

Hispanic Lifestyles and Entertainment - US - December 2019

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This report looks at the following areas:

- Add Hispanic flavor to the holidays
- Redefine prime time TV – go live
- Meet Hispanics at the movies

When thinking about specific leisure activities, Hispanics tend to prioritize activities with friends and family, along with media content. The influence of technology is such that the majority claim they couldn't live without having access to the internet.



"Overall, the majority of Hispanics are pleased with their current lifestyles. Their level of satisfaction is strongly correlated with how well they get along with friends and family and how much they want them involved in their leisure time. In addition to friends and family, Hispanics' attitudes toward time and money for leisure can create some tension."

- Juan Ruiz, Director of Hispanic Insights

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