

# MEDIA HABITS OF THE HISPANIC MILLENNIAL VOTER

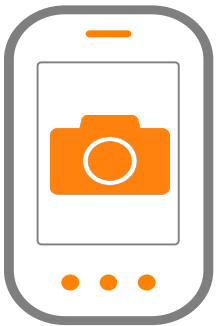
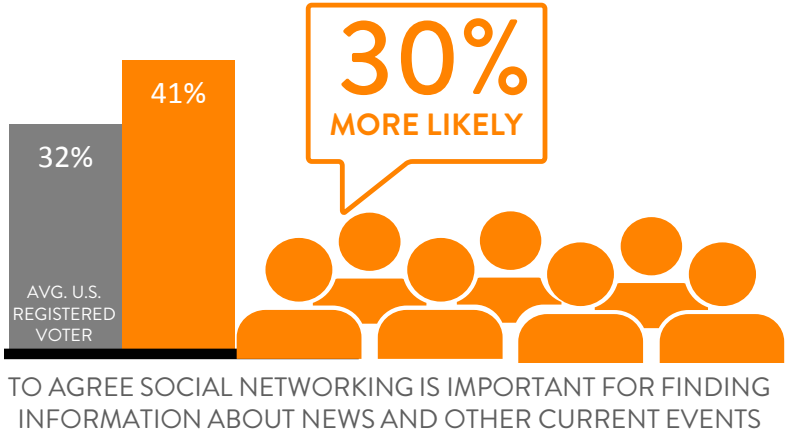
AVERAGE DAILY TIME SPENT ONLINE

9:57 HOURS



52%

SPEND 1+ HOUR A DAY SOCIAL NETWORKING



160%

MORE LIKELY

TO USE INSTAGRAM IN THE PAST MONTH



74%

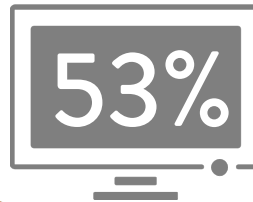
MORE LIKELY

TO HAVE VIEWED DIGITAL DISPLAYS AT 5+ PLACES IN THE PAST MONTH



93%

LISTENED TO RADIO PAST WEEK



53%



TYPICALLY WATCH LOCAL NEWS

READ A PRINTED SUNDAY NEWSPAPER



1 IN 3

FOR MORE INFORMATION

CONTACT: [LOCALINFO@NIELSEN.COM](mailto:LOCALINFO@NIELSEN.COM)

VISIT: [WWW.SCARBOROUGH.COM](http://WWW.SCARBOROUGH.COM)

**nielsen** AN UNCOMMON SENSE OF THE CONSUMER™

Source: Nielsen Scarborough Hispanic DST Multi-Market, Release 1, 2015. Base= U.S. Adults Registered To Vote In Their District Of Residence

Copyright © 2016 The Nielsen Company