

Outreach to the Hispanic Population

For the purposes of ethnic outreach, we focus on the Hispanic market for the following reasons:

- Some 28 percent of Californians are Hispanic, and the percentage is rapidly increasing.
- Between 1990 and 2010, California's Hispanic population will double.
- Imperial County's Hispanic population in 1990 accounted for 66 percent of the total population and San Benito County posted a 46 percent Hispanic population.
- More than 41 percent of Los Angeles County's population is Hispanic.
- U.S. cities with over 1 million in Hispanics include, Los Angeles (6 million), and San Francisco (1.2 million).

The following factors might influence how and where you reach this audience:

- More than one-half (58 percent) of all Hispanics in California rented their dwellings in 1995.
- Hispanics typically are a younger audience.
- Reaching the Hispanic audience by using Spanish language literature is far more effective than using English.

A recent advertising study of Spanish-language commercials found they were:

- 40 percent more effective at increasing awareness;
- 56 percent more effective at increasing comprehension
- and they were judged to be five times more persuasive even among bilingual audiences.

Spanish language broadcast and print media are the most reliable and effective method for reaching this audience.

Reaching an Ethnic Audience

Start with sources as simple as the phone book (Hispanic Yellow Pages would be preferable) under such headings as "Clubs" and "Hispanic Chamber of Commerce."

Spanish-language newspaper and broadcast outlets are very popular in major metropolitan areas. Editors look favorably upon materials translated into Spanish, and broadcasters are more likely to accept interviews and stories if a Spanish-speaking spokesperson is available. Check Spanish-language media in directories, on the Web, or in your local library. See page 35 for media relations and contact information.