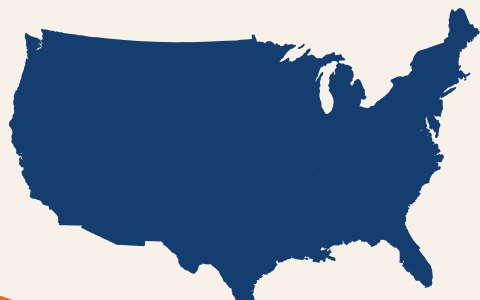


# BANKING ON THE U.S. HISPANIC MARKET



## THE INFLUENCE OF U.S. HISPANIC CONSUMERS



Hispanics in the US (18% of the population)

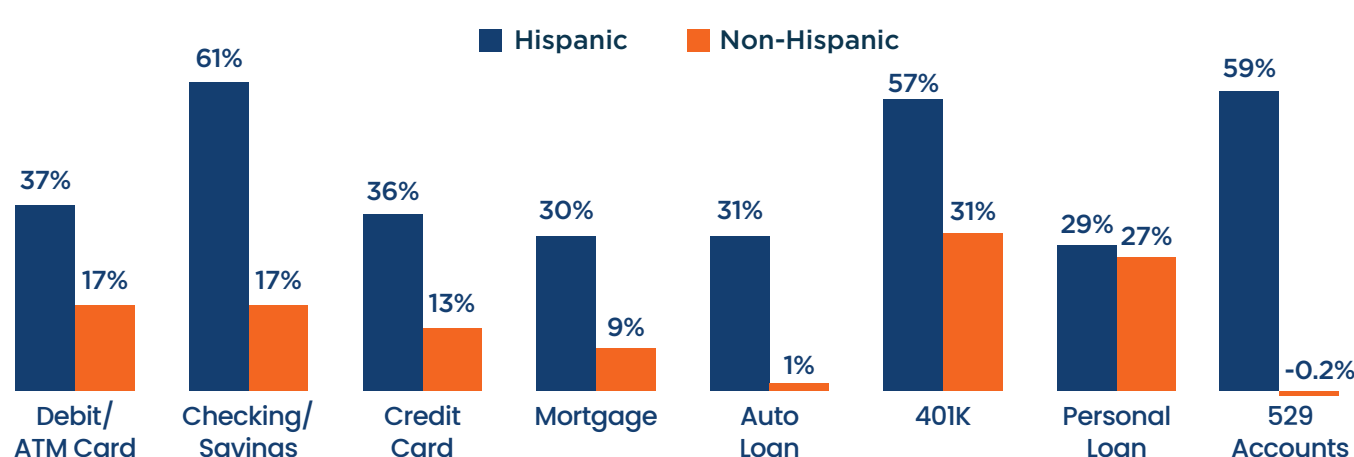


Increase in Hispanic consumer spending over the next 10 years (compared to 50% non-Hispanic)



Projected total population growth over next 10 years

### % GROWTH OF FINANCIAL SERVICES USERS



## GETTING TO KNOW THE HISPANIC CONSUMER

53%

of U.S. Hispanics speak only Spanish

80%

take interest in financial services that can help them achieve life goals

\$555

average monthly credit card expenditures (36% carry a balance)

2+

the number of credit cards the average consumer owns

## ENGAGING WITH U.S. HISPANIC CONSUMERS

While family and friends are the preferred source of information for Hispanics, websites, TV and online ads, and social media don't fall far behind. So how can you make sure you're effectively reaching these consumers?



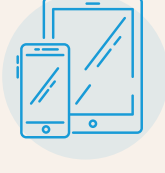
Hispanics are 2X more likely than non-Hispanics to be interested in financial services ads



73% believe there should be more commercials directed specifically to Hispanics



88% say companies that make an effort to invest in their community deserve their loyalty

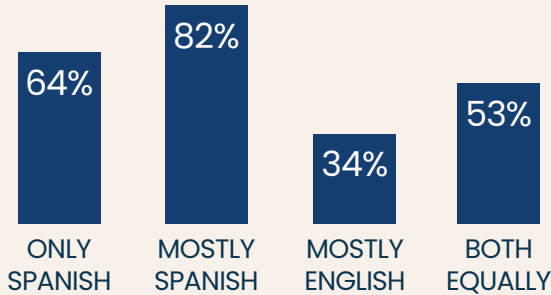


30% would switch banks if an in-language mobile banking experience were available

### SPANISH ADS CREATE CONNECTION:

Spanish is the most spoken non-English language in U.S. homes—even among non-Hispanics. When financial service companies advertise in Spanish, they connect with potential customers on a more personal level. Hispanic consumers in particular value this connection.

### IN-HOME LANGUAGE(S) SPOKEN BY U.S. HISPANICS



## KEY TAKEAWAYS:

1

Hispanics are making up more and more of the United States population each year, and they are driving financial services growth.

2

A lack of marketing to Hispanics has motivated them to proactively seek out financial information.

3

If you make a sincere effort to engage the Hispanic community, you will be rewarded with loyal consumers.

4

Hispanics are interested in using financial services and products to achieve their financial goals.

5

After friends and family, Hispanics are most likely to turn to advertising for information on financial services, and providing these ads in Spanish creates a stronger connection.

