

**hip**  
hispanic millennial  
PROJECT



Wave 4: Food, Beverage & Alcohol



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# 1.0 INTRODUCTION

## Executive Summary

The fourth wave of research examines multicultural Millennials and the impact culture plays in their consumption of food, beverages, and alcohol. This wave will show that food, beverages, and alcohol not only have deep cultural roots for the different Millennial cohorts, but also plays an important role in how they express their cultural identity, how they define themselves, how they socialize, and how they share their most meaningful experiences.

Furthermore, this study has expanded beyond Hispanic Millennials to include both Asian and African-American Millennials, which make up nearly half of all Millennials in the U.S. today. By including these two groups, this study will provide a cross-cultural analysis that will help provide insight into the similarities and differences that exist between the different ethnic audiences as it relates to food, beverage, and alcohol consumption.

### KEY FINDINGS



U.S.-born Hispanic Millennials use food and beverages as a means of connecting to their cultural roots.



Foreign-born Hispanic Millennials consume mass-market food and beverages because they are seeking assimilation into mainstream culture.



Hispanic Millennials prefer established brands to craft or artisanal brands.



Hispanic Millennials are actively involved in grocery shopping, yet less likely to conduct research or use coupons.



Hispanic Millennials are heavy beer drinkers whose consumption is linked to culture and friendship.



While vodka is the spirit of choice among all Millennials, Hispanic Millennials are equally drawn to tequila.



Non-Hispanic White Millennials are embracing ethnic flavors.



All multicultural Millennials are “Foodies”, with Hispanic Millennials leading the preference for whole foods.

## Background

The Hispanic Millennial Project (HMP) is a joint research study by cross-cultural advertising agency Sensis, leading market research firm ThinkNow Research, and Hispanic social listening platform OYE!.

The study aims to develop a better understanding of Hispanic Millennials living in the United States by digging deeper into segmentation, points of tension, and differences between U.S.-born and Foreign-born Hispanic Millennials, as well as older Hispanics, Non-Hispanic White, Asian, and African-American Millennials.

The study was conducted and released in waves in 2014 and 2015, where each wave focused on a different topic relevant to this demographic.

## Objectives

The Hispanic Millennial Project provides an in-depth behavioral, psychographic, and consumption profile of Hispanic Millennial segments by identifying insights related to:

- How Hispanic Millennials differ from “mainstream” Millennials and other Hispanic demographics.
- The different points of tension that Hispanic Millennials face by living in between two different cultures.
- How Hispanic Millennials compare to other ethnic Millennial cohorts – including White, Asian, and African-American Millennials.



## Survey Methodology

Sensis and ThinkNow Research conducted a fourth nationwide online survey in March 2015. A total of 1,533 questionnaires were completed. Qualified respondents were segmented into the following five groups:

	HISPANIC MILLENNIALS	HISPANICS 35+	NON-HISPANIC WHITE MILLENNIALS	ASIAN MILLENNIALS	AFRICAN-AMERICAN MILLENNIALS
Origin	Self-identify as Hispanic origin	Self-identify as Hispanic origin	Self-identify as White Non-Hispanic origin*	Self-identify as Asian	Self-identify as African-American
Age	18 to 34 years of age	35 to 64 years of age	18 to 34 years of age	18 to 34 years of age	18 to 34 years of age
Base Size	N=301 (Foreign Born:91)	N=305 (Foreign Born:95)	N=327	N=300	N=300

Notes: \*Non-Hispanic White does not include African-Americans, Asians, and other ethnic groups. Respondents in each group were weighted to match U.S. Census population distributions for gender, age, and U.S. region.

\*\* Alcohol related questionnaire participants were screened for ages 21+.

## 2.0 WHY ANOTHER HISPANIC MILLENNIAL STUDY?

The Hispanic Millennial segment is one of the most important and misunderstood consumer demographics in the United States and they are finally drawing the attention of marketers due to their size and lifetime value. The Hispanic Millennial has also received attention from brands and new media ventures because of the challenge Hispanic Millennials present to marketers. Hispanic Millennials exhibit key differences when compared to older Hispanics and to the Non-Hispanic White, Asian, and African-American Millennials.

While there is a great deal of research being published about Hispanic Millennials, current research is only scratching the surface of what we are beginning to understand is one of the most complex groups of consumers in the marketplace. By understanding the Hispanic Millennial, brands and marketers will be able to engage and speak with Hispanic Millennials in more culturally and contextually relevant ways.

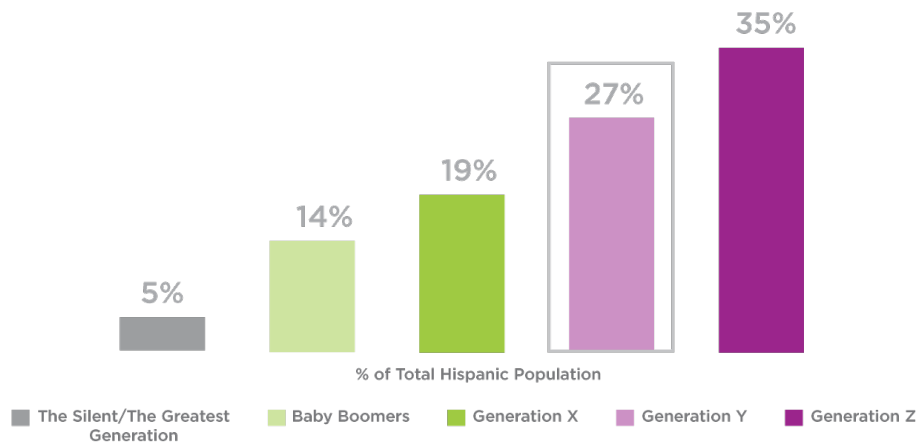
Existing research provides a good starting point but we see three fundamental areas where we need to further our understanding and change the paradigm:

- Foreign-born vs. U.S.-born
- Points of Tension
- Segmentation

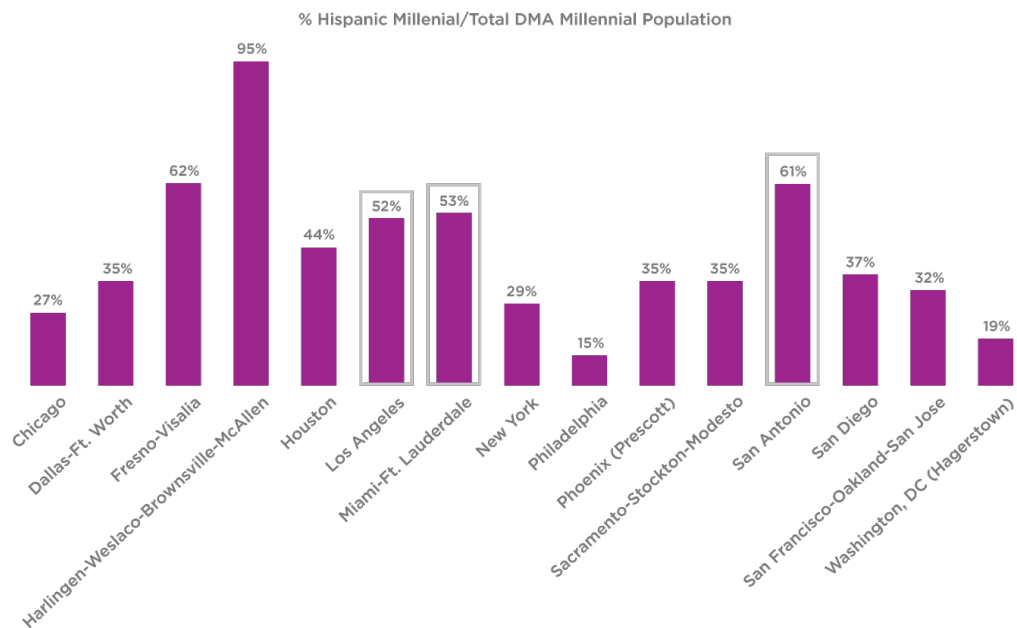


## Demographic Trends

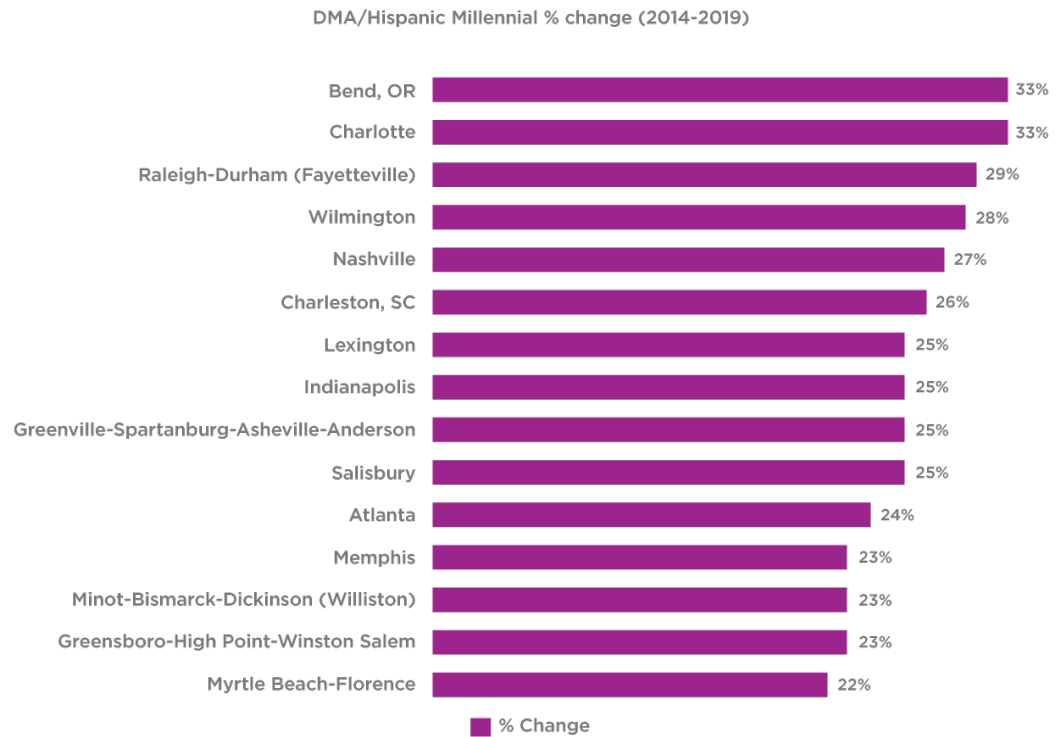
Hispanic Millennials make up the second largest Hispanic demographic living in the United States. In 2014, Hispanic Millennials accounted for 27% of all Hispanics. Hispanic Millennials also account for 29% of all Millennials living in the United States.



Hispanic Millennials now make up the majority of Millennials in key DMAs and are reaching critical mass in many growing markets



Over the next five years, we will also begin to see Hispanic Millennials' rapid growth in markets not traditionally associated with the U.S. Hispanic market.



## 3.0 OVERVIEW AND KEY FINDINGS FROM PREVIOUS WAVES

### Wave 1: Introducing Hispanic Millennials

Hispanic Millennials have grown up in a historic time for the U.S., facing a major recession, the war on terror, the unprecedented growth in size and influence of Hispanics, healthcare reform, and high unemployment. This evolving landscape has shaped the way this segment views the world around it. In this first wave of research, we wanted to gain a deeper understanding of how these challenges influenced Hispanic Millennials' world view and how these perceptions are different from those of older Hispanic segments as well as their Non-Hispanic White counterparts. By better understanding the mindset of Hispanic Millennials, brands will gain a firmer grasp on how to engage and communicate with them in a more culturally and psychographically relevant way. This wave focused on the following topics with respect to Hispanic Millennials:

- Perception of the direction of the U.S.
- Belief in the American Dream
- Definition of success
- Contribution to the household

#### KEY FINDINGS



Hispanic Millennials are more satisfied with the direction of the U.S. compared to Non-Hispanic Millennials



Hispanic Millennials are more driven by the "American Dream" compared to Non-Hispanic Millennials



Hispanic Millennials are more invested in higher education than Non-Hispanic Millennials



Despite their Foreign-born heritage, Foreign-born Hispanic Millennials want to fit into the mainstream



Hispanic Millennials are contributing more to the household expenses compared to Non-Hispanic Millennials



Hispanic Millennials are more attracted to owning their own business than Non-Hispanic Millennials



Hispanic Millennials identified Apple as the brand that was most associated with success



Walmart was seen as the brand that did the best job of communicating with Hispanic Millennials



## Wave 2: Hispanic Millennials and Healthcare

The second wave of research dives into the following topics with respect to Hispanic Millennials:

- Attitudes toward health and wellness
- Beliefs about diet and exercise
- Adoption of health-related technology
- Healthcare insurance knowledge and enrollment
- Attitudes toward the Affordable Care Act

### KEY FINDINGS



Hispanic Millennials rate their overall health more positively compared to Non-Hispanic Millennials.



Hispanic Millennials define health as having a good diet, feeling good, and exercising.



Hispanic Millennials report lower levels of stress compared to Non-Hispanic Millennials.



Diabetes is the illness that they are most concerned about getting in the future.



Hispanic Millennials maintain their health through exercise and having a proper diet.



Hispanic Millennials consult both their doctor and the Internet when seeking health-related information or advice.



Hispanic Millennials compared to Non-Hispanic Millennials, they are more likely to resist seeing a doctor unless it's absolutely necessary.



When they consult a doctor, they are more likely to get a second opinion compared to Non-Hispanic Millennials.



Hispanic Millennials have adopted technology into their health maintenance.



Compare to Non-Hispanic Millennials, they are more in favor of the Affordable Care Act.

### Wave 3: Hispanic Millennials and Financial Services

The third wave of research dives into the following topics with respect to Hispanic Millennials:

- Attitudes and opinions towards finances and banking
- Adoption of new banking technology and digital currency
- Approach to managing their finances
- Views on home ownership

#### KEY FINDINGS



Attitudes about wealth: Money is important, but it is not everything



Hispanic Millennials are more debt averse than their parents and older Hispanics



Approach to finances and savings: they are pragmatic and saving for their futures



Hispanic Millennials trust banks and have an overall favorable image of them



Technology: they are open to new forms of banking



Hispanic Millennials are on par with the general market in their adoption of digital currency



Hispanic Millennials consider home ownership part of their American Dream, but need help getting there



Hispanic Millennials do not feel as financially overwhelmed as their non-Hispanic counterparts



Hispanic Millennials are more likely to get a student loan in the future



For Foreign-born Hispanic Millennials, in-language banking services are important

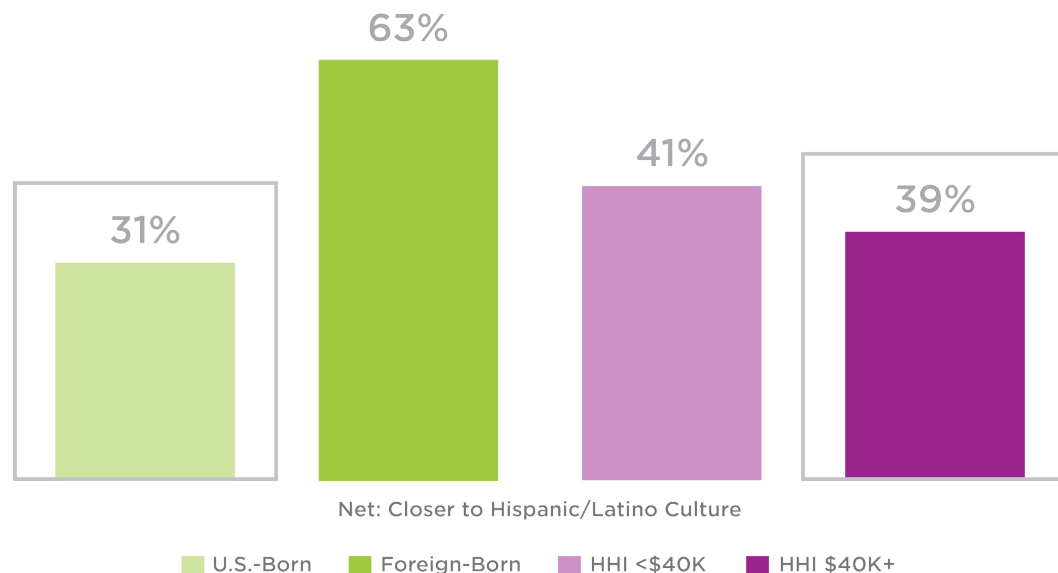
## 4.0 EIGHT KEY FINDINGS

When examining Hispanic Millennials in terms of their consumption of food, beverages, and alcohol it is clear that their cultural background plays a role in what they eat and drink. As the findings of this wave will show, the level of their acculturation determines the influence that their heritage will have on what they consume. This wave also clarifies how brands play an important role in either helping them reconnect with their cultural roots or assimilate within American culture as a whole. For marketers, it is important to think of their acculturation level as a spectrum, with one end identifying closer to the mainstream culture and the other end identifying closer to the Hispanic culture. The closer Hispanic Millennials feel to the U.S. the more they will want to reconnect with their cultural roots. The less acculturated they are, the more they will want to assimilate within the U.S. culture.

### U.S.-born Hispanic Millennials use food and beverage as a means of connecting to their cultural roots.

The more acculturated Hispanic Millennials become the more likely they are to feel disconnected from their cultural roots. When U.S.-born Hispanic Millennials were asked if they felt closer to their Hispanic/Latino culture or the U.S. culture, only 31% of U.S.-born Hispanic Millennials indicated that they felt closer to the Hispanic culture. This was also the case for higher income Hispanic Millennials.

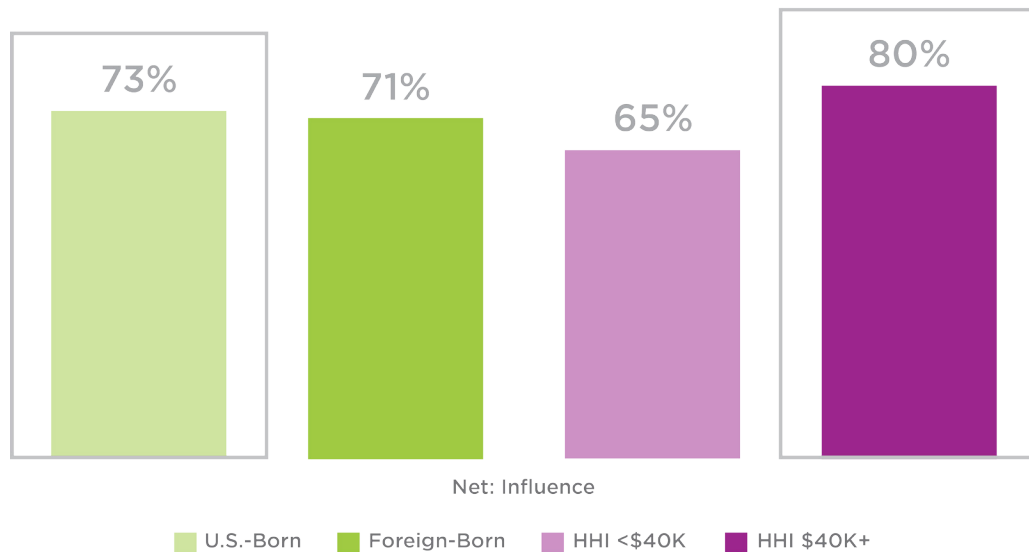
Thinking of your overall cultural identification, would you say you feel...?



As a result, U.S.-born Hispanic Millennials have a stronger desire to reconnect to their Hispanic culture and use food as a means to do so. When asked if their heritage or cultural background contributes to the foods and beverages they consume, 73% of U.S.-born Hispanic Millennials said yes, as compared to 71% of Foreign-born Hispanic Millennials. Furthermore, the higher the household income is the more likely

Hispanic Millennials are to be influenced by their culture. When examining the data by household income, respondents that had a household income of \$40,000 or more were 15% more likely than respondents with a household income less than \$40,000 to feel that their heritage influences the types of foods and beverages they consume.

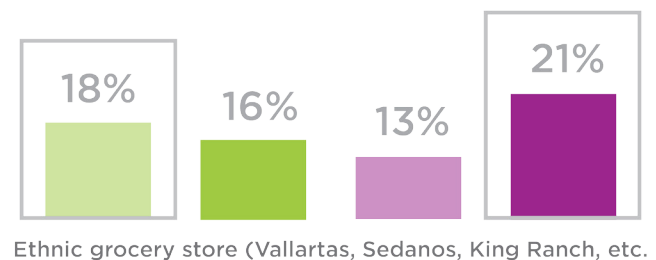
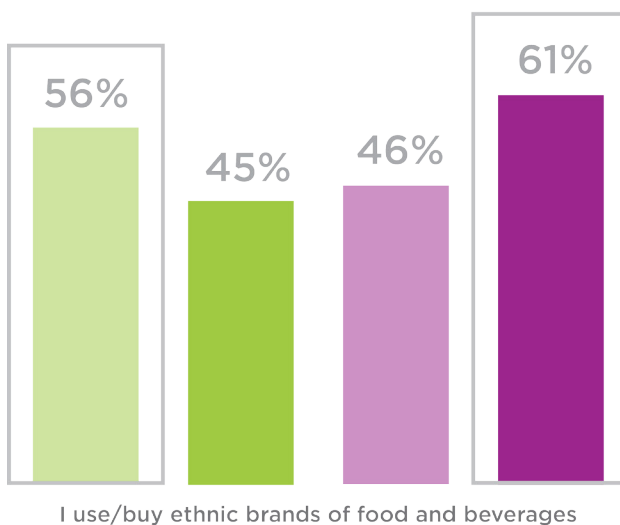
How does your heritage or cultural background contribute to the food and beverage brands you buy? (Open end)



With U.S.-born Hispanic Millennials trying to reconnect with their cultural roots, they are more likely than their Foreign-born counterparts to consume ethnic brands and shop at ethnic stores.

Please select the point in the scale that describes how much you agree or disagree with each statement below. Top 2 Box Agreement.

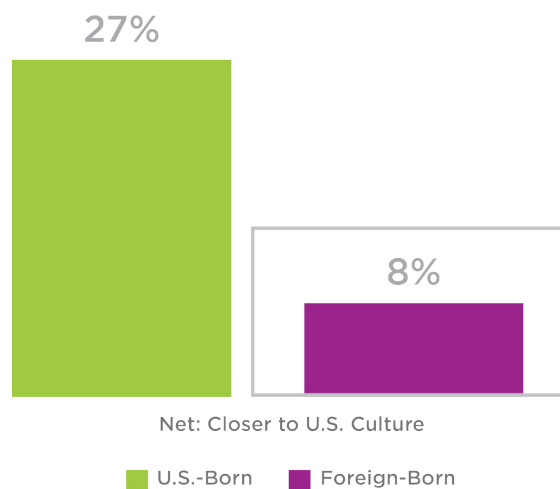
Which types of stores do you and/or other members of your household usually buy groceries from?



### Hispanic Millennials that are Foreign-born consume mass-market food and beverages because they are seeking assimilation into mainstream culture.

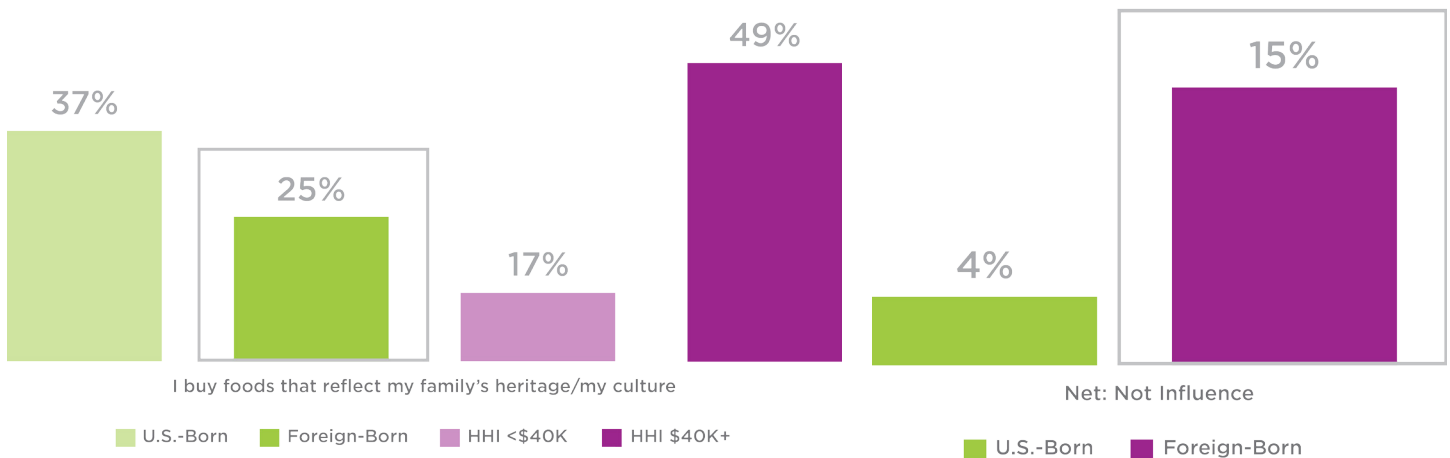
While U.S.-born Hispanic Millennials are less likely to feel close to their Hispanic/Latino culture, the opposite is the case for Foreign-born Hispanic Millennials, who do not feel close to U.S. culture. When Foreign-born Hispanic Millennials were asked if they felt closer to either the U.S. culture or Hispanic/Latino culture only 8% indicated that they felt closer to the U.S. compared to 27% of U.S.-born.

Thinking of your overall cultural identification, would you say you feel...?



As a result of these low acculturation levels, Foreign-born Hispanic Millennials have a desire to assimilate within the mainstream culture. Similar to the way that U.S.-born Hispanic Millennials use food to reconnect to their Hispanic roots, the Foreign-born Hispanic Millennial uses food as a means to connect with the mainstream culture. As a result, Foreign-born Hispanic Millennials have less of a desire to consume foods that reflect their family's culture and are less likely to see their cultural background as an influence on the foods and beverages that they consume.

How does your heritage or cultural background contribute to the food and beverage brands you buy? (Open end)

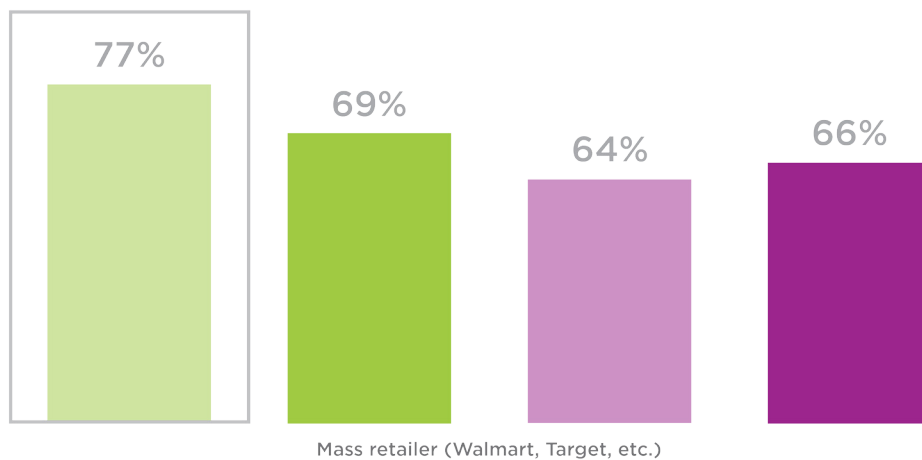




## Hispanic Millennials prefer established brands to craft or artisanal brands.

Hispanic Millennials show a clear preference for more established brands when it comes to where they shop and the brands they consume. When it comes to shopping, Hispanic Millennials are more likely than other millennial cohorts to shop for groceries at mass retailers. When asked which types of stores do they usually buy groceries from, 77% of Hispanic Millennials mentioned that they purchase groceries from mass retailers such as Walmart or Target.

Which types of stores do you and/or other members of your household usually buy groceries from?

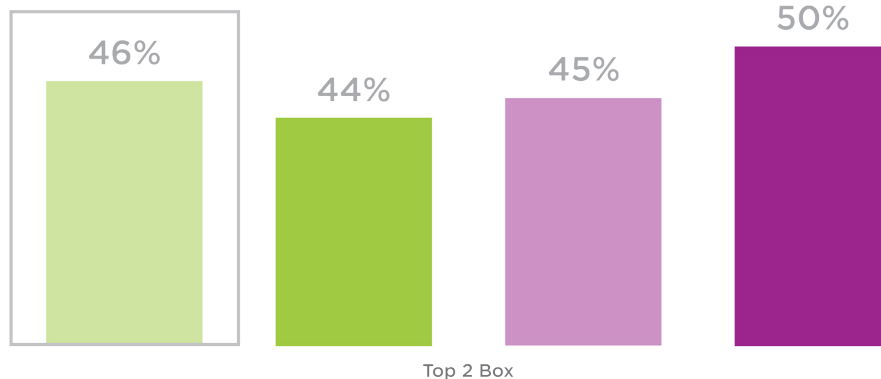


■ Hispanic Millennials ■ Non-Hispanic White Millennials ■ Asian Millennials ■ African-American Millennials

Furthermore, Hispanic Millennials show a similar preference for large national brands, to other millennial groups.

**OYE! Social Insight:**  
Only 2% of 5,400 conversations around food and beverages contain mentions of major brands.

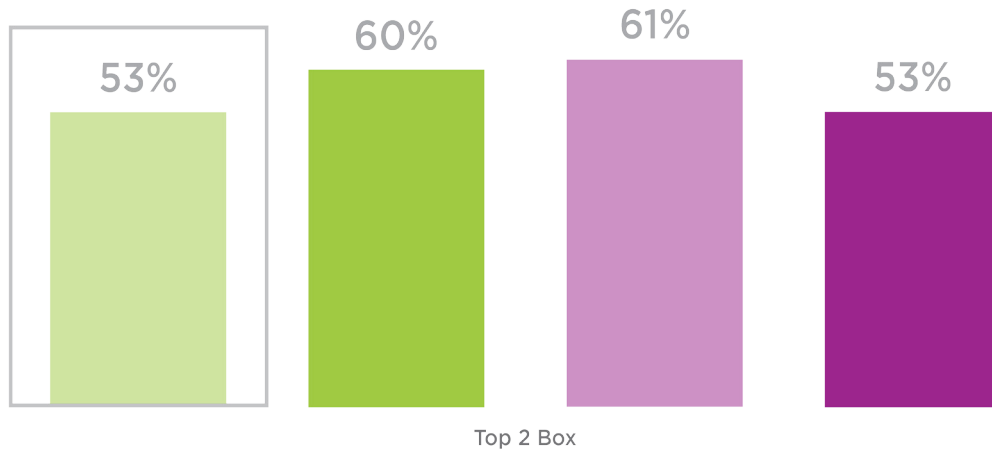
When it comes to buying food and beverage products, I prefer large/national brands to smaller, more regional brands.



■ Hispanic Millennials ■ Non-Hispanic White Millennials ■ Asian Millennials ■ African-American Millennials

Hispanic Millennials are also less likely to indicate that it is important that the foods they consume be locally sourced or locally grown.

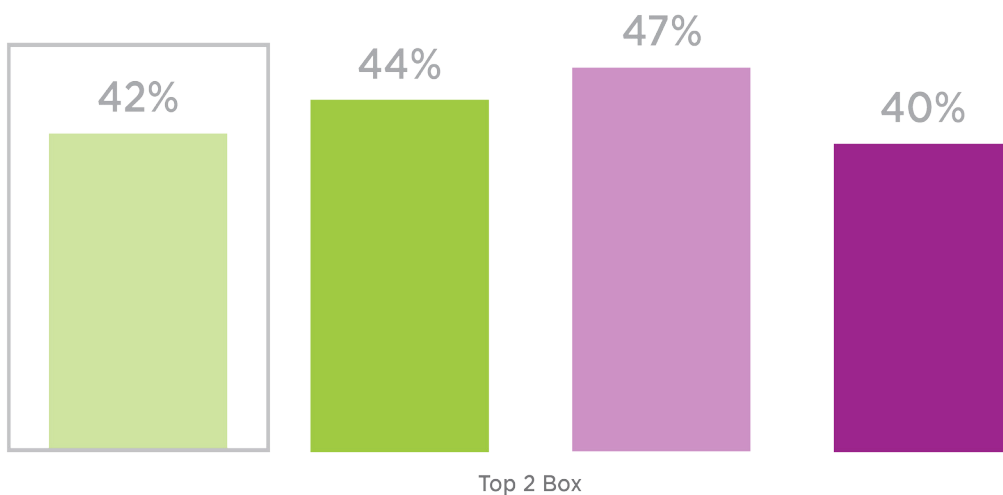
Please indicate how important, if at all, each of the items below are when it comes to the foods and beverages you consume.  
Locally sourced/locally grown.



■ Hispanic Millennials ■ Non-Hispanic White Millennials ■ Asian Millennials ■ African-American Millennials

Not surprisingly, Hispanic Millennials indicate they are less likely to consume artisanal foods and beverages.

I buy/consume artisanal foods and beverages (products that are made in small quantities, usually by hand or using).

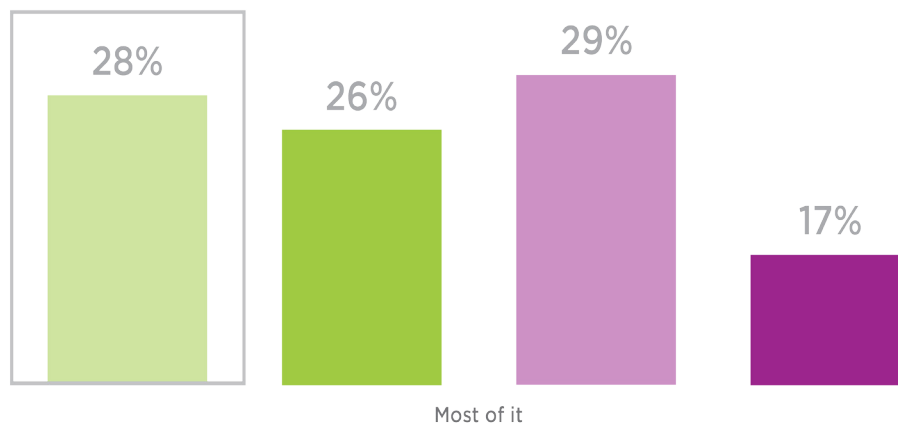


■ Hispanic Millennials ■ Non-Hispanic White Millennials ■ Asian Millennials ■ African-American Millennials

## Hispanic Millennials are actively involved in grocery shopping yet are less likely to conduct research or use coupons.

Similar to other millennial cohorts, a little over a quarter of Hispanic Millennials do most of the grocery shopping for the household.

How much of your household's grocery shopping do you do yourself?

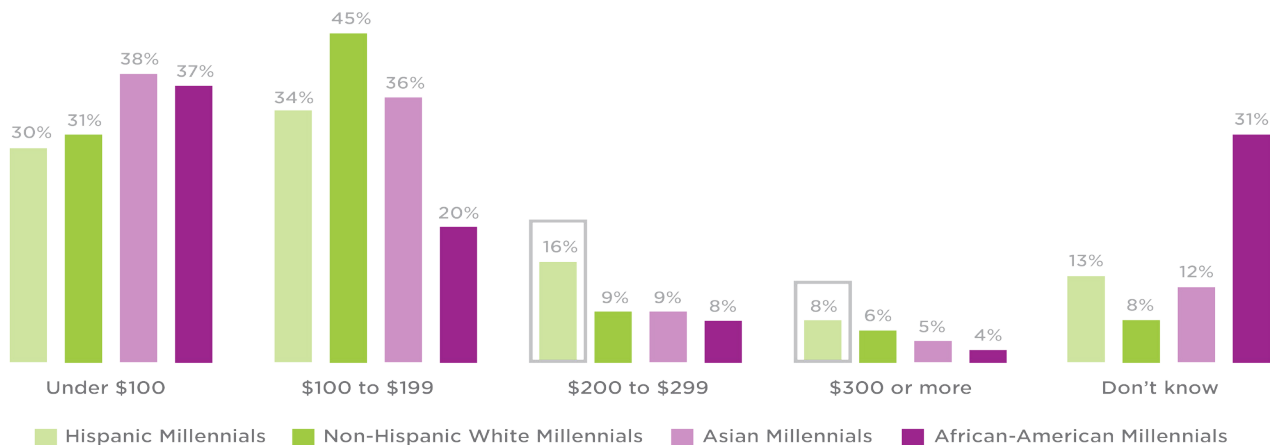


Hispanic Millennials Non-Hispanic White Millennials Asian Millennials African-American Millennials

Yet, unlike other millennial cohorts, Hispanic Millennials spend more money on average per week on groceries. While this is partially driven by their larger average household sizes, it is also an indicator of a heavy grocery shopper

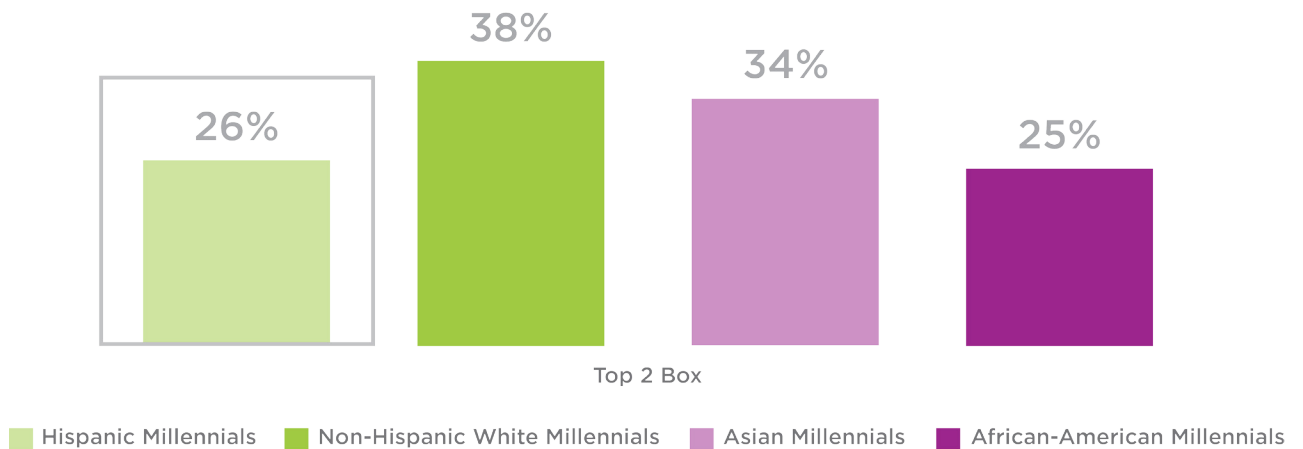
	HISPANIC MILLENNIALS	NON-HISPANIC WHITE MILLENNIALS	ASIAN MILLENNIALS	AFRICAN-AMERICAN MILLENNIALS
Mean	\$149	\$136	\$119	\$105
HH Size	3.5	3.1	3.0	3.1

Approximately how much do you and other members of your household spend on groceries (food, beverages, household products) every week?



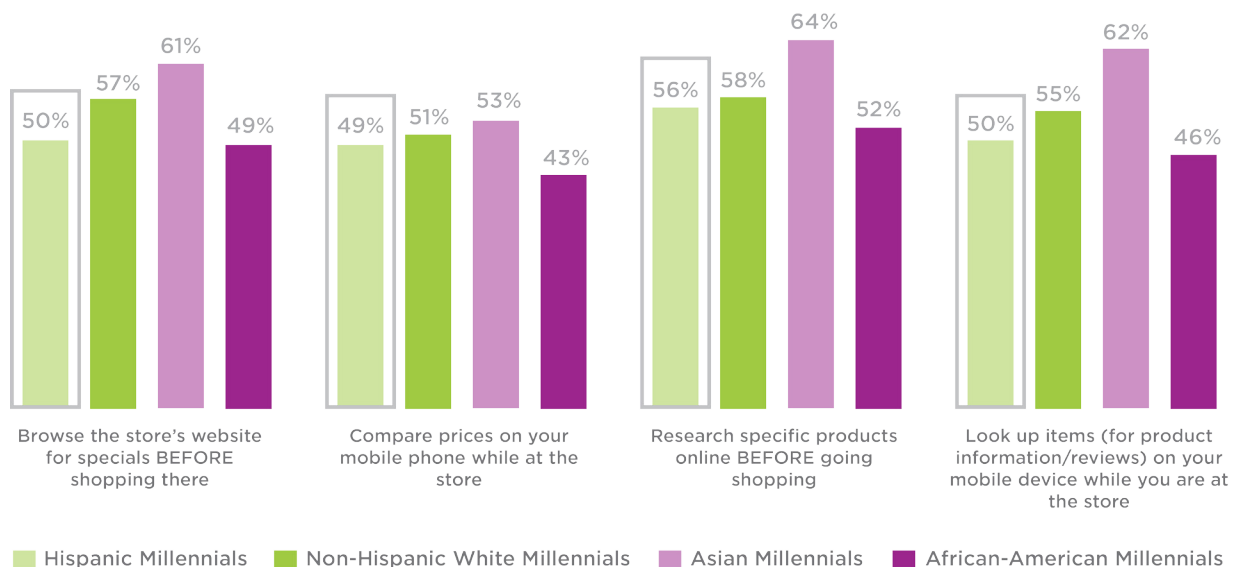
Despite their heavy, weekly grocery spend, Hispanic Millennials are less likely to use coupons when shopping and, as a result, are not inclined to pursue savings. When asked how often they use coupons, only 26% of Hispanic Millennials indicated that they use them frequently, compared to 38% of Non-Hispanic White Millennials and 34% of Asian Millennials.

How often, if at all, do you use coupons when shopping for groceries?



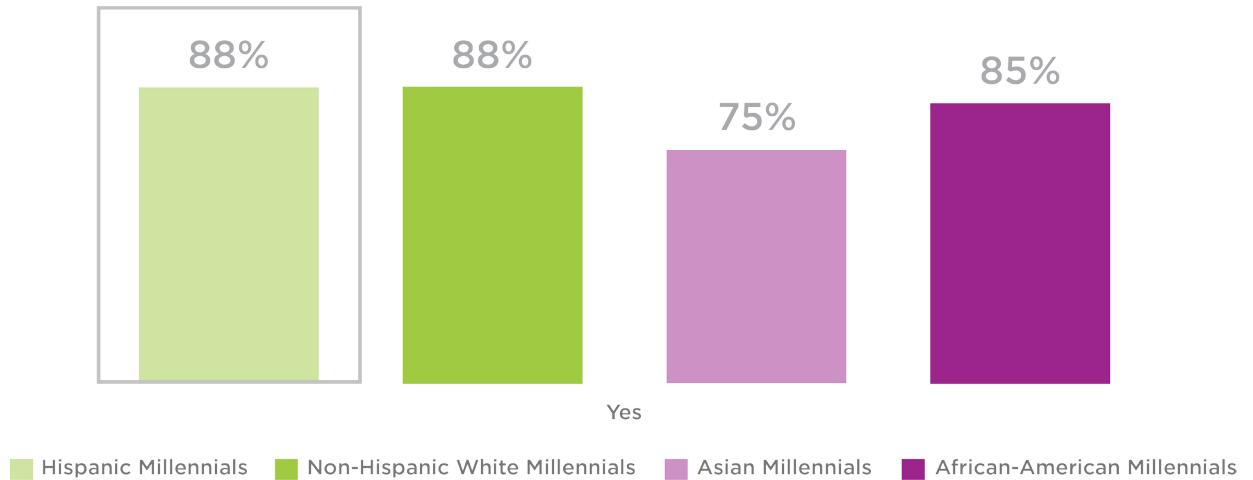
Not only are Hispanic Millennials less likely to use coupons, but also are less likely to research deals before they go grocery shopping.

How often do you do each of the following when it comes to grocery shopping?



Interestingly, when Hispanic Millennials do conduct comparative price shopping it does impact where they shop.

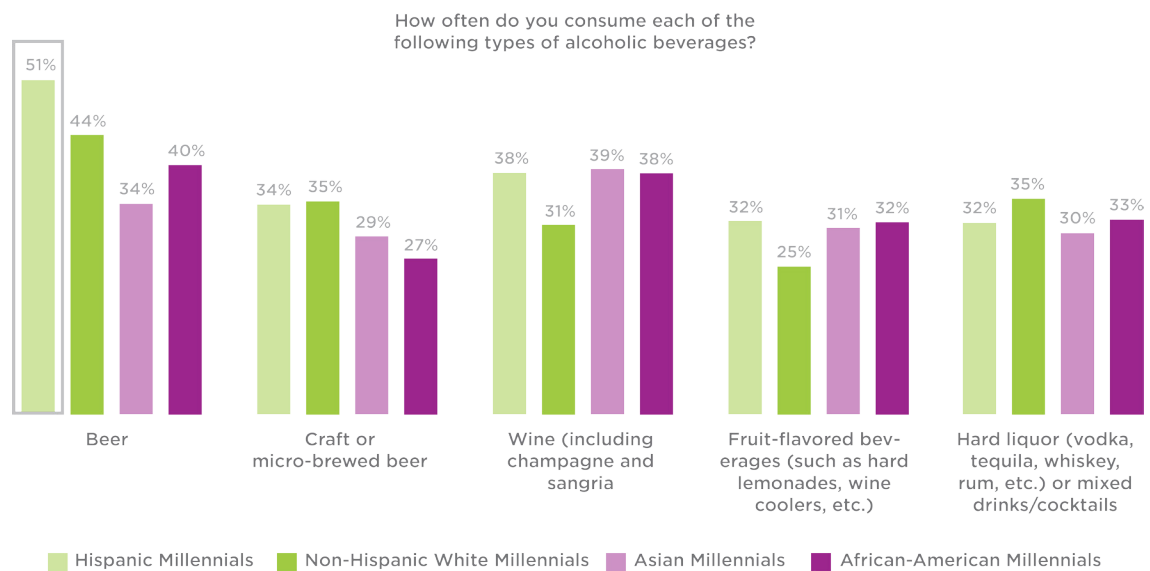
You mentioned that you compare prices on your mobile device while you're at the store. Will you go to a different store to buy a product if you find a better price?



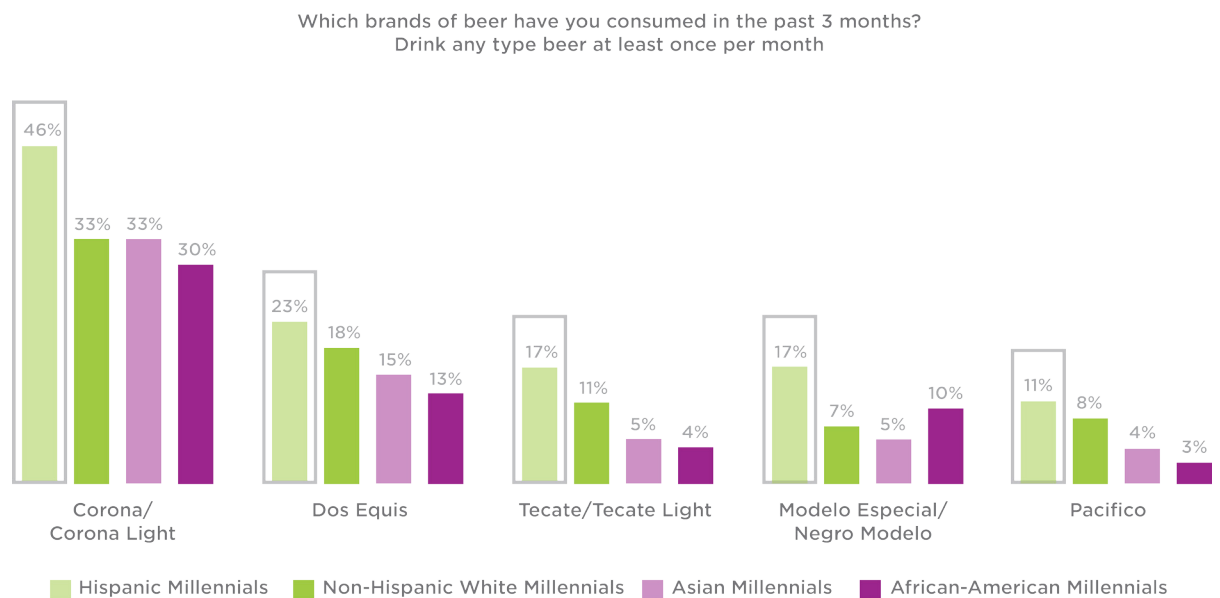


## Hispanic Millennials are heavy beer drinkers whose consumption is linked to culture and friendship.

Compared to other millennial cohorts, Hispanic Millennials are more likely to consume beer on a weekly basis. When asked how often they consume beer, 51% of Hispanic Millennials indicated that they drink beer at least once a week compared to 44% of Non-Hispanic White Millennials.

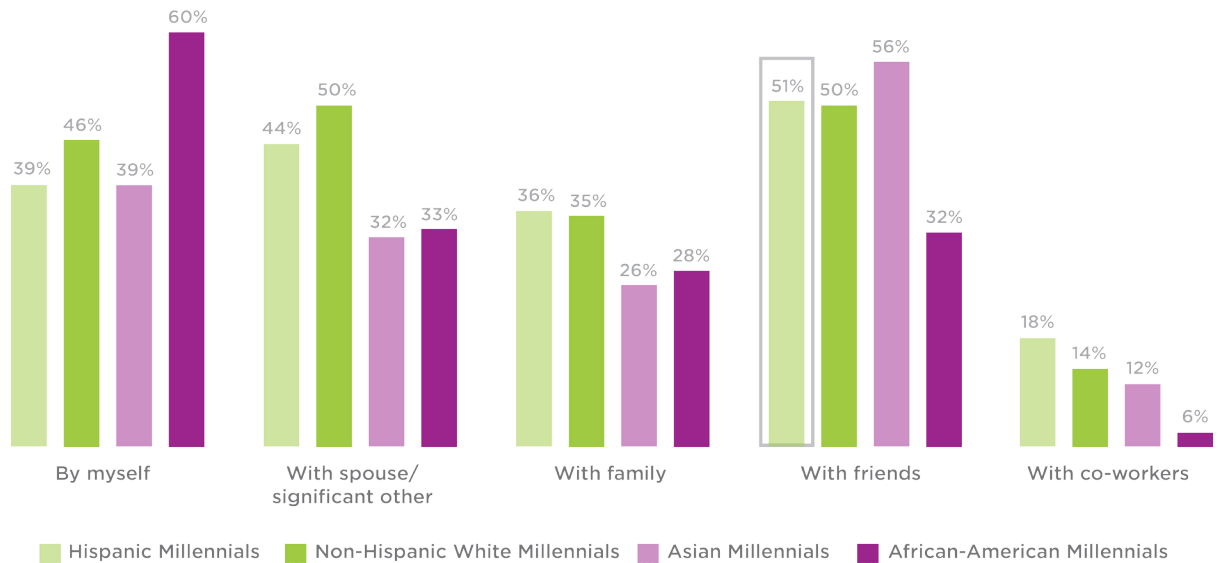


Hispanic Millennials' cultural background also drives preference for the brands they drink, with heavy consumption of major Mexican beer brands.



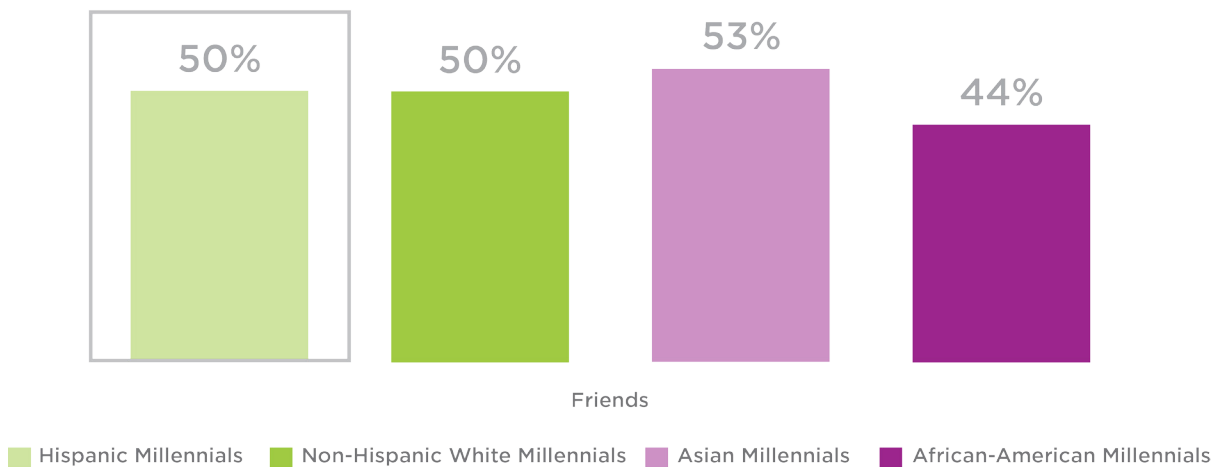
Furthermore, Hispanic Millennials see beer as a way to connect with friends.

With whom are you likely to drink each type of alcoholic beverage?  
Beer



Not surprisingly, friends play an important role in how Hispanic Millennials discover new alcohol brands.

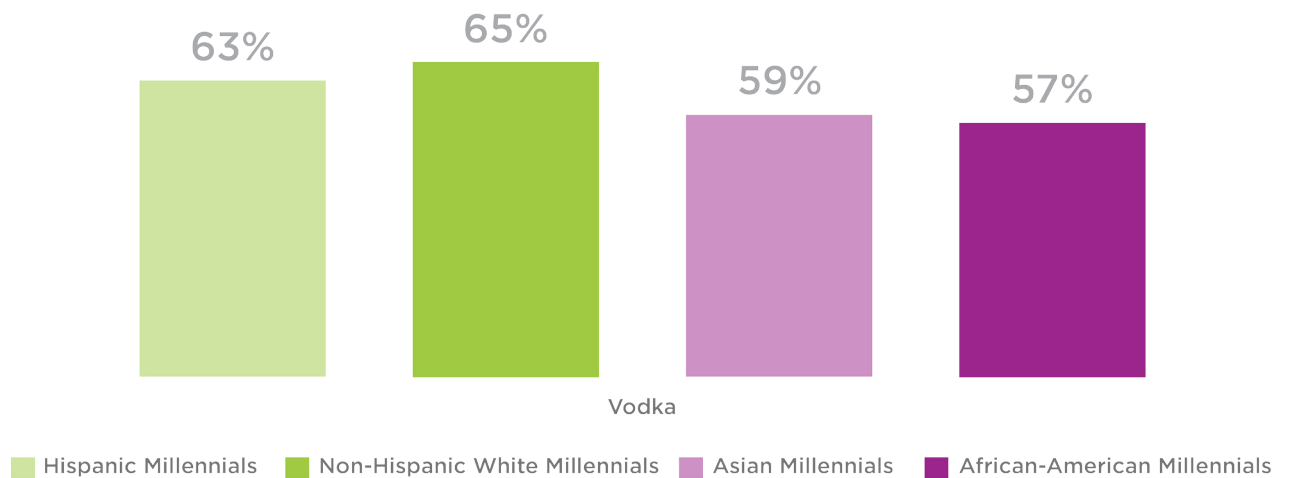
How do you find out about brands of alcohol?



**While vodka is the spirit of choice among all Millennials, Hispanic Millennials are equally drawn to tequila.**

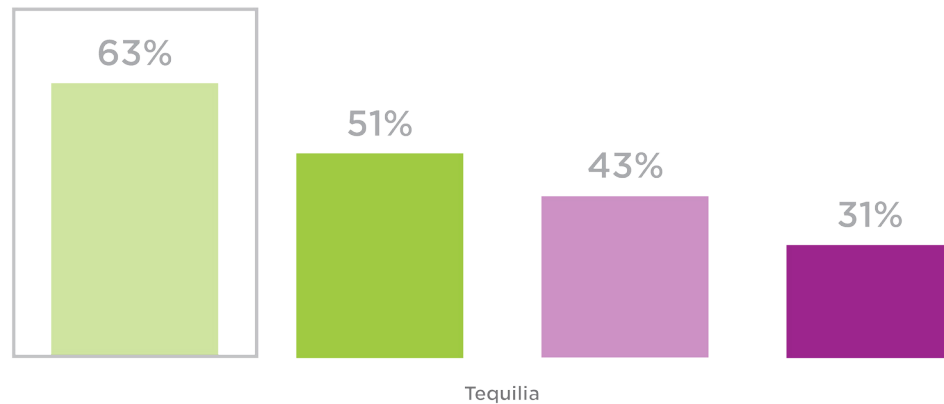
When it comes to consuming hard liquor, two-thirds of spirit drinking millennials show a preference for vodka. This is the case across all millennial groups.

Which of the following types of alcohol have you consumed in the past 3 months?  
This can be either straight/on the rocks or in mixed drinks/cocktails.  
Among hard liquor drinkers



However, unlike other millennial cohorts, Hispanic Millennials show an equal preference for consuming tequila and are willing to switch between vodka and tequila as their spirit of choice. When asked which types of alcohol Hispanic Millennials have consumed in the past 3 months, Hispanic Millennials were 12% more likely to indicate tequila compared to their Non-Hispanic White Millennial counterparts.

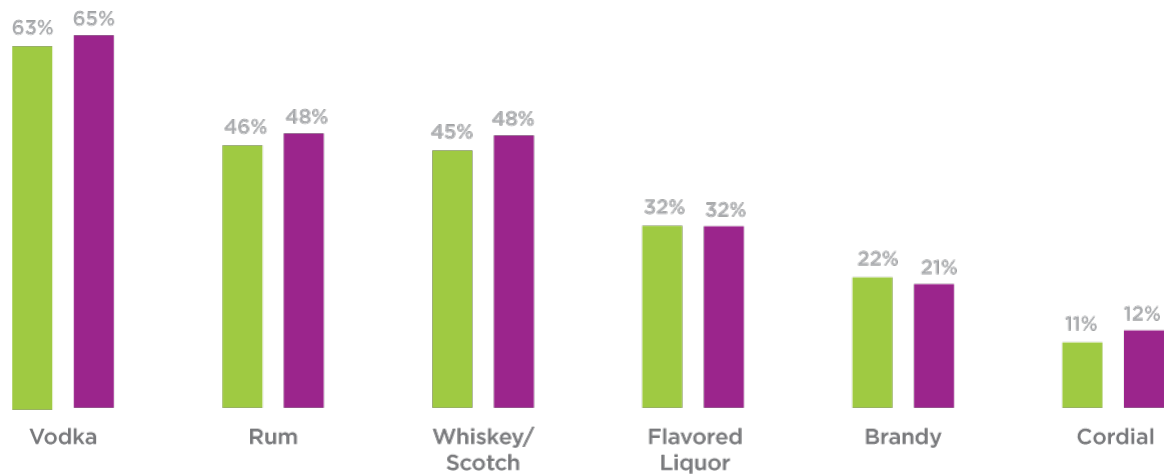
Which of the following types of alcohol have you consumed in the past 3 months?  
This can be either straight/on the rocks or in mixed drinks/cocktails.  
Among hard liquor drinkers



■ Hispanic Millennials 
 ■ Non-Hispanic White Millennials 
 ■ Asian Millennials 
 ■ African-American Millennials

For all other spirits, Hispanic Millennials show similar consumption patterns as Non-Hispanic White Millennials.

Which of the following types of alcohol have you consumed in the past 3 months?  
This can be either straight/on the rocks or mixed drinks/cocktails.  
Among hard liquor drinkers

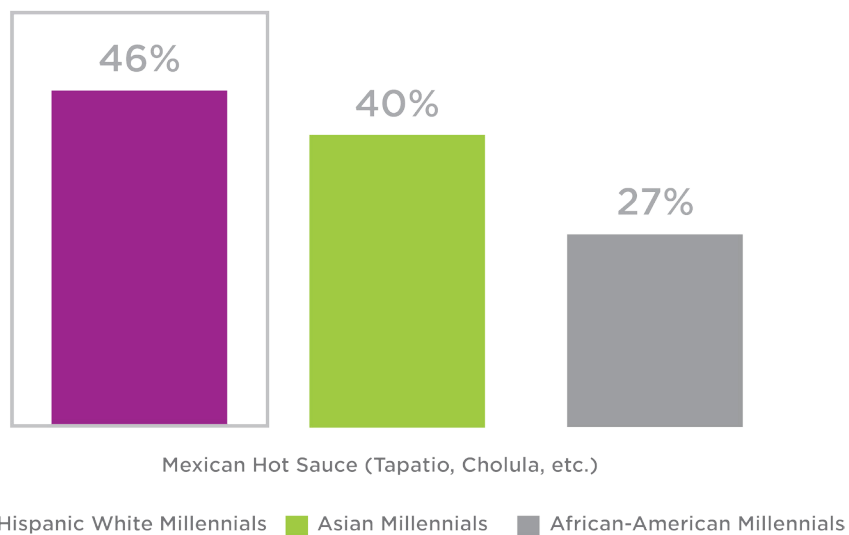


■ Hispanic Millennials 
 ■ Non-Hispanic White Millennials

## Non-Hispanic White Millennials embrace ethnic flavors.

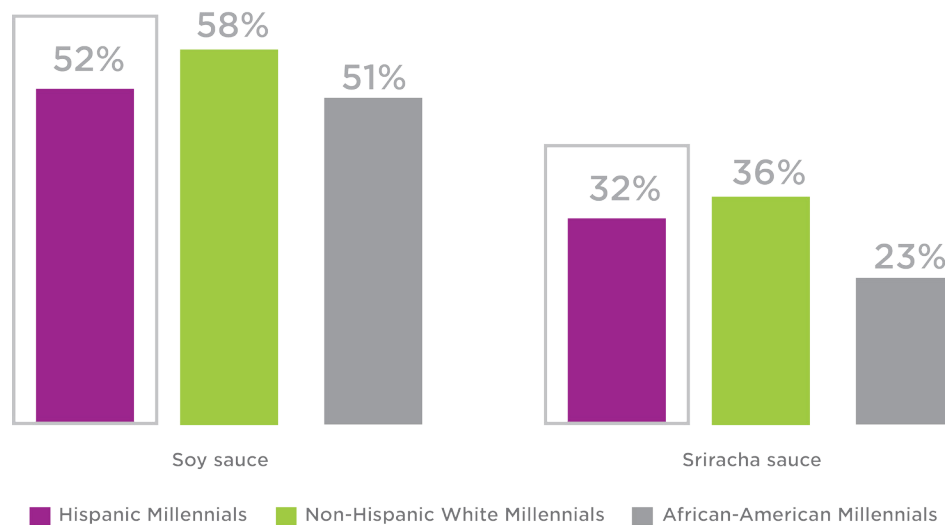
With changing demographics in the United States and the growing influence of multicultural consumers, Non-Hispanic White Millennials are embracing more ethnic flavors in the foods and beverages they consume. For instance, almost half of Non-Hispanic White Millennials reported that they consume Mexican hot sauce, more so than their Asian and African-American Millennial counterparts.

I have consumed Mexican Hot Sauce (Tapatio, Cholula, etc.) in the past 3 months.



Non-Hispanic White Millennials are also surpassing Hispanic and African-American Millennials when it comes to consuming Asian condiments and sauces.

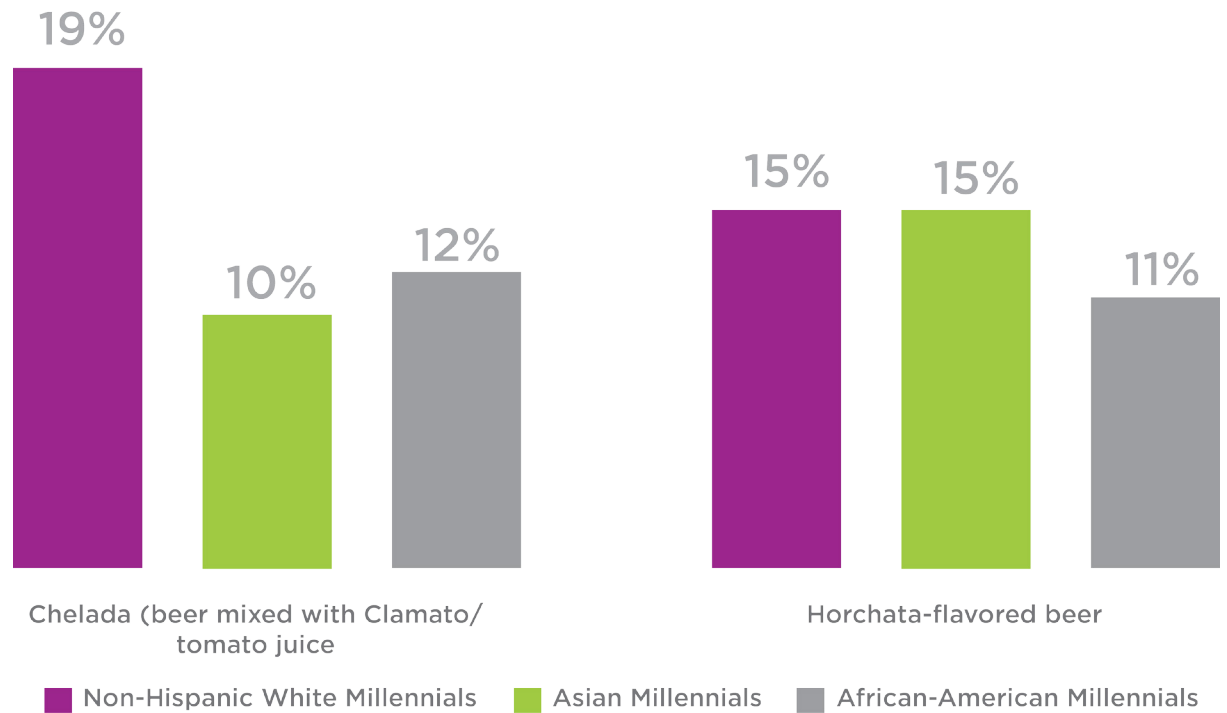
Which of these products have you consumed in the past 3 months?





Most surprisingly, Non-Hispanic White Millennials are also showing interest in flavored, ethnic alcoholic beverages.

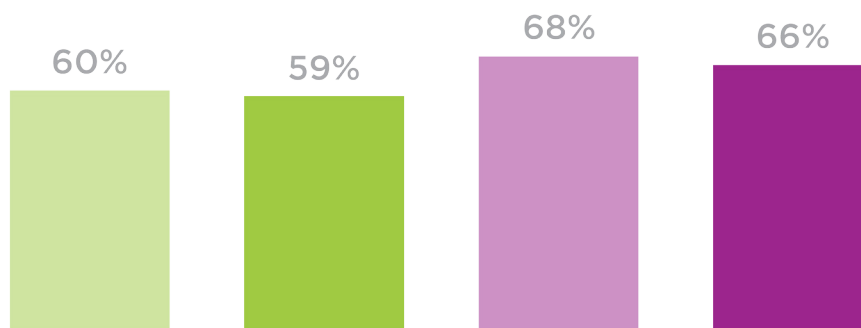
Which of the following types of flavored beers do you like to drink, if any?



## Multicultural Millennials are “Foodies,” with Hispanic Millennials leading the preference for whole foods.

We define “Foodie” as someone who enjoys and cares about food as well as stays abreast of the latest flavor trends. The Foodie movement is becoming more prevalent in the U.S., with the majority of Millennials across all ethnic segments considering themselves to be educated on food trends.

The term “Foodie” (someone who enjoys and cares about food very much and stays abreast of the latest food trends) describe me.

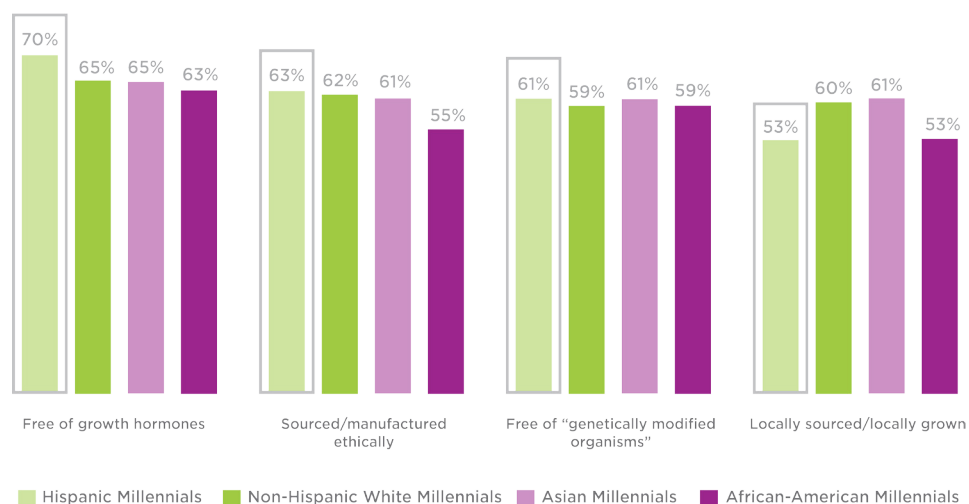


“Foodie” (someone who enjoys and cares about food very much and stays abreast of the latest food trends)

Hispanic Millennials Non-Hispanic White Millennials Asian Millennials African-American Millennials

Hispanic Millennials are embracing this trend and leading other millennial cohorts when it comes to a heightened awareness of the food production process, ingredients, and from where their food is sourced. For instance, 70% of Hispanic Millennials reported that they would like their food to be “free of growth hormones” and 63% indicated that they would like their food to be “sourced/manufactured ethically.” Hispanic Millennials are also ahead in concern over GMOs (genetically modified organisms) in their food and beverages.

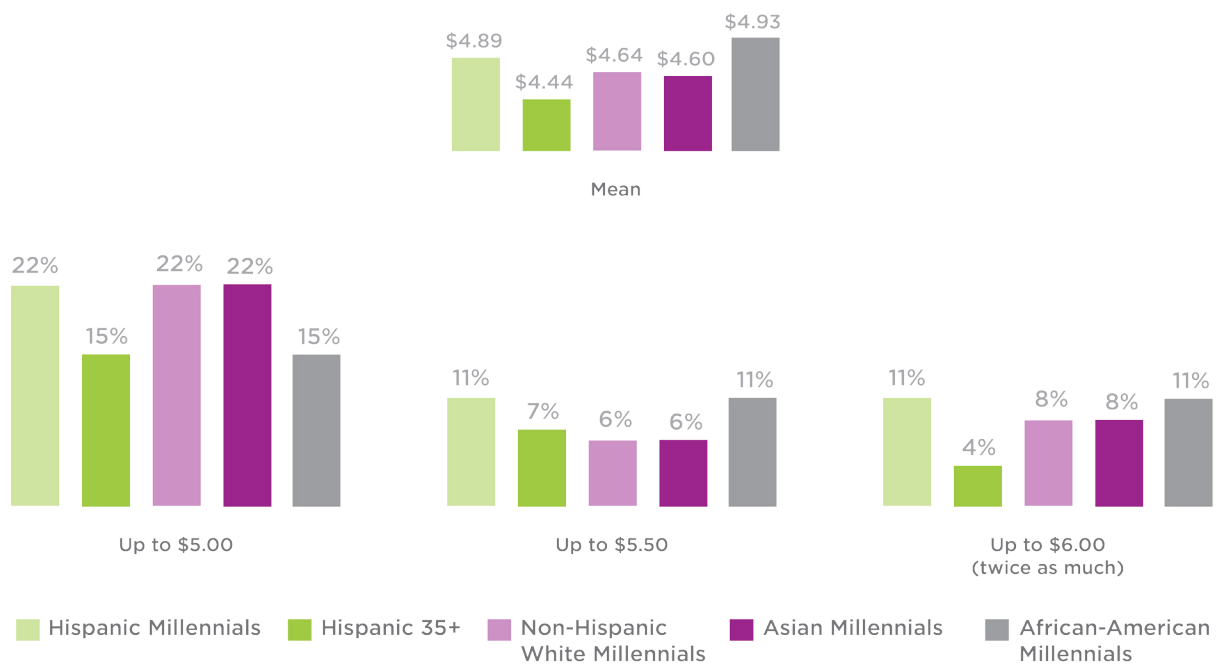
Please indicate how important, if at all, each of the items below are when it comes to the foods and beverages you consume.  
TOP 2 BOX (Very/Somewhat Important)



Hispanic Millennials' "foodie" label and concerns over ingredients and sourcing are also reflected in a likelihood to spend more on organic products. On average, Hispanics are second only to African-American Millennials in the price premium they are willing to pay for organic foods. Hispanics are the most likely to pay 83% or more premium on organic products.

Using a typical grocery item that costs \$3.00 as an example, what is the maximum you would be willing to spend on an organic version of that same product?

Among those willing to spend more on Organic Products...

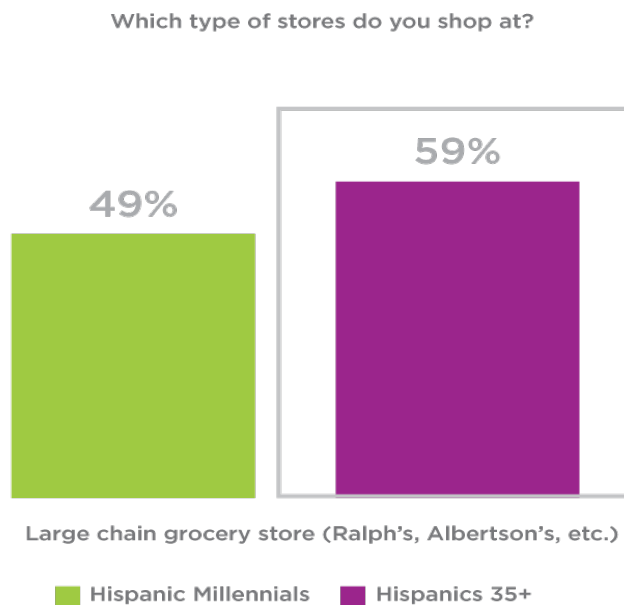


## 5.0 COMPARING MULTICULTURAL MILLENNIALS

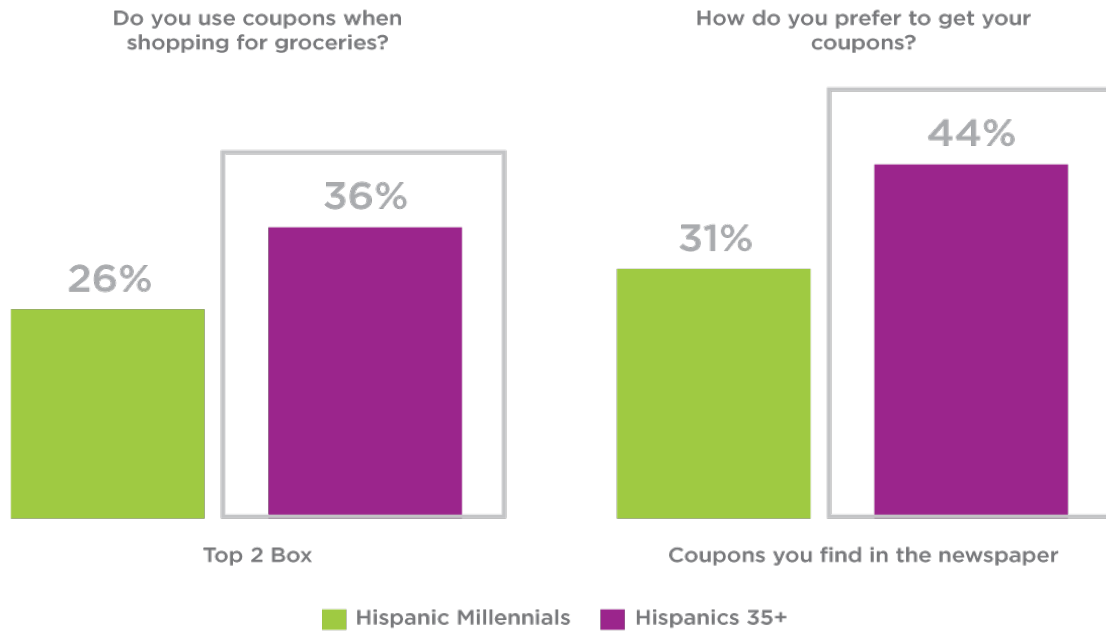
By comparing Hispanic Millennials to other millennial cohorts and older Hispanics, marketers can identify nuances in their behaviors and opinions which can provide a deeper understanding of how they can tailor their messaging in a more resonant way.

### Hispanic Millennials vs. Hispanics 35-64

When comparing Hispanic Millennials to their older Hispanic counterparts, there are some distinct differences in where and how Hispanic Millennials shop. For example, when shopping for groceries, older Hispanics are 10% more likely to prefer shopping at large chain grocery stores such as Ralphs or Albertsons.



Also, Hispanics 35 to 64 are more likely to look for deals. Compared to Hispanic Millennials, older Hispanics were 10% more likely to say that they use coupons when shopping, which they still source from traditional sources such as newspapers.



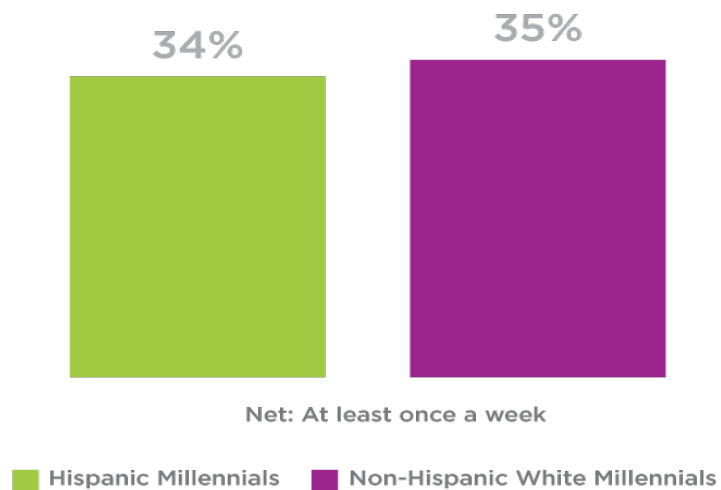
Hispanics 35 to 64 are also 10% more likely to report that they browse a store’s website for specials.



### Hispanic Millennials vs. Non-Hispanic Millennials

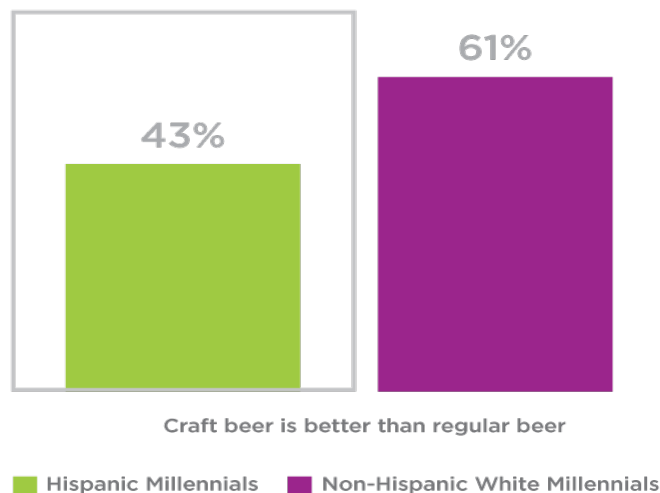
While Hispanic Millennials and their Non-Hispanic White Millennial counterparts share a similar propensity for drinking craft or micro brewed beers, Hispanic Millennials show key differences in their preference for taste.

How often do you consume each of the following types of alcoholic beverages?  
Craft or micro-brewed beer



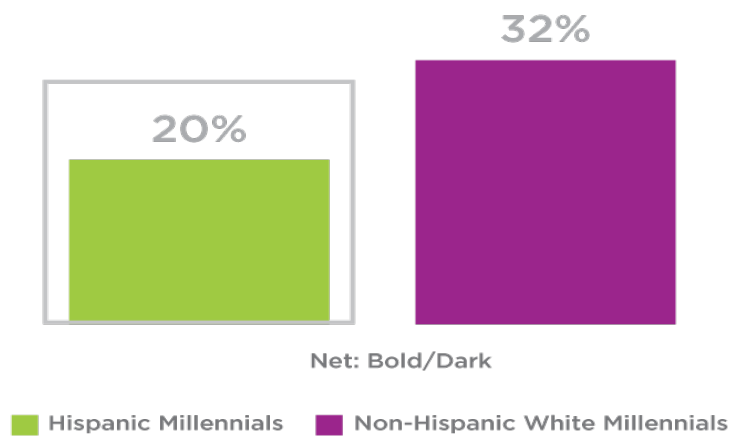
Unlike their Non-Hispanic White Millennial counterparts, Hispanic Millennials are less likely to report that they see craft beer as being better tasting than regular beer. When asked about the taste of craft beer, only 43% of Hispanic Millennials versus 61% of Non-Hispanic White Millennials indicated that craft beer tasted better than regular beer. This demonstrates that even though Hispanic Millennials may consume craft beer, they still have not completely bought into the trend or changed their flavor palate.

Which statement below best describes your image of craft/micro-brewed beer compared to regular beer in terms of its quality and taste?



When it comes to the taste of beer, Hispanic Millennials are less likely to prefer dark or bold-flavored beers compared to their Non-Hispanic White Millennial counterparts.

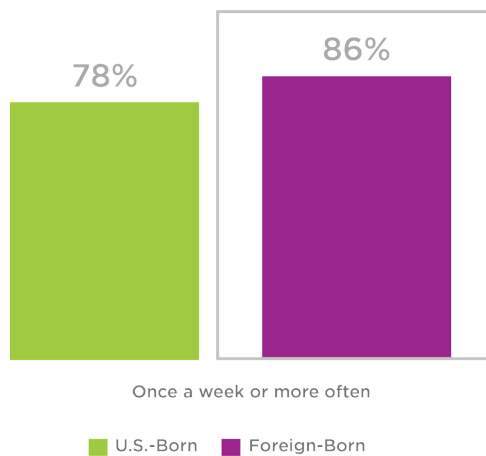
Which point in the scale below best describes the type of beer you prefer to drink?



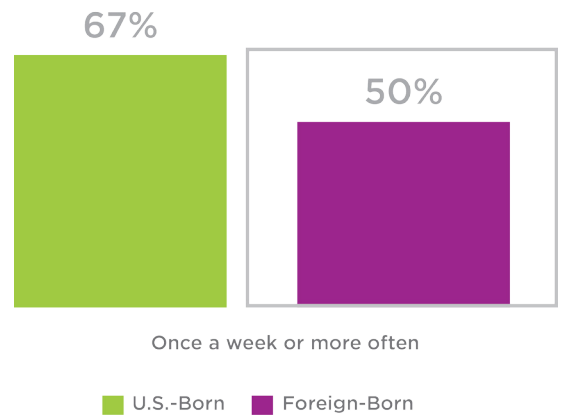
## U.S.-Born vs. Foreign-Born Hispanic Millennials

When comparing Foreign-born to U.S.-born Hispanic Millennials, Foreign-born Hispanics are more likely to emphasize home cooked meals. When asked how often Foreign-born Hispanic Millennials cook meals from scratch, they were 8% more likely than their U.S.-born counterparts to state that they cook at home at least once a week. As a result, Foreign-Born Hispanic Millennials are 17% less likely to report that they eat at fast food restaurants.

How often do you do each of the following, if at all?  
Cook meals from scratch (myself)

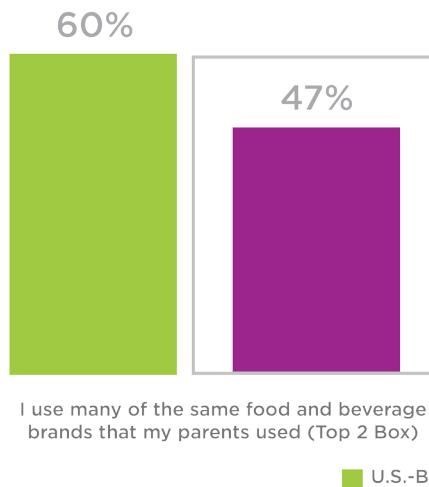


How often do you do each of the following, if at all?  
Eat at a fast food restaurant (including drive-thru)

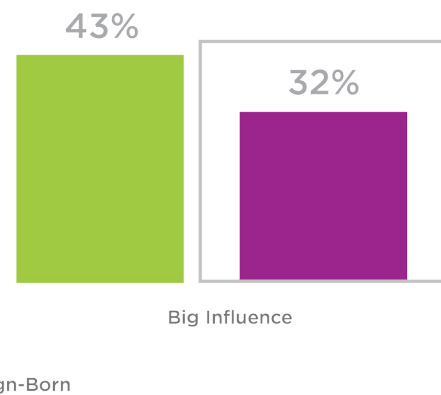


In addition, when it comes to the foods and beverages that Foreign-born Hispanic Millennials consume, they are more likely to show autonomy from their parents in the brands that they use. When asked if Foreign-born Hispanic Millennials use many of the same food and beverages that their parents used, only 47% of them agreed as compared to 60% of U.S.-born Hispanic Millennials.

Please select the point in the scale that describes how much you agree or disagree with each statement below.  
Top 2 Box Agreement



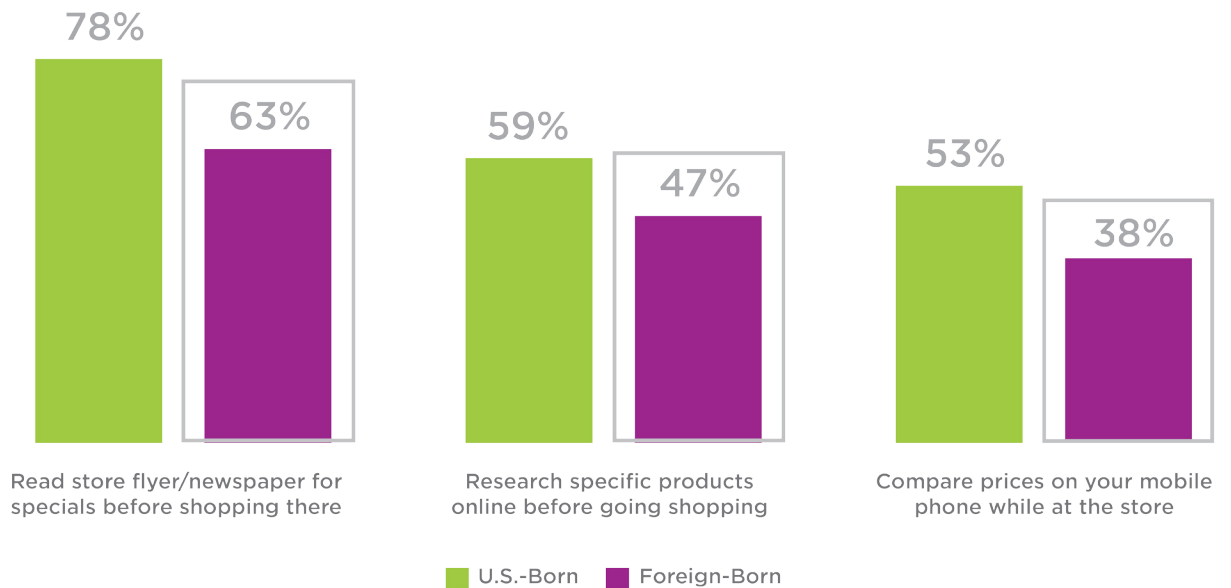
You previously mentioned that you use some of the same food and beverage brands that your parents used. How much of an influence are the brands your parents used when you were growing up?





Finally, when it comes to grocery shopping, Foreign-born Hispanic Millennials are less likely to shop for deals compared to their U.S. -born Hispanic Millennial counterparts. This indicates that the lack of bargain-hunting, with respect to food, among Hispanic Millennials, is driven by the Foreign-born.

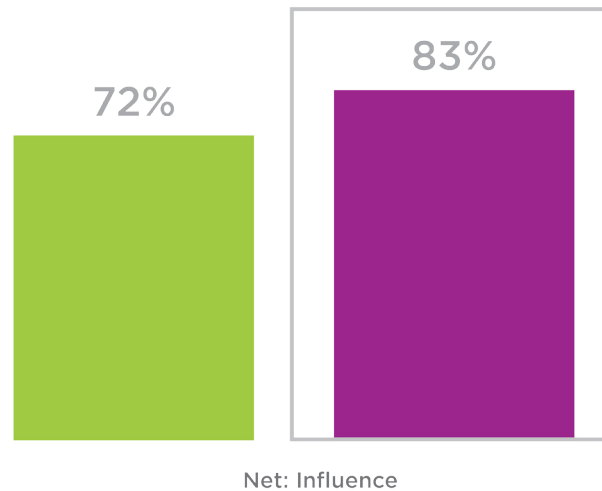
How often do you do each of the following when it comes to grocery shopping?  
Frequently or sometimes



## Hispanic Millennials vs. Asian Millennials

Compared to Hispanic Millennials, Asian Millennials are 11% more likely to report that they are influenced by their heritage when it comes to the foods and beverages they consume.

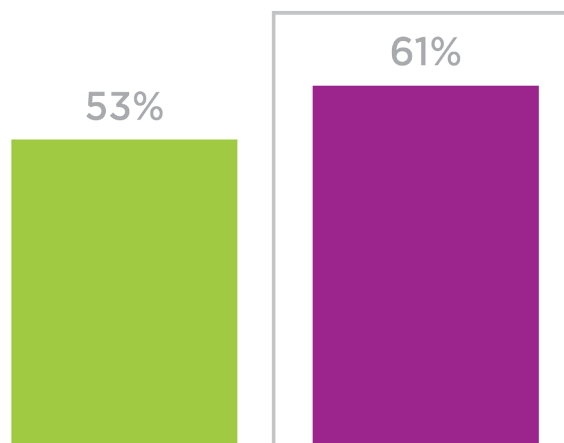
How does your heritage or cultural background contribute to the food and beverages you buy? (Open end)



■ Hispanic Millennials ■ Asian Millennials

Asian Millennials are also 8% more likely to report that they eat and drink ethnic brands as well as 7% more likely to shop at ethnic grocery stores.

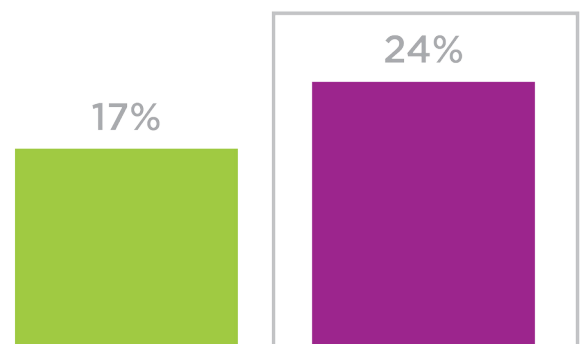
Please select the point in the scale that describes how much you agree or disagree with each statement below.  
Top 2 Box Agreement



I use/buy ethnic brands of food and beverages

■ Hispanic Millennials ■ Asian Millennials

Which types of stores do you and/or other members of your household usually buy groceries from?



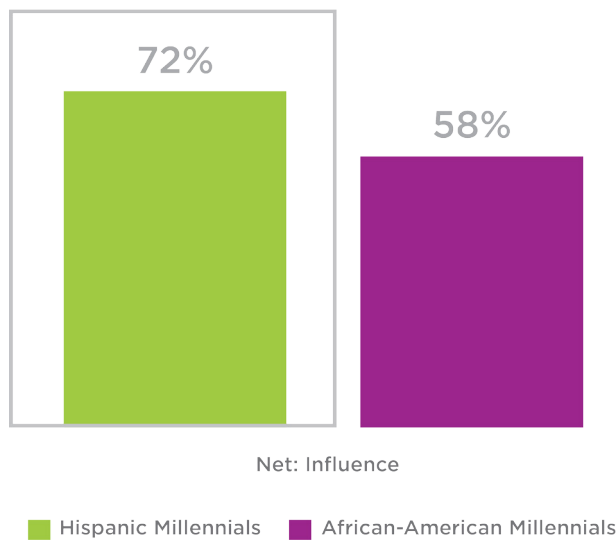
Ethnic grocery store (Vallartas, Sedanos, King Ranch, etc.)

■ Hispanic Millennials ■ Asian Millennials

## Hispanic Millennials vs. African-American Millennials

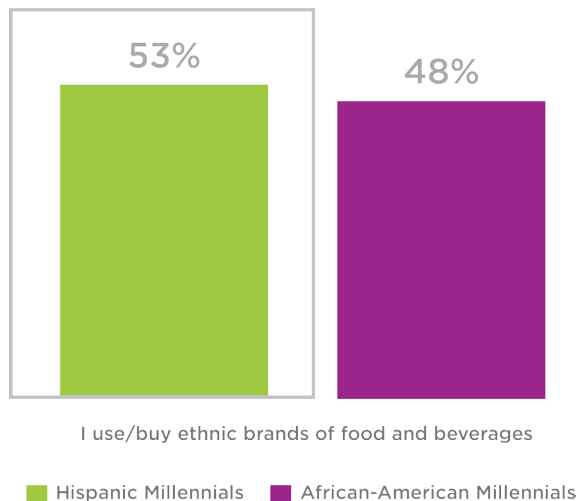
When comparing Hispanic Millennials to African-American Millennials, Hispanic Millennials are 14% more likely to indicate that they are influenced by their heritage when it comes to consuming foods and beverages. In fact, African-American Millennials are the least likely to be influenced by culture when it comes to food and beverage consumption.

How does your heritage or cultural background contribute to the food and beverage brands you buy? (Open end)

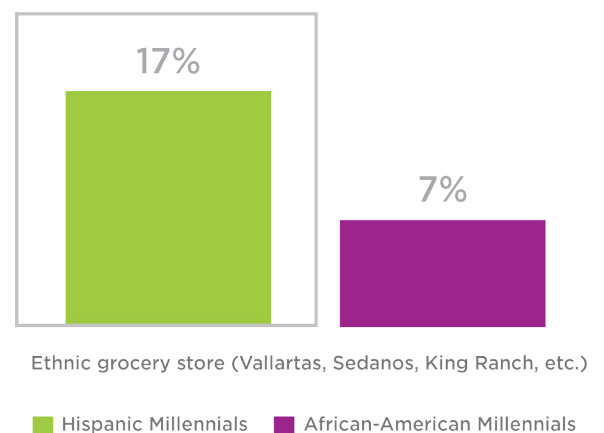


Hispanic Millennials are also 5% more likely to state that they eat ethnic brands and 10% more likely to report that they shop at ethnic grocery stores.

Please select the point in the scale that describes how much you agree or disagree with each statement below.  
Top 2 Box Agreement



Which types of stores do you and/or other members of your household usually buy groceries from?



## Hispanic Millennial Males vs. Hispanic Millennial Females

Compared to Hispanic Millennial females, Hispanic Millennial males surprisingly have more of a preference for higher end grocery stores. When asked about where Hispanic Millennials shop, Hispanic Millennial males were 9% more likely to report that they shop at specialty grocery stores such as a Whole Foods or Trader Joe's.



However, Hispanic Millennial males are also more likely to be influenced by discounts. Compared to Hispanic Millennial females, Hispanic Millennial males were 8% more likely to state that they shop at large chain discount stores.



When it comes to the shopping experience, Hispanic Millennial males are more likely to indicate that they utilize technology to enhance their overall shopping experience. For instance, Hispanic Millennial males were 13% more likely to report that they order grocery items online and 13% more likely to look up product information on their mobile device while shopping at the store.

Conduct the following task frequently or sometimes while shopping.

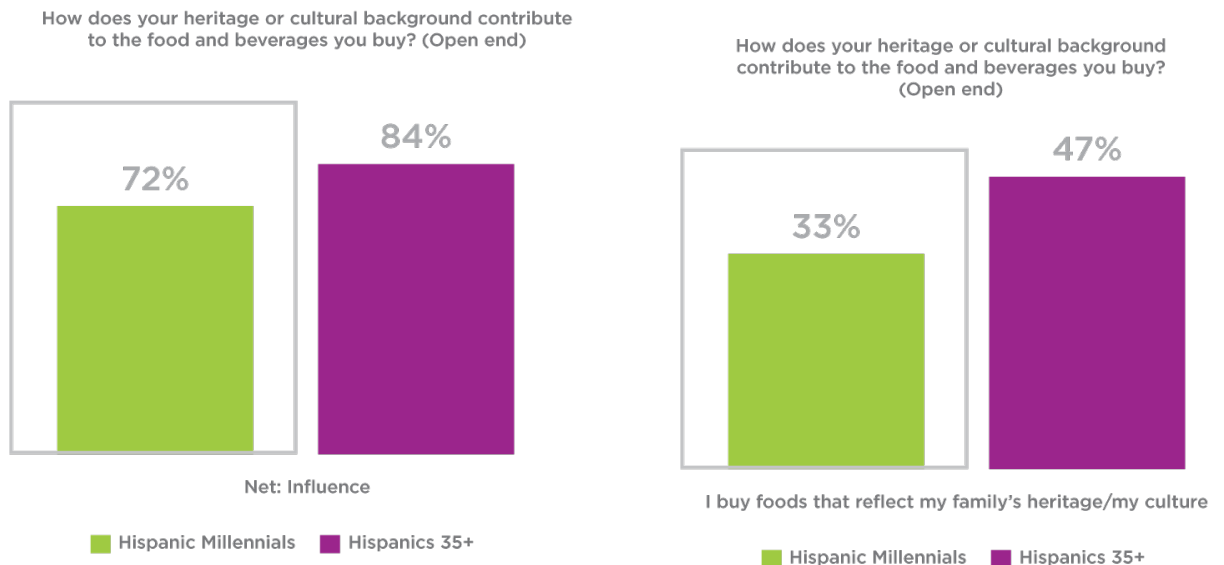


## 6.0 HISPANIC MILLENNIAL POINTS OF TENSION

Hispanic Millennials, as well as Asian and African-American Millennials, live within two cultures and, as a result, experience deep cultural and psychographic points of tension. One of the most important ways to establish a deeper understanding of Hispanic Millennials is by identifying the points of tension characterizing their lives. Our fourth wave of research has identified the following points of tension as it relates to food, beverages and alcohol.

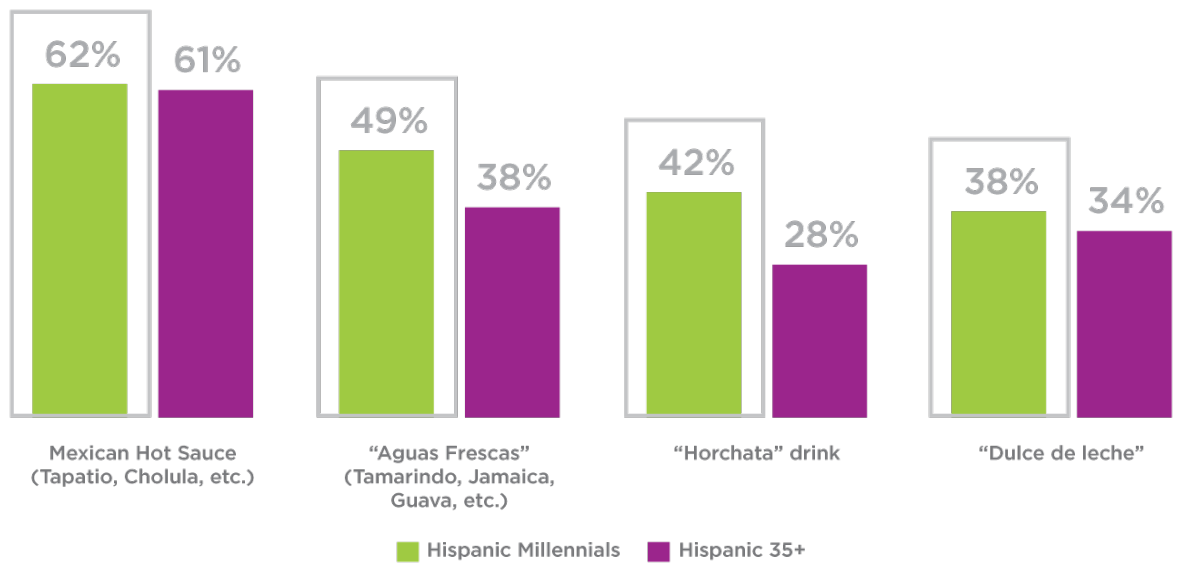
### Point of Tension 1: Cultural Perception is not reality

Compared to their older Hispanic counterparts, Hispanic Millennials are 12% less likely to feel that their heritage influences the type of foods and beverages they buy. Furthermore, Hispanic Millennials are also 14% less likely to indicate that they buy foods that reflect their family's heritage or culture.



In reality, Hispanic Millennials do purchase ethnic products and at a higher rate than their older counterparts, indicating a cognitive dissonance about the true impact of culture on their purchase behavior.

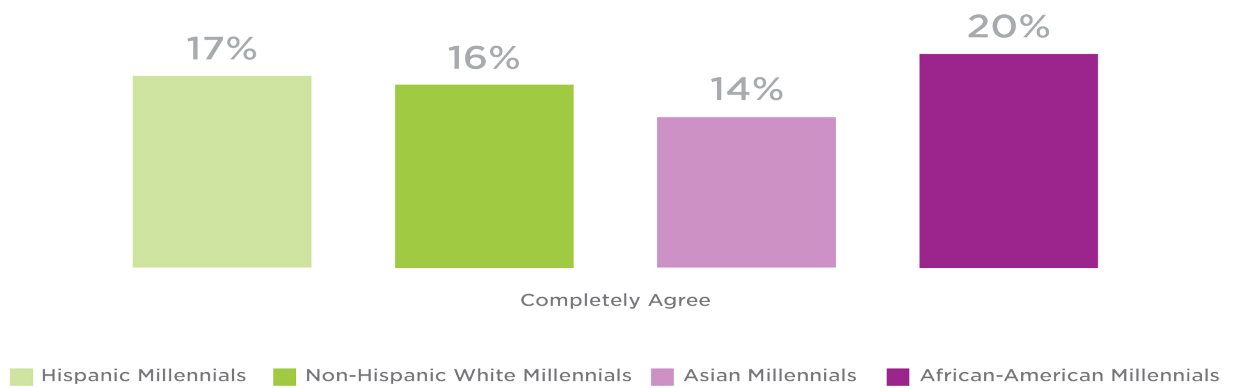
Which of these products have you consumed in the past 3 months?



## Point of Tension 2: Healthy diet (except on cheat days)

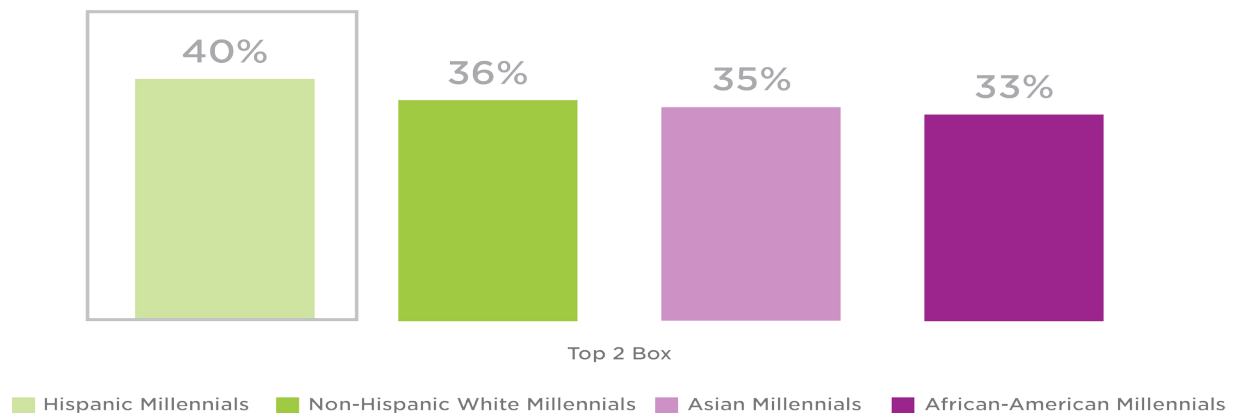
Similar to other millennial cohorts, Hispanic Millennials report that they are picky about eating healthy foods.

Please select the point in the scale that describes how much you agree or disagree with each statement below.  
 "I am picky about eating healthy foods"



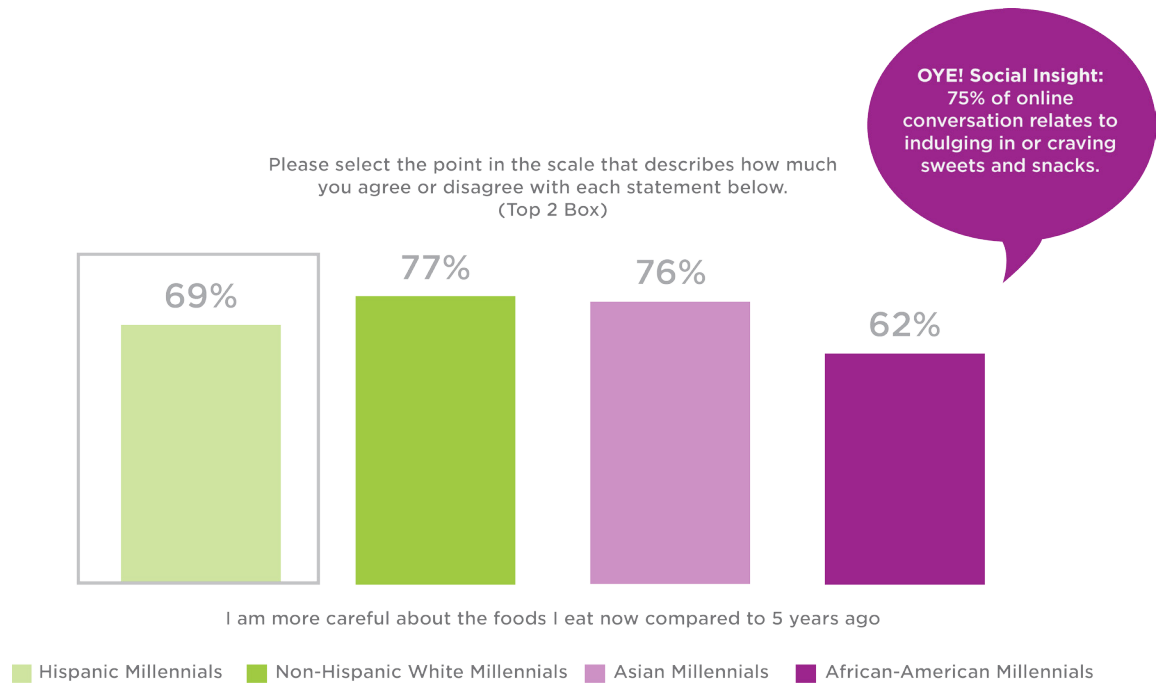
Hispanic Millennials are also more likely to state that they are on a diet to lose weight.

Please select the point in the scale that describes how much you agree or disagree with each statement below.  
 "I am currently on a diet to lose weight."





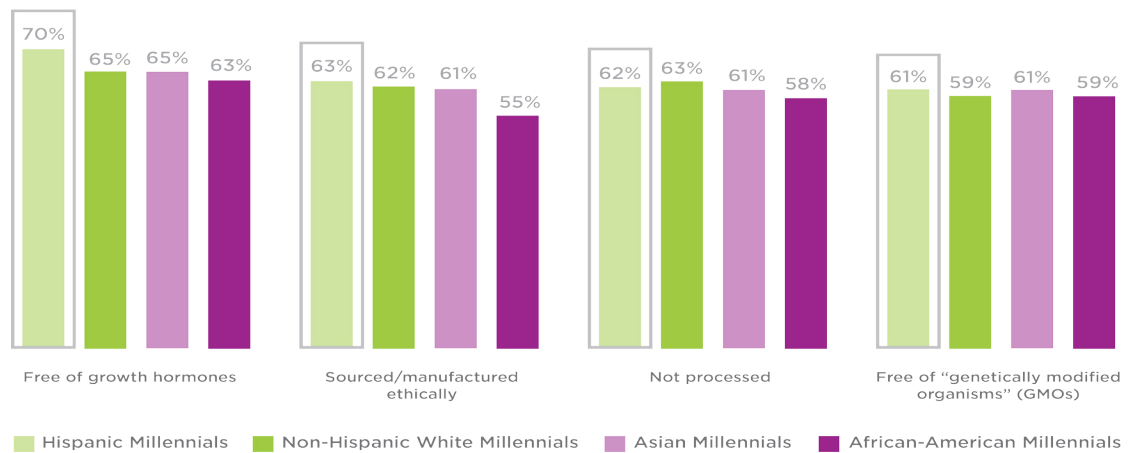
However, while Hispanic Millennials are picky about what they eat, they still find time to indulge. This contradiction indicates a tension between what they know is best for their health and cultural tendencies to indulge in food and beverages.



### Point of Tension 3: Whole foods are great, but processed ones are too?

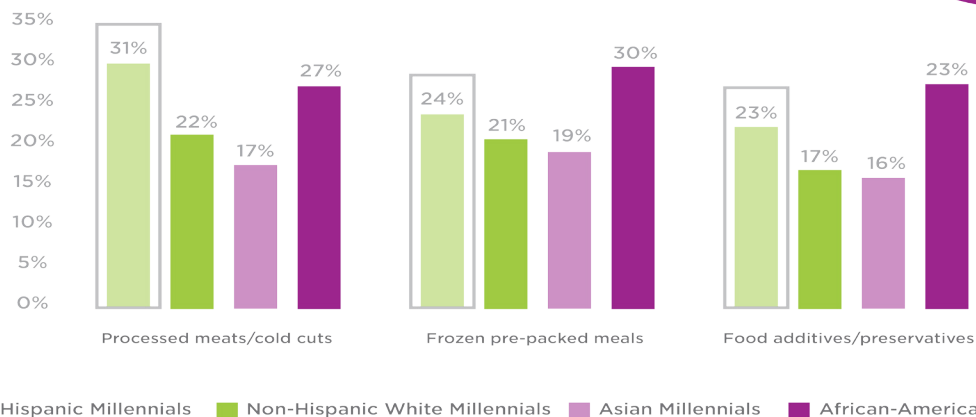
Hispanic Millennials show a clear preference for consuming whole foods. For instance, 70% of Hispanic Millennials stated that they want their food to be free of growth hormones and 62% indicated that they want their food not to be processed.

Please indicate how important, if at all, each of the items below are when it comes to the foods and beverages you consume. (Top 2 Box)



However, Hispanic Millennials are less likely to feel that specific types of processed foods are bad for them – such as processed meats, frozen meals, and food with additives or preservatives. This point of tension paints the picture of a consumer that is in flux regarding their knowledge and attitudes about food ingredients and sourcing.

Please indicate how healthy each of these types of foods/ingredients are in general? Summary of food rated GOOD for you

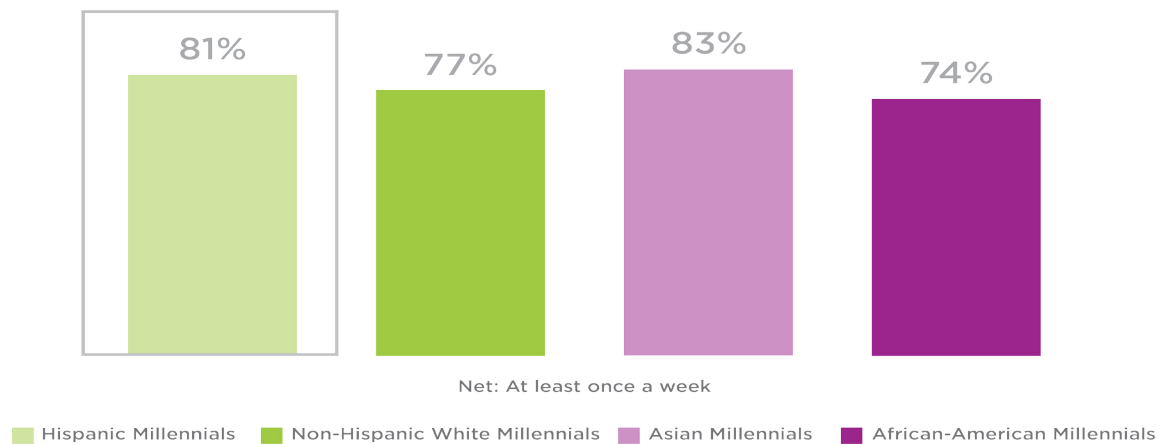


**OYE! Social Insight:** Male Hispanic Millennials talk about organic and natural foods in a negative way at over 2X rate of their female counterparts

### Point of Tension 4: Home-cooked meals from the drive-thru?

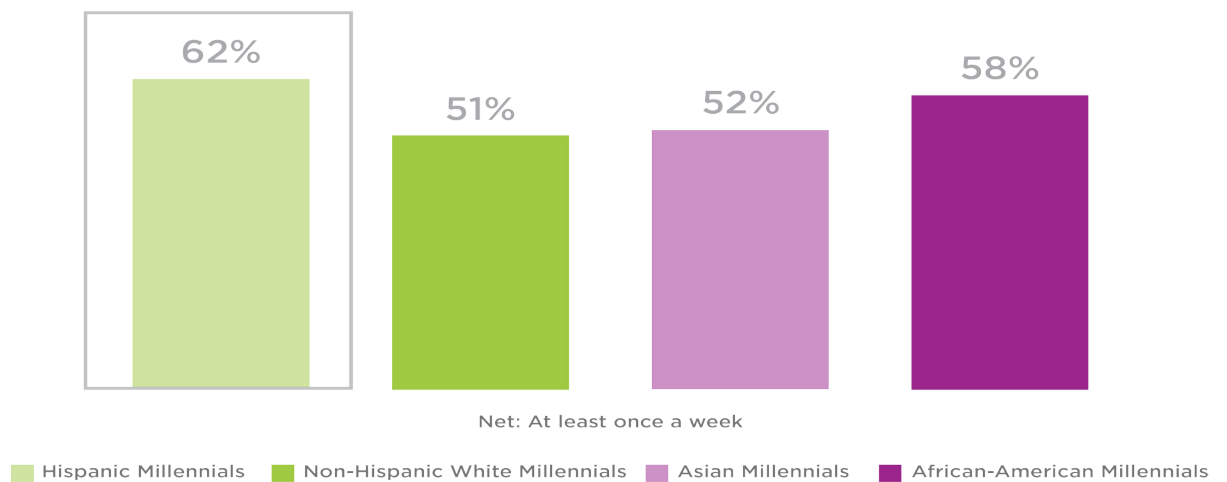
Hispanic Millennials report a preference for home-cooked meals, which is consistent with cultural emphasis on meals cooked by the family.

How often do you do each of the following, if at all?  
Cook meals from scratch (myself)



Yet, they opt for fast food options at a very high rate, revealing a tension between cultural norms and mainstream food choices while on the go.

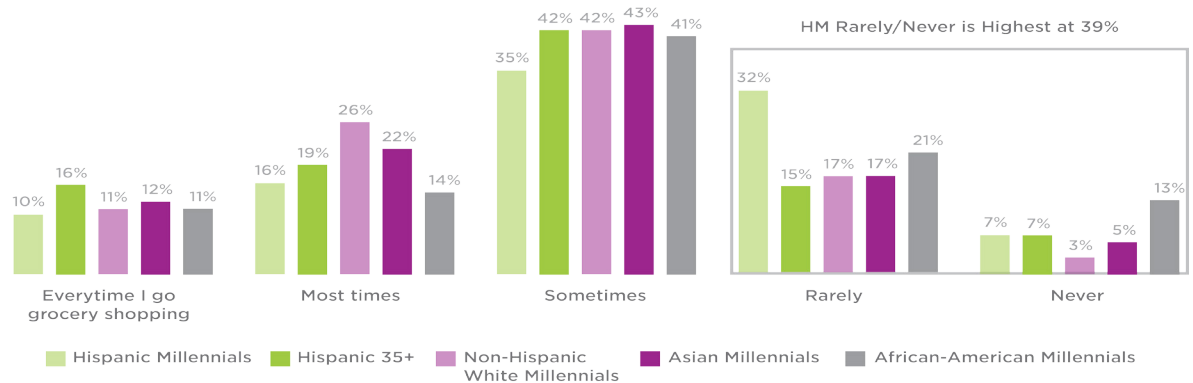
How often do you do each of the following, if at all?  
Eat at a fast food restaurant (including drive-thru)



### Point of Tension 5: Coupons dictate where you shop but not necessarily savings.

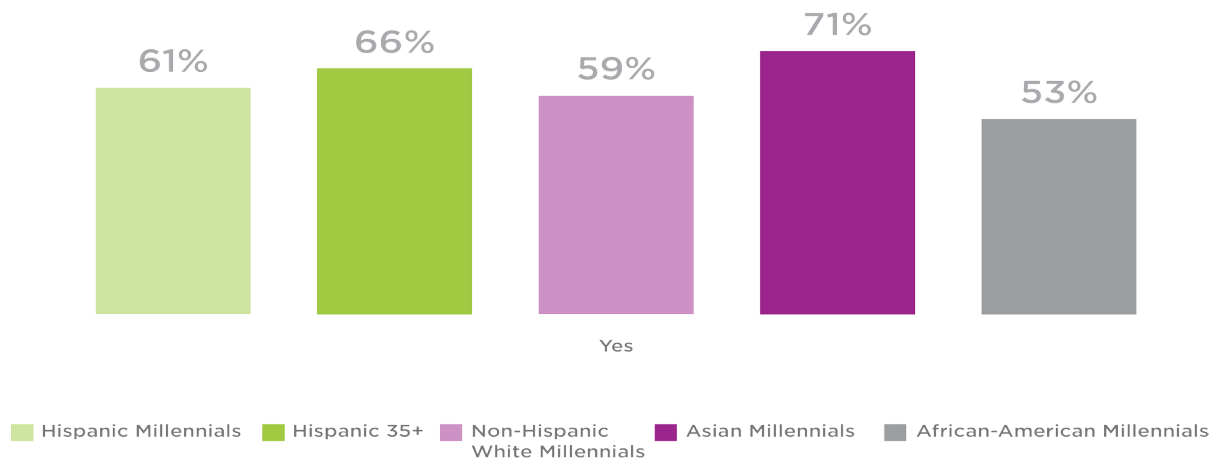
Hispanic Millennials were more likely to indicate that they rarely or never use coupons when grocery shopping.

How often, if at all, do you use coupons when shopping for groceries?



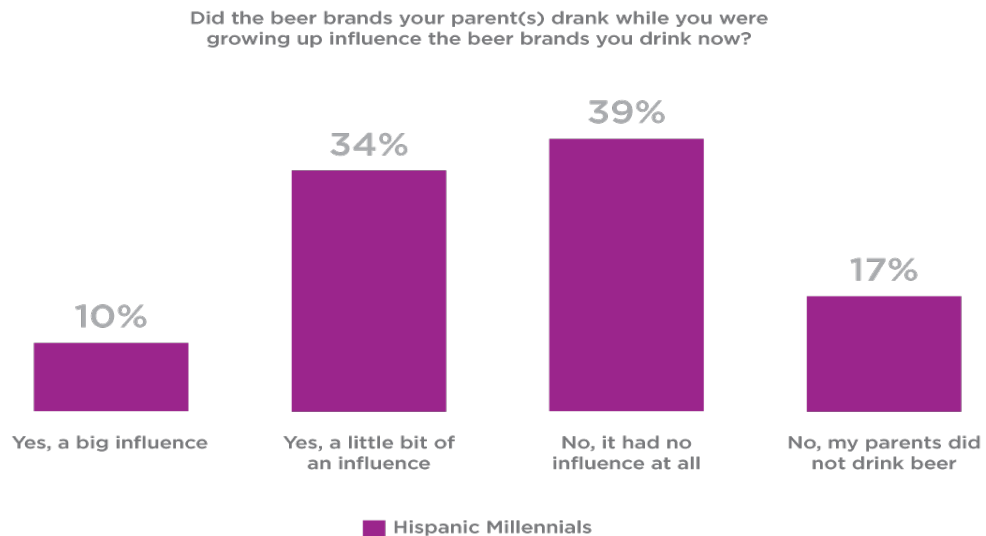
However, when Hispanic Millennials do use coupons, close to two-thirds indicate that coupons impact where they shop. This tension points to a desire to save money that is blocked by barriers such as convenience.

Do coupons impact where you shop for groceries?

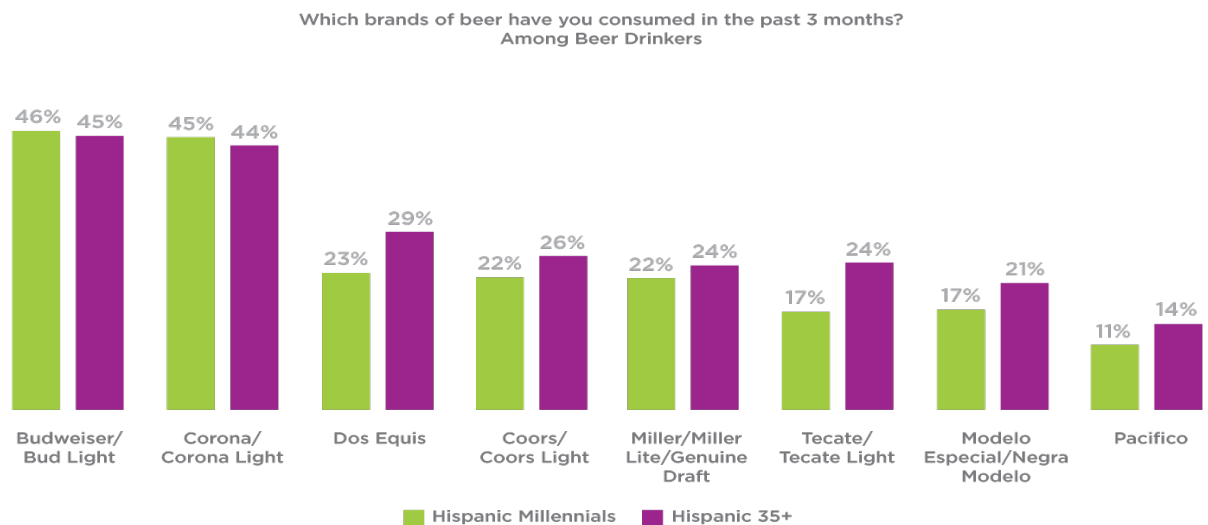


## Point of Tension 6: "I don't like my parents' beer, well kind of..."

Most Hispanic Millennials say that their parents' beer preference does not influence the brands they drink.



Yet, when comparing Hispanic Millennials to their older Hispanic counterparts, Hispanic Millennials show a similar preference for traditional Mexican and American beer brands, suggesting that Hispanic Millennials are influenced by their parents' beer preferences. This indicates a similar cognitive dissonance about the true impact of culture on both their food, beverage, and beer consumption.



## 7.0 IMPLICATIONS FOR MARKETERS

Based on the insights found in our research, we have developed the following key implications for marketers to consider when marketing to Hispanic Millennials.

### **Organic food and beverages have a big opportunity with Hispanic Millennials.**

Hispanic Millennials show a clear preference for whole foods and are willing to spend more on organic products. As a result, Hispanic Millennials are less likely to consume products with high fructose corn syrup, additives, and high sugar. When marketing to Hispanic Millennials, there is an opportunity for the messaging to highlight the freshness of the product and the natural ingredients used to make it.

### **Craft brewers have a lot of work to do to win over Hispanic Millennials.**

While Hispanic Millennials consume craft beer at a similar rate as their Non-Hispanic White Millennial counterparts, Hispanic Millennials still do not perceive that craft beer tastes better than regular beer. There is an opportunity for craft brewers to explore different flavor profiles to capitalize on the preferences that Hispanic Millennials know and like. Craft brewers also have to more effectively move Hispanic Millennials from trial to more regular consumption of bolder and more distinct craft brew taste profiles.

### **Artisanal foods are an untapped opportunity that will require greater cultural relevance.**

Knowing that Hispanic Millennials have a preference for more organic products, there is a similar opportunity for artisanal brands to highlight the natural ingredients and the sourcing methods used to differentiate themselves from more established brands. However, while artisanal brands are clearly a threat, there is still a significant market for established brands.

### **Coupons should be integrated with mobile and other emerging forms of technology to match usage.**

Compared to other millennial cohorts, Hispanic Millennials are less likely to use coupons when shopping; however, when Hispanic Millennials do use coupons it does impact where they shop. Knowing that Hispanic Millennials are heavy users of mobile devices, there is an opportunity for marketers to find new and convenient ways for Hispanic Millennials to access coupons digitally.

### **For spirits marketers, Hispanic Millennials are more likely open to trial of new brands and should be targeted accordingly.**

Compared to other millennial cohorts, Hispanic Millennials are more likely to have more than one alcohol of choice. This openness to consume different spirits makes Hispanic Millennials a lucrative market to encourage trial and cultivate brand preference.

## 8.0 KEY FINDINGS AND IMPLICATIONS FROM PREVIOUS WAVES OF THE HISPANIC MILLENNIAL PROJECT

The initial wave explored broad attitudes and perceptions among Hispanic Millennials in the U.S. The second wave focused on Hispanic Millennials and healthcare. The third wave focused on Hispanic Millennials' financial services and attitudes towards wealth. This fourth wave focuses on Hispanic Millennials' food, beverages, and alcohol consumption. We found consistent themes across all four waves that are relevant for marketing purposes.

### **Hispanic Millennials trust big, established brands such as Coke, Pepsi, Wal-Mart, and Apple**

When it comes to the brands that Hispanic Millennials trust, bigger is often better. Coke, Apple, Wal-Mart, and Pepsi are among the most trusted brands among Hispanic Millennials.

### **Nuanced definitions of wealth, health, and happiness**

Hispanic Millennials have nuanced and multi-faceted definitions of concepts, which are clearly rooted in cultural norms, such as wealth, health, and happiness, but are also mixed with their experiences as young Americans.

### **Hispanic Millennials embrace technology – for financial services, health, and shopping**

Hispanic Millennials are undoubtedly on the forefront of adopting innovative technology. They are comfortable not only with new forms of media, but also with the use of health-related apps, digital forms of payment, non-traditional banks, and iconic technology brands such as Apple. Not surprisingly, they also use technology to enhance their overall shopping experience.

### **Hispanic Millennials are key decision-makers in Hispanic households.**

As we have seen in the previous waves, Hispanic Millennials act as key decision-makers within the Hispanic household. As a result, Hispanic Millennials are taking on more responsibility for the grocery shopping. Furthermore, Hispanic Millennials spend more on groceries per week, making them a lucrative market for retailers, CPG, beverage, and food brands to aggressively target.

### **Hispanic Millennials struggle with wanting to fit in versus stand out**

Across all waves of the research, a consistent point of tension has been a conflict between Hispanic Millennials' desires to fit into mainstream culture while also standing out as Latinos. This point of tension is further complicated by a consistent theme in our data that U.S.-born Hispanic Millennials are more driven to stand out and Foreign-born Hispanic Millennials are looking to fit in. This disparity manifests itself in food, beverage, and alcohol consumption behavior.

### **Eating right is important, yet difficult for Hispanic Millennials**

Hispanic Millennials see the value in eating healthy and report that they are currently on diets to lose weight. Our wave 2 research also showed that Hispanic Millennials have sophisticated, well-rounded definitions of health and understand the importance of exercising to stay healthy. When it comes to eating properly, however, Hispanic Millennials are more likely to indulge compared to other millennial groups.

### **Additional Implications for marketing to Hispanic Millennials**

- Avoid Millennial generalizations
- Approach Hispanic Millennials differently than their older counterparts
- Utilize Spanish-language media as it is key to reaching Hispanic Millennials
- Recognize and leverage differences between U.S.-born and Foreign-born Hispanic Millennials





## 9.0 WHAT'S NEXT?

Sensis, ThinkNow Research, and OYE!, will continue to focus on topics relevant to the experience of Hispanic Millennials with one final wave of research scheduled for release in 2015:

- **Wave 5:** Media, Technology and Entertainment (July 2015)

### We have expanded the Hispanic Millennial Project

The fourth wave also surveyed African-American and Asian Millennials. Please contact Sensis for a cross-cultural analysis of Millennials and food, beverage, and alcohol consumption.



## 10.0 CONTACT

**Sign up for the full reports at**

[www.HispanicMillennialProject.com](http://www.HispanicMillennialProject.com)

**...and follow us on Twitter**

[@HispMillennial](https://twitter.com/HispMillennial)

## 11.0 SOURCES / REFERENCES

1. Sensis Qualitative Client Research – User Interviews, Field Intercepts, Focus Groups (2013-2014)
2. U.S. Census Bureau, American Community Survey (2013)
3. Experian Simmons Consumer Research, National Hispanic Consumer Study NHCS, Winter 2014
4. Geoscape GIS, Marketscape DataStream, 2014