The Media Consumption Habits of Hispanics in the U.S.A.





SPANISH-FIRST HISPANICS

speak mainly or only Spanish at home



BILINGUAL HISPANICS

speak equal amounts of Spanish and English at home



ENGLISH-FIRST HISPANICS

speak mainly or only English at home



HISPANICS

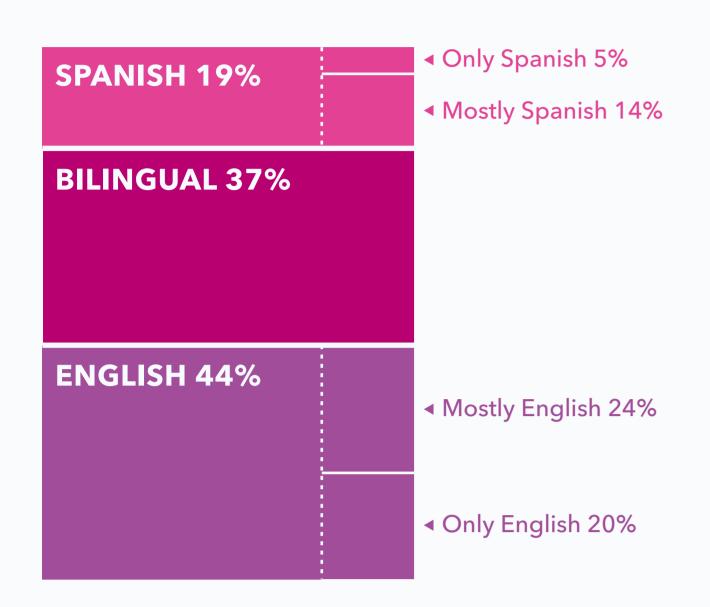
NON-HISPANICS

LANGUAGE

AUDIENCES

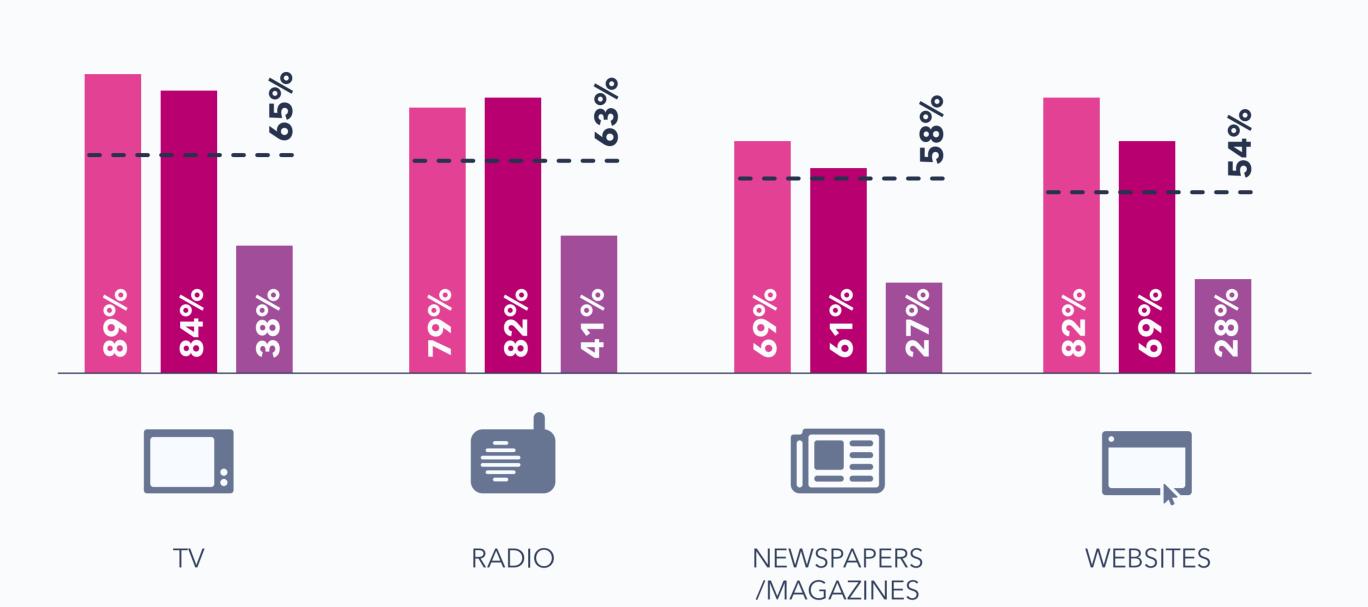
Nearly 60% of online Hispanics are Spanish-First or Bilingual at home

% of Hispanics who say they use these languages at home



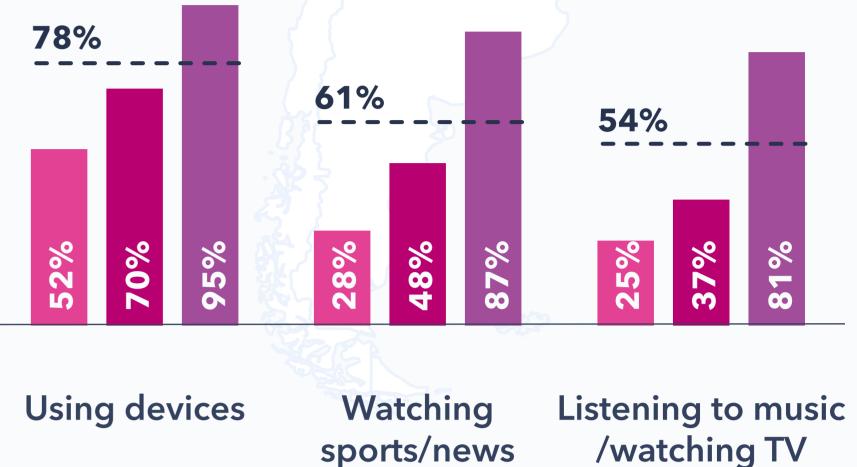
Two thirds of Hispanics are watching TV or listening to radio in Spanish

% who say they engage with Spanish-language media each week



8 in 10 Hispanics say English is their preferred language when using devices

% who say they prefer English when...

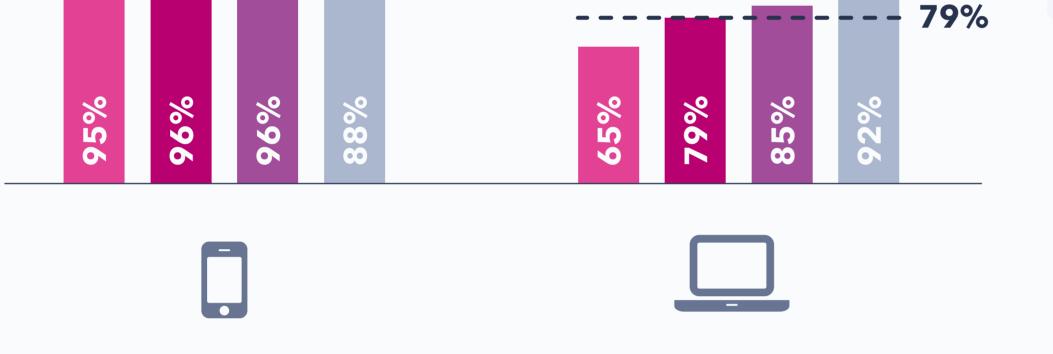


/watching TV

DEVICE

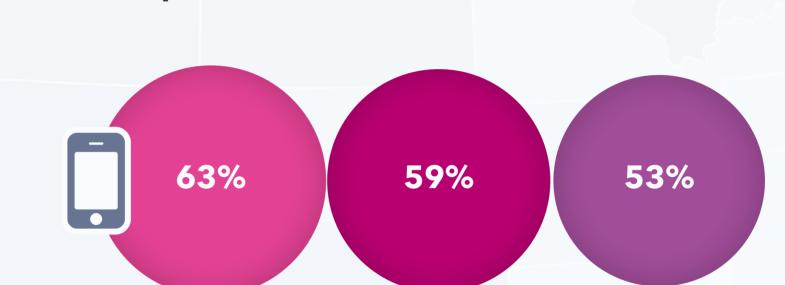
Hispanics are mobile-first

% who say they own the following devices



Smartphones are the most important device to Hispanics

% who say mobile is their most important internet device

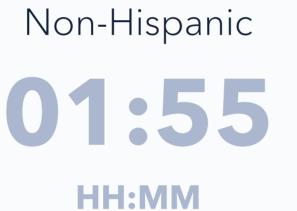




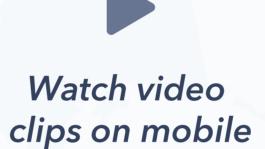
Hispanics are leading the shift to mobile

Daily time spent online via mobile

Hispanic 03:00 HH:MM



% who do the following



55% 73% |



Use a mobile while watching TV

69% | 53%

Make video calls on mobile

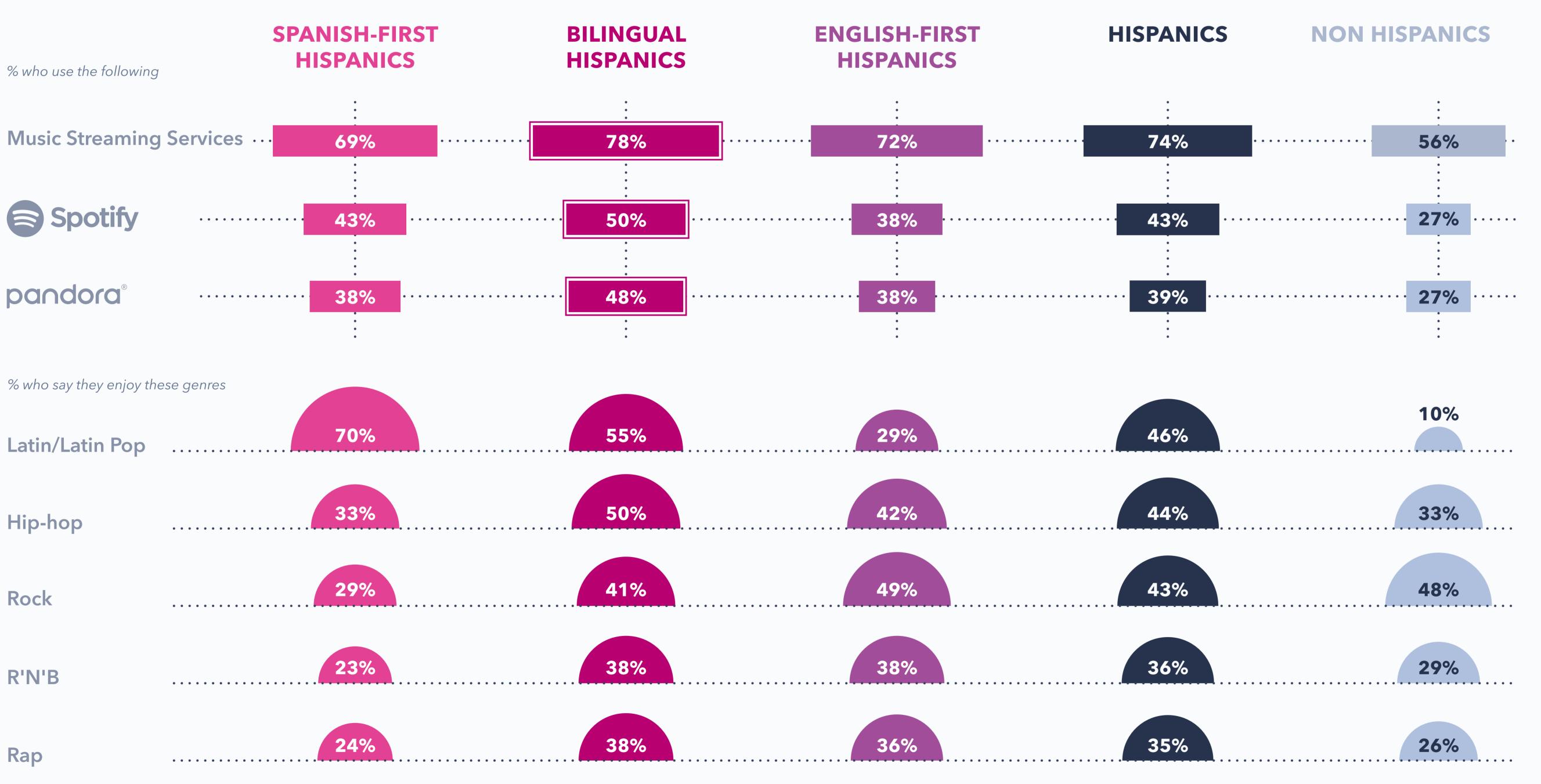
51% | 31%

Watch TV subscription services on mobile

29%

13%

TV & MUSIC



Bilingual Hispanics the most engaged with music streaming

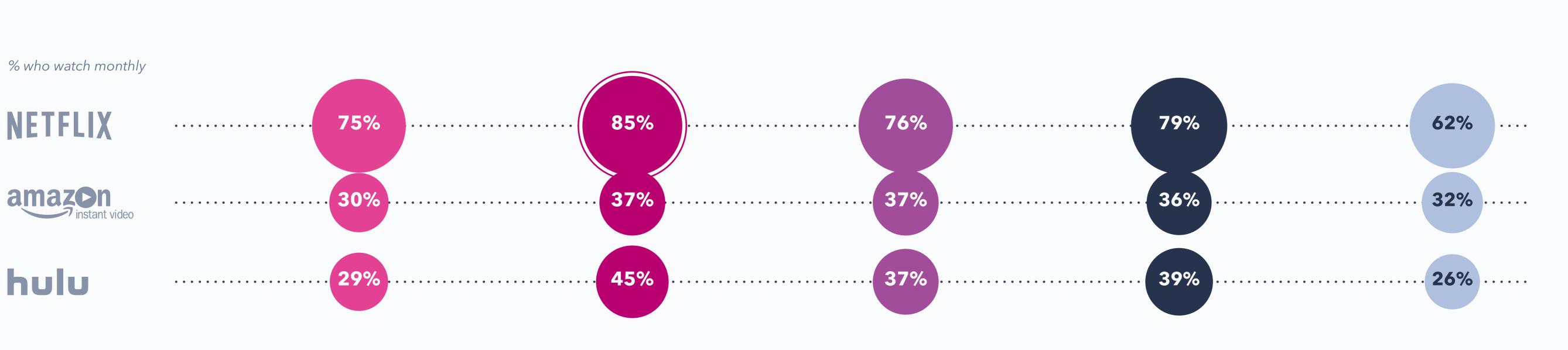
Bilingual Hispanics have broad music tastes.

Spanish-First Hispanics are dedicated to Latin music.

% who watch the following



Bilingual amd **English-First** Hispanics are now as likely to be watching subscription TV/film services as live TV



85% of Bilingual Hispanics are watching Netflix

METHODOLOGY

Each year, GlobalWebIndex asks 10,000 Hispanics and 5,000 non-Hispanics to complete an online survey which asks a wide range of questions about their lives, lifestyles and digital behaviors.

GlobalWebIndex sets quotas on age, gender and educational attainment to ensure that the data is representative of the online US population aged 16-64. Hispanics can then be compared against the total US population, and can segmented by their language

preferences - Spanish-Only, Spanish-Mainly, Bilingual, English-Mainly or English-Only. In this infographic, "Spanish-First" comprise Spanish-Only and Spanish-Mainly, while "English-First" comprise English-Mainly and English-Only.

SAMPLE SIZE: 3,644