

## A SNAPSHOT OF HISPANIC SOCIAL CONVERSATIONS...

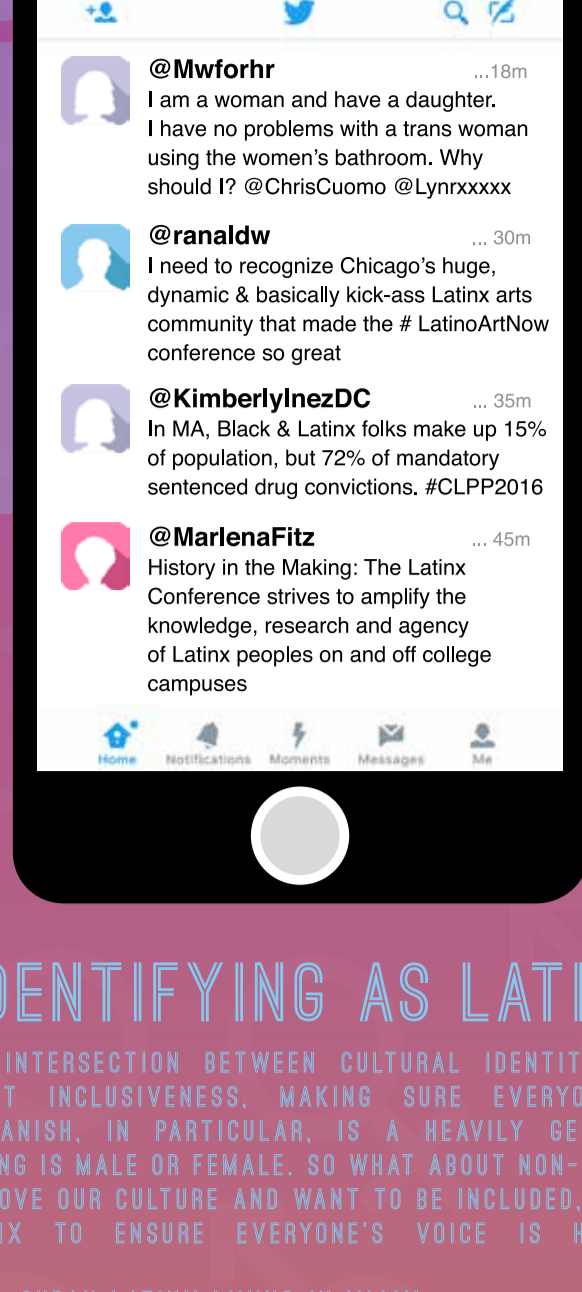
WHAT'S TRENDING

## LATINX

(NOUN)

A GENDER NEUTRAL ALTERNATIVE TO THE USE OF GENDER DESIGNATION (I.E., LATINO/LATINA)

Progressive social stances are proving to be increasingly important, especially to younger Hispanics, and the growing Latinx movement is just one example that illustrates this shift in mindset. Although their parents may fall on the more conservative side of the transgender debate, it is evident that traditional Hispanic family values are evolving and aligning more closely with those of modern-day young people.



## "TO ME, IDENTIFYING AS LATINX

IS EMBRACING THE INTERSECTION BETWEEN CULTURAL IDENTITY AND GENDER. IT'S ABOUT INCLUSIVENESS, MAKING SURE EVERYONE IS ACCOUNTED FOR. SPANISH, IN PARTICULAR, IS A HEAVILY GENDERED LANGUAGE: EVERYTHING IS MALE OR FEMALE. SO WHAT ABOUT NON-BINARY TRANS PEOPLE? WE LOVE OUR CULTURE AND WANT TO BE INCLUDED, TOO. I IDENTIFY AS LATINX TO ENSURE EVERYONE'S VOICE IS HEARD."

- CHRISTINA LICEA, A CUBAN LATINX LIVING IN MIAMI.

WHAT'S TRENDING

## SOMOS ORLANDO

## JUNE 12, 2016 MARKED THE DEADLIEST MASS SHOOTING IN U.S. HISTORY

WHEN A GUNMAN KILLED 49 PEOPLE AND WOUNDED 53 OTHERS IN A POPULAR ORLANDO GAY NIGHTCLUB. WHILE DEVASTATING TO THE U.S. AS A WHOLE, THIS NEWS HIT ESPECIALLY HARD WITH THE LATINO COMMUNITY -- MORE THAN 90% OF THE VICTIMS WERE LATINO.

Within hours of the massacre, *Somos Orlando* (We are Orlando) was created, an umbrella group of nearly two dozen Latino organizations that helped to provide bilingual grief counseling, housing and other support to affected families.

## SO WHAT?

It is imperative for brands to stay at the pulse of the ever-changing U.S. Hispanic mindset. Historically, Hispanics have tended to be more traditional on social issues, but we're seeing that they are evolving their stances, with the younger ones leading the change. Understanding the differences between Hispanics of different generations and acculturation levels will help brands avoid the pitfalls associated with making blanket market assumptions. Also, it will help to more narrowly target their messaging efforts and ensure that they stay current and relevant.

Sources:

- Alma Social Media Listening Tool
- [https://www.washingtonpost.com/national/among-the-dead-in-orlando-massacre-many-from-the-latino-community/2016/06/13/8192e3a4-3186-11e6-b758-d58e76e11b12\\_story.html](https://www.washingtonpost.com/national/among-the-dead-in-orlando-massacre-many-from-the-latino-community/2016/06/13/8192e3a4-3186-11e6-b758-d58e76e11b12_story.html)

WHAT'S TRENDING

## FUTBOL: A HISPANIC PASSION POINT

## HISPANICS IN THE U.S. HAVE ALWAYS USED SOCCER

AS A WAY TO STAY CONNECTED TO THEIR ROOTS AND TO THEIR CULTURE. ALTHOUGH THEY MAY NOT BE ABLE TO WATCH THE GAMES IN PERSON IN THEIR HOME COUNTRIES, THEY CELEBRATE EVERY WIN AND MOURN EVERY LOSS FROM AFAR WITH JUST AS MUCH FERVOR AND PRIDE.

June 3rd kicked off the *Copa América Centenario* (Centennial Cup America) - the 100th celebratory edition of the historic South American tournament in which 16 teams played 32 games in the fight for the championship title.

What makes this year even more exciting is that it marks the first time in history that the tournament has been hosted outside of South America, with games taking place in various soccer stadiums across the United States. Not only did the location of the tournament make it more accessible to passionate fans, but it also served as a reminder of the strong influence the Hispanic culture continues to have on mainstream America. In fact, the tournament smashed attendance records, television viewership, digital and social media engagement and revenue, making it the most successful *Copa América* in history!

This topic showed an unusually high number of Spanish-language tweets, reinforcing that Spanish is truly the language of the heart. More Spanish tends to come out as Hispanics get closer to the things they are passionate about, like soccer.

"IT IS BEYOND, CERTAINLY, ALL OF OUR EXPECTATIONS. IT'S BEEN A TREMENDOUS SUCCESS ON ALL FRONTS."

-- U.S. SOCCER FEDERATION PRESIDENT SUNIL GULATI

## SO WHAT?

Soccer has traditionally provided a vast canvas for marketers to connect with Hispanics through their passion for the sport, but it's not an opportunity that comes around only for the big games. As Latin influence and soccer's popularity continue to rise in the U.S., brands have more opportunities than ever to "make dreams come true" for fans year round.

Sources:

- Alma Social Media Listening Tool
- <http://www.ca2016.com/>
- <http://www.latimes.com/sports/soccer/la-sp-usa-copa-america-20160623-snap-story.html>
- <http://www.starsandstripesfc.com/2016/6/17/11967338/copa-america-2016-fs1-set-another-soccer-viewership-record>

WHAT'S TRENDING

## LOCAL SPOTLIGHT: CARNIVAL CRUISE LINES AND CUBA

## IN APRIL 2016

FATHOM TRAVEL, CARNIVAL CORPORATION'S SMALL SHIP LINE, ANNOUNCED THAT COME MAY, THEY WOULD BE OFFERING CRUISES TO THREE CITIES IN CUBA - WOULD BE THE FIRST TIME IN OVER 50 YEARS A CRUISE SHIP IS APPROVED TO SAIL FROM THE UNITED STATES TO CUBA. THOUGH EXCITING TO MANY AT FIRST, CONTROVERSY SPURRED WHEN A CUBAN GOVERNMENT LAW PROHIBITED CUBAN-BORN INDIVIDUALS LIVING IN THE UNITED STATES FROM TRAVELING TO THE ISLAND BY SHIP... AND CARNIVAL COMPLIED.

Naturally, Carnival's decision set off protests by Cubans and Cuban-Americans (especially those residing in Miami, FL), class-action lawsuits and involvement from U.S. government officials.

U.S. Secretary of State John Kerry said, "The United States government will never support, never condone discrimination. And the Cuban government should not have the right to enforce on us a policy of discrimination against people who have the right to travel."

## SO WHAT?

Hispanics make up a large portion of the population in many key markets in the U.S. By regionalizing or localizing their efforts, brands have the opportunity to form meaningful connections with Hispanics on a local and personal level. Additionally, there's an important lesson here: You can't separate business and culture. The Hispanic community is powerful and will rebel if alienated or mistreated. Brands must tread carefully when given the opportunity to be particularly relevant or particularly alienating.

Sources:

- Alma Social Media Listening Tool
- <http://www.cnn.com/2016/04/18/americas/cuba-carnival-sparks-lawsuit/>
- <http://www.nbcnews.com/news/latinfirst-us-cruise-cuba-sparks-controversy-over-cuban-national-n555936>

WHAT'S TRENDING

## POLITICAL SNAPSHOT: CLINTON V. TRUMP

## LEADING UP TO THE 2016 CONVENTIONS

IT IS NO SURPRISE THAT U.S. HISPANICS ARE KEEPING UP THEIR VOCAL MOMENTUM. AS WE GET CLOSER TO THE ELECTION IN NOVEMBER, FAVORED CANDIDATES, AND THE ISSUES THEY FEEL ARE MOST IMPORTANT, ARE BECOMING MORE CLEAR.

According to the Pew Research Center, 27.3 million Hispanics will be eligible to vote in the 2016 election, representing 12% of all eligible voters. A survey revealed that Hillary Clinton holds a significant lead over Donald Trump with registered Hispanic voters (66% to 24%); however, numbers differ when broken down by acculturation level.



"CLINTON HAD AN 8-TO-1 LEAD WITH BILINGUAL OR SPANISH-DOMINANT HISPANIC VOTERS (80% TO 11%). BUT THE LEAD OVER TRUMP NARROWED SIGNIFICANTLY WITH ENGLISH-DOMINANT HISPANIC VOTERS: SHE HAD 48% SUPPORT, WHILE HE HAD 41%."

## THE ISSUES

## WE KNOW THAT IMMIGRATION CONTINUES TO BE AN IMPORTANT TOPIC TO HISPANIC VOTERS

BUT CANDIDATES NEED TO BE WEARY OF THE OTHER ISSUES THEY WILL WEIGH WHEN MAKING THEIR DECISION AT THE VOTING BOOTHS. A RESEARCH STUDY BY PEW SHOWED THAT HISPANIC VOTERS FOUND THE ECONOMY TO BE THE MOST IMPORTANT ELECTION ISSUE, WITH 86% SAYING IT WOULD BE "VERY IMPORTANT" IN THEIR VOTE. ADDITIONALLY, NEARLY THREE-QUARTERS OF HISPANIC VOTERS (72%) SAY THE TREATMENT OF RACIAL AND ETHNIC MINORITIES IS A VERY IMPORTANT ISSUE TO THEIR DECISION IN THE FALL.

## SO WHAT?

Because Hispanics represent such a large and important portion of the vote, it is imperative for candidates and brands to understand how the different segments of Hispanics are feeling about key issues so they can be sure to resonate where appropriate.

Sources:

- Alma Social Media Listening Tool
- <http://www.usatoday.com/story/news/politics/onpolitics/2016/07/07/clinton-trump-hispanic-voters/86808643/>
- <http://www.people-press.org/2016/07/07/6-hispanic-voters-and-the-2016-election/>
- <https://www.washingtonpost.com/graphics/politics/wapo-univision-poll-2016/en/>
- <http://www.pewresearch.org/fact-tank/2016/07/13/partisan-racial-divides-exist-over-how-important-treatment-of-minorities-is-as-a-voting-issue/>

## ALMA'S PROPRIETARY SOCIAL MEDIA LISTENING PLATFORM

MONITORS A LARGE (AND GROWING) SAMPLE OF VERIFIED U.S. HISPANICS WITH THE GOAL OF UNCOVERING HISPANIC-SPECIFIC INSIGHTS FROM THEIR CONVERSATIONS ONLINE.

Other social listening tools capture only a portion of the Hispanic population - the Spanish-speaking ones. Our unique design allows us to listen to Hispanic conversations in any language. With a more representative sample, we ensure that we are consistently on the pulse of the topics and issues that are most important to them.

The trends and cultural flash points that we garner provide creative inspiration and real-time content that cuts through the clutter and pushes us to the center of consumer relevance - right where we want to be.

ALMA

HAVE SOUL

Want to know more about what's trending with Hispanics? Email us at [Info@almaad.com](mailto:Info@almaad.com)