

ethnography custom study – insights into the hispanic 50+ market

Based on extensive one-on-one interviews and research conducted by Synovate Diversity™, ten hispanic 50+ households were interviewed in key U.S. markets for first-hand observations of their daily behavior. The results provide a snapshot of the lives of *AARP Segunda Juventud* readers at home and deliver marketers the opportunity to:

- see first-hand hispanic 50+ family dynamics
- obtain more information about the hispanic 50+ multi-generational household; living arrangements
- examine the hispanic 50+ purchasing behavior

AARP *Segunda Juventud* ethnography key findings:

household dynamics

Spending time with children and grandchildren is of critical importance.

- women generally run the household & family finances
- stereotypes are out the door – hispanic 50+ men are also primary caregivers

finance

They are willing to spend on the brands they like, yet don't want to incur debt in the process.

- debt is a major issue for hispanics 50+ they want to avoid it at all costs

food

Food/cooking is key to help foster cultural awareness for younger generations.

- eating together during the week is the family's way of staying connected during an otherwise busy time
- maintaining/learning about healthy eating is of importance

health & beauty

Common household items remain familiar as they depend on price, comfort & convenience.

- price conscious but also brand loyal

automotive

Image is important, but dependability and price are what keeps them brand loyal.

- they prefer to buy cars, not lease them

telecommunications

Brand names are important. Awareness is built from their country of origin.

- new technology is learned/bought through their younger family members



take action – speak to the hispanic 50+ demographic

Leaders turn to *AARP Segunda Juventud* because it speaks directly to them. Written in Spanish with condensed English summaries, *AARP Segunda Juventud* provides insight and advice on the topics that matter most...family, finance, health, travel & more.

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