

MARKETING

Hispanic affluents surpass other affluents in online activities: Ipsos

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Affluent Hispanics have more children per household and are more likely to be the parent of a child under the age of 18. Image credit: Ipsos

By KATIE TAMOLA

Hispanic affluents are a subgroup that is steadily growing in size, and brands and retailers must be cognizant of their interests and demands.

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During an Ipsos [webinar](#) on July 19, media executives discussed how Hispanic affluents are a group that continues growing immensely, and how it is crucial to understand their media consumption habits, spending interests and more. As every Hispanic generation has grown larger than the one that came before it, it is crucial that brands and retailers understand how to best reach affluents in this group.

"You see here that affluent Hispanics spend more on average in many categories, including leisure and entertainment, travel, apparel, and tech," said Kip Davis, insights director at Ipsos Affluent Intelligence.

"The higher level of expenditures may be a reflection of larger family size, particularly for travel and leisure," he said. "In other areas, it may reflect the focus on presentation in a world where acceptance is not always a given."

Data referenced in this webinar stems from the Ipsos Affluent Barometer and Affluent Survey.

Understanding, authentically appealing

Affluents as an entire group hold 70 percent of the United States' net worth, despite only representing 20 percent of the population. As the subset of Hispanic affluents grows in size, it is crucial for brands and retailers to understand their backgrounds, how they take in media, what values they prioritize and more.

While almost six in 10 Hispanics in the U.S. identify as being of Mexican descent, they only represent 49 percent of Affluent Hispanics. Puerto Ricans come in at 12 percent, Cubans represent 9 percent and other Hispanic, Latino or Spanish origins represent 31 percent.



Travel ostensibly is important to this group, as 61 percent of affluent Hispanics prefer to venture to places off the beaten track. Image credit: Natalya Zaritskaya/Unsplash

The percentage of Hispanic people with four-year degrees has more than doubled since 1978. Experts believe this may be one of several driving factors behind the growing Hispanic affluent population.

While most affluent Hispanics grew up as part of the middle class at 40 percent, nearly one in four reports growing up poor or in the working class.

Close to six in 10 affluent Hispanics speak a language other than English at home, while 40 percent speak only English.

Affluent Hispanics are the youngest affluent group along with affluent white people, who are mostly male. Affluent Hispanics also have more children per household and are more likely to be the parent of a child under the age of 18.

Since they are younger and have bigger families, this could ultimately impact the products and services they seek.

"They're younger consumers with younger kids at home and they will be in need of many products and services targeting that type of [lifestyle] like family vacations, or saving accounts to send your kids to college and so on," said Ingrid Carrete, director, US, media development at Ipsos.

Travel ostensibly is important to this group, as 61 percent of affluent Hispanics prefer to venture to places off the beaten track and 58 percent say they go out of their way to ensure that fine food and wine are part of their vacation experiences.

Hispanic affluents also have strong feelings regarding fashion, as 67 percent say being well dressed is important to them, 59 percent say they have an excellent sense of style and 59 percent say their fashion represents who they are as a person.

This group also comes off as conservative about their financial strategy but open to guidance, as 52 percent say people often ask them about financial issues and investing, 49 percent say they tend to turn to others for financial advice and 47 percent say they are looking for financial advice from professionals.

Median spending by affluent Hispanics exceeds other affluent groups across multiple categories, including personal travel and men's apparel.

Regarding political issues and backgrounds, affluent Hispanics are the most likely to be concerned about education and supreme court nominations/appointments. Affluent Hispanics' political affiliations are vast, as among the Mexican, Puerto Rican and Cuban subgroups, Puerto Ricans are the most liberal and Democratic, while Cuban affluents are the most conservative and Republican.

While most affluent Hispanics report they have not experienced denial of or access to services, they do encounter stereotyping or profiling in everyday life, with 26 percent saying it happens while dining out, 18 percent saying it happens while traveling within the U.S. and 14 percent saying it occurs while shopping.

Affluent Hispanics feel discriminated against at the highest rates in the healthcare and education sectors, with prejudice reportedly being elevated in the past year.

One in two affluent Hispanics say they feel connected to their cultural heritage to a greater extent than their parents did. Affluents feel it is easier to express their cultural heritage these days than it was for previous generations, with this sentiment holding across Hispanic, Black and Asian affluents.

As the number of Hispanic affluents grows, members of this group yearn to feel seen, understood and included.

"With their strong connection to their cultural heritage, the influence this heritage has over their everyday lives authentic representation is key to effective communication," Mr. Davis said.

Reaching Hispanic affluents thoughtfully

Hispanic affluents are often looked upon as early adopters and influencers who enjoy new forms of technology.

Seventy-four percent of Hispanic affluents say they try to keep up with technological developments, while 64 percent say they enjoy keeping up with the latest developments in electronics and home entertainment equipment.



Affluent Hispanics surpass other affluents in online activities. Image credit: Ipsos

Hispanic affluents are the least likely to be watching television seven days a week. Conversely, this group spends slightly more time online per week than non-Hispanic people.

Affluent Hispanics surpass other affluents in online activities, including video chatting, listening to music, watching videos and watching television and movies and listening to podcasts.

This group is more engaged in social media and more likely to say that their online identity is an important part of who they are.

Since so many Hispanic affluents place a high level of importance on social media, brands must meet them where they are. Embracing an experimental and nuanced approach to social media can help marketers sustain success and remain agile.

During a conversation at the Tinitiv Live conference on June 7, marketing experts shared how diversifying social media spend helps brands stay on top of trends and reach wider audiences. While making sales is the ultimate goal for brands, many social platforms play a pivotal role in building awareness as well ([see story](#)).

A brand's social media presence is more important than ever, providing myriad opportunities to earn more consumer dollars.

According to the "The State of Social" 2022 report from ListenFirst Media, brands must be cognizant of how the COVID-19 pandemic altered consumer preferences and expectations while being mindful of prominent issues like data privacy and value transparency. Investment in social does not show any signs of ceasing, as 55 percent of brands increased spending on social during the pandemic and half reported that they planned to increase their spending in 2022 ([see story](#)).

"In terms of media, even with a high percentage of affluent Hispanics who are bilingual, the vast majority can be reached through English language media, as they are heavy users of new technologies and platforms, digital and social media should be used to engage them over TV," Mr. Davis said.