



# The truth about connecting with U.S. Latinos

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NIELSEN DIVERSE INTELLIGENCE SERIES 2021

“Language is a  
privilege and  
a choice,  
not a  
necessity”

Nearly

 3/4

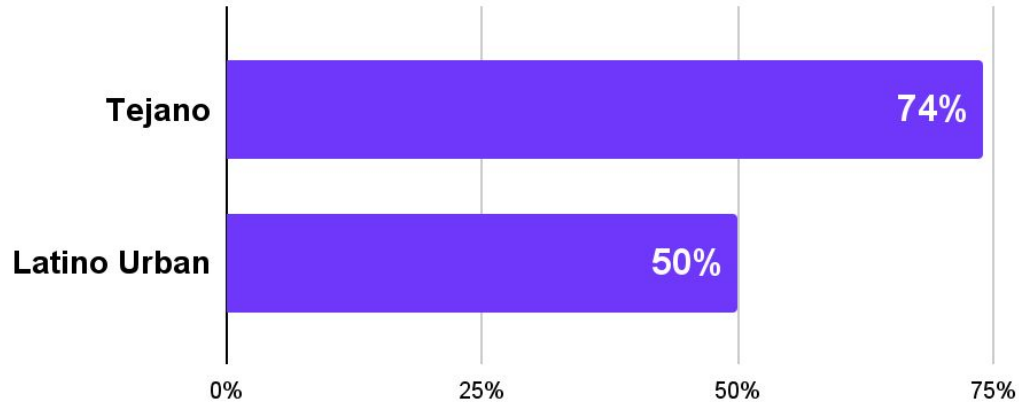
of Latinos in the U.S. speak  
some Spanish

Source: Scarborough R11 2021 USA Plus



# Culture matters more than language

English language Latinos listen to Spanish language content



Source: NRD Radio Spring 2021



In May...

- ▶ **72%** of the Hispanic impressions for Despierta America were from English-speaking Hispanics
- ▶ **37%** of all Hispanic impressions to Spanish language content were from English-speaking Hispanic

Source: Measurement Interval: 04/26/2021 - 05/30/2021 ( 4/26/2021 - 5/30/2021 ) Playback Time Period: Live+SD | TV with Digital | Linear with VOD( Live+SD)TV with Digital|Linear with VOD )



# Representative content matters

 60%

of Latinos say they are more likely to watch content that features their identity group.

Source: Nielsen EMM Identity Study 1Q 2021



# Being seen on screen

Hispanics make up

19% 

of the population, yet across broadcast television, streaming, and cable **Hispanic representation is about 10%**

Source: United States Census 2021

# Spanish language TV

Offers the most representative ecosystem on TV

- ▶ **Women** are being represented at or above parity
- ▶ **Afro-Latinos** with visibility of more than 2x the population estimate
- ▶ **Hispanic LGBTQ** are represented at parity

Source: Nielsen Gracenote Inclusion Analytics 2021



# In culture = environment of trust

 **55% MORE LIKELY**

to buy products from brands that  
advertise on content featuring Hispanics

Source: Nielsen EMM Identity Study 1Q 2021





# In culture = unparalleled ROI

With inclusive networks and content, brands had a return on ad spend...

More than



**2X higher** than brands that were light investors

Source: Univision x Nielsen ROI of Inclusivity 2021



# The power of the Hispanic audience



**\$2.6 TRILLION**

in spending power annually



**2.9 TRILLION**

minutes of viewing power

Source: Pew Center spending power & Nielsen annual viewing minutes for Hispanics 4Q 2020-3Q2021

**Thank you**  
**[nielsen.com/latinx](https://nielsen.com/latinx)**



