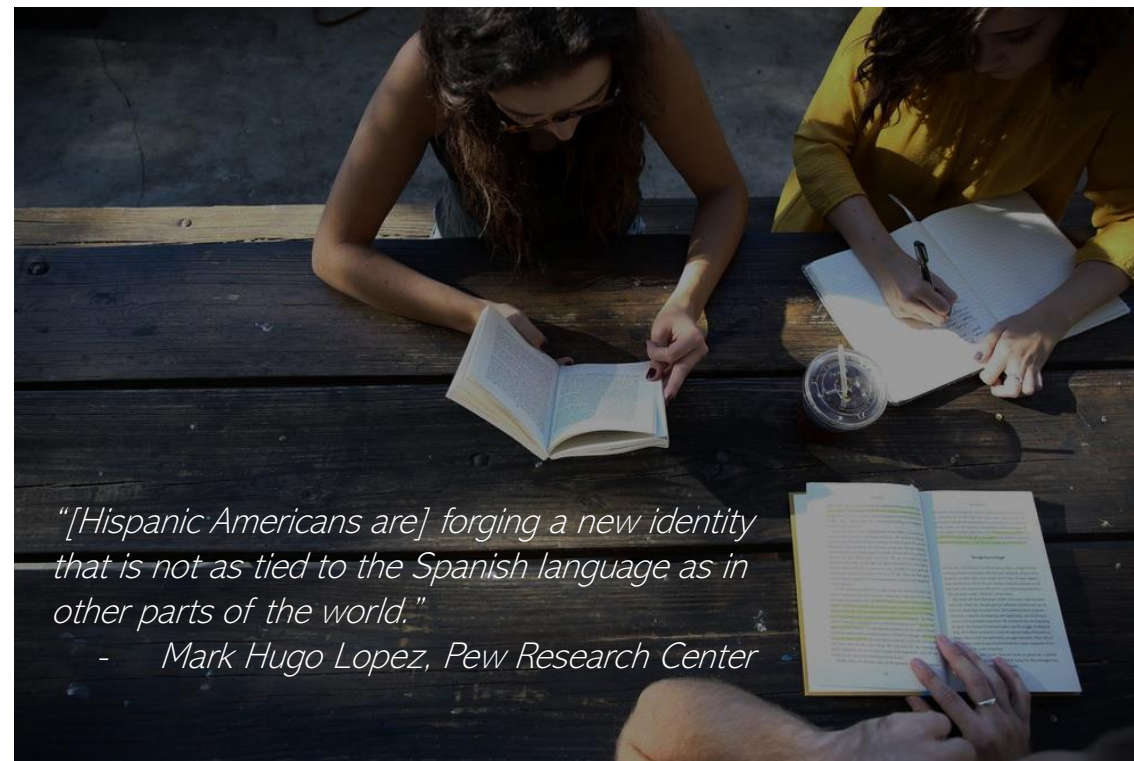
SPEAK IN 'SPANGLISH'

95%

WANT FUTURE
GENERATIONS TO SPEAK
SPANISH

71%

DON'T THINK SPEAKING
SPANISH IS NECESSARY TO
BE HISPANIC AMERICAN



"[Hispanic Americans are] forging a new identity that is not as tied to the Spanish language as in other parts of the world."

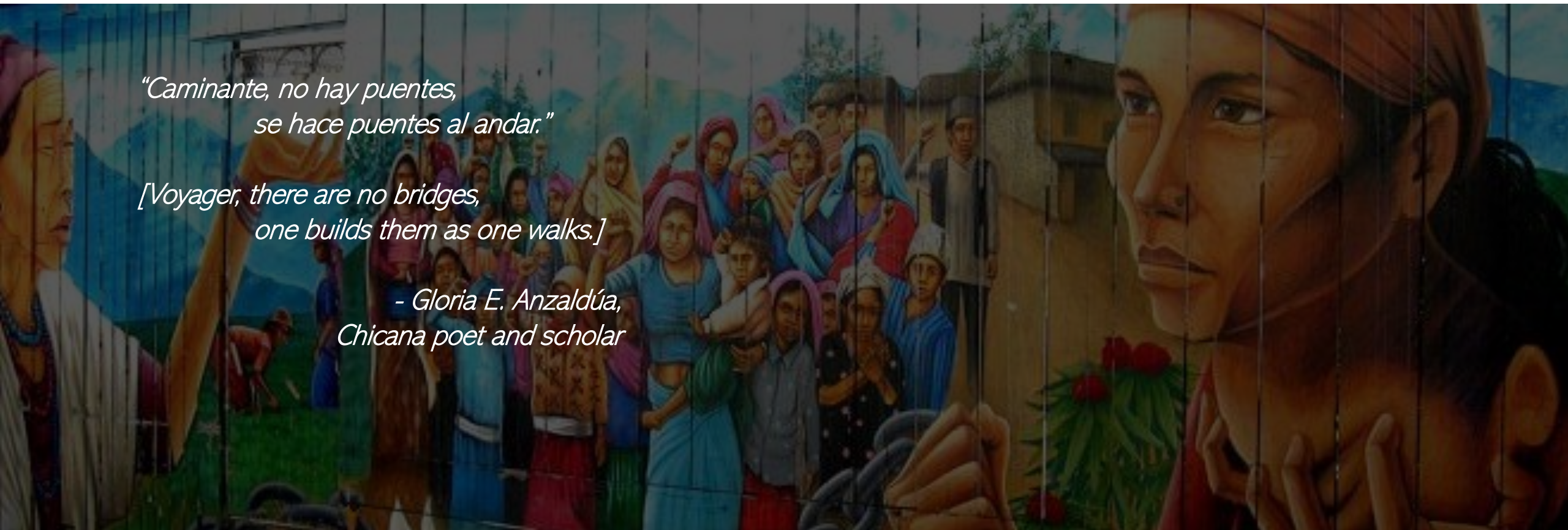
- Mark Hugo Lopez, Pew Research Center

English becomes dominant language among later immigrant generations as Spanish declines. December 18, 2017. Pew Research Center http://www.pewhispanic.org/2017/12/20/hispanic-identity-fades-across-generations-as-immigrant-connections-fall-away/ph_2017-12-20_hispanic-identity_10/

A majority of English-speaking Hispanics in the U.S. are bilingual, by Jens Manuel Krogstad and Ana Gonzalez-Barrera. March 25, 2015. Pew Research Center. <http://www.pewresearch.org/fact-tank/2015/03/24/a-majority-of-english-speaking-hispanics-in-the-u-s-are-bilingual/>

Source: Is speaking Spanish necessary to be Hispanic? Most Hispanics say no, by Mark Hugo Lopez. February 19, 2016. Pew Research Center <http://www.pewresearch.org/fact-tank/2016/02/19/is-speaking-spanish-necessary-to-be-hispanic-most-hispanics-say-no/> © Jillian Powers and Tara Kahn Rooks 2018 // 13

Hispanic Americans struggle to find a pan-ethnic term that reflects who they are, so they came up with their own



*"Caminante, no hay puentes,
se hace puentes al andar."*

*[Voyager, there are no bridges,
one builds them as one walks.]*

*- Gloria E. Anzaldúa,
Chicana poet and scholar*

They've adopted a new way to identify that captures their current perspective on home, homelands, and community — Latinx

Latinx

/ LAH-tin-ex / or / LAH-teen-ex /

NOUN

A citizen or resident of the U.S. who has family origins in countries that are geographically south of the U.S., including the Caribbean

ADJECTIVE

Of or relating to a citizen or resident of the U.S. who has family origins in countries that are geographically south of the U.S., including the Caribbean

Latinx is a gender-neutral term which includes those who identify outside of the gender binary (e.g. trans, gender-fluid, or gender non-conforming) by dropping the traditional gendered ending -o and -a in Spanish.

"When it comes to identity, a term is not just a term, it is the way we view ourselves."



- Dania Santana,
Multiculturalism,
Diversity & Inclusion
expert

You might have seen "Latinx" on college campuses, in media and news outlets like the Washington Post, USA Today, and New York Times, or federal agencies like the Center for Disease Control and Prevention.



Latinx communicates the needs of the people: instead of being named by others, they have named themselves

ANCESTRY ON THEIR TERMS



Latinx acknowledges heritage, but also adapts it for a more fluid understanding of self. Latinx removes gendered assumptions inherent in the the Spanish language while also acknowledging the multitude of racial identities represented within Hispanic American populations.

CROSS-GENERATIONAL HERITAGE



More Hispanic Americans describe themselves as “American” (24%) than “Hispanic” or “Latino” (20%) and these numbers rise across generations. Adopting a term like Latinx gives later generation Hispanic Americans, who might feel removed from their heritage, a way to feel included.

“American born to parents from Mexico and El Salvador, I have no idea what race/ethnicity boxes to check. My English can be perfect and people will still ask ‘Where are you from?’ Finding the right way to identify has been a journey in self-exploration, understanding, and cultural learning.”



- Gabriela Sosa,
Social Media
Coordinator, Dieste

Latinx is a textual form of culture keeping. The term strengthens the sense of community between an incredibly diverse group of individuals.



When labels don't fit: Hispanics and their views of identity, by Paul Taylor, Mark Hugo Lopez, Jessica Martinez, and Gabriel Velasco, Pew, April 2012

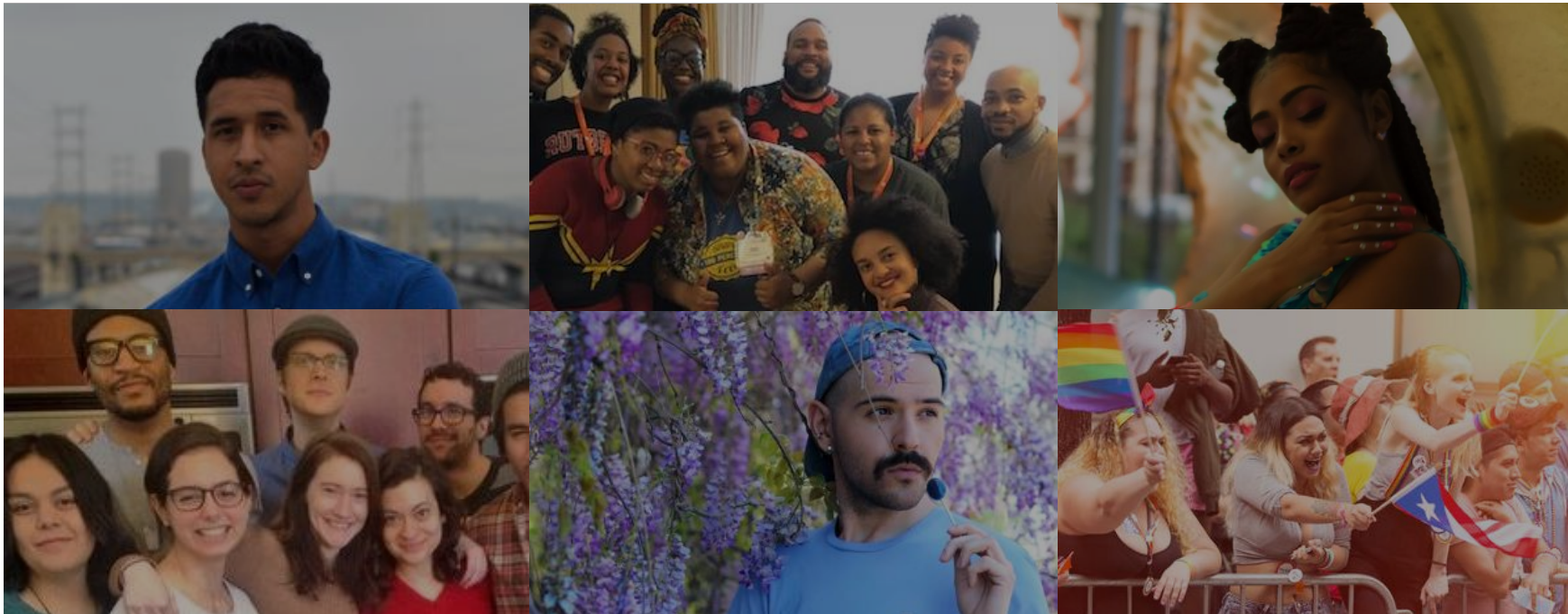
<http://www.pewhispanic.org/2012/04/04/when-labels-dont-fit-hispanics-and-their-views-of-identity/>

Source: Shifting Identities: Hispanic vs. Latino vs. Latinx by Gabriela Sosa. June 2016. Dieste <https://dieste.com/provoke-weekly/2016/06/30/identity-latinx/>

“Ever wondered what ‘Latinx’ Means? This video will explain” Yessenia Funes, April 2017. Colorlines <https://www.colorlines.com/articles/watch-ever-wondered-what-latinx-means-video-will-explain>

Using the term demonstrates that you stand with the Latinx community and promote inclusivity

A PAN-ETHNIC TERM FOR EVERYONE: When you use Latinx you recognize that people's individual identities are complex, nuanced, and worthy of being recognized and respected.



"When I use [Latinx], I'm acknowledging people who have been marginalized for a long time. It's a way of saying 'We see you, and you matter.'"



- Connie Chavez,
Latina Magazine
editor

The term, Latinx, is empowering. It allows people to define their identity on their own terms, finding common causes and building a common culture



Understanding Latinx is an opportunity for businesses—but you must work with the community by acknowledging difference and promoting fluidity

RESEARCH

Big data relies too heavily on problematic assumptions and stereotypes, and the less acculturated are still dramatically underrepresented in all types of research. To uncover business-relevant insights, we need to capture broad trends and ethnic and regional specificities—there are real differences between the foreign born, the undocumented, and later generations. Latinx also are black, white, brown, and “other.” In addition, all these differences can live under one roof and in one household. Deep ethnographic engagements will give you the context needed to understand human behavior within the Latinx community.

MARKETING & COMMUNICATIONS

To win the Latinx dollar, we need to first understand their relationship to language. Sincere communication around ethnic specificity resonates with everyone – it shows the consumer that you did your homework. Spanish-only campaigns will miss a large portion of your audience. English-only campaigns will work, but won’t resonate. Listen to the creative ways Latinx combine both Spanish and English. Active listening will uncover linguistic patterns and community needs. This will give marketers and advertisers the ability to build long-term relationships

IN THE WORKPLACE

As the U.S. becomes an increasingly diverse society, workplaces need to focus on inclusivity to attract and inspire talent. This deep dive into Latinx is just one group of people whose voices need to be elevated to create a welcoming and productive workplace. Latinx are only performing at 40% of their full potential. This impacts and effects a company’s bottom line. Listen to the needs of employees to determine structural barriers for success and equity. Build a vision for organizational change and design an adaptive strategy for implementation.

Challenges to Finding Reliable Hispanic Consumer Insights, January 13, 2016. Insights association <https://www.insightsassociation.org/article/challenges-finding-reliable-hispanic-consumer-insights>
“Study on Hispanic Professionals Reveals Low Productivity and Engagement in the Workplace,” Glenn Llopis, July 2015. Forbes <https://www.forbes.com/sites/glennllopis/2015/07/30/study-on-hispanic-professionals-reveals-low-productivity-and-engagement-in-the-workplace/#7c8be98a6acf>

Source: “U.S. Latinos feel they can’t be themselves at work,” by Sylvia Ann Hewlett, Noni Allwood, Laura Sherbin. October 2016. Harvard Business Review. <https://hbr.org/2016/10/u-s-latinos-feel-they-cant-be-themselves-at-work>

Thank You!

Contact us if you want to know more about how the Latinx community affects your business or if there are any other social phenomena you'd like to know more about!

Did you like this report? Drop us a note at Jill@JillianPowers.com or Tara@TheoryMarketingPartners.com – We are always looking to connect!

