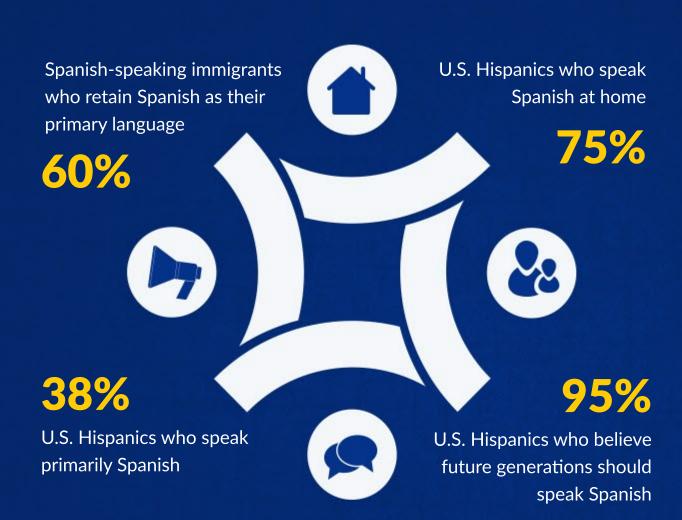
# **United States** & SPANISH at a glance

More than 400 million people consider Spanish their mother tongue, making it the world's second most spoken language after Chinese. It's also the third most used language on the internet. And it's widely spoken in the United States.

# **Spanish** Spoken Here

## 40.5 million

Number of Spanish speakers in the U.S., making it America's No. 2 language



## The Market is Growing

- Percentage of U.S. Hispanic 9% population in 1990
- 13% Percentage of U.S. Hispanic population in 2000
- Current percentage of U.S. 18% **Hispanic population**
- 30+% population in the U.S. in **2060**

Percentage of Hispanic

### \$1.4 trillion The combined purchasing power of U.S.

Hispanics in 2016, nearly 10% of the total U.S.

## Communication Means Culture, Too

Hispanic families still value "traditional" gender roles for fathers and mothers.

Even if Spanish language proficiency fades, post-immigration generations retain ties to their home cultures.

For younger Hispanics, language is less crucial than messages that establish an authentic respect for their unique culture and identity.

### U.S. Hispanics, Spanish and the Web Spanish-speaking Hispanics represent a powerful untapped U.S. market

for most businesses—especially online:



#### From **65%** to 84% Growth of

Hispanic internet users in the U.S., from 2009 to 2015

#### **From 36%** to 74% Growth of

Spanish-dominant internet users in the U.S., from 2009 to 2015



biggest ecommerce site, now features a Spanish language option for U.S. customers

www.motionpoint.com

motionp⊗int