



HIPLATINA

Summary of HLC Insights
Survey 2017

Luxury Brand Marketing to Upscale
Bicultural and Bilingual Latinas

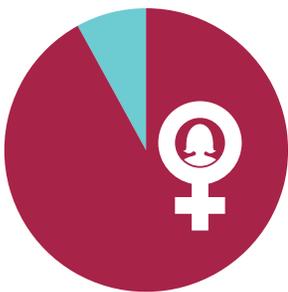
INTRODUCTION

As a trusted source of engaging and always approachable content, HipLatina is a digital publication and social portal for acculturated and aspiring Latinas. Diverse perspectives from strong, forward-thinking Latinas empower our audience to be their best selves. Our audience is made up of Latinas that are ambicultural, educated, and decisive.

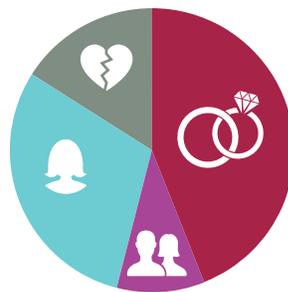


WHO TOOK THE SURVEY

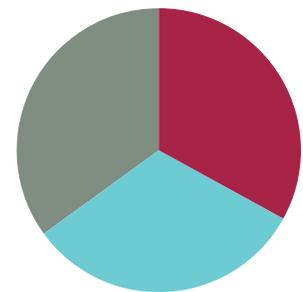
The 2017 HipLatina Insights Survey received 363 responses from:



Gender:
Female 92% / Male 8%

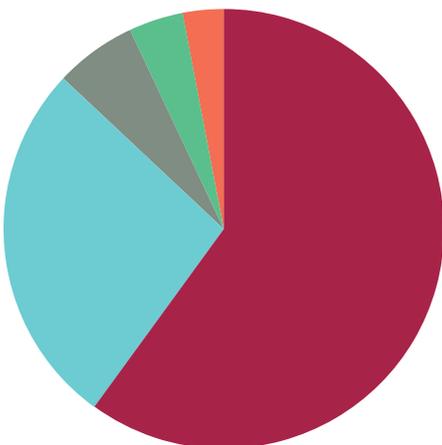


Marital Status:
Married 44%
Co-Habiting 10%
Single 20%
Divorced 15%



Ages:
18-34 33%
35-54 38%
55-64 29%

HIPLATINA RESPONDENTS' COUNTRY OF ORIGIN



Mexico..... 59%

Puerto Rico..... 27%

Other Caribbean..... 6%

Central America..... 4%

South America..... 3%

KEY FINDINGS: CHARACTERISTICS AND BEHAVIORS

HipLatinas that responded to the survey are educated, with 87% having some tertiary education, and a full 61% have received a degree. More Latinos graduating high school are enrolled in college than any other demographic.



Their earning power is representative of this higher education, with 38% earning \$75K+, as compared with 21% of the general market. Even more impressive is that 25% of respondents earn over \$100K.

They see themselves as American with Hispanic roots from Mexico, Puerto Rico, the greater Caribbean, and Central / South America.

HOW HIPLATINAS SEE THEMSELVES



52% Equally Hispanic & American



30% Primarily Hispanic

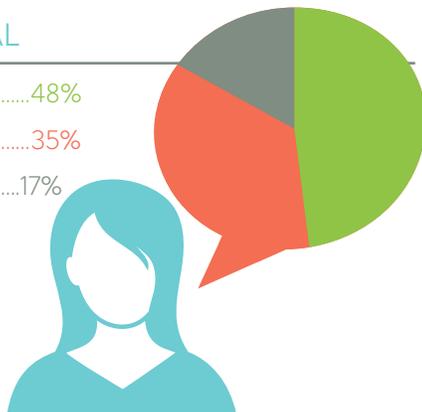


18% Primarily American

They consume content primarily in English, but communicate in both and they switch back and forth effortlessly.

HIPLATINAS ARE BI-LINGUAL

English / Mostly English48%
 50/50 English / Spanish35%
 Spanish / Mostly Spanish17%

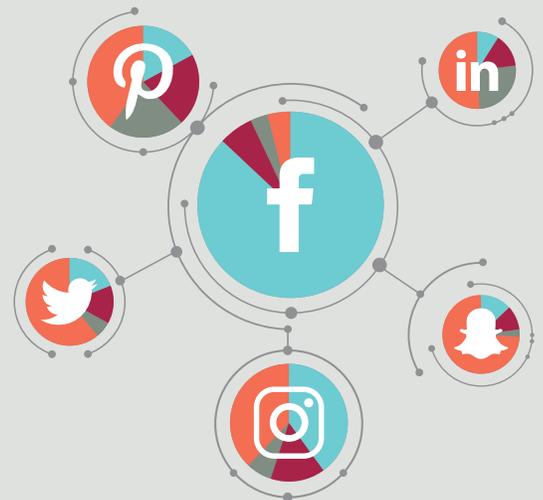


³Definition from Wikipedia: https://en.wikipedia.org/wiki/Mobile_social_network



The social mobile is their primary platform, which makes them highly influential in their networks. Facebook is the dominant platform among our respondents with 87% on the platform daily. Instagram and Pinterest registered highly, Twitter users are active but only 31% reported weekly or daily use, and Snap appears as an emerging platform with 22% weekly or daily use. LinkedIn usage represent it's status as a professional network, with 26% (the largest group of users) on the platform monthly and another 23% more frequently.

SOCIAL MEDIA PLATFORM USAGE BY HIPLATINAS



Daily	Monthly
Weekly	Less / Never

THE NEW REALITY: ENGAGEMENT CHALLENGES WITH SOCIAL MOBILE

The landscape of customer touch points for brands looks different today.

Download the full HLC Insights Survey Report for more key findings on HipLatinas including:

1. How they Access the Internet
2. What drives Brand Affinity
3. Characteristics of Shareable Content
4. The Straight Talk on Brand Awareness
5. Why Target HipLatinas?



OPPORTUNITY FOR BRANDS

The case for brands to focus on US Hispanics has been growing, and broad market Latino focused media platforms have grown on digital to address the need.

As the adage goes: "50% of the advertising worked, but we don't know which half". Finding and engaging those Latinos high on the acculturation scale within the mass market is the challenge for brands today. Brand authenticity is what Latinos want, and commitment goes a long way. The risks of not engaging are too great for marketers, and it can become a competitive advantage for organizations that build this competence with culturally relevant first-to-market innovations. HipLatina's niche community of acculturated Latinas expects nothing less.

HipLatina is a New Channel

We deliver this audience of bilingual and bicultural, upscale Latinas with culturally relevant engagement.

Click here to contact us