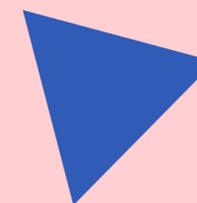
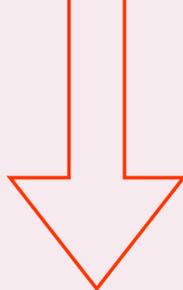


What Media Matters for Latin**x** Americans?

Mapping media consumption across
TV, the internet, and the news





With the explosion of digital media and the rise of community content, it has become harder to create coherent strategies to communicate with American audiences. We set out to better understand Latinx Americans as media consumers: who they are, where they are, and what they consume, in order to support outreach efforts and, ultimately, build civic participation. Equis Labs, Harmony Labs, and PredictWise produced this report, a comprehensive view of Latinx media consumption that aims to address the following questions:

-  **Where do they consume media?**

-  **What are they watching on TV?**

-  **Where are they browsing online?**

-  **How are they being informed by the news?**

To answer these questions we used TV and online usage data collected from panels.

TV data

100K PANELISTS
SHOWS & TIMES WATCHED

Online data

60K PANELISTS
SITES VISITED
DESKTOP ONLY

We analyzed data from all of 2019.

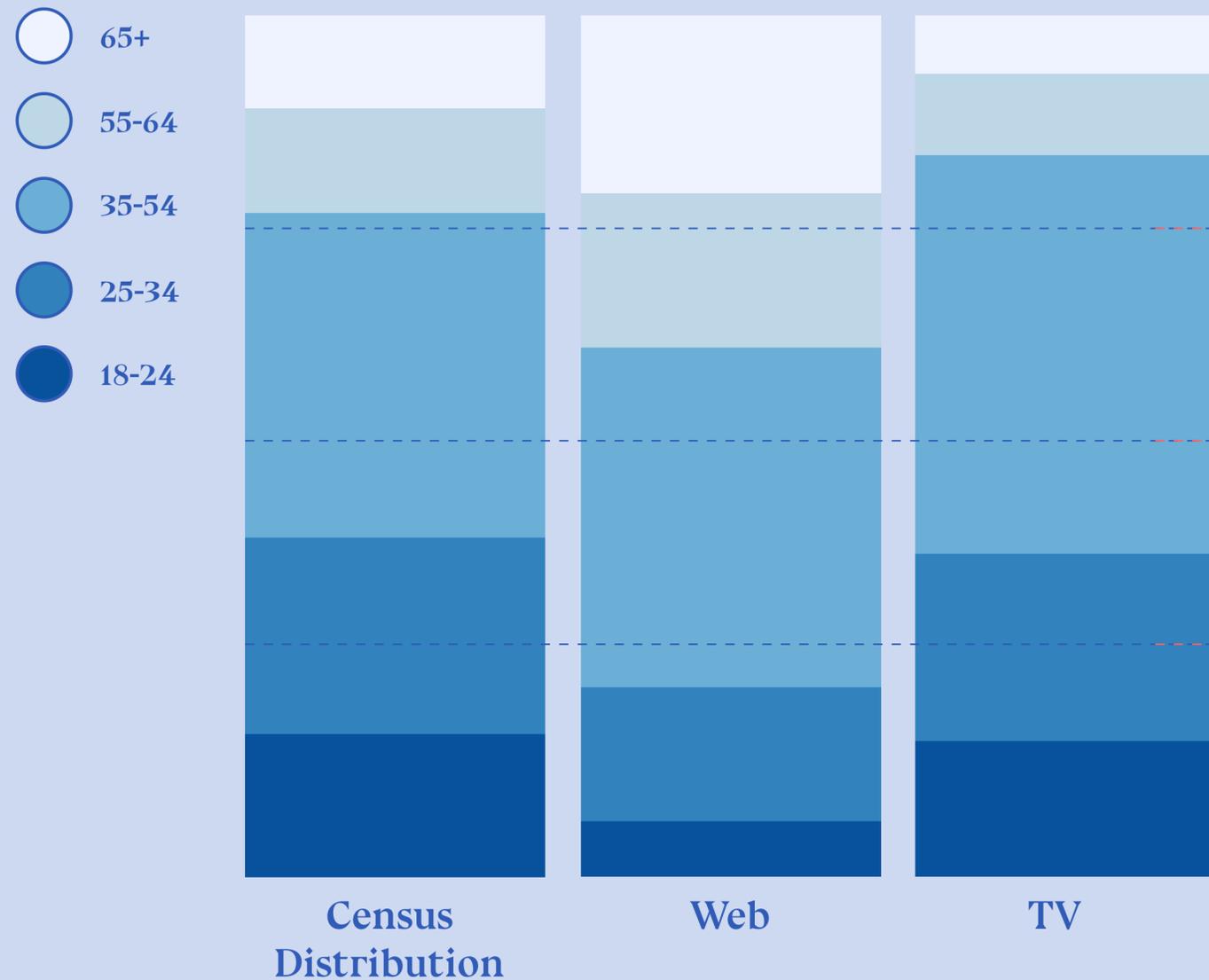




**Where do Latinx audiences
consume media?**

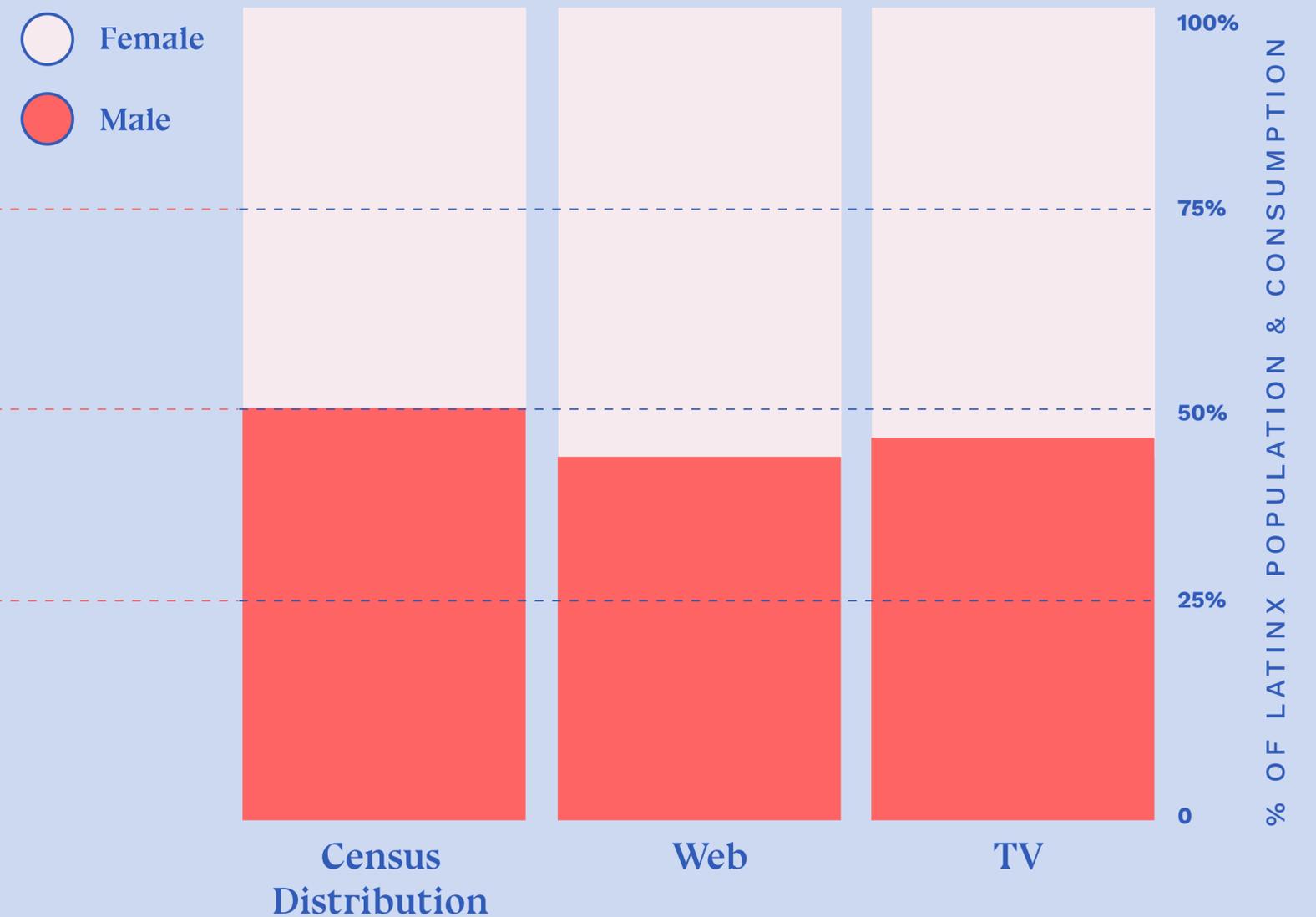
The internet is not just for young people.

Our stereotypes might suggest that the most internet engagement comes from young men, but these data say otherwise.



Weighted by total minutes of engagement, the **Latinx TV audience is older** than the national Latinx population, but the **web audience has about the same age distribution** as the national population.

Latinx women engage slightly more with TV and the internet (at least on desktops) than men.



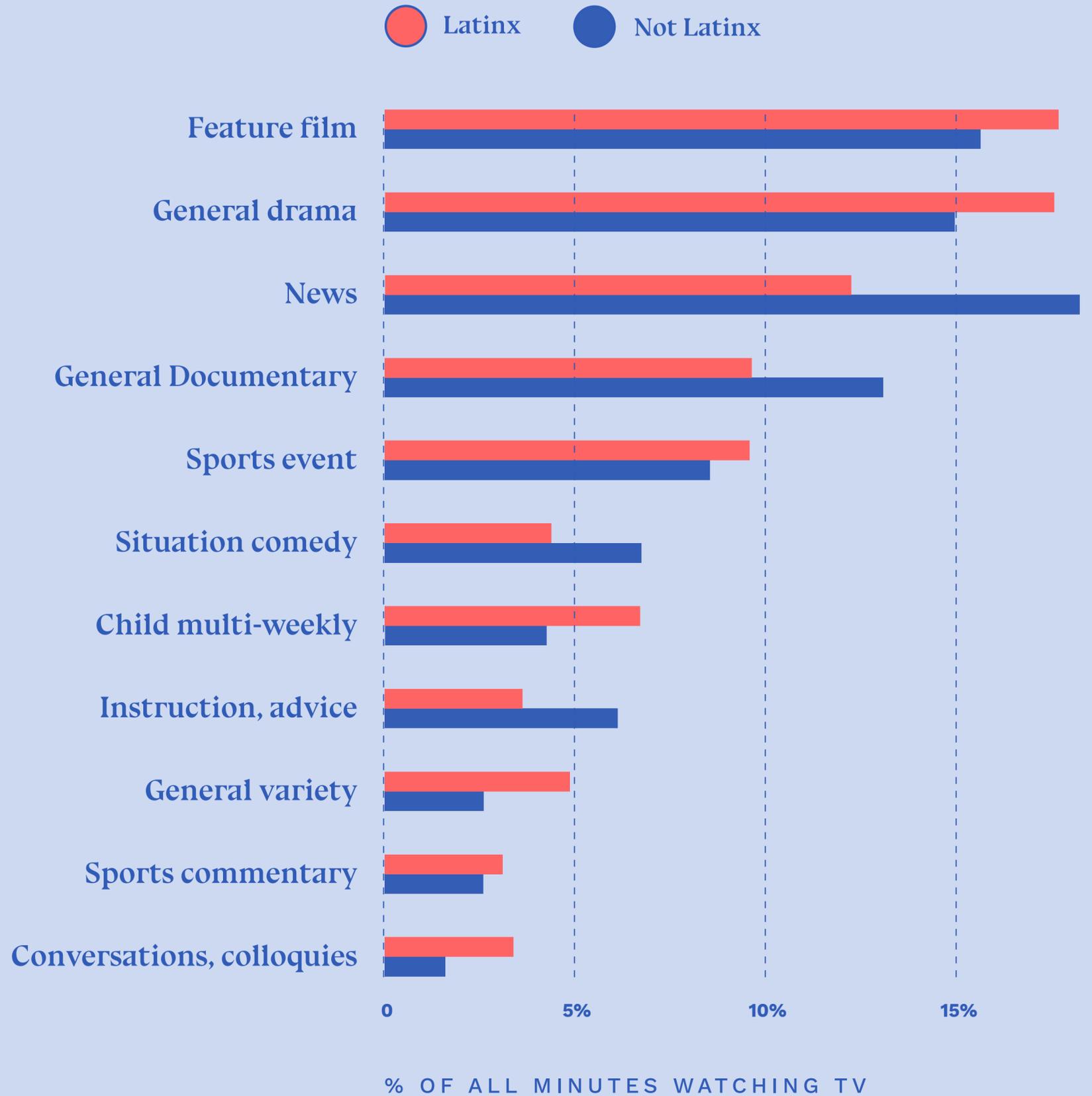
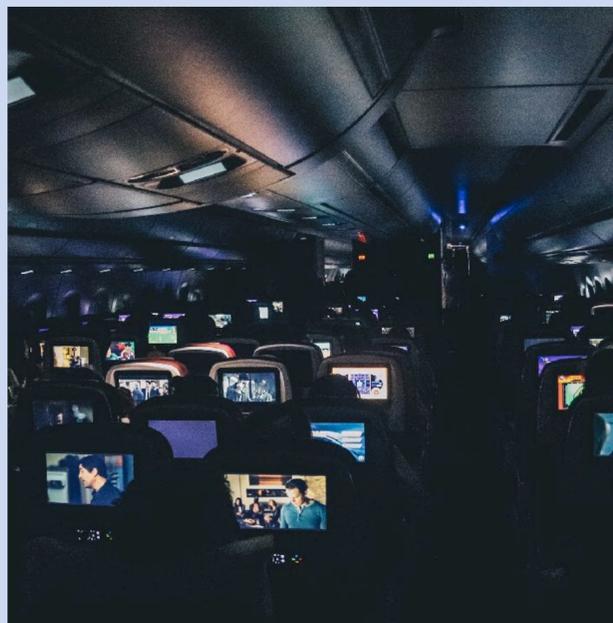


**What are Latinx
audiences *watching*?**



TV is for soaps & sports, not scoops.

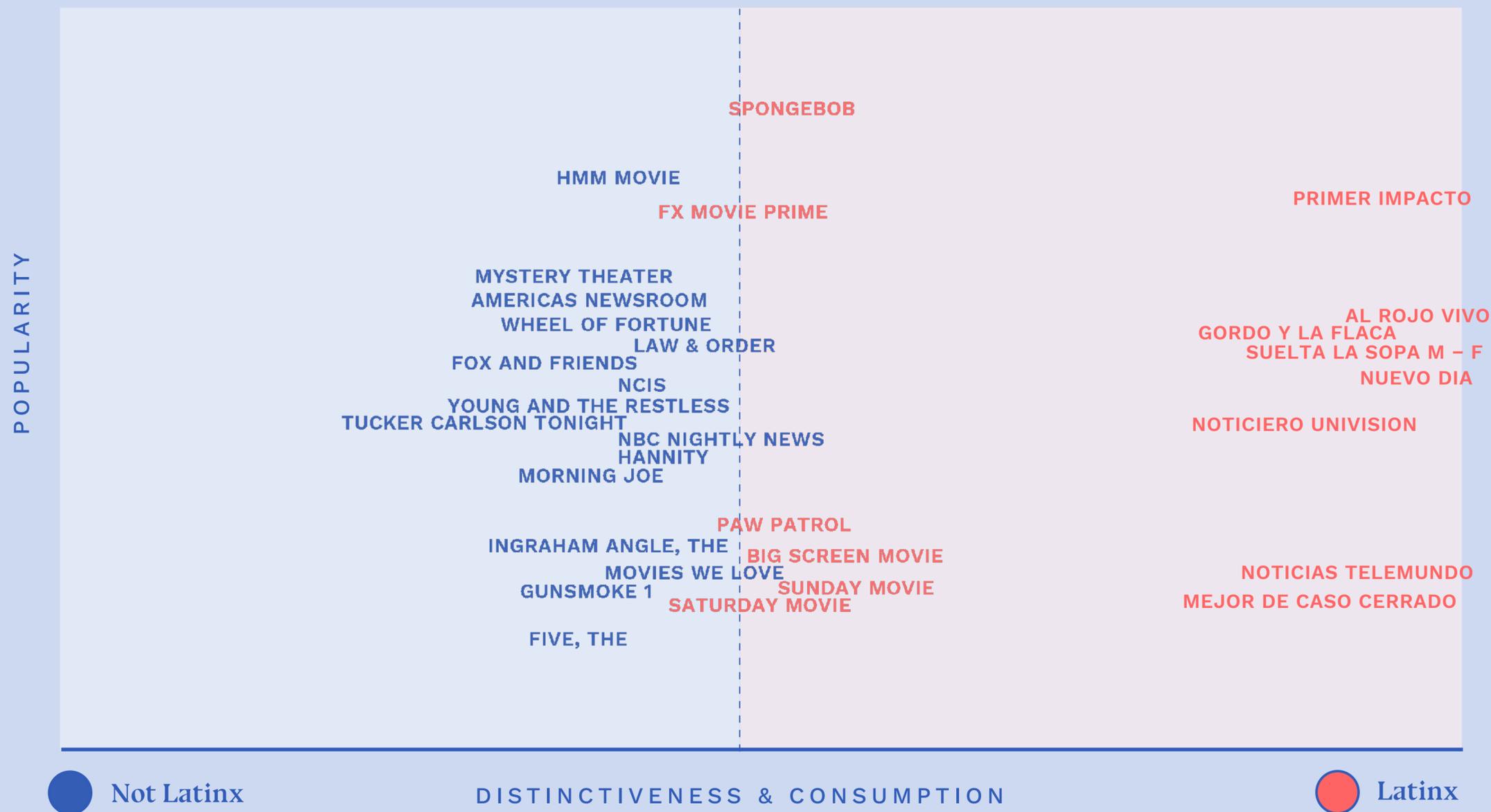
For Latinx audiences, TV is for entertainment where they watch more films, drama and sports. They consume less news and documentaries than non-Latinx audiences.



Cultural Spotlight

What programs are uniquely Latinx?

This map shows the most popular TV shows that are also distinctively Latinx.



The least Latinx programs—those most distinctively consumed by non-Latinx audiences—include conservative news like *Fox and Friends*, *Tucker Carlson Tonight*, and procedural dramas like *NCIS* and *Law & Order*.

Spanish-language programs like *Primer Impacto* and *Al Rojo Vivo*, are both popular and distinctively Latinx, but there is a second layer of Latinx-leaning shows like *Paw Patrol* and *Spongebob* closer to the middle. These patterns capture both language and age in a way that shows that the Latinx “audience” is not one but many.

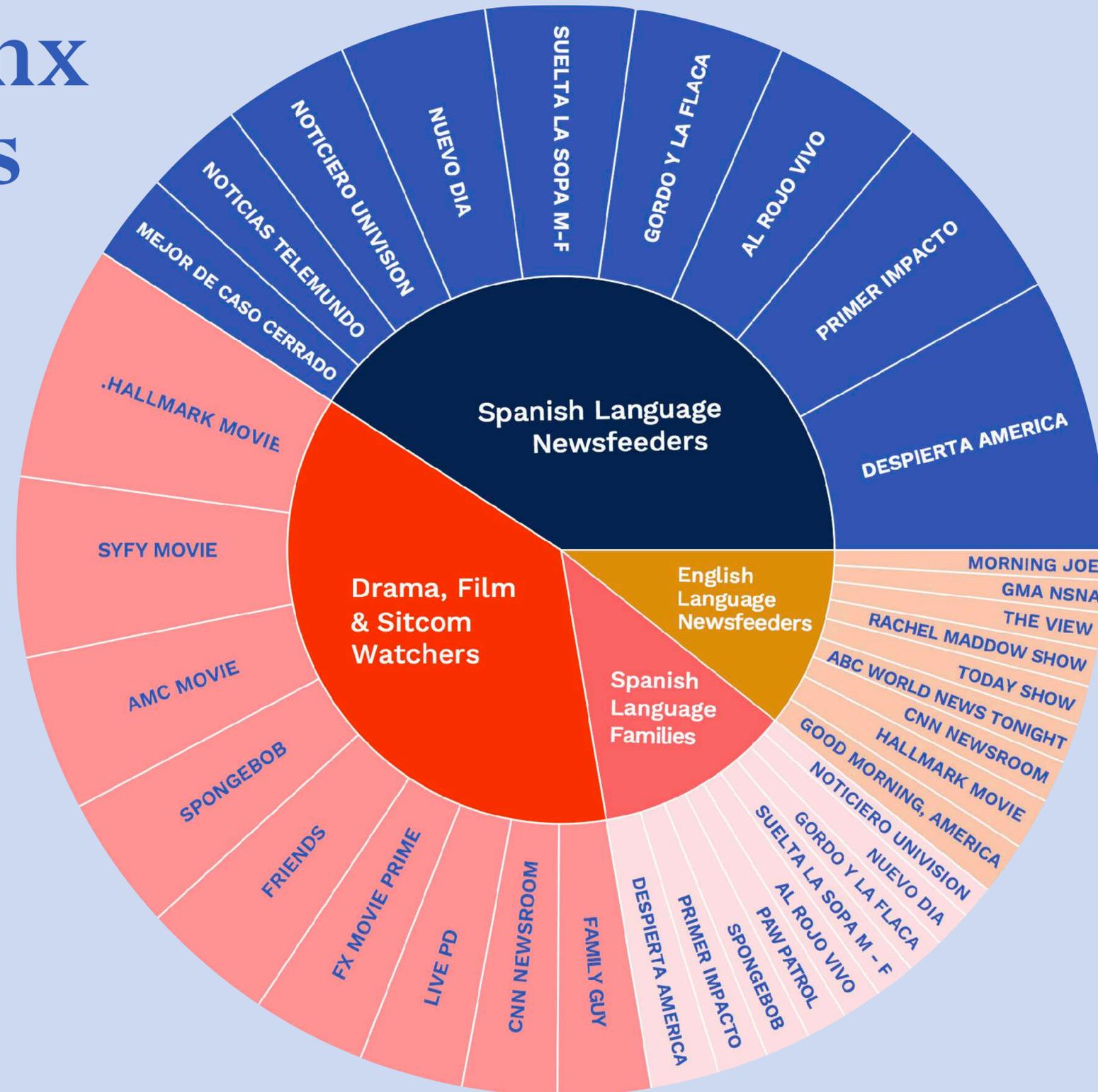
Beyond Demography

Distinct Latinx TV Audiences

MINUTES FOUR AUDIENCES SPENT WATCHING THEIR TOP TEN PROGRAMS

Traditional demographics can help describe audiences, but they do not define them.

Using machine learning methods, we found these four distinct audiences directly from the patterns of program engagement in the data. These groups of viewers were primarily divided by the language(s) in which they watch and the types of programming they prefer.



Audience profiles appear on the next slide.

Latinx TV audiences can be grouped by their shared media consumption habits for a more detailed understanding of the diversity of the Latinx community.

TV Audience Segments

Drama, Film & Sitcom Watchers



By far the largest audience both in number and in total consumption, Drama, Film, & Sitcom watchers are also the youngest—37% are under 30.

These viewers speak mostly English at home, and watch TV in English. Most of their consumption is dominated by **entertainment**, especially movies from networks like Hallmark, SYFY, AMC, and FX and by sitcoms like *Friends*, *Family Guy*, and *Two and a Half Men*.

Spanish-Language Families



Spanish-Language family viewers include both men and women. Diverse in age, what sets these viewers apart is that they are the most likely to have young kids at home. A quarter have three or more kids.

Top programs in this segment overlap with those of the Spanish-language Newsfeeders, such as *Despierta America* and *Al Rojo Vivo*. This group watches children's programming and Mexican Fútbol (*LIGA MX*) much more frequently than other segments.

Spanish-Language Newsfeeders



Almost 60% of Spanish-language Newsfeeders speak **exclusively Spanish** at home. Just two thirds of this group have internet at home and two fifths are retired or not looking for work.

In addition to news and talk shows, this audience watches telenovelas like *Sin Tu Mirada* and *La Gata* and dramas like *Como Dice el Dicho*.

English-Language Newsfeeders



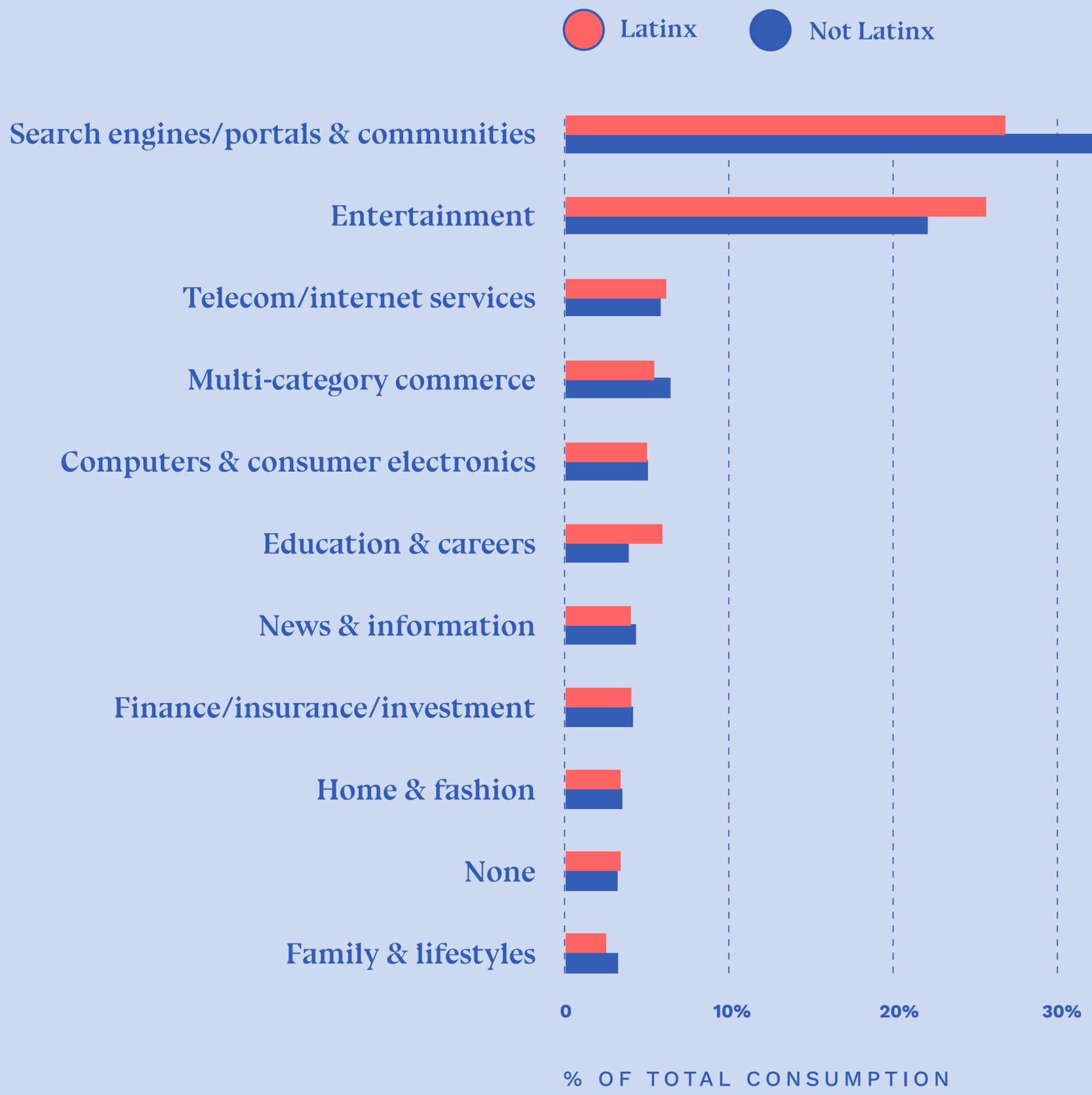
While the other three audiences are evenly split on gender, there are slightly more women in this group (54%). They are the oldest TV audience with a median age of 49, and they are much more likely to have college degrees than the other audiences (23% vs. 17% for everyone else).

This audience speaks **mostly English** at home, and they watch TV in English. In addition to news, this audience watches soap operas like *The Young and the Restless* and game shows like *Wheel of Fortune* and *The Price is Right*.



**Where are Latinx
audiences **browsing?****





Internet and chill.

Latinx online behavior looks a lot like general population, using the web to search, connect with others, and be entertained.



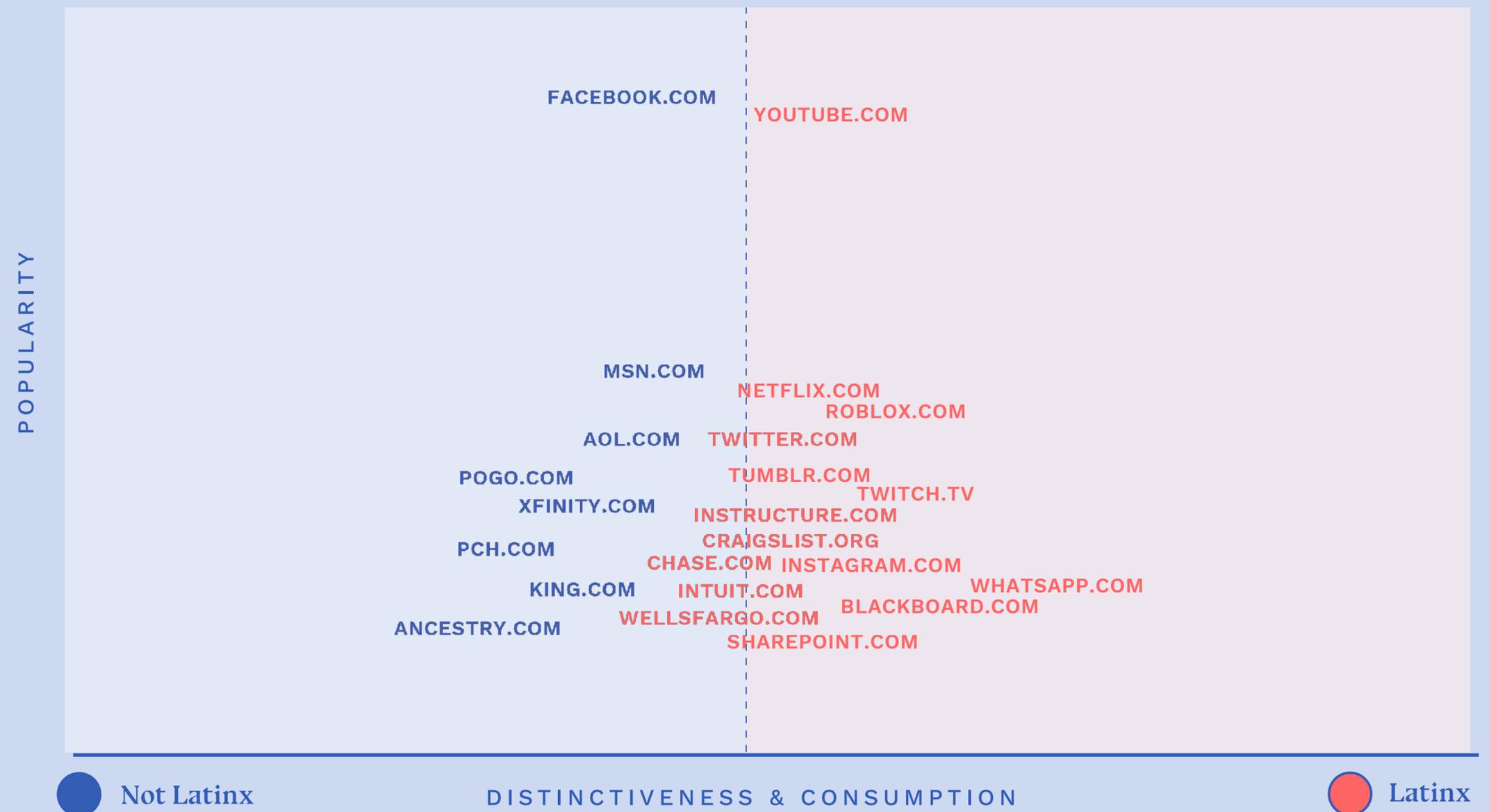
Cultural Spotlight

What websites are uniquely Latinx?

Overall, Latinx audiences are active on social media. Where they differ from the national population is in the platforms they prefer. YouTube and Google are more important digital ad platforms than Facebook, particularly YouTube, where Latinx audiences spend 2x the time compared to non-Latinx adults.

Esports are also popular—Twitch is a popular Latinx destination—as is online banking. Non-Latinx audiences engage more with puzzle type games through providers like King and Pogo and with online news on sites like MSN.

Drilling down into the individual sites where users spend their time highlights again the importance of thinking of Latinx adults as several distinct audiences. Heavy users of Twitch and Roblox probably aren't the same people using Sharepoint to get work done.



This map shows the most popular websites that are also distinctively Latinx.

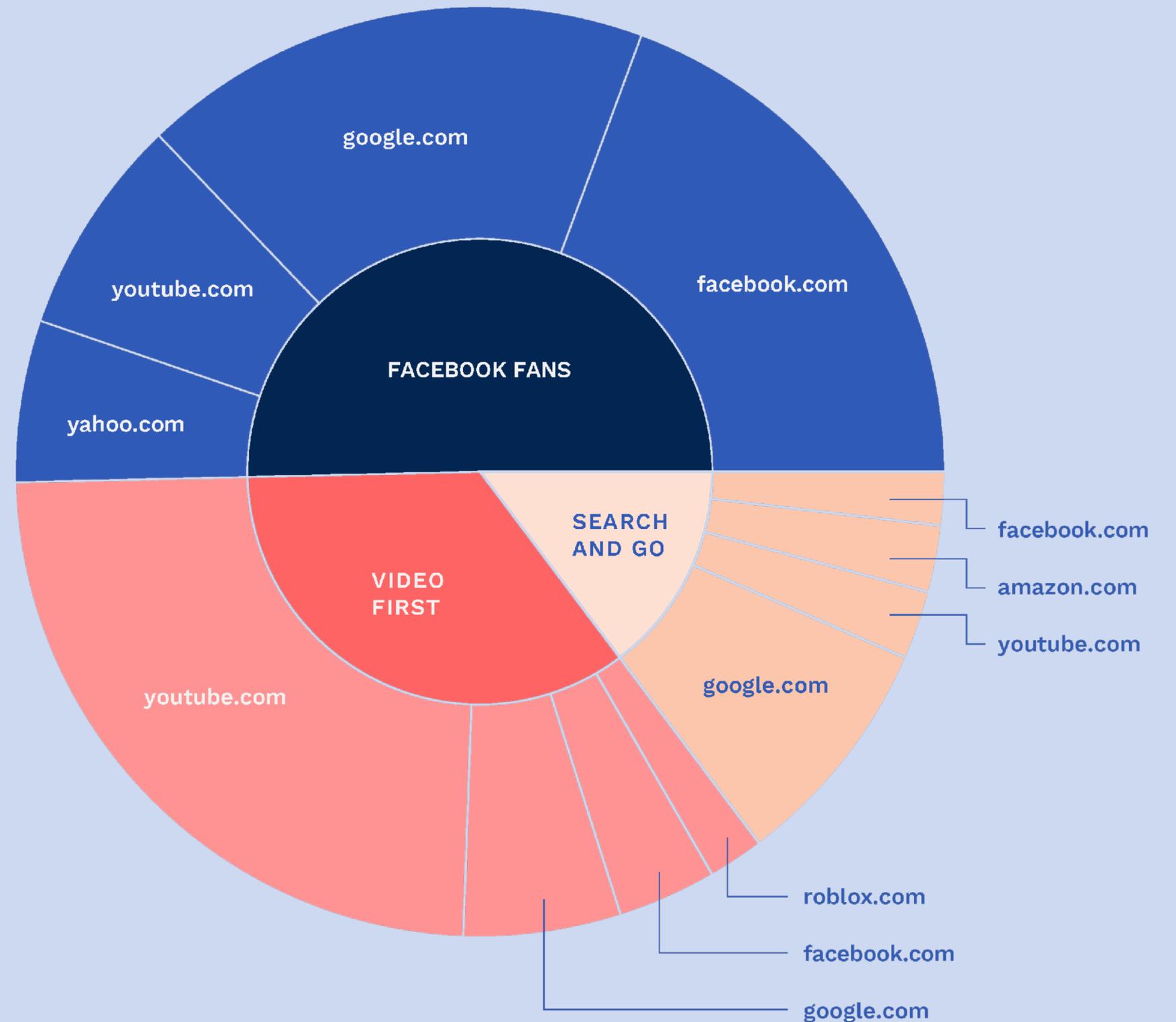
Beyond Demography

Distinct Latinx Web Audiences

MINUTES THREE AUDIENCES SPENT ON THEIR TOP FOUR WEBSITES

Analyzing patterns of engagement within Latinx users, we found three distinct audiences with very different online goals: connecting with others, creating and consuming entertainment, and completing tasks for work and school.

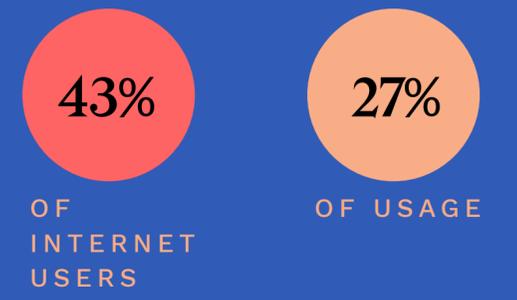
Younger people watch far more YouTube while older audiences gravitate towards Facebook. People less likely to use social media drive usage of sites like Wells Fargo, Chase Bank, and Sharepoint.



Audience profiles appear on the next slide.

Online Audience Segments

Search and Go

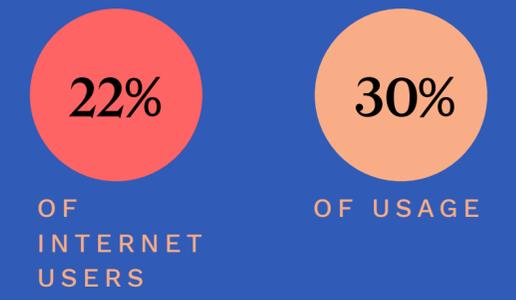


For the largest group of internet users, internet use is transactional: they use the internet when they want to get things done.

Key sites for Search and Go are ones they use to find and do work like Indeed, Sharepoint, and Office; sites they and their kids use for school like Instructure and Blackboard; and sites they use to find deals like Ebay and Swagbucks.

It's no surprise, then, that many Search and Go users are busy moms. More than 65% of this audience is women, and almost 25% have young children at home. About 8% even report working in education themselves.

Video First

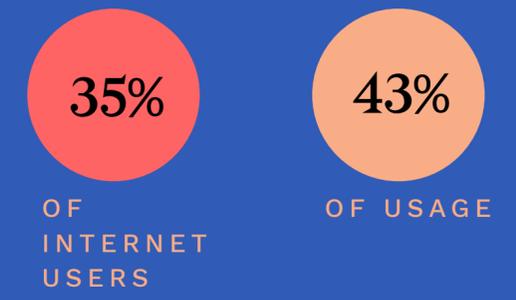


These users are young—35% are under 25 and 71% are under 40—both men and women. They love YouTube.

They also love esports (Twitch is a top site, unique to this segment) and all kinds of video (Netflix and Hulu over-index here). And, of course, porn. Explicit video sites are popular.

Notably, they also like to express themselves with fanfic and self-publishing; sites like Wattpad and Fanfiction being popular destinations.

Facebook Fans



This group is older than the Video First segment, but because the Latinx audience is young overall, 56% of Facebook Fans are still under 40.

More than 60% are women. They are almost 50% more likely to be homemakers, retirees, or currently unemployed compared to members of the other two segments.

Facebook Fans use the internet to connect with other people rather than be entertained. Even outside of Facebook, social networks dominate their internet usage where they over index on Yahoo, Tumblr, Twitter, AOL, and LinkedIn.

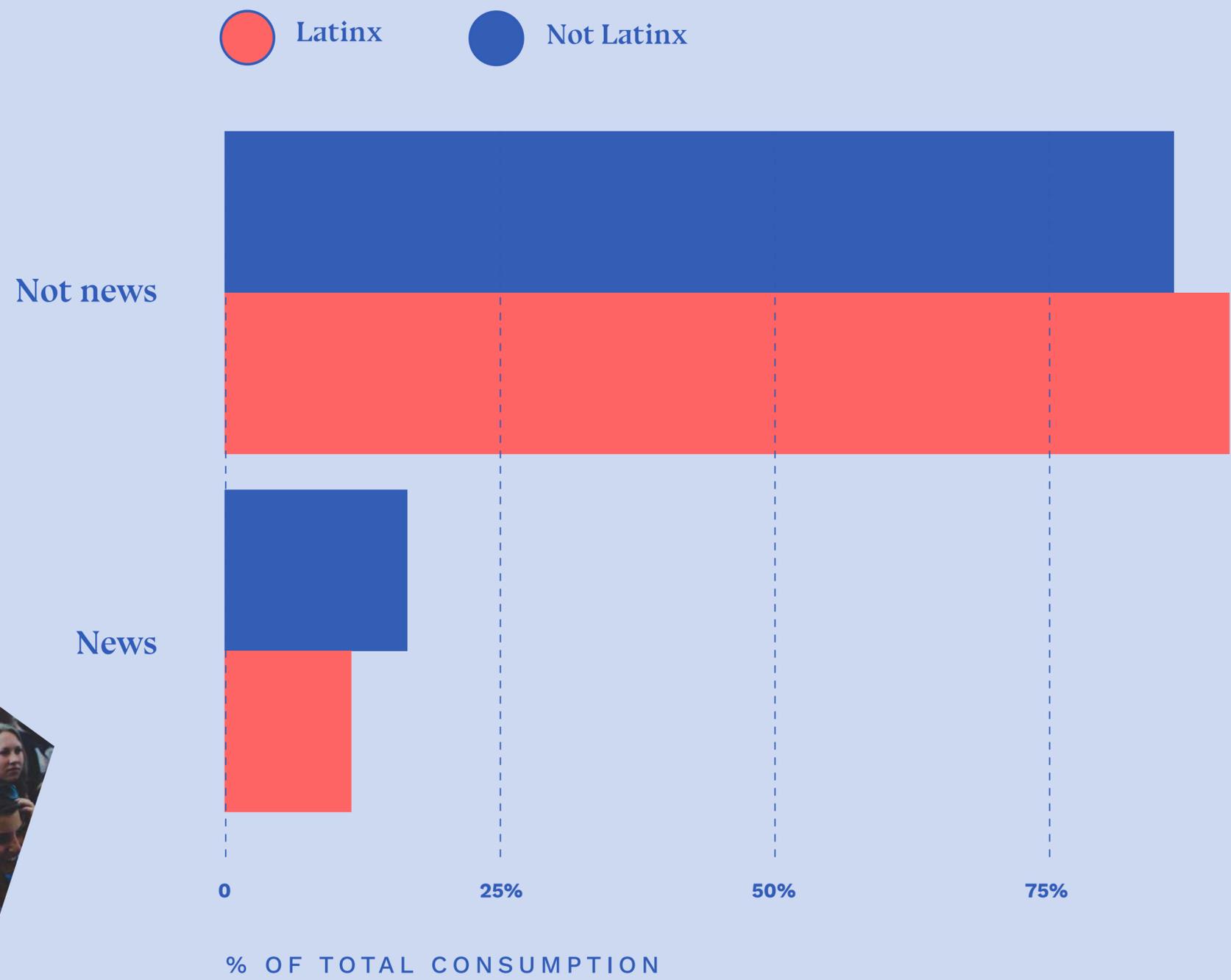


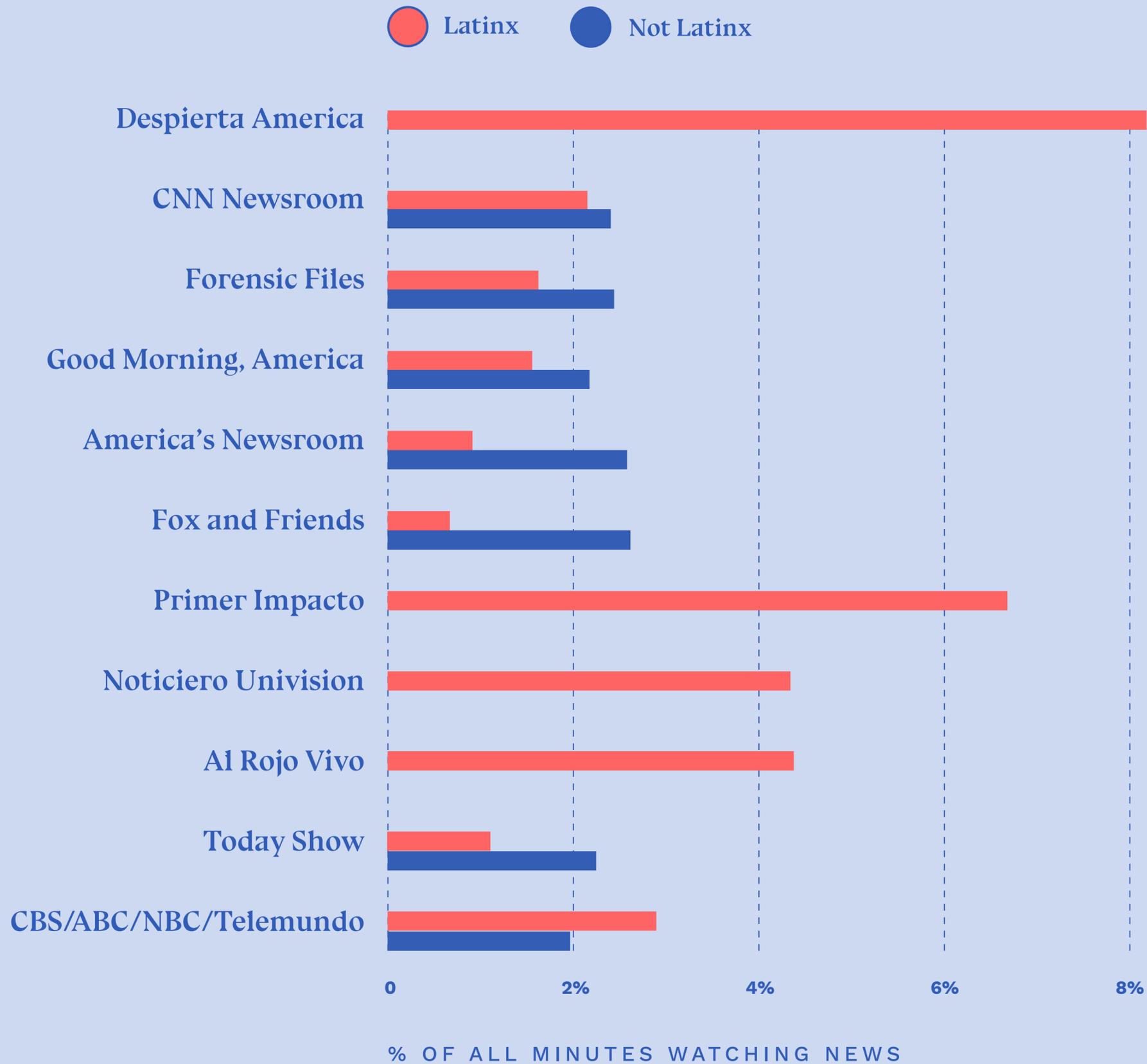
How are Latinx audiences being **informed**?



To reach Latinx audiences, reach beyond the news.

News makes up a **small proportion** of TV consumption for *everyone*. For Latinx audiences, this proportion is **even smaller (~11%)** as they turn to TV for entertainment vs. information.



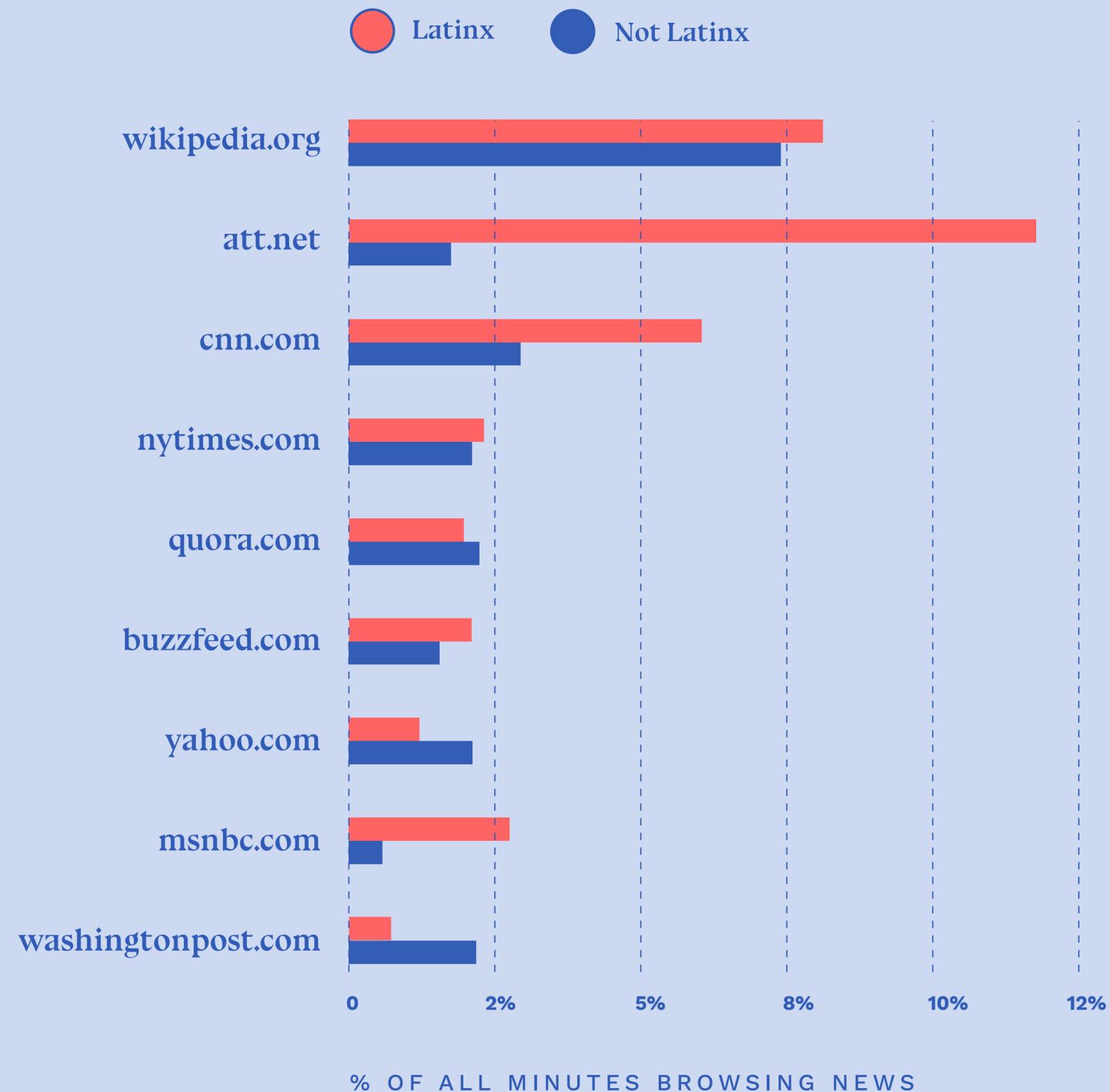


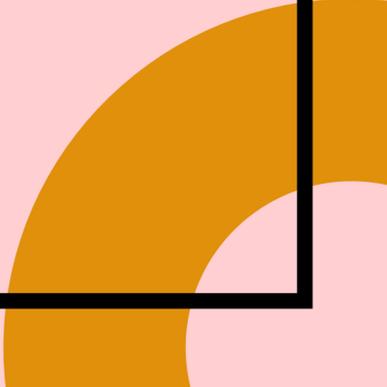
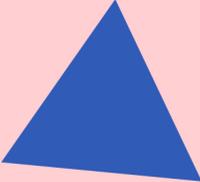
When they are watching TV news, it's often tuned to Spanish-language programming.

A large proportion of Latinx news consumption is dedicated to Spanish-language programs including Despierta America, Primer Impacto, Noticiero Univision, and Al Rojo Vivo.

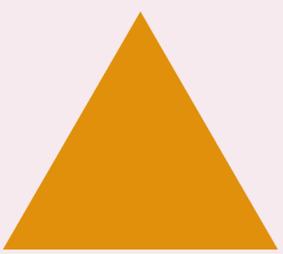
Online, it's all about the mainstream media.

Online and on TV, favorite English-speaking news sources include mainstream news from outlets like **CNN**, **Yahoo**, and **MSNBC**, and popular websites like **Wikipedia**.





Key Takeaways



Creative & Cultural

Latinx audiences engage more with entertainment than with news.

Areas of cultural opportunity include Esports, YouTube, and social media.



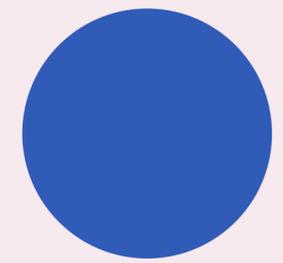
Television

Spanish language news and evening network programming cover a lot of the Latinx audience.

There are four very different TV audiences within the Latinx community.

Older Spanish-speaking Latinx adults watch news, telenovelas, and talk shows. Spanish-speaking families watch some news and a lot of kids programming.

Older English-speaking Latin adults watch a lot of news, but the largest and youngest audience watches English-language drama, film, and sitcoms, not news.



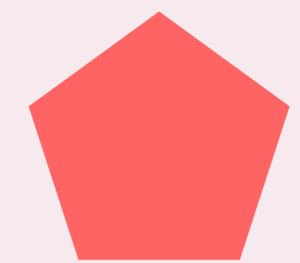
Online

Latinx audiences spend about twice as much time on YouTube as Facebook.

Three separate Latinx audiences have different goals when they use the internet.

Slightly older users, especially women, connect with others through sites like Facebook.

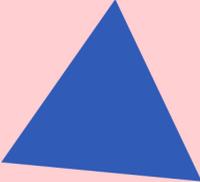
Busy families use the web to bank, shop, work, and learn.



News

Online and on TV, favorite English-speaking news sources include mainstream news from outlets like Yahoo, CNN, ABC, and MSNBC.

A large proportion of Latinx adults watch Spanish-language news programs including *Despierta America*, *Primer Impacto*, and *Al Rojo Vivo*.



Thank you

For additional questions, please contact:

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