



By Myrna Sonora

# Scarborough's Fair

(of Emerging Hispanic Markets)

As advertisers try to connect with the U.S. Hispanic market, they may find it useful to read the findings of Scarborough Research, which released its latest analysis of Latinos living stateside. The study, “Emerging Latino Markets in the U.S.: How to Find and Target the Complex Hispanic Consumer,” identifies up-and-coming geographic areas.

“The Hispanic marketplace is continuing to grow in the U.S., but it is not a homogeneous group; and marketing efforts need to take into account Hispanics’ distinct demographic, media, shopping and lifestyle patterns,” says James Collins, Scarborough’s senior vice president of information systems. “With the creation of consumer groups, we are providing marketers with a road map to help them better understand how important factors such as language, age, media usage, and overall shopping patterns vary among Hispanics.”

Here’s a closer look at Scarborough’s identified consumer segments:

**New Lifers.** These foreign-born Hispanics have been in the United States for an average of eight years. They have young children, and 61 percent prefer to speak mostly or solely Spanish. Their average annual household income is \$40,000. They are likely to have had a child or been married over the past year, and 75 percent listen to Spanish-language radio.

**Old Ways.** These foreign-born Hispanics have spent about half their lives in the States. They have a mean age of 54, and 61 percent prefer to speak Spanish almost exclusively. Their annual household income hovers around \$47,000. Sixty percent live in Los Angeles, Miami, Fla., or New York.



**Settled In.** Mostly born in the United States, these Hispanics have a mean age of 43 and an annual household income of \$68,000. Nineteen percent prefer to speak mostly or only Spanish. They are 69 percent more likely than other Hispanics to have an annual household income of \$100,000 or higher, and are 31 percent more likely to have used the Internet in the past month.

**The Pioneers.** Born exclusively in the United States, these Latinos have a mean age of 65 and an annual household income of \$50,000. Twenty-one percent prefer to speak Spanish. They are above the national average for cable use, and 47 percent reside in Albuquerque, N.M., Los Angeles, New York or San Antonio.

**Young Americans.** Three-quarters of these Hispanics are born in the United States. They have an average age of 26 and an annual household income of \$60,000. Seventeen percent prefer to speak mostly or solely Spanish. These are the heaviest Internet users, accounting for 43 percent of all Hispanics who spend 10 or more hours online in a week. They watch music videos and listen to non-Latino radio.

The Scarborough study discovered that Atlanta, Washington, D.C., and Wichita, Kan., are critical areas for this market. Hispanics in these cities are younger, have spent most of their lives in the United States, and fall into higher income brackets. They seem to be putting down roots and making big-ticket household purchases, such as furniture and appliances.

### Tenth Anniversary of a Latin Tragedy

Selena Quintanilla died on March 31, 1995. The bleak circumstances of her tragic death—being gunned down by the president of her fan club outside a Days Inn motel—provided the starkest of contrasts with her radiant life. Just weeks short of her 24th birthday, Selena was on her way to becoming the single most successful Latin female singer in the world.

Ten years later, signs continue to point in that direction. Selena's posthumous, English-language debut album, "Dreaming of You," debuted at No. 1 on the Billboard 200 chart in 1995, the first album by a Latina singer to do so. Ironically, Jennifer Lopez would equal the feat, but only

after she became famous for portraying Selena in a film of the same name.

### Looking For Cures

Encouraging Hispanic participation in medical research is a goal of the National Institutes of Health Clinical Center in Bethesda, Md., the largest hospital in the world dedicated to clinical research. Past breakthroughs have included the first cure of a tumor with chemotherapy, the first cure of certain types of childhood leukemia, and the first use of AZT to treat AIDS. Now, researchers are seeking treatments for diseases such as diabetes, high blood pressure, lupus and certain cancers. On average, the center sees approximately 20,000 patients a year, 5 percent of which are self-identified as Hispanic.

### Furniture with Hispanic Themes

The Pulaski Furniture Co. debuted a new furniture line called Casa Cristina, inspired by the Miami home of Latina media mogul Cristina Saralegui, who refers to herself as the "Hispanic Oprah." The furniture designs will feature influences from Portugal and Spain but include some of Miami's tropical-island flavor.

In general, hacienda-style furniture is becoming more popular than ever. Thick wood, wrought-iron accents, rich leather and boldly colored fabrics have resurged, giving American consumers the opportunity to decorate with Latin-inspired themes. This trend has flourished, thanks in part to changing U.S. demographics.

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