



## The most comprehensive study on US Hispanics and media.

- 🌐 How Hispanics consume media across all platforms, in Spanish and English
- 🌐 Reactions to advertising and marketing messages
- 🌐 And, overall impact of Hispanic culture and population growth on a New America



**AMERICA**  
*Reimagined*



A Research Study Commissioned for **NBCUniversal**

**COMING THIS FALL**

