

44%

Hispanics make up

Of all minority-owned small businesses in Connecticut

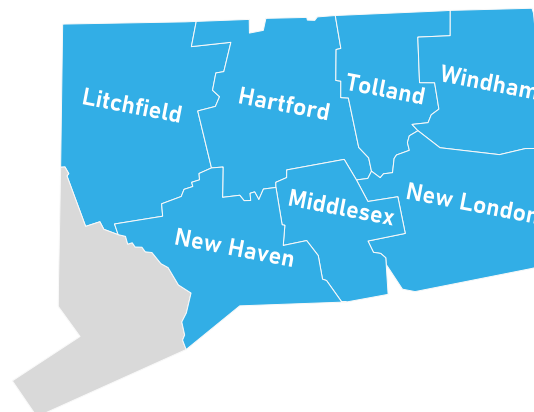
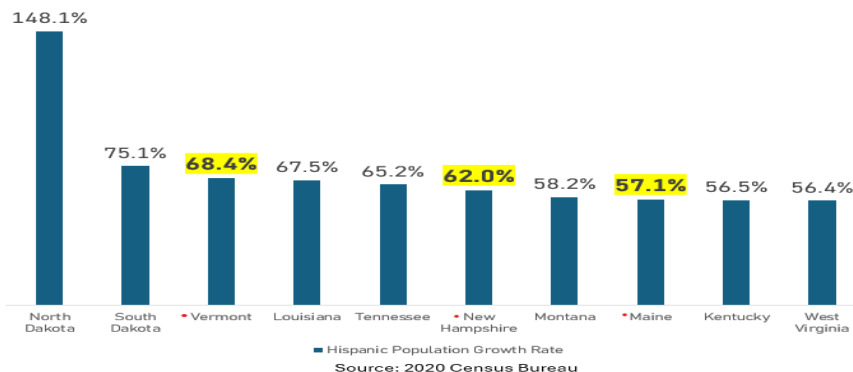
Source: Small Business Association of CT 2023

2020 Census Highlights

Source: 2020 Census Bureau

Vermont, New Hampshire, and Maine were **all in Top 10** states with fastest growth in Hispanic population.

Top 10 States with Fastest Growth in Hispanic Population (2010-2020)



Hartford-New Haven DMA

Source: Claritas Market Facts 2025

Hispanic Density: **18%** Under 18 Yrs: **28%**

2024-2029 Anticipated Growth

Hispanic: **+14%** Non-Hispanic: **-1%**

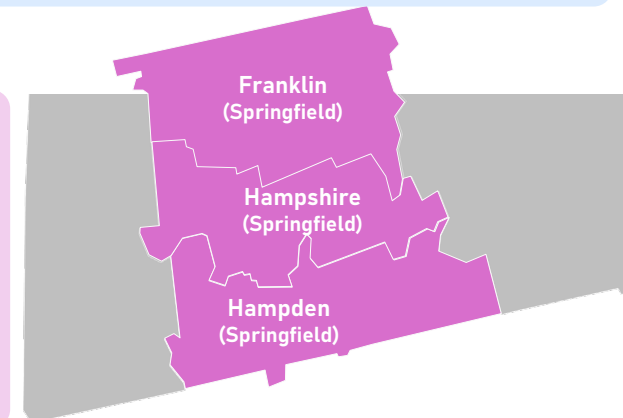
Springfield-Holyoke DMA

Source: Claritas Market Facts 2025

Hispanic Density: **21%** Under 18 Yrs: **35%**

2024-2029 Anticipated Growth

Hispanic: **+9%** Non-Hispanic: **-2%**

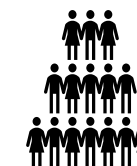


Regional DMA

Boston MA, Hartford CT, Springfield MA, and Providence RI

Combined would be considered a **TOP 10**

Hispanic Market in the country!



Combined has a **LARGER HISPANIC POPULATION** Than San Antonio TX DMA

Source: 2024-2025 Nielsen HH Universe Estimates

Shifting Hispanic Consumer Priorities: Trust Is Earned Where Safety Is Felt

ELIZANDRA GRANILLO — SENIOR ANALYST, CULTURAL INSIGHTS



Why trust, safety, and cultural alignment now define the Hispanic path to purchase

As Hispanic consumers adapt to a complex and changing America, their expectations of brands are shifting in critical ways. Trust and belonging have become central to how this segment evaluates everything from financial services to retail—especially as political rhetoric and economic uncertainty continue to shape their day-to-day lives.

At Collage Group, we've uncovered a clear message in our latest study: 79% of Hispanic consumers say that trusting a brand is key to their purchase decisions. But this trust isn't easily earned—it stems from a brand's ability to provide safety, represent values, and respond to deeper cultural needs.

Trust is Earned Where Safety is Felt

- Uncertainty creates a crisis of trust; trust is a cornerstone on how brands build/grow with consumers.

Effects of Immigration Enforcement

- *When enforcement is being done at Walmart and Dr. Offices this creates insecurity among all citizens not only immigrant communities.*
- Damaged trust impacts consumer behavior.
- *Less people going out to shop hit small businesses the hardest especially in immigrant communities.*
- 53% of Hispanics believe brands should speak up in support of documented immigrants.

Economic Weight of Inflation and Tariffs

- *US Hispanics are the 5th largest economy in the world as per GDP representing 4.1 Trillion. Including 2.7 Trillion in buying power(consumption).*
- Hispanics are adjusting their behavior due to tariffs.
- Hispanics are not simply cost conscious but strategically minded and financially vigilant on where they spend.
- Hispanic women are 5x more likely to open a small business.

What Can Be Done As Business Owner

- 79% of Hispanics say trusting a brand is important in making purchase decisions.
- *Trust can be built with Spanish language/bilingual content to make them feel safe.*
- Create space of safety and care: Bilingual in-store signage, bilingual staff, partner with community led charity.
- Don't raise prices on culturally essential items regardless of tariffs or at least during Holiday or Back To School time.
- Offer product substitution guidance if items go up in price, not only discounts. Price matters but so does empathy and dignity.
- Top Hispanic community traits: Resilience especially within the community. Partner with charities to raise money for immigrants.
- Offer products that instill safety i.e., WhatsApp campaign that your communication is private. 61% of Hispanics use WhatsApp vs 27% of total pop.



Pew Research Center



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Trusted Sources / Helpful Research Links

<https://latinodonorcollaborative.org/>

<https://www.pewresearch.org/>

<https://puertoricanstudies.clas.uconn.edu/>

<https://hispanicmarketingcouncil.org/>

<https://www.collagegroup.com/>

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