

Accurate Data, Available Now

The growth of the Hispanic market is not a secret. Not only is this demographic growing in population—but more importantly in buying power. In fact, according to the Selig Center for Economic Growth, Hispanic buying power is expected to grow 50 percent in the next five years, from \$1 trillion in 2010 to \$1.5 trillion in 2015. This rate of growth tops all other racial and ethnic groups as well as the rate of growth in overall buying power.

Many marketers are eagerly awaiting the 2010 census results and are counting down the days until they must reallocate marketing dollars to accommodate concentrated Hispanic markets.

What most of these marketers do not realize is that the data compiled from the census, and the potential it offers to reach a particular audience using modeled demographics, has never been more irrelevant to pinpointing the pulse of today's Hispanic shopper who is just as unique as anyone else.

Consumer behavior measurements such as shopping habits and brand preferences have become as important, if not more important, in determining how to target an advertisement. And, unlike the census, there is no need to wait for the final tally—the data is available today.

At Varga, our approach to Hispanic targeting goes deeper than just surname, race and ethnicity. There are many variables, beside those which are modeled on census outcomes, that are a much more accurate determinate of who has the most potential for purchasing your product.

Our data acquisition team is able to identify economically-active consumers with actionable demographic, psychographic, and transactional information. This information is compiled, refreshed and updated every 90 days in order to accurately reflect what is happening in the market NOW, not one year ago, three years ago, or ten years ago.

Combining this targeted data with a tailored, front door marketing strategy can not only impact the Hispanic market and engage the right individuals with your message, but also drive measurable results for your brand.

Don't put your trust in the census and be left wondering why your response rates were not all you hoped for. Contact us today for verified analytical market data.