The truth about connecting with U.S. Latinos

Stacie deArmas | Nielsen
@staciedearmas

NIELSEN DIVERSE INTELLIGENCE SERIES 2021
“Language is a privilege and a choice, not a necessity”

Nearly $\frac{3}{4}$ 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 \text{ TRILLION}

in spending power annually

2.9 \text{ TRILLION}

minutes of viewing power

Source: Pew Center spending power & Nielsen annual viewing minutes for Hispanics 4Q 2020-3Q2021
Thank you
nielsen.com/latinx