

Chicago Hispanic's



Chicago!

Hispanic Cultural Marketing, Inc.

Quick Facts

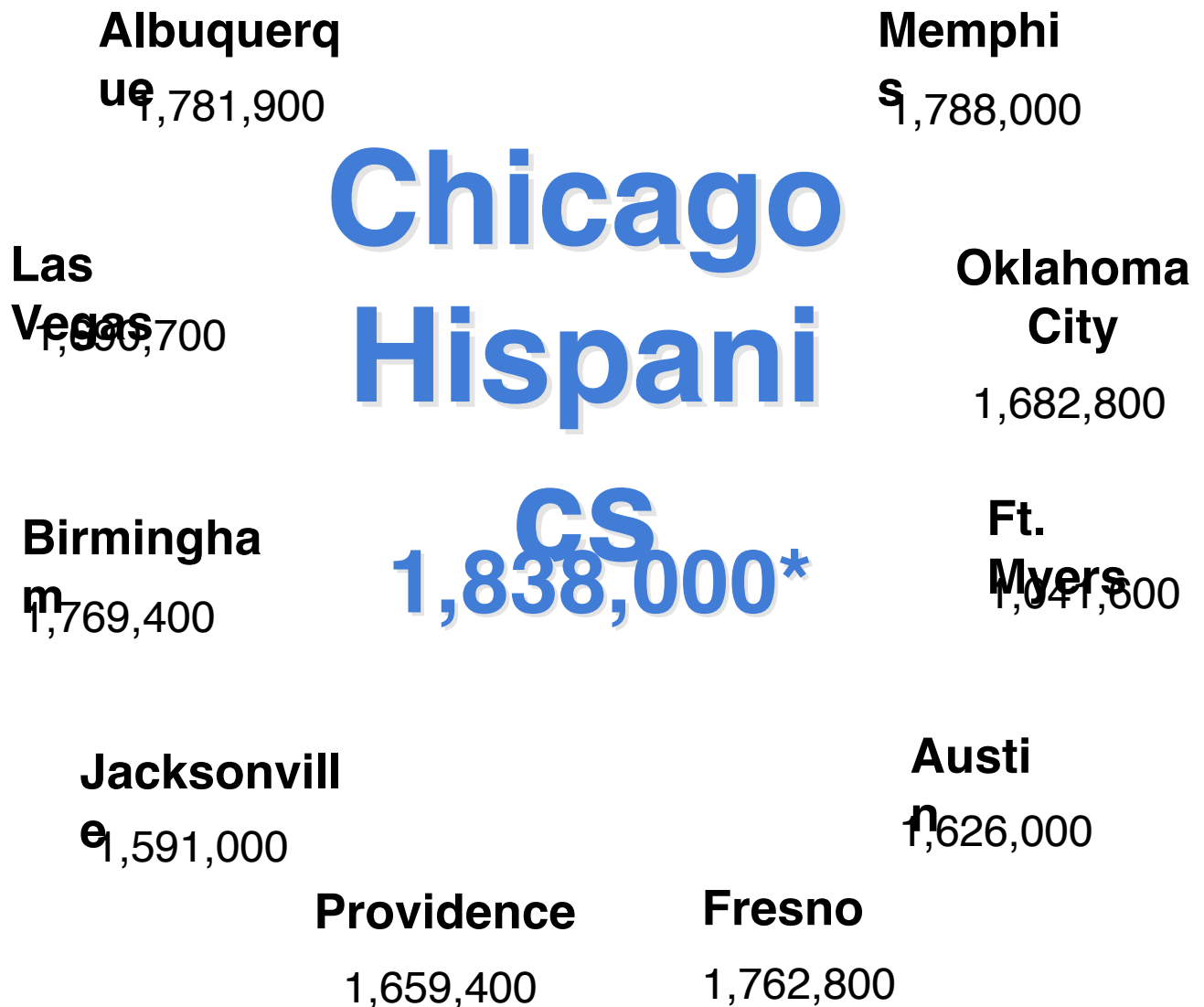
- Chicago is now the 3rd largest Hispanic market.
- 19% of the Chicago population is of Hispanic descent.
- 83 % of Chicago Hispanics are of Mexican descent.
- 25% of Chicago Hispanics send money outside of the U.S
- 67% of Chicago Hispanics are homeowners.
- 59% of Chicago Hispanics have internet access at home.

THE HISPANIC MARKET CONTINUES TO GROW!

- Hispanic population grew by a breathtaking 58% from 1990 to 2000. Currently U.S. Hispanic population is 38.6 million. (Sources: Strategy Research Corporation & US Census)
- The Hispanic population is a powerful component of growth representing 40% of the total population growth in the U.S. in the 1990's. Even more significant is the fact that Hispanics represented almost 80% of total population growth in the top 15 Hispanic markets. (Source: US Census)
- Chicago is the third-largest Hispanic market in the U.S. with over 1.8 million Hispanics! (Source: Synovate 2004)
- Chicago Hispanics control an awesome \$36 billion in purchasing power! This means that they are spending over \$98 million dollars every day! (Source: Global Insight Hispanic Market Report)

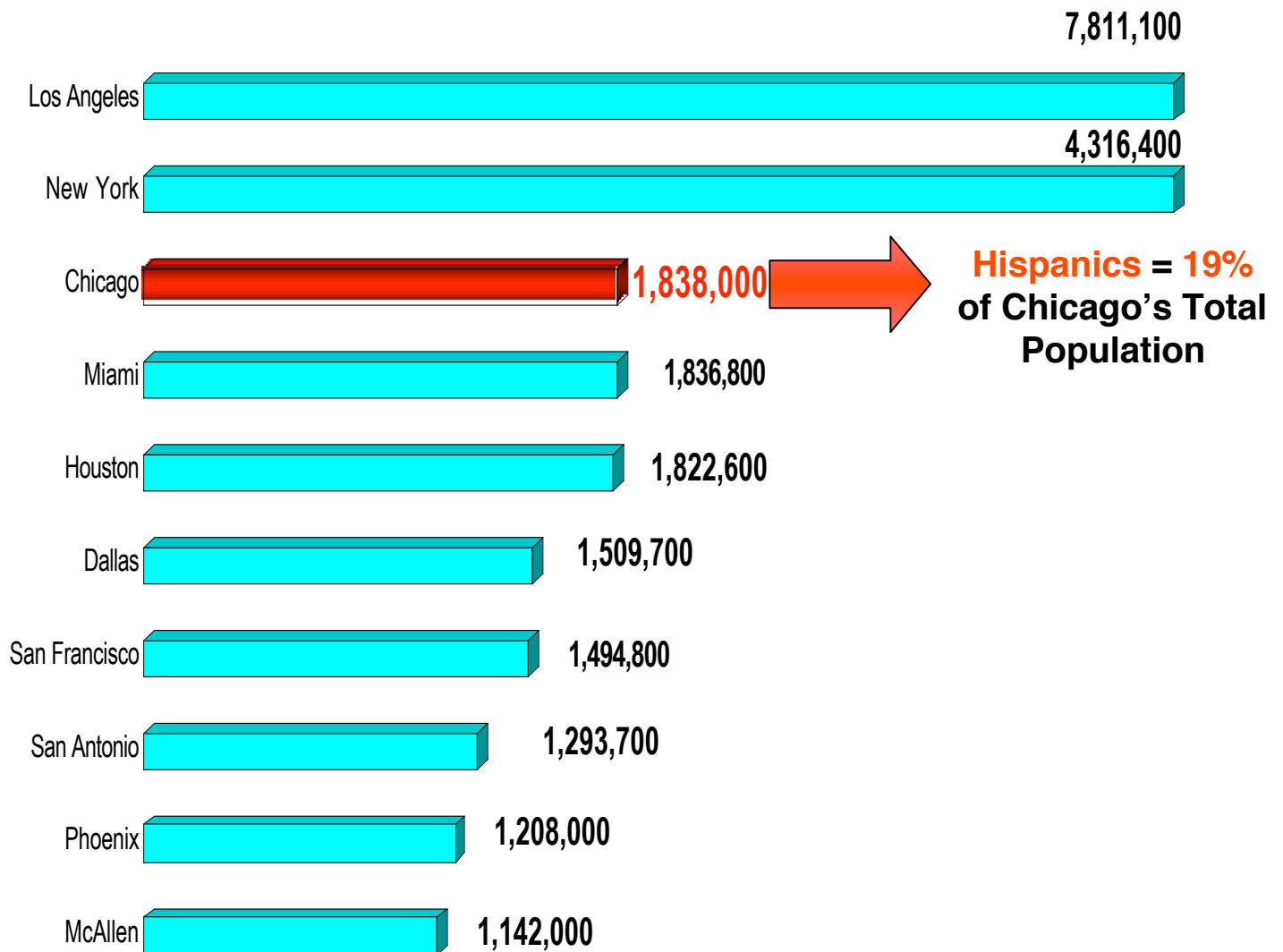
Chicago's Hispanic Population is Larger than the Total population for many U.S. cities!

Total Population

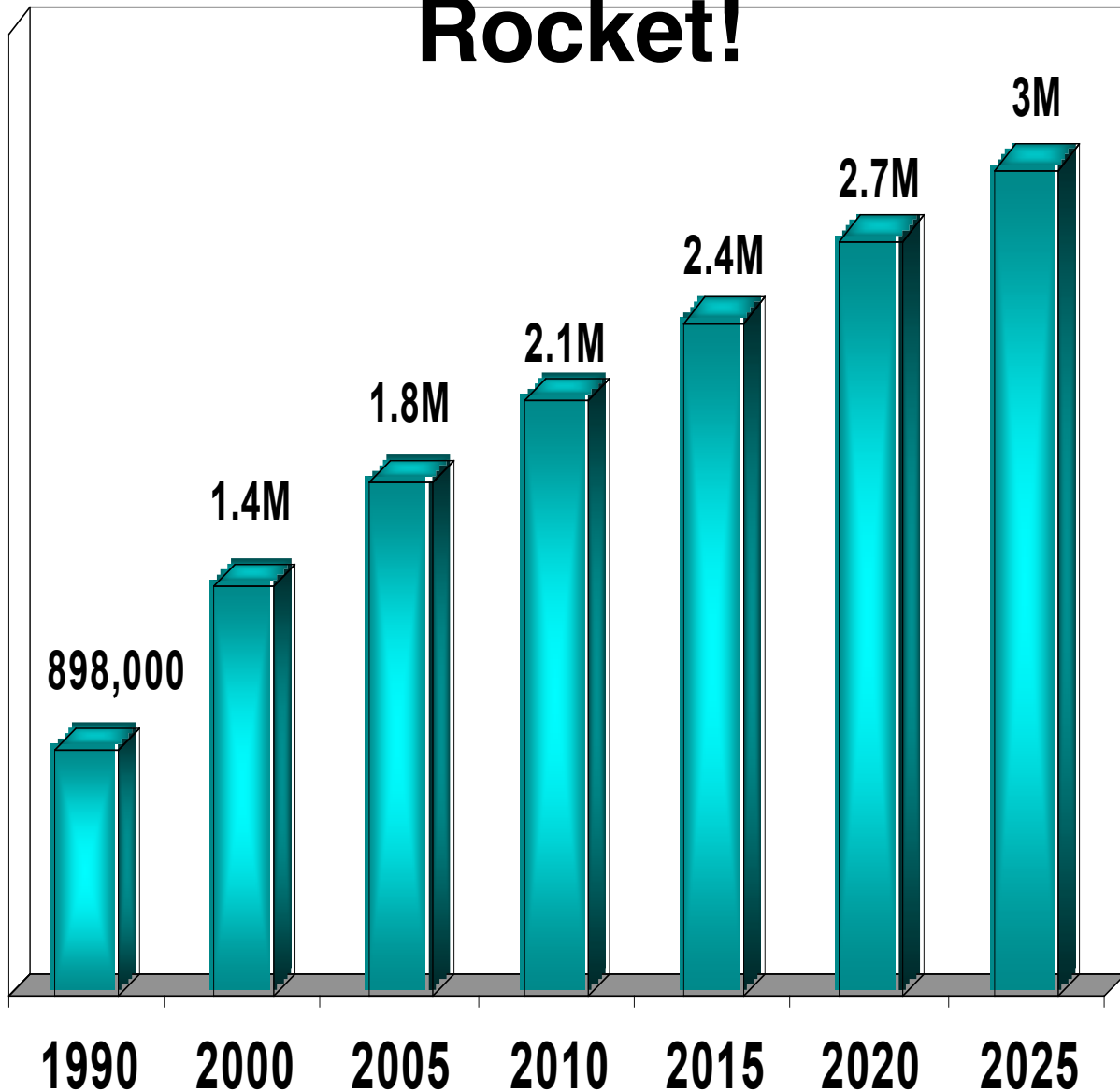


* Total Hispanic
Population

Chicago has the 3rd largest Hispanic Population in the U.S.



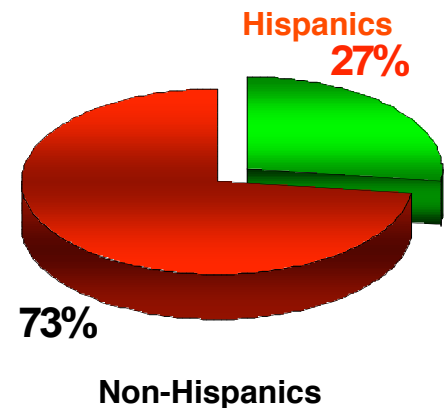
The Chicago Population is Booming and Continues to Sky Rocket!



Chicago's Hispanic Population will grow to 27% by the year 2017!

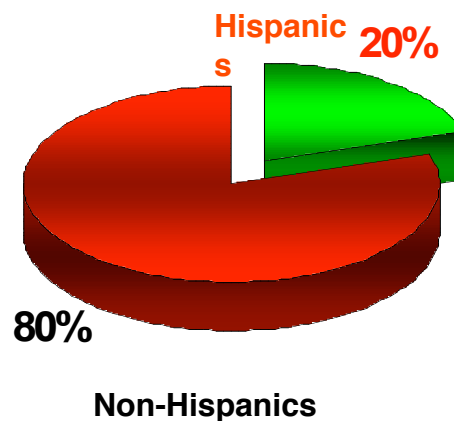
2017 Share of Chicago Area Population

Hispanics = 1 in 4 of the Chicago Population



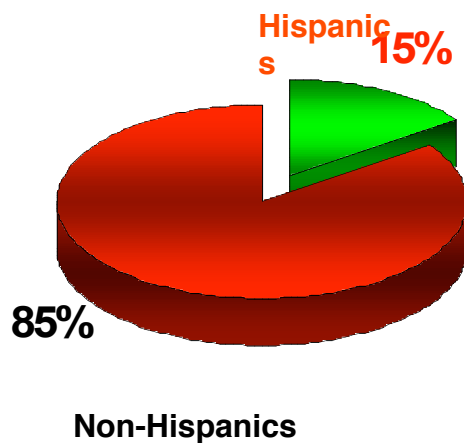
2007 Share of Chicago Area Population

Hispanics = 1 in 5 of the Chicago Population

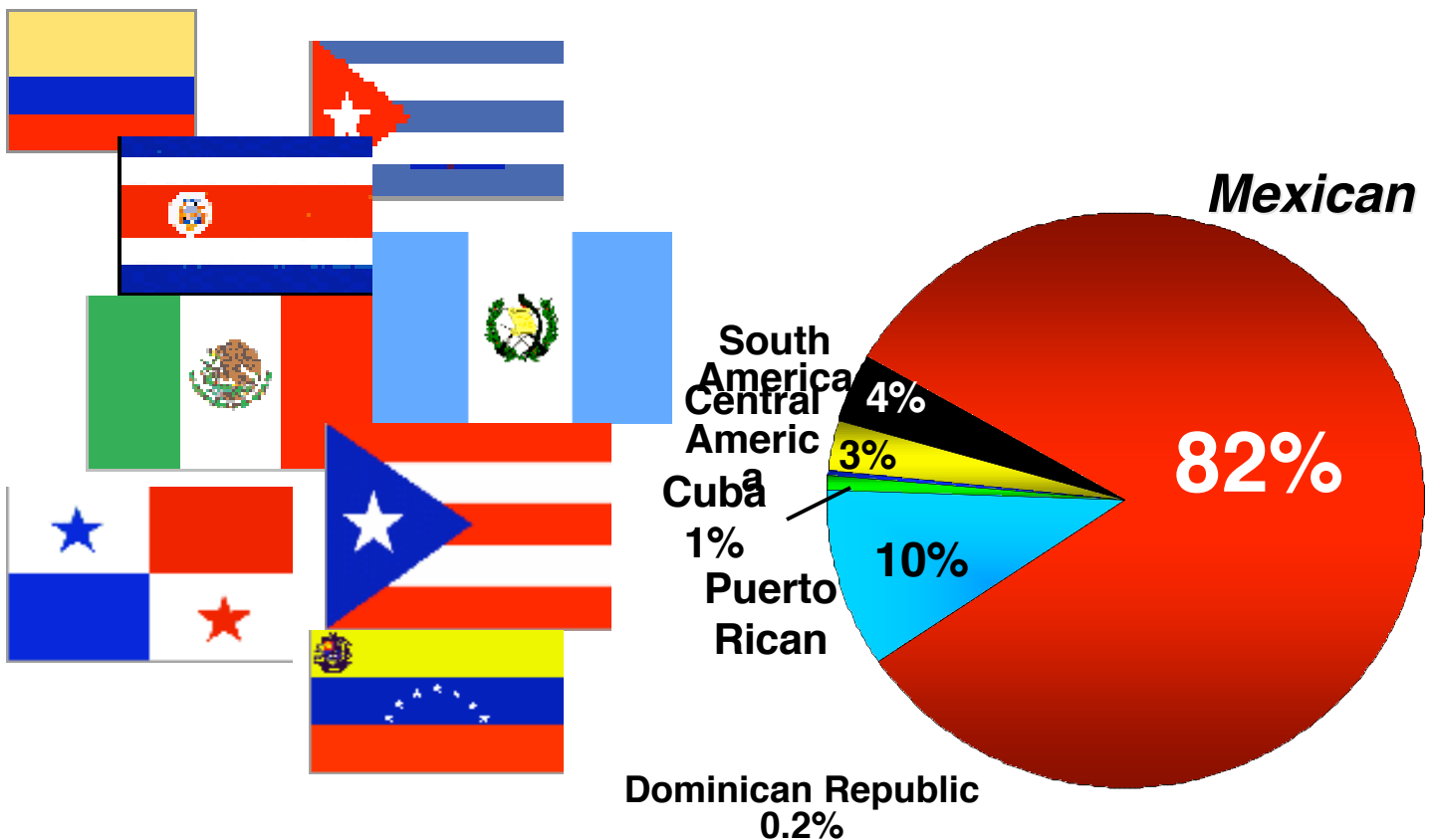


1997 Share of Chicago Area Population

Hispanics = 1 in 7 of the Chicago Population



Chicago Hispanics are Representative of all Latin America



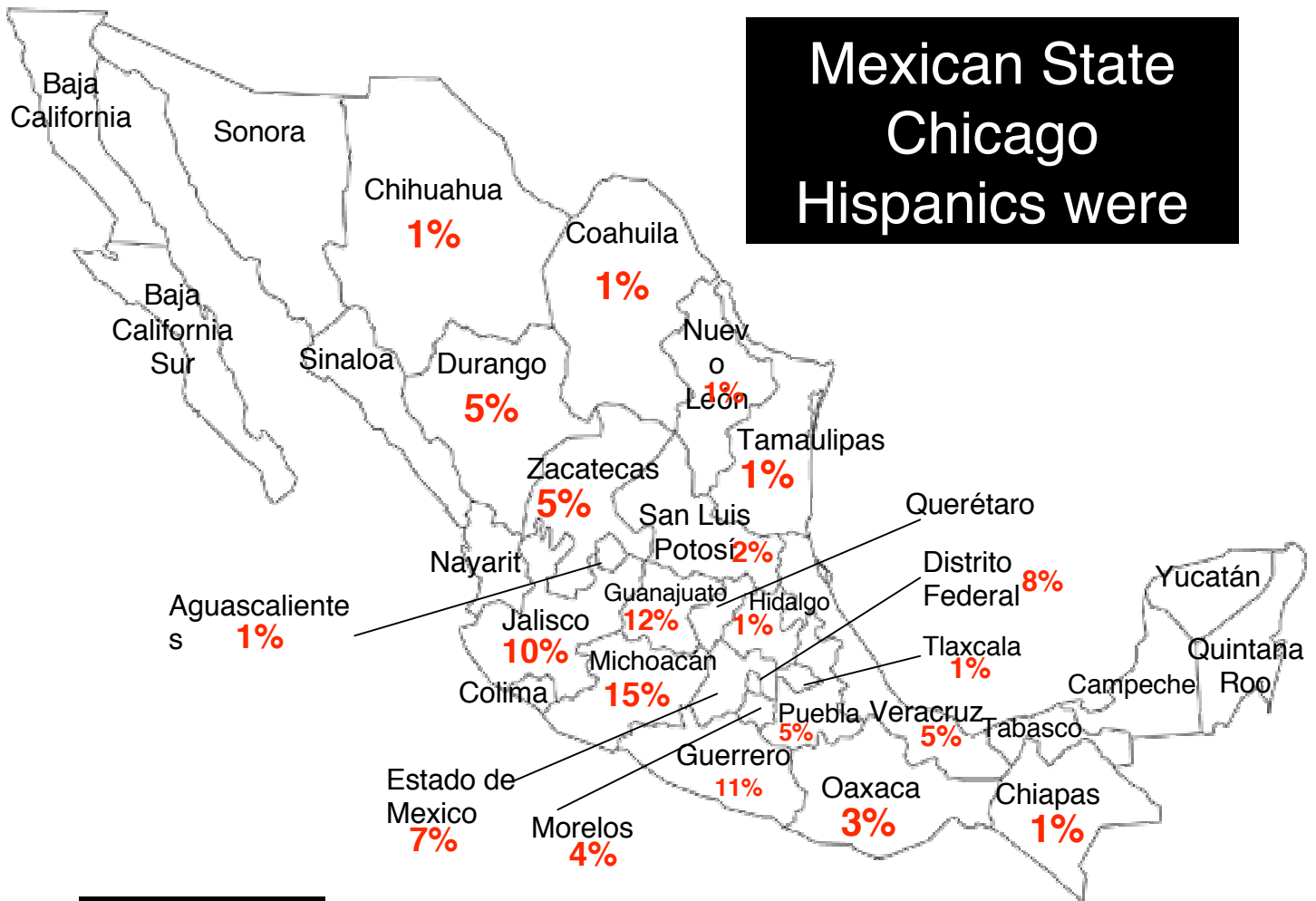
South America: Argentina, Bolivia, Chile, Colombia, Ecuador, Peru, Venezuela

Central America: Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, Panama

Chicago Is The 3rd Largest Mexican Market

1.5+ Million strong!

Source: Geoscape 2006



Adds up to

Chicago is the #1 city in the U.S. for Durango, Guerrero and Veracruz-born Hispanics!

Source: Consulado de Mexico, Chicago, 2006
Sample size: 945,065

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Hispanics Are An Advertiser's Dream because they are younger and have larger families.

Hispanics Have **One** More Person Per Household!



Bigger means more of everything to buy! Higher ticket averages, more cars, bigger homes and more furniture.

Hispanics Are More Than **Ten** Years



Hispanics start families and are in the work force at a younger age - the prime acquisition phase of their lives!

Hispanics Are **54%** more likely to have children at home!



More kids just means MORE. More school clothes, more kids' meals, more entertainment and bigger grocery

Average Household Size

4.3 Hispanics
vs.
3.0 Non-Hispanics

Median Age

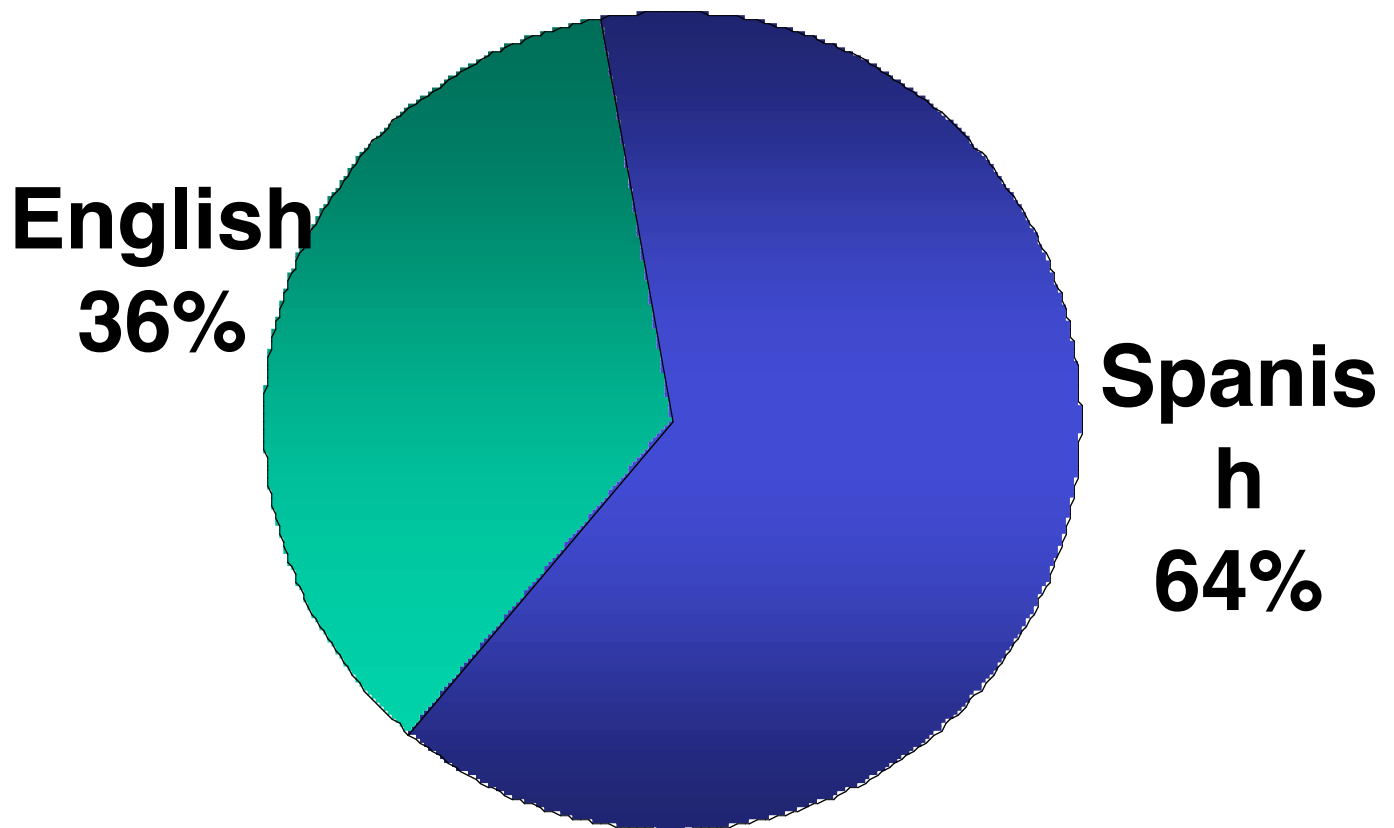
33.0 Hispanics
vs.
47.0 Non-Hispanics

Index of Homes with Children

154 Hispanics
vs.
89 Non-Hispanics

*Market average
is 100

64% of Chicago Hispanics are More Comfortable Speaking Spanish



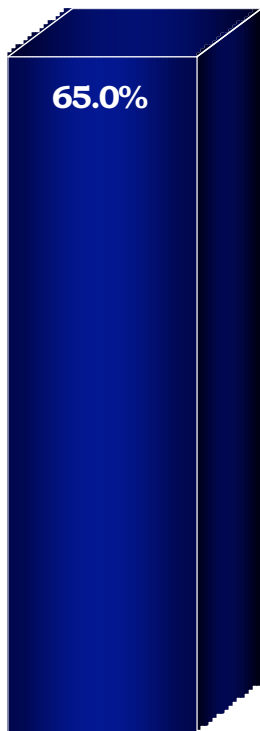
**And 61% of Chicago Hispanics
choose to speak both Spanish &
English**

Hispanics Respond More Favorably to Advertising in Spanish Because.....

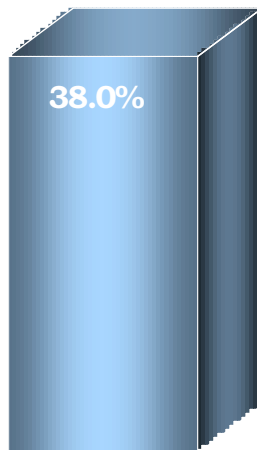
- ***It is Comprehended.***
 - **86%** of Hispanics Understand Advertising Best When it is in Spanish.
- ***It is Preferred.***
 - **61%** of Hispanics Prefer Spanish Language Advertising
- ***It is More Persuasive.***
 - **74%** of Hispanics Find Spanish Language Ads More Persuasive.

Chicago Spanish Radio Listeners Are More Responsive to Advertising “En Español”!

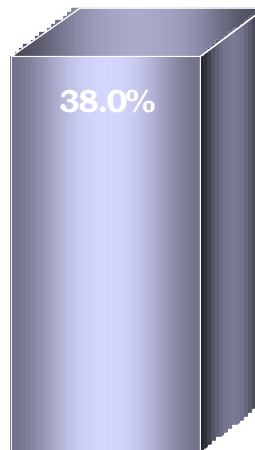
I'm Loyal to
companies with
ads in Spanish



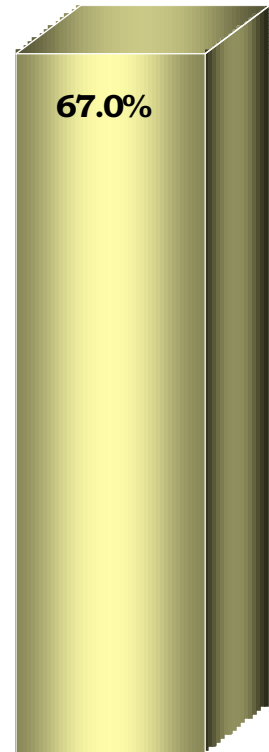
I remember
products
advertised in
Spanish



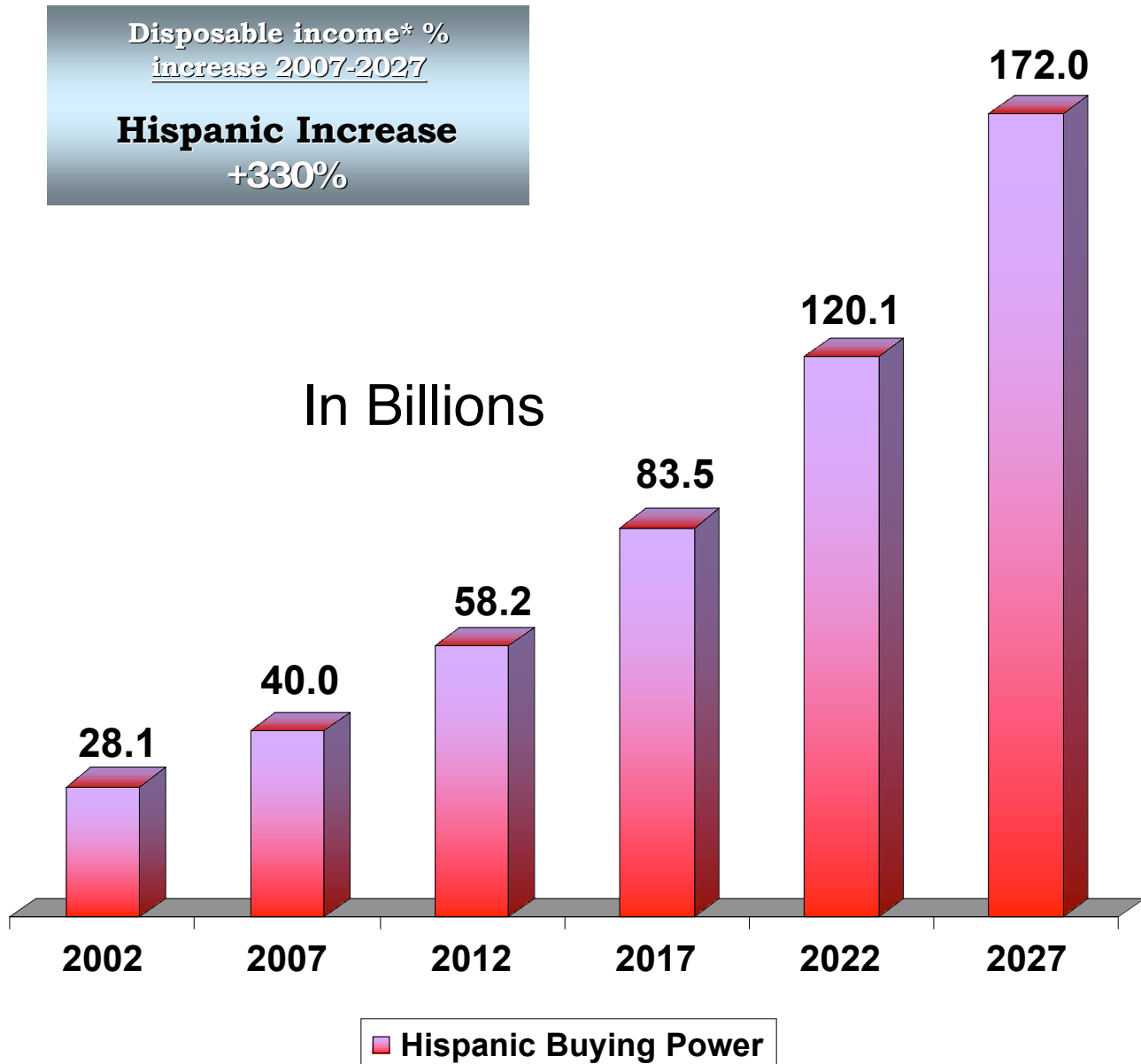
Ad Recall is
better when
products are
advertised in
Spanish



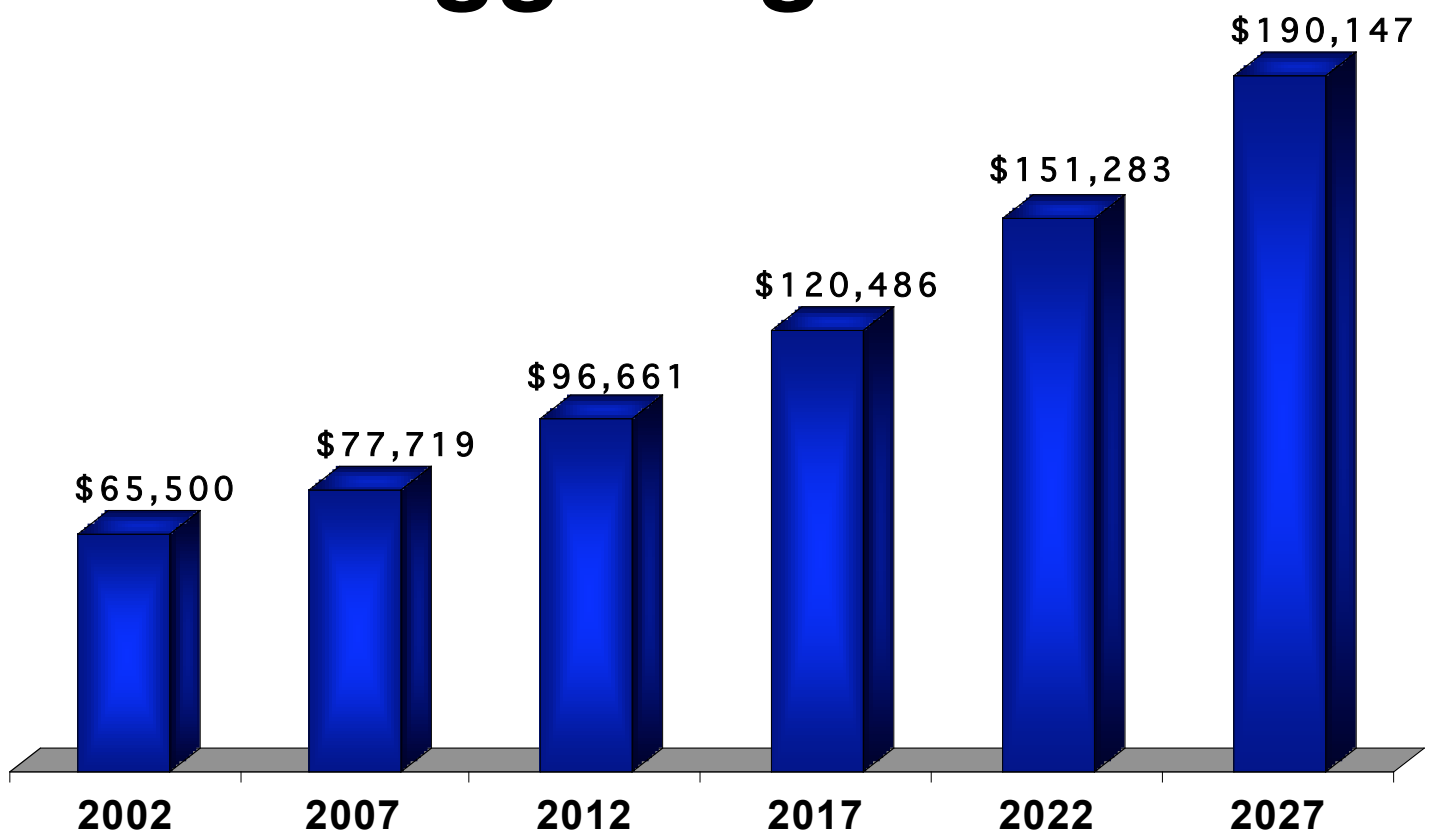
Spanish
ads respect
my heritage



Chicago Hispanic Buying Power will More than Double in the Next Decade



Chicago Hispanic Household Income will Continue to Increase at Staggering Rates!



Chicago ranks 5th in Total Spending*

Rank	Market	Hispanic Total Spending (\$ Billion)
1	Los Angeles	\$149.3
2	New York City	\$89.5
3	Miami	\$48.9
4	Houston	\$38.5
5	Chicago	\$37.8
6	San Francisco	\$33.3
7	Dallas	\$30.3
8	San Antonio	\$24.3
9	Phoenix	\$20.2
10	San Diego	\$18.2
11	Sacramento	\$18.2
12	McAllen	\$15.0
13	Fresno	\$15.0
14	Denver	\$14.8
15	Washington, D.C.	\$14.7

47% growth
2002-2007

Source: 2007 Global Insight (DRI) Consumer Expenditure Report; spending based on Bureau of Labor Statistics Consumer Expenditure Survey (CES) & Personal Consumption Expenditures (PCE) as reported by Bureau of Economic Analysis

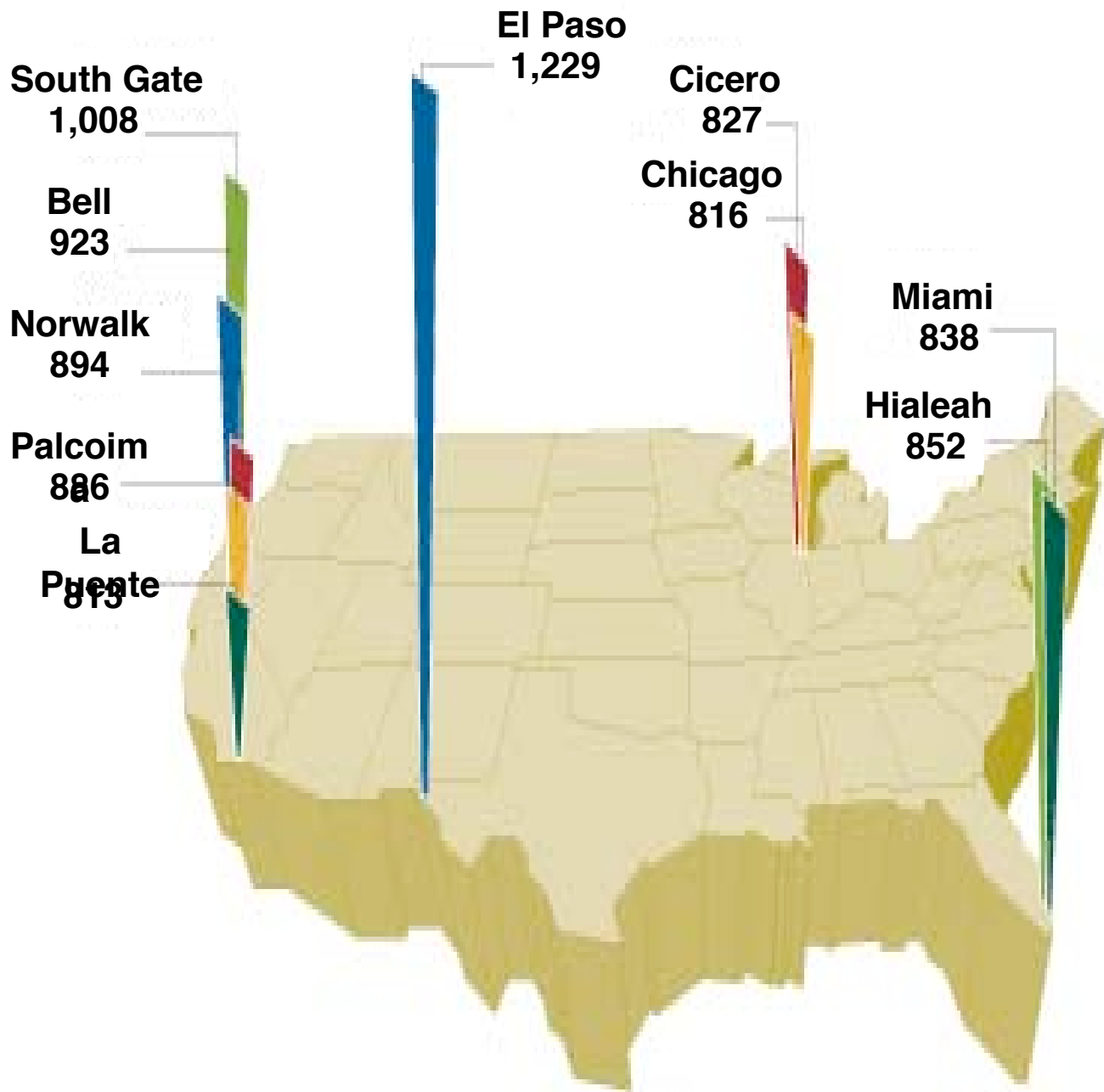
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Two Chicago Area Zip Codes are among the Highest Hispanic HH Incomes in U.S.

Zip	City	State	Hispanic			Average		
			Aggregate HH Income	Population	HH Size	HH Income	HH Size	
79936	El Paso	TX	\$1,229,584,343	85,654	22,830	\$53,858	3,752	
90280	South Gate	CA	\$1,008,215,303	92,207	20,632	\$48,867	4,469	
90201	Bell	CA	\$923,571,731	98,520	21,638	\$42,683	4,553	
90650	Norwalk	CA	\$894,639,936	70,050	15,483	\$57,782	4,524	
91331	Pacoima	CA	\$886,016,395	83,082	16,295	\$54,374	5,099	
33012	Hialeah	FL	\$852,226,691	64,985	21,923	\$38,874	2,964	
33175	Miami	FL	\$838,740,117	47,270	14,559	\$57,610	3,247	
60804	Cicero	IL	\$827,070,955	73,988	16,113	\$51,329	4,591	
60639	Chicago	IL	\$816,222,274	67,444	15,548	\$52,497	4,331	
91744	La Puente	CA	\$813,779,453	71,105	14,101	\$57,711	5,043	

Results for aggregate Hispanic household income were achieved by multiplying the number of Hispanic households by the average Hispanic household income in specific ZIP codes. The map shows cities with the highest income concentrations.

Top 10 Zip Codes with the Highest Hispanic HH Incomes in the U.S.



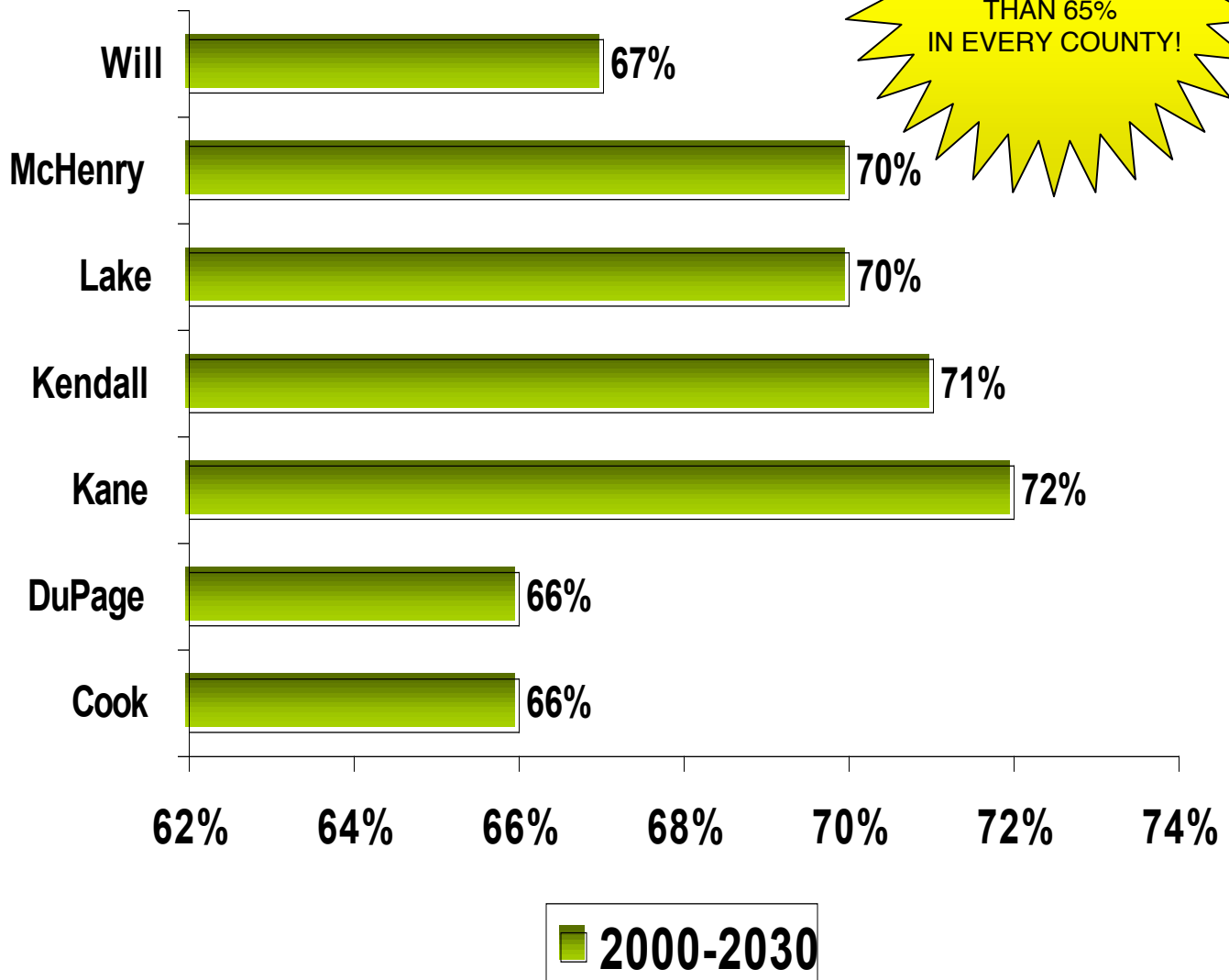
% of Chicago Population that is Hispanic

	12+	18-34	18-49	25-54
# of Chicago Persons	7,782,000	2,160,000	4,270,000	4,042,000
# of Hispanic s %	1,412,000	610,000	961,000	769,000
Chicago Hispanic s	18%	28%	23%	19%

Source: Arbitron
Fall 2007
Chicago, IL

Suburbs Swell with New Arrivals

HISPANIC GROWTH IN
THE CHICAGO AREA
WILL INCREASE BY MORE
THAN 65%
IN EVERY COUNTY!

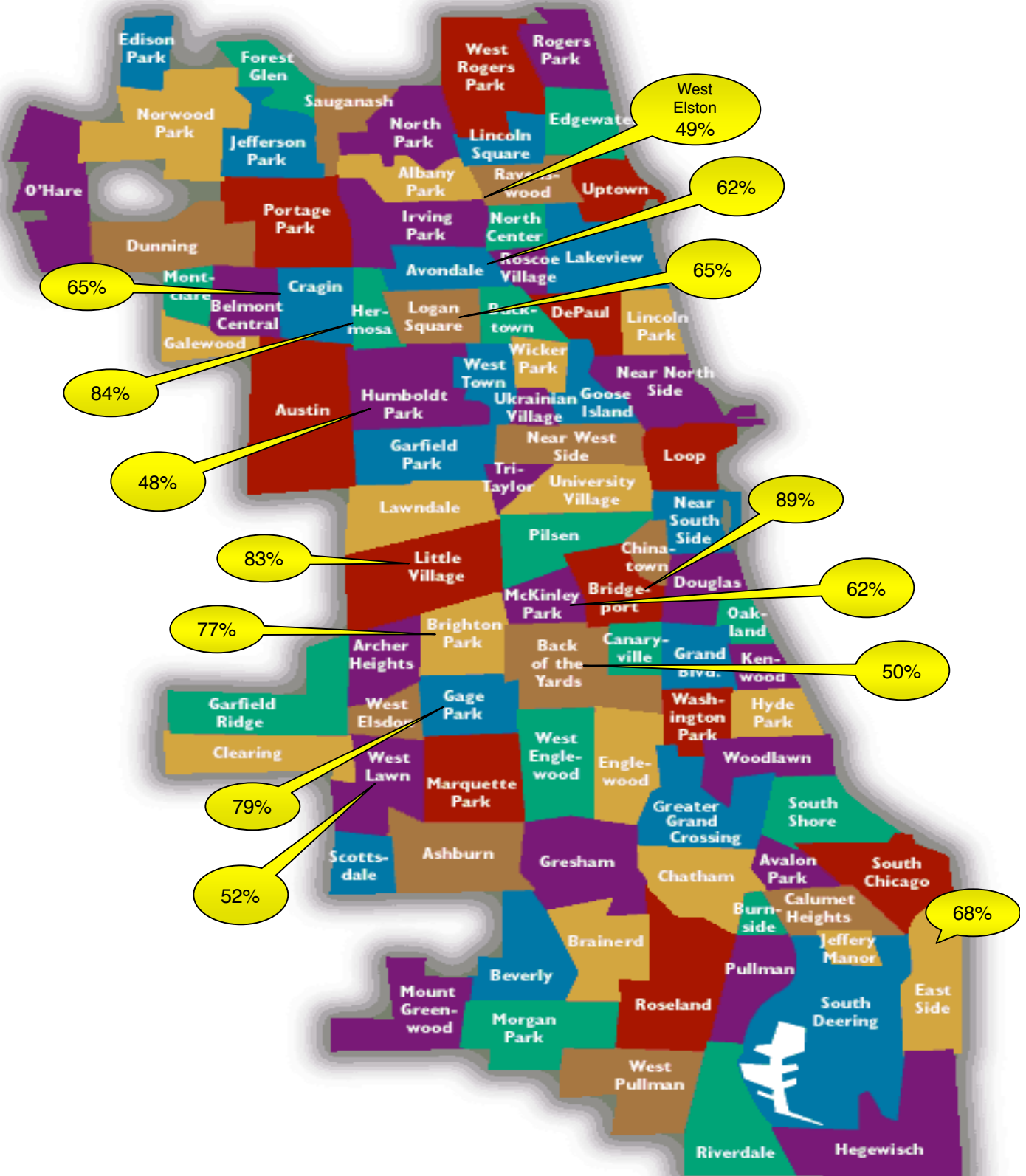


**Chicago DMA Has the 3rd Largest Mexican
Population in the U.S.**

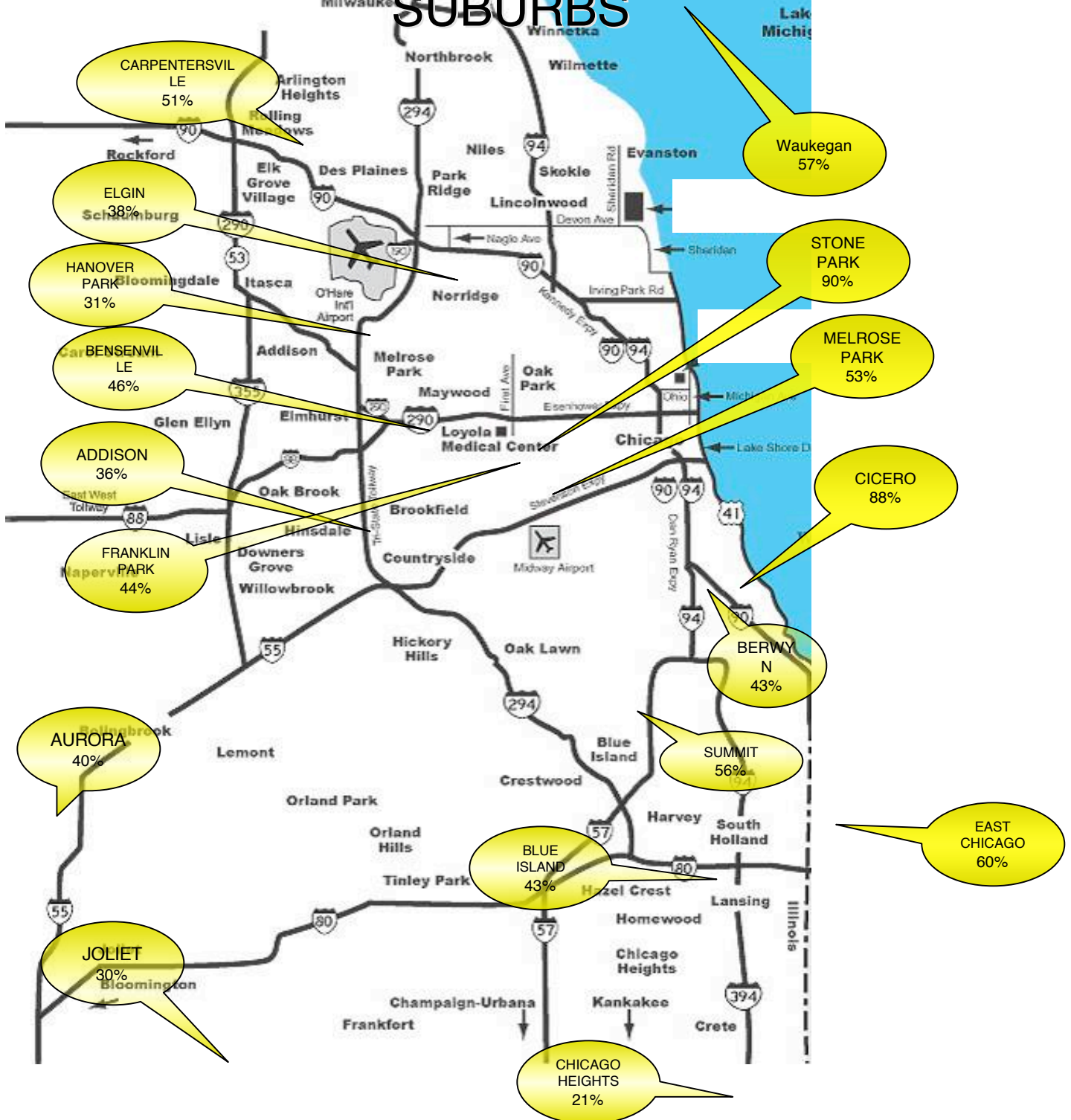
Source: 2005 Northeastern Illinois Planning Commission/Illinois Census Population Projections

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There are many high density Hispanic areas throughout Chicagoland.



CHICAGO- HIGH DENSITY HISPANIC SUBURBS



Source: Geoscape 2007 Chicago Hispanic Population