

A Snapshot of Hispanic Media Usage in the U.S.

September 2010

To recognize the contributions and culture of Hispanics in the U.S., the period from September 15–October 15 is designated as Hispanic Heritage Month. In advance of this celebration, The Nielsen Company offers a snapshot of the critical media usage trends for this demographic segment based on surveys with thousands of Hispanic respondents around the country and in Puerto Rico.



Defining the U.S. Hispanic Population

While many may view the Hispanic community as homogeneous, the fact is it has as much diversity as—or perhaps more than—any other ethnic group in this country. The Hispanic/Latino community varies widely depending on factors such as country of origin, citizenship, education and socio-economic status. As a result, media consumption is just as varied. To better understand this market beyond the broad category of “Hispanic,” Nielsen has created four categories to segment the American Hispanic market based on acculturation level. Classification was determined by answers to two questions: the primary language used at home and frequency of watching Spanish language TV.

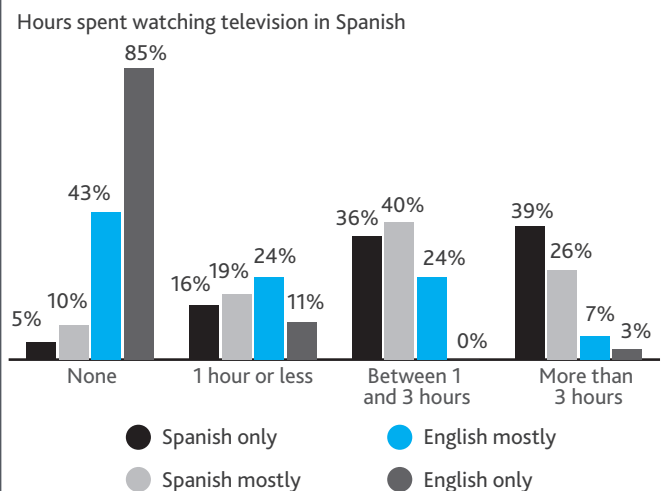
Nielsen's Hispanic Acculturation Model

	Primary language spoken in home	How often do you watch Spanish language TV?
Acculturation Level 4 (Least Acculturated)	Spanish only, or primarily Spanish	Usually, Always
Acculturation Level 3	Spanish mostly	Usually, Sometimes
Acculturation Level 2	English mostly	Never, Rarely, Sometimes
Acculturation Level 1 (Most Acculturated)	English only, or speak English more than Spanish	Never

TV

- Overall, 66% of Hispanics watch some Spanish language TV, while 86% watch some English language TV
 - Respondents in acculturation levels 3-4 primarily watched Spanish TV
 - 68% of those in acculturation level 4 (least acculturated) watched 3 or more hours each day, while 47% of those in acculturation level 3 (less acculturated) viewed 1-3 hours each day

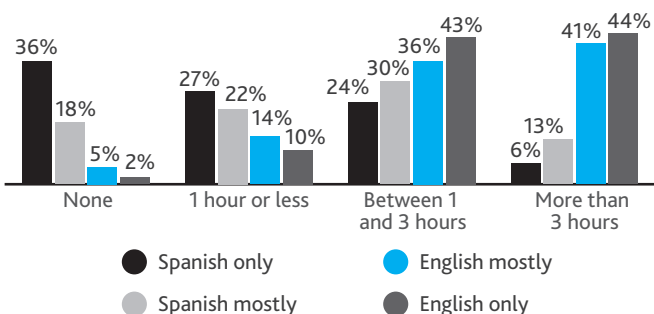
Almost a third of all English-mostly Hispanics spend more than an hour a day with Spanish language television



Source: The Nielsen Company

While just about the same number of Spanish-only Hispanics spend an hour or more watching television in English

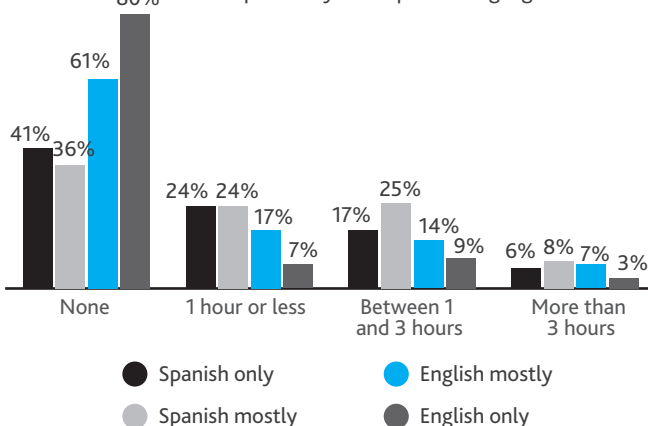
Hours spent watching television in English



Source: The Nielsen Company

Almost 40% of mostly-English speakers report using some Spanish language internet daily

Time spent daily with Spanish language internet



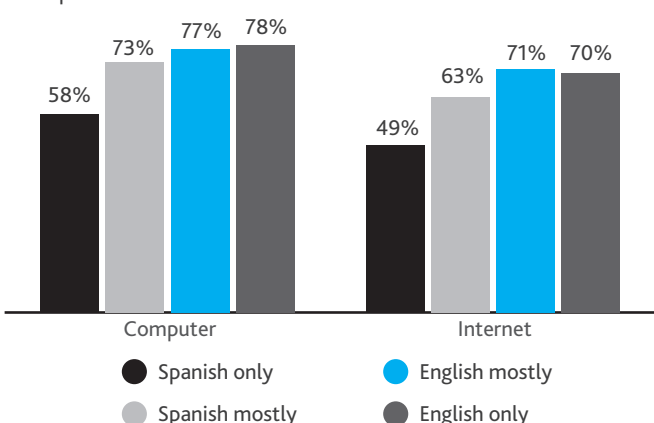
Source: The Nielsen Company

Online

- Computer ownership: 72% of Hispanics have a computer at home
 - Of those, 89% have internet access, with 54% of those having high speed access
- Overall, 47% spend some time each day on the Spanish language internet, defined as using email, watching video or listening to music.
 - 22% spend approximately 31 minutes to 2 hours each day doing so, with 3% spending more than 5 hours
- 27% spend between 31 minutes to 2 hours each day looking at the English language internet, with another 12% spending more than 5 hours. About one-third (32%) of respondents don't look at the English language internet at all

Half of Spanish-only speakers now have internet

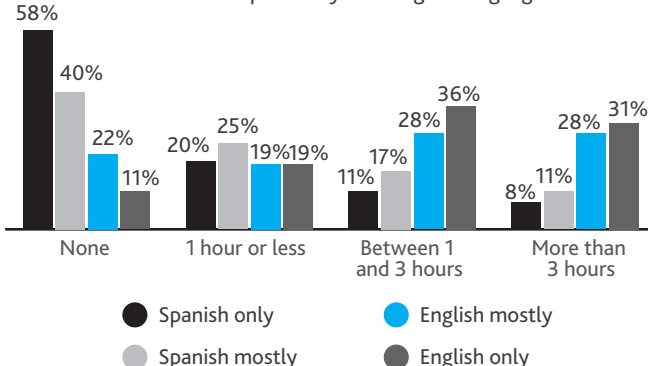
Computer/internet in the home



Source: The Nielsen Company

Heavy users of English internet are mostly, but not exclusively, heavier English speakers

Time spent daily with English language internet



Source: The Nielsen Company

Radio

- Overall 60% listen to Spanish language radio, while 73% listen to English language radio
- Among acculturation levels 3 and 4, slightly more than a third of each (35% and 34% respectively) listen to about an hour or less of Spanish language radio. Among acculturation level 1 respondents, 79% don't listen to Spanish radio at all

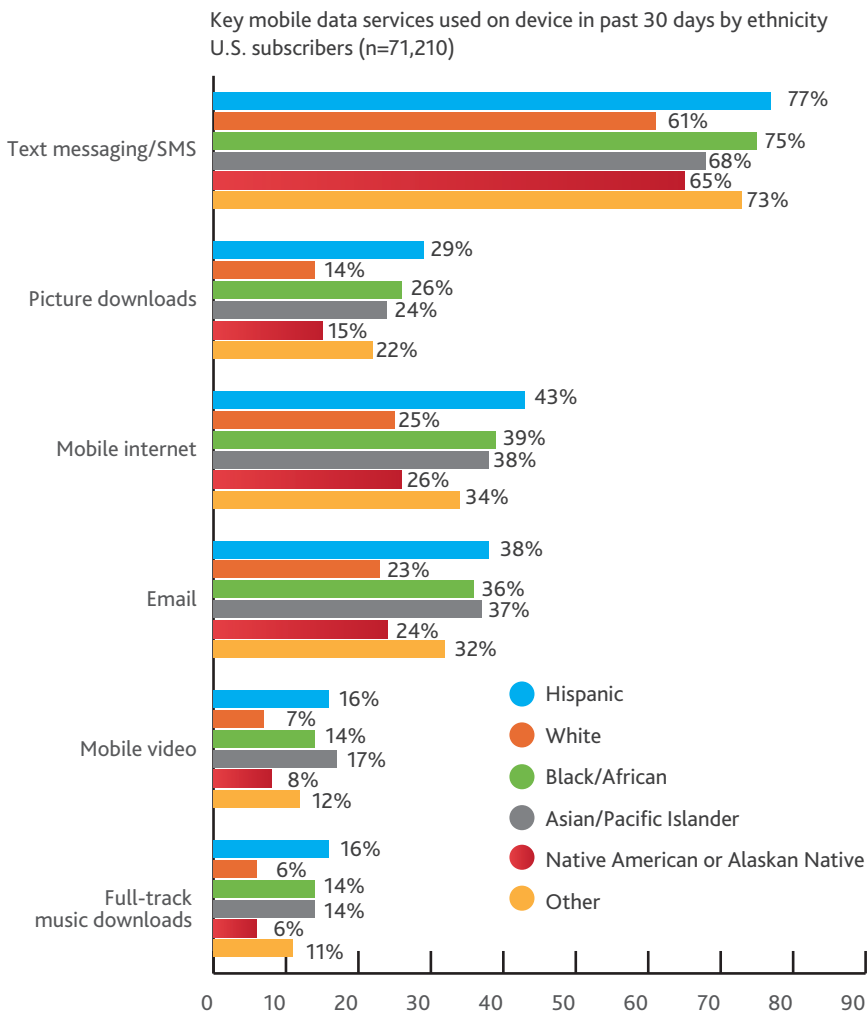
Mobile

- Hispanic subscribers use cell phones and data applications more frequently than average:
 - Average bills of \$104 each month versus \$91
 - Make/receive 14 calls per day versus an average of 9
- Use of mobile data services continues to increase: text messaging penetration of 77%, picture messaging 53%

Print

- Newspapers: Overall, 40% of respondents read a Spanish language newspaper, while 60% read an English language newspaper
 - Among acculturation level 4 respondents (least acculturated), 51% spend one hour or less with Spanish papers, while 35% don't read them at all. More than two-thirds (69%) don't read English papers
 - Among acculturation level 1 respondents (most acculturated), 54% spend one hour or less each day reading English papers, while 31% don't read them at all. Most (88%) don't read Spanish newspapers
- Magazines: 33% spend some time each day reading Spanish magazines, while 56% spend some time each day reading English magazines

Features used in past 30 days



Source: The Nielsen Company

Methodology/Sources

Data presented herein comes from two sources:

- A joint survey conducted by Nielsen, The Associated Press, Univision and Stanford University based on interviews via mail, phone and online with 1,521 Hispanic adults between March 11 – June 3, 2010.
- Nielsen's Q2 2010 Mobile Insights survey, the industry's largest syndicated study, surveyed 6,000 Hispanic respondents online and another 4,000 respondents via a Spanish language phone survey in 27 key Hispanic markets and Puerto Rico.

For more information, contact your Nielsen representative at 800-988-4226 or visit www.nielsen.com