



Unlock Hispanic Identity to Propel Brand Growth

Hispanic Consumer Focus

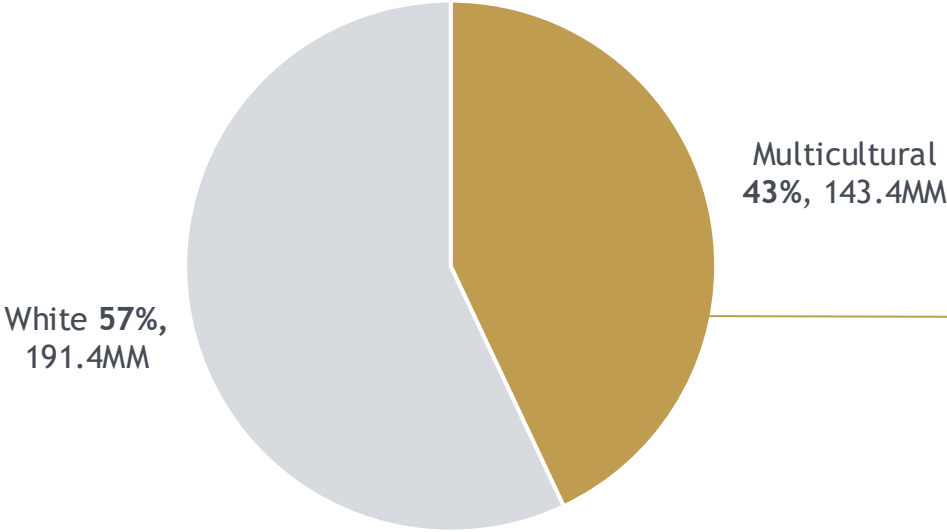
January 2025



At 19% of the total population, Hispanics are the second largest segment

The population's purchasing power is over 2 trillion and has grown by over 300% in the past 20 years

Population, 2023



Multicultural segments		
Hispanic	19%	65.1MM
Black	12%	39.6MM
Asian ¹	6%	20.3MM
Multiracial	4%	14.8MM
Other race	1%	2.1MM
American Indian or Alaska Native	<1%	1.5MM



Source: American Community Survey 2023 1-Year Data
¹ Asian includes Native Hawaiian/Pacific Islander

The plurality of Hispanics today are Bicultural

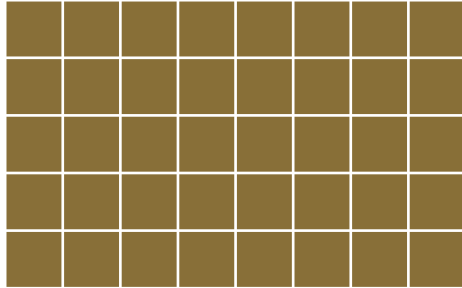
But the share of Heritage Leaning (*Unacculturated*) Hispanics has grown the fastest since 2022

Hispanic Population by Identity, 2023

□ = 1%

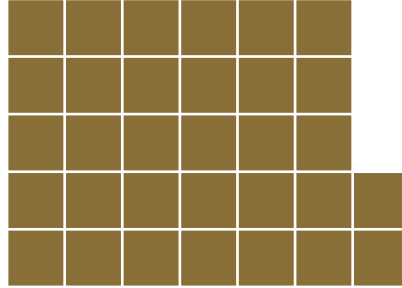
Bicultural

39.8% 23.8MM ↑0.4MM



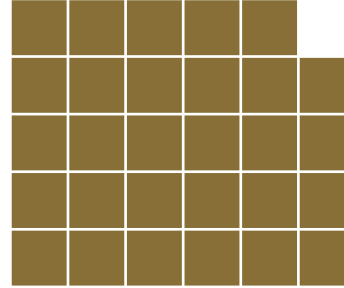
U.S. Leaning (*Acculturated*)

31.6% 18.9MM ↑0.2MM



Heritage Leaning (*Unacculturated*)

28.6% 17.1MM ↑0.8MM



Hispanic Identity

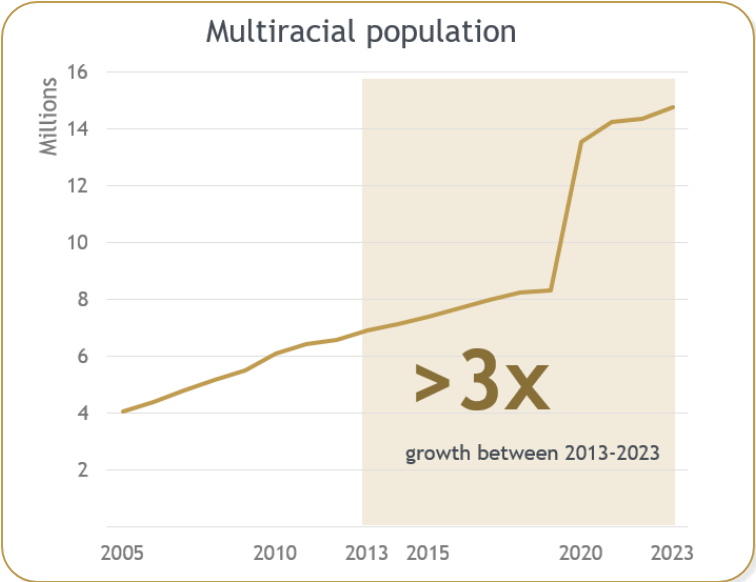
U.S. Leaning (*Acculturated*): primarily English speakers that identify themselves as American over Hispanic

Bicultural: use both English and Spanish languages and have a shared Hispanic and American identity

Heritage Leaning (*Unacculturated*): primarily Spanish speakers that identify themselves as Hispanic over American




Bicultural and Heritage Leaning Hispanics are building Momentum for Spanish language preference



35%

of Multicultural growth is driven by **Spanish-dominant Hispanics.**

(2022-2023)

The Spanish-speaking population is increasingly younger and more diverse 





1

Key Identity Shifts

Three cultural shifts shaping Hispanic consumer trends

2

2025 Hispanic Group Traits

Build trust and engagement through group traits

1

Key Identity Shifts

Three cultural shifts shaping Hispanic consumer trends



Hispanic's key identity shifts uncover individual depth

Brands that apply Inclusive Marketing 3.0 strategies to address these shifts will drive growth



Key Shift #1: Intensified U.S. Patriotism

Hispanics are strengthening their connection to the U.S., finding alignment between American values and their cultural pride.

Key Shift #2: Rising Collective Strength

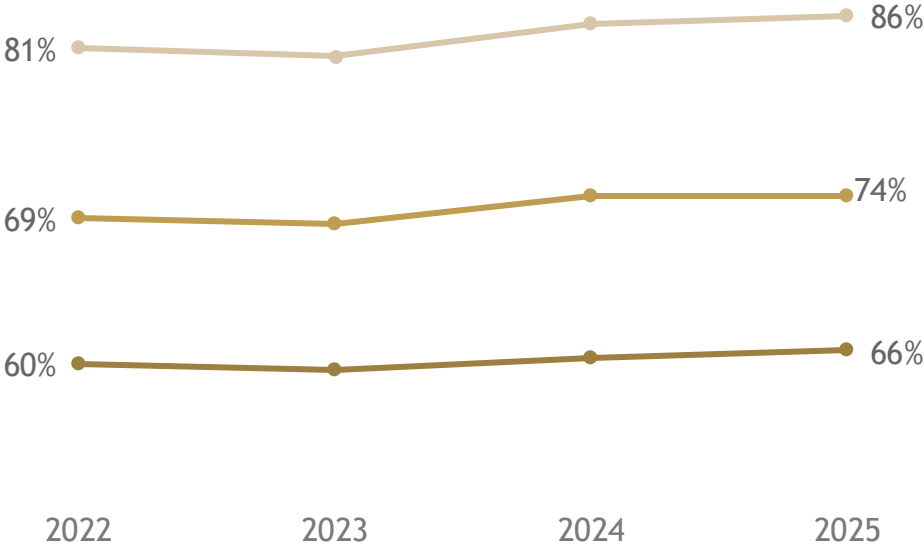
Growing representation in politics, media, and leadership roles has empowered Hispanic communities to voice their concerns and shape policies.

Key Shift #3: Digital & Cultural Trail-Blazing

Hispanics are at the forefront of digital innovation and cultural evolution.

In 2025, Hispanics are owning their American identity, with a resilience that drives them to tackle setbacks with innovation

% of Hispanics that agree or strongly agree with each statement



↑↓ Notable changes from 2024

RESILIENT ↑ 4pp
"When I encounter setbacks, I look for solutions to overcome them."

COSMOPOLITAN ↓ 6 rank
"I take pride in being knowledgeable about different cultures and places in the world."

PATRIOTIC (U.S.) ↑ 3pp
"I feel a strong personal connection to America."



Source: Collage Group Cultural Traits Survey, 2022-2025 (18-78 population), weighted data, % strongly agree, agree
Trending statements are based on (1) statistically significant change in % agreement since 2022 and (2) changes in relative rank

HISPANIC'S KEY IDENTITY SHIFTS

#1: Intensified U.S. Patriotism

- Hispanics are most likely to view the **U.S. as a place where their values are** embraced.
- The rise of intersectional identities empower Hispanics to espouse **Cultural Duality**.
- Hispanics' **active influence on cultural events** deepens their sense of pride in being American.

66% ▲

of Hispanics feel a strong personal connection with America. ↑ 3pp



Brand Actionability:
Real-Life Resonance

BRANDS: Collaborate with Hispanic communities to highlight their contribution to U.S. cultural events, using bilingual storytelling to reflect everyday experiences that affirm their American identity.



Source: Collage Group Cultural Traits Survey, 2025 (18-79), weighted data
% agree, strongly agree
▲ ▼ Significantly over/under Total Population. Confidence level 95%
↑ ↓ Change from 2024 (percentage points)

HISPANIC'S KEY IDENTITY SHIFTS

#2: Rising Collective Strength

- Despite socioeconomic barriers, Hispanics remain ambitious, **pursuing their goals while prioritizing the collective good.**
- Hispanics value **mentorship as a catalyst for change**, seizing opportunities to exchange ideas and collaborate on solutions.
- Hispanics are vocal advocates, **demanding brand transparency** as part of a broader call for accountability.

86% ▲

of Hispanics look for solutions when they encounter setbacks. ↑ 4pp



Brand Actionability:
Struggle Solidarity

BRANDS: Highlight Hispanic strength by showcasing stories of perseverance, creating pathways for growth through mentorship, and demonstrating accountability.



Source: Collage Group Cultural Traits Survey, 2025 (18-79), weighted data
% agree, strongly agree
▲ ▼ Significantly over/under Total Population. Confidence level 95%
↑ ↓ Change from 2024 (percentage points)

HISPANIC'S KEY IDENTITY SHIFTS

#3: Digital and Cultural Trail-Blazers

- Hispanics **drive much of the engagement** on the most popular social media platforms.
- Hispanics quickly embrace innovation, **seeking new technologies to enhance their lives** and turning to brands for integration.
- Beyond technology, Hispanics are **pushing and innovating important new American traditions**.

61% ▲

of Hispanics use WhatsApp.
↑ 14pp



Brand Actionability:
Cultural Co-Creation

BRANDS: Recognize Hispanics' early adoption by incorporating innovative technologies into their offerings and fostering new traditions through meaningful partnerships and amplification.



Source: Collage Group Media Study, 2024 (18-79), weighted data
Multiselect option

▲ ▼ Significantly over/under Total Population. Confidence level 95%

↑ ↓ Change from 2023 (percentage points)

2

2025 Hispanic Group Traits

Build trust and
engagement through
Group Traits



Group Traits

enable brands to incorporate **cultural nuance** while increasing the **effectiveness** of targeted marketing efforts

Build trust, understand values and drive overall fit with Group Traits

Use Group Traits to connect with segments through:

- 1 **Authentic Messaging** that is relevant to consumers' identity and aligns with their values
- 2 **Halo Effects** that surface opportunities to extend reach on values that matter across segments
- 3 **Deeper Connection** built on brand loyalty through thoughtful and consistent engagement with the segment

Group Traits reveal consumers' nuanced motivations, over time

IN-GROUP AGREEMENT

Consumers gauge their level of agreement with 75 cultural statements

RESONANT VALUES
illuminate consumers' priorities, motivations, and aspirations

COMPARATIVE ANALYSIS

Identify uniquely resonant statements for the target segment

CORE DISTINCTIONS
examine unique, contextually important themes

TRENDING

Detect statistically significant changes in resonance over time

KEY SHIFTS
measure significant movement in agreement and rank



2025 Hispanic Group Traits

Hispanic Group Traits influence the segments' perspective, attitudes, and behaviors

CULTURAL DUALITY



POSITIVITY



ENGAGED



TRAIL-BLAZING



HISPANIC GROUP TRAITS

Cultural Duality

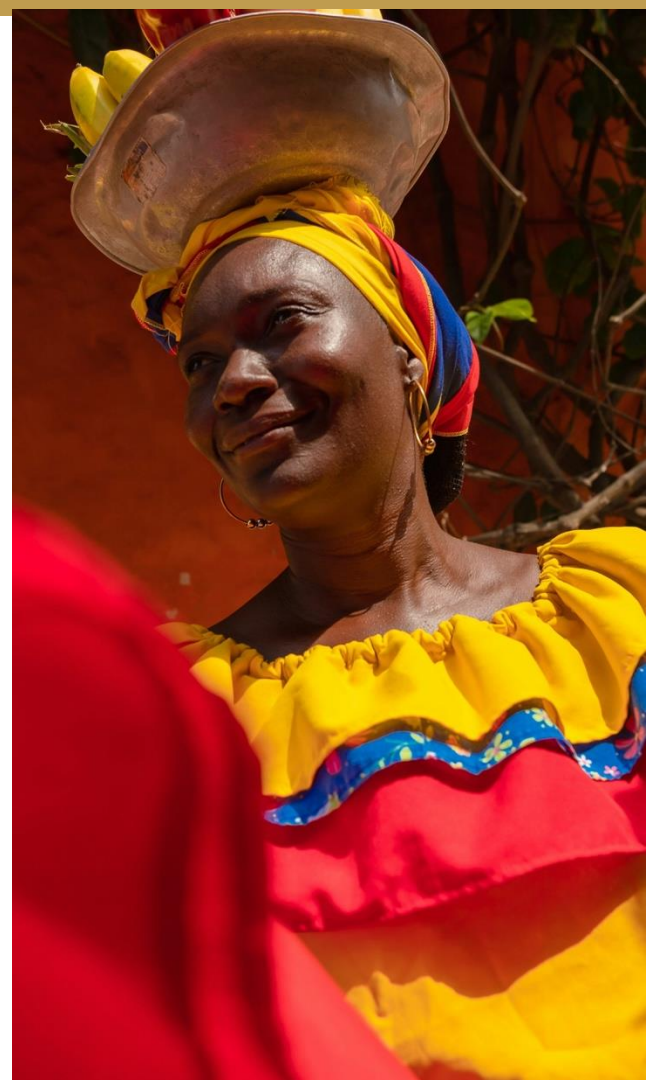
Although Hispanics firmly believe in maintaining their cultural **heritage**, they are still **patriotic** and proud of their achievements in the United States.

They feel responsible for acting as **cultural stewards** by preserving their ancestors' cultural traditions. At the same time, they participate in American culture, seamlessly navigating both worlds with cultural fluidity.

HERITAGE

CULTURAL-
STEWARDSHIP

PATRIOTIC (U.S.)



Source: Collage Group 2025

CULTURAL DUALITY GROUP TRAIT

Hispanics feel personally connected to their heritage and the United States

Heritage

77% ▲

“I still take part in the traditions and culture of my family’s heritage.”

Cultural-Stewardship

67% ▲

“I feel responsible for preserving the culture and traditions of my ancestors.”

Patriotic (U.S.)

66% ▲

“I feel a strong personal connection with America.”

RANK

Hispanic

vs. Non-Hispanic

19

+22

Hispanic

vs. Non-Hispanic

35

+22

Hispanic

Vs Non-Hispanic

38

-6



RISING STATEMENT



RISING STATEMENT

Source: Collage Group Cultural Traits Survey, 2025 (18-79), weighted data

% agree, strongly agree

▲ ▼ Significantly over/under Total Population. Confidence level 95%

⬆️ ⬇️ Trending statements are based on (1) statistically significant change in % agreement since 2022 and (2) changes in relative rank



CULTURAL DUALITY GROUP TRAIT

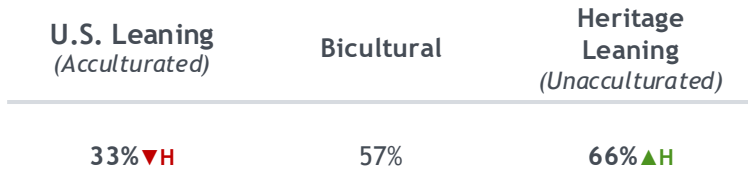
Most Hispanics are internationally patriotic

This is driven by Heritage Leaning Hispanics and the segment's emphasis on travel

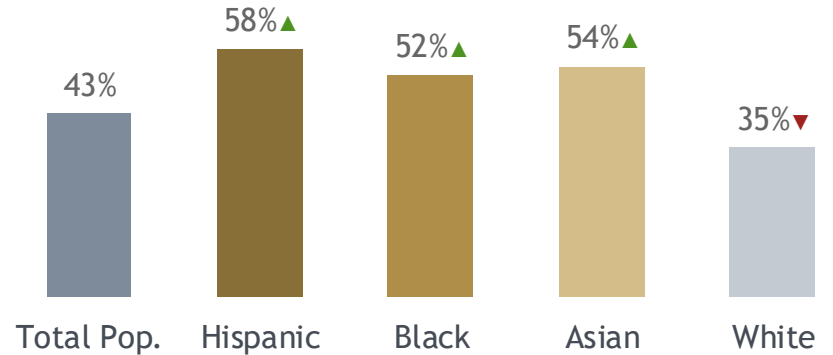
53%▲

of Hispanics feel a **strong personal connection to a country or countries outside America.** ¹

compared to 32% Non-Hispanic



Traveling to the places that are tied to my cultural heritage is important to me. ²



Source: ¹ Collage Group Cultural Traits Survey, 2025 (18-79), weighted data

² Collage Group Passion Points Survey, 2024 (18-78), weighted data

% agree, strongly agree

▲ ▼ Significantly over/under Total Population. ▲ H ▼ H Significantly over/under Hispanic. Confidence level 95%

CULTURAL DUALITY GROUP TRAIT

The segment connects with heritage through food, particularly Bicultural Hispanics

56%▲

of Hispanics say food helps them connect with their heritage.

compared to 43% Total Pop

U.S. Leaning
(Acculturated)

Bicultural

Heritage Leaning
(Unacculturated)

51%

60%

54%



Inclusive Marketing 3.0:
Cultural Co-Creation

Taco Bell partnered with Mexican-American singer Omar Apollo to add his parent's Disha Hot sauce to Taco Bell's lineup. They were featured in the brand's Test Kitchen series, highlighting the cultural elements that make the sauce amazing to pair Taco Bell's popular items.



Source: Collage Group Category Essentials, Fall 2024 (18-78), weighted data
% agree, strongly agree

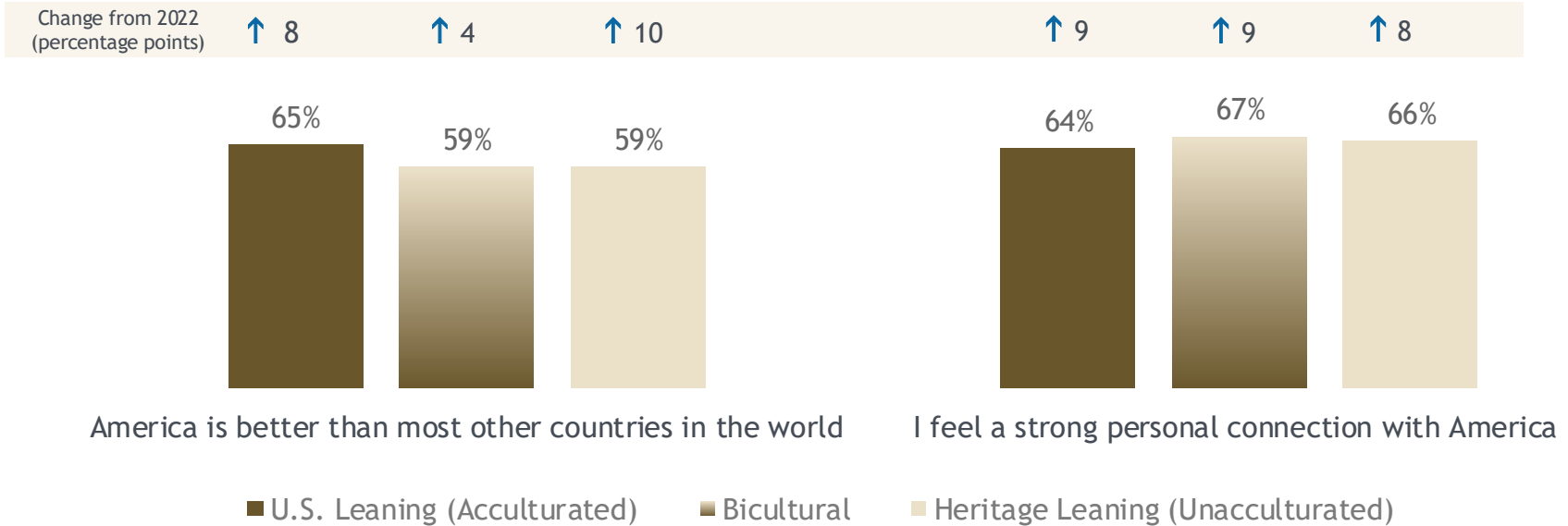
[Marketing Dive](#)

▲ ▼ Significantly over/under Total Population. Confidence level 95%

CULTURAL DUALITY GROUP TRAIT

Bicultural and Heritage-Leaning Hispanics are growing in their patriotism towards the U.S.

% of Hispanics that agree with the following statements by identity group



Source: Collage Group Cultural Traits Survey, 2025 (18-79), weighted data
% agree, strongly agree

CULTURAL DUALITY GROUP TRAIT

This Hispanic Bilingual population continues to grow in the U.S.

In 2025:

2 in 3 Hispanics are
U.S. Native-Born

63% of Hispanics
speak Spanish at home

76% of Hispanics ages 5 and older
speak English well or very well



Buchanan's Scotch Whisky #ComoLoDigas campaign with Marcello Hernández honors and displays the many ways Hispanics pronounce Buchanan's.



CULTURAL DUALITY GROUP TRAIT

U.S. Leaning Hispanics are fearlessly embracing their culture, openly recognizing Spanglish as part of their identity

62%[↑] 3pp

of U.S. Leaning (*Acculturated*) Hispanics say they still take part in the traditions and culture of their family's heritage.

“I've enthusiastically started embracing the fact that **my true first language is Spanglish**...It's a language with rules of its own, and it's a special little club that many attempt to imitate, even those who judge its legitimacy. **It's a language that advertisers, television, and feature writers desperately try to use, but they always seem to drop the ball unless the writers are actually part of the club.** Trust me, native Spanglish speakers can tell.”

—KATHERINE G. MENDOZA
ECUADORIAN AMERICAN WRITER AND PRODUCER



Source: Collage Group Cultural Traits Survey, 2025 (18-79), weighted data
% agree, strongly agree

↑↓ Change from 2022 (percentage points)

[Pop Sugar](#)

CULTURAL DUALITY GROUP TRAIT

Hispanics act as cultural stewards, preparing future generations to embrace their Cultural Duality

62% ▲

of Hispanic parents have or are planning to teach their children about their own cultural background.

compared to 54% Total Parents

56% ▲

of Hispanic parents say they want their children to balance being American with another culture.

compared to 49% Total Parents



Source: Collage Group Parents & Kids Cultural Education Survey, July 2024 (18-78 parents with kids under 18 who say they have taught, are teaching, or are planning to teach their child(ren) about their own cultural heritage), weighted data
Multiselect option

▲ ▼ Significantly over/under Total Population. Confidence level 95%



Brands that celebrate the rich heritage and contributions of Hispanics to American culture will enhance Relevance with the segment

The NFL celebrates Hispanics' pride in their Cultural Duality.

The brand's Por La Cultura initiative celebrates Hispanic contributions to the sport year-round, inspiring the youth by telling stories of successful Hispanics that proudly embrace that being *from here, and there*. This message drives **Values** and **Fit** for Hispanics, as they prioritize keeping traditions alive.

70

B-CFQ Score for Hispanics

*CultureRate Norm: 66



NFL's most powerful B-CFQ component is **Memories**



The NFL Celebrates Cross-Border Pride | Por La Cultura



HISPANIC GROUP TRAITS

Positivity

Despite adversity and recurring anti-Hispanic sentiment, Hispanics are still **optimistic** about their future in the U.S., both as a population and on an individual level.

They are **ambitious**, always trying their best to make it to the top, and they are confident that their **discipline** will lead them to achieve success.

OPTIMISTIC

AMBITIOUS

DISCIPLINE



Source: Collage Group 2025

POSITIVITY GROUP TRAIT

Hispanics seek success with a positive mindset and a strong work ethic

Optimistic

82% ▲

“I’m confident my life will continue to get better.”

Discipline

73% ▲

“I tend to follow my goals and not let temptations get me off track.”

Ambitious

65% ▲

“I’m always trying to be the best and make it to the top.”

RANK

Hispanic

vs. Non-Hispanic

11

+12

Hispanic

vs. Non-Hispanic

28

+8

Hispanic

Vs Non-Hispanic

39

+11



Source: Collage Group Cultural Traits Survey, 2025 (18-79), weighted data
% agree, strongly agree
▲ ▼ Significantly over/under Total Population. Confidence level 95%

POSITIVITY GROUP TRAIT

The segment's ambition rooted in their warmth and desire to make everyone feel like family

80% ▲ ↑ 8pp

of Hispanics say they consider someone “family” if they are really close, even if they’re not related.
compared to 77% Non-Hispanic

U.S. Leaning (Acculturated)	Bicultural	Heritage Leaning (Unacculturated)
78%	79%	83%

“In the Hispanic community, warmth and hard work are directly intertwined, creating a culture that values family, community, and a strong work ethic. Together, they form the foundation of a solid and supportive network, where **success is not just measured by personal achievements but by the love and support given to those around them.**”

—VICTOR PAREDES
VP OF CULTURAL STRATEGY, COLLAGE GROUP



Source: Collage Group Cultural Traits Survey, 2025 (18-79), weighted data
% agree, strongly agree

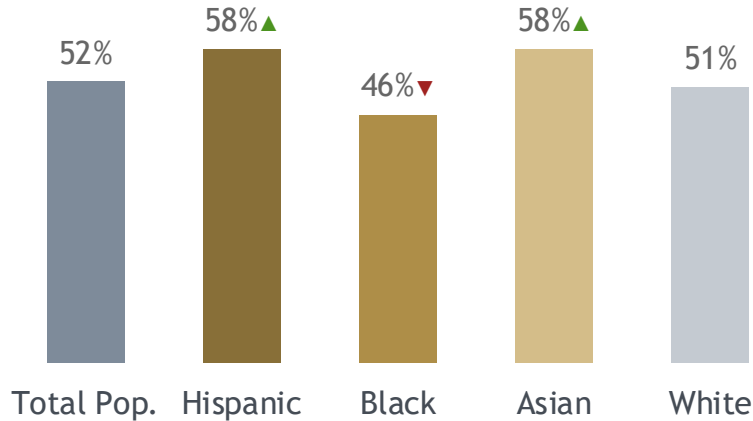
↑↓ Change from 2022 (percentage points)

▲▼ Significantly over/under Total Population. Confidence level 95%

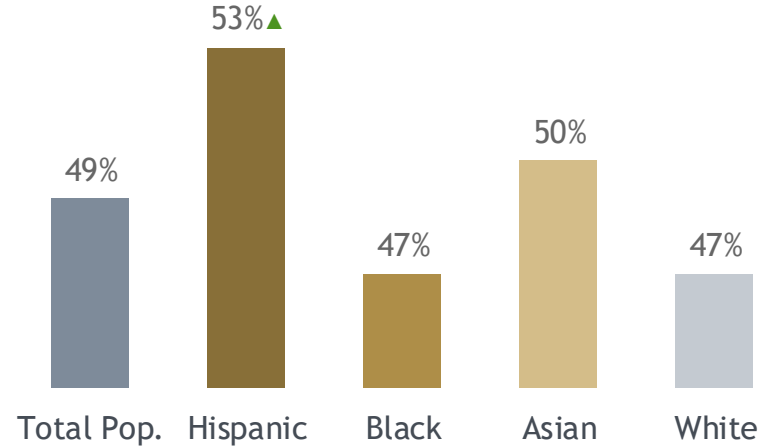
POSITIVITY GROUP TRAIT

Hispanics are optimistic the U.S. is a place where they can strive for success, connecting with their U.S. patriotism

The U.S. is a trustworthy country.



The U.S.' values are aligned to my own values.



Source: Collage Group America Now Survey, July 2024 (18-78), weighted data
% agree, strongly agree
▲ ▼ Significantly over/under Total Population. Confidence level 95%

POSITIVITY GROUP TRAIT

Hispanics' positivity is reflected in their satisfaction with their health and wellness

	Hispanic	Total Pop.
Spiritual wellness	66% ▲	62%
Mental health	64% ▲	59%
Emotional wellness	61% ▲	56%
Social wellness	59% ▲	54%
Physical health	58% ▲	53%
Financial wellness	40% ▲	36%



Source: Collage Group Health and Wellness Survey, November 2024 (18-78), weighted data
% satisfied, very satisfied
▲ ▼ Significantly over/under Total Population. Confidence level 95%

POSITIVITY GROUP TRAIT

But they also recognize the impact employment and educational barriers have on their overall well-being

72%▲

of Hispanics recognize the impact of **employment status** on their health.

compared to 60% Total Pop.

64%▲

of Hispanics recognize the impact of **school/work environment** on their health.

compared to 53% Total Pop.



Hispanics most likely to work in labor-intensive jobs, like construction (3.4MM), facing higher rates of injury and death.¹



Source: Collage Group Health and Wellness Survey, November 2024 (18-78), weighted data

% moderate, major impact

¹American Community Survey 2023 1-Year Data

▲ ▼ Significantly over/under Total Population. Confidence level 95%

POSITIVITY GROUP TRAIT

Hispanics value material achievements, but they will not risk everything to garner success

62% ▲ ↑ 6pp

of Hispanics say they **care a lot about their achievements** related to money, job title, or status.

compared to 50% Non-Hispanic

61% ▲ ↑ 8pp

of Hispanics say they **tend to avoid risks and uncertainty** as much as possible.

compared to 57% Non-Hispanic

Heritage Leaning Hispanics drive the segment's achievement-seeking and risk-averse attitudes



Source: Collage Group Cultural Traits Survey, 2025 (18-79), weighted data
% agree, strongly agree

↑↓ Change from 2022 (percentage points)

▲▼ Significantly over/under Total Population. Confidence level 95%

Brands will embody Values if they authentically portray Hispanics' strong work ethic

Inclusive Marketing 3.0: Real-Life Resonance

Modelo promotes **Values** by celebrating the hard-working spirit of Hispanic street vendors, embodying Real-Life Resonance and honoring Hispanics who make a lasting impact in their communities.

66

B-CFQ Score for
Hispanics

Vs 46 for Non-Hispanics



Modelo's most
powerful B-CFQ
component is
Trust



Modelo, The Mark Of A Fighter: Street Vendor

HISPANIC GROUP TRAITS

Engaged

Open-mindedness is deeply intertwined with Hispanics' cultural richness, leading them to embrace different perspectives and experiences. This openness naturally leads to a **cosmopolitan** worldview, as many Hispanics have connections to different cultures worldwide.

Additionally, Hispanics are **activists** and motivated to support the many social causes they care about.

OPEN-MINDED

COSMOPOLITAN

ACTIVIST



Source: Collage Group 2025

ENGAGED GROUP TRAIT

Hispanics seek out diverse ideas, paying close attention to cultural shifts around them

Open-Minded

83% ▲

"I enjoy learning from people who have different perspectives and life experiences than my own."

Cosmopolitan

74% ▲

"I take pride in being knowledgeable about different cultures and places in the world."

Activist

62% ▲

"I'm always looking for opportunities to support social causes I care about."

RANK

Hispanic

vs. Non-Hispanic

10

0

Hispanic

vs. Non-Hispanic

24

+20

Hispanic

vs. Non-Hispanic

46

+16



Source: Collage Group Cultural Traits Survey, 2025 (18-79), weighted data
% agree, strongly agree
▲ ▼ Significantly over/under Total Population. Confidence level 95%

ENGAGED GROUP TRAIT

The segment's interest in different cultures shows up in their desire to invest in traveling abroad

28% ▲

of Hispanics say they have plans to travel internationally.

compared to 19% Total Pop.

U.S. Leaning (Acculturated)	Bicultural	Heritage Leaning (Unacculturated)
25%	34%▲H	25%



Hispanic travelers are expected to increase their annual leisure trips by 10%, spending \$180 more per trip compared to the last 12 months, contributing an estimated \$165 billion to the U.S. economy in 2025.¹



Source: Collage Group Category Essentials, Spring 2024 (18-78), weighted data
Multiselect option

¹[Airbnb US Latin & Hispanic Traveler Report 2024](#)

▲ ▼ Significantly over/under Total Population. ▲H ▼H Significantly over/under Hispanic. Confidence level 95%

ENGAGED GROUP TRAIT

Hispanics' active engagement with cultural events fuels their interest in exploring new places

Sources of inspiration for Hispanic travelers in 2024: ¹



Social Media— Hispanics are more likely to say they are inspired to travel by travel influencers.

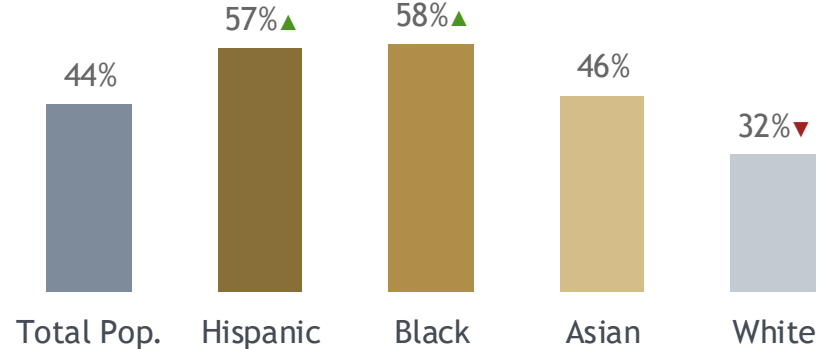


Pop Culture— Hispanics are more likely to visit a location from a television show, book, or movie.



Cultural Events— Hispanics are more likely to say they will travel to see their favorite band or music venue.

I like it when brands participate in big cultural moments.



Source: Collage Group America Now Survey, July 2024 (18-78), weighted data % agree

¹[Airbnb US Latin & Hispanic Traveler Report 2024](#)

▲ ▼ Significantly over/under Total Population. Confidence level 95%

ENGAGED GROUP TRAIT

The segment prioritizes using their voice to mentor and drive change within their communities

54% ▲

of Hispanics say they actively work to elevate and improve the lives of those in their community.

compared to 43% Non-Hispanic

U.S. Leaning (Acculturated)	Bicultural	Heritage Leaning (Unacculturated)
42% ▼H	60% ▲H	57%

“Latinas occupy just 1% of C-suite roles in the U.S. workforce... We need more sponsors and allies who will be advocates. It is essential to **intentionally create pathways for collaboration and professional development that uplift underrepresented groups**. When we invest in the growth of Hispanic women and Latinas, we enrich our communities and ultimately the organizations in which we work.”

—DIANA QUINTERO MARTIN

VP OF COMMUNICATIONS AT BAE SYSTEM'S ELECTRONIC SYSTEMS



Source: Collage Group Cultural Traits Survey, 2025 (18-79), weighted data

% agree, strongly agree

[New Hampshire Business Review](#)

▲ ▼ Significantly over/under Total Population. ▲H ▼H Significantly over/under Hispanic. Confidence level 95%

ENGAGED GROUP TRAIT

Hispanics are attuned to issues impacting Americans across race and ethnicity, and expect brands to take a stand on these matters

Issues Hispanics are more likely to want brands to speak up about:

	Total Pop.	Hispanic
Protecting data privacy	69%	68%
Fighting inflation	66%	65%
Reducing unemployment	59%	63%▲
Improving access to affordable healthcare	58%	62%▲
Improving access to affordable housing	53%	59%▲

In 2024, these were the top two issues Americans wanted brands to speak up about.



Source: Collage Group America Now Survey, July 2024 (18-78), weighted data
Top 2 Box %; Q: "How do you think brands should respond to the following issues with 1 meaning brands shouldn't speak up and 5 meaning they should speak up?"
▲ ▼ Significantly over/under Total Population. Confidence level 95%

ENGAGED GROUP TRAIT

Hispanics are engaged with the brands they consume, looking up their diversity and inclusion practices

86% ▲

of Hispanics say inclusive marketing is equally or more important to them compared to 4 years ago (2020).¹

compared to 80% Total Pop.

45% ▲

of Hispanics have looked up a company/brand's diversity and inclusion practices before purchasing from them.²

compared to 36% Total Pop.



Source: Collage Group America Now Survey, July 2024 (18-78), weighted data

¹Q: Compared to 4 years ago (2020), how important is inclusive advertising and marketing to you today?"

²% agree

▲ ▼ Significantly over/under Total Population. Confidence level 95%

Celebrate the activist spirit of Hispanics by supporting those who are creating opportunities for their communities



Inclusive Marketing 3.0: Struggle Solidarity

In partnership with Hello Alice, PepsiCo's Juntos Creemos program is committed to empowering Latina-owned businesses in the food and beverage industry, including restaurants, bodegas, and carnicerías. As part of a \$50 million commitment, 20 businesses will receive \$10,000 grants, along with business coaching, mentorship, and a 5-week expert consultation to strengthen their digital presence, boost sales, and optimize marketing strategies.

74

B-CFQ Score for
Hispanics

*CultureRate Norm: 66



Pepsi's most powerful
B-CFQ component is
Memories



Source: Collage Group, CultureRate:Brand Studies, 2023-2024 (13-78 population)
*CultureRate Norm is the average of all brands in the database, according to Hispanics
[Hello Alice](#), [Jefa-Owned](#)

HISPANIC GROUP TRAITS

Trail-Blazing

The Hispanic community is widely recognized for being trail-blazers, demonstrating remarkable **resilience** and a future-oriented lens in the face of adversity.

Their **innovative** spirit is apparent in adopting new technology and experiences before others which sets the trend, and their **change-oriented** outlook motivates them to continuously seek out new things.

RESILIENT

INNOVATIVE

CHANGE-ORIENTED



Source: Collage Group 2025

TRAIL-BLAZING GROUP TRAIT

Hispanics remarkably create new paths and crave change

Resilient

86% ▲

“When I encounter setbacks, I look for solutions to overcome them.”

Innovative

76% ▲

“I like to experiment with new ideas and solutions.”

Change-Oriented

61% ▲

“I crave change in my life regularly.”

RANK

Hispanic

vs. Non-Hispanic

6

+3

Hispanic

vs. Non-Hispanic

21

+6

Hispanic

Vs Non-Hispanic

49

+17



RISING STATEMENT

Source: Collage Group Cultural Traits Survey, 2025 (18-79), weighted data

% agree, strongly agree

▲ ▼ Significantly over/under Total Population. Confidence level 95%

⬆️ ⬇️ Trending statements are based on (1) statistically significant change in % agreement since 2022 and (2) changes in relative rank



TRAIL-BLAZING GROUP TRAIT

Hispanics embrace the unknown and have high trust in their intuition

77% **↑ 7pp**

of Hispanics say they tend to “follow their gut” and rely on their own instincts more than anything else.

compared to 74% Non-Hispanic

U.S. Leaning
(Acculturated)

Bicultural

Heritage Leaning
(Unacculturated)

75%

76%

80%



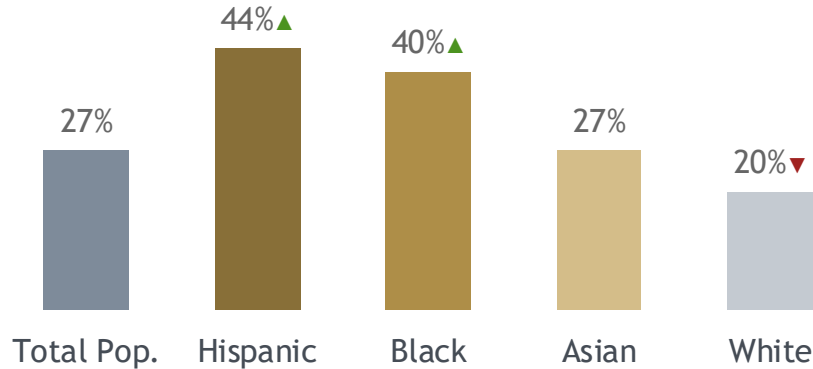
Source: Collage Group Cultural Traits Survey, 2025 (18-79), weighted data
% agree, strongly agree

↑↓ Change from 2022 (percentage points)

TRAIL-BLAZING GROUP TRAIT

Hispanics are proud to be trend setters in the fashion space and beyond

I am a fashion trend setter.



Inclusive Marketing 3.0:
Cultural Co-Creation

Walmart launched The Nuevolution project, co-creating a collection of products that celebrates Hispanic creatives shaping culture. They collaborated with the LA streetwear brand Wish Me Luck, embodying the trend setter spirit of Hispanics.



Source: Collage Group Passion Points Survey, April 2024 (18-78), weighted. Data

% agree

[NTWRK](#)

▲ ▼ Significantly over/under Total Population. Confidence level 95%

TRAIL-BLAZING GROUP TRAIT

Hispanics are digital and cultural Trailblazers, propelling WhatsApp and TikTok usage forward while paving the way for Spanish-language content

61%▲

of Hispanics use  **WhatsApp**
↑ 14pp

compared to 27% Total Pop.

58%▲

of Hispanics use  **TikTok**

compared to 42% Total Pop.

“Based on their language preferences, while many [Hispanic] TikTok users in the study are used to interacting in English most of the time, **most would prefer to communicate in both languages in some scenarios, including on social media and when encountering ads.**”

—JENNIFER RIVERA-VEGA

HEAD OF MULTICULTURAL ADVERTISING, TIKTOK



Source: Collage Group Media Survey, July 2024 (18-78), weighted data
Q: “Do you use any of these social media platforms?” Multiselect

[Forbes](#)

▲▼ Significantly over/under Total Population. Confidence level 95%

↑↓ Change from 2023 (percentage points)

TRAIL-BLAZING GROUP TRAIT

Hispanics are resilient and are eager to share their ideas to advance culture

70% ▲

of Hispanics say they embrace opportunities to share their ideas with others.

compared to 59% Non-Hispanic

U.S. Leaning (Acculturated)	Bicultural	Heritage Leaning (Unacculturated)
59% ▼ ^H	72%	78% ▲ ^H

npr

100 years ago, social clubs were everything.
Now young Latinos carry them forward



Source: Collage Group Cultural Traits Survey, 2025 (18-79), weighted data

% agree, strongly agree

[NPR](#), [El Pais](#)

▲ ▼ Significantly over/under Total Population. ▲^H ▼^H Significantly over/under Hispanic. Confidence level 95%

TRAIL-BLAZING GROUP TRAIT

Hispanics are innovating cultural traditions, creating new American celebrations

57%

of Hispanics say that celebrating quinceañeras is an important way to maintain their community's heritage.

U.S. Leaning
(Acculturated)

Bicultural

Heritage Leaning
(Unacculturated)

49% ▼ H

66% ▲ H

53%



“The quinceañero recognizes that they’re growing up, and we’re appreciating our sons and value their coming-of-age.”

—RACHEL V. GONZALEZ-MARTIN

PROFESSOR AT UNIVERSITY OF TEXAS



Source: Collage Group Holidays & Occasions Survey, March 2023 (18-77), weighted data

% agree, strongly agree

[NY Times](#)

▲ ▼ Significantly over/under Total Population. ▲ H ▼ H Significantly over/under Hispanic. Confidence level 95%

TRAIL-BLAZING GROUP TRAIT

Hispanics crave new technologies and the opportunity to use them to improve their lives

45% ▲

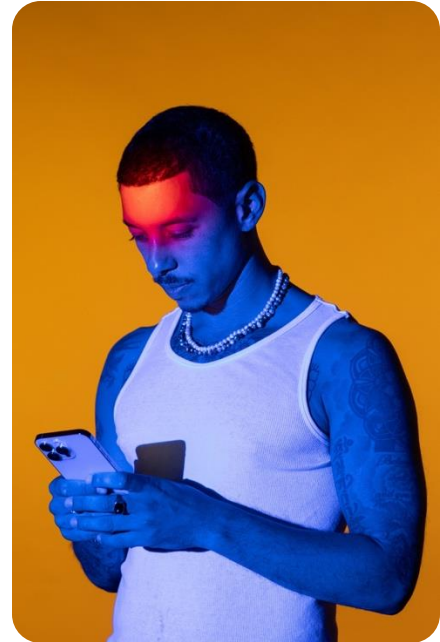
of Hispanics say they want their healthcare experience to be more high-tech.¹

compared to 34% Total Pop.

39% ▲

of Hispanics say they would start using or buying a brand if generally incorporates newest technologies in its products and services.²

compared to 30% Total Pop.



Source: ¹Collage Group Health and Wellness Survey, November 2024 (18-78), weighted data; % agree

²Collage Group America Now Survey, July 2024 (18-78), weighted data
Multiselect, Q: "Please select any of the reasons you would start using or buying a brand."

▲ ▼ Significantly over/under Total Population. Confidence level 95%

TRAIL-BLAZING GROUP TRAIT

Show how technology can coexist with and even enhance Hispanic traditions



Inclusive Marketing 3.0: Cultural Co-Creation

Coinbase partnered with Mexican filmmaker Gawx to create a campaign featuring a short film about the struggles of sending money to her grandma in Puebla. The brand drives **Fit** and **Values** by highlighting the digital and cultural trail-blazing spirit of Hispanics eager to push technology and cultural traditions forward.



Coinbase, The Money Transfer



Key Takeaways & Action Steps

KNOW THIS

Cultural Duality: Hispanics balance their heritage and American identities seamlessly. They value traditions and are increasingly celebrating language fluidity.

Positivity: Hispanics are optimistic, ambitious, and disciplined. They value family and community, tying success to collective well-being rather than individual achievement.

Engaged: Hispanics seek diverse ideas and prioritize community mentorship. They value brands that align with their social and cultural ideals.

Trail-Blazing: Hispanics adopt trends early, from digital platforms to cultural reinterpretations that showcase their cultural impact.

DO THIS

- **Drive relevance** by developing campaigns that celebrate both Hispanic traditions and their influence on American culture. Highlight dual-language content and cultural symbols to resonate deeply.
- **Build trust** by showcasing narratives of perseverance and community-driven success. Emphasize the importance of hard work and family connections in your messaging.
- **Inspire advocacy** by engaging in cultural and social issues authentically. Support initiatives that uplift Hispanic communities and prioritize diversity and inclusion practices.
- **Offer fit** by positioning your brand as forward-thinking and inclusive of Hispanic innovation. Emphasize their role as trendsetters and co-create products with Hispanic creatives.





Appendix



Collage Group Cultural Traits Survey 2025

Fielded December 2024 | 18-79 unweighted survey sample breakdown, n=4,582

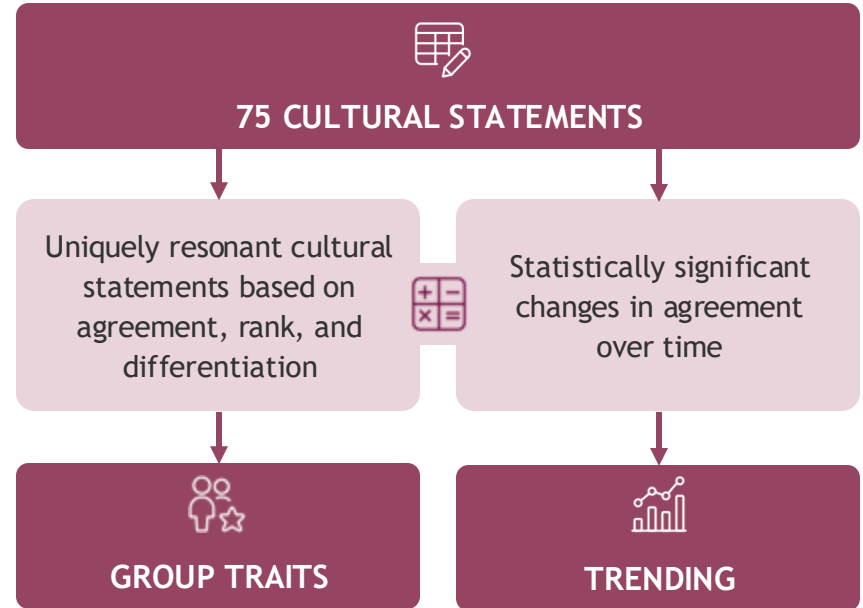
Race/Ethnicity		Gender		Generation	
Hispanic	1,429	Woman	2,284	Gen Z	699
Black	773	Man	2,255	Millennial	1,407
Asian	1,180	Non-binary / other	43	Gen X	1,222
White	1,154			Boomer	1,254
Hispanic Identity		LGBTQ+			
U.S. Leaning <i>(Acculturated)</i>	423	LGBTQ+	518		
Bicultural	603	Non-LGBTQ+	4,064		
Heritage Leaning <i>(Unacculturated)</i>	403				

NOTE: Data present in this report is weighted to be nationally representative of Race/Ethnicity, Hispanic Identity, Age, Gender, and Sexuality.



Collage Group's Cultural Traits Methodology

- **75 focused, culturally significant** agreement scale questions are fielded to targeted sample survey (~4,000 consumers).
- Data is analyzed based on **agreement, rank, and differentiation** for a target consumer group versus the appropriate comparison group.
- Uniquely resonant cultural statements are thematically sorted into **Group Traits** based on data and contextual importance.
- Statistically significant changes in agreement over time are assessed to identify **trending** Cultural Statements and Group Traits.

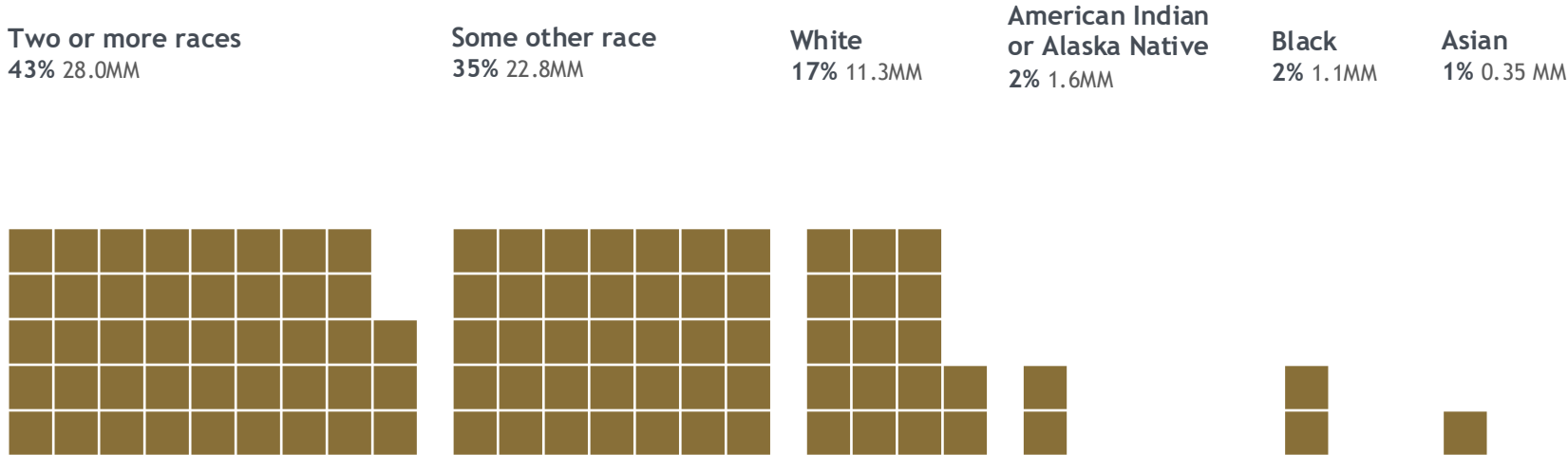


There are 65.1 million Hispanics in the U.S.

Most identify as Multiracial or some other race, viewing their Hispanicity as their race

Hispanic by Race, 2023

□ = 1%



Source: American Community Survey 2023 1-Year Data, [NPR](#)
¹ Asian includes Native Hawaiian/Pacific Islander



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