



the harris poll

BANKING ON HISPANICS FOR GROWTH

Meet
our
experts:

@Hispanic411



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Our research

Univision partnered with Harris Poll to gain a deeper understanding of Hispanic attitudes and behaviors as related to the financial services industry



Survey Method

- Self-administered online survey available in Spanish and English

Field Period

- June 27 – July 17th, 2017

Screening Criteria

- U.S. Residents
- 18-54 years old

Total Sample

- n=1,506
- Hispanic n= 1,001
- non-Hispanic 505

Provide Marketers With...

- ✓ A deeper understanding of the untapped Hispanic growth opportunity including busting common myths and misperceptions
- ✓ Actionable insights on the similarities and differences between Hispanic and non-Hispanic drivers and barriers to using financial services
- ✓ The knowledge required to create a winning strategy with Hispanics, including a best in class case study

Key steps to realizing your Hispanic opportunity

1

Recognize the power of U.S. Hispanics



2

Understand what drives them: Hispanic financial goals



3

Identify financial frustrations and needs that must be addressed



4

Learn how to engage and win with Hispanics



1

Recognize
the **power**
of U.S.
Hispanics



59M

Hispanics in the U.S.

18%

of the total U.S. population

54%

of projected total population
growth 2017 - 2027

Source: U.S. Census Bureau 2017 - 2027 National Projections.





16M

Hispanic adults 18-34 in the U.S.

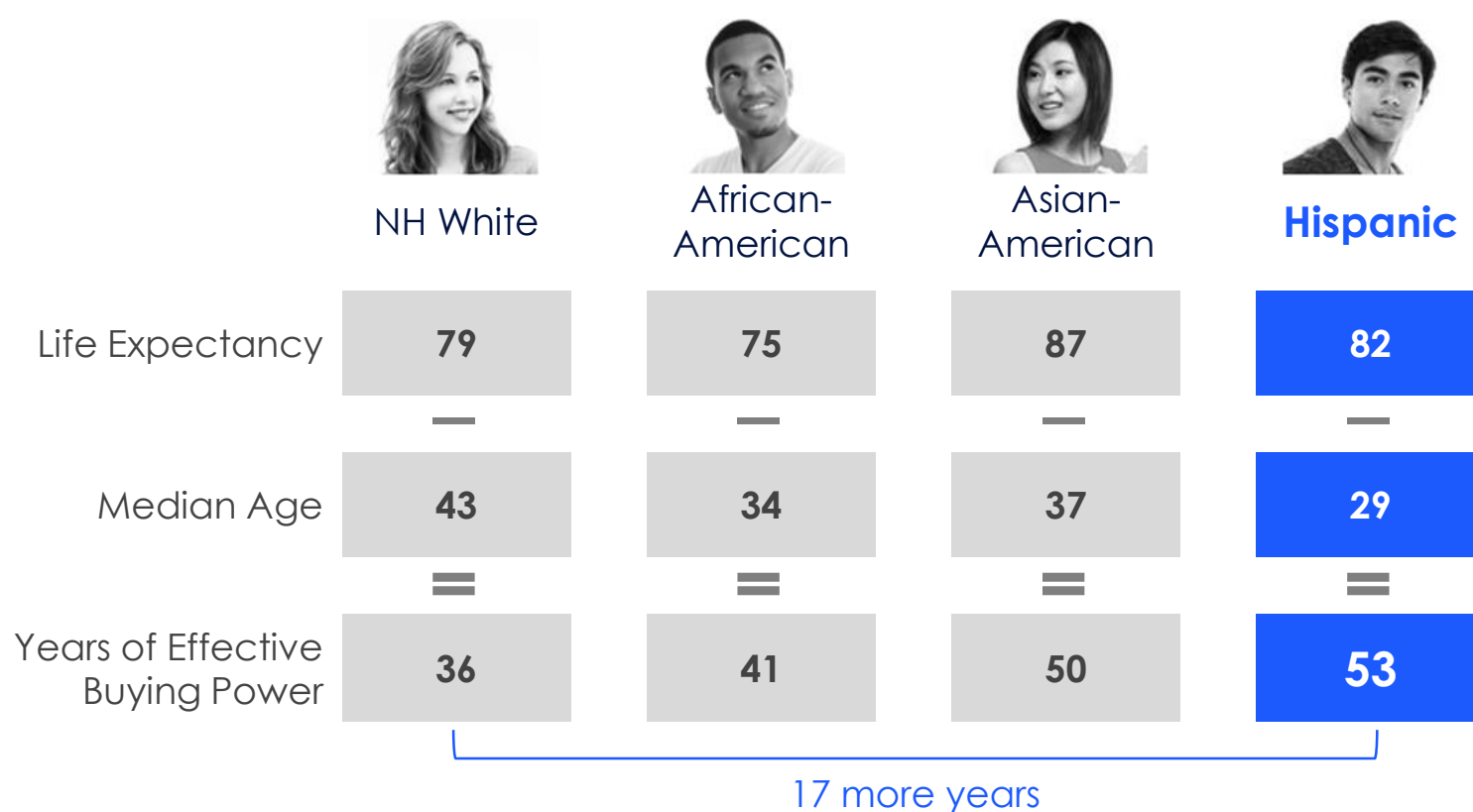
22%

of the total U.S. adult 18-34
population

100%

of projected total adult 18-34
population growth 2017 - 2027

More years of effective buying power



Increasing affluence

Growth 2001 - 2017

+313%

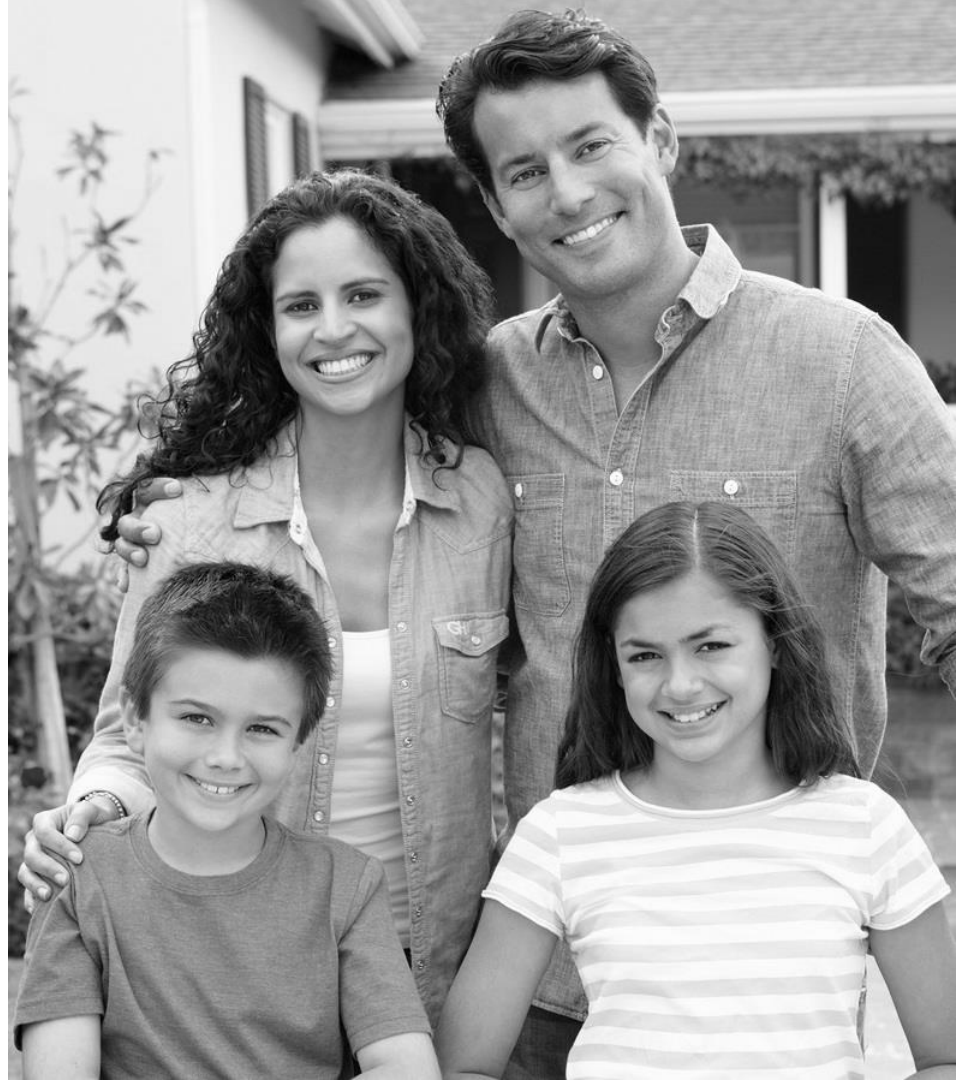
in Hispanic households earning \$100k+
vs. +137% for non-Hispanics

Projected Growth 2017 - 2022

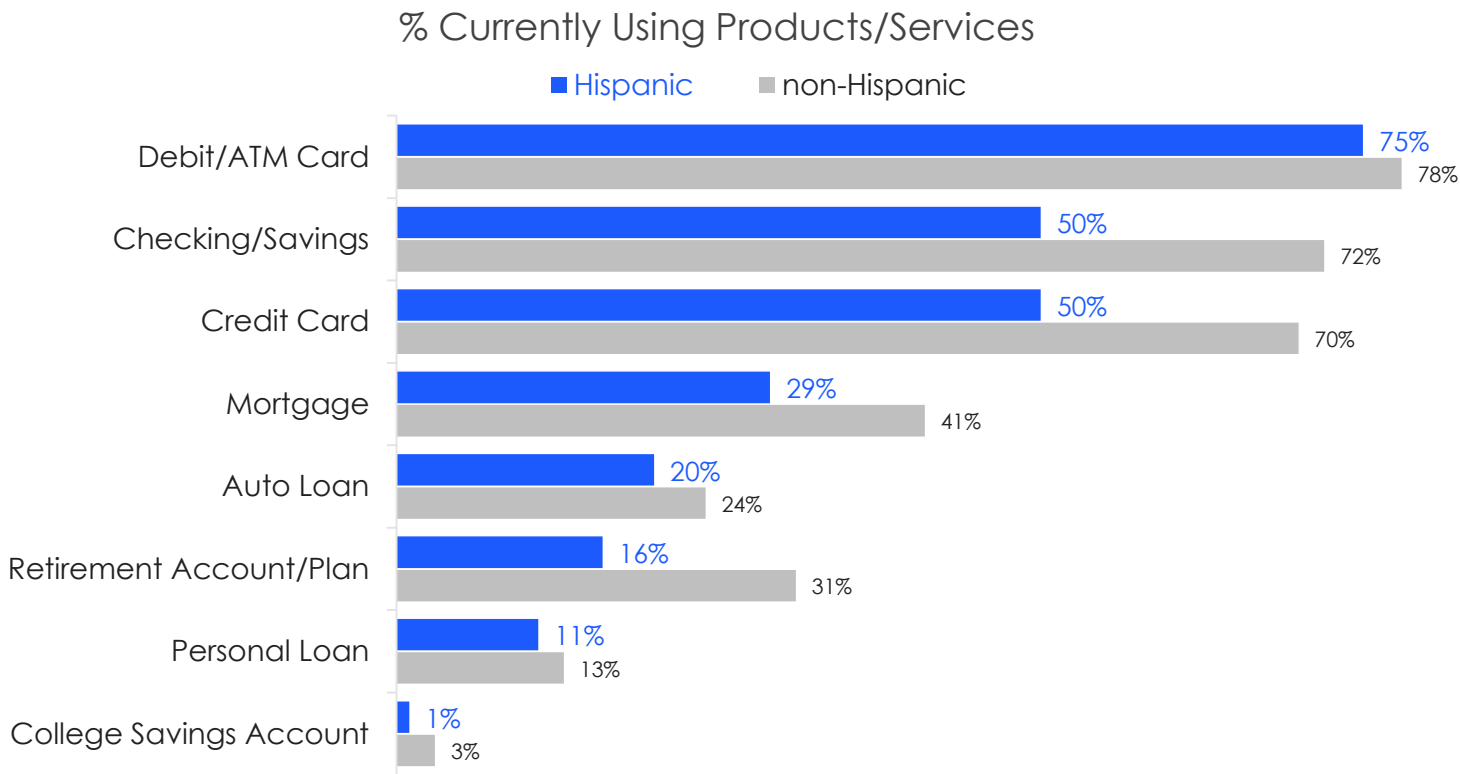
+23%

in Hispanic households earning \$100k+
vs. +12% for non-Hispanics

Source: Geoscape, American Marketscape Datastream 2017 Series. Produced by the Geoscape® Intelligence System (GIS)
*The data herein contained will be used exclusively for advertising/media decisions related to Univision. Any other use must be explicitly licensed from Geoscape.



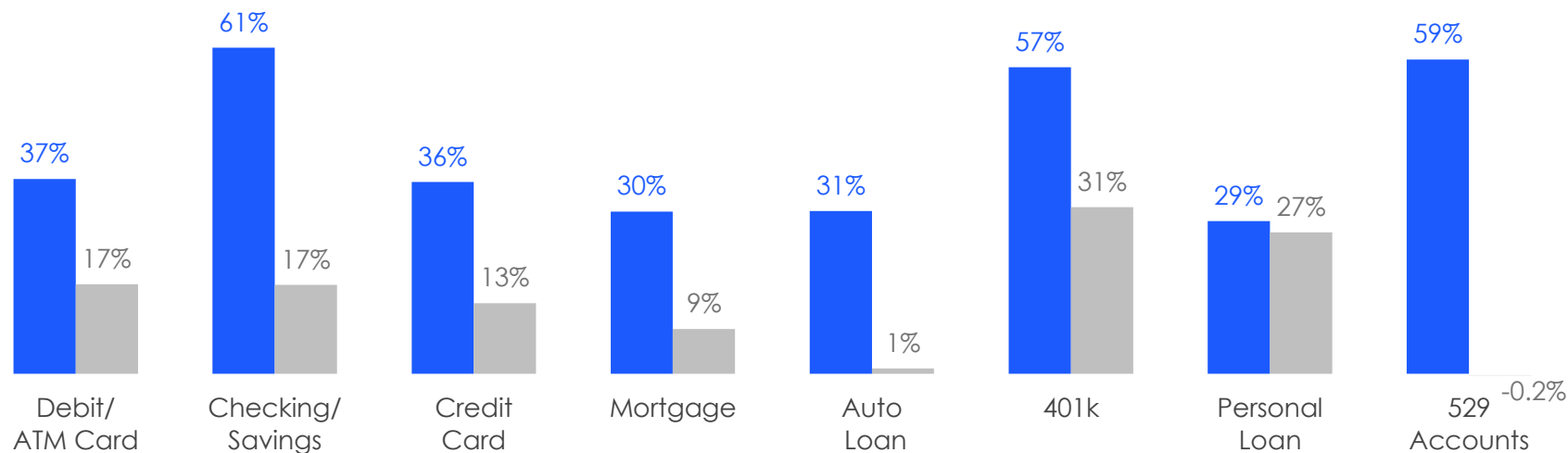
Using financial services today



Growth outpaces non-Hispanic

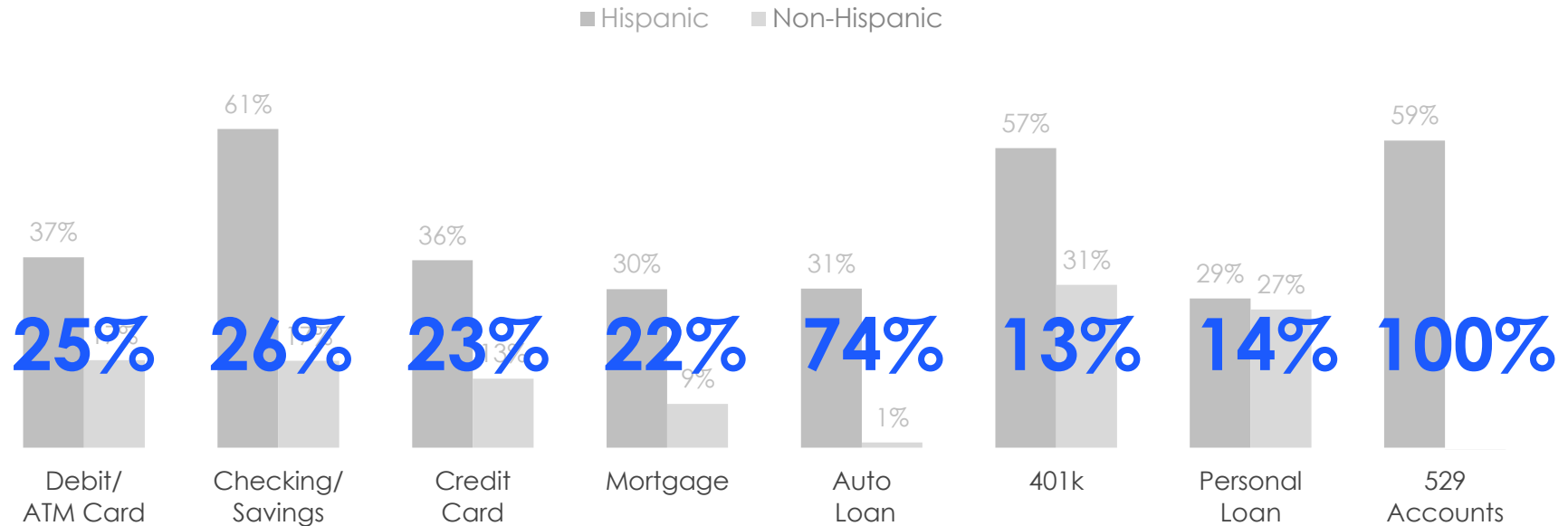
% Growth of Financial Services Users 2012-2017

■ Hispanic ■ Non-Hispanic



Driving growth in financial services

Hispanic Contribution to Financial Services User Growth 2012-2017



Interested in your products

80%

are **interested** in
learning how financial
services/products can help
them achieve life goals
vs. 78% of non-Hispanics

84% of Spanish Only/Mostly
77% of Both Equally
75% of English Mostly



Very interested in your products

42%

are **very interested** in
learning how financial
services/products can help
them achieve life goals
vs. 33% of non-Hispanics

48% of Spanish Only/Mostly
36% of Both Equally
32% of English Mostly



2

Understand
what drives
them:

Hispanic
Financial
Goals

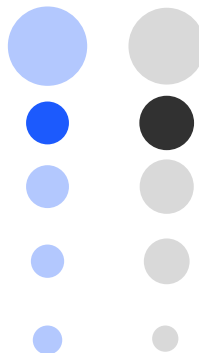


Financial stability is a top priority for all

Top Life Priorities Right Now

Hispanic

- | | |
|-------------------------------|------------|
| 1. Family | 76% |
| 2. Financial Stability | 41% |
| 3. Physical Health | 40% |
| 4. Work | 32% |
| 5. Overall Quality of Life | 28% |



non-Hispanic

- | | |
|-------------------------------|------------|
| 1. Family | 70% |
| 2. Financial Stability | 43% |
| 3. Overall Quality of Life | 42% |
| 4. Physical Health | 38% |
| 5. Emotional/Mental Health | 23% |

But, definitions of prosperity differ

"To be successful
and to be
moving along
with set goals"

"To have a
better life than
you did before"

Hispanic

"Being able to
afford **what I**
want to do"

"To **move forward**
and actually
improve your worst
situations"

"A feeling of **being**
in control and
successful"

"The ability to live
daily **without**
struggles"

non-Hispanic

"Living
comfortably"

"A **stress**
free life"

“I define wealth by the **level of happiness** you have with the current state you are in. If you are healthy, standing on your own two feet, don't owe anybody anything, and have a beautiful family, then I think you are pretty wealthy.”

Miami Male
Age 18-24



progression



stability

Current goals reflect earlier life stage

Financial Goals - **Today**

Hispanic

1	Building up my savings	41%
2	Paying down debt	37%
3	Saving for my child's education	34%
4	Paying bills/getting by	31%
5	Saving for retirement	31%
<hr/>		
7	Starting my own business	25%

Non-Hispanic

1	Building up my savings	53%
2	Saving for retirement	41%
3	Paying bills/getting by	39%
4	Paying down debt	38%
5	Managing day-to-day spending	30%
<hr/>		
10	Starting my own business	12%

Future goals shift towards long-term planning

Hispanic Financial Goals

Today

1	Building up my savings	41%
2	Paying down debt	37%
3	Saving for my child's education	34%
4	Paying bills/getting by	31%
5	Saving for retirement	31%

5+ Years from Now

1	Building up my savings	45%
2	Saving for my child's education	35%
3	Saving for retirement	33%
4	Creating an emergency fund	32%
5	Paying down debt	32%



Do have a financial plan

53%

do have a financial plan
vs. 58% of non-Hispanics

53% of Spanish Only/Mostly
54% of Both Equally
53% of English Mostly

Need your guidance

Barriers to Achieving Financial Goals

24%

feel like they're already
behind and don't know
how to catch up
vs. 21% of non-Hispanics

21%

don't know where
to get the best
financial information
vs. 12% of non-Hispanics

3

Identity
financial
frustrations
and needs
that must be
addressed



Frustrations abound

Feel Undervalued

51%

feel very or somewhat or undervalued by the financial services industry

**vs. 46%
of non-Hispanics**

Unfulfilled Expectations

69%

say that financial services companies do not or only partially meet their expectations

**vs. 57%
of non-Hispanics**

Dissatisfied

22%

are extremely or somewhat dissatisfied with the financial services information currently available

**vs. 16%
of non-Hispanics**

Need more information

Barriers to Using Financial Services

19%

feel that they don't
have the information
needed to make an
informed decision
about financial services
vs. 19%
of non-Hispanics

39%

are afraid of
making the
wrong decision
vs. 30%
of non-Hispanics

35%

don't know
what services
are right
for them
vs. 28%
of non-Hispanics



For Hispanics,
it's not about fees

Only
29%

say that “too many fees”
is a barrier to using
financial services
vs. 41% of non-Hispanics

Looking for your messages

67%

actively seek information
about financial products
and services

vs. 56% of non-Hispanics

73% of Spanish Only/Mostly

60% of Both Equally

59% of English Mostly

68%

are always looking for
new ways of getting financial
products and services information

vs. 58% of non-Hispanics

74% of Spanish Only/Mostly

65% of Both Equally

58% of English Mostly

4

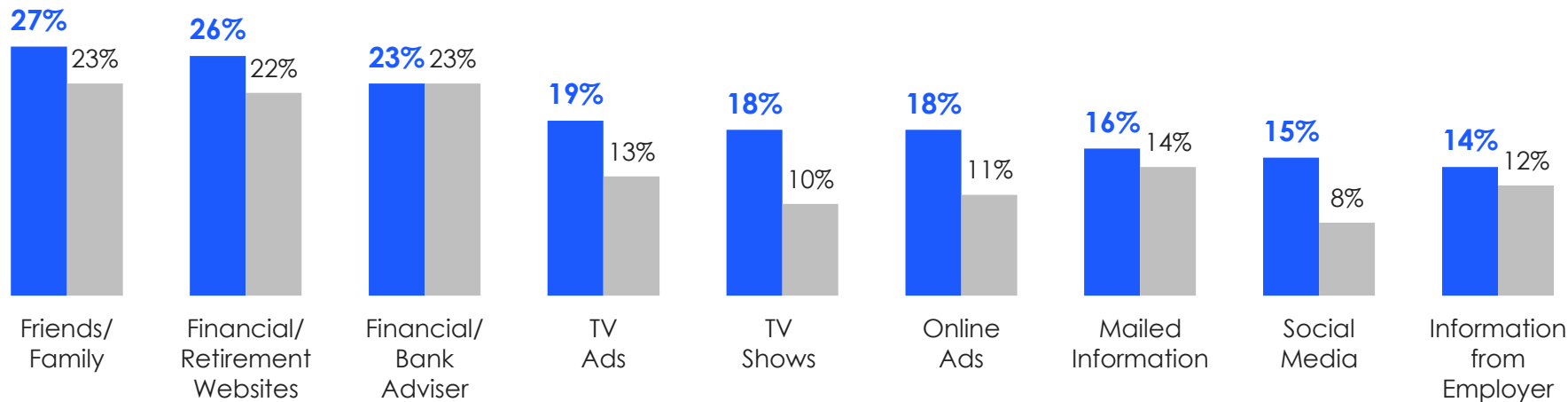
Learn how
to **engage**
& **win** with
Hispanics



Know their preferred sources of information

Sources of Information for Finance and/or Investments

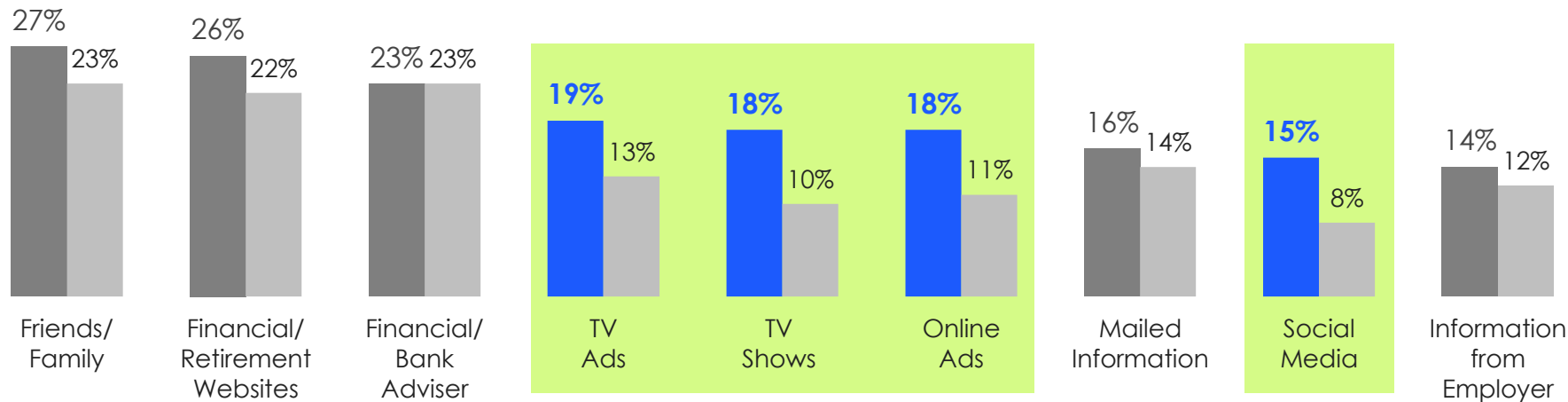
■ Hispanic ■ non-Hispanic



Know their preferred sources of information

Sources of Information for Finance and/or Investments

■ Hispanic ■ non-Hispanic





Interested financial services ads

2x

more likely

than non-Hispanics
to find ads for
financial services
interesting

Communicate in their preferred language

87%

appreciate
businesses that
communicate
with them
in Spanish

73%

believe there
should be **more**
commercials
directed
specifically to
Hispanics

88%

say companies that
make sincere efforts
to be part of, or
invest, in their
community deserve
their **loyalty**

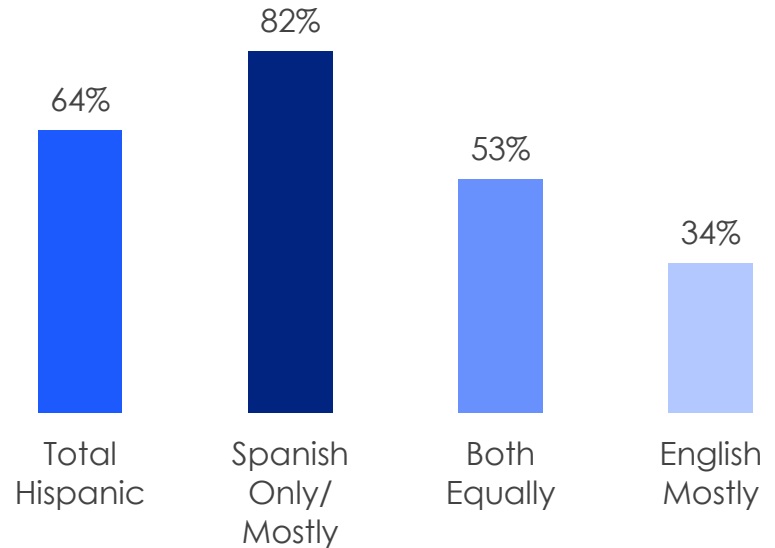
“I speak English just fine. But my husband and some other family members don’t. These decisions involve us all, so **it’s important that we all understand** what we’re signing up for.”

Dallas Female
Age 40-44



Spanish ads create a connection

*“When a financial services company advertises in Spanish, it gives me **more of an emotional connection** with the company.”*

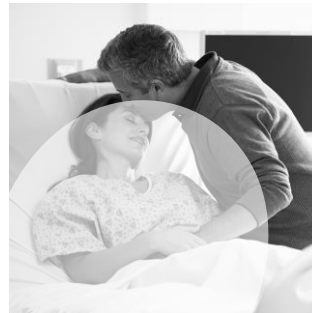


That emotional connection matters

“

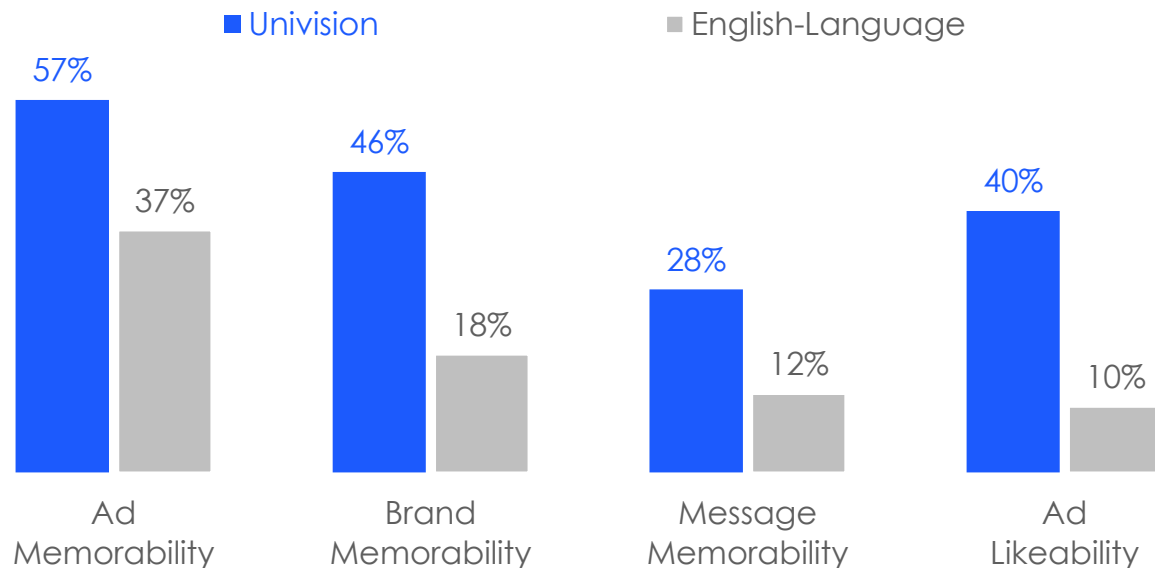
In the past 30 years scientists have shown that we are much more likely to retain something mentally when we have a strong emotional response to it.

Ads imprint themselves on the cortex when they touch the heart.”



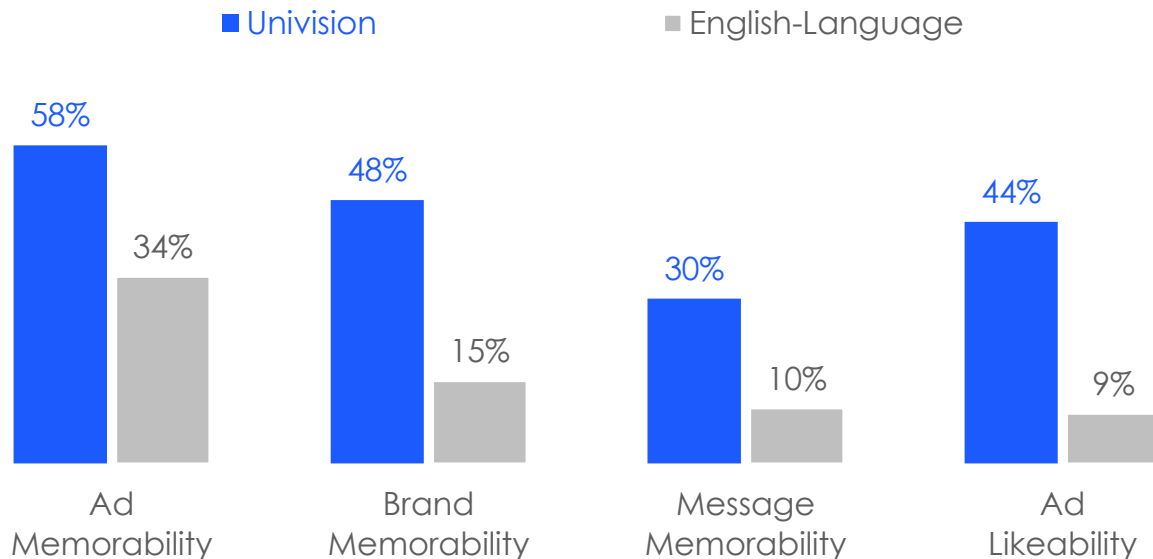
Spanish-language financial ads on Univision outperform English-language

Financial Category Broadcast TV Ad Performance [Among Total Hispanics](#)



Even among Bilinguals

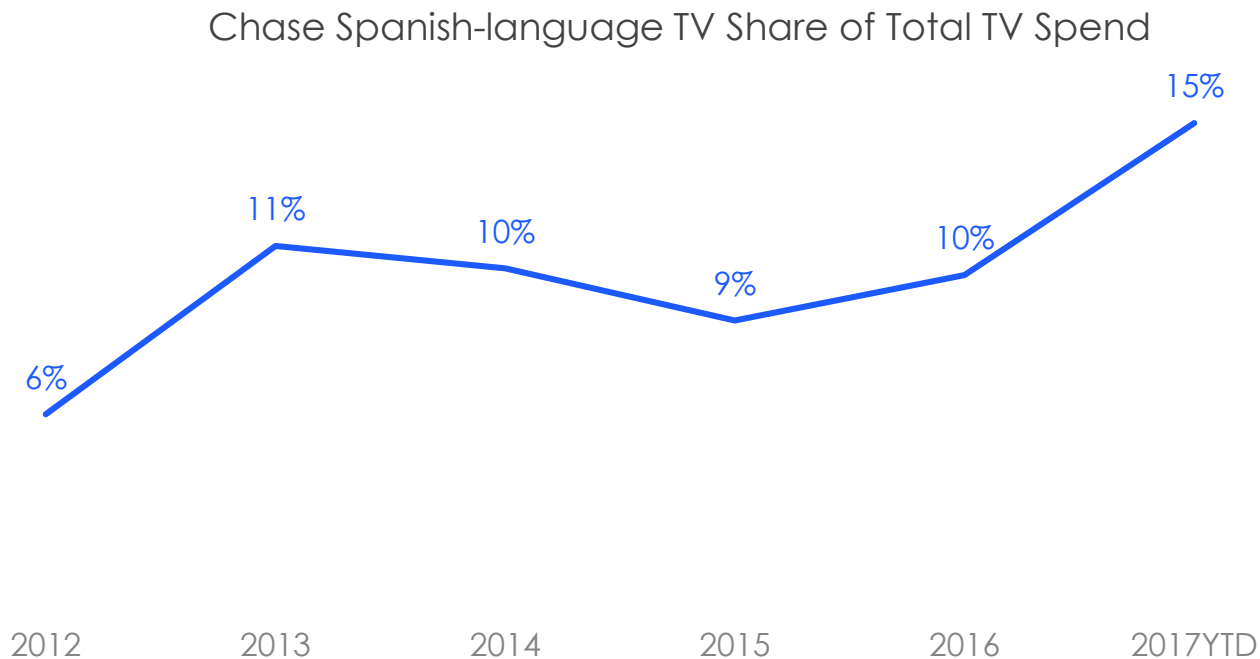
Financial Category Broadcast TV Ad Performance Among Bilingual Hispanics



Case Study:
Commitment
to Hispanic
consumers
pays off



Chase consistently invests in Hispanics



Leverage Hispanic insights,

Custom Hispanic



Aired Jan 2017 – Aug 2017

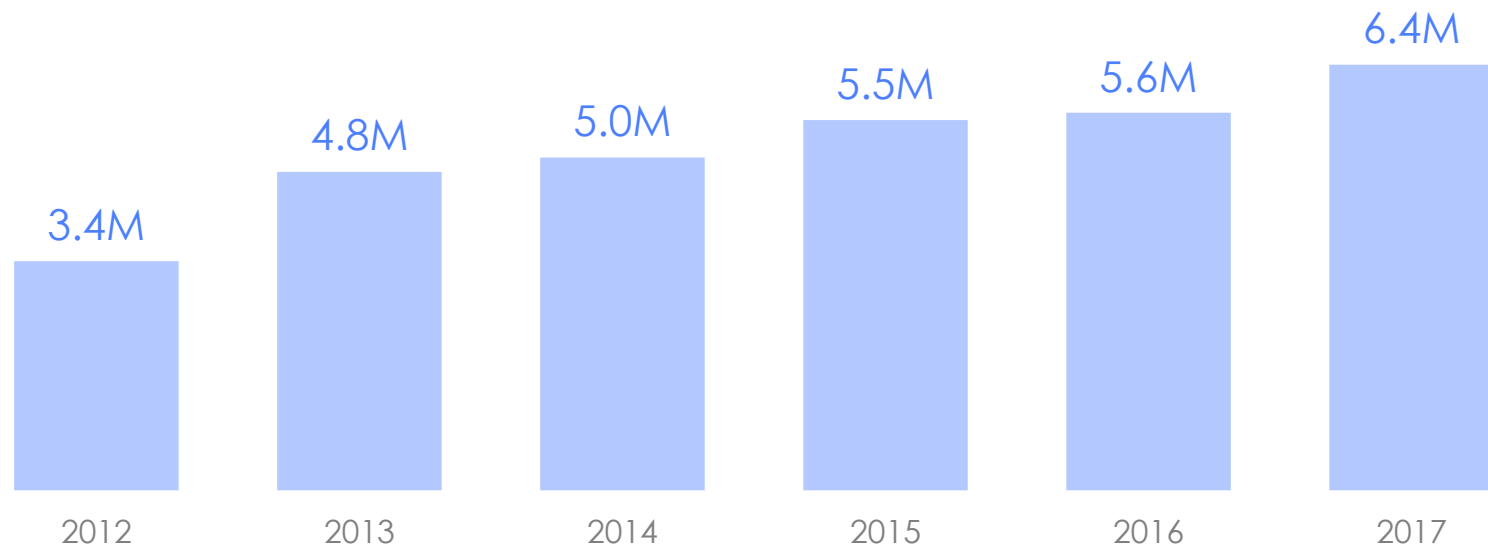
Total Market



Airing Aug 2017 – Present

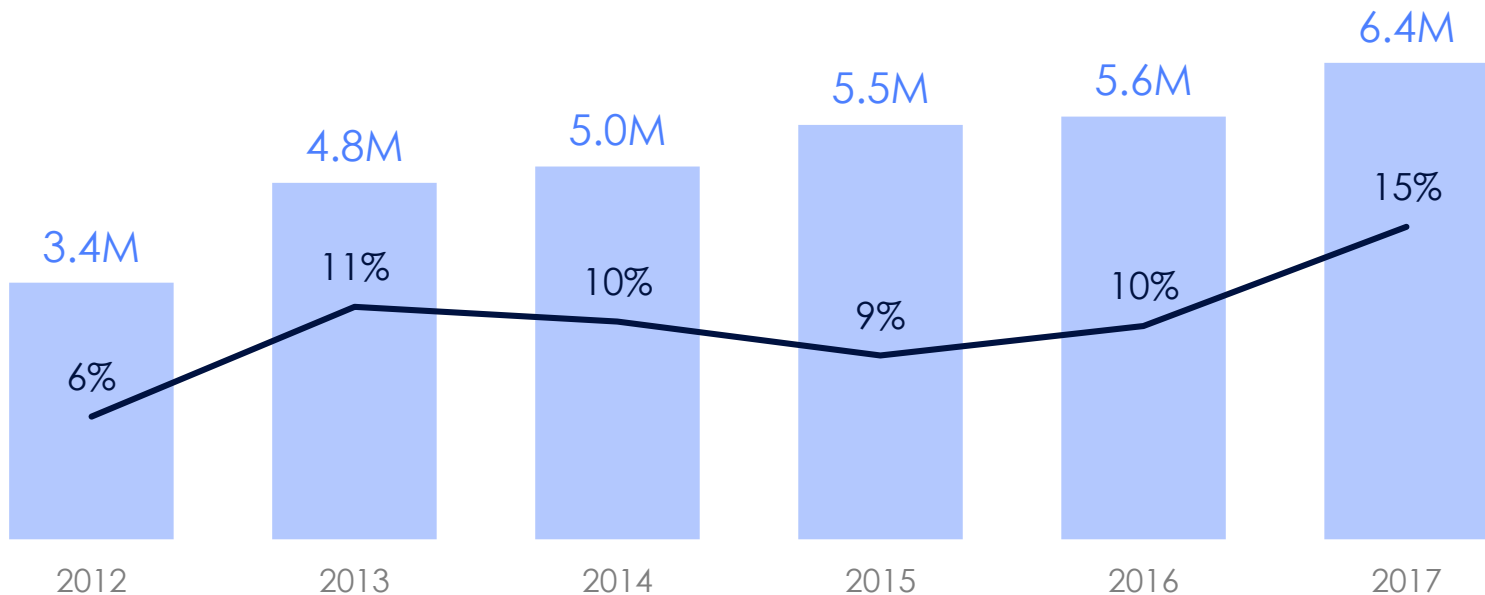
And continues to grow with Hispanics

Chase Hispanic Users



And continues to grow with Hispanics

Chase Hispanic Users vs. Spanish-language % of Total TV Spend



Key takeaways

1. U.S. Hispanics are large in scale, financially viable and driving population and financial services growth.
2. Hispanics are interested in and want to use financial services to achieve their financial goals.
3. The lack of marketing to Hispanics has motivated them to proactively seek out financial information.
4. Hispanics are looking for financial ads, and Spanish creates a stronger connection.
5. Financial companies that make sincere efforts to engage Hispanics, are rewarded with loyal consumers.

Q & A

Thank You

