

Hispanics' News Consumption - US - April 2017

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Hispanics enjoy following the news. However, since Hispanics' lives tend to orbit around content consumption and the competitive landscape is becoming increasingly fragmented due to the internet, news providers need to find ways to stand out and appeal to Hispanic consumers. Gaining and maintaining their trust is key.

This report looks at the following areas:

- **Television tops, but the internet is reshaping the way Hispanics consume news**
- **For local news, Spanish-dominant Hispanics rely on Spanish-language networks**

The majority of Hispanics enjoy following the news and use multiple sources to get it. They consume the news to be aware of what may impact them in their day-to-day lives and to build social currency as they enjoy discussing the news with friends and family members. While television is the main source of news for Hispanics, they also use plenty of online sources, including social networks, which are more relevant among younger Hispanics.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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