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ADVERTISING & PUBLIC RELATIONS AGENCY

**MARKETING  
OPPORTUNITIES**



## MINORITY GROWTH REPRESENTS MARKETING OPPORTUNITY

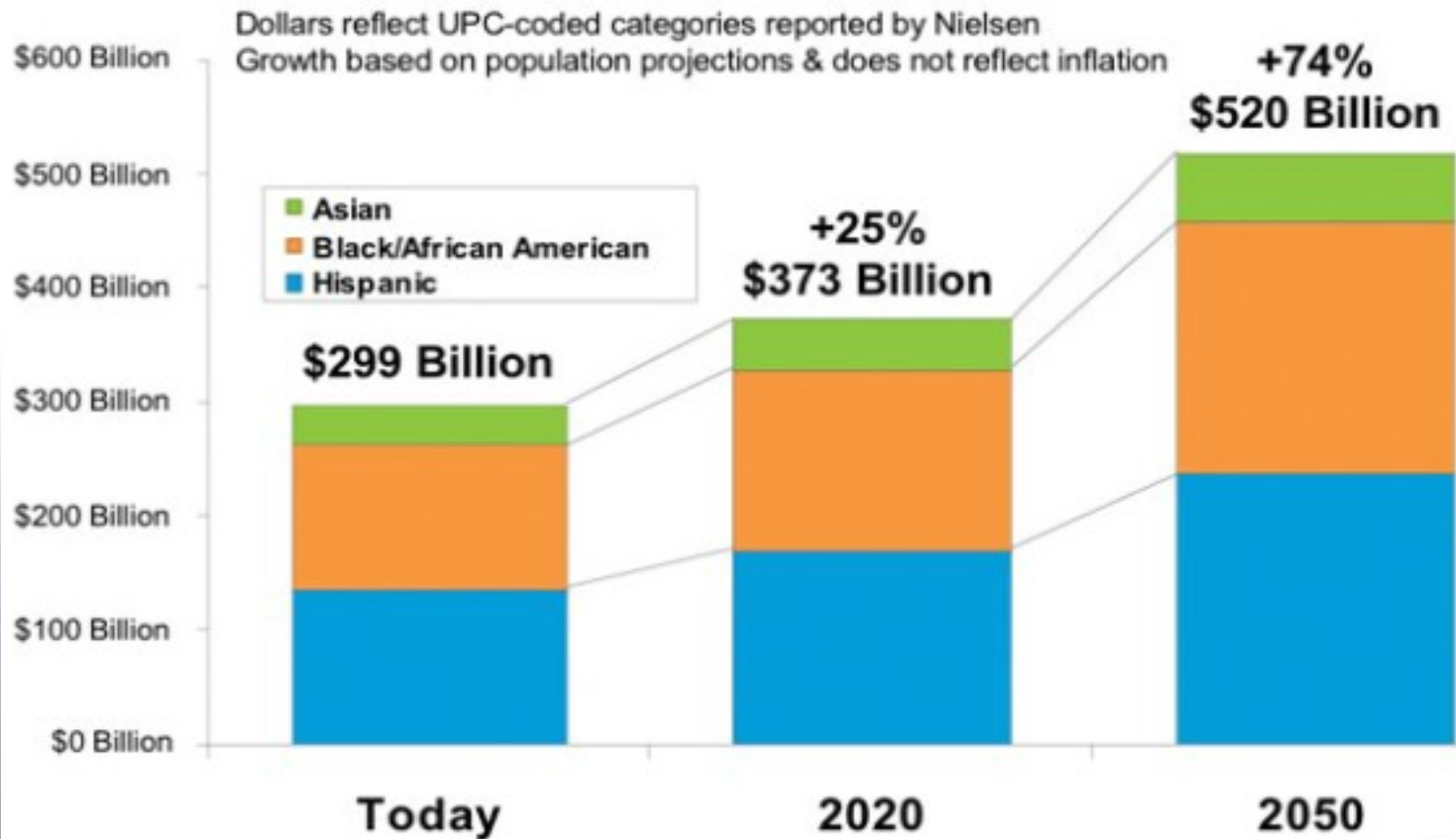


### ACCORDING TO THE *NIELSEN COMPANY*:

1. The increasing percentage of the US demographic profile represented by **ethnic minorities presents an opportunity** to marketers and retailers,
2. Minority Growth Offers CPG Potential  
**By 2050**, more than half of the U.S. population will be non-white (African-American, Asian, Hispanic).  
In that same time frame, the economic opportunity for brands in the multicultural CPG space is projected to exceed \$500 billion.

# MULTICULTURAL OPPORTUNITIES IN PACKAGED GOODS

## Multicultural Opportunities in Packaged Goods



Source: The Nielsen Company / U.S. Census Projections



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# Multicultural CPG Buying Trends

*When compared to the general  
population, on average...*



## MULTICURAL GPS BUYING TRENDS: *HISPANIC SHOPPERS*

### ❖ HISPANIC SHOPPER

- Tend to spend more on categories for babies and children.  
Hispanic households represent 11.8% of CPG total spending, but 16.6% of disposable diaper sales.
- Tend to spend more in traditional mass merchandise and warehouse clubs.
- Tend to spend more on food consumed at home.

## MULTICURAL GPS BUYING TRENDS: *AFRICAN AMERICAN SHOPPER*

### ❖ AFRICAN AMERICAN SHOPPER

- Tend to spend more on health and beauty products, such as fragrance. African Americans represent 11% of CPG total spending, but 20.3% of dollars spent in beauty supply stores.
- Tend to spend more in drug and dollar stores.
- Tend to spend more on ingredients used to cook from scratch.
- Tend to buy fewer items on deals or with coupons.
- Tend to spend more on food consumed at home



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## MULTICURAL GPS BUYING TRENDS: *ASIAN AMERICAN SHOPPER*

### ❖ ASIAN AMERICAN SHOPPER

- Tend to spend more in club stores. Asian Americans represent 3% of CPG total spending, but 5.5% of dollars spent in warehouse clubs.
- Tend to spend more on categories for babies and children.
- Are more likely to eat outside of the home.

# Multicultural CPG Media Trends



*When compared to the general population, on average...*



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## MULTICULTURAL GPS MEDIA TRENDS: *HISPANIC CONSUMERS*

### ❖ HISPANIC CONSUMERS

- Strong following of “*Telenovelas*”- Spanish-language soap operas.
- On average, watch more broadcast and satellite TV.
- Display higher usage of mobile internet.



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## MULTICULTURAL GPS MEDIA TRENDS: *AFRICAN AMERICAN CONSUMERS*

### ❖ AFRICAN AMERICAN CONSUMERS

- Have the highest TV usage of any demographic at nearly 80 hours a week per household.
- Have a higher percentage of multi-set households.
- Display higher usage of mobile internet.



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## MULTICULTURAL GPS MEDIA TRENDS: *ASIAN AMERICAN CONSUMERS*

### ❖ ASIAN AMERICAN CONSUMERS

- More likely to have newer technology *DVD, HD, Digital Cable.*
- Tend to watch less TV



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# Hispanic TV Audience

*Shows Fastest  
Growth in 2009-2010*



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## HISPANIC TV AUDIENCE SHOWS FASTEST GROWTH IN 2009 - 2010

### ❖ ACCORDING TO THE *NIELSEN COMPANY*:

- The Hispanic TV audience in the US is growing faster than the TV audience for the total population, which show a continued increase of **Hispanic TV homes (2.3%)** compared with total **US TV homes (0.3%)** for the 2009-2010 TV season.
- Nielsen predicts that number of **people ages 2 and older in Hispanic TV homes** will also grow, with estimates showing a 2.4% increase to a total of **44.3 million**.

## HISPANIC TV AUDIENCE SHOWS FASTEST GROWTH IN 2009 - 2010

**Local Television Market Universe Estimates: Hispanic or Latino TV Homes**  
 Comparisons of 2008-09 and 2009-10 Market Ranks

2008-09 Rank	2009-10 Rank	Difference	DMA Name	2009 Hispanic TV Homes	2010 Hispanic TV Homes
1	1		Los Angeles	1,854,810	1,868,200
2	2		New York	1,242,160	1,251,460
3	3		Miami-Ft. Lauderdale	658,490	666,230
4	4		Houston	549,890	561,390
5	5		Dallas-Ft. Worth	488,150	506,020
6	6		Chicago	485,270	492,170
8	7	+1	Phoenix (Prescott)	381,180	391,770
7	8	-1	San Antonio	382,990	388,800
9	9		San Francisco-Oak-San Jose	377,730	382,460
10	10		Harlingen-Wslco-Brnsvl-McA	291,220	294,640
11	11		Sacramnto-Stkton-Modesto	259,410	264,100
12	12		Albuquerque-Santa Fe	244,950	248,590
14	13	+1	Fresno-Visalia	235,860	240,950
13	14	-1	San Diego	237,690	239,520
15	15		Denver	229,960	234,750
16	16		El Paso (Las Cruces)	220,800	222,800
17	17		Orlando-Daytona Bch-Melbrn	201,400	202,710
18	18		Tampa-St. Pete (Sarasota)	188,090	194,490
19	19		Philadelphia	183,390	189,490
20	20		Washington, DC (Hagrstwn)	176,890	184,970

Source: The Nielsen Company



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**THANK YOU**

Contact us:

17960 Sierra Hwy. Santa Clarita, CA 91351

Toll Free: 1.800.901.5272 Ph: 661.505.1009

Fax: 661.430.5491

[info@powermediagroup.com](mailto:info@powermediagroup.com)