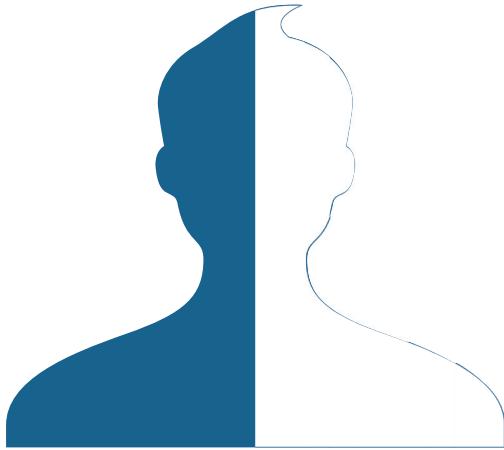


Hispanic Acculturation Segmentation



Recognizing that Hispanic/Latino consumers in the United States often bridge their original cultural Hispanic heritage with non-Hispanic cultural norms and values, Simmons has created a segmentation system looking at indicators of participation in both Hispanic and non-Hispanic cultures.

These cultural lifestyle measurements include their level of participation in holidays, willingness to share cultural heritage and activities with their children and others, and much more.

The Hispanic Acculturation Segmentation consists of eight distinct groups:

PRIMARY SEGMENTS

- **Integrated:** Have integrated both original and U.S. host cultures into their lives.
- **Assimilated:** Fully assimilated into U.S. host culture and left original culture behind.
- **Separated:** Retained Hispanic cultural heritage and have not adopted U.S. cultural behaviors.
- **Anomic:** Have not adopted U.S. host culture norms and traditions and, in addition, have minimal association with their original Hispanic cultural heritage.

TRANSITIONAL SEGMENTS

- **Mostly Integrated:** Have mostly integrated both cultures into their lives. Association with original culture is somewhat attenuated during this transitional phase.
- **Somewhat Integrated:** Begun the transition but still strongly retain their original Hispanic cultural heritage.
- **Somewhat Assimilated:** Begun the transition to assimilation. Association with their original culture has significantly weakened while their identification with the host culture is still incomplete.
- **Mostly Separated:** Moderate ties to their original Hispanic culture and mostly weak ties to the host culture.

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