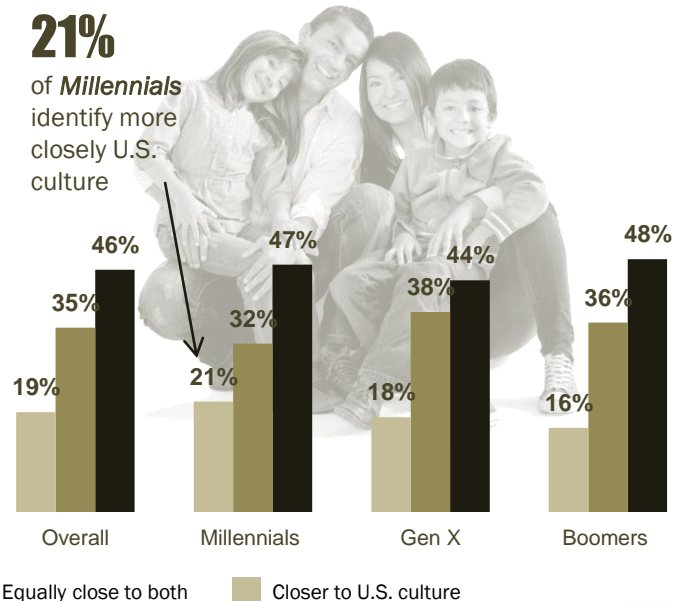
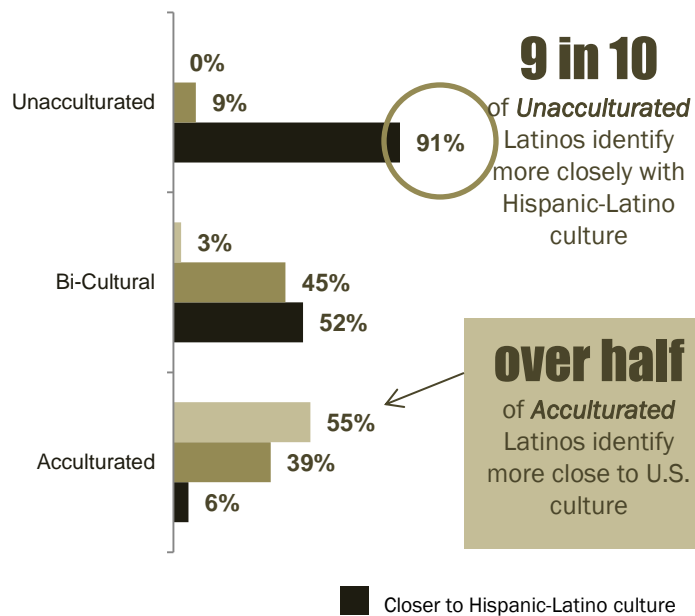


Latino Consumers' Cultural Identification



The Hispanic/Latino consumer is one of the most dynamic and rapidly growing consumer segment in the U.S. The Latino population in America itself is composed of a diversity of cultures, not one uniform demographic.

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



Source: *The Multi-Cultural Latino Consumer 2013* report

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