

# Hispanics' Content Consumption and Sharing - US - February 2018

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"As the digital divide between Hispanics and the general population closes, the Hispanic population is consuming a vast array of content on a multitude of platforms."  
**- John Poelking, Leisure & Media Analyst**

This report looks at the following areas:

- **Hispanics are spending less on services**
- **Fragmented landscape difficult to track**
- **Consumption easier than contribution**

TV is still the center of Hispanic households, but online services are successfully complementing traditional media channels by filling in education and entertainment gaps in Hispanics' media diet. Although consumption is more common than contribution, Hispanics use sharing as a way to extend their thoughts and feelings into the digital world.

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## Table of Contents

### Overview

What you need to know

Definition

### Executive Summary

The issues

Hispanics are spending less on services

Figure 1: Average potential cost vs current cost of video services in the home, all and Hispanic population, December 2017

Fragmented landscape difficult to track

Figure 2: Video sites used by Hispanics, indexed to all, December 2017

Consumption easier than contribution

Figure 3: Hispanics' online activities, December 2017

The opportunities

Online services complementing TV

Figure 4: Hispanics' content consumption, December 2017

Device ownership high

Figure 5: Hispanics' personal and household tech ownership, indexed to all, January 2017

Young population driving change

Figure 6: Population by Hispanic origin and generation share, 2018

Sharing brings joy

Figure 7: Hispanics' attitudes toward sharing identity, December 2017

What it means

### The Market – What You Need to Know

Access to anything, anywhere

Demographics dictate how content is consumed

### Market Perspective

Most Hispanics are online

Figure 8: Hispanic online access, July 2016-August 2017

Social media usage prominent among Hispanics

Figure 9: Hispanics' social media usage, indexed to all, December 2017

Hispanics can be an engaged audience

Figure 10: Hispanic attitudes toward advertising, indexed to all, July 2016-August 2017

Hispanics embrace digital music streaming services

Figure 11: Hispanic use of digital music services, indexed to all, July 2016-August 2017

Cable consumption highlights preferences

Figure 12: Top 10 cable networks watched in last seven days, by Hispanic origin, July 2016-August 2017

Device ownership drives consumption habits

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Figure 13: Hispanics' personal and household tech ownership, indexed to all, January 2017

Consuming on mobile devices

Figure 14: Types of content-related apps used by Hispanics, indexed to all, July 2016-August 2017

## Market Factors

Majority of Hispanics are bilingual

Figure 15: Languages Hispanics speak in the home, July 2016-August 2017

Youthful Hispanic population consumes more

Figure 16: Population by Hispanic origin and generation share, 2018

Household income may limit entertainment options

Figure 17: Median household income, by race and Hispanic origin of householder, 2015

Large households may influence content consumption

Figure 18: Average number of people per household, by race and Hispanic origin, 2017

## Key Trends – What You Need to Know

Reaching Hispanics at home

Receiving relevant content

Going beyond tradition

## What's Happening?

YouTube fueling explosion of Hispanic content

Media empowering Hispanic communities

Bringing international programming to Americans

## What's Struggling?

Internet access speeds could become an issue

Not as much trust

## What's Next?

Partnerships to expand multicultural potential

The importance of the Smart TV

Virtual reality options on the horizon

## The Consumer – What You Need to Know

TV and online complement each other

Streaming services, social media capture Hispanics

Hispanics happy with what they have

Contribution more difficult than consumption

Live TV preferred

Language does not equal relevance

No need to fix what isn't broken

When Hispanics share, they love it

## Content Consumption and Sharing

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## Key opportunity

Balancing traditional and new media

TV is the center of Hispanics households...

...but online videos are also part of daily life

Figure 19: Hispanics' content consumption and sharing – TV and online videos, December 2017

Streaming services complement traditional media

Figure 20: Hispanics' content consumption and sharing – Streaming services, December 2017

The written word has a place in Hispanics' media diet

Figure 21: Hispanics' content consumption and sharing – Articles, December 2017

Sharing is less common but still important

Figure 22: Hispanics' content consumption and sharing – Sharing, December 2017

Age influences content preferences

Figure 23: Hispanics' content consumption and sharing, by age, December 2017

Less acculturated stick to what they know, more acculturated tend to be more open-minded

Figure 24: Hispanics' content consumption and sharing, by level of acculturation, December 2017

## Video Sites Used

### Key opportunity

Hispanics seek online video options

Figure 25: Video sites used by Hispanics, indexed to all, December 2017

Older Hispanics demonstrate less interest in online services

Figure 26: Video sites used by Hispanics, by age, December 2017

Unacculturated, bicultural Hispanics go where they can enjoy more

Figure 27: Video sites used by Hispanics, by level of acculturation, December 2017

## Cost of Video Services

### Key opportunity

Hispanics spending less, content with what they have

Figure 28: Average potential cost vs current cost of video services in the home, by Hispanic origin, December 2017

Younger Hispanics think there is room for more

Figure 29: Hispanics' average potential cost vs current cost of video services in the home, by age, December 2017

## Online Activities

### Key opportunity

Consumption easier than creation

Figure 30: Hispanics' online activities, December 2017

Less acculturated spreading the word

Figure 31: Hispanics' online activities, by level of acculturation, December 2017

## Content Consumption Behaviors

### Key opportunity

Live viewing preferred

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Figure 32: Hispanics' content consumption behaviors, December 2017

Online content does not receive preferential treatment

Figure 33: Hispanics' online video behaviors, December 2017

Young Hispanics willing to do more for what they want

Figure 34: Hispanics' content consumption behaviors, by age, December 2017

Bicultural Hispanics want the best of both worlds

Figure 35: Hispanics' content consumption behaviors, by level of acculturation, December 2017

## Content Relevance

Key opportunity

Message trumps language

Figure 36: Hispanics' attitudes toward content relevance, December 2017

Culture influences young Hispanics

Figure 37: Hispanics' attitudes toward content relevance, by age, December 2017

Less acculturated want content they can relate to

Figure 38: Hispanics' attitudes toward content relevance, by level of acculturation, December 2017

## Attitudes toward Content Consumption

Key opportunity

Hispanics happy with content

Figure 39: Hispanics' attitudes toward content consumption, December 2017

Young Hispanics satisfied but open to new options

Figure 40: Hispanics' attitudes toward content consumption – Select items, by age, December 2017

Less acculturated Hispanics happy, but also open to more

Figure 41: Hispanics' attitudes toward content consumption – Select items, by level of acculturation, December 2017

## Attitudes toward Sharing

Key opportunity

Sharing for education and entertainment equally

Figure 42: Hispanics' attitudes toward sharing preferences, December 2017

Older, unacculturated Hispanics share to inform; younger, acculturated share to entertain

Figure 43: Hispanics' attitudes toward sharing preferences, by age and acculturation, December 2017

Sharing brings joy, sense of identity

Figure 44: Hispanics' attitudes toward sharing identity, December 2017

Young Hispanics enjoy sharing

Figure 45: Hispanics' attitudes toward sharing identity, by age, December 2017

Sharing an extension of identity for less acculturated

Figure 46: Hispanics' attitudes toward sharing identity, by level of acculturation, December 2017

## Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

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Abbreviations and terms

Abbreviations

Terms

### Appendix – The Market

Figure 47: Hispanic attitudes toward advertising, all vs Hispanic population, July 2016-August 2017

Figure 48: Hispanic use of digital music services, all vs Hispanic population, July 2016-August 2017

Figure 49: Top 10 cable networks watched by Hispanics in the last seven days, by language spoken in home, July 2016-August 2017

Figure 50: Types of apps used by Hispanics, all vs Hispanic population, July 2016-August 2017

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