

Hispanic Market Research in the Southern California Market

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The United States, and Southern California in particular, has experienced tremendous growth in the Hispanic population during the past 10 years. Commuter Transportation Services conducted research to explore attitudes and perceptions of Hispanics versus the general population regarding awareness of the rideshare message. This study examines both primary (1991 State of the Commute Study and focus groups) and secondary research in order to develop strategies tailored to reach the Hispanic market with the rideshare message.

Southern California has experienced rapid growth in the Hispanic market population in recent years. As a result, Commuter Transportation Services, Inc. (CTS) believed that it was important to evaluate the Hispanic market in terms of how its needs relate to CTS. CTS has not conducted any previous research on the Hispanic market, so the major objective of this paper is to evaluate the ridesharing message to the Hispanic market by means of gauging attitudes toward ridesharing, media messages, terminology, and collateral materials.

METHODOLOGY

This paper is a combination of both primary research (research conducted for the first time) and secondary (previously published) research, which will give the reader sufficient understanding of this market segment.

Specific research sources are as follows:

- Demographic analysis—1990 census data were used to segment the Hispanic population at the national level as well as at state and regional levels.
- Secondary research—data were gathered and segmented into three major areas of interest:
 - Language and culture,
 - Marketing and advertising strategies, and
 - Media usage.
- Primary research—two projects were undertaken by CTS to further evaluate the Hispanic market:
 - 1991 State of the Commute Study—an annual survey conducted by CTS to evaluate behavior and attitudes of commuters in the Southern California region. An in-depth analysis of Hispanics who participated in the survey was completed for this paper.
 - Focus groups—three focus groups were conducted with Hispanics to explore attitudes, motivation, and reaction to

the ridesharing message. One group was conducted with English-speaking Hispanics, and the other two groups were conducted with Spanish-speaking Hispanics.

DEMOGRAPHIC ANALYSIS

Hispanics in the United States

On a national level, the Hispanic population has grown rapidly, particularly in the past decade. Recent data from the 1990 census indicate a growth pattern that exceeds that of any other minority group. In 1980 the Hispanic population was 14.6 million, whereas in 1990 it had grown to 22.4 million, an increase of 53 percent, which now equates to 9 percent of the total U.S. population. In contrast, African-Americans grew by less than 1 percent and now represent 12 percent of the total U.S. population. If growth rates continue at present rates, Hispanics could be the largest minority group within the next 10 years (1).

Nationally, the term “Hispanic” encompasses people from many countries of origin including Mexico (63 percent), Central and South America (12 percent), Puerto Rico (11 percent), and Spain (8 percent) (2). Two-thirds of all Hispanics in the United States live in just three states: California, Texas, and New York.

Hispanics are more likely to have larger families than non-Hispanic households (3.8 persons per Hispanic household versus 3.1 persons per non-Hispanic household); less formal education (of Hispanic young adults ages 25 to 34, 60 percent have completed high school, whereas for non-Hispanics the figure rises to 89 percent); higher unemployment rates (in a study conducted in 1989 the unemployment rate for Hispanics was 7.8 percent, whereas for non-Hispanics it was only 5.2 percent); and lower income levels (the median family income level for Hispanics in the Los Angeles area was just over half that of non-Hispanics, \$22,030 versus \$41,100). A higher proportion of Hispanics are employed in lower-paying jobs, which may be less stable, contributing to a lower overall standard of living. Hispanics also have a much lower median age (25.9 years) than non-Hispanics (33.2 years) (3).

Hispanics in California

Over one-third of the U.S. Hispanic population resides in California, with a growth rate of over 3 million, or nearly 70 percent within the last decade (4). In 1980, the census reported 4.5 million Hispanics; this number grew to 7.7 million

in 1990. Currently, the ethnic breakdown in the state is as follows: 57 percent Anglo, 26 percent Hispanic, 9 percent Asian, 7 percent African-American and 1 percent Other (4).

About 4.5 million people of Hispanic origin live in the five major counties of Southern California: Los Angeles, Orange, Riverside, San Bernardino, and Ventura, accounting for nearly one-third of the total population of the region (5). Table 1 presents a breakdown of the ethnic makeup of these counties.

As indicated in Table 1, the Hispanic population is larger than any other minority group. Much of the growth has been attributed to a high birth rate, immigration from other countries, and in-migration from other states. Among the Hispanics in Southern California, two-thirds (66 percent) are of Mexican ancestry, 15 percent are from Central America, 11 percent are born in the United States, and 8 percent are from South America and the Caribbean region (5).

Southern California has a high concentration of traditional (mainly Spanish-speaking) Hispanics because of the large number of recent immigrants. Sources have shown that 49 percent use only or mostly English, 21 percent use only or mostly Spanish, and the remaining 30 percent use both languages equally.

Because the median age is younger than that of the general population, with over half (59 percent) of Hispanic adults under the age of 35, there are large numbers of those who are currently in the labor force.

Due to prior settlement patterns and residential segregation, the Hispanic population is heavily concentrated in certain geographic areas. More than half of the Hispanic population in Los Angeles County live in zip code areas that are predominantly Hispanic (5).

SECONDARY RESEARCH

This section is a compilation of published secondary research and in-depth interviews with various Hispanic community and business leaders regarding the Hispanic market. It has been divided into the three sections, Language and Culture, Marketing and Advertising Strategies, and Media Usage.

Language and Culture

As stated previously, the Hispanic market consists of many different subcultures, which may need customized approaches from a marketing standpoint. However, since Mexicans make

up two-thirds of the Hispanic population in Southern California, one marketing approach may be sufficient (M. Valencia, unpublished data).

Recent studies have shown that most Hispanics take one full generation to become assimilated into the American culture. Very few adults who are not born in the United States assimilate easily. The first generation of children born in the United States assimilates easily, but as they grow up, many of them return to their cultural roots. If present in-migration as well as immigration trends continue, unassimilated Hispanics will increase from 38 percent of the Hispanic population to 66 percent of the population by the year 2000, indicating a need to continue bilingual efforts (6).

Regardless of assimilation rates, nearly all Hispanics believe it is very important to pass their culture on to their children. English and Spanish coexist among Hispanics, with many believing that their children should be bilingual. In fact, bilinguals are the fastest-growing segment of the Hispanic population.

The family is the center of activity, with Hispanics embracing more of a "we" than a "me" approach to life. Traditional family values, combined with the importance of the Catholic church, are key elements to recognize, since these bonds cross all lines of origin, assimilation, and social standing. Studies indicate that over 70 percent of Hispanics are Roman Catholics, and the church not only serves spiritual needs but also acts as a center for social and community events and holiday celebrations (7).

As leading consumer marketers have discovered, events and activities that allow interaction (sporting events, carnivals, picnics) are good vehicles to consider when the Hispanic market is targeted. A genuine interest (presence and not just money) is of utmost importance, because Hispanics will resent those who sponsor events for only one year and then do not sponsor them the following year (F. Medina, unpublished data).

To summarize, the following quote is appropriate: "Change happens slowly, and immigrants reshape America almost as much as America changes them."

Marketing and Advertising Strategies

In the past decade, marketers have realized the potential buying power of the Hispanic market and have begun to target it as a separate entity from the general market because of its increased size. Public relations is the cornerstone of a suc-

TABLE 1 ETHNIC ORIGIN BY COUNTY

	Los Angeles	Orange	Riverside	San Bernardino	Ventura
Anglo	41%	65%	64%	61%	67%
Hispanic	38%	23%	26%	27%	26%
Asian	10%	10%	3%	4%	5%
African-American	11%	2%	5%	8%	2%
Other	*	*	2%	*	*
TOTAL	100%	100%	100%	100%	100%

* Less than 1%

cessful campaign, but awareness needs to build slowly, with community outreach a key issue in targeting Hispanics.

Studies by large packaged goods companies have shown that Hispanics are very brand-loyal; that is, they place a lot of value on brands that they know and trust. When deciding on strategies, certain guidelines have surfaced (8):

1. Promotional vehicles such as sweepstakes are very popular with Hispanics. Coupons are not; Hispanics view them as similar to food stamps and are hesitant and ashamed to use them on a regular basis.
2. Advertising should focus on informational needs and less on entertainment; Hispanics are eager to learn about the product or service and require less entertainment to be interested in watching or listening to the ad.
3. Caution should be used when translating English advertising into Spanish. Literal translations have sometimes resulted in disastrous communications, so it is important to know what the Spanish meaning of a word is. For example, Braniff Airlines used the phrase "fly on leather," which when translated literally into Spanish (*vuela en cuero*) means "fly naked."
4. The spokesperson for this market needs to be someone with whom the Hispanic market can identify, relate to, and respect. It is important that the advertising be socially acceptable, not clash with the culture, and not overuse stereotypes (e.g., mariachi singers).

The most successful marketing strategies link advertising efforts with strong promotional efforts. For example, Adolph Coors Company devoted \$60 million in 1986 to the Hispanic Agreement, which was devoted to creating a corporate presence in the Hispanic market. This was accomplished by providing over 100 programs ranging from special events throughout the country to scholarship awards, contributions, and distributorships. Coors sponsored a multitude of events (such as the Hispanic Heritage Festival, softball games, dances, and concerts), which allowed consumers the opportunity to sample their product, and thereby build up awareness of the brand and increase sales (8).

Other companies, such as Eastern Airlines, conducted extensive research to determine the optimal strategy for reaching Hispanics. They found that although in the general market the primary reason for air travel is business-related, the Hispanic travel market is for personal reasons, usually visiting friends and relatives. Their strategy was to execute an advertising campaign using a three-step approach:

1. Develop Eastern's corporate image in order to make the Hispanic consumer aware of its services and schedules, and play up the solid background of the corporation. The perception of a company's strength is important to the Hispanic consumer.
2. Segment the Hispanic group by ethnic subgroups to promote as specific destinations cities from which that Hispanic subgroup has immigrated. For example, in Southern California, where the majority of Hispanics are of Mexican origin, cities in Mexico would be targeted in advertising.
3. Highlight vacation-oriented packages, which include features such as tours, car rentals, and hotels. This ties everything together, providing the consumer with the convenience of an all-in-one package.

This three-step strategy was successful for Eastern Airlines and their advertising agency, Campbell-Ewald Latina, resulting in high awareness among Hispanics, who made Eastern the airline of their choice (8).

In the case of Arrowhead Drinking Water, which is a Southern California brand of bottled water, research indicated a higher-than-average usage of the product among Hispanics than that of the general market because that bottled water is very common in Mexico. However, the Hispanic market share was much higher for the competitive brand, Sparkletts. Focus groups and in-depth interviews with Hispanics uncovered that pronunciation was a key issue—"Sparkletts" was very easy for Hispanics to pronounce, whereas "Arrowhead" was not. Advertising was developed in which a Hispanic mother teaches her daughter how to pronounce "Arrowhead." This resulted in an increased awareness and recognition of the brand and, consequently, higher sales (D. Chun, unpublished data).

Bank of America recently commissioned a Hispanic artist, Carmen Lomas Garza, to design original artwork that was featured in their bilingual check series to honor traditional Hispanic culture. Response to the new product has been positive, and shows that the bank is committed to this growing segment of the population. In addition, Bank of America has stressed the importance of hiring Hispanics to work within its organization and to target customer service, especially catered to Hispanics, as key goals for the future (Hispanic Research Seminar, unpublished data).

Media Usage

In response to the phenomenal growth in the Hispanic population, numerous media vehicles have been developed in the past decade. The emphasis is to appeal to a bilingual audience, since this is the fastest-growing segment of the Hispanic population.

Bilingual Hispanics feel comfortable speaking English in the workplace but tend to speak Spanish at home, which is why an abundance of Spanish-language television and radio stations has evolved in recent years. English-speaking Hispanics, on the other hand, have blended into the mainstream population, so it is difficult to examine their media habits separately from those of the general population.

Experts in the field agree that television and radio are the best media to use, since Hispanics are more likely to be involved in activities with large groups of people and these media are conducive to those situations. Television can also explain more easily and answer questions regarding a product or service (9).

In Southern California there are three major television stations catering to Hispanics: KMEX, KVEA, and KWHY (business during the day and Spanish-language in the evening). Spanish-language television has evolved from primarily novellas (Spanish soap operas) to a mix of programs comparable with those on English-language television stations (A. Martinez, unpublished data).

Hispanic radio stations, which have existed in Southern California since the 1950's, have experienced the largest growth due to improved technology, more aggressive promotion and publicity, and the increase in population. In the most recent Arbitron ratings for the first quarter of 1991, radio station KLVE ranked seventh out of 80 stations in the area. For a

15-min period they recorded 61,200 listeners, as compared with the first-ranked station, KOST, which recorded 90,400 listeners in the same time period (10). Different types of stations have developed, ranging from KWKW, which bills itself as *un amigo de la gente* (a friend of the people), to KTNQ and KLVE, which project a more upscale image.

In the 1990 Radio Market Guide, the seven Los Angeles-based Spanish stations generated an estimated \$40 million in advertising revenue. Radio analyst Allen Klein states: "... the Spanish stations are all making money and having million-dollar months; they have established themselves as big-time players now." Since English-speaking Hispanics have blended into the mainstream, their radio station preferences mirror those of the general population.

In the area of publications, specific audiences are being targeted. *La Familia de Hoy* and *Mi Bebe* are aimed at bilingual Hispanic women, with the intent of helping them assimilate into United States culture. *VISTA*, a weekly insert distributed to newspapers throughout the country, is targeted to upwardly mobile Hispanics who want to keep in touch with their cultural roots. *La Opinion*, published in the Los Angeles area, is the largest and oldest Spanish-language daily newspaper in the nation. Published since 1925, *La Opinion* had a circulation growth of 72 percent in the last 5 years and a 24 percent market penetration among Spanish-language dominant adults. The *Los Angeles Times* publishes *Nuestro Tiempo*, a bilingual section focusing on issues of particular interest to bilingual Hispanics, on a biweekly basis. A recent study determined that one in five regular newspaper readers reads both Spanish and English.

Newspapers are read more frequently by men with higher annual household incomes (\$35,000 or more). Reasons for reading newspapers are the following: (a) it is the best way to get the complete story, (b) it is necessary to understand the issues, and (c) it is enjoyable.

PRIMARY RESEARCH

Two major research studies were undertaken by CTS to analyze and recommend strategies for effectively targeting the Hispanic population with the rideshare message—the 1991 State of the Commute Study and Hispanic focus groups. The third annual State of the Commute Study was conducted with randomly selected commuters to evaluate their behavior and attitudes toward ridesharing. The survey was conducted in five counties of Southern California: Los Angeles, Orange, Riverside, San Bernardino, and Ventura. A total sample size of 2,568 was used. This analysis examines the 577 respondents who identified themselves as Hispanics.

In the second study, three focus groups were conducted with Hispanics (one group with English-speaking Hispanics and two with Spanish-speaking Hispanics) to explore attitudes, motivation, and reaction to the ridesharing message. Qualified respondents were of Hispanic origin, 18 to 49 years of age, and employed full time. Men and women participating used a range of different commuting options, including driving alone, carpooling, and transit. Feedback on ridesharing terminology and reaction to current television and radio advertising was also explored. The focus groups were conducted by Carlos Garcia of Garcia Research Associates, Inc., a mar-

ket research consultant who specializes in the Hispanic market.

1991 Commuter Survey Results

Of the 2,568 people surveyed for the 1991 commuter survey, 577 (23 percent) identified themselves as Hispanics. On the basis of the language used in the interview, the Hispanics can be divided into English-speaking (63 percent) and Spanish-speaking (37 percent). The non-Hispanics in the survey were segmented into white, black, Asian, Native American, and Other. Although there are significant commute-related differences between the non-Hispanic groups, these groups will be considered as one for purposes of this analysis.

Travel Mode

The primary travel mode to work (3+ day a week) of English-speaking Hispanics is very similar to that of non-Hispanics, with rideshare rates around 22 percent. Spanish-speaking Hispanics, on the other hand, have a much higher ridesharing rate (52 percent). Of these, carpooling (31 percent) and transit (16 percent) are the most utilized rideshare travel modes. Even among Spanish-speaking Hispanics who are primarily solo drivers, only 82 percent drive alone every day as opposed to 94 percent of non-Hispanic solo drivers and 93 percent of English speaking Hispanic solo drivers.

The finding that ridesharing is more common among Spanish-speaking Hispanics is also supported by the finding that 26 percent of the full-time solo drivers have rideshared within the last 3 years compared with 13 percent of English-speaking Hispanic and 10 percent of non-Hispanic solo drivers. English-speaking Hispanics generally give the same reasons as non-Hispanics for terminating their rideshare arrangement: (a) change of job or residence, (b) change in work schedule, or (c) termination of the arrangement by other ridesharers. These reasons are cited less by Spanish-speaking Hispanics, who are more likely to report needing a car before or after work, getting a car, or getting their car fixed as reasons for terminating their rideshare arrangement.

In general, all Hispanics have used their current rideshare mode for a shorter length of time than non-Hispanics. Hispanic bus riders have been using the bus for an average of 3 years and 9 months, whereas the average non-Hispanic bus rider has used the bus 1 year longer. Hispanic carpoolers have been in their current carpool for an average of 1 year and 10 months compared to 2 years and 4 months for non-Hispanics. A probable explanation for these differences is that Spanish-speaking Hispanics tend to have been at their current work location for a shorter length of time than non-Hispanics.

Compared with non-Hispanics, Spanish-speaking Hispanics are much more likely to carpool with relatives than to carpool with coworkers. English-speaking Hispanics are more likely to carpool with nonhousehold relatives and coworkers than to carpool with household members. Hispanics (regardless of language) do not differ significantly from non-Hispanics in the extent to which they carpool with people from matchlists (an individually tailored computer-generated list that provides up-to-date ridesharing information); approximately 16 percent of all carpool partners are from a matchlist.

Factors Important to Mode Choice

Table 2 shows that for Spanish-speaking Hispanics, the most important factor in choosing a particular travel mode is lack of alternatives: 39 percent of Spanish-speaking Hispanics cite having no alternative as a reason for their current travel mode, whereas only 22 percent of English-speaking Hispanics and 19 percent of non-Hispanics give this reason. In a comparison of travel modes for those who claim that they have no alternative to their current travel mode, 85 percent of non-Hispanics drive alone, but 68 percent of English-speaking Hispanics and only 40 percent of Spanish-speaking Hispanics drive alone. In other words, when non-Hispanics and English-speaking Hispanics claim that they have no alternative to their current mode, they usually drive alone. Spanish-speaking Hispanics, however, rideshare when they have no other option, indicating that driving alone is not as likely to be an option for them.

A large number of Spanish-speaking Hispanics rideshare because they have no other option available. This is not surprising considering that 17 percent (versus 3 percent of English-speaking Hispanics and 1 percent of non-Hispanics) report never having a vehicle available for commuting. Similarly, only 66 percent of Spanish-speaking Hispanics report always having a vehicle available for commuting (versus 93 percent of non-Hispanics and 86 percent of English-speaking Hispanics).

Table 2 also shows that Spanish-speaking Hispanics are more likely than the other groups to cite comfort and relaxation and safety as reasons for their mode choice and less likely to cite convenience and flexibility, having a car available at work, and a dislike of being dependent on others. The most important difference between English-speaking Hispanics and the other two groups is that they are much more likely to mention a dislike of being dependent on others as a reason for their mode choice.

When solo drivers were probed as to what alternative travel modes they might consider trying, Spanish-speaking Hispanics were far more likely than the others to say that they would consider using the bus (51 percent versus 22 percent of English-speaking Hispanics and 23 percent of non-Hispanics). For all three groups, approximately 47 percent indicated that they were likely to try carpooling. However, Spanish-speaking Hispanics seem more hesitant to try carpooling; only 7 percent of Spanish-speaking Hispanics said that they would definitely try carpooling (versus 16 percent of English-speaking Hispanics and non-Hispanics). According to the focus group findings, this hesitation could be caused by a fear of carpooling with unknown persons.

TABLE 2 MOST IMPORTANT FACTORS DETERMINING MODE CHOICE

	Spanish speaking Hispanics	English speaking Hispanics	Non-Hispanics
No other option available	39.1%	22.3%	19.4%
Travel time	30.1%	25.8%	29.3%
Convenience/Flexibility	14.9%	34.6%	39.1%
Having car before or after work	12.8%	10.8%	11.1%
Comfort/Relaxation	11.9%	8.0%	8.0%
Safety	10.9%	2.3%	6.4%
Having car available at work	9.8%	11.9%	18.1%
Dislike being dependent on others	4.4%	15.8%	7.3%

Totals exceed 100% due to multiple responses

TABLE 3 COMMUTE DISTANCE AND TRAVEL TIME

	Spanish speaking Hispanics	English speaking Hispanics	Non-Hispanics
Mean distance, miles	13.7	16.0	17.4
Mean trip time, to work minutes	26.0	31.0	35.0
Mean trip time, to home minutes	35.0	39.0	39.0

TABLE 4 COMMUTE SATISFACTION

	Spanish speaking Hispanics	English speaking Hispanics	Non-Hispanics
Commute to work	6.9	6.2	5.7
Commute home	6.6	6.0	5.5

Commute Characteristics

On the average, Spanish-speaking Hispanics have short commutes; 51 percent commute less than 10 mi one way (versus 43 percent of English-speaking Hispanics and 40 percent of non-Hispanics). As seen in Table 3, the average commute distance for the three groups varies from 13.7 mi (Spanish-speaking Hispanics) to 17.4 mi (non-Hispanics). The average total trip times (to and from work) range from 61 min (Spanish-speaking Hispanics) to 74 min (non-Hispanics).

Table 4 summarizes commute satisfaction. Spanish-speaking Hispanics are generally more satisfied with their commute than the other two groups. On a scale from 1 (least satisfactory) to 9 (most satisfactory), Spanish-speaking Hispanics rated their trip to work at 6.9 and their trip home at 6.6, whereas English-speaking Hispanics rated their trips to and from work at 6.2 and 6.0, respectively. Non-Hispanics rated their trip to work at 5.7 and their trip home at 5.5.

Employer-Provided Trip Reduction Programs

In general, Spanish-speaking Hispanics are less likely to be aware of alternative work arrangements such as telecommuting, flexible work hours, and compressed work weeks. However, when Spanish-speaking Hispanics are offered these alternatives, they are more likely than others to use them. Although English-speaking Hispanics are as likely as non-Hispanics to be offered these programs, they are less likely to take advantage of them.

With respect to rideshare incentives (rideshare matching, sale of bus passes at the worksite, etc.), Spanish-speaking Hispanics are less likely both to be aware of what is being offered and to use most of these incentives. English-speaking Hispanics are as likely as non-Hispanics to be offered and to use most of the incentives. One exception is bus passes, with 7 percent of all three groups reporting that their employer sells bus passes. Fifty percent of both English-speaking and Spanish-speaking Hispanic groups have purchased bus passes from their employer, whereas only 20 percent of non-Hispanics have done so.

One of the reasons Spanish-speaking Hispanics are less likely to be offered employer incentives is that 50 percent work for businesses with less than 25 employees (versus 27 percent of English-speaking Hispanics and 38 percent of non-

Hispanics), and these employers are not as likely to offer incentives. However, even Spanish-speaking Hispanics at larger firms are somewhat less likely to be aware of employer incentives than the other groups. One possible reason for lower awareness of employer programs among Spanish-speaking Hispanics may be that the programs are promoted primarily in English.

Awareness of CTS and RIDE-number

The data in Table 5 (percentage of affirmative responses) show a much lower awareness of CTS and the RIDE-number among Spanish-speaking Hispanics. Furthermore, even among the Spanish-speaking Hispanics who have heard of CTS or the RIDE-number, the knowledge of why someone would contact either CTS or the RIDE-number is very limited; for example, only 9 percent believe that rideshare information is provided (versus 59 percent of English-speaking Hispanics and 52 percent of non-Hispanics). One result of this low level of awareness is that only one of the Spanish-speaking Hispanics in the survey had contacted CTS. This finding is confirmed by the CTS Teleservices Department, which finds that less than 5 percent of the incoming phone calls are from Spanish-speaking callers.

Fewer Spanish-speaking Hispanics than English-speaking and non-Hispanics use the freeway as part of their commute (41 percent versus 53 percent of non-Hispanics and 48 percent of English-speaking Hispanics). Compared with the other two groups, however, their lower awareness of CTS and the RIDE-number is not dependent on their lack of freeway usage. The awareness level is low even among those Spanish-speaking Hispanics who use the freeway (and see the freeway signs), therefore indicating that the freeway signs are not readily understood by Spanish-speaking Hispanics (see Table 5).

Demographic Characteristics

The demographic profile of the Hispanic respondents from the 1991 commuter survey fits very closely with that of external sources; for example, they are younger and have lower income levels than the general population. The average Spanish-speaking Hispanic household has slightly more working adults (2.0) than the non-Hispanic (1.7) and English-speaking Hispanic (1.8) households. However, only 36 percent of the Spanish-speaking Hispanics interviewed were women (versus 50 percent of non-Hispanics and 43 percent of English-speaking

Hispanics), which may indicate that fewer Spanish-speaking Hispanic women work outside the home. Despite having fewer working adults, the average non-Hispanic and English-speaking Hispanic household owns or leases 2.7 cars or light trucks, whereas the average Spanish-speaking Hispanic household only owns or leases 1.6 cars or light trucks. Lower income levels are also more common for Spanish-speaking Hispanics, with 88 percent having an annual household income below \$35,000 (58 percent below \$20,000), as opposed to 51 percent of English-speaking Hispanics and 26 percent of non-Hispanics.

Hispanics in general have been in their current jobs for a shorter length of time (4 years) than non-Hispanics (5 ½ years). Spanish-speaking Hispanic households also tend to move more frequently, with the average time at the current address being slightly less than 4 years compared with slightly more than 7 years for the other two groups. Although Spanish-speaking Hispanics have been at both their current home and work locations for a shorter period of time than the other groups, they are somewhat less likely to cite commute-related issues as a reason for moving or getting a new job.

In terms of job classification, Spanish-speaking Hispanics are much more likely than non-Hispanics to be in production, maintenance, or sales and service occupations than to be employed in secretarial, professional, or management positions. English-speaking Hispanics are also much more likely to be in maintenance and production positions than to be senior managers or professionals, but are just as likely as non-Hispanics to be in secretarial or sales and service occupations.

Summary and Recommendations

The 1991 commuter survey data clearly show that Spanish-speaking Hispanics differ dramatically from non-Hispanics on commute-related characteristics, whereas English-speaking Hispanics are fairly close to non-Hispanics on most of them.

With a rideshare rate above 50 percent, the effort to change behavior among Spanish-speaking Hispanics appears to be limited. There are indications in the data, however, that ridesharing is done out of necessity rather than out of choice. It might be beneficial to educate Spanish-speaking Hispanics on rideshare alternatives and on CTS' services to ensure continued ridesharing if and when driving alone becomes an option. The data indicate that Spanish-speaking Hispanics currently have very limited information on CTS' services and that the information they do have is inaccurate. It seems reasonable, therefore, to increase the communication of the rideshare message and CTS' services in Spanish.

The data also indicate that Spanish-speaking Hispanics are less likely to be aware of incentives offered by employers. It is advisable for CTS to develop programs to assist smaller as well as larger firms in marketing their ridesharing programs to Spanish-speaking employees because of the large number of those that work for smaller firms.

Finally, there appears to be an opportunity to encourage rideshare behavior among English-speaking Hispanic solo drivers through guaranteed-ride-home programs, part-time ridesharing, and increased use of available alternative work schedules.

TABLE 5 HEARD OF CTS AND THE RIDE-NUMBER
(Percentage affirmative responses)

	Spanish-speaking Hispanics	English-speaking Hispanics	Non-Hispanics
Heard of CTS	11.8%	30.9%	40.5%
Heard of the RIDE number	11.2%	34.1%	40.4%
Among freeway users:			
Heard of CTS	11.2%	38.5%	45.1%
Heard of the RIDE number	10.9%	42.2%	43.1%
Heard of and contacted CTS or the RIDE-number	.7%	10.7%	9.7%

Hispanic Focus Group Highlights

- Hispanics are positively oriented to the ridesharing concept for several reasons, encompassing both economic survival issues (needing to share to make ends meet) and cultural qualities (preferring to do things in groups).

- There is little awareness of the 380-RIDE telephone service or park-and-ride lots and no previous usage. Reasons include less usage of freeways, quickly disappearing telephone numbers in the TV ads, and resistance to dealing with strangers for carpooling. Communication to increase understanding of the telephone number and the rideshare service and how it works is essential.

- The “Mom” advertising campaign has proven to be very effective in stimulating ad awareness and detailed ad recall. The word “rideshare” is known from those commercials, although the telephone number is presented too quickly to be effective. The concept of a “matchlist” is not presented or explained in these ads.

- The real barriers to carpooling are fear of unknown persons and their habits, insurance issues, having to pick up children after work, and having to go out of one’s way.

- The best real motivators for carpooling are the savings in gasoline and wear and tear on the vehicle, employer’s incentives such as raffles, parking, money for gas, etc.

- The best abstract motivators are making friendships and helping the environment and the community.

- The key problem of the matchlist should be dealt with head-on: the fear of having to deal with unknown people. A telephone interview could be used to cover basic issues like schedules and personal habits. An attempt to find common ground such as church groups, children in school, and so forth, should be made and personal meetings and trial periods should be suggested.

- The second most important barrier to use of the matchlist, car insurance issues, should be defused by explaining to consumers what insurance parameters must be met and what is covered and not covered by the liability insurance of the driver and by their own insurance.

- Bilingual brochures that rely on minimum verbiage, maximum graphics, and bright, primary colors should be used. Suggested locations for distributing these brochures include grocery stores, Department of Motor Vehicles offices, and utility payment locations.

- Work with employers (including smaller firms) should be continued to encourage ridesharing by offering preferred parking to those who rideshare, holding meetings in which ridesharing is discussed, encouraging employers to sponsor raffles and contests for those who rideshare, and distributing brochures or posters in lunchrooms.

- The only appropriate translation for Ridesharing is *Compartir Su Viaje* (“share your trip”). The English word “ride” is widely used and is in fact how Hispanics in Los Angeles refer to carpooling: *Me dan ride* (“they give me a ride”). However, respondents did not seem to make the connection between “380-RIDE” and the word “ride” as it is used among Hispanics. Other terms such as “vanpooling,” “buspooling,” or “matchlist” are not known and are not directly translatable.

- Hispanics understand the word “ridesharing” to mean only sharing a ride, as in carpooling, and no other shared riding option (such as vanpooling or buspooling) is included

in this definition. A special effort would be required to change this current understanding of the term.

- A logical preliminary step would be to encourage Hispanics to carpool with those they already know and work with. The next step would be to encourage carpooling with those they know but don’t necessarily work with, and the last step in this familiarization process would be a matchlist approach.

OVERALL CONCLUSIONS AND RECOMMENDATIONS

The following overall conclusions and recommendations are made:

1. Basic terminology (“ridesharing,” “carpool,” “matchlist,” “CTS,” “RIDE number”) is not familiar to Hispanics in general, and would benefit from increased exposure by means of a variety of media, including television, radio, newspaper, and bilingual collateral materials. Additionally, literal translations of terms do not always have the same meaning. Future materials should be tested with the appropriate audience to determine their validity.

2. The current “Mom” television and radio campaign is effective in increasing awareness and recall of the message of ridesharing. A more thorough explanation of the RIDE number is necessary, however, since the concept of calling for information on ridesharing has not been understood.

3. Community events are very important to Hispanics, so possibly a rideshare fair could be organized in conjunction with other community events to familiarize them with the ridesharing message. As shown by other companies, CTS should be prepared to enter into a long-term relationship with the Hispanic community rather than making a one-time effort, in order to show true commitment. In addition, continuation of bilingual services in the Teleservices Department (where commuters can call in to receive a personalized matchlist) would be helpful to this market segment.

4. As with the general population, the key issue is how to alleviate fear of contacting people on the matchlist. Hispanics in particular are hesitant to contact a stranger to carpool with them. It may be necessary to offer basic instruction on using a matchlist with the provision of a “get acquainted” meeting beforehand.

5. Because of economic factors, many Hispanics use public transportation. However, as their economic status increases, the challenge for CTS is to encourage them to avoid switching to a drive-alone mode.

6. Hispanics have shown less awareness of employer-related incentives to ridesharing. Employers with large concentrations of Spanish-speaking employees need to be specifically targeted and introduced to CTS’ products and services, perhaps by having special briefings designed for them.

7. A corridor-like promotion designed specifically for the Hispanic market would be feasible, because of the concentration of Hispanics in geographic areas.

8. Children and family are focal points of the Hispanic family; therefore, promotions designed with these in mind would make a lot of sense. For example, the “Smog is not healthy for children” promotion from CTS’ Public Relations campaign (Summer 1990) is a concept that could possibly be successful in Spanish.

9. Hispanics believe that the term "ridesharing" means only carpooling and does not include transit or vanpooling. Education is needed to familiarize people with the meaning of ridesharing.

10. Collateral pieces and brochures should be written in English on one side and Spanish on the other side rather than having English-only and Spanish-only pieces.

11. The motivating factors to encourage participation in ridesharing include sharing the cost of gas and wear and tear on the car and employee incentives such as raffles, free parking, and money for gas.

12. Hispanics are concerned with insurance issues and need to be educated on the parameters of what is and is not covered by liability insurance for both drivers and riders.

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