

# The 2015 Hispanic MacroMonitor

Americans of Hispanic descent (17% of the US population) constitute the single largest racial minority in the United States today. Mexico is the only country in the world that has more Hispanics. By 2060, Hispanic Americans will be nearly 130 million strong in the United States. Just like all other Americans, Hispanic Americans use all types of financial products and services—bank accounts, credit cards, investments, credit loans and lines, retirement products, insurance (life, health, property and casualty), financial planning and advice—to help them achieve their lives’ goals. Hispanic Americans can choose to use any institution or financial professional; they can select any channel (online, phone, mobile, in person) to learn, buy, and manage their financial products and relationships. Finally, Hispanic Americans face the same challenges of competing priorities, both short- and long-term goals, and trade-offs among them all that make their decisions of how to use their resources so difficult. The key to meeting this burgeoning market of Hispanic Americans’ financial needs is a better, more complete understanding of exactly how Hispanic Americans differ from other Americans.

The 2015 Hispanic MacroMonitor has more current and comprehensive information about Hispanic American households’ financial needs than any other research project has. The Hispanic MacroMonitor includes every type of financial product, service, institution, and channel. It has information about recent purchases and propensity. It has measures of every type of financial need, goal, purpose, and preference; hundreds of financial attitudes; and complete demographics, including life stages and life events. If Hispanic Americans are part of your market, the 2015 Hispanic MacroMonitor is a cost-effective source of macroeconomic information that you can access immediately for only \$20k.

## Deliverables

- **TOP-LINE:** The complete 120+ page MacroMonitor Questionnaire with responses from Hispanic American households compared with all US households
  - **CUSTOM GRAPHIC ANALYSIS:** A 640+ page PowerPoint presentation of the following:
    - Total Hispanic American Households
    - Less Acculturated Households
    - More Acculturated Households
    - Households with Dependent Children
    - Retired Households
    - Business-Owning Households
    - Affluent Households
  - **HISPANIC AMERICAN HOUSEHOLD TREND:** A newsletter providing a trend of Hispanic American households’ financial product ownership
  - **HIGHLIGHTS:** A summary of findings by financial area: Accounts, Assets, Credit, Insurance, Retirement, Cards, Institutions, Information and Advice
  - **SEGMENT SUMMARY:** A two-page executive summary of findings
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The 2015 Hispanic MacroMonitor uses the same methodology that the MacroMonitor uses: a probability, address-based sample frame to develop an online panel that participates in the survey. Respondents from the MacroMonitor who indicate that they are Hispanic are augmented by an oversample of panel households who are preidentified as being Hispanic. In total, 444 unweighted households are in the 2015 Hispanic MacroMonitor; the response rate of households invited to participate is 51%. The results are projectable to all US economic households (households that share basic finances) with an Hispanic head.

Hispanic Americans are, and will continue to be, a major component of the financial-services landscape. The 2015 Hispanic MacroMonitor provides the most comprehensive, current, and cost-effective collection of information about these important financial consumers. By subscribing now, you will be able to take advantage of this accurate, holistic, and timely information in your tactical and strategic decisions for the coming year.

# Subscription Form

We agree to become a sponsor of the 2015 Hispanic MacroMonitor. We understand that the price is for the listed deliverables, billable immediately, and does not include any additional analysis or interpretation. The products and services in this subscription are for the sole and confidential use of sponsors and may not be disclosed to others without CFD's prior approval. Subscription provides a license for one corporate site.

Total \$ 20,000

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