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Understanding U.S. Hispanic Consumers

2022 LLYC Expedition Strategies U.S. Hispanic Report

Overview

LLYC's U.S. Hispanic Consumer Poll was active from September 26 through October 1, 2022.

We divided the findings into three subcategories:



POLITICS



ECONOMICS



INDUSTRY



Here's what we found

74% of participants prefer **speaking** and **reading** in **English**.

52% of participants identify with the term **"Hispanic,"** compared to **2%** who prefer **"Latinx."**

58% of participants believe they will not have **enough money to retire**.

92% of participants are concerned about the U.S. economy and believe there will be a **recession soon**.

This is how we did it

We surveyed 1,000 U.S. Hispanic consumers in designated market areas with large Hispanic populations.

90% ANSWERED THIS SURVEY IN ENGLISH

77% WERE BORN IN THE U.S.

65% BELONG TO LATINO, HISPANIC, OR MEXICAN ETHNIC GROUPS

59% COMPLETED STUDIES EQUIVALENT TO A COLLEGE
LEVEL EDUCATION

0

25

50

75

100

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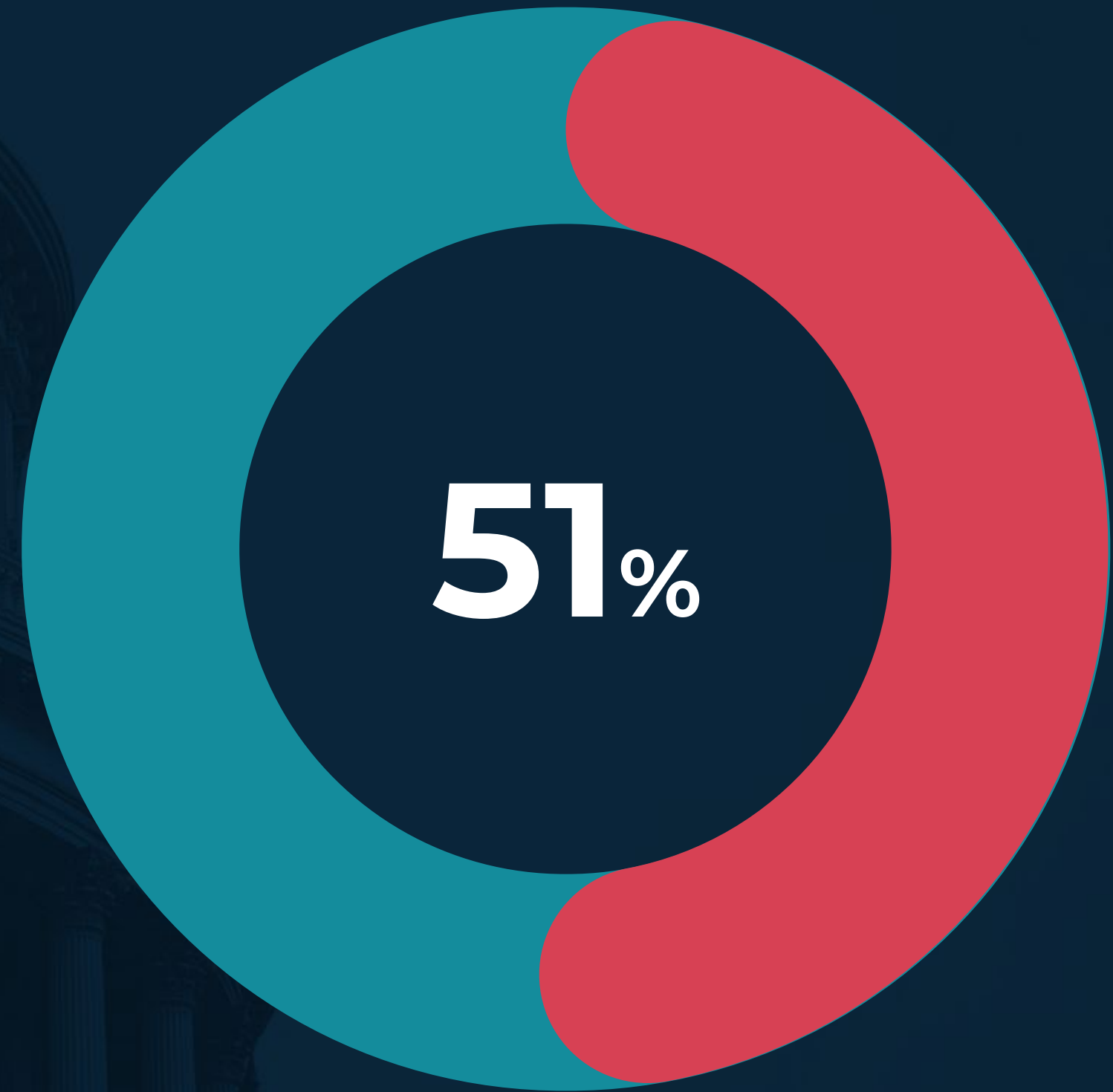
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Politics





51% of participants do not follow current events or U.S. politics.





64%

voted in the **2016**
presidential
elections.

71%

voted in the **2020**
presidential
elections.

68% are very likely or certain to vote
in the 2022 election for **Congress and
other offices.**

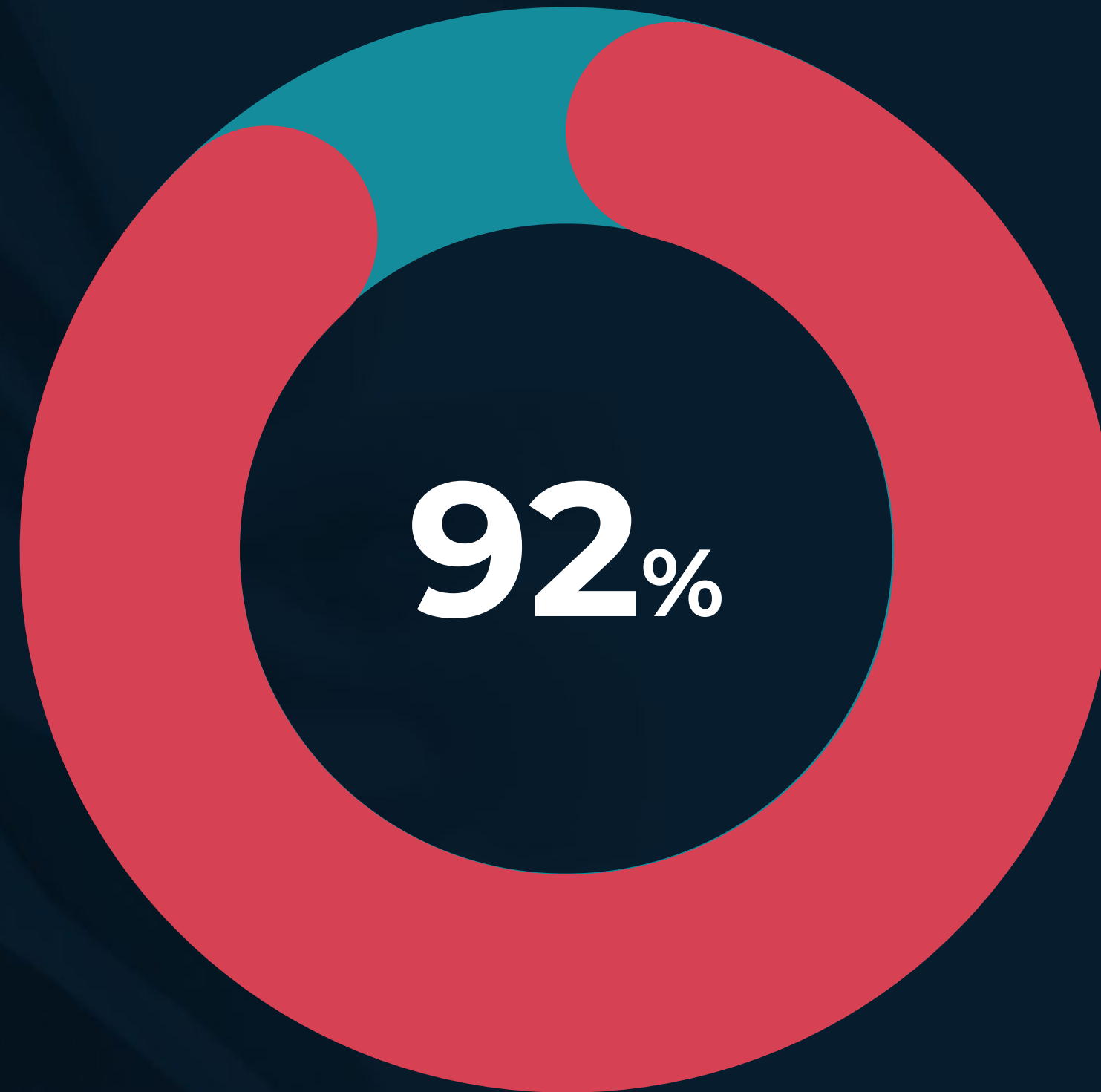
25% say their main sources of news about U.S.
politics and current events are **social media
platforms like:**   

Economics





92% of
participants
are concerned
about the
economy.





94%

RARELY OR NEVER USE
CRYPTOCURRENCY.

73%

PUT THEIR MONEY INTO
SAVINGS AND INVESTMENT
ACCOUNTS.

58%

DO NOT BELIEVE THEY WILL
HAVE ENOUGH MONEY TO
RETIRE.

47%

THINK IT'S A GOOD IDEA TO
INVEST, BUT DON'T KNOW
ENOUGH TO FEEL
COMFORTABLE DOING IT.



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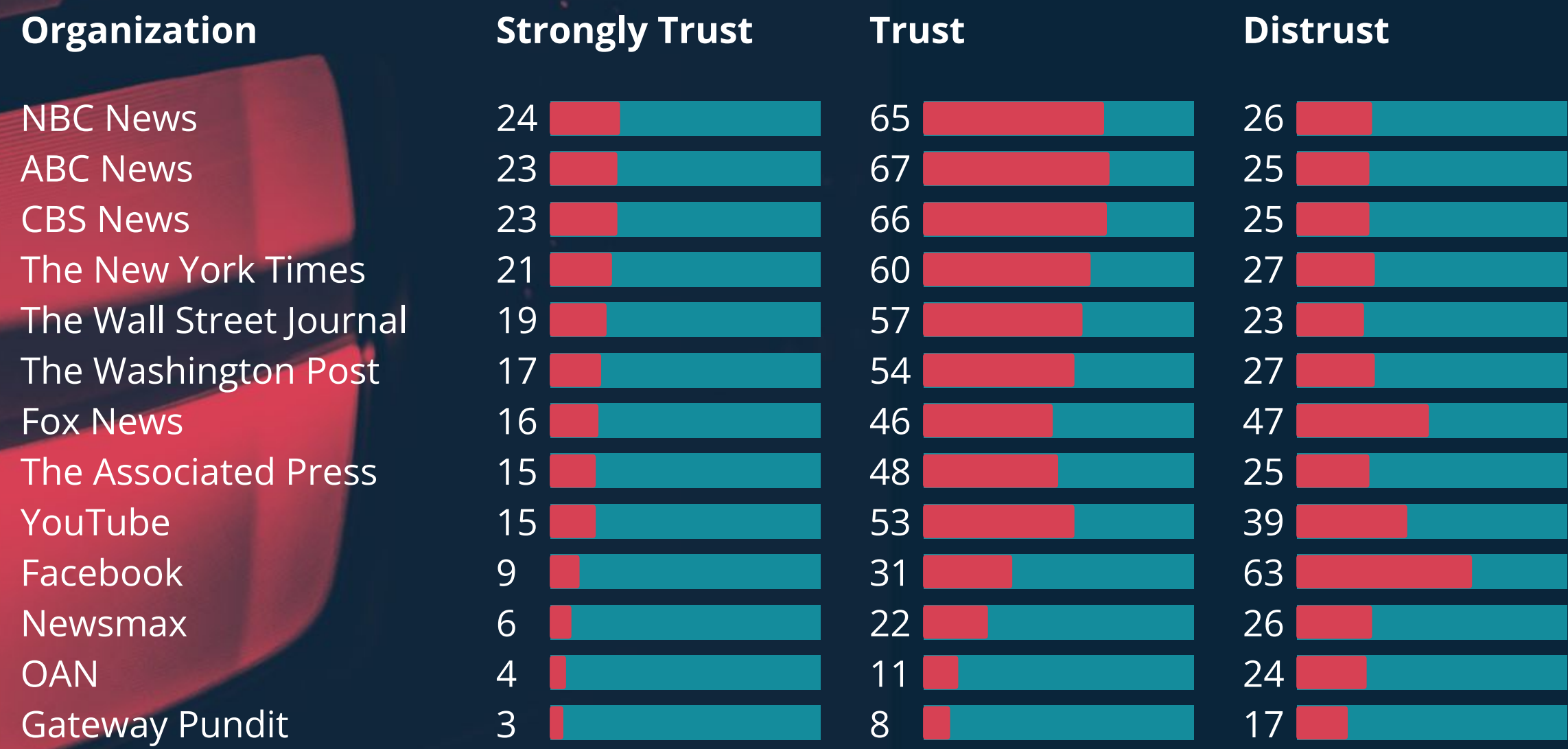
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Industry



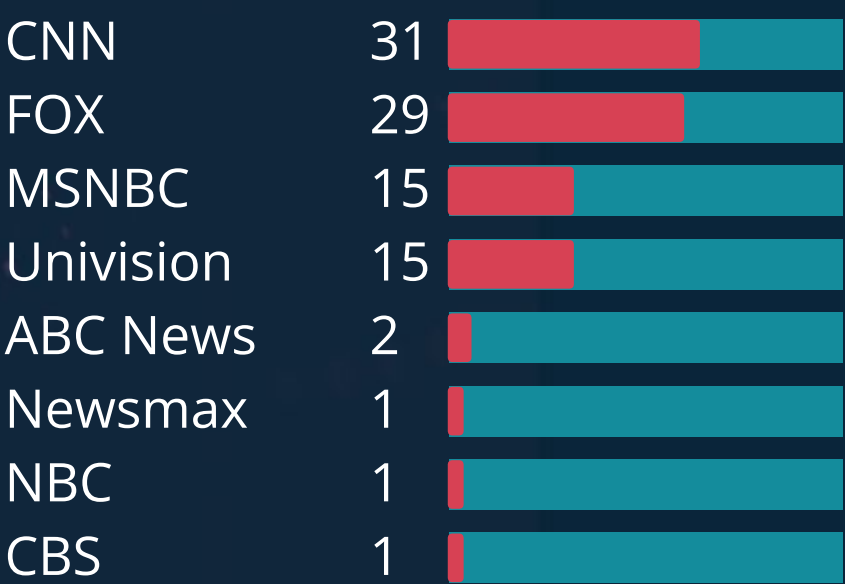


How much do you trust the following organizations to provide accurate news?





Which cable network do you watch most often?



51% of
participants
use social
media to
keep up with
news.



51%

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About LLYC:

LLYC is a global **communications, digital marketing, and public affairs** consulting firm operating in 20 offices across 12 markets in the Americas and Europe, with affiliates throughout the rest of Latin America. With a global network and international expertise, **LLYC USA** helps clients grow through data-backed communications.

Driven by a global team of **over 1,000 communications, digital marketing, and public affairs experts**, LLYC has a local ability to connect with both Latino consumers and the general U.S. market. The firm leverages office locations in **Miami, New York, and Washington, D.C.**, a partnership with Finsbury Glover Hering, a unique connection to the U.S. and Hispanic communities, and extensive network in Latin America to help clients bring local, national, and multi-country projects to life.

Through innovative and creative approaches to communication and storytelling strategies, extensive experience, and exclusive insights, LLYC helps clients achieve their business goals, influence those who matter the most to their organization, and rise to the top in challenging markets.

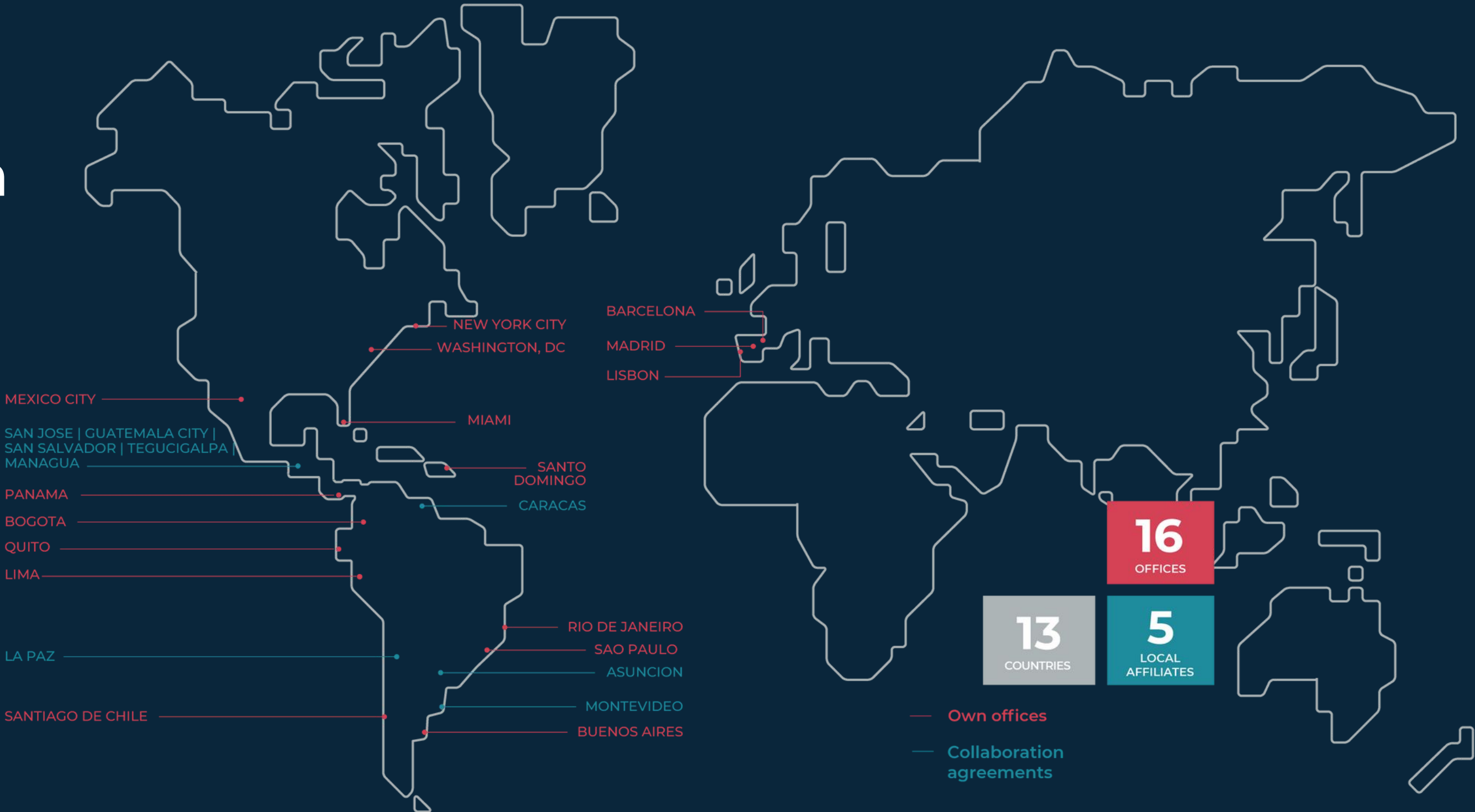
About Expedition Strategies:

Expedition Strategies' mission is to **help leaders all around the world listen and lead by providing targeted, accurate strategic advice** based on real data coupled with rigorous analysis. They use knowledge, relationships and insights to create campaign strategies that suit the candidate, developing one-of-a-kind messages and strategies that truly represent the client.

Expedition Strategies have been a part of some of the **most competitive races in the country**. They have advised and provided strategic research for the successful campaigns of six United States Senators and over a dozen heads of state and governments worldwide. In 2018, their work resulted in two Senators comfortably winning their re-elections, gubernatorial wins in Minnesota and Rhode Island, and independent expenditure work that helped win 9 new Congressional seats.

To accomplish their goals, Expedition Strategies' founder Peter Brodnitz has focused on this for years and has lectured both in the U.S. and abroad on how to apply behavioral science to understand elections. For example, Peter did a mid-2016 presentation successfully demonstrating how Donald Trump could win, based on viewing his campaign through the prism of behavioral science.

We are leaders in
the U.S., Latin
America, Spain,
and Portugal.



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