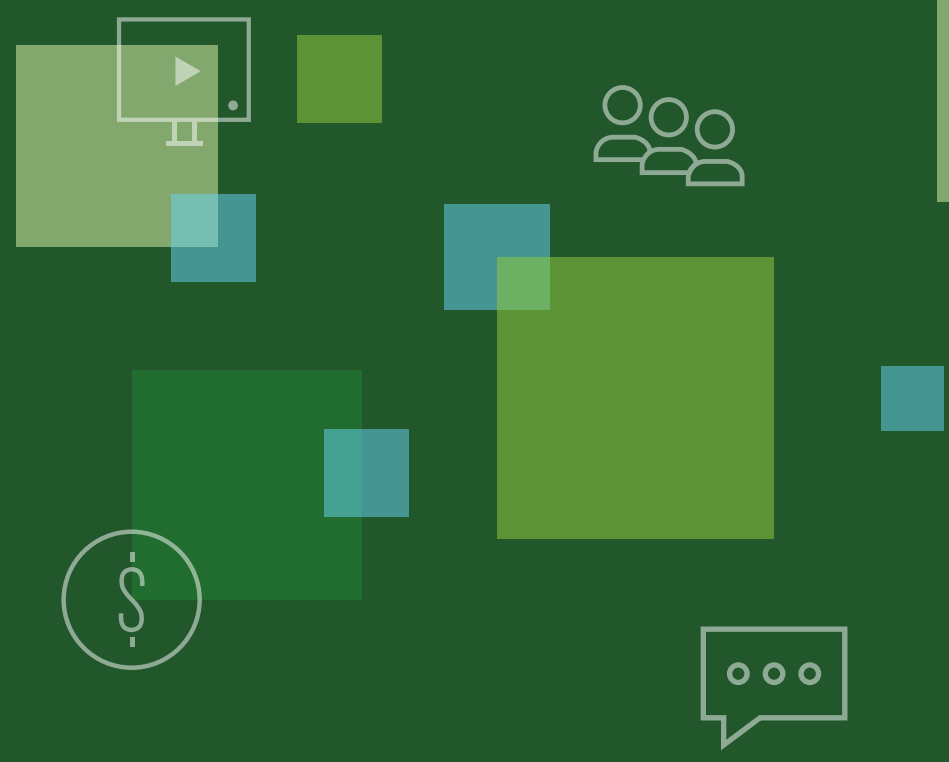




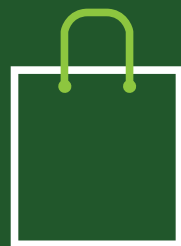
nielsen

INCLUSION, INFORMATION, AND INTERSECTION

THE TRUTH ABOUT CONNECTING WITH
U.S. LATINOS



Nielsen Diverse Intelligence Series
September 2021



LATINO BUYING POWER
IS PROJECTED TO BE
\$2.6 TRILLION
IN JUST ABOUT THREE YEARS
REPRESENTING
A NEARLY 150% INCREASE
IN THE LAST DECADE.

AMERICA IS DIVERSIFYING AND INTERSECTIONAL

Hispanics are the secret to the growth and future success of America. But for too long, this group has been viewed as a single segment. Aside from being the largest racial or ethnic group in the U.S., Latinos are a diverse, intersectional group with different experiences, perspectives and expectations. Today's U.S. Latinos are a reflection of the world's diversity. Consisting of Asian Latinos, Afro-Latinos, white Latinos and more. Latinos are a community of limitless diversity yet firmly connected by our culture, our language and our shared experiences.

The U.S. Latino experience is hard to define and is often perceived as synonymous with the immigrant experience. But the truth is that most Latino youths are not immigrants. Two-thirds were born in the U.S. This young supergroup is optimistic about their futures and are bilingual and bi-cultural and place a high value on educational attainment and career success. This community also consumes media differently, and when it comes to inclusion and representation, has firm expectations of content creators, media platforms, and brands/advertisers.

Latinos have notably increased their political power, and are raising their voices everywhere from the boardroom to our classrooms to Capitol Hill. America is taking note and so are brands and advertisers. Latino buying power is projected to be \$2.6 trillion in just about three years*, so let's dive in and learn more about this "supergroup", its intersectional identities and how brands can tailor their dialogue with America's greatest untapped opportunity.



STACIE DEARMAS

SVP, Diverse Insights & Initiatives

Note: There is a rapidly evolving conversation of the profound differences between the terms Latinos (descendants from Latin America) and Hispanics (descendants from Spanish-speaking countries). Within this report, Hispanic and Latino are used interchangeably following the guidelines of U.S. Census.

*Source: Selig Center for Economic Growth 2020

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COMMUNITY OVERVIEW – DIVERSE, YOUNG, AND INTERSECTIONAL

Racial and ethnic diversity within our country's demography continues to increase. Between 2010 and 2020, the share of the non-Hispanic white population fell from 64% to 58%, the lowest on record, bringing America closer to a national multicultural majority. Today, America's identity includes more cultures and voices than any time in our history, and Latinos are leading the way.

The diverse U.S. Hispanic population grew almost 25% between 2010 and 2020, swelling to **62 million**. Today, Latinos make up almost 19% of the U.S. population but have contributed to more than half of the total population growth over the past 10 years. U.S. Latinos represent a diverse and intersectional community. There are more than 3.8 million Afro-Latinos in the U.S., representing 6.3% of all Latinos, and the Asian Latino population has increased by 28% since 2010, rising to 1.1 million representing 1.8% of Latinos.



25% GROWTH RATE
U.S. HISPANIC FROM
2010 TO 2020 VS.
NON-HISPANIC WHITE: **↓6%**



3.8 MILLION
AFRO-LATINOS
IN THE U.S.



28% INCREASE
IN THE ASIAN LATINO
POPULATION SINCE 2010



27%
OF LATINO HOUSEHOLDS ARE
MULTIGENERATIONAL
14% ARE THREE-GENERATION
HOUSEHOLDS



58%
OF HISPANICS ARE
UNDER THE AGE OF 34
VS. 39% OF
NON-HISPANIC WHITES

DEFINED BY DIVERSITY

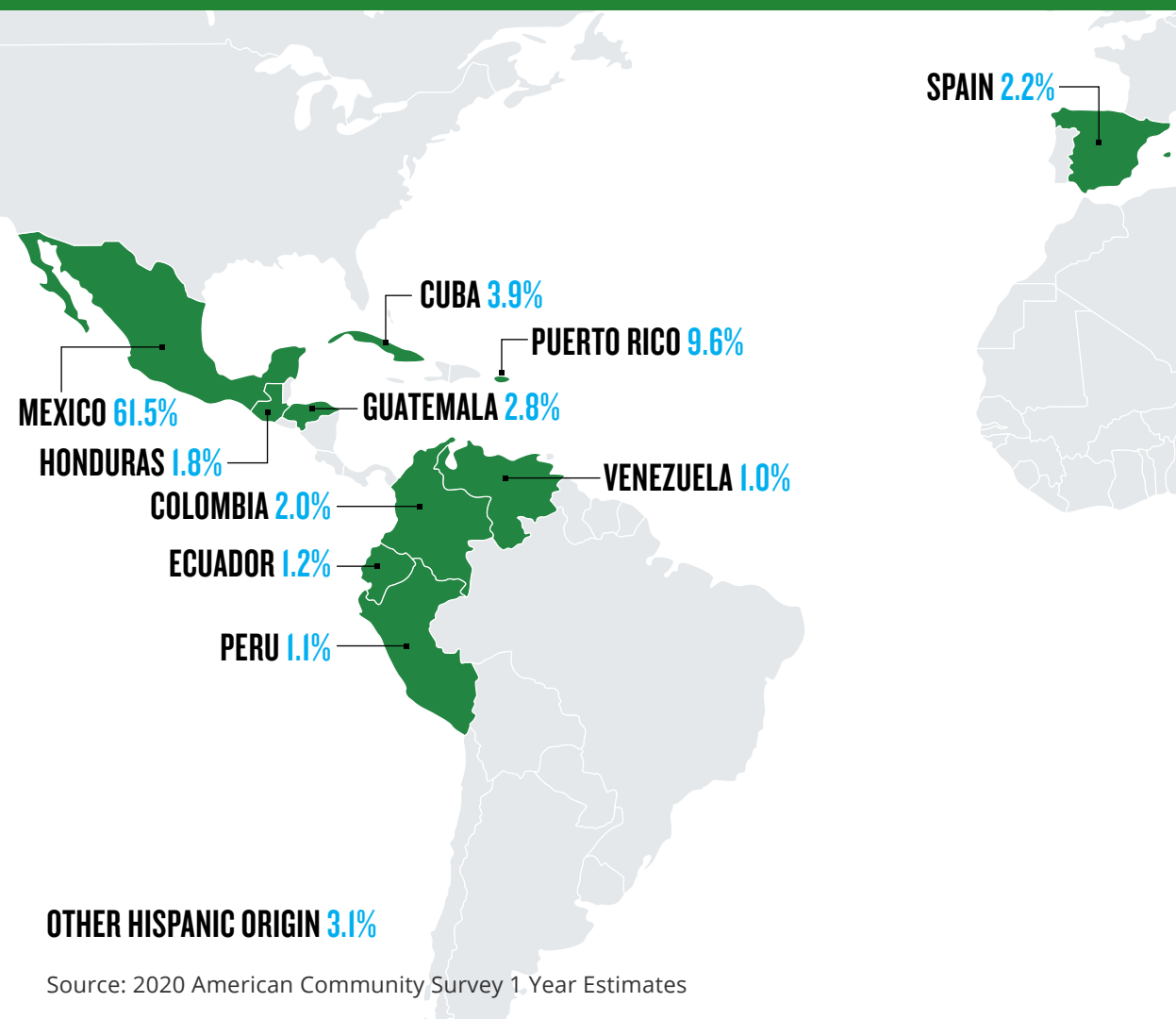
The growing conversations around identity and representation have ushered in opportunities to learn about Latinos' cultural and ethnic plurality. Brands and content creators are beginning to weave new inclusive narratives into ad creative, media content, advertising and consumer engagement. So much has changed in the last year and a half, and that includes no longer addressing the Hispanic and Latino audiences and consumers as a monolith.

Look no further than the events of this past year surrounding diverse representation in entertainment. Latinos are so much more than one story, one skin tone, or one umbrella identity.

Breaking down the monolith means recognizing the inclusion of Black, Asian, White and Indigenous heritage and individual cultural heritages, be it Mexican, Cuban, Puerto Rican and more.



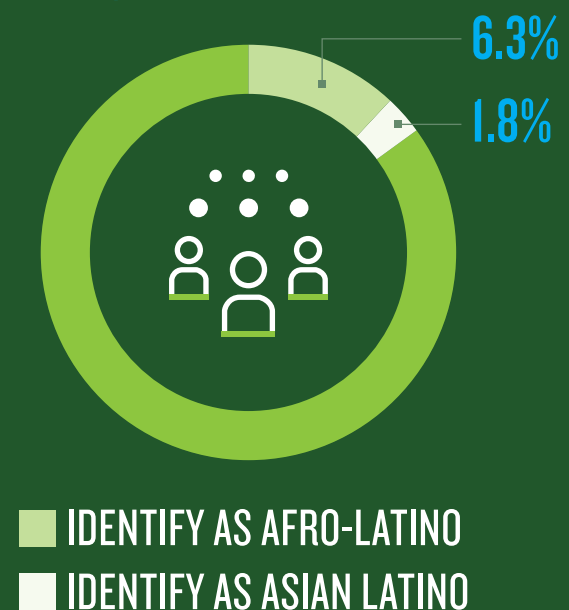
TOP 10 COUNTRIES OF ORIGIN



INTERSECTIONAL RECOGNITION IS IMPORTANT TO LATINOS

 **20.2 MILLION**
 LATINOS IDENTIFY AS BELONGING
 TO TWO OR MORE RACES
A 567% INCREASE 
 FROM 2010

THE U.S. HISPANIC POPULATION IS **62 MILLION**



AFRO-LATINO SNAPSHOT

The Black-Hispanic population makes up 1.2% of the total U.S. population, but it comprises nearly 8% of the entire Black population and 6.3% of the Hispanic population. These households have a higher presence of children and larger household sizes. A full 41% are parents of children under 18 with family firmly at the center of Afro-Latino life. The higher percentage of multigenerational households underscores this interdependence. Living together creates co-viewing experiences.

AFRO-LATINOS COMPRISE

NEARLY 8% OF THE ENTIRE **BLACK** POPULATION AND **6.3%** OF THE **HISPANIC** POPULATION.¹

AFRO-LATINOS ARE CAREGIVERS BEYOND THE FAMILY CHILDREN

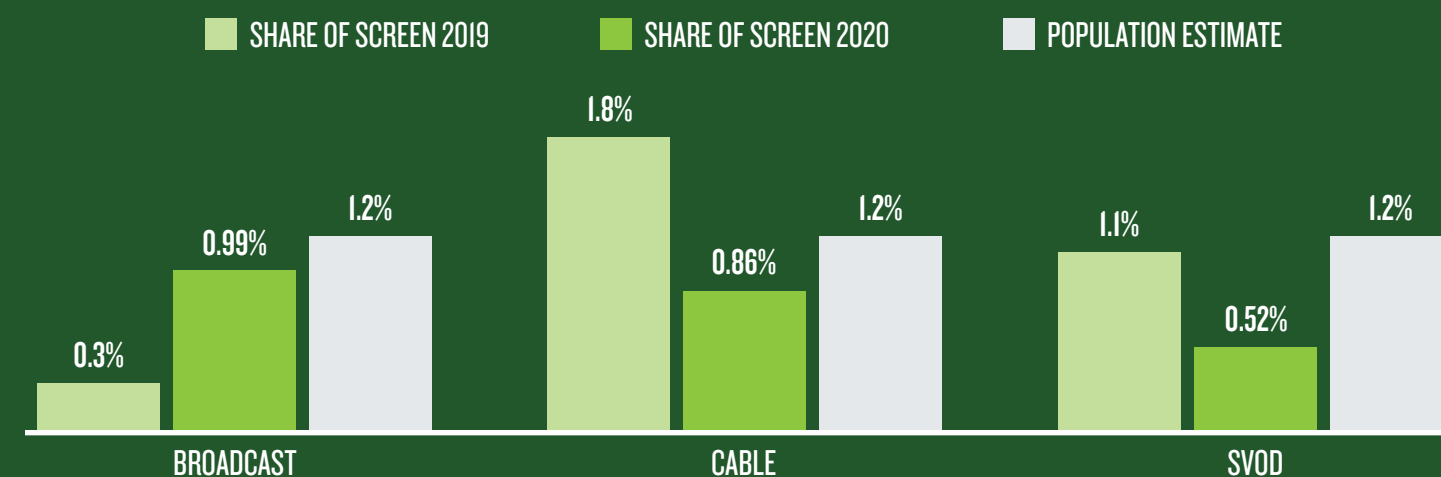
IN THE HOME AND 18% MORE LIKELY TO BE CAREGIVERS FOR AN AGING PARENT OR RELATIVE.²



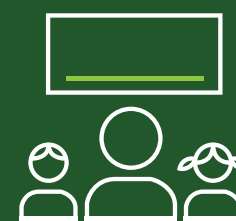
THE JOURNEY TO BE SEEN

Increasingly, Afro-Latinos are taking to social media to vocalize their Black pride and celebrate their Blackness and ancestry—inspiring producers, content developers and studios to recognize the need for increased visibility of Afro-Latinos on screen. In the first quarter of 2021, Afro-Latinos' share of screen was lagging behind population estimates. Still, there is growing visibility and recognition of the demand for content featuring this community.

AFRO-LATINO SHARE OF SCREEN



Source: Gracenote Inclusion Analytics 2020



DURING BROADCAST PRIMETIME
6% OF AFRO-LATINOS WATCHED TV WITH KIDS
IN THEIR HOUSEHOLD, OUTPACING CO-VIEWING FOR ALL AUDIENCES.³

¹ 2020 American Community Survey

² Nielsen Scarborough R 1 2020 USA+

³ Nielsen TV Ratings, Broadcast Primetime Coviewing, week of January 11, 2021

ETHNIC PLURALITY: CULTURALLY RELEVANT CONTENT CONNECTS

As the U.S. Latino population has diversified, so has the type of content and platforms that resonate with them. This became apparent with the Cuban population in the U.S. who relied on social media to stay connected and advocate for justice as the public demonstrations unfolded in Cuba in July.

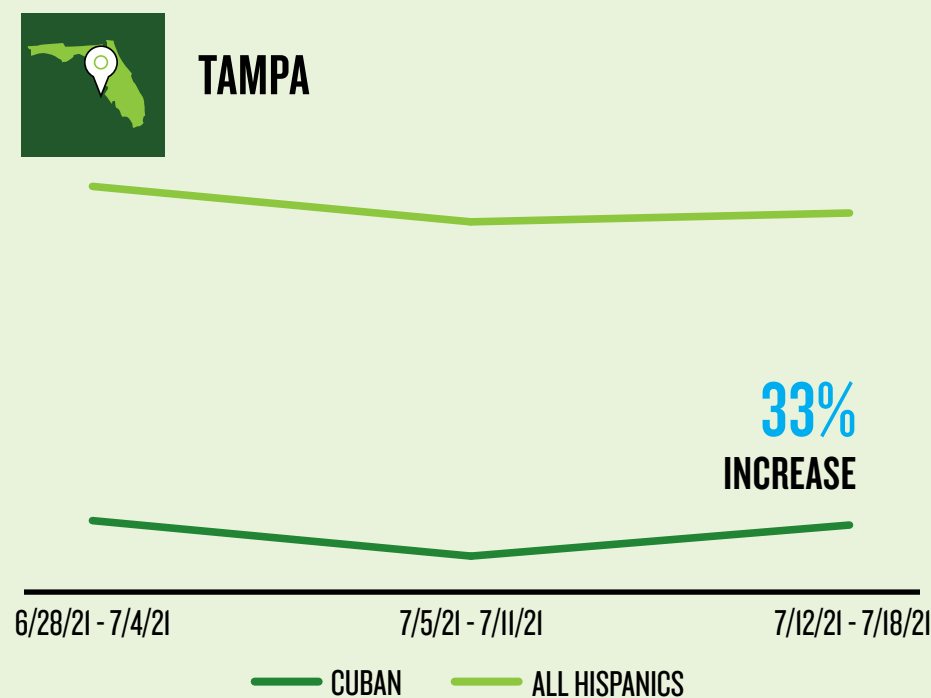
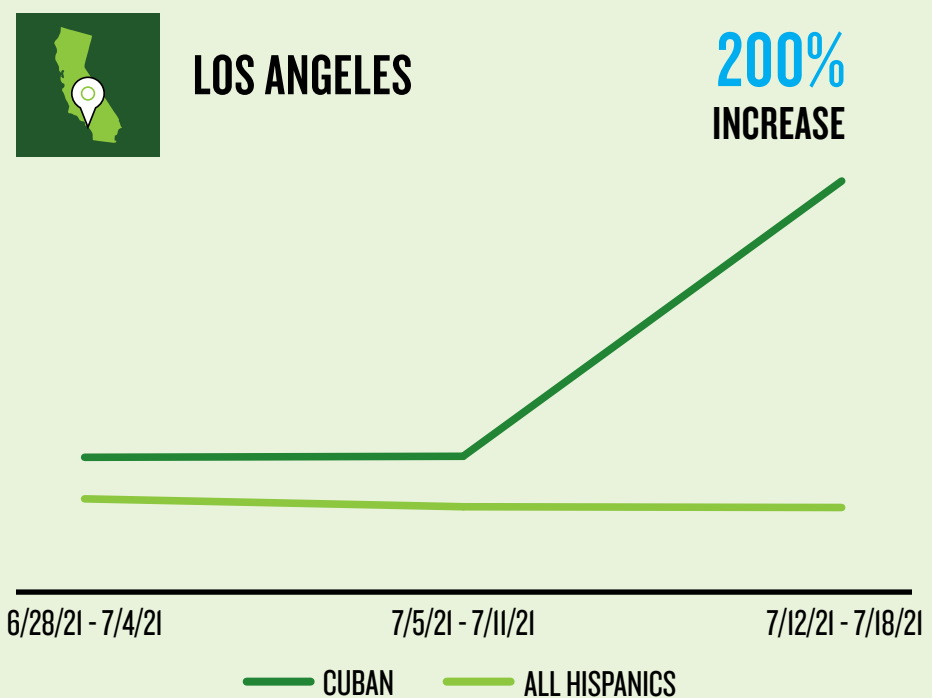
THE FOREIGN-BORN CUBAN POPULATION IN THE U.S. HAS GROWN 20% SINCE 2012

On July 11, Cubans in the U.S. began getting information from family and friends via social media and messaging apps that protests were forming in the streets of Cuba with people calling for change. Finding themselves standing in the gap, Cubans in the U.S. brought visibility to the issues on the island by using American media to spread awareness of the unprecedented demonstrations taking place back home. As marches formed in the U.S. in solidarity and support of Cubans on the island, American news media began to share the story.

Breaking down the Hispanic monolith lets us see the differences in media consumption around these events. Cubans in the U.S. were far more engaged with TV news covering the events unfolding on the island, compared to the general Hispanic population. In the week following the protests (7/12/21-7/18/21), news coverage of the issues in Cuba and the marches taking place in the U.S. increased. Viewing minutes for Cubans in Los Angeles went up 200%, but declined 1% for Hispanics overall compared with the prior week. Similarly, in Tampa, Hispanic news viewing minutes the week following the July 11 protests increased 2% for all Hispanics but increased 33% for Cubans.



NEWS VIEWING MINUTES AROUND THE JULY 11 MIAMI PROTESTS



Source: Nielsen National Television Audience Measurement June 28 - July 18, 2021

GLOBAL COVERAGE OF ISSUES IN CUBA VIA DIGITAL NEWS NEWS
 INCREASED MORE THAN 1,110% BETWEEN JUNE & JULY

Source: AdVerif.ai August 2021

SPOTLIGHT: MARISSA DANIELA

INFLUENCERS CONNECT THROUGH INTERSECTIONAL CONTENT



Cuban influencers with deep connections on the island were thrust into the spotlight as trusted sources of information to unscramble the very complex situation unfolding in Cuba. **Marissa Daniela**, a Cuban-American, is one of the very few Cuban influencers who shares her content in English and Spanish to engage and educate the bilingual-speaking children and grandchildren of the Cuban exile community. Her content now focuses on documenting the immigrant journey from communism to capitalism. One of Marissa's most popular pieces of content is her series on YouTube featuring her recently arrived Cuban husband Yoel visiting major American stores for the first time. With 3.2M views on her channel, she chronicles the excitement yet profound sadness Cuban exiles experience.

"Living in Cuba has given me a deep and first-hand understanding of Cuban politics and policies which have forced the devolution of the country's progress. Life in Cuba is much more nuanced and complex than what people from the outside looking in can see."

Marissa realized early on that social media was becoming a powerful communication tool allowing her to document how the Cuban people and politics were evolving in the era of digital connectivity. "The uprising that America and the world saw on July 11th wasn't the beginning of the social unrest in Cuba—it has been quietly brewing for years, undercover and undiscussed." Marissa explains, "the unrest the world saw was amplified by COVID-19's severing of the economy's main vein; tourism. Social media allowed me to share, from my perspective, the circumstances surrounding the already untenable restrictions on food and healthcare."

In addition to shattering the myth that the Cuban people are content with the current conditions and government, Marissa says, sharing an informed picture of conditions on the island is "enormously important." Media companies, fans and U.S. bilingual Cubans continue to find Marissa's content, with her following more than doubling since June.



MARISSA'S YOUTUBE FOLLOWING HAS GROWN **MORE THAN 1400%** IN RECENT MONTHS—
A REFLECTION OF THE DEMAND FOR HUMANIZING INSIDE LOOK AT CUBAN LIFE AND CULTURE.*

KEY TOPICS

cuba littlehavana
habana traveltocuba
 spanglish **santiagodecuba**
espanol havanacuba



RADIO: REAL-TIME, LOCAL INFORMATION MATTERS



While social media and messaging apps were the first to spread stories about the swelling of support developing in Miami, radio became the platform where Hispanics in Miami could validate information and connect with the historic movement. Radio served as an immediate source for information about the marches in Cuba and the swelling of support in the U.S. On July 14, demonstrators took to the streets in Miami for a planned march in solidarity with the Cuban people. That day was the No. 1 day this year for radio listening in Miami among all Hispanics (age 6+) and the average radio audience was 23% higher than the year-to-date average. For Spanish-speaking Hispanics, July 14 was also the No. 1 day this year for radio listening in Miami, 28% above average compared to the year-to-date average.

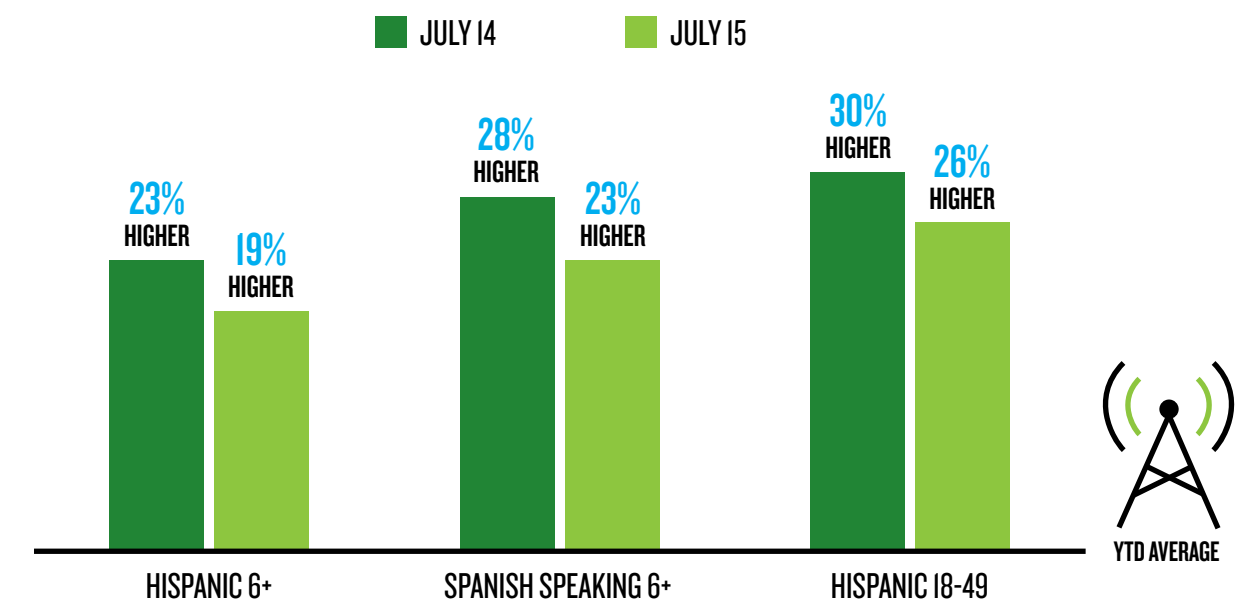
Engagement wasn't just among the older Cuban community in Miami; young Hispanics in Miami were deeply captivated by this social justice movement and listening to the stories on the radio. Among Hispanics 18-49, July 14th and 15th were the two biggest days of the year for radio listening in Miami.

ON JULY 14, RADIO LISTENING IN MIAMI PEAKED FOR ALL HISPANICS AND HIT **28% ABOVE AVERAGE** FOR SPANISH-SPEAKING HISPANICS.



RADIO LISTENING ENGAGEMENT IN MIAMI

SPANISH NEWS/TALK, JULY 12-16, 2021, AGE 6+



Source: Nielsen Audio Miami PPM Data

THE POWER OF MUSIC

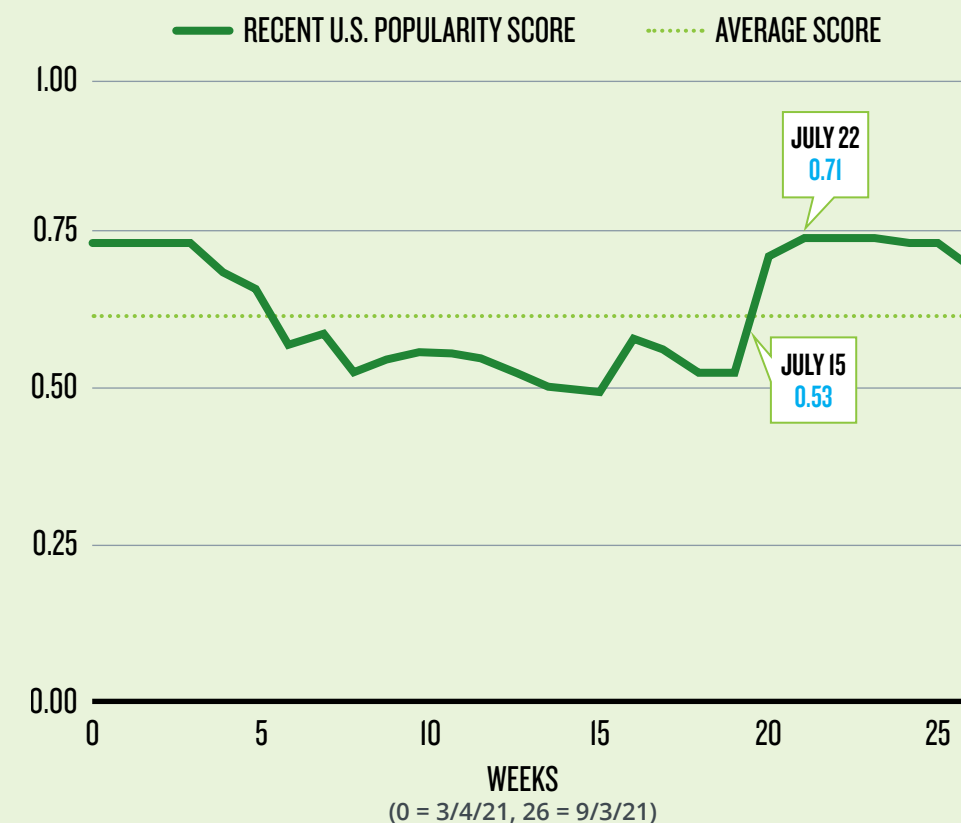
The beginnings of what became the Cuban protests of July 11, 2021, started a few years earlier with a group of artists, academics and journalists protesting the government’s censorship of artistic expression. El Movimiento San Isidro (The San Isidro Movement) is named after the area in which it was born, in central Havana. This movement has become a platform for Cuban dissidents both within and outside Cuba to advocate for better conditions and freedom of expression.

The movement’s slogan, Patria y Vida, was adopted from a Latin Hip Hop song by prominent Cuban musicians in Cuba and in the U.S. The song was released in February 2021 and gained popularity globally following the events of July 11th. The poignant lyrics educated a younger, bilingual and social-justice-seeking generation on the conditions the people of Cuba are facing. The track has since gone viral, accruing more than 8.2 million YouTube views and 2.2 million Spotify streams (as of 9/8/21), with thousands more singing what has become the movement’s anthem at demonstrations worldwide.

In the weeks following the July 11 protest, renewed interest in the song and its artists resulted in its peaking at number five on the Billboard Latin Songs Core Genre Chart for the week ending July 15 (Billboard/MRC data 9/8/21) and the highest Gracenote Music Popularity score for the hit since its debut earlier this year. As the song and its inspiring message of freedom have gained popularity, so have the Cuban artists attached to it.

RECENT U.S. POPULARITY SCORE VS. WEEK

FOR PATRIA Y VIDA, BY YOTUEL, GENTE DE ZONA & DESCEMER BUENO FEAT. MAYKEL OSORBO & EL FUNKY



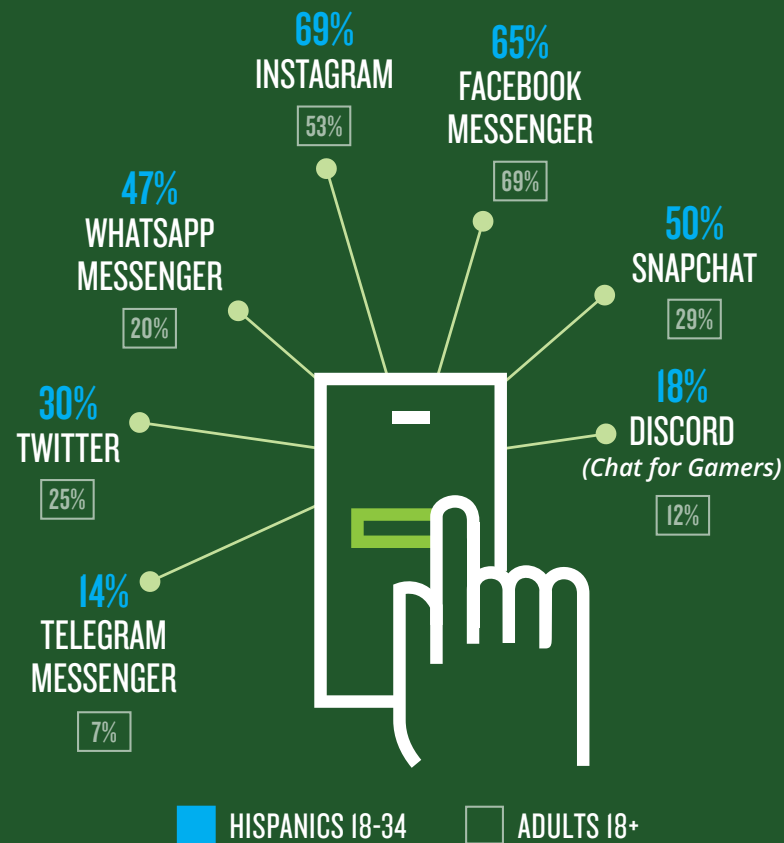
Source: Gracenote Music Data Popularity Score



GRACENOTE MUSIC DATA POPULARITY SCORE FOR THE SONG'S PROMINENT ARTIST YOTUEL IS THE HIGHEST OF HIS CAREER, UP ALMOST 200% SINCE LAST YEAR.

USE OF SOCIAL AND MESSAGING PLATFORMS

REACH PERCENT, HISPANICS 18-34



YOUNG HISPANICS 18-34 ARE...

OVER **TWICE AS LIKELY** TO USE **WHATSAPP AND TELEGRAM** AS THE GENERAL POPULATION.

HEAVY USERS OF **INSTAGRAM AND DISCORD.**

Source: Nielsen Media Impact, June 2021

TRUST & INFLUENCE: THE ROLE OF SOCIAL MEDIA & MESSAGING APPS

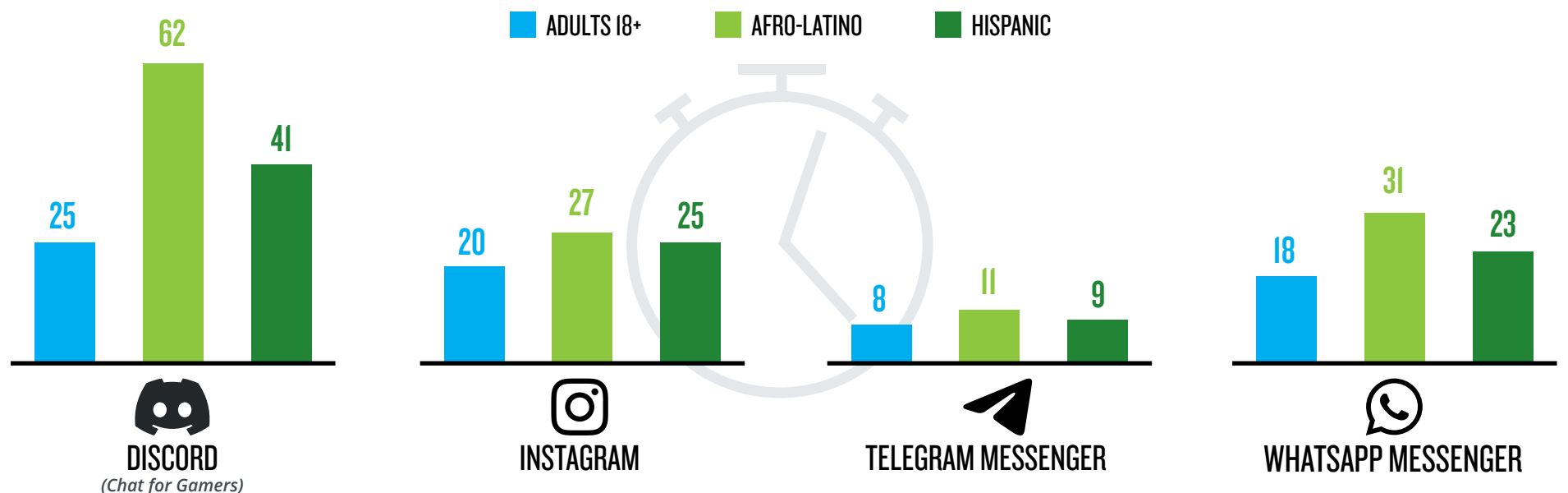
MISINFORMATION THREATENS LATINO RECOVERY

We are living in an era of rapid technological changes, democratization and dissemination of information and content. Innovation has made access to information a great equalizer, but the viral nature of misleading headlines and unscrutinized sources can be a serious threat too. Amid the deluge of misinformation surrounding last year's election to the current misinformation around vaccine safety and efficacy, people are consistently encountering false claims aimed at undermining confidence in our democratic systems, our healthcare and even our neighbors. Like all content, this fake news spreads widely across digital media, including in social media and group chat applications more commonly used in diaspora communities.

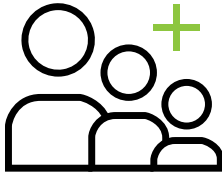
Misinformation poses a threat to Hispanics, who are particularly vulnerable due to a greater reliance on social media and messaging platforms. Latinos are avid users of these apps because of the trust and intimacy they offer and their unique role within the community to connect people to family and friends both in the U.S. and abroad. The outsized use of this technology also makes these apps prime for spreading misinformation, particularly among Latino communities. Much of the content, both user-generated and shared, is in Spanish, Spanglish, or colloquial Spanish, challenging conventional fact-checking and content moderation procedures to keep up.

HISPANICS AND AFRO-LATINOS SPEND MORE TIME WITH ALMOST ALL SOCIAL APPS AND MESSAGING SERVICES

DAILY TIME SPENT PER MEDIA USER, MINUTES, 18+



TRUTH & CONSEQUENCES: HEALTH

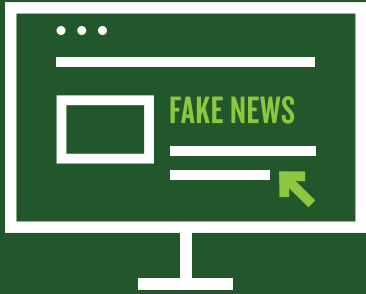


The Latino community has been disproportionately affected by COVID-19, with almost three times as many cases per person when compared to the non-Hispanic white population. The specific challenges faced by Latinos when it comes to health long pre-date the pandemic. With a history of lack of access to healthcare and health information, it's no surprise that Hispanics spend 33% less than all households on healthcare expenses.*

At the same time that Latinos are seeking to prioritize health and managing COVID impacts, they are being bombarded by health care information in the media. In the first quarter of 2021 in the top 10 Hispanic markets, ad spend in local and national news was dominated by brands serving up information on health treatments, healthcare and pharma. With a plethora of information and messaging, Latinos often turn to the digital ecosystem to investigate claims and validate health care information. Like in messaging and social apps, nuanced misinformation narratives in digital news are spreading rapidly and often specifically target Latino consumers.

*Source: Consumer Expenditure Survey, U.S. Bureau of Labor Statistics, September, 2020

LATINOS ARE SEEKING TO PRIORITIZE HEALTH



28% OF NEWS WEBSITES WHERE LATINOS MAKE UP 20% OF THE AUDIENCE CONTAINED CONTENT FLAGGED AS MIXED, BIASED, EXTREMELY BIASED, CONSPIRACY, OR PSEUDOSCIENCE.

Nielsen evaluated news websites in the U.S., where Latinos make up 10% of the audience or more, and found that 12% of sites were flagged as containing content that was mixed, biased, extremely biased, conspiracy, or pseudoscience. When we look at sites where Latinos make up 20% of the audience or more, that number goes up 28%. This underscores the importance of rigorous fact-checking algorithms as well as the value of trusted influencers to help sort out fact from fiction.

Source: AdVerif.ai August 2021

SPOTLIGHT: EL DR. MAU BUSTING VACCINE MYTHS



Latinos are consistently encountering false claims aimed at undermining confidence in our healthcare and medical science. This fake news spreads widely in social media and group chat applications more commonly used in the Latino communities.

Knowledgeable, trusted influencers in the healthcare space are using social media to address Latino vaccine hesitancy and healthcare misinformation and working to advance an overall health and wellness dialogue within the community.

Meet **Dr. Mauricio González-Arias**, the accidental hero of Spanish language #medical Instagram and Facebook with a social following of nearly one million; he is using social media to bust healthcare myths targeting the Latino community. El Dr. Mau, as his fans know him, is a Board-certified internal medicine and emergency medicine physician at Metropolitan Hospital/New York Medical College and the founder of Latin America's first plant-based medical immersion program. Hailing from Mexico City, his social content is exactly what the doctor ordered; culturally relevant, timely and engaging Spanish language narratives that break down increasingly complex healthcare research targeting Latinos in Spanish. He is engaging audiences at **more than twice that of the average influencer** with a similar following. Dr. Mauricio agrees there is a pressing need for overall health and wellness education for the Latino community. "Latinos face among the worst outcomes when it comes to COVID19 and also suffer from increasing rates of diabetes and heart disease."

"My content focuses on dispelling medical myths and informing the community, in an entertaining way, on how healthy diets improve health outcomes, prevent diabetes, obesity, and cardiovascular diseases." Dr. Mauricio recognized early on that using social media would help inform a younger generation of Latinos by extending the message outside of the exam room. "This information is too valuable not to share, and social media is an important avenue to empower the community with straightforward scientific information about what the medical industry is discovering."

+
DR. MAURICIO'S INSTAGRAM FOLLOWING HAS GROWN 20% IN JUST THE LAST SIX MONTHS, REACHING OVER A HALF A MILLION PEOPLE SPANNING MEXICO, US, CHILE, SPAIN, AND COLOMBIA. HIS TIKTOK FOLLOWING GREW 205% SINCE JUNE.*

KEY TOPICS

medicina dieta
 antibody scicomm
 ciencia cuidate
 evidencebased trustscience
 Publichealth
 Saludable



*Source: Nielsen Influencescope

INTERSECTIONAL REPRESENTATION IN MEDIA MATTERS



39% OF LATINOS FEEL THERE IS NOT ENOUGH REPRESENTATION OF THEIR IDENTITY GROUP ON TV.



ALMOST 60% SAY THEY ARE MORE LIKELY TO WATCH CONTENT FEATURING THEIR IDENTITY GROUP.



55% SAY THEY ARE MORE LIKELY TO BUY PRODUCTS FROM BRANDS THAT ADVERTISE ON CONTENT FEATURING SOMEONE FROM THEIR IDENTITY GROUP.

REACHING LATINOS WITH CONTENT THAT MATTERS

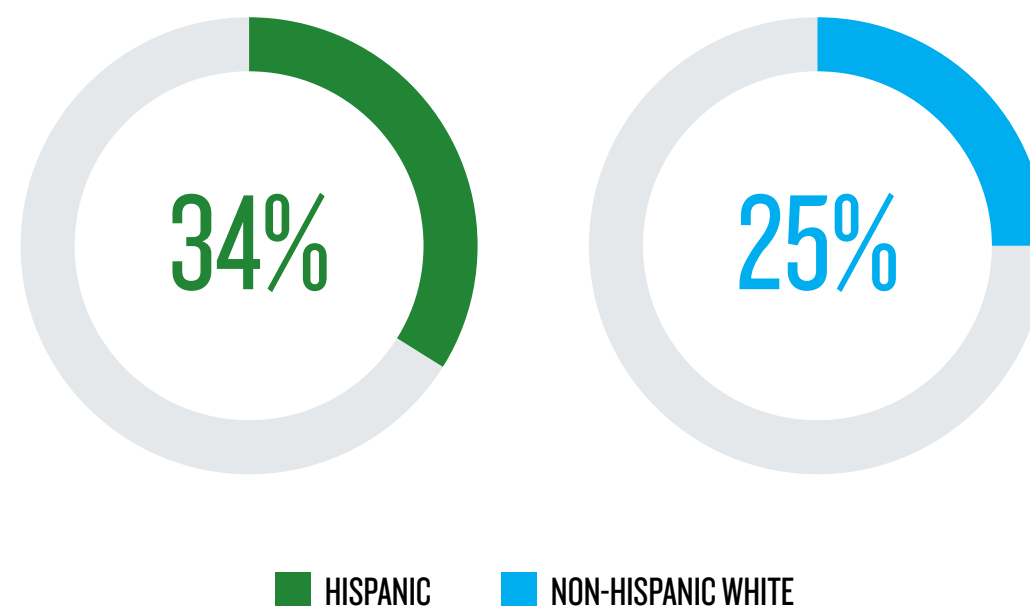
DEMAND FOR MEANINGFUL CONTENT IS ON THE RISE

Latinos are frustrated by the decades of erasure in Hollywood and are calling for more intersectional representation in content, both in front of and behind the camera.

This demand for representative content is evident in Nielsen's weekly primetime ratings so far in 2021—consistently inclusive of multiple shows starring Latinos. Shows with Latino characters and cast members like *Selena*, *NCIS* and *Criminal Minds* have drawn high audience numbers from Latinos who are increasingly seeking out content where their identity group is represented. Much of this content is available through streaming, enabled smart TVs and internet-connected devices, making these essential platforms for brands who want to connect with Hispanics.

Latinos spend notably less time with traditional TV than with streaming services, including newcomer AVOD platforms like Pluto TV and Tubi. The real standout, however, is YouTube, which accounted for 21% of viewing minutes among Hispanics in June.

PERCENT OF VIEWING TIME SPENT ON STREAMING



55% SAY STREAMING HAS CONTENT MOST RELEVANT TO THEIR IDENTITY GROUP.



OPPORTUNITY: IMPROVE INTERSECTIONAL REPRESENTATION

In 2020, Latino representation in content was just 6% across platforms. Today, on-screen representation is improving, with representation nearing 10% in first-quarter 2021, although that's still below the 19% representation in the U.S. population. Across all platforms, there are opportunities to illuminate more intersectional identities. Overall, Latinas' share of screen was 6.53% for broadcast/cable/streaming. Afro-Latinas are largely absent across all platforms with 0.48% representation. When they are present on screen, they appear in content with thematic attributes of crime, family dysfunction and emotional drama. LGBTQ Hispanics are visible 0.55% of the time on broadcast TV, 0.07% on streaming, and 0.02% on cable.

LATINO REPRESENTATION ON TV IS LARGELY DRIVEN BY SPANISH-LANGUAGE CONTENT; WITHOUT IT, LATINO REPRESENTATION DROPS TO JUST 6% ACROSS ALL OF TV.



TOP 5 GENRES FOR LATINO REPRESENTATION (Ranked by Share of Screen)

★ ENTERTAINMENT 33%

⚖️ LAW 32%

📺 NEWS MAGAZINE 28%

😊 COMEDY-DRAMA 24%

😞 DRAMA 19%

Source: Gracenote Inclusion Analytics

MANY OPPORTUNITIES EXIST TO IMPROVE REPRESENTATION OF DIFFERENT LATINO IDENTITIES ACROSS GENRES

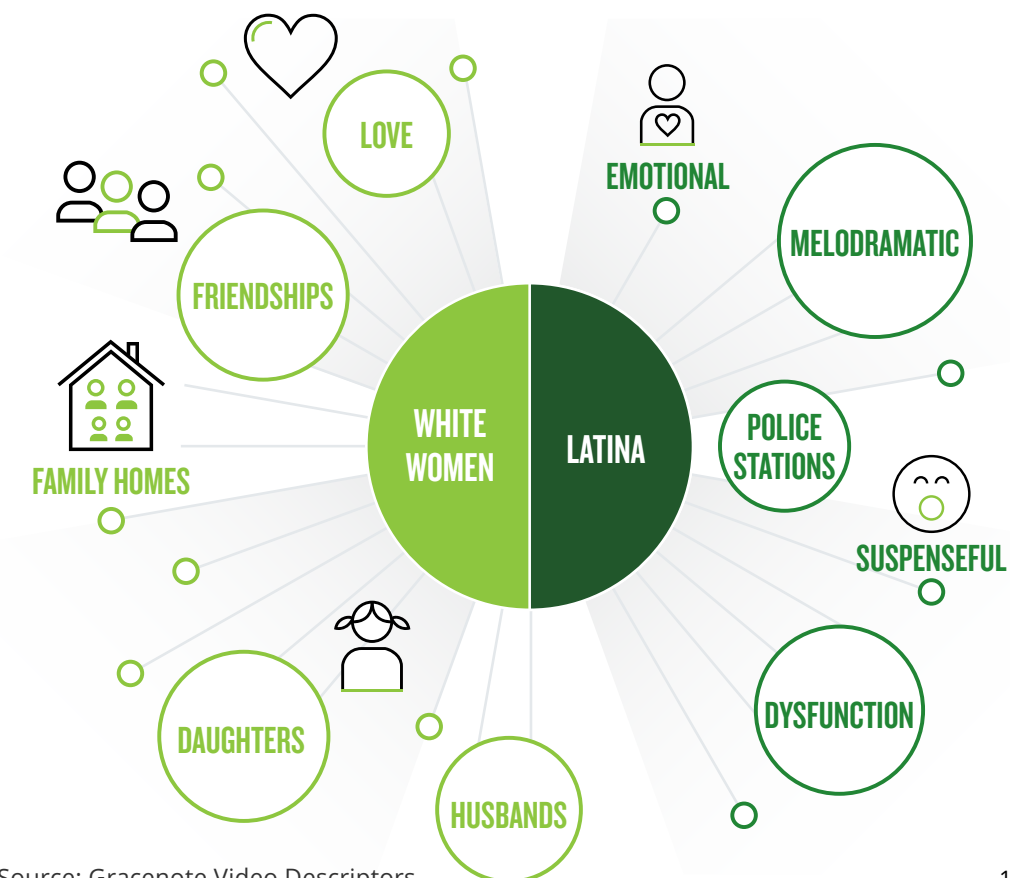
LATINA WOMEN HAD THE MOST REPRESENTATION IN SOAPS AT 22.46% IN Q1 2021

HISPANIC LGBTQ REPRESENTATION IS AT JUST 0.5% IN SITCOMS, ONE OF THE MOST-WATCHED GENRES ON TV

AFRO-LATINO REPRESENTATION IS CONCENTRATED IN REALITY AT 2.9% VISIBILITY AND DRAMA AT 1.7% VISIBILITY

Source: Gracenote Inclusion Analytics

STEREOTYPICAL TYPECASTING AND STORYLINES REMAIN



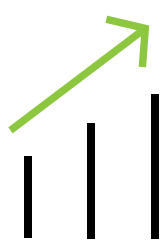
Source: Gracenote Video Descriptors



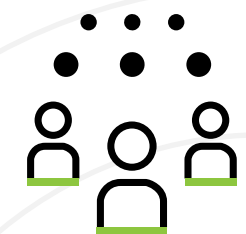
PODCASTS: THE NEW WAY TO REACH HISPANICS

As content demands are changing, so are access points. Podcasts are a go-to platform for Latinos to find the diverse content that reflect their experiences and podcasters that engage them.

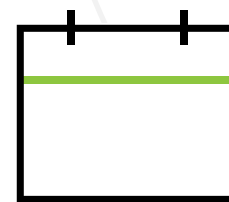
HISPANIC PODCAST LISTENING GROWTH



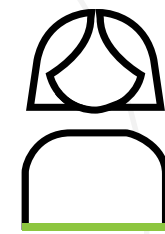
PODCAST LISTENING AMONG HISPANICS 25-39 HAS **DOUBLED** IN THE PAST 3 YEARS.



THE NUMBER OF HISPANIC PODCAST LISTENERS HAS **GROWN 6X** BETWEEN 2010-2019 VS. 4X RATE OF GROWTH AMONG WHITES.



64% OF HISPANIC MEN LISTEN 1-5 TIMES A MONTH.



70% OF AFRO-LATINO AND 70% OF HISPANIC WOMEN LISTEN TO PODCASTS BETWEEN 1 AND 5 TIMES A MONTH.

TOP PODCAST GENRES FOR HISPANIC AND AFRO-LATINO

HISPANIC		
1	COMEDY	46%
2	NEWS	34%
3	EDUCATION	31%
4	MUSIC	31%
5	SOCIETY & CULTURE	28%
6	TRUE CRIME	28%
7	ARTS	25%
8	TV & FILM	25%
9	HEALTH & FITNESS	25%
10	BUSINESS	24%

AFRO-LATINO		
1	COMEDY	45%
2	NEWS	35%
3	SOCIETY & CULTURE	33%
4	ARTS	30%
5	MUSIC	28%
6	KIDS & FAMILY	28%
7	RELIGION & SPIRITUALITY	28%
8	EDUCATION	26%
9	TV & FILM	25%
10	HEALTH & FITNESS	25%

LOOKING FORWARD: SENTIMENT & OPTIMISM

Hispanics have been the country's key indicators of consumer sentiment since the COVID-19 crisis began. 94% of Hispanics surveyed in July 2021, said that they would resume some normal activities within the next month, compared with 90% among the general population. Increased spending is on the horizon, with a higher percentage of Hispanics saying they will spend more within the next month on shopping, automotive, household services, food and dining and home improvement expenses.

Hispanic optimism and media use have also been among the fastest to rebound. This optimism is something that advertisers and content creators should pay attention to. The narrative about the community is becoming less about the immigrant experience and more about creating a place and a home in this country, and celebrating the diversity of the Latino identity. Businesses and brands that embrace this reality and shift their engagement strategies stand to emerge as winners in the post-pandemic future.

94% OF HISPANIC CONSUMERS AGREE THAT THEY WILL RESUME SOME NORMAL ACTIVITIES IN THE NEXT MONTH

Source: Custom Nielsen study conducted June 2021 via an online survey among Hispanic P18+



LOOKING AT THE POST-PANDEMIC FUTURE, HISPANICS ARE RECOVERY OPTIMISTS

IN THE NEXT 12 MONTHS...



2x MORE LIKELY TO BUY A HOUSE THAN THE AVERAGE ADULT



MORE LIKELY TO BUY OR LEASE A NEW OR USED VEHICLE



71% ARE MOST EAGER TO PLAN OR BOOK A VACATION



70% WILL DINE OUT AT RESTAURANTS

METHODOLOGY & CONTRIBUTORS

ADVERIF.AI

AdVerif.ai Natural Language Processing technology analyzed and identified news stories about Cuba or Cuban immigrants in the top 100 US news sites, July 2020 to July 2021.

GRACENOTE INCLUSION ANALYTICS

Designed to accelerate diversity and equity in media, Gracenote Inclusion Analytics illuminates representation of on-screen talent compared with audience diversity. The solution empowers content owners, distributors and brands to make better informed decisions around inclusive content investments.

www.nielsen.com/inclusionanalytics

GRACENOTE MUSIC POPULARITY SCORE

Gracenote Global Music Data Popularity Score is based on U.S. artist popularity averaged using a proprietary mix of inputs from the most comprehensive collection of standardized artist and recording IDs, editorial data and sonic descriptors.

GRACENOTE VIDEO DESCRIPTORS

Video Descriptors are a comprehensive set of descriptors bound by a unified hierarchical Video Descriptors Taxonomy. The descriptors are used to comprehensively describe a program across the various Video Descriptors Types like Theme, Character etc. The data set is created by specially trained Gracenote editors using a rigorous tagging process to ensure a high-quality and consistent metadata product. Each video descriptor assigned to a program has a Video Descriptor Weight associated with it. The weights give the degree of importance of the descriptor for the program.

NIELSEN ATTITUDES ON REPRESENTATION ON TV SURVEY

Survey of over 2,000 smartphone respondents via Nielsen's Computer and Mobile Panel, weighted for age, gender, race, ethnicity income and Android and iOS users conducted May 2021.

NIELSEN INFLUENCESCOPE

InfluenceScope is the Nielsen Media one-stop solution to support marketers throughout the entire Influencer Marketing Lifecycle. From selecting creators for social media campaigns, to measuring the return and effectiveness of the influencer marketing activities, InfluenceScope always provides the most granular data-driven answers. Through in-depth research, Nielsen has determined 4 key dimensions to provide the most reliable and consistent criteria for a comprehensive assessment of every personality (reach, relevance, resonance and return). InfluenceScope is based on 20+ social media metrics, digital audience data and a database including +100 million influencers.

NIELSEN MEDIA IMPACT

For national planning, Nielsen Media Impact uses respondent-level data from Nielsen's Total Media Fusion, which includes TV, VOD, SVOD, digital, digital-place based, print, radio and cinema. For local planning, Local Nielsen Media Impact uses respondent-level data from Nielsen's Local Media Fusion, which includes TV and radio.

NIELSEN NATIONAL TV MEASUREMENT

Television data is derived from Nielsen's National TV Panel that is based on a sample of over 40,000 homes that are selected based on area probability sampling. Data used in this report is inclusive of multicultural audiences.

NIELSEN SCARBOROUGH

Nielsen Scarborough USA+ 2020 Release 1: Scarborough measures the unique shopping patterns, product usage, demographics, lifestyles and cross-media behaviors of the American consumer at a local, regional or national level, giving the ability to profile over 2,000 measured categories and brands.

PODCAST METHODOLOGY

Nielsen Scarborough Podcast Buying Power, May 2021 (Listeners Only), Adults 18+

CONTRIBUTORS:

Stacie de Armas

Jasmin Flack

Charlene Polite Corley

Patricia Ratulangi

ADDITIONAL CONTRIBUTORS:

Tommaso Bernardi

Nicolas Lien

Jen Carton

Jon Miller

Juan Data

Erick Santero

Salvatore De Angelis

Jane Shapiro

Alicia Garcia

Sandra Sims-Williams

Nina Giannakopoulou

Brian Stauffer

Veronica Hernandez

ABOUT NIELSEN

Nielsen Holdings plc (NYSE: NLSN) is a leading global data and analytics company that provides a holistic and objective understanding of the media industry. With offerings spanning audience measurement, audience outcomes and content, Nielsen offers its clients and partners simple solutions to complex questions and optimizes the value of their investments and growth strategies. It is the only company that can offer de-duplicated cross-media audience measurement. Audience is Everything™ to Nielsen and its clients, and Nielsen is committed to ensuring that every voice counts.

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