

Hispanic Lifestyles and Entertainment - US - April 2015

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“While Hispanics spend their ‘me’ time, if any, at home, mostly consuming content, out-of-home activities typically involve friends and family. In this context, Hispanics look for events or activities with them in mind. If friends and family are not on board with the idea, Hispanics may simply move on to the next one.”

– Juan Ruiz, Sr. Multicultural Analyst

This report looks at the following areas:

- Multi-platform content is a must when aiming to reach Hispanics
- Appealing to Hispanics beyond the wallet
- Family and friends hold the keys

Hispanics’ expenditures on entertainment have grown steadily, increasing by 40% over the five years 2009 to 2014, and are expected to continue growing at a healthy pace over the next five years. This growth is fueled by factors such as population growth, increasing purchase power, and a market that is becoming more bicultural and tech savvy.

Hispanics devote most of their leisure time to activities with their families, while also aiming to have some time for themselves. At home, their main leisure activities orbit around content consumption – both offline and online. Outside home, dining out and shopping for fun are the most common off-duty activities. Input from their family, children, and friends are central to Hispanics decisions regarding how to spend their leisure time.

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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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National Basketball Association – Éne-Bé-A

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International Ticketing Association (INTIX)

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