

Hispanic Indicator Database

DATABASE

- ◀ Over 16 million total Hispanic and likely speaking Spanish households in the U.S.
- ◀ Over 8 million Hispanic households in the U.S.
- ◀ Over 8 million likely speaking Spanish households in the U.S.



Hispanic consumer spending power has exceeded \$860 billion since 2007.* However, while it is a growing and influential group, the Hispanic community is also diverse; given that people originate from many different countries with distinct cultural distinctions. Recognizing such diversity is an important

challenge in identifying members of the community and effectively marketing to them.

KEY BENEFITS

- ◀ Identifies the Hispanic community in all geographic areas so you can effectively market to them
- ◀ Target the billion dollar Hispanic market

Hispanic Indicator and Index

In 2009, Hispanics will account for 9 percent of all U.S. buying power.** Semcastings' Hispanic Indicator helps to easily identify approximately 16 million Hispanic households on a scale of 1 (most likely) to 10 (least likely), as well as identify approximately 8 million of those households where Spanish is spoken in the home. In addition, a Hispanic Index can be applied to any customer file to indicate Hispanic origin, enabling you to better target your customers in this diverse market.

Reach Hispanic Business Owners at Home

Combined with the Hispanic Indicator and Index, Semcastings' Business Owners@Home database can be used to reach the increasing number of Hispanic business owners and self-employed professionals in their homes. The Business Owners@Home database links business and household demographics, creating a seamless way to identify individuals who would be likely to respond favorably to offers for certain high-value goods and services. This database links business owner information, such as revenues and NAICS classification of business, with estimated home value, income, and over 200 demographic attributes. Used with the Hispanic Indicator and Index, it creates a powerful tool for targeting your direct marketing specifically to Hispanic business owners at their residences, where you are most likely to get their attention with your message.

* Selig Center for Economic Growth

** Latino Advertising and Marketing Consulting Trends

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Success Story: Hispanic Indicator Database

In one successful campaign using the Semcasting Hispanic Index, a telecommunications company embarking on a marketing campaign for international calling to Central and South America used the Hispanic Indicator and Index to identify Spanish-speaking households in the U.S. and to pinpoint their countries of origin.

Using this model, the company was able to better target its marketing messaging based on the regions that households were likely to call. The more focused approach allowed the company to create the appropriate creative to the target country, therefore improving results through better communication. The campaign yielded an 8% lead conversion rate.

Geographic Selections

State	Likely Spanish Speaking HH	Hispanic Households	Total Households	State	Likely Spanish Speaking HH	Hispanic Households	Total Households
AK	-	15,990	15,990	MT	95	16,239	16,334
AL	1,108	112,323	113,431	NC	10,763	272,316	283,079
AR	4,106	69,673	73,779	ND	-	10,524	10,524
AZ	305,448	157,774	463,222	NE	8,979	34,419	43,398
CA	2,850,806	1,048,590	3,899,396	NH	319	26,623	26,942
CO	134,473	124,511	258,984	NJ	233,187	342,059	575,246
CT	68,725	129,676	198,401	NM	235,312	21,036	256,348
DC	2,961	18,552	21,513	NV	64,278	114,414	178,692
DE	2,475	27,780	30,255	NY	711,205	671,909	1,383,114
FL	901,118	754,623	1,655,750	OH	10,679	259,217	269,896
GA	27,387	276,292	303,679	OK	13,597	90,461	104,058
HI	-	50,677	50,677	OR	22,632	107,129	129,761
IA	4,675	56,530	61,205	PA	74,556	314,632	389,188
ID	7,537	36,624	44,161	RI	22,349	40,967	63,316
IL	281,981	370,892	652,873	SC	1,225	119,460	120,685
IN	14,222	145,972	160,194	SD	27	12,700	12,727
KS	19,539	61,884	81,423	TN	1,536	148,036	149,572
KY	451	82,502	82,953	TX	1,995,015	667,062	2,662,077
LA	964	136,236	137,200	UT	16,994	70,235	87,229
MA	80,724	232,249	312,973	VA	21,522	246,252	267,774
MD	22,946	198,050	22,946	VT	-	11,544	11,544
ME	-	24,242	24,242	WA	38,753	183,862	222,615
MI	25,132	266,902	292,034	WI	23,247	116,321	139,568
MN	5,985	101,715	107,700	WV	-	33,151	33,151
MO	5,423	123,098	28,521	WY	1,335	10,445	11,780
MS	85	66,707	66,792				