

U.S. HISPANIC AUDIENCES:

What Advertisers Need to Know About Hispanic Consumers and Viewers

The U.S. Hispanic population is an incredibly diverse group, representing a variety of nationalities, ages, and backgrounds. As U.S. Hispanic consumers continue to gain buying power, it's increasingly vital for advertisers to understand their purchasing behaviors, viewing habits, and advertising preferences.

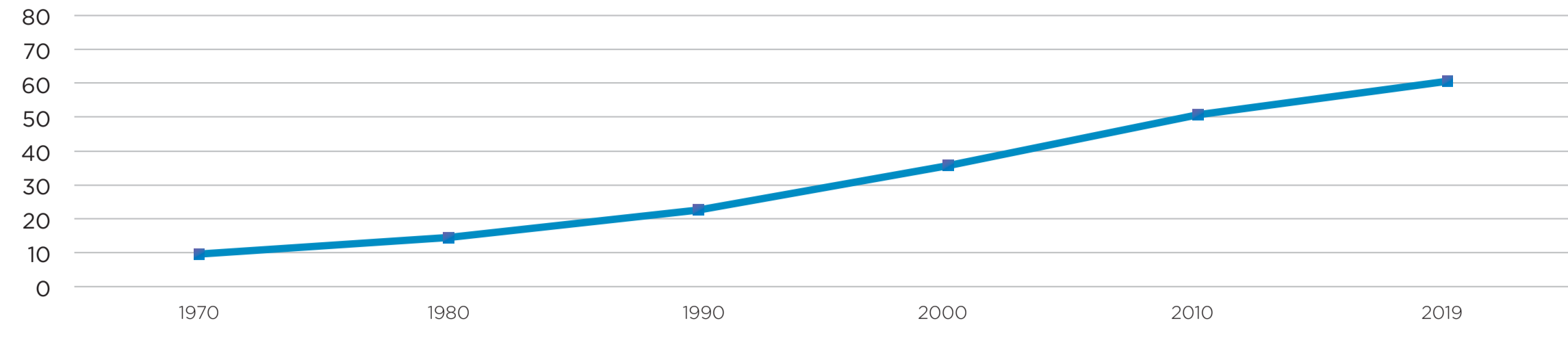
Here are eight key trends for advertisers to know about Hispanic audiences.



1. Population Growth

From 2010 to 2019, the Hispanic population accounted for **more than half** of all U.S. population growth. Now, more than **60 million** Hispanics live in the U.S., making up about **18%** of the population.¹

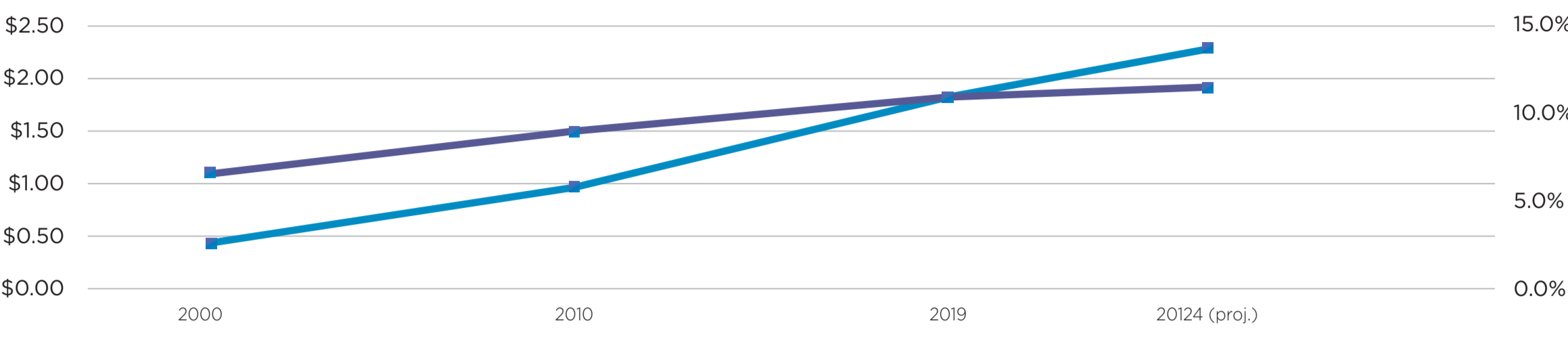
U.S. HISPANIC POPULATION IN MILLIONS¹



2. Spending Growth

Hispanic consumers' buying power has been steadily increasing for decades. From 2000 to 2019, it **more than tripled**, and Hispanics now account for about **11%** of all U.S. buying power.²

U.S. HISPANIC BUYING POWER²



This trend holds true across key categories, where spending among the Hispanic population is growing faster than among non-Hispanics.³

SPENDING GROWTH FORECAST BY CATEGORY, 2018-2023³

	Automotive	Health	Dining Out	Technology
Hispanics	+42%	+56%	+45%	+30%
Non-Hispanics	+27%	+44%	+34%	+16%

The outsized growth by category is not just a reflection of fast population growth. For example, Hispanics account for nearly a quarter of all auto sales despite making up just **18%** of the total population.⁴

3. Spending Among Hispanic Women

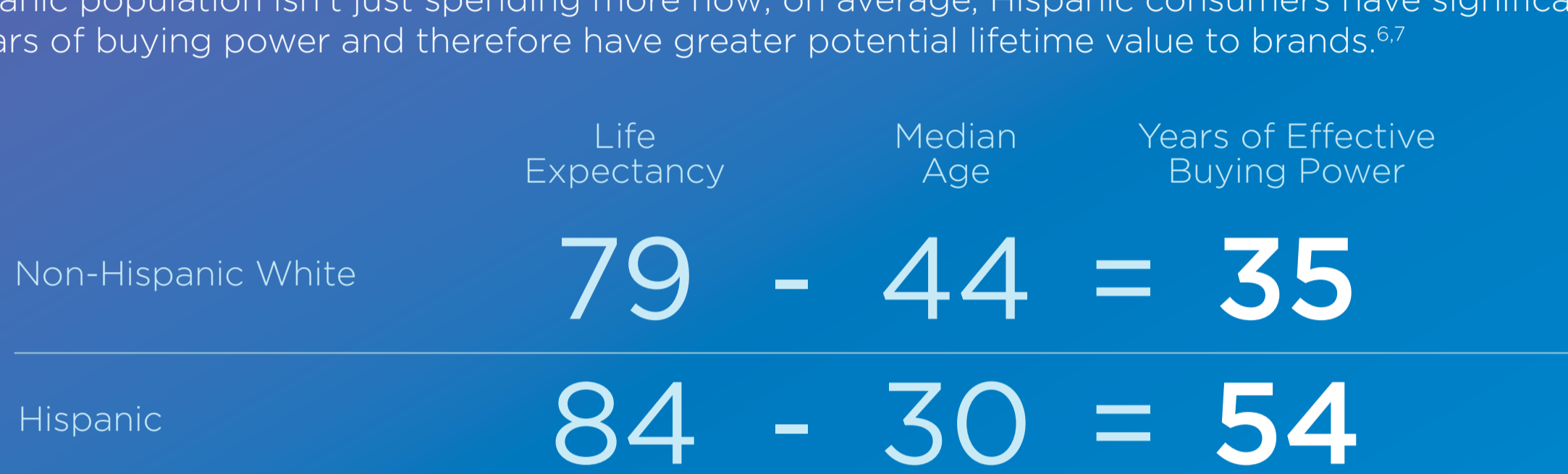
Much of the spending growth within the Hispanic population is being driven by women. From 2014 to 2018, Hispanic women's spending increased considerably more than non-Hispanic women's spending across categories.⁵

SPENDING GROWTH 2014-2018⁵

	Automotive	Cosmetics	Casual Dining	Investments
Hispanic Women	15%	12%	13%	247%
Non-Hispanic Women	1%	4%	3%	78%

4. Lifetime Value

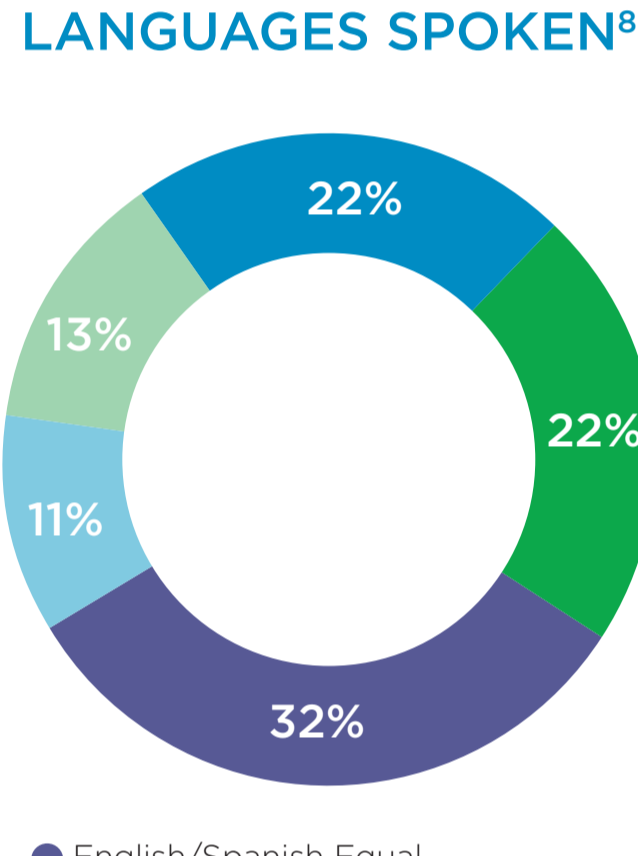
The Hispanic population isn't just spending more now; on average, Hispanic consumers have significantly more years of buying power and therefore have greater potential lifetime value to brands.^{6,7}



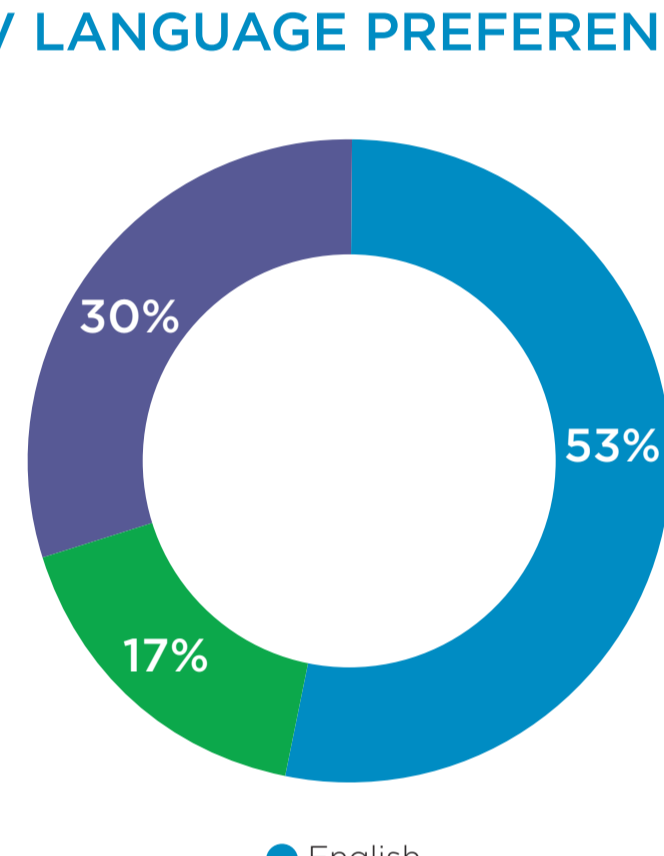
5. Language Preferences

Advertisers don't need to deliver messaging in Spanish or only on Spanish-language networks to reach Hispanic audiences. **87%** speak English,⁸ and **70%** watch English-language programming.⁹

LANGUAGES SPOKEN⁸



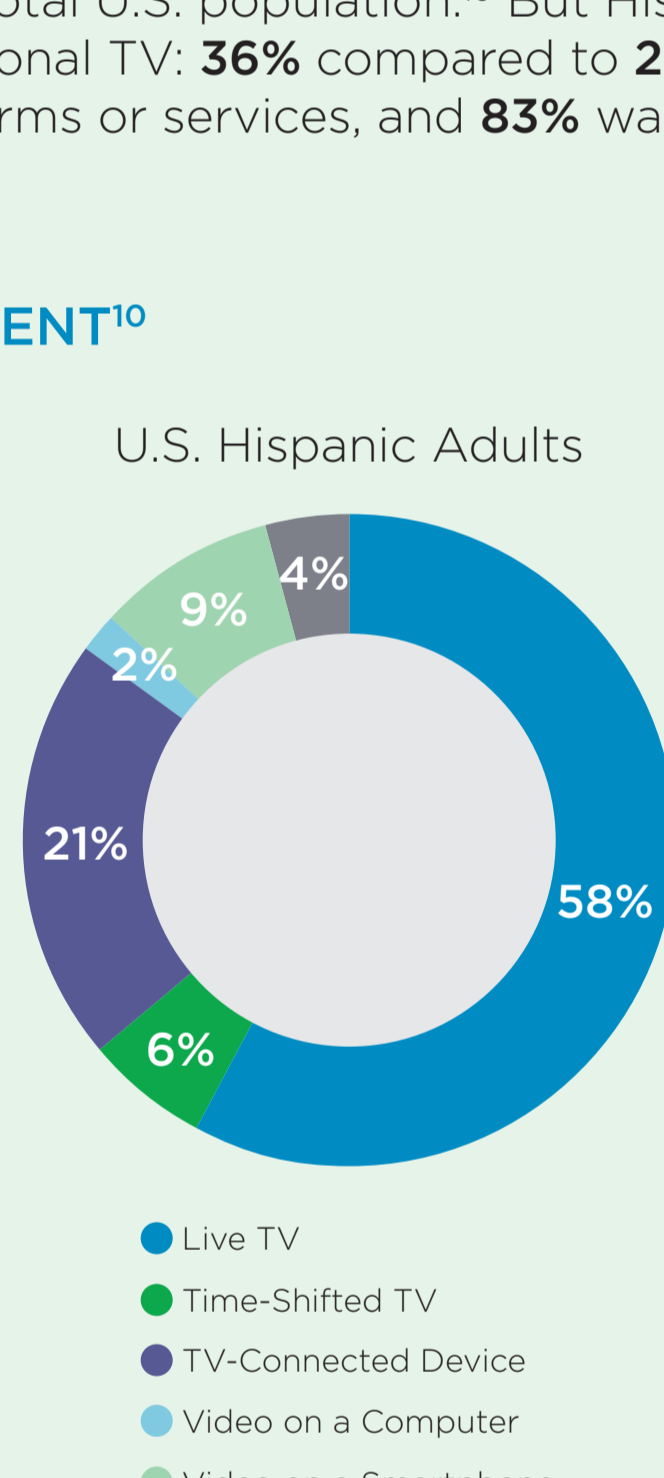
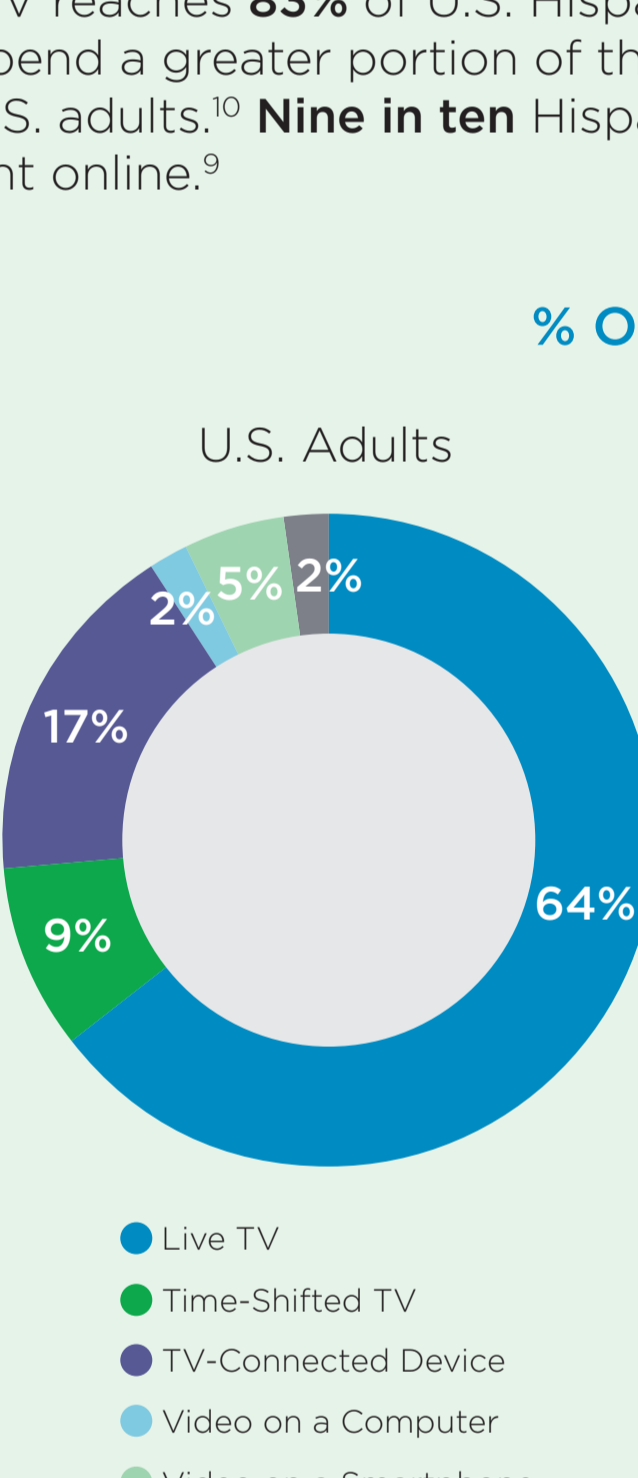
TV LANGUAGE PREFERENCE⁹



6. Multiscreen TV Viewing

Traditional TV reaches **83%** of U.S. Hispanics weekly, on par with the total U.S. population.¹⁰ But Hispanic audiences spend a greater portion of their video time with non-traditional TV: **36%** compared to **27%** among all U.S. adults.¹⁰ **Nine in ten** Hispanics use connected TV platforms or services, and **83%** watch video content online.⁹

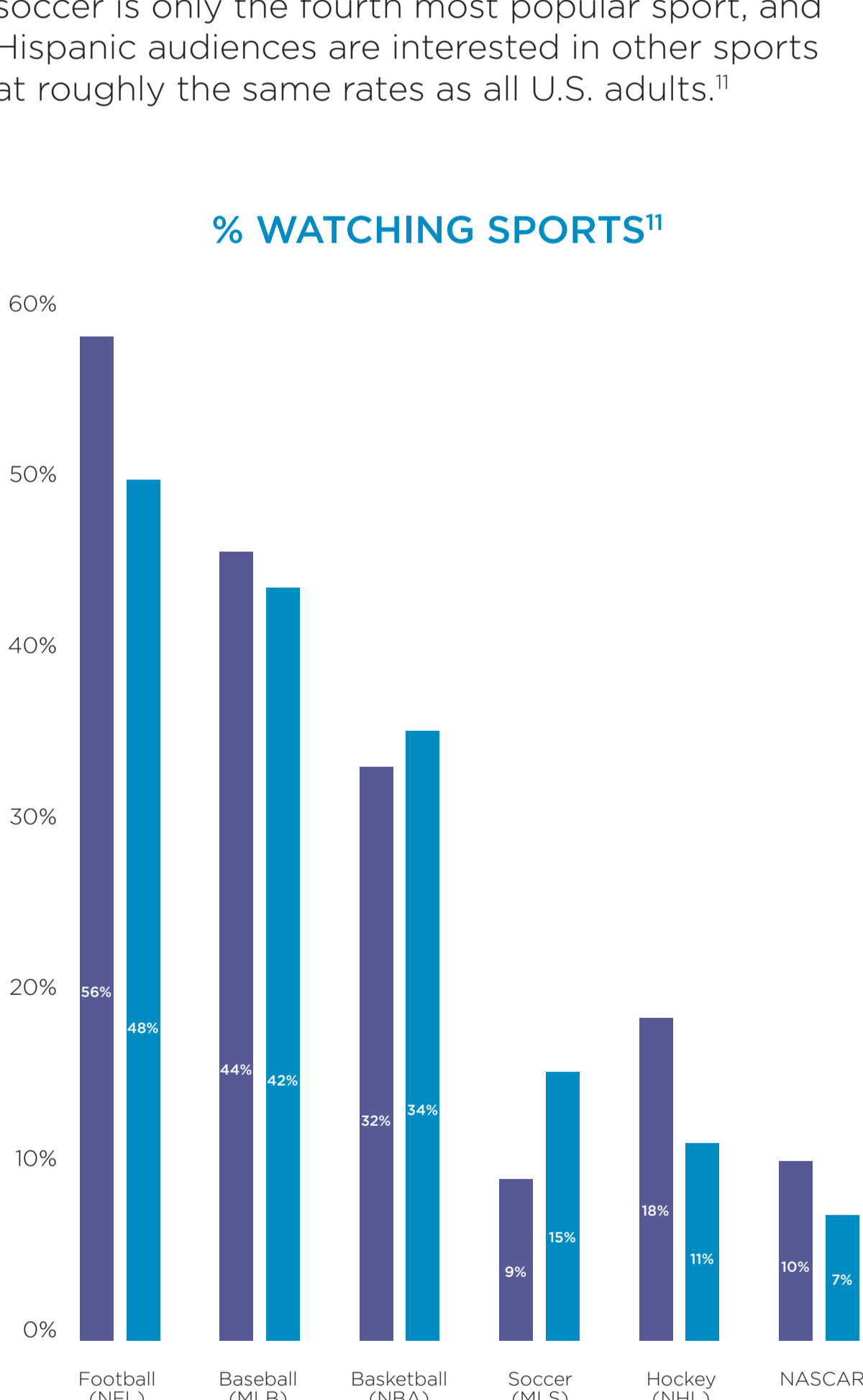
% OF WEEKLY VIDEO TIME SPENT¹⁰



7. Sports Programming

Hispanic audiences are more likely than other viewers to watch soccer, with **15%** tuning in. But soccer is only the fourth most popular sport, and Hispanic audiences are interested in other sports at roughly the same rates as all U.S. adults.¹¹

% WATCHING SPORTS¹¹

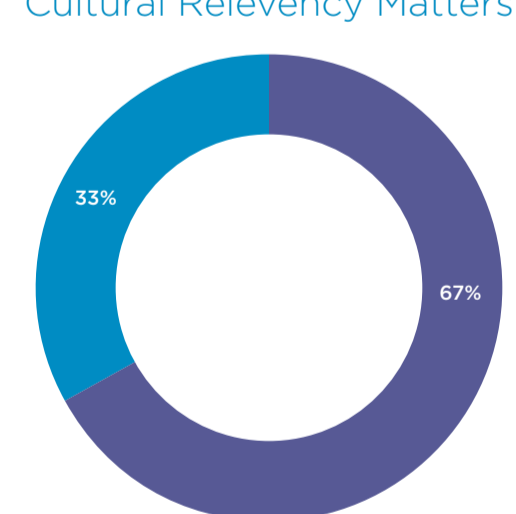


8. Culturally Relevant Content

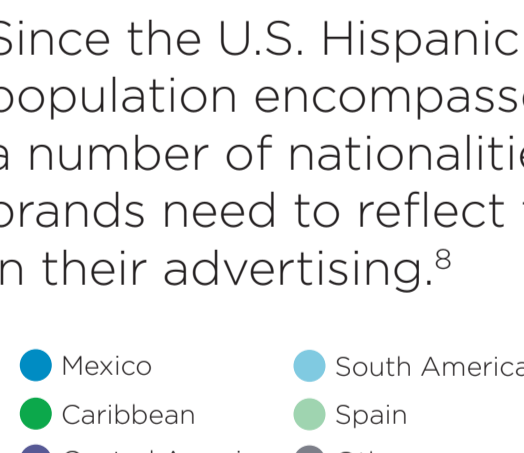
Hispanic audiences want to see advertising that's inclusive of their customs, values, and cultures, and two-thirds want to see more commercials targeted directly at them.¹²

67% of U.S. Hispanics believe there should be more commercials directed specifically to them.¹²

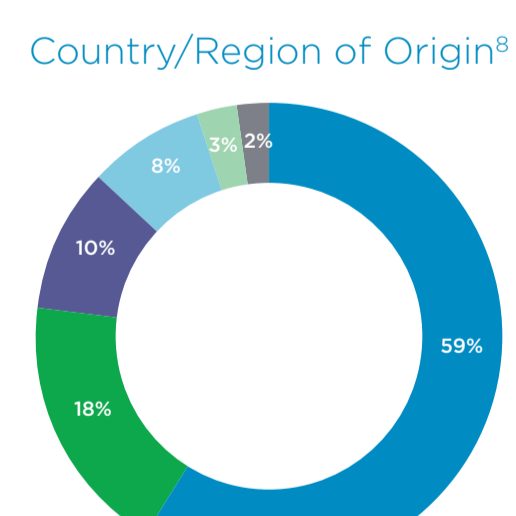
Cultural Relevancy Matters



Since the U.S. Hispanic population encompasses a number of nationalities, brands need to reflect this in their advertising.⁸



Country/Region of Origin⁸



Barely half of U.S. Hispanics believe their values are reflected by major brands¹³

Incorporating values is also key to accurate representation. In one study, participants cited family, work, education, and security as top priorities, but only **54%** believed these values were reflected by major brands.¹³

Appropriately representing the culture pays off for brands. One study found that consumers who perceive ads as culturally relevant to them are **1.5** times more likely to seek additional information about the brand and **2.7** times more likely to try a brand. Cultural relevance also drives consumers to repurchase or recommend a brand.¹⁴

Culturally relevant advertising makes consumers:¹⁴

1.5x

more likely to seek additional information

2.7x

more likely to try a brand

1.5x

more likely to repurchase a brand

2.8x

more likely to recommend a brand

2.6x

more likely to find a brand relevant

3x

more likely to find the ad relevant

REACH MORE OF THE RIGHT AUDIENCES

Effectv can deliver your message to your target audience in the multiscreen content they're already watching, with minimal ad waste. If you need new creative, our in-house agency, Mnemonic, is ready to produce custom, culturally relevant messaging for your brand.

Visit www.Effectv.com or call **888.877.9799** to launch your next multiscreen TV campaign.

Source:
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