Vamos A Pescar Update

State Marketing Workshop
December 14, 2016
Brand Awareness Study Reveals Opportunity

Hispanic Happy Hikers Awareness:

45% aware of TMF

32% aware of VAP
U.S. Hispanics Younger; Using English More

**% of U.S. Hispanics by Generation**

- **Silent Generation**: 3%
- **Baby Boomers**: 12%
- **Gen X**: 20%
- **Millennials**: 29%
- **Gen Z / Gen We**: 36%

Source: MediaPost Millennials And Gen Z Are The Hispanic Market

**U.S. Latino Acculturation**

- **Hispanic Dominant**
  - Total: 55%
  - Gen We: 53%
  - Millennials: 45%
  - Gen Xers: 30%
  - Boomers: 18%

- **Bicultural**
  - Total: 2%
  - Gen We: 7%
  - Millennials: 15%
  - Gen Xers: 28%
  - Boomers: 15%

- **U.S. Dominant**
  - Total: 10%
  - Gen We: 32%
  - Millennials: 32%
  - Gen Xers: 51%
  - Boomers: 50%

Source: CEB Iconoculture Values and Lifestyle Survey, October 2015 Base: US Latinos
Research Reveals Creative Messaging Resonates with Both Audiences
One Website with English & Spanish Content
2017 Creative & Campaign Direction

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*Potential Partners
Questions?