

E-Marketing to U.S. Hispanics

America's digital divide is narrowing. Today more U.S. Hispanics than ever before are online and utilizing the tools and services the Internet offers.

A nationwide research study conducted in the fourth quarter of 2000 by Cheskin Research offers a snapshot of the current state of the U.S. Hispanic market in the Digital Economy. It can also be seen as a road map for companies eager to grow market share and increase revenues.

Computer and Internet Usage

• *At the end of 2000, 47% of U.S. Hispanic households reported to have a computer in their home, compared to 42% at the beginning of 2000. This amounts to a 10% jump in less than 12 months!*

• *A computer user resides in almost 62% of Hispanic households. The ratio of Hispanic females users nearly equals that of male Hispanic users.*

• *Over a third of all U.S. Spanish-speaking households are already online.*

Latinos Online

Online shopping, already popular among Hispanics, is likely to grow as computer penetration and Internet access improves.

• *49% of users use the Internet primarily for e-mail, 36% for education, 31% for shopping, 29% for news, 22% for entertainment and 22% for chat rooms.*

• *Almost half of all adult Hispanic Internet users have purchased merchandise over the Internet.*

• *38% of Latinos spend an average of at least \$100 online, compared to 16% of Anglo users.*

Obstacles in attracting Hispanics

Lack of information is the primary reason many U.S. Hispanics are not online.

• *The most common misconception is that computers are too expensive. However, half of the Hispanic households without a computer intend to buy one in the future.*

• *U.S. Hispanics cite a lack of trust as their number one concern when using the Internet. Ironically, as usage increases so does their mistrust.*

Offering culturally relevant customer service and support will increase trust and usage.

Language preference

While the majority of current Hispanic Internet users use English exclusively on the net, the rate of user growth suggests that Hispanics joining now are more likely to prefer Web sites in Spanish. New users will be found among a broader demographic spectrum, including those with lower incomes and a Spanish language preference.

Web providers

• *Yahoo.com has been regarded by industry publications as the most used search engine by Latinos.*

• *Other Spanish language providers: Latino.com holds a 9% share of total use, and has only been available since February 2000. Univision.com is used by 15% of adult Latinos while Terra.com claims another 9%.*

The future of the Hispanic Internet

As U.S. Hispanics continue to make up a larger percentage of Internet users, it is important to directly target this market segment online.

While current Hispanic users prefer mainstream portals, Hispanic newcomers to the medium are likely to require **Spanish language content and cultural relevance.**

The key to successful e-marketing is a clear strategy that takes into account language preferences, trends, products and portals used by Hispanics. Understanding their needs and culture will likely make your site and products more relevant and attractive to this emerging market.

CLUE Informa:

CREO International will be a sponsor for this year's **5th Annual Hispanic Marketing Midwest Conference** May 14-15, 2001 to be held at the Hilton & Towers in Minneapolis.

For more information on this conference log on to CREO's Web site at **www.creo-works.com**



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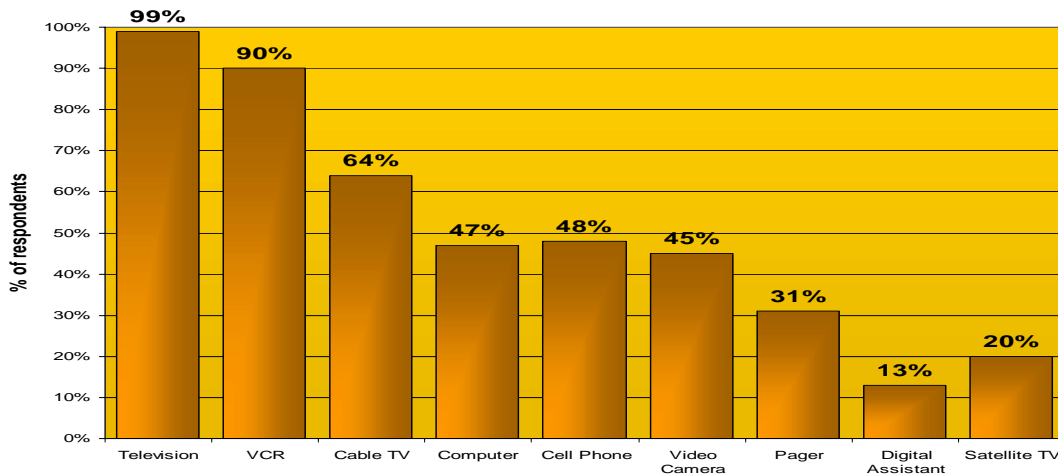
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Did you know that the most frequently purchased products by Latinos online are music CDs?

Las Estadísticas

Technology in U.S. Hispanic Households



Upcoming Conferences

U.S. Multicultural Marketing Summit

April 23-25, 2001

Los Angeles, CA

For information contact: www.aliconferences.com

5th Annual Hispanic Marketing Midwest Conference

May 14-15, 2001

Minneapolis, MN

For information visit: www.creo-works.com

U.S. Hispanic Marketing Conference

May 21-22, 2001

Miami, FL

For information contact: 1-800-882-8684 or
info@iqpc.com

Hispanic Holidays

Marzo-Abril

March

1st - Panama: Constitution Day

9th - Belize: Baron Bliss Day

12th - Venezuela: Flag Day

19th - Latin America: St. Joseph's Day

21st - Mexico: Benito Juarez's Birthday

April

2nd - Argentina: First Election Anniversary

11th - Costa Rica: Battle of Rivas Day

19th - Venezuela: Declaration of
Independence 1810

20th - Spain: Queen Isabella Day

In our next issue of CLUE: *Marketing Medical Products in the European Union*

CLUE Newsletter

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*If you would like to receive a copy of CLUE or have suggestions on future topics,
please call us at 612-342-9800*

Sources: *Hispanic Computer Market Remains Wide Open*, Hispanic Business, March 2001. *The Digital World of the U.S. Hispanic II*, Cheskin Research, Jan. 2001. *U.S. Hispanic E-Shoppers Indifferent To Language*, E-Commerce Times, Jan. 7, 2000.