

# Social Media and Hispanics in the U.S.A.



- HISPANICS**
- NON-HISPANICS**

- SPANISH-FIRST HISPANICS**  
speak mainly or only Spanish at home

- BILINGUAL HISPANICS**  
speak equal amounts of Spanish and English at home

- ENGLISH-FIRST HISPANICS**  
speak mainly or only English at home

## Hispanics are heavier social media users than Non-Hispanics - and they're younger

38% of Hispanics are heavy social media users\* compared to 28% of Non-Hispanics



\*Spending more than two hours a day on social media

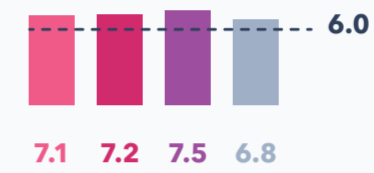
## They spend half an hour extra on social media each day

Hispanics spend 2h22m on social media compared to 1h51m among Non-Hispanics



## Hispanics have on average 7.1 social media accounts compared to 6 among Non-Hispanics

Average number of social media accounts



They're more likely than Non-Hispanics to use social for entertainment

### WHAT DO THEY USE SOCIAL FOR?

👥 To stay in touch with my friends	52%	51%
😄 To find funny or entertaining content	42%	32%
📅 To stay up-to-date with news	41%	35%
🕒 To fill up spare time	40%	38%
➡️ To share photos or videos with others	39%	33%

Top 3 Over-Indexes by Subgroup

- KEY
- 🏆 To watch/follow sports events
  - 🤝 To promote/support charitable causes
  - ★ To follow celebrities/celebrity news



### WHO DO THEY FOLLOW?

Top 3 Over-Indexes by Subgroup

- KEY
- 📰 Journalists
  - 🎭 Actors
  - 📝 Bloggers
  - 😄 Comedians
  - 🏃 Sports stars
  - 📺 TV presenters
  - 📹 Vloggers



💖 Brands you like	36%	40%
🎤 Singers, musicians or bands	32%	40%
🎬 Actors	26%	35%
😄 Comedians	20%	29%
📰 News/media organizations	25%	29%

### SOCIAL MEDIA SEGMENTATION

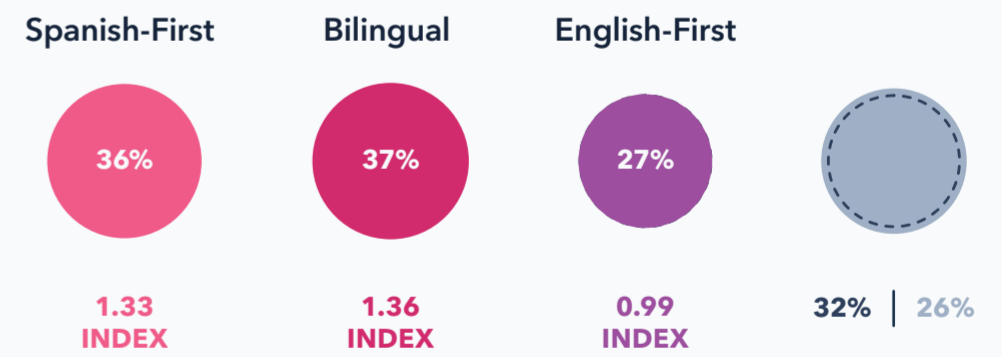
#### Shopping and celebrities more important to Spanish-First audiences

% who fall into the following segments\*

👤 Personal Networkers	82%	81%	85%
😞 FOMO Networkers	63%	65%	71%
★ Celebrity Networkers	62%	59%	55%
🛒 Shoppers	57%	49%	45%
👜 Brand Followers	57%	56%	55%
📅 Content Networkers	56%	54%	53%
➡️ Sharers	53%	51%	52%
📅 News Networkers	52%	55%	51%
➕ Brand Interactors	45%	43%	38%
👔 Professional Networkers	37%	35%	30%
🤝 Charity Networkers	25%	24%	21%
✖️ Non-Networkers	1%	1%	2%

#### Social media is a key way for Hispanics to express themselves online

% who say it's very important to use the internet to express themselves



### BRAND INTERACTIONS

#### Spanish speaking audiences are more likely to interact with brands on social

Top Over-Indexes for Social Behaviors



- KEY
- 👤 Clicked on a sponsored post on a social network
  - 💬 Interacted with a brand on a messaging app
  - 📷 Uploaded a photo/video to a brand's social page
  - 📰 Read a branded blog
  - 📱 Downloaded/used a branded app
  - 🎥 Watched a video made by a brand

#### Social networks are more important than TV for brand discovery

% who find out about brands in the following ways

🔗 Social networks	44%	35%
📺 Ads seen on TV	40%	43%
🗣️ Word-of-mouth recommendations	37%	41%
🔍 Search engines	36%	39%
📰 Ads seen online	34%	28%

#### Making them feel involved will lead them to return the love

Factors motivating each audience to promote their favorite brand online

0.00 - INDEX



#### They're also a key touchpoint for research

37% of Hispanics head to social networks when researching a brand/product compared to 27% of Non-Hispanics

#### METHODOLOGY

Each year, GlobalWebIndex asks 10,000 Hispanics and 5,000 non-Hispanics to complete an online survey which asks a wide range of questions about their lives, lifestyles and digital behaviors. GlobalWebIndex sets quotas on age, gender and educational attainment to ensure that the data is representative of the online U.S. population aged 16-64. Hispanics can then be compared against the total US population, and can be segmented by their language preferences - Spanish-Only, Spanish-Mainly, Bilingual, English-Mainly or English-Only. In this infographic, "Spanish-First" comprise Spanish-Only and Spanish-Mainly, while "English-First" comprise English-Mainly and English-Only.

\*For more information on how these segments are defined, click here.