



Culturati is a premier custom research firm providing qualitative & quantitative research, Learning-to-Action Sessions, and U.S. Hispanic consulting services to many Fortune 100 companies.

Members of: AMA, MRA, QRCA

### Methodology for this syndicated study:

- Qualitative Exploratory Phase: 28 triads and 15 in-home ethnographies in three top USH DMAs.
- Quantitative Phase & advanced analytics: Survey of 1,077 Hispanic consumers in top six USH DMAs and two USH Emerging markets. (Plus a General Market benchmark of N=200)
- Strategic sample includes 60% Females /40% Male and 30% Millennials.

It's here...

# The Bicultural Reality: Maximizing Your Reach of Today's U.S. Hispanic Market<sup>©</sup>

Traditional U.S. Hispanic acculturation models based on demographics do not effectively account for the distinct value systems and cultural identities that shape the U.S. Hispanic consumer and shopper mindsets. As a result, traditional models are out of focus and assume a natural progression from unacculturated to acculturated.

In reality, the U.S. Hispanic acculturation process is not linear and the start/end points are not definitive. And, it is evident that Biculturalism has become a desired end-state rather than just a transitional point toward a melting pot. As such, Biculturalism is here to stay.

In order to win with U.S. Hispanics, it will be critical to have a deep understanding of the values, attitudes and behaviors that shape the Culturally Hispanic and Bicultural's unique consumer and shopper mindsets.

**Lean ahead of the industry and equip your teams with the knowledge they need to win with this burgeoning population!**



## Turning insight into foresight...

- The U.S. Hispanic market has reached a tipping point and it is critical to go beyond demographics in order to understand U.S. Hispanics in terms of beliefs, value systems and cultural mindsets.
- Having a more calibrated understanding of the U.S. Hispanic population will enable brands to more effectively connect with this growing population.
- Culturati's 2012 acculturation model offers a framework that delivers breakthrough knowledge in the Culturally Hispanic, Bicultural and Culturally American spaces.

***Culturati knows, lives and breathes the U.S. Hispanic market and can help apply this passion and breakthrough knowledge to achieve greater growth for your brand!***

To learn more about this syndicated study and/or purchase the full report and typing tool, contact:

**Marissa Romero-Martin**

President / U.S. Hispanic Insights Expert  
Marissa.Romero@CulturatiResearch.com  
Phone: (858) 792-0500 x 11

Or

**Patrick Elms**

Director of Research and Advanced Analytics  
Patrick.Elms@CulturatiResearch.com  
Phone: (858) 792-0500 x18