



## **Firms reaching out to market; Companies look to tap \$17 billion in local buying power.(Chicago-area Hispanics have major purchasing power) (Brief Article)(Statistical Data Included)**



**Crain's Chicago Business**  
May 27, 2002 | Leaf, Brian

From Elvis to Emeril, baby boomers have long greased the country's marketing machine. As boomers wrinkle and fatten, Hispanics are on the cusp of becoming the nation's new demographic darlings.

Chicago-area bankers, grocers, pharmacists, manufacturers and service providers see the future in U.S. Census Bureau predictions that the nation's Latinos, who today wield \$500 billion in purchasing clout, will account for 44% of U.S. population growth between now and 2020, when the oldest boomers will be in their mid-70s.

``There are many companies that are beginning to look at the market because the numbers are indisputable, says George L. San Jose, president and CEO of Chicago marketing firm the San Jose Group. ``They know it's a lucrative market and want to pursue it.

Pursuing the market-which in the Chicago area is 1.4 million people, with an estimated \$17 billion in purchasing power-takes more than merely translating English ads into ...

COPYRIGHT 2009 Crain Communications, Inc. This material is published under license from the publisher through the Gale Group, Farmington Hills, Michigan. All inquiries regarding rights or concerns about this content should be directed to [Customer Service](#).

**[Subscribe and get access to articles from thousands of credible publications](#)**

To view this document on the web click on this link: