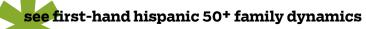


ethnography custom study – insights into the hispanic 50+ market

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:



obtain more information about the hispanic 50+ multi-generational household; living arrangements

examine the hispanic 50+ purchasing behavior

AARPSegundaJuventud 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.

