

Hispanics and Media Consumption - US - 2022

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- Hispanic usage of video, audio, written and social media
- Attitudes about media usage
- Opportunities for deepening Hispanics' connections with various media platforms
- Strategies for leveraging different media platforms to reach Hispanics

Hispanics make up close to a fifth of the US population, and are growing in numbers and disposable income – as well as cultural influence. Accordingly, this group is a critical one for advertisers to reach, making it important to understand their media usage and attitudes. And Hispanics are avid fans of all types of media, with over 90% enjoying video and audio entertainment as well as social media regularly, while 75% read written media.

However, reaching the vital and diverse Hispanic audience can be complex. US Hispanics come from a wide range of countries and speak a mix of different languages: 61% are bilingual, while 20% speak Spanish only. Although their median household income remains below the norm, close to a quarter of this group are earning \$100K or more per year – over 4.4 million households.

This report examines Hispanic media usage and attitudes in detail, analyzing how different sub-demographics are interacting with media and identifying opportunities to drive audience and engagement.



“Hispanics are avid fans of most types of media. However, sub-segments of this rich and diverse group engage with media in different ways, making it essential to dig deeper.”
– Carol Wong-Li, Director – Consumers and Cultures

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