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PHOENIX Business Journal

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Catering to the Hispanic market

Phoenix Business Journal - by [Angela Gonzales](#)

Arizona is home to an estimated 1.8 million Hispanics, a growing population with \$28 billion a year in purchasing power.

That's why small-business owner Alfonso Carrizosa commissioned **Maps & Facts Unlimited Inc.** to create a map to help him identify where to open more of his Mexican-style ice cream shops in the Valley.

The map, which outlines areas of the Valley where Hispanic households are most dense, should help businesses target that population. It identified 13 areas dominated by Hispanics, who make up 29 percent of the state's population.

"This map is going to help me take a look at areas and not waste time," Carrizosa said.

When he moved from Tucson to Phoenix six years ago to expand his business, he drove all over the Valley looking for sites. After opening three shops in Tucson and selling them to his brother, Carrizosa opened three shops in Phoenix and one in Mesa. He plans to add three or four more during the next two years.

Because his products are low-cost, Carrizosa said his business has been recession-proof. Revenue declined about 10 percent last year, but sales have rebounded to where they were three years ago, he said.

The largest concentration of the Valley's Hispanic population is in the west Phoenix area bounded by Interstate 17, 43rd Avenue, Van Buren Street and Camelback Road. Another large concentration is bounded by 43rd and 107th avenues, Indian School Road and Southern Avenue.

With the help of the map, Carrizosa is eyeing locations in El Mirage, Buckeye and Avondale for expansion.

Mark El-Tawil, market president of **Humana Inc.**'s Arizona operations, said his insurance company has conducted similar research in the past few years to target the Hispanic population. His company's findings were in line with the maps used by Carrizosa.

"A large portion of the population in this state has Hispanic heritage," El-Tawil said. "It is such an important constituency."

Madeleine Arritola, who is leading Humana's national Hispanic initiative, said her team works with various internal and external sources to target the Hispanic population.

"We knew going into this that we needed to gather some additional data," she said.

Humana works with Miami-based Geoscape to identify Valley businesses that are Hispanic-owned or employ a high percentage of Hispanics.

"Through the Geoscape tool, we also were able to look at language preferences — whether they are bilingual or Spanish preferred — and acculturation levels," she said.

This information is being used to market insurance plans to Hispanics in their own language and run ads in Hispanic publications. That same type of data would be used to place billboards in highly concentrated Hispanic areas, she said.

Harry Garewal, former president and CEO of the **Arizona Hispanic Chamber of Commerce**, said companies need to know exactly whom they are targeting — for example, Hispanics from Mexico, El Salvador or Peru — because each ethnic group needs to be reached differently.

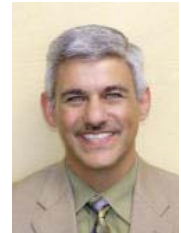
He said effective marketing involves more than simply translating a company's English messages into Spanish.

"You have to make it understandable in their native language," Garewal said.

Tony Alwin, spokesman for Phoenix-based **Clear Channel Outdoor Inc.**, said his company uses a variety of tools to help customers target the Hispanic population.

For example, the company uses Arbitron Inc.'s Scarborough Reports, which help determine where people drive, and other data sources to determine where people live by ZIP code.

MEDIA



Paul Johnson, owner of Maps & Facts in Phoenix, creates a new map each month and e-mails it to about 1,500 clients and business associates.

For example, in January, he created a map of employment hot spots, and in February he produced one that showed the highest concentrations of employees in the Valley.

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Maps & Facts Unlimited Inc.: www.mapsandfacts.com

Hispanic Facts

Purchasing power: \$900 billion a year nationwide, \$28 billion in Arizona

Population: More than 25 percent in eight of Arizona's 15 counties

Arizona births: 65 percent of Arizona births are Hispanic, the fifth-highest figure nationwide

Age range: About 30 percent of the Phoenix population in the 18-to-34 age group will be Hispanic by 2012

Source: Arizona Hispanic Chamber of Commerce

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