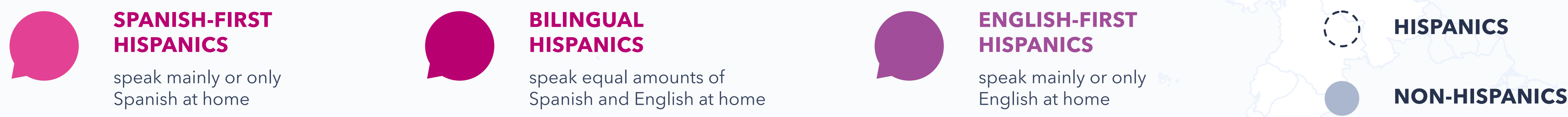


The Media Consumption Habits of Hispanics in the U.S.A.

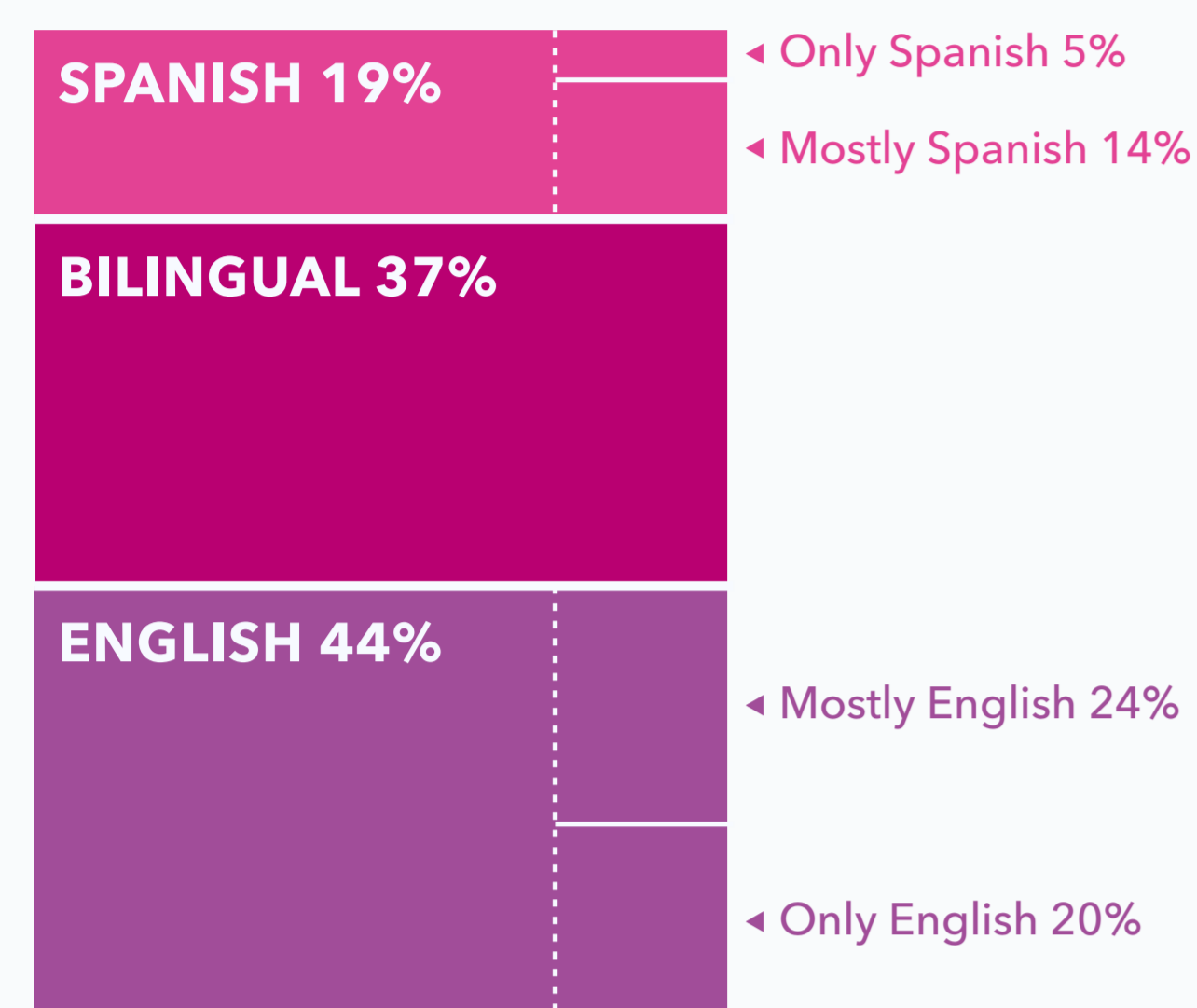
AUDIENCES



LANGUAGE

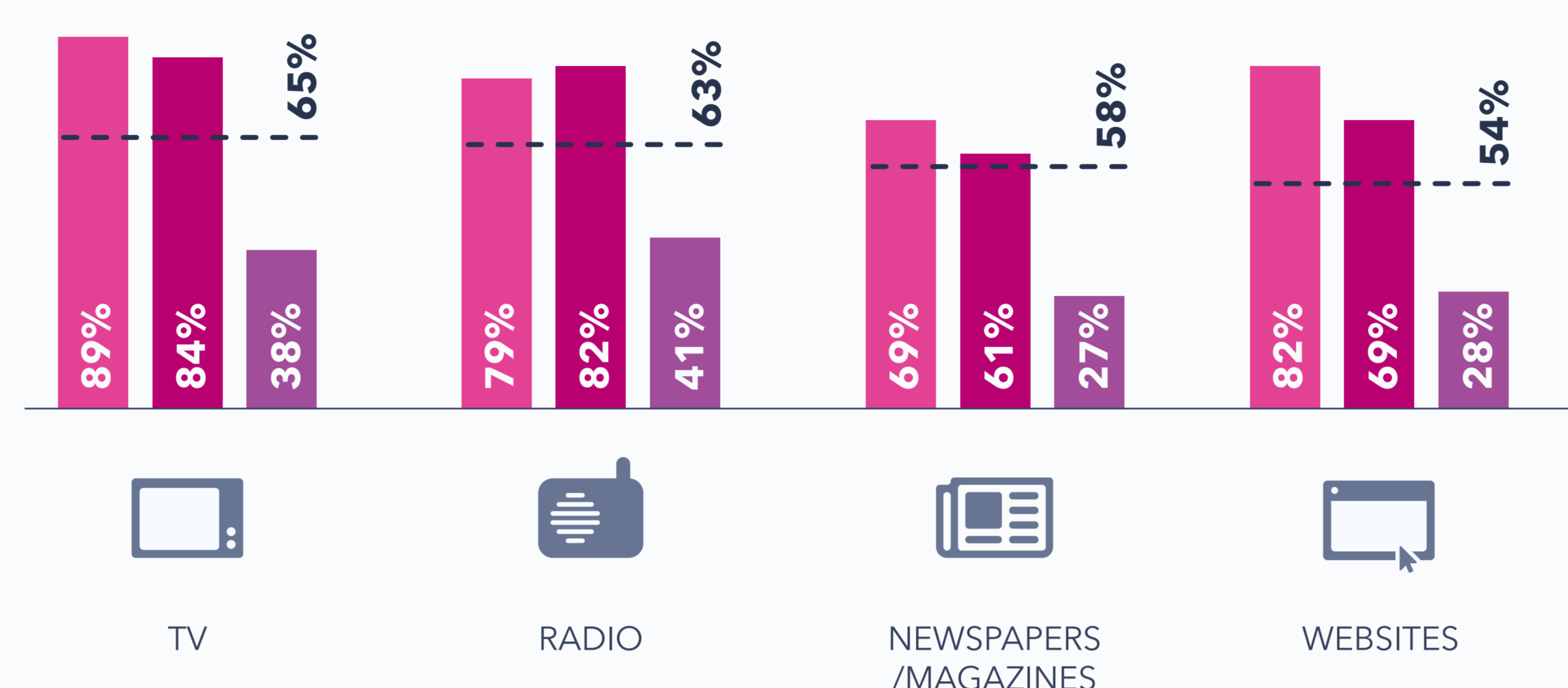
Nearly 60% of online Hispanics are Spanish-First or Bilingual at home

% of Hispanics who say they use these languages at home



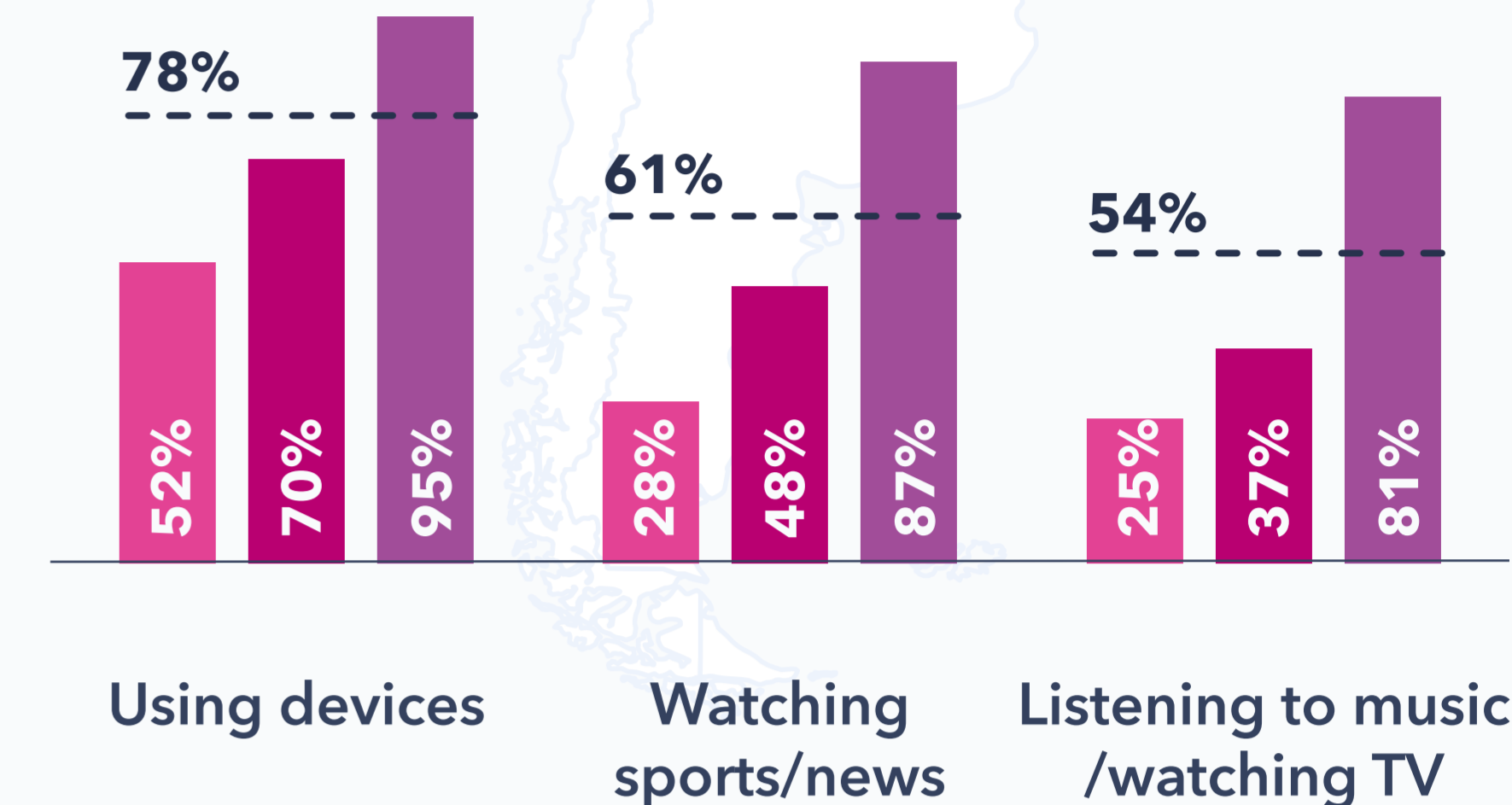
Two thirds of Hispanics are watching TV or listening to radio in Spanish

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



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

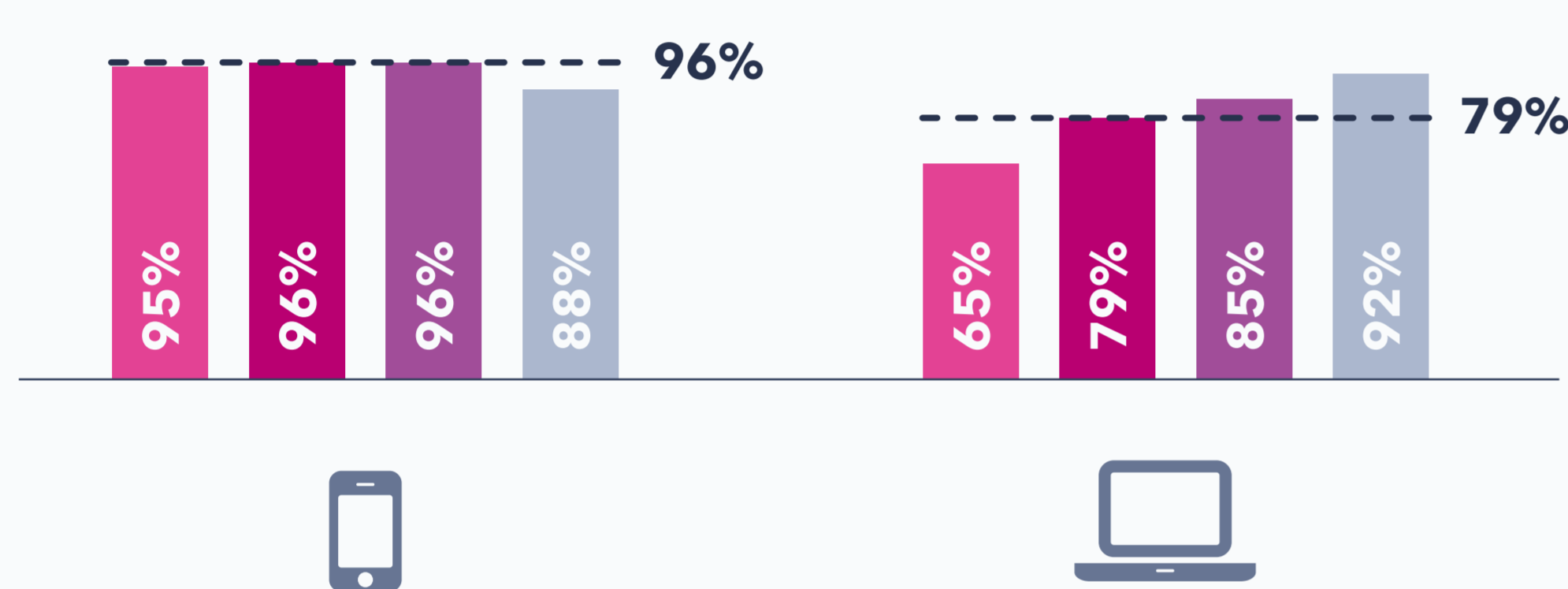
% who say they prefer English when...



DEVICE

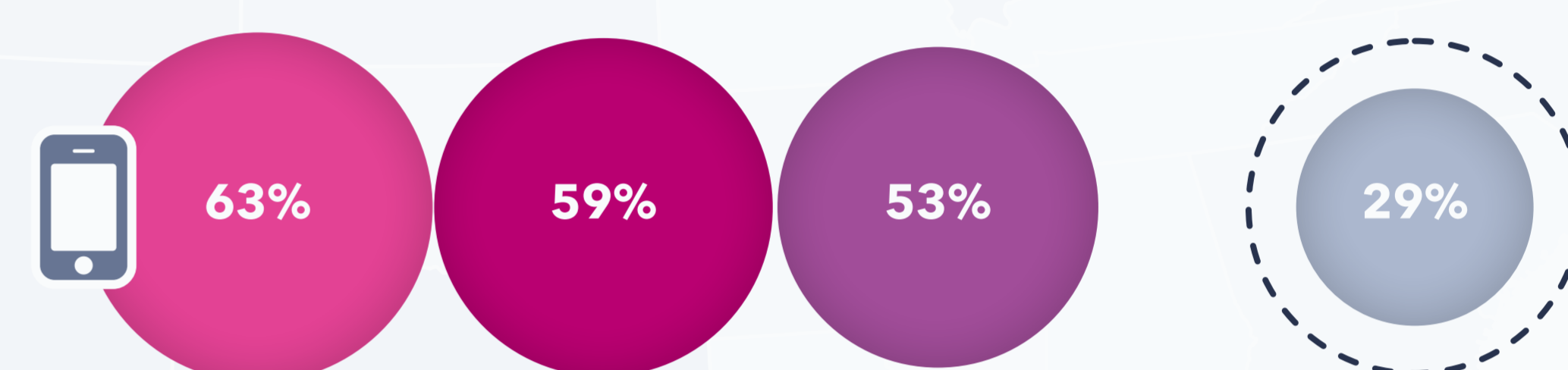
Hispanics are mobile-first

% who say they own the following devices



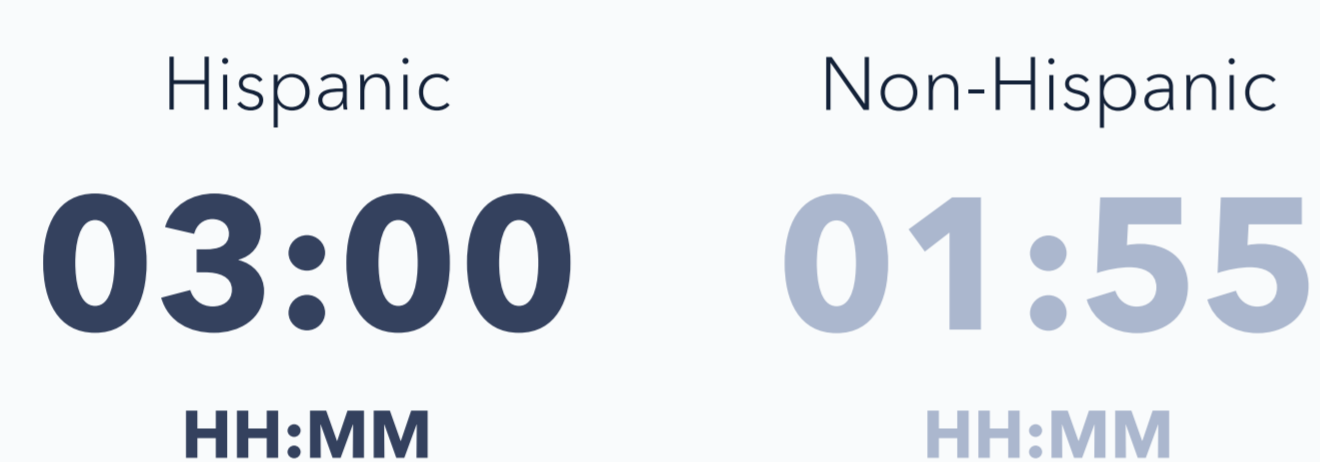
Smartphones are the most important device to Hispanics

% who say mobile is their most important internet device

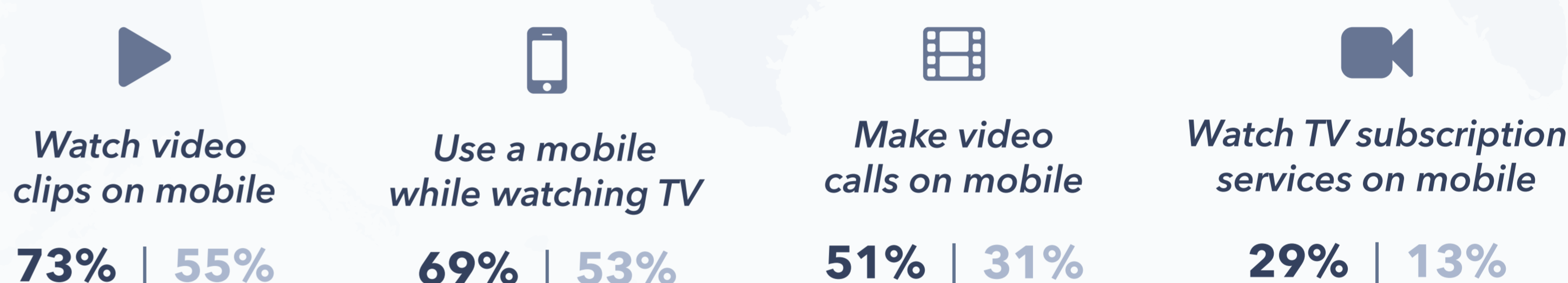


Hispanics are leading the shift to mobile

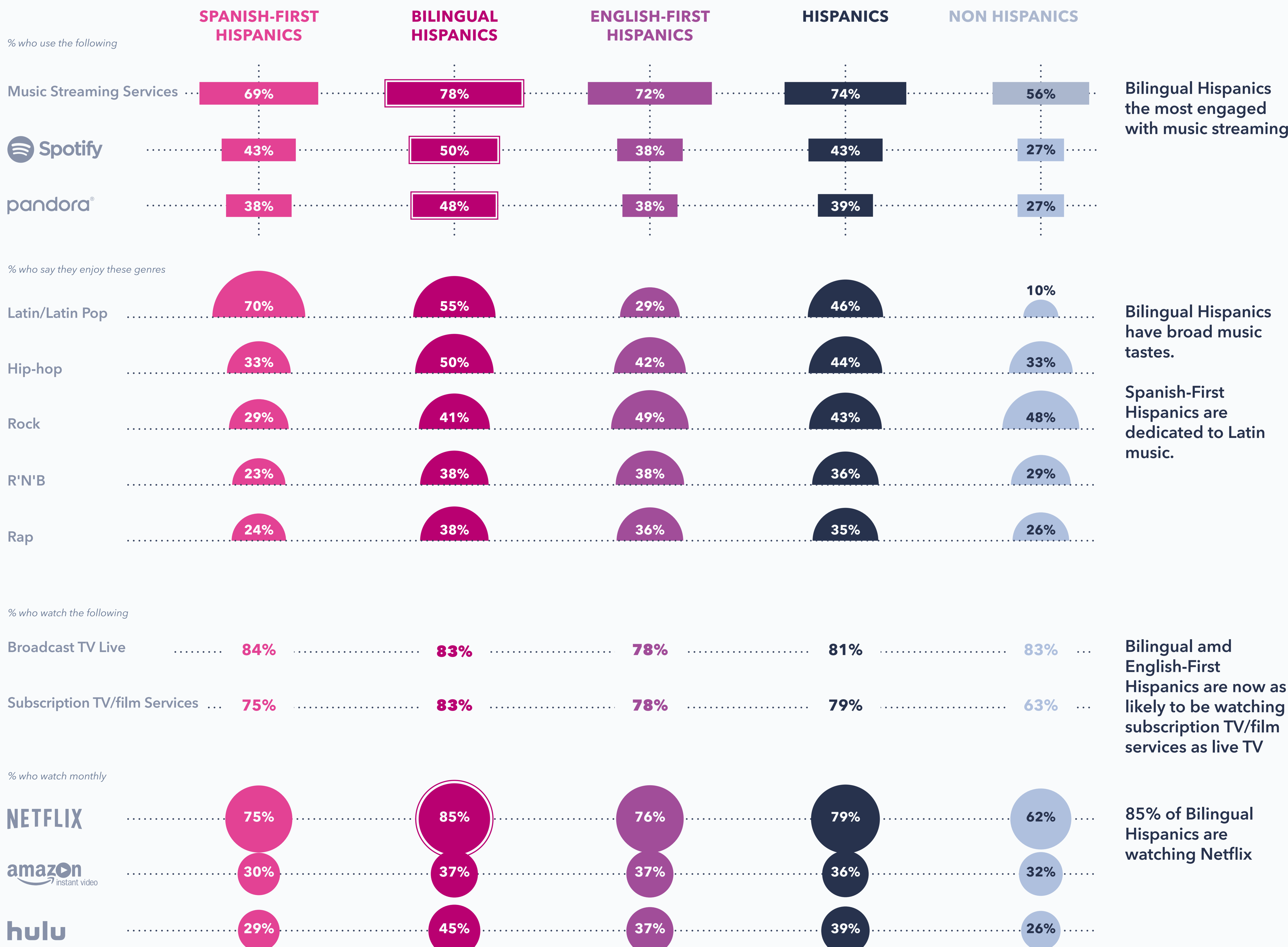
Daily time spent online via mobile



% who do the following



TV & MUSIC



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 be 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