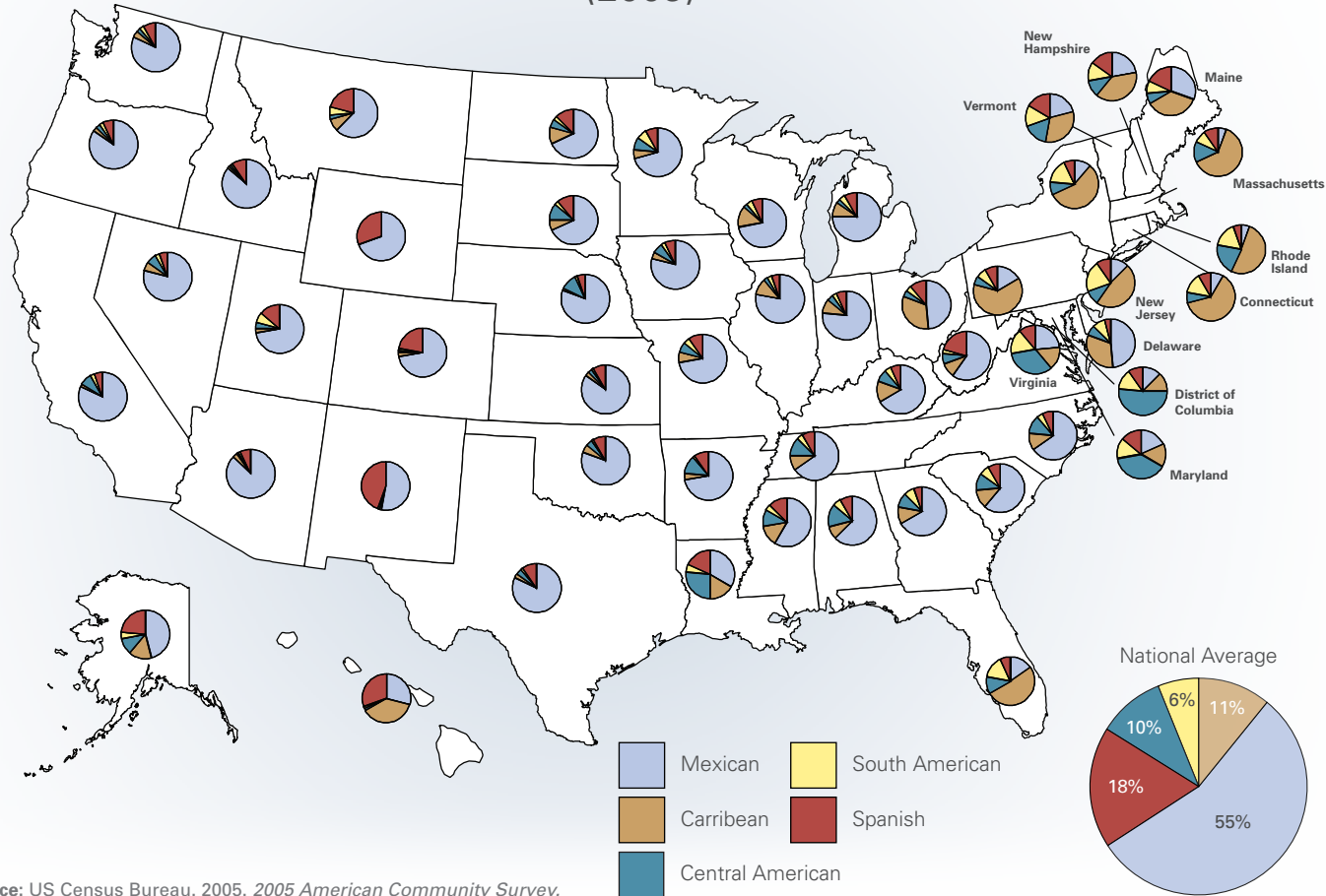


Most US Hispanics are of Mexican origin, though in certain regions of the US other groups dominate. Caribbeans are most prevalent in the Northeast and in Florida, while the Mid-Atlantic has a high concentration of Central Americans.

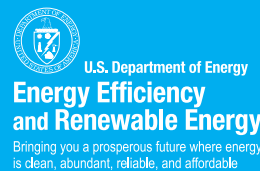
5

The Make-up of the Hispanic Population Varies from State to State (2005)



GETTING STARTED ON YOUR OWN MARKETING CAMPAIGN

1. Use population data to determine how important the Hispanic demographic is and will be in your region
 - Identify dominant country(ies) of origin
 - Determine generational profile, where possible
 - Pick a target audience, e.g. Homeowners
2. Decide whether Spanish only, English only or bilingual communications are most appropriate
3. Develop messaging and materials that reflect the dominant sense of identity in your region



For more information visit
www.energystar.gov
 1.888.STAR.YES (1.888.782.7937)



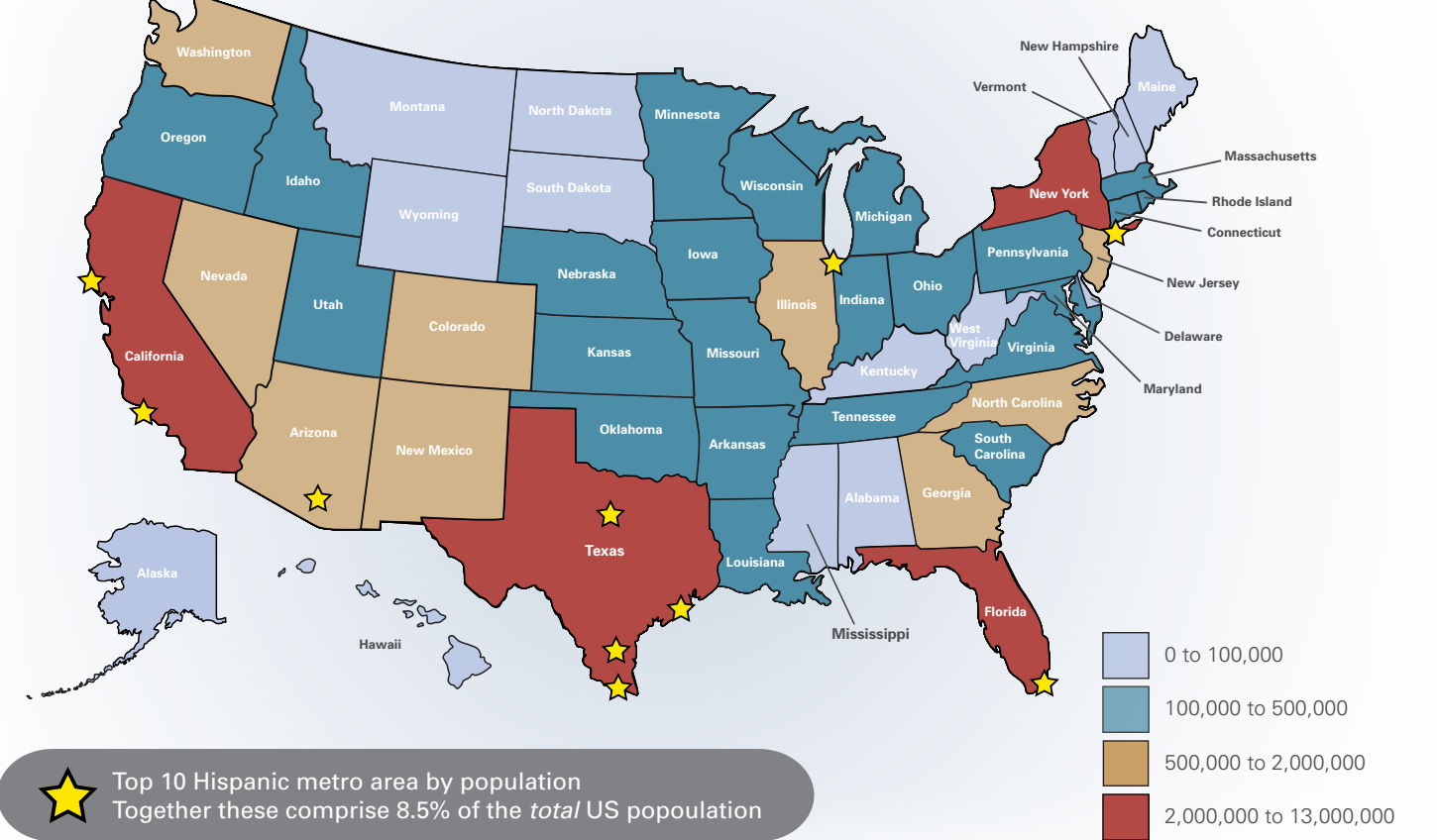
REACHING HISPANICS: 5 THINGS TO KNOW

September 2007

U.S. Hispanics are an \$800 billion market¹ and growing. Retailers, manufacturers, and homebuilders are paying increasing attention to this expanding segment of the population.

1

Where US Hispanics Live (2005)

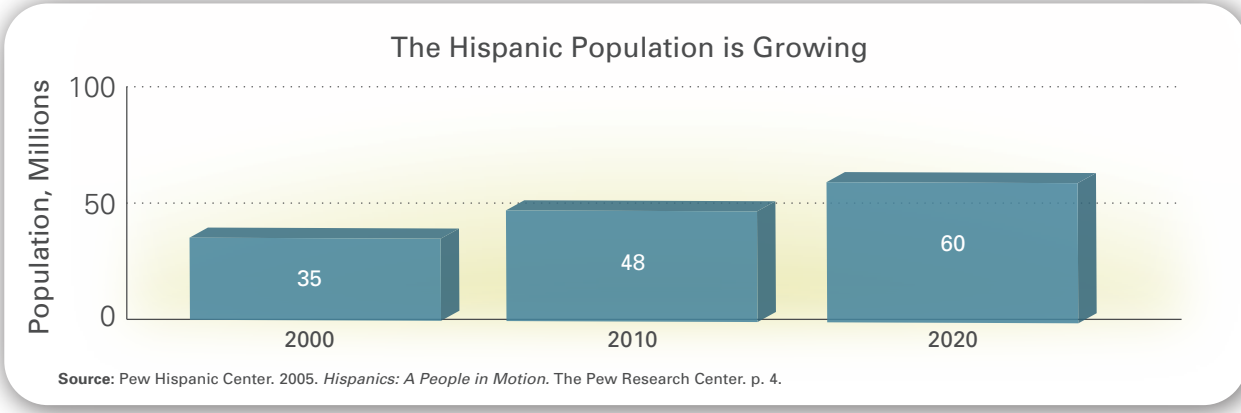


THE US HISPANIC POPULATION IS:

- Large:** 44 million people in 2006, 15% of the US population²
- Rapidly Growing:** 3.4% annually²
- Spread Out Geographically:** While 48% live in CA and TX, 13 other states have at least 500,000 Hispanic residents² (See map for more info)

¹ Mediamark Research, Inc. 2007. Hispanic/Latino Market Profile. p. 1.

² US Census Bureau. 2007. "US Census Bureau Facts for Feature – Hispanic Heritage Month 2007." 6 Sept 2007.

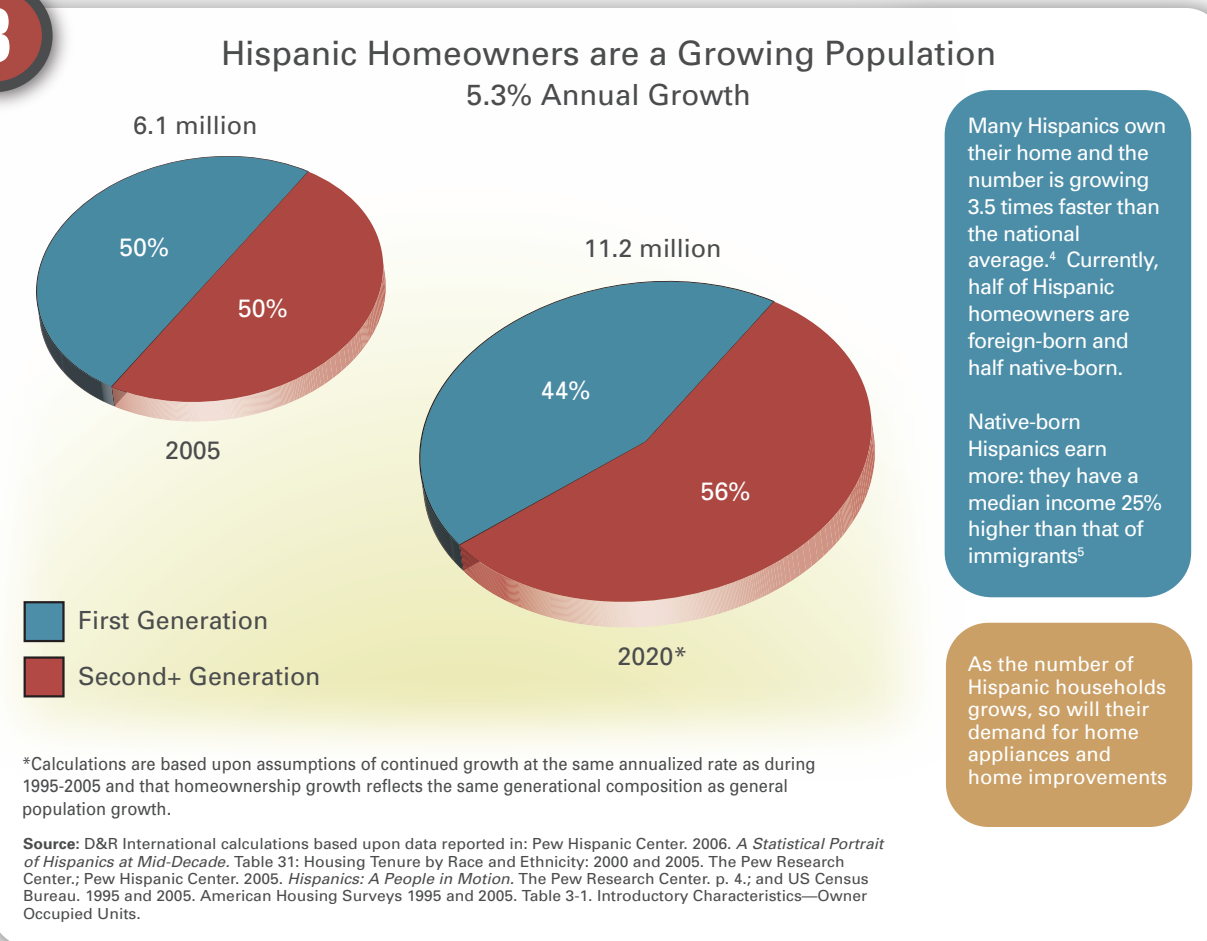


While Hispanics share a common linguistic heritage, they are a very diverse group. What resonates with certain people in one community won't necessarily work elsewhere.

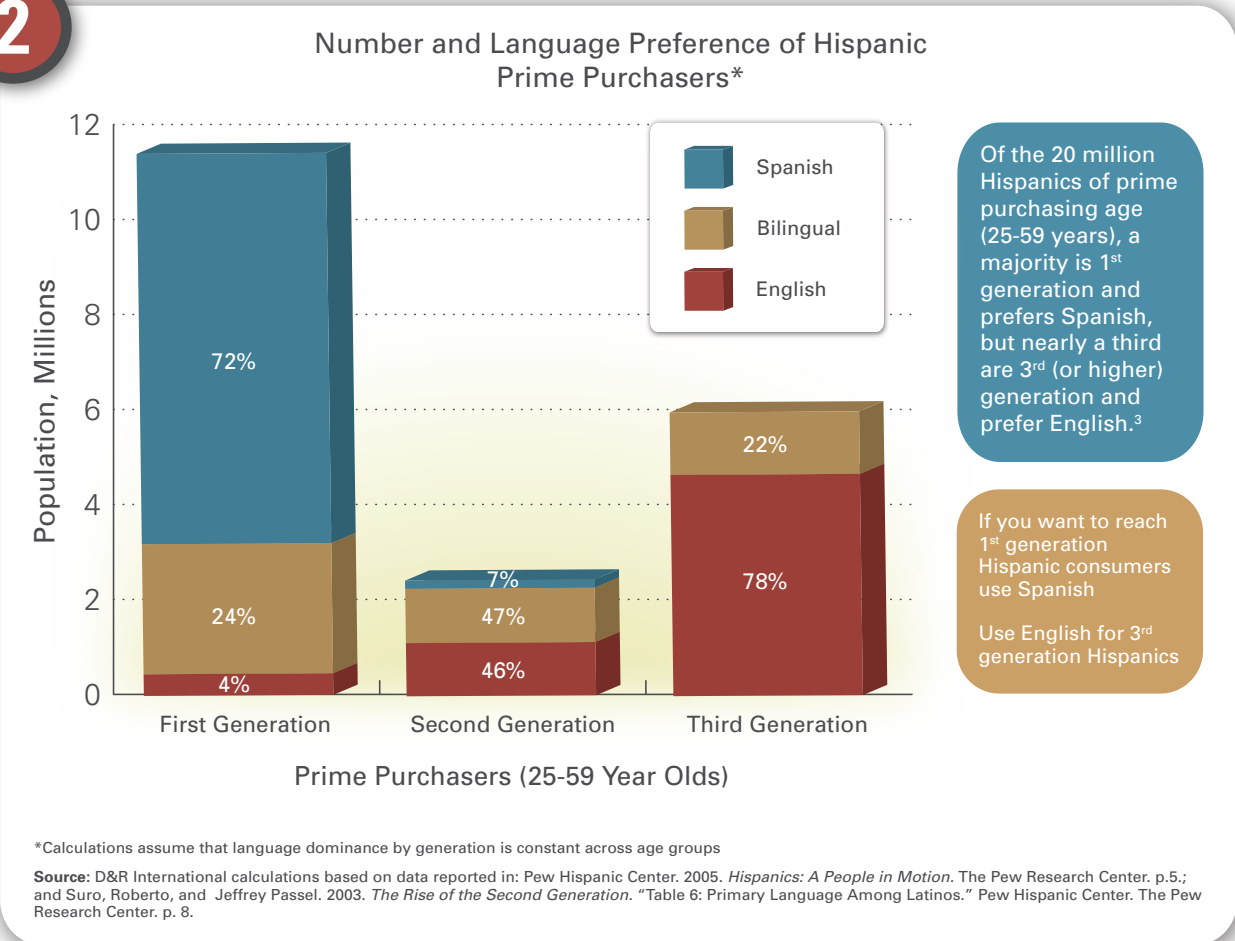
The key factors to consider when developing a local marketing effort targeted at Hispanics are:

- Generation (1st, 2nd, 3rd)
- Language (Spanish only, English, or Bilingual) and
- Country of origin (Mexico, Guatemala, Cuba, etc.)

3



2



4

