

# Gen Z 1.0: Hispanic vs White NH

Hispanic Culture remains strong among Hispanic Gen Z reflecting distinct dimensions of Values: hyper-aspirational drive, determination, community mindedness, and family closeness. Marketers will continue to win by using Culture, Values and Identity as major relevance platforms to connect brands at a deeper level with Hispanic Gen Zers.

## HISPANIC

### DUAL CULTURES & PROUD LATINO

Influenced by American & Hispanic Cultures but Hispanic gives them uniqueness

### INFLUENCE LARGE PURCHASES

### CONFIDE IN & STRESSED BY FAMILY

Parents are confidants which often cause them more stress

### CHOOSE OWN PATH

Driven and have riskier goals

### COMMUNITY-MINDED

Make more decisions on altruism and emotions

## OVERALL GEN Z



LOOK TO FAMILY & FRIENDS

OPEN- MINDED

HARD WORKING

AWARE OF DISCRIMINATION

INFLUENCED BY SM

HYPER-DIGITAL BUT FACE-TO-FACE WITH FAMILY

## WHITE NH

### LOOSELY DEFINED CULTURALLY

Sense of having less of a defined culture

### POLYCULTURAL

Enjoy absorbing non-American foods, music, dances, languages

### TRADITIONAL

More sheltered & less experience with diversity

### PRACTICAL

More pragmatic when making purchases (not as altruistic)



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