

CUIDAD HISPANA DE SCARBOROUGH

SPEAK THE LANGUAGE OF HISPANIC CONSUMERS

HISPANIC CONSUMER INSIGHTS

Marketing to U.S. Hispanic consumers isn't a one-size-fits-all approach. Hispanic adults in El Paso, TX are different from Hispanic adults in Miami, FL. On a local and national level, Nielsen Scarborough can help uncover the differences in Hispanic consumer behavior and provide a comprehensive understanding of the media, shopping and lifestyle choices of this growing consumer segment.



The Scarborough Hispanic Insights Studies feature over 2,000 brand categories and behaviors to support Hispanic marketing and advertising needs.

With an unmatched sample size of over 29,000 Hispanics, Scarborough assists marketers in developing effective Hispanic focused marketing strategies. And that sample can be segmented based on various levels of acculturation such as:

- Ethnic Descent
- Language Preferred/Spoken
- Born in U. S.
- Length of Residency in U.S.

SCARBOROUGH HISPANIC MULTI-MARKET STUDY

The Hispanic Multi-Market Study is an enhanced solution that offers media professionals and marketers a tool to examine the Hispanic consumer across 39 local markets with the highest concentration of Hispanic populations.

With one of the largest syndicated Hispanic sample sizes available, our subscribers have the ability to easily perform in-depth analyses and comparisons across local markets, brands, media outlets, and retailers.



Users can explore Hispanic consumer behavior in comparison to the general market among categories such as finance (including banking and insurance), beverage, automotive, telecommunications, media and retail shopping.

SCARBOROUGH LOCAL HISPANIC CUSTOM STUDIES

Nielsen Scarborough offers Hispanic insights in all of its surveys but in 8 specific markets additional Hispanic sample is collected to allow for deeper dives into behavior at the local level.

Markets receiving additional sample include: Chicago, Dallas, Fresno, Houston, Phoenix, Sacramento, San Antonio and San Francisco.

FOR MORE INFORMATION CONTACT YOUR NEILSEN REPRESENTATIVE