

SECTION IV

CULTURAL AND POLITICAL INFLUENCE

PATRIOTIC SWING VOTERS

Older Hispanics, many of whom have served with distinction in the U.S. armed forces, are stalwart defenders and supporters of the American dream. The top issues in order of importance for registered Hispanic voters are education, jobs/the economy and health care, but 73% consider immigration very important or extremely important. Hispanic voters expect political parties and politicians to address their concerns in respectful and constructive ways that speak to their core values of optimism, tolerance and self-reliance.

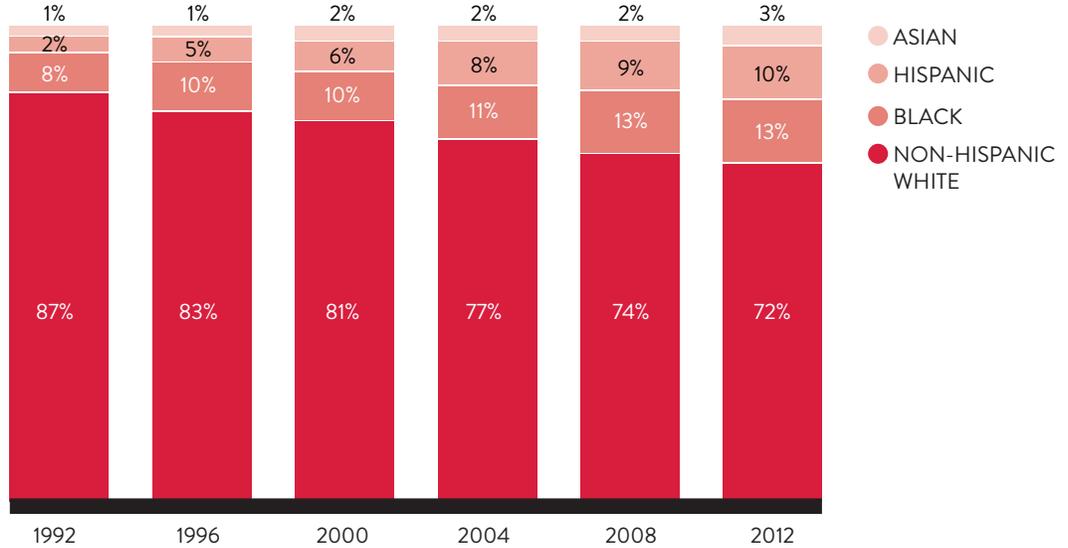
The older Hispanic population is concentrated in four states: California, Texas, Florida and New York, with 55, 38, 29 and 29 electoral votes, respectively. Hispanics 50+, who share the tendency of older people to be more likely to vote, will see their political clout increase in future elections as the size of the Hispanic population grows.

During the 2012 presidential election, a sizable turnout by Hispanic, Asian and African-American voters helped to secure victory for Barack Obama—despite the fact that a majority of non-Hispanic Whites voted for Mitt Romney. The rise in the percentage of 50+ Hispanic voters, along with the increasing diversity of candidates representing both political parties, will ensure that race and ethnicity will continue to play a pivotal role in future U.S. elections.



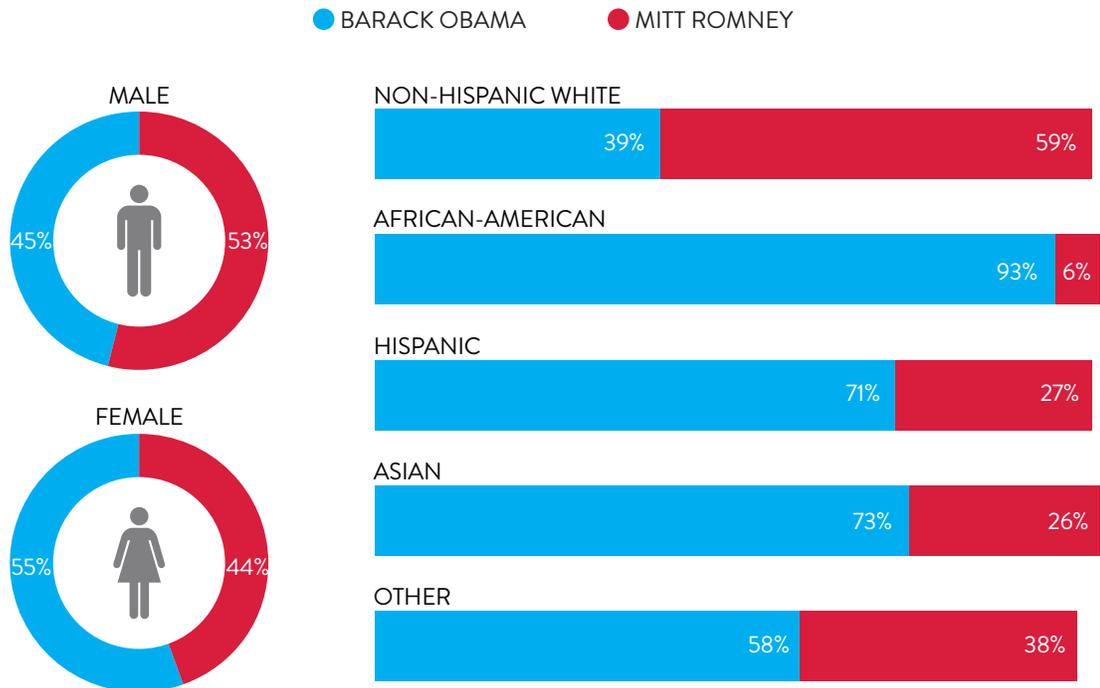
INCREASING DIVERSITY AMONG VOTERS AND CANDIDATES

PRESIDENTIAL ELECTION DEMOGRAPHIC COMPOSITION OF VOTERS: 1992-2012



Source: U.S. Census, 2012

DIVERSE POPULATIONS DECIDED THE 2012 PRESIDENTIAL ELECTION



Source: CNN/FOX/MSNBC Exit Poll (N=26,565)

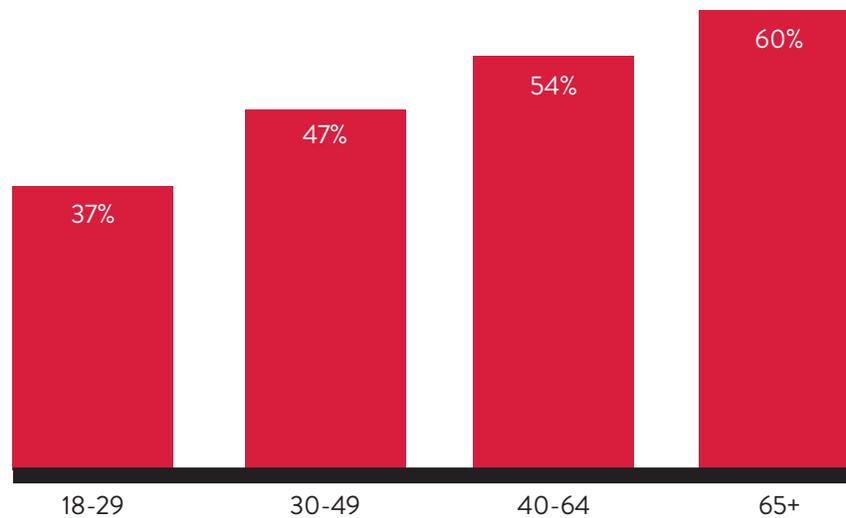


60%

OF ELIGIBLE LATINOS AGES 65+ VOTED IN THE 2012 ELECTION

The 2012 election saw eligible Latino voters turn out in higher percentages as age increased, with 60% of eligible Latinos ages 65+ turning out to vote. As the numbers of older Hispanics continue to increase and voter turnout percentages rise, older Latino voters will exert even more influence on the nation's future.

VOTER TURNOUT RATES AMONG LATINO ELIGIBLE VOTERS BY AGE 2012 PRESIDENTIAL ELECTION



Source: U.S. Census, 2012

LEAVING A LEGACY

As “cabeza de la familia,” the older Hispanic has an important influence over product categories chosen by Latino families, their media consumption and culture sustainability. Younger and older Hispanics enjoy a co-existence rooted in a strong cultural connection, which means that they often view programs together, shop together, vacation together, cook meals together and live together or close-by. Older Hispanics, who are at the core of this communal, extended family mindset, are key decision makers for the family as a whole across a wide swath of consumer choices and preferences.

For anyone selling goods, creating content or seeking votes, it's clear that Hispanics 50+ are a crucial segment to consider. As their numbers increase from 9 million to 35 million by 2050, as their growing cultural confidence translates into greater influence on younger Hispanics and indeed Americans in general, measuring and understanding the aspirations of older Latinos will be indispensable to success.

Traditionally, older generations have not been a central focus of marketing strategies, but Hispanics are upending those outdated notions. Corporations, social institutions, and politicians need to “count them in.” Building a relationship with older Hispanics—and by proxy their extended families, as well as the many other consumers that they influence—is key to any growth strategy for a successful and profitable future.





THE AMERICAN VANGUARD INCREASING POLITICAL AND CULTURAL CLOUT

- Older Hispanics, who are more likely to vote than younger Hispanics, will continue to increase as a percentage of the total electorate. Surveyed Hispanic voters expect political parties and politicians to address their concerns and speak to their core values of optimism, tolerance and self-reliance.
- As Hispanics 50+ increase from 9 million to 35 million by 2050 and their growing cultural confidence translates into greater influence on younger Hispanics and Americans in general, measuring and understanding the aspirations of older Latinos will be indispensable to success.
- The 2012 presidential election demonstrated the vital importance of winning the multicultural vote to win a major national election.