

FROM THE BALLOT BOX TO THE GROCERY STORE

**A 2016 PERSPECTIVE ON GROWING
HISPANIC INFLUENCE IN AMERICA**



nielsen
.....

AN UNCOMMON SENSE
OF THE CONSUMER™

FOREWORD

Today, the multi-faceted Hispanic consumer is widely recognized as a cornerstone of any growth initiative for virtually all U.S. industries, and for good reason.

Hispanic power and influence is surging: 50% of recent U.S. population growth has come from Hispanics and the U.S. Latino population is expected to double within the next two generations. More importantly, as cross-cultural influence flourishes in a year typified by the record-breaking success of the Tony award winning *Hamilton*, the actual reach and influence of the Hispanic market is becoming significantly greater than the 57 million who identify as Hispanic. Marketers are awakening to a new reality in which the “size of the prize” for their products and services is magnified by this intercultural influence.

Today’s significantly-younger, increasingly U.S. born, dynamic Hispanic population is shaping the American mainstream by maintaining strong ties to its cultures of origin, developing an “ambicultural*” personality that is at once entirely American and entirely of one’s culture of origin. Savvy marketers are taking notice and crafting dual-language communications that speak to both the American spirit and the Latino soul.

This fifth report on the Latino consumer in Nielsen’s Diverse Intelligence Series examines the latest trends in Hispanic demographics, consumption and media behaviors, accompanied by a close look at the Latino electorate. This close look considers the Hispanic population in general, as well as examining differences between Millennial and older Hispanics. With a record number of Hispanics eligible to vote this year, its application in politics is obvious—but the same data is equally relevant to marketing and advertising campaigns in the consumer goods and services and media sectors. Specifically, of course, media companies will be competing for enormous advertising spend, and they, along with advertising agencies, will need to advise the buyers on how best to reach different segments of the electorate.

This report is a collaborative effort between Nielsen and its Hispanic Latino External Advisory Council, led by co-chairs Jenny Alonzo and Luis Miranda and sub-committee members Eliana Murillo, Suzanna Valdez and Ernest Bromley. We hope you find this report a useful resource in further understanding the Hispanic community in the U.S.



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EXECUTIVE SUMMARY

The rise of the U.S. Hispanic population and its prominence as an influencer on all aspects of American life and culture has never held greater potential significance than in the election year of 2016. The dynamic Latino consumer has become widely recognized as a cornerstone of growth initiatives for companies that produce consumer goods, media content and financial products—an importance likely to be reflected in the ballot box in November. This fifth report on the Latino consumer in Nielsen's Diverse Intelligence Series examines the latest trends in Hispanic population growth, purchasing power and media habits. It also takes a close look at the formidable impact of the Hispanic voice through the lens of the political landscape.

A shifting U.S. population. Hispanic population growth is offsetting a decline in the non-Hispanic white population. Now almost 57 million strong, the U.S. Latino population is expected to more than double in size by 2060 to 119 million. As the U.S. non-Hispanic white population declines, a key advantage for the U.S. in the global marketplace is the growth of the relatively youthful U.S. Hispanic market, which is likely to become a primary driver of the workforce and of consumer buying power.

Rising consumer clout. Hispanic buying power reached \$1.3 trillion in 2015—an increase of 5.7% from 2014 and just under 10% of total U.S. buying power and larger than the GDP of Australia or Spain—and is expected to reach \$1.7 trillion by 2020. Between 2000 and 2015, powered by both immigration and new births, U.S. Hispanic buying power grew 167%, more than twice the rate of the 76% growth in non-Hispanic buying power during the same period.

A young and growing voter base. An estimated 6 million U.S.-citizen Hispanics will have turned 18 and will have become eligible to vote this year since the presidential election in 2008—a record number. By November, approximately 3.4 million eligible Hispanic voters, 14% of the total Hispanic voting population, will have come of age since the last presidential election in 2012. By way of comparison, just 6% of non-Hispanic white, 9% of African-American and 6% of Asian-American eligible voters are in that same 18- to 22-year-old range. As young people are the bulk of the Hispanic electorate, their voice can have a significant impact.

A tale of two age groups. Every company—not simply campaigns and their agencies—needs to understand how to reach Hispanics, and it’s certainly not a one-size-fits all situation. Not surprisingly, digital media, particularly social media, is an important platform for reaching the under-35-year-old Latino set. Hispanic consumers age 35 and older are more likely to use traditional TV, radio and print news sources, and are also more likely to vote than younger Latinos.

“Ambicultural” Hispanics expand the influence of the group.

“Ambicultural” Hispanics, who make up an increasing portion of the total Hispanic population and who consider themselves both entirely American and entirely Latino, are culturally invested, digitally connected, dual-language competent and infused with an immigrant mind-set of patriotism, innovation and entrepreneurial self-reliance. These Hispanics are looking for an inclusive, pan-cultural vision of the American dream. They are also the natural ambassadors through which Hispanic culture enters the mainstream, multiplying the economic and cultural importance of Hispanics.



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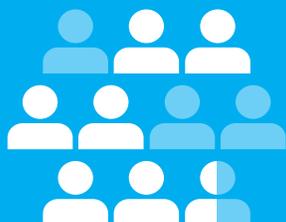
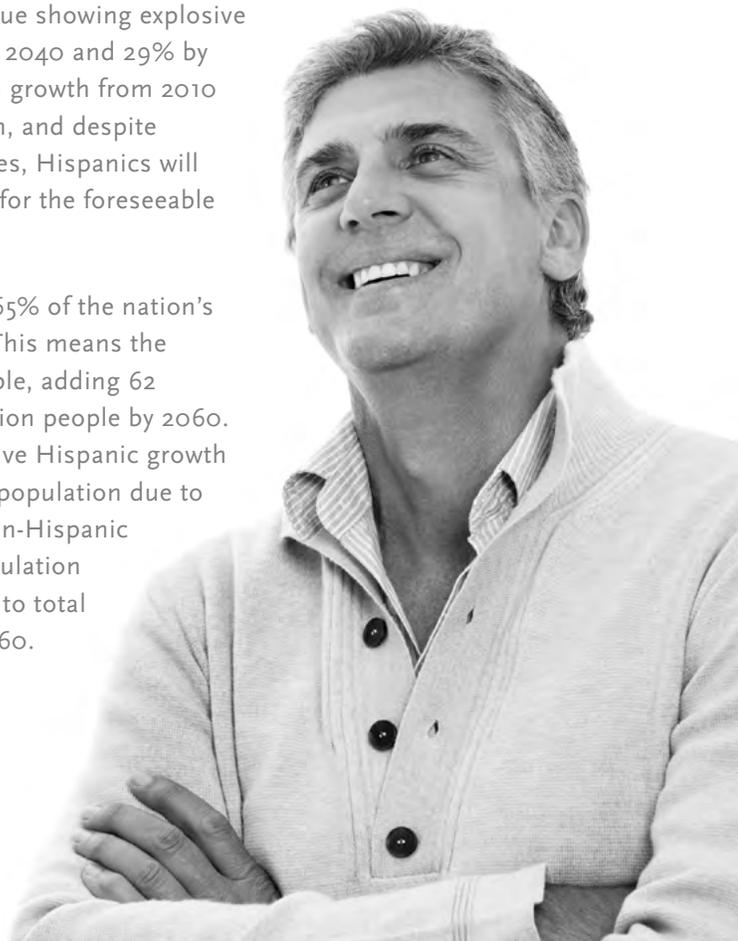
SECTION I

HISPANIC GROWTH AND INFLUENCE

POPULATION
GROWTH

Now almost 57 million strong, Hispanics represent almost 18% of the U.S. population and are expected to continue showing explosive growth, reaching 24% of the population by 2040 and 29% by 2060. Fifty percent of total U.S. population growth from 2010 to 2015 came from the Hispanic population, and despite slowing immigration and reduced birth rates, Hispanics will drive the majority of all U.S. future growth for the foreseeable future.

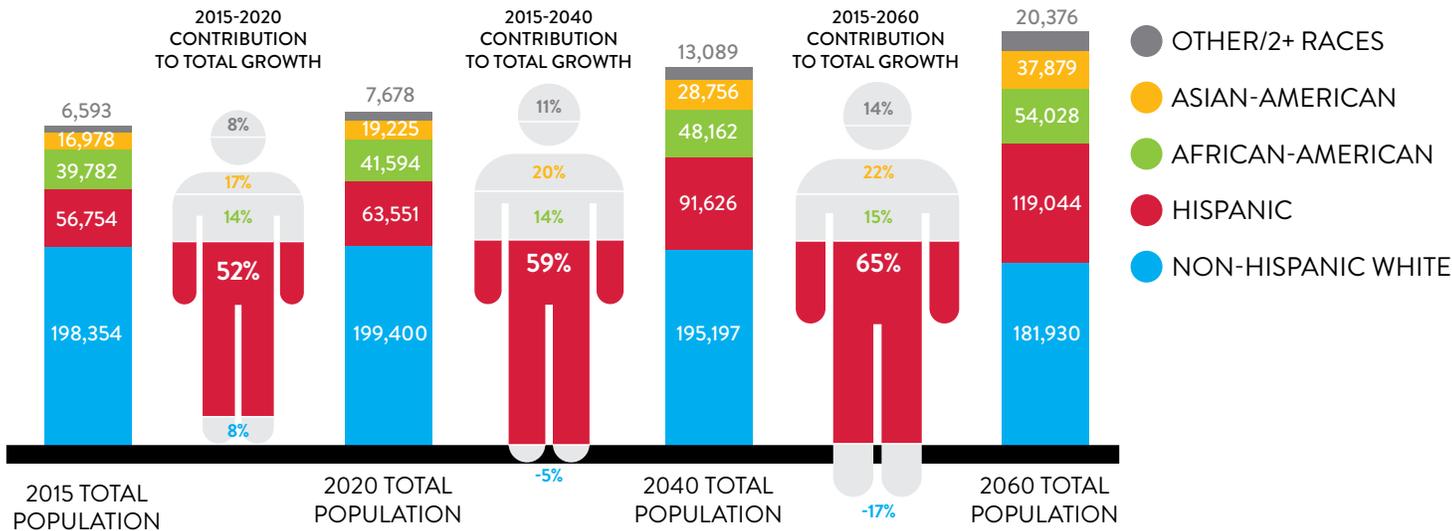
Latinos are projected to account for a full 65% of the nation's population growth over the next 45 years. This means the U.S. Latino population will more than double, adding 62 million people, and will reach over 119 million people by 2060. Meanwhile, the compound effect of explosive Hispanic growth and the decline of the non-Hispanic white population due to aging and lower birth rates will result in non-Hispanic whites declining from 62% of the total population in 2015 to 44% by 2060; their contribution to total growth will decline by 17% from 2015 to 2060.



LATINOS ARE PROJECTED TO ACCOUNT FOR A FULL
65% OF THE NATION'S POPULATION GROWTH
OVER THE NEXT 45 YEARS

HISPANIC POPULATION WILL CONTINUE TO RISE; NON-HISPANIC WHITE POPULATION WILL CONTINUE TO DECLINE

HISPANICS WILL CONTINUE TO ACCOUNT FOR OVER 50% OF FUTURE U.S. POPULATION GROWTH

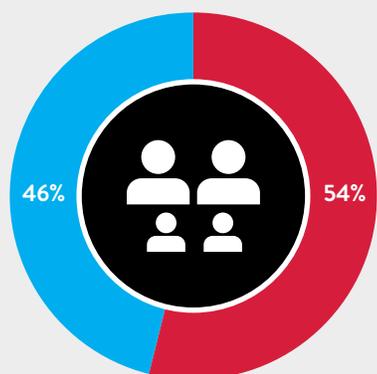


Source: U.S. Census Bureau, 2014 National Population Projections

U.S. births, rather than immigration, currently account for 78% of the increase in the total Hispanic population. And as the total population ages and the non-Hispanic white population declines, a key advantage for the U.S. in the global marketplace is the growth of this relatively youthful U.S. Hispanic market, as it becomes the primary driver of the replacement workforce and of increased consumer buying power.

A study by the Pew Research Center states that “given current immigration trends and birth rates, virtually all (93%) of the growth of the nation’s working-age population between now and 2050 will be accounted for by immigrants and their U.S.-born children.” Hispanics will play a key role in that growth, and culture will continue to influence their evolving identities.

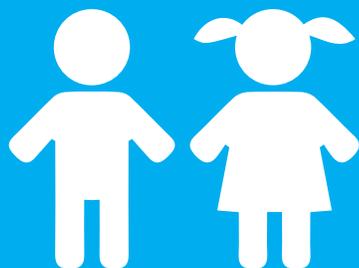
U.S.-BORN HISPANICS UNDER 18



- ONLY U.S.-BORN PARENTS
- 1+ FOREIGN-BORN PARENTS

Source: U.S. Census Bureau, 2014 American Community Survey, 1-year estimates.

54% OF HISPANIC CHILDREN UNDER THE AGE OF 18 CURRENTLY LIVE IN A HOUSEHOLD WITH AT LEAST ONE FOREIGN-BORN PARENT



Over half of Hispanic children under the age of 18 (54%) currently live in a household with at least one foreign-born parent, and the influence of that relationship plays a strong part in allowing young Hispanics to maintain their cultural identity. These young Hispanics stay connected to their cultural roots through close contact with their foreign-born parents and relatives. Traditional foods and recipes are often served at home, Spanish-language media and music are consumed, and through speaking Spanish in the home in addition to speaking English, these young Hispanics are learning skills that become an asset in the labor force and in the community.

This pervasive ability to remain culturally connected (culture sustainability) has made the “ambicultural” mind-set—the ability to be 100% American and 100% “root culture”—a preferred one and a very real advantage in today’s increasingly diverse society. Ambicultural Americans are more likely to celebrate and mesh with the cultures of others around them (intercultural affinity), creating a much larger pool of culturally savvy potential consumers of goods and services. This means that the actual reach and influence of the Hispanic market is significantly greater than the 57 million who self-identify as Hispanic today.

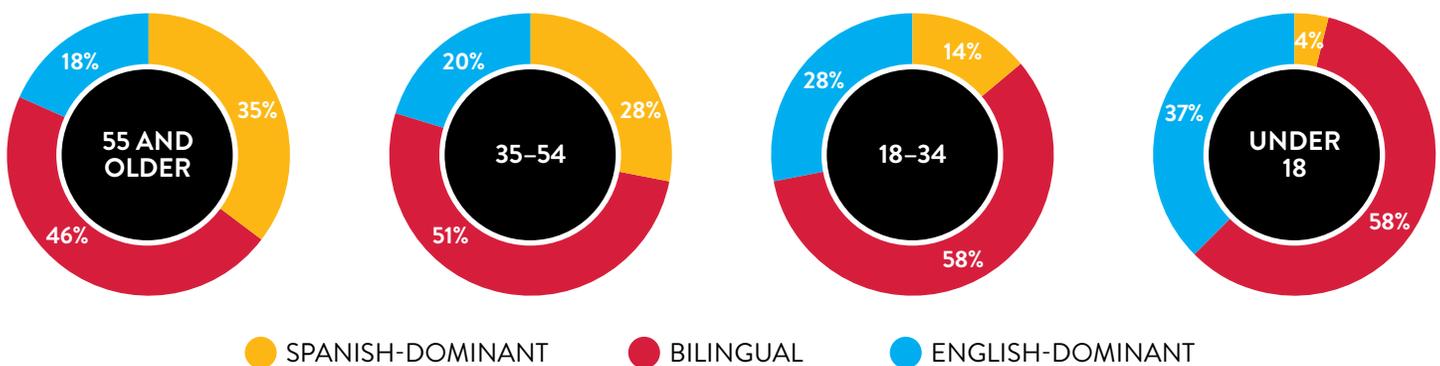


BILINGUAL: THE PREFERRED LANGUAGE CHOICE

When it comes to language, two is better than one, and today's younger generations of Hispanics (under age 55) are predominantly bilingual and, with each new generation, more English dominant. Currently, 40.6 million Hispanics over the age of five speak English well, and 96% of Hispanics under 18 are either bilingual or English dominant. In total, 55% of Hispanics are bilingual, while 27% are English dominant and 19% are Spanish dominant. Spanish is still spoken by many of the English-dominant speakers, however, and the growing importance of Spanish makes dual-language competence a very real benefit in mainstream America.

Sixty-three percent of Spanish-dominant Hispanics are age 35 and older, compared to only 4% of those under 18. Over half (58%) of Hispanics under 18 are bilingual. Despite increasing proficiency in English, messaging in Spanish and in-culture is still very relevant to younger generations.

PERCENTAGE OF HISPANICS IN THE U.S. BY AGE AND LANGUAGE



Source: U.S. Census Bureau, 2014 American Community Survey, 1-year estimates; age 5 and older.

EDUCATIONAL ADVANCEMENT

As the saying goes, 'knowledge is power.' The level of educational attainment of Hispanics has increased in the last few years. In the period between 2009 and 2014, the percentage of Hispanics aged 25 and older with a high school degree or more jumped from 61% to 66%. Hispanic female educational attainment rose even higher, from 62% with at least a high school education in 2009 to 67% in 2014. Over the same period, the Hispanic high school dropout rate has decreased dramatically, from 32% in 2000 to 14% in 2013 among 18-to-24-year-old Hispanics.

Hispanics are also making gains in college enrollment, with 67% of Hispanic high school graduates enrolling in college between 2012 and 2014. The number of 18-to-24-year-old Hispanics enrolled in a two- or four-year college more than tripled between 1993 and 2013: 2.2 million Hispanics enrolled in 2013 versus 728,000 in 1993. That trend has made Hispanics the largest diversity group on U.S. college campuses.

Latinas have made the most dramatic gains in education, as female Hispanics now outpace both non-Hispanic whites and African-Americans for college enrollment rates of recent high school graduates. Seventy-four percent of Latinas who graduated high school in 2012-2014 are now enrolled in college, higher than either non-Hispanic whites (73%) or African-Americans (65%).* These increases in education level are helping to drive many positive economic results including rising household income and greater household expenditures.

*Source: National Center for Education Statistics.

67% OF HISPANIC
HIGH SCHOOL
GRADUATES ENROLLED
IN COLLEGE BETWEEN
2012 AND 2014



HISPANIC BUYING POWER GROWTH IS OUTPACING THE REST OF THE U.S.

In 2015, Hispanics controlled \$1.3 trillion in buying power, an amount larger than the GDP of Australia or Spain, according to the Selig Center for Economic Growth, and an increase of 167% since the turn of the century. The increase is more than twice the 76% growth in non-Hispanic buying power during the same period. U.S. Hispanic buying power is expected to continue this trend, reaching \$1.7 trillion by 2020.

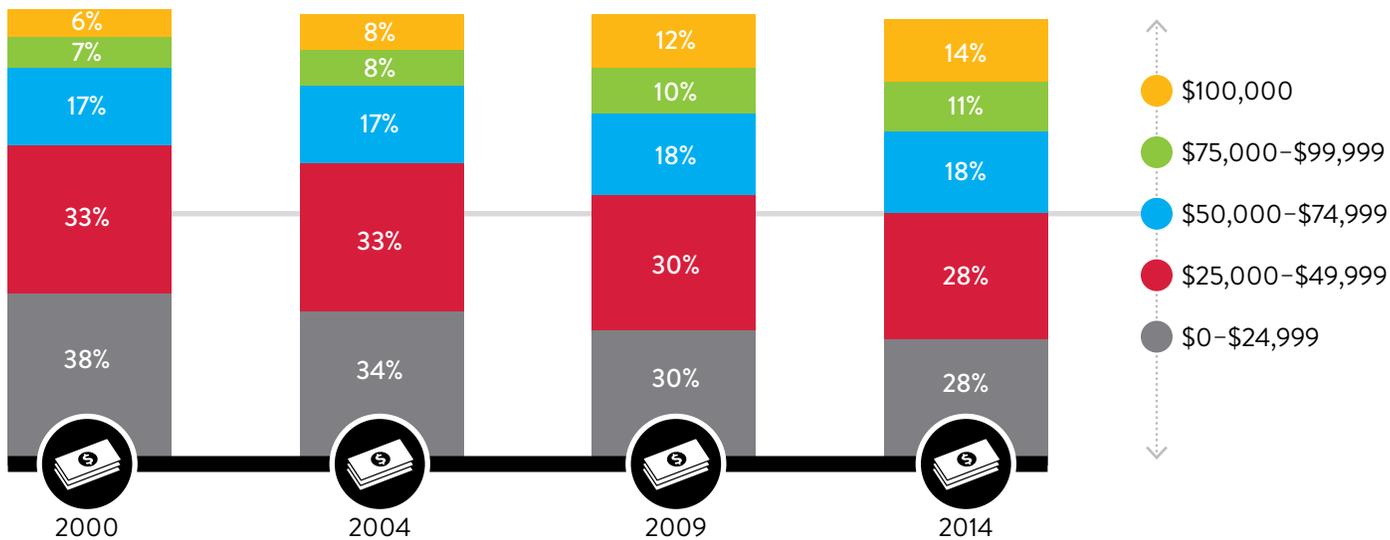
Hispanic average household income has risen from \$40,946 in 2009 to \$42,396 in 2014, and the percentage of Hispanics with a household income greater than \$50,000 has gone from 30% in 2000 to 43% in 2014. Both U.S.-born and foreign-born household incomes have increased; U.S.-born households with incomes exceeding \$50,000 have increased from 33% in 2000 to 48% in 2014, while foreign-born households with incomes exceeding \$50,000 have risen from 26% to 38%.

IN 2015, HISPANICS CONTROLLED

\$1.3 TRILLION IN BUYING POWER

Source: Selig Center for Economic Growth

HISPANIC HOUSEHOLD INCOME



Source: U.S. Census Bureau, 2000, 2004, 2009, and 2014 American Community Survey, 1-year estimates (not adjusted for inflation).

HISPANIC GROWTH AND INFLUENCE



The compound effect of Hispanic growth and non-Hispanic white population decline due to aging and lower birth rates will shape the new American mainstream for the foreseeable future. Fifty-two percent of U.S. population growth in the last five years has come from Hispanics, and the U.S. Hispanic population is now expected to double within two generations, making a Hispanic outreach and marketing strategy integral to any campaign or brand plan.



U.S.-born Hispanics account for 78% of the total Hispanic population increase in the last five years, and these consumers require a unique communication strategy. Sixty percent of U.S. Hispanics are age 34 and younger, and 32% are under age 18. This disproportionately young Hispanic population is increasingly bilingual and exhibits strong culture sustainability. The “Ambicultural” consumer sees functioning as entirely American *and* entirely “root culture” as an advantage in today’s increasingly diverse society. Cultural cues in marketing and campaign messaging can create more authentic connections to these young influencers. Over half of Hispanic children under the age of 18 currently live in a household with at least one foreign-born parent, facilitating a strong connection to their cultural roots. This means that in-culture messaging in Spanish is very relevant to younger generations, despite their increasing proficiency in English.



Technology and social media have made it easier for Hispanics to remain culturally connected, and thus have made an ambicultural lifestyle increasingly the norm for Hispanics. Ambiculturals are more likely to celebrate and pivot between two cultures. This intercultural affinity offers them an opportunity to have a powerful effect on those of other cultures with whom they interact. The parallel phenomena of culture sustainability and intercultural influence mean that the actual reach and influence of the Hispanic market is greater than the 57 million who identify as Hispanic. The “size of the prize” can be much greater when marketers take cultural influence into account rather than just traditional demographic buckets.



High school degrees and college enrollment for Hispanics are up, while the high school drop-out rate is down. Latinas have made the most dramatic gains in education, now outpacing both non-Hispanic whites and African-Americans for college enrollment of recent high school graduates. Coupled with recent income gains, this translates to an increasingly more educated and affluent Hispanic voting population.

SECTION II

THE POWERFUL INFLUENCE
AND REACH OF HISPANICS—
AN ELECTION YEAR LOOKHISPANIC VOTING
POTENTIAL

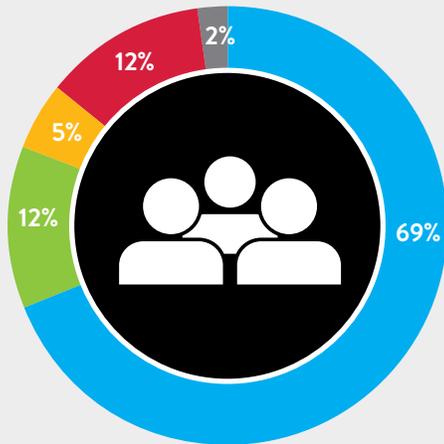
The political influence of Hispanics in the U.S. is on the rise, particularly in states in the West, Northeast, Southwest and South, where Hispanics constitute a significant percentage of the voting population. Looking through the lens of the political landscape in this election year further emphasizes the massive opportunity for marketers and media as they strive to understand how to better reach and connect with this influential consumer. Part of that opportunity, of course, concerns media companies and ad agencies and the sheer volume of advertising dollars that flow into the media ecosystem in an election year. But political influence is one marker of influence in general, so understanding the Hispanic electorate is part of understanding the Hispanic population in general—a must for any large commercial enterprise in the U.S. (Hence the title of this report.)

Overall, there are currently 27 million U.S. Hispanics who are or will be eligible to vote in the 2016 presidential election, making up 12% of the total U.S. electorate. With a record number of Hispanics eligible to vote this year, understanding this segment is vitally important.



A GLANCE AT THE ELIGIBLE VOTER POOL IN THE U.S.

2016 ELIGIBLE VOTERS

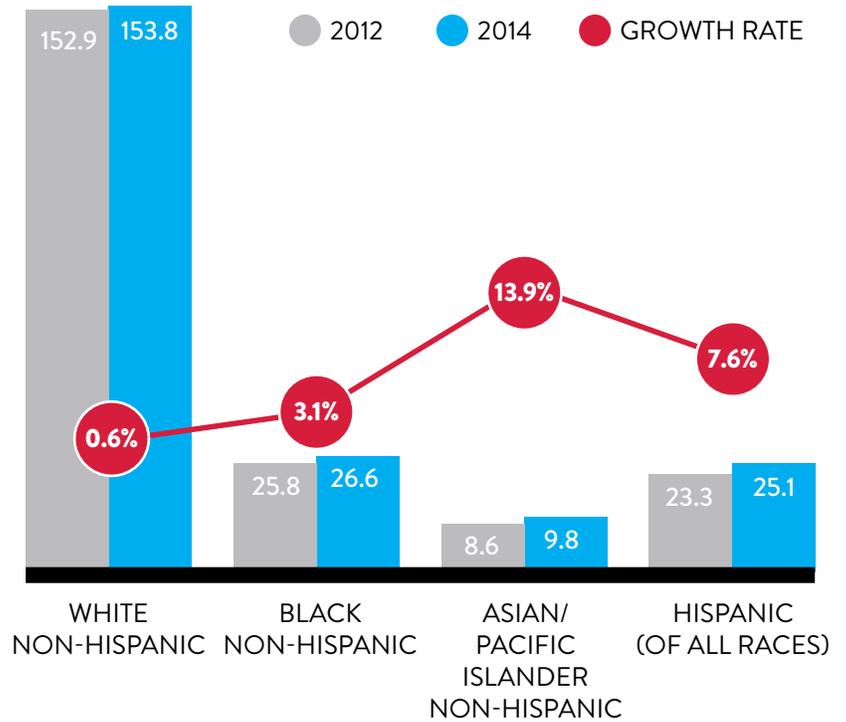


- WHITE NON-HISPANIC
- BLACK NON-HISPANIC
- ASIAN/PACIFIC ISLANDER NON-HISPANIC
- HISPANIC (OF ALL RACES)
- OTHER

Note: Percentages may not add to 100%, due to rounding.

Source: EthniFacts projections based on U.S. Census Bureau, 2012 and 2014 American Community Survey, 1-year estimates.

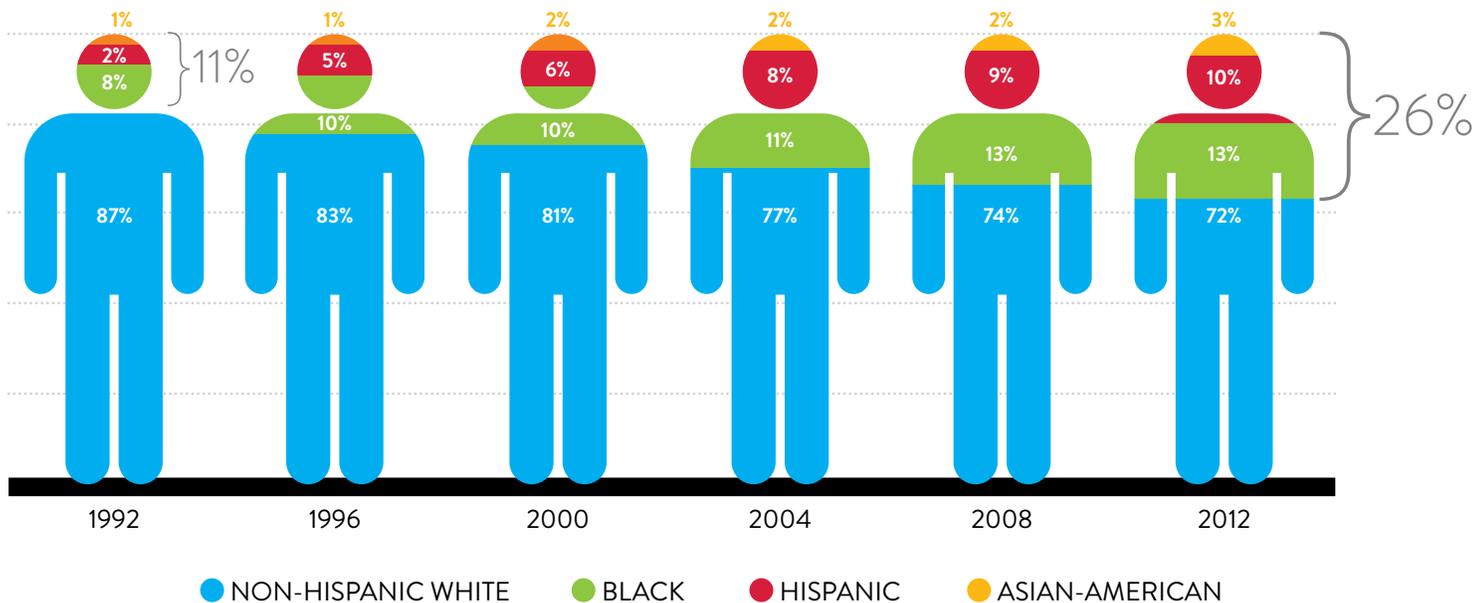
ELIGIBLE VOTERS (MILLIONS)



Source: U.S. Census Bureau, 2012 and 2014 American Community Survey, 1-year estimates.

The Hispanic electorate grew 7.6% between 2012 and 2014. The same growth rate between 2014 and 2016 would make the 2016 Hispanic electorate approximately the same size as the black non-Hispanic electorate. (This is just one more indicator of the ever-richer multicultural profile of America: By 2018, the number of Hispanic eligible voters will have surpassed the number of black eligible voters.) Hispanic voting rates have been lower than those of African-Americans and non-Hispanic whites, with rates of 66% for African-Americans and 64% for non-Hispanic whites versus 48% for Hispanics in 2012, primarily driven by lower registration rates. But the absolute number of those likely to vote is nevertheless rising quickly as the total U.S. electorate becomes more Hispanic.

PRESIDENTIAL ELECTION DEMOGRAPHIC COMPOSITION OF VOTERS: 1992-2012



Source: U.S. Census Bureau, 2012 and 2014 American Community Survey, 1-year estimates.

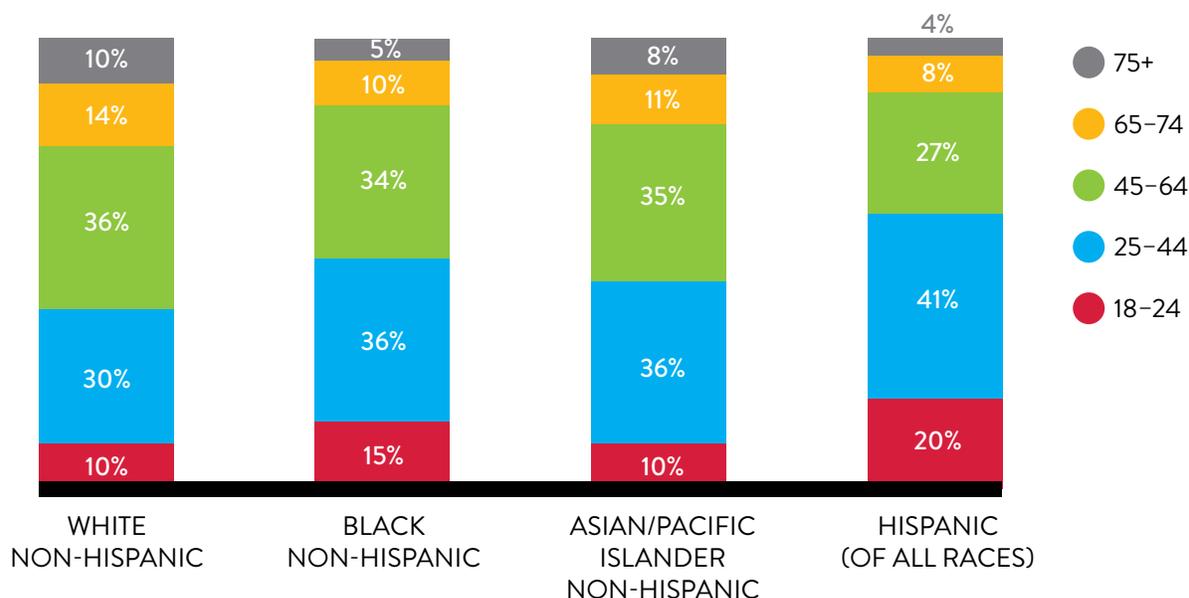
In the 2012 presidential election, Hispanics, African-Americans and Asian-Americans comprised 26% of voters, versus only 11% in the 1992 election. The relative youth of the multicultural population will accelerate these changes even more, as more young Hispanics and other young multiculturals reach voting age, and the non-Hispanic white population of the country begins to decline.



By November, approximately 3.4 million eligible Hispanic new voters, 14% of the total Hispanic voting population, will have come of age since the last presidential election. By way of comparison, just 6% of white, 9% of African-American and 6% of Asian-American eligible new voters are in that same 18- to 22-year-old range. Thirty-seven percent of these 18- to 22-year-old Hispanic new voters speak only English in the home, and another 61% are bilingual. That means 98% of 18- to 22-year-old Hispanic eligible new voters are English speakers, as opposed to 85% of those over 35.

Additionally, 81% of these new Hispanic voters (ages 18–22) have a high school diploma or higher education, as opposed to 73% of those 35 and older. And 95% are U.S. born, versus 64% of Hispanics ages 35 and older.

2016 ALL ELIGIBLE VOTERS, BY AGE AND ETHNICITY



Source: EthniFacts projections based on U.S. Census Bureau, 2012 and 2014 American Community Survey, 1-year estimates.

BY NOVEMBER, APPROXIMATELY **3.4 MILLION** ELIGIBLE HISPANIC NEW VOTERS WILL HAVE COME OF AGE SINCE THE LAST PRESIDENTIAL ELECTION

GROWING VOTER REGISTRATION LEVELS

Hispanic voter registration for the November 2016 election appears to be at unusually high levels across the U.S. The California firm Political Data has reported that Hispanic voter registration in California is up 98%.^{*} That California's number should be so high is unsurprising—it is one of a small number of states that makes registering automatic with the acquisition or renewal of a driver's license. But Hispanic registration spikes are also being reported in Arizona, Florida, Nevada and Texas, as well as in Georgia and North Carolina, where the increase in Hispanic voter registration has been larger in 2016 than the increase for other voting segments. Much of the increase is due to the young Hispanic population coming of age. Registration is also high because immigration-related issues are very much present in the 2016 presidential campaign.

An increase in naturalizations also is driving up Hispanic voter registration numbers. Figures from the U.S. Citizenship and Immigration Services show that naturalization applications increased by 11% in 2015. The last six months of 2015 showed a 15% increase over the same period in 2014. It is estimated that applications could approach 1 million in 2016, about 20% more than the average in recent years. The Department of Homeland Security estimates that there are about 3.9 million Hispanic legal permanent residents now eligible for U.S. citizenship.

^{*}Source: California registration growth Jan. 1 - March 31, 2016 compared to the election year of 2012.

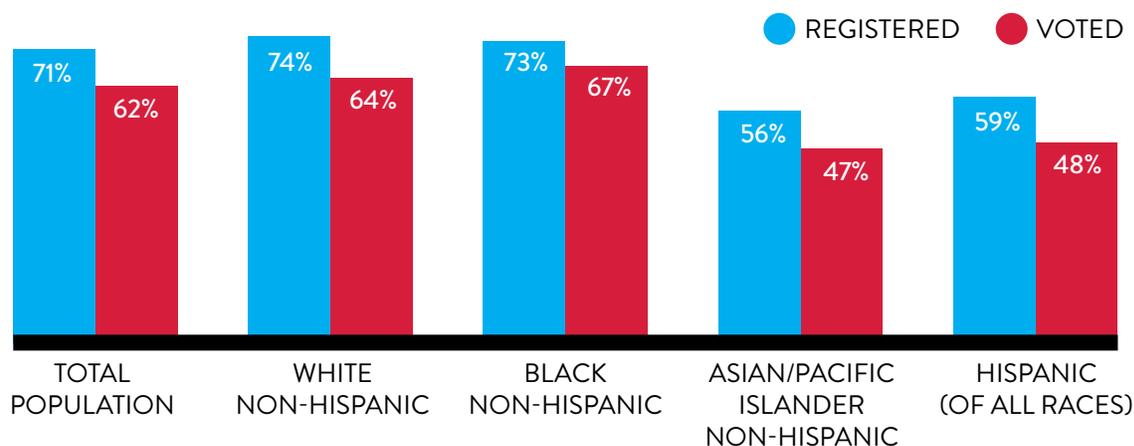


These indicators all portend a more robust voter turnout for Hispanics in 2016 than in 2012, when only 59% of eligible Hispanics registered to vote, and less than half of all eligible Hispanics (48%) voted. Overall, and within all age groups, only eligible Asian-Americans were less likely to register or to vote in 2012.

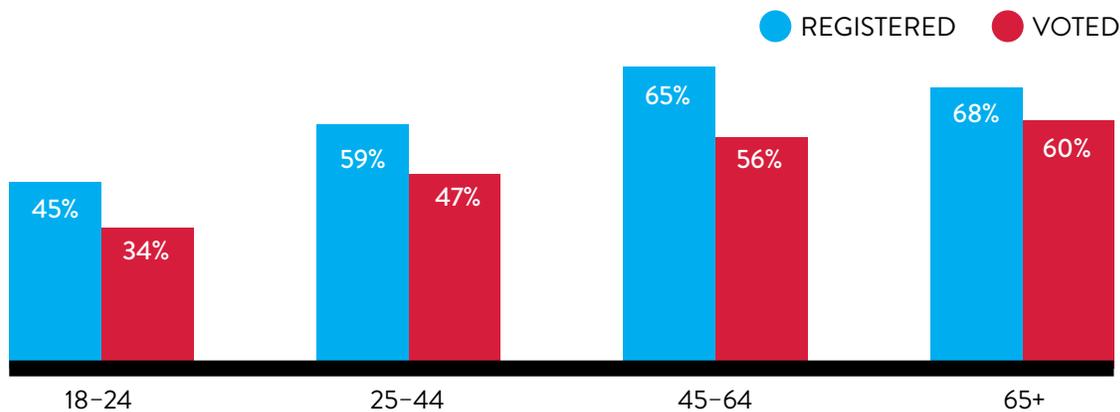
The behavior of younger Hispanics will have a significant impact: Young people are the bulk of the Hispanic electorate. Historically, young people have had the lowest voter turnout of all age groups, with only 34% of 18- to 24-year-old eligible Hispanics voting in the 2012 presidential election.

ELIGIBLE VOTING POPULATION IN 2012

ELIGIBLE U.S. VOTING POPULATION, BY ETHNICITY

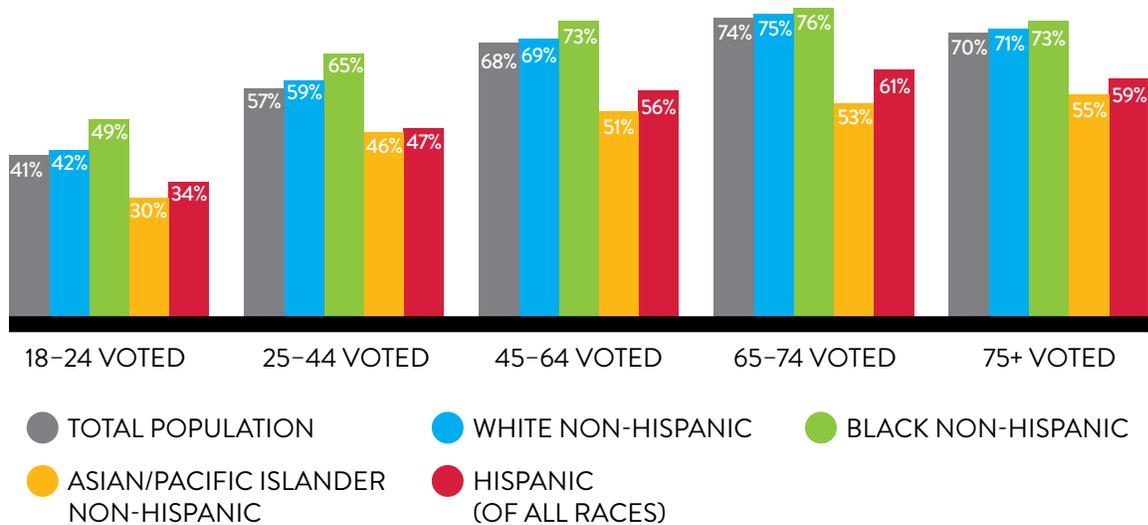


ELIGIBLE HISPANIC POPULATION, BY AGE

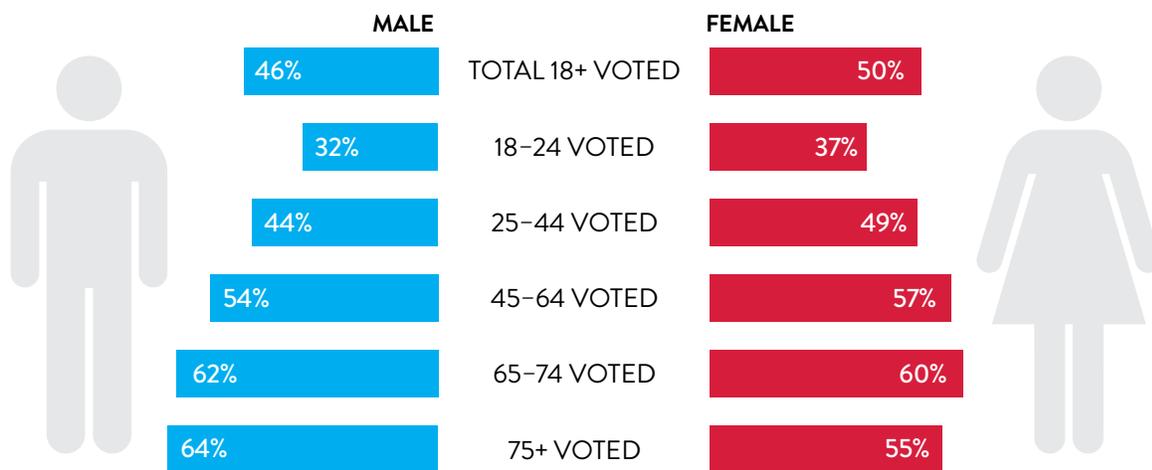


Source: U.S. Census Bureau, Current Population Survey, November 2012.

2012 VOTERS, BY AGE AND ETHNICITY



2012 VOTING HISPANIC U.S. CITIZENS, BY GENDER AND AGE (% OF ELIGIBLE POPULATION)



Source: U.S. Census Bureau, Current Population Survey, November 2012.

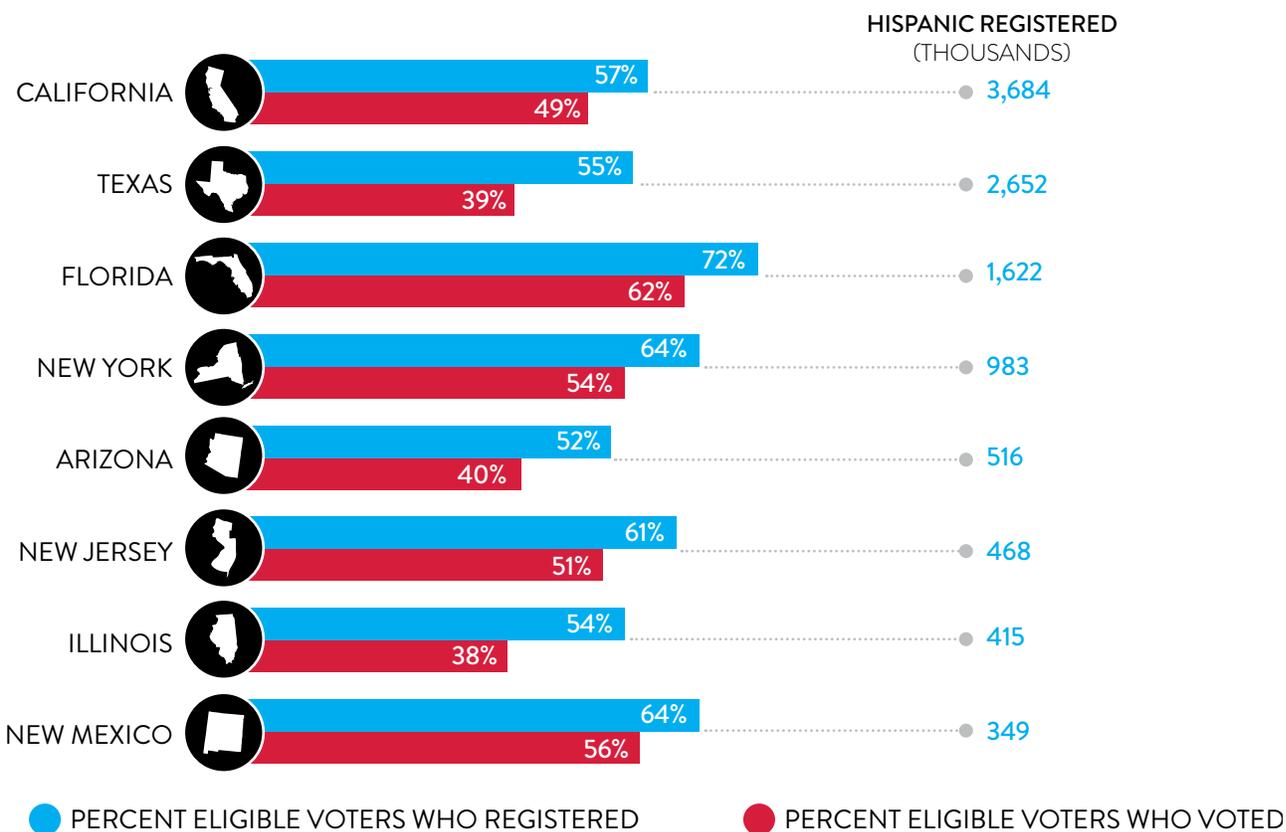
Except for those over 65, female Hispanics of all ages have historically been more likely than male Hispanics to register and to vote.

KEY STATES OF VOTER INFLUENCE

In 2012, California had the largest number of Hispanic registered voters; the 3.7 million Hispanic voters in the last presidential election year represented 28% of California's total eligible voter population. In Texas, the 2.7 million eligible Hispanic voters were also 28% of the total eligible voting population. Though they were smaller in number (349,000), New Mexico's eligible Hispanic voters were 40% of that state's total eligible voting population.

Among those states with high populations of eligible Hispanic voters, Florida had the largest Hispanic voter registration (72%) and voter turnout (62%). However, due to the sheer size of the Hispanic population in California and Texas, their voter turnouts of 49% and 39%, respectively, resulted in a greater number of Hispanic voters.

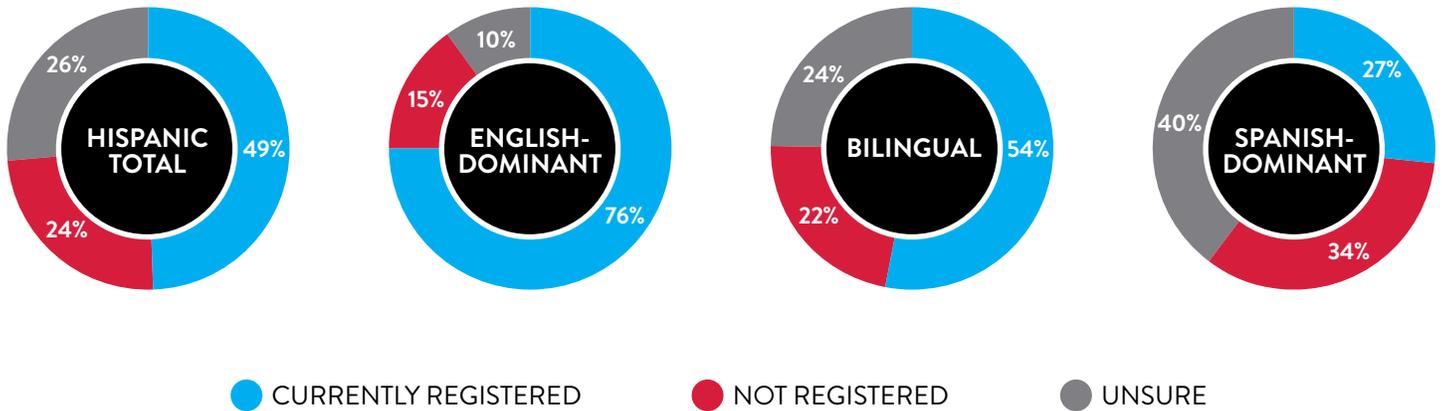
HISPANIC REGISTERED VOTERS, TOP STATES



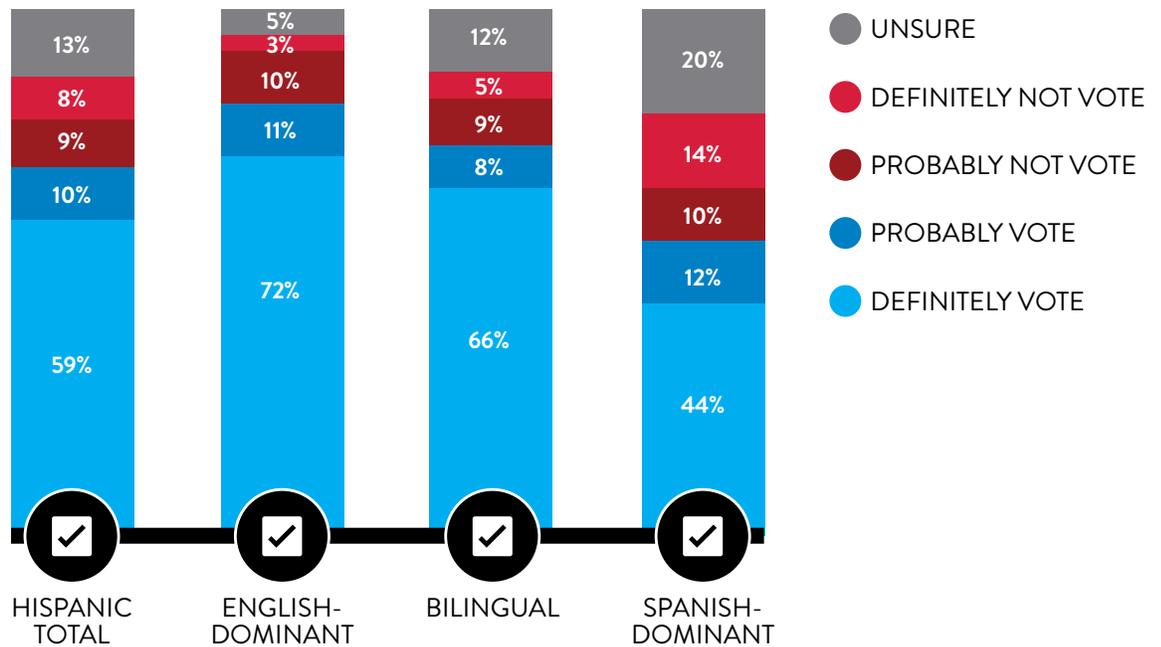
Source: U.S. Census Bureau, Current Population Survey, November 2012

The percentages of eligible Hispanics who registered to vote and who voted in presidential elections since 1980 has ranged between 56% and 63% (registration) and 44% and 52% (voting). Voter registration status and intent to vote both rise as language dominance shifts from Spanish to English.

HISPANIC VOTER REGISTRATION, BY LANGUAGE DOMINANCE



HISPANIC INTENT TO VOTE, BY LANGUAGE DOMINANCE

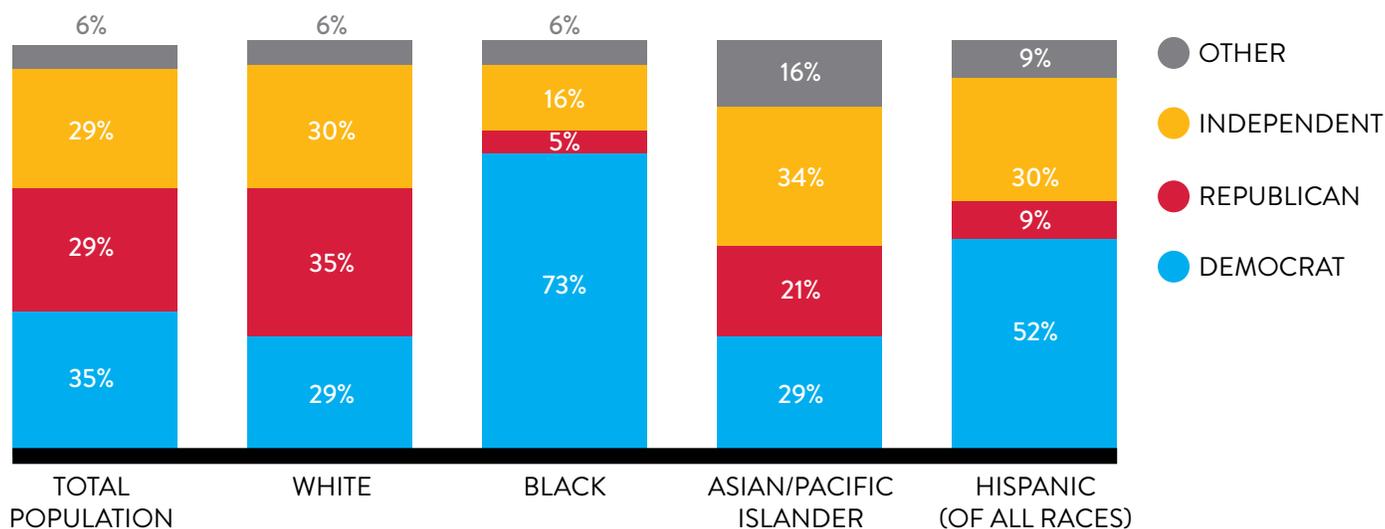


Source: The Harris Poll, March 2016, survey conducted in English and in Spanish.

EVOLVING POLITICAL IDENTITIES

When it comes to party affiliation, 52% of Hispanics identify as Democratic, according to a March 2016 Harris Poll Survey. That percentage increases to 55% when they are asked how they intend to vote in the upcoming presidential election (although it is significantly lower than the 71% of Hispanics who voted for Barack Obama in 2012). Nine percent of Hispanics identify as Republican and 14% intend to vote for the Republican candidate in November. Thirty percent of Hispanics consider themselves Independent—the same percentage as non-Hispanic whites, according to the March 2016 Harris Poll Survey.

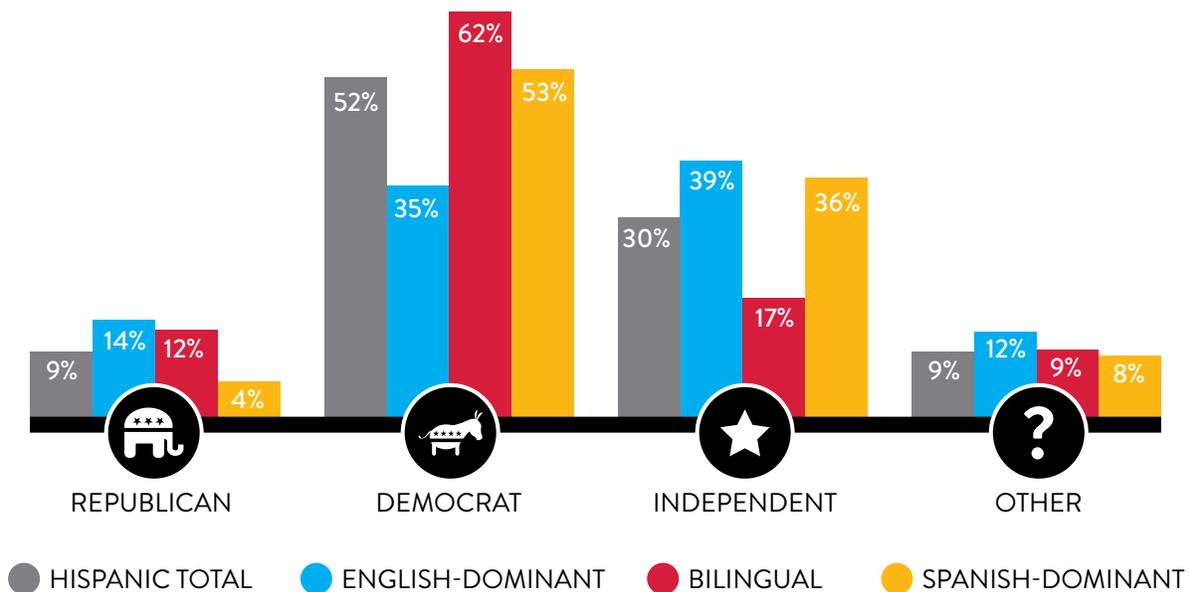
PARTY AFFILIATION, BY ETHNICITY



Source: The Harris Poll, March 2016, surveys and polls conducted in English and in Spanish.

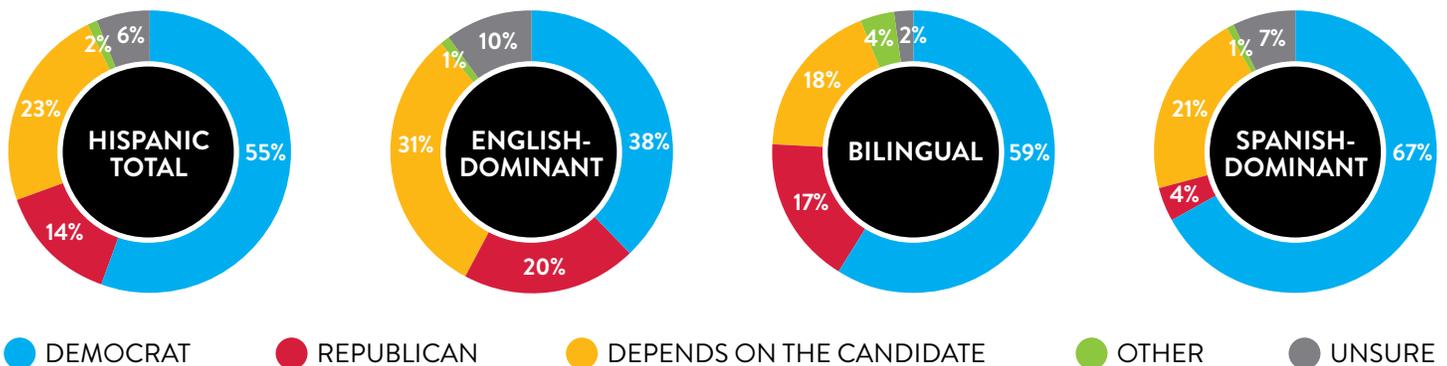
However, as Hispanic voters become increasingly U.S. born, and as bilingual and English-dominant percentages increase, these voters are more likely to identify as Independents. Perhaps most striking for the long-term profile of American vote, English-dominant Hispanics, a growing percentage of Hispanics, are most likely to consider themselves Independents (39%).

PARTY AFFILIATION BY LANGUAGE DOMINANCE



Source: The Harris Poll, March 2016, surveys and polls conducted in English and in Spanish.

HOW HISPANIC PROBABLE VOTERS SAY THEY INTEND TO VOTE IN THE 2016 PRESIDENTIAL ELECTION



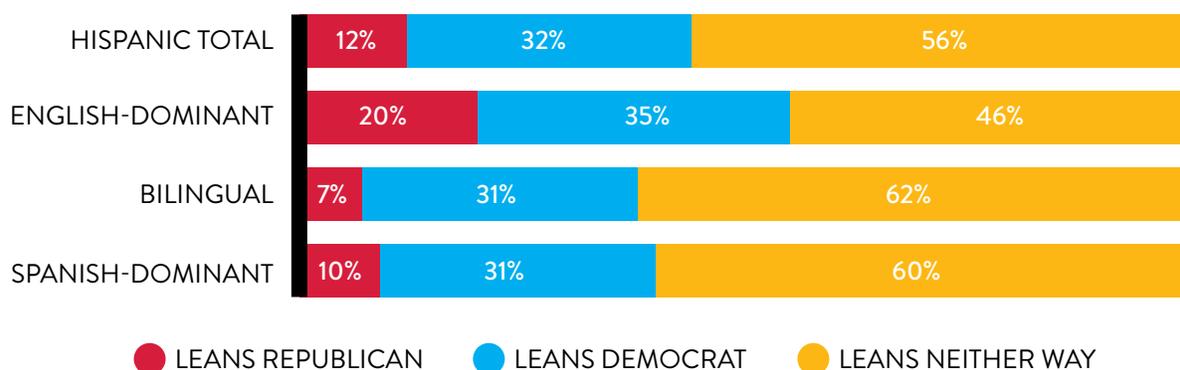
Source: The Harris Poll, March 2016, surveys and polls conducted in English and in Spanish.

These figures about voters' intentions should not be over-read with regard to the election itself: They were collected almost a year before the election and at the beginning of the party primaries. What they do suggest, however, is that as the Hispanic population moves towards greater English-dominance, their voting intentions become less party-dependent.

Looking more deeply at the self-declared Independent group, we see that, while some clearly lean one way or the other, their remains a sizable group of Hispanics who consider themselves not to lean either way. If Hispanics self-declare as 30% Independent, and 56% of those Independents lean neither way, we may conclude that, according to the survey data, almost 18% of Hispanics are likely truly Independent.



HISPANIC INDEPENDENTS' LEANINGS



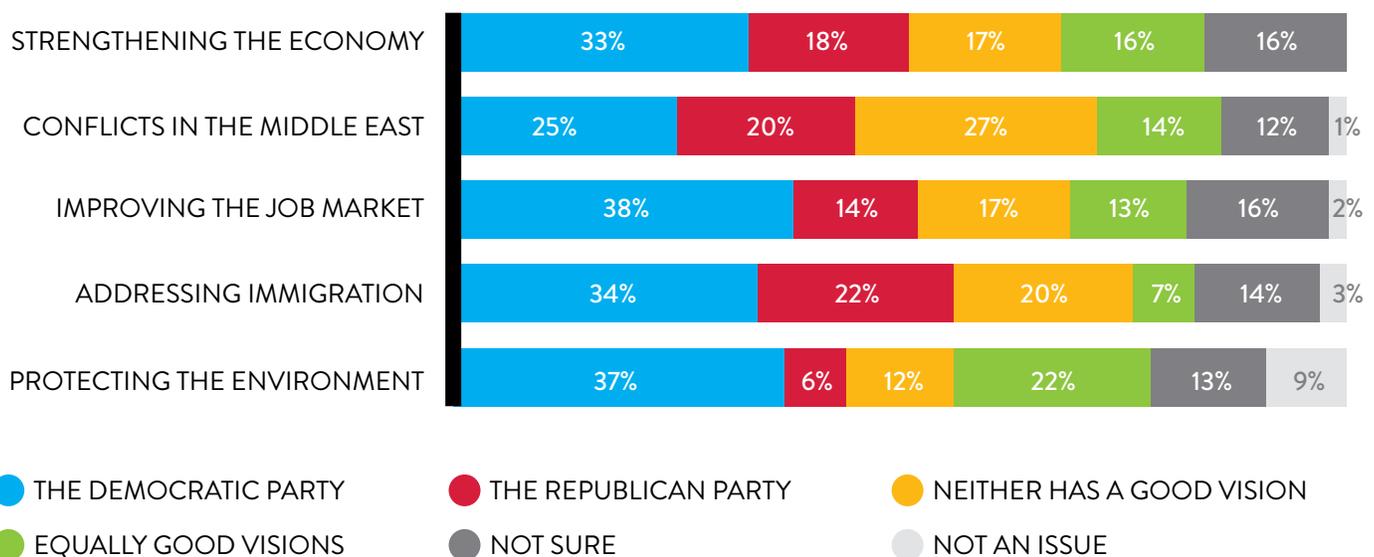
Source: The Harris Poll, March 2016, surveys and polls conducted in English and in Spanish.

WHO HAS THE BEST VISION FOR TOMORROW DEPENDS ON THE ISSUE

This conclusion is borne out by responses to a set of questions about political preference on a range of issues. On the one hand, according to a January Harris Poll survey, when Hispanic voters were asked to choose whether the Democratic or Republican Party had “the best vision” to address a list of top issues facing the country, Democrats were chosen by a larger percentage of people than were Republicans for every issue. However, when taking into account those saying that “Neither [Party] has a good vision,” those claiming “Equally good visions [by both Parties],” and those saying they were “Not sure,” we see a large undecided block.

Specifically, when we combine these three groups who said neither of the two major parties has a good vision for the nation with those who said the parties’ visions are equally good or that they were not sure, we find a large block uncommitted to either party on each issue. (Note: This analysis is based on data collected based on an English-only survey.)

WHICH PARTY HAS THE BEST VISION TO ADDRESS...



Source: The Harris Poll, January 2016, surveys and polls conducted in English only.

THE LATINO ELECTORATE



By November of this year, 3.4 million eligible Hispanic voters (14% of the total Hispanic voting population) will have come of age since the last presidential election, as opposed to 6% of non-Hispanic whites, 9% of African-Americans and 6% of Asian-American eligible voters.



In the 2012 presidential election, only 59% of eligible Hispanics registered to vote and less than half actually voted (48%). In 2016, however, with the young Hispanic population coming of age and recent increases in naturalizations, record numbers of Hispanics are expected to register and vote in the November 2016 election.



The Hispanic electorate is shifting significantly younger. These younger Hispanic voters are more likely to be U.S. born, English dominant and have attained higher levels of education than their older counterparts.



A larger percentage of Hispanics said the Democratic party rather than the Republican party has the better vision to address major issues, such as the economy, jobs, education and protecting the environment. But for most issues, more than half of those asked did not affirmatively identify either party as having the better vision on the matter in question. From this point of view, then, the Hispanic vote would appear to be more in play than is often assumed.



SECTION III

REACHING THE HISPANIC AUDIENCE

A GENERATIONAL DIVIDE

As noted, the political lens is an important one in 2016—but it is also simply one more way of getting at the sheer importance of this growing demographic, whether you are trying to promote a candidate or a bar of soap. These numbers won't mean very much if marketers don't understand how they might most successfully reach Hispanics through the media. Understanding the media behavior and attitudes of Millennial Hispanics (18–34) as opposed to those of Hispanics 35 and older is important, because media preferences can vary dramatically between these two groups.



As the table shows, these two groups have quite different levels of self-reported reach of seven leading social media platforms. Hispanics 18–34 have a 91% reach for these platforms overall, which just slightly under-indexes compared to total non-Hispanic white counterparts (index of 99). By contrast those 35 and older have a 64% reach (index of 96). Facebook and YouTube are by far the most popular social networking sites for both age groups. While the reach of Instagram and Google+ are lower for both age groups, they both over index compared to non-Hispanic whites by 21% and 41%, respectively, for Hispanics 18–34 and by 70% and 45%, respectively, for Hispanics 35 and older.

SELF-REPORTED REACH OF SOCIAL MEDIA PLATFORMS, PAST 30 DAYS

(HISPANICS' REACH VS. TOTAL NON-HISPANIC WHITE COUNTERPARTS)

HISPANICS 18-34				HISPANICS 35 AND OLDER		
REACH		INDEX		REACH		INDEX
91%		99 TOTAL SOCIAL NETWORKING*	64%		96
74%		93 FACEBOOK	52%		97
68%		108 YOUTUBE	39%		123
42%		121 INSTAGRAM	15%		170
25%		141 GOOGLE+	18%		145
21%		95 TWITTER	10%		112
20%		81 PINTEREST	11%		80
10%		50 LINKEDIN	9%		54

Note: Reach is defined as the percent of a population group that uses a media source.

*Note: Total Social Networking includes all devices and sites used.

Source: Nielsen Scarborough Hispanic DST Multi-Market 2015 Release 2, August 2014–October 2015. Surveys conducted in English and Spanish (self-reported).

In terms of electronic devices, Hispanics 18–34 have similar self-reported ownership rates compared to total non-Hispanic whites for laptops or notebook computers (70% versus 80%), smartphones (88% versus 86%) and tablets (58% versus 57%). The same holds true when looking at older Hispanics, those 35 and over, compared to non-Hispanic white counterparts. The ownership rate for laptop or notebook computers for Hispanics is 52% versus 59% for non-Hispanic whites, smartphone ownership is 68% versus 56%, and tablet ownership is at 50% versus 49%.

Hispanics 35 and older have a higher reach for broadcast and cable TV than younger Hispanics and they over-index compared to non-Hispanic whites for broadcast TV reach (index of 102). Hispanics 35 and older also have a higher overall newspaper readership than Hispanics 18–34. When it comes to all self-reported online activity, Hispanics aged 18–34 have a reach higher than both older Hispanics and the total non-Hispanic white counterparts, which includes going online to a broadcast TV website, internet radio and local radio station websites; and listening to radio online.



SELF-REPORTED MEDIA PLATFORM REACH

(HISPANICS' REACH VS. TOTAL NON-HISPANIC WHITE COUNTERPARTS)

	HISPANICS 18-34		HISPANICS 35 AND OLDER	
	REACH	INDEX	REACH	INDEX
 ANY BROADCAST VIEWING, PAST SEVEN DAYS	82%	114	91%	102
ANY CABLE VIEWING, PAST SEVEN DAYS	77%	101	79%	93
ANY BROADCAST TV WEBSITE, PAST SEVEN DAYS	37%	118	25%	103
 LISTENED TO RADIO, PAST SEVEN DAYS (NET ACROSS ALL FORMATS)	92%	100	91%	101
LISTENED TO INTERNET RADIO, PAST 30 DAYS (IHEARTRADIO, RADIO.COM, ETC.)	34%	125	19%	162
 LISTENED TO A LOCAL RADIO STATION ONLINE, PAST 30 DAYS (ANY DEVICE)	26%	142	17%	162
LISTENED TO ANY RADIO ONLINE, ANY DEVICE, PAST 30 DAYS (INTERNET, LOCAL OR MUSIC SERVICE)	42%	126	25%	154
 NEWSPAPER READERSHIP, PAST SEVEN DAYS (PRINT OR ONLINE)	44%	84	48%	73
USED MOBILE DEVICE TO READ NEWSPAPERS, PAST 30 DAYS	29%	85	18%	89
ANY NEWSPAPER WEBSITE, PAST SEVEN DAYS	18%	70	13%	66
 LOCAL NEWS ONLINE, PAST 30 DAYS	30%	89	21%	83
NATIONAL NEWS ONLINE, PAST 30 DAYS	28%	84	21%	76

● HIGHER FOR 18-34

● HIGHER FOR 35 AND OLDER

● HIGH FOR BOTH GROUPS

Note: Reach is defined as the percent of a population group that uses a media source.

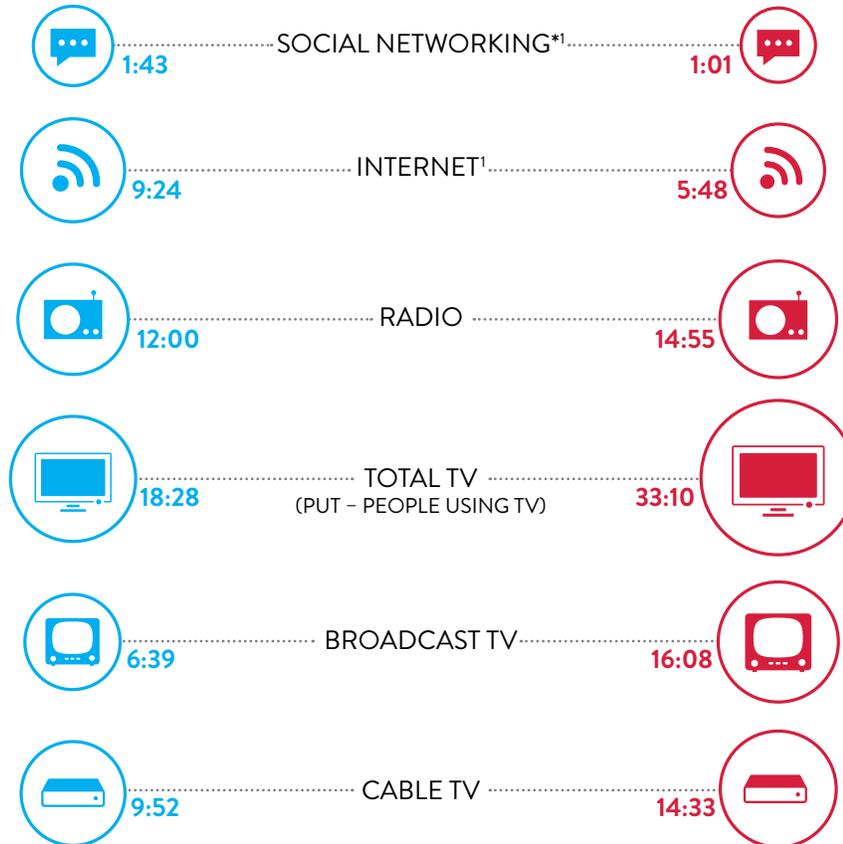
Source: Nielsen Scarborough Hispanic DST Multi-Market 2015 Release 2, August 2014–October 2015. Surveys conducted in English and Spanish (self-reported).

In terms of time spent on media, however, both age groups, and particularly those 35 and older, spend more time watching TV than engaging with other media. Hispanic Millennials spend an average of 18 hours and 28 minutes watching TV each week, while those 35 and older spend an average of just over 33 hours watching TV each week. Likewise, those 35 and older spend more time listening to radio (14 hours and 55 minutes) than Millennials (12 hours) on a weekly basis. Millennials, not surprisingly, say they spend more time on the internet and social networking. In total, Millennials spend just over 41 hours per week on TV, radio and online, while those 35 and older spend an average of 55 hours each week on the same platforms.

WEEKLY MEDIA USAGE (HH:MM)

HISPANICS 18-34

HISPANICS 35 AND OLDER



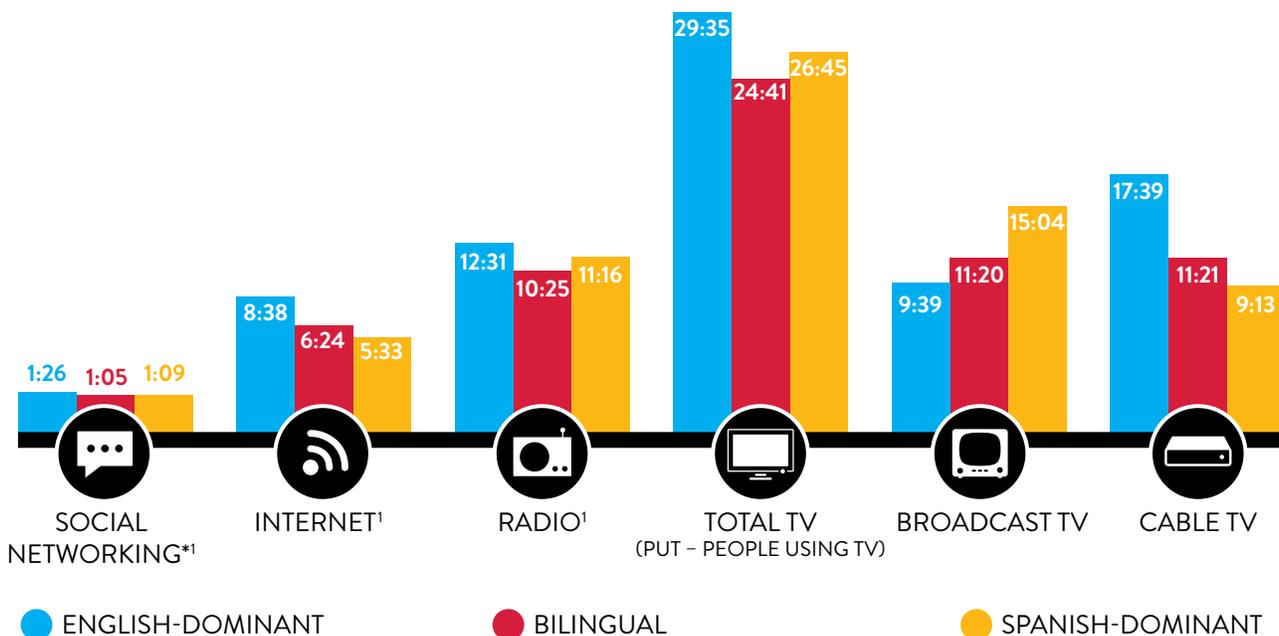
*Note: Social networking is daily time spent.

TV Source: Nielsen NPOWER (metered), 2015-2016 Season to date, September 21, 2015 – July 31, 2016, based on Hispanic Head of Households (HOH) Time Spent Viewing for Broadcast and Cable in this report includes Live usage plus any playback viewing within the measurement period including DVR/time-shifted TV through a DVR but also including playback from video on demand, server based DVRs, etc. PUT includes not only Broadcast and Cable, but also Broadcast and Cable content from sources that are not fully encoded but are still viewed.
 Total Broadcast = Broadcast, Independents, PBS Stations
 Total Cable = Ad Supported Cable Originators, All Other Cable Originators, and Premium Pay
 Hispanic consumer audiences are comprised of both English and Spanish speaking representative populations.

Radio Source: Time Spent Listening (hh:mm), RADAR 129, June 2016, Monday-Sunday 12Mid-12Mid

¹Social Networking and Internet Source: Nielsen Scarborough Hispanic DST Multi-Market 2015 Release 2, August 2014–October 2015. Surveys conducted in English and Spanish (self-reported).

HISPANICS' WEEKLY MEDIA USAGE, BY LANGUAGE DOMINANCE



*Note: Social networking is daily time spent.

TV Source: Nielsen NPOWER (metered), 2015-2016 Season to date, September 21, 2015 – July 31, 2016, based on Hispanic Head of Households (HOH) Time Spent Viewing for Broadcast and Cable in this report includes Live usage plus any playback viewing within the measurement period including DVR/time-shifted TV through a DVR but also including playback from video on demand, server based DVRs, etc. PUT includes not only Broadcast and Cable, but also Broadcast and Cable content from sources that are not fully encoded but are still viewed.

Total Broadcast = Broadcast, Independents, PBS Stations

Total Cable = Ad Supported Cable Originators, All Other Cable Originators, and Premium Pay

Hispanic consumer audiences are comprised of both English and Spanish speaking representative populations.

¹Social Networking, Internet and Radio Source: Nielsen Scarborough Hispanic DST Multi-Market 2015 Release 2, August 2014–October 2015. Surveys conducted in English and Spanish (self-reported).

Media usage also varies by language dominance. All language groups spend the most time watching TV, and listening to radio. Bilingual Hispanics, perhaps driven by more choices, spend an average of 42 hours weekly combined on TV, radio, and online. English-dominant Hispanics spend an average of 51 hours weekly combined on TV, radio, and online, while those who are Spanish-dominant spend an average of 44 hours weekly.

THE AMBICULTURAL MIND-SET: ITS IMPORTANCE FOR MARKETERS

When reaching the Hispanic consumer, it is important to understand the role of culture sustainability and intercultural affinity and influence.

As noted, the development and adoption of personal technology and social media have facilitated the ability to stay in touch with one's cultural roots more than at any time in history. This pervasive ability to remain culturally connected has made the ambicultural mind-set—the ability to be entirely American and entirely “root culture”—a preferred one and a very real advantage in today's increasingly diverse society. Advertisers, media companies and all others who wish to reach the Hispanic consumer should never forget that they are seeking to reach not only the 57 million who self-identify as Hispanic today, but also the large pool of culturally savvy potential consumers of goods and services that ambicultural Hispanics influence.

As births have replaced immigration as the major source for U.S. Hispanic growth since 2000, many assumed that young Hispanics would lose their cultural roots, allowing them to be reached through general-market communications in English. The phenomena of culture sustainability and intercultural influence mean that reaching today's Hispanic consumers requires messaging that activates both their American and their root culture touch points, through dual-language formats and communications that speak equally to the Latino soul and the American spirit.

BEYOND AMBICULTURAL: HISPANIC PAN-CULTURAL INFLUENCE



One of the most striking pop culture examples of Hispanic influence and intercultural affinity is the phenomenal success of the Broadway smash hit *Hamilton*, which uses rap and hip-hop to reframe the story of Alexander Hamilton, an immigrant from the British West Indies island of Nevis who became the nation's first Secretary of the Treasury. Written by and starring Puerto Rican-American Lin Manuel Miranda, *Hamilton* received a record-breaking 16 Tony Award nominations and won 11 awards this year, including Best New Musical. The show's groundbreaking pan-cultural appeal (defined as appeal across *all* cultures) is reflected by the racial and ethnic mix of the audiences who are flocking to see *Hamilton*, George Washington, Aaron Burr and other Founding Fathers portrayed by a multicultural cast that updates and reframes the birth of the nation and the intercultural reality of modern America—and redefines and broadens the idea of patriotism as it does so.

Pan-cultural blending and intercultural affinity (levels of exposure, interest in and engagement with people from cultures other than one's own) together are the dynamic behind the fastest-growing segment of the U.S. population. The blending of non-Hispanic whites with multicultural groups is transforming the social and political fabric of the American mainstream and is surfacing in aggregated consumer behaviors, including shopping, music, media and the arts.

HISPANICS – A PARTICULARLY ENGAGED GROUP



Understanding the varying media behaviors and attitudes of Millennial Hispanics (18–34) versus those older than 35 is critical in reaching a broad spectrum of Hispanics. Those looking to connect with the widest possible set of Hispanic consumers should ensure their media strategy doesn't overlook platforms that are popular with older Hispanics.



Millennial Hispanics aged 18–34 had the highest self-reported online TV and radio reach compared to both older Hispanics aged 35 and older and to total non-Hispanic whites. In terms of time however, both age groups, and particularly those 35 and older, spend more time watching TV than engaging with other media. Self-reported social media and all online activity usage among Hispanics aged 18–34 is higher than for older Hispanics.



Ambicultural Hispanics, who make up an increasing portion of the total Hispanic population, who consider themselves entirely American and entirely Latino, are culturally invested, digitally connected, dual-language competent and infused with an immigrant mind-set of patriotism, innovation and entrepreneurial self-reliance.



CONCLUSION

Buoyed by a surging population and increasing buying power, U.S. Hispanics are solidifying educational and economic gains and asserting their place in the new American mainstream. It is well established that marketplace growth strategies are becoming more dependent on a coherent Hispanic strategy, and it's never been more important than today, as Hispanic influence grows in American commerce and entertainment as much as in its politics.

Almost 57 million strong and projected to reach 119 million by 2060, the relative youth and growth of the U.S. Hispanic population is offsetting a decline in the non-Hispanic white population and providing a key advantage for the U.S. in the global marketplace by replenishing the future workforce and driving consumer buying power. Outpacing the rest of the U.S. in income growth and educational gains, young Hispanics, and particularly Latinas, will shape the country for years to come as the Hispanic population doubles in the next two generations. As growing numbers of these relatively youthful ambicultural Latinos assume their pivotal economic place in American society, their civic power will ascend as well.

As Hispanics emerge as critical players in the 2016 presidential election, many presume a clear predilection towards voting Democratic, but a closer look at Hispanic voter segments reveals a more complex picture, with a large block that can swing with a political party's stand on certain issues.

Reaching Latinos requires a multi-pronged media strategy. Hispanic consumers younger than 35 have different technology and media habits than their older counterparts. Not surprisingly, digital media, particularly social media, is an important platform for reaching the under-35-year-old Latino set.

Meanwhile, Hispanics age 35 and older are more likely to use traditional TV, radio and print news sources. Language dominance and acculturation levels also play a major role in media preferences and understanding these nuances is important when crafting appropriate strategies to reach all Hispanic segments.

Understanding that the size and influence of the Hispanic consumer is substantially larger than U.S. Census demographics would indicate is critical to any marketing strategy as explosive growth, relative youth, and increasing influence through intercultural affinity with other groups and races are enhancing Latino power and significance in the evolving U.S. social mix. Those that invest in understanding the nuances and needs of this pivotal group will reap the rewards of surging Hispanic consumer power and gain a foothold in the evolving U.S. pan-cultural consumer markets that lie ahead.

METHODOLOGIES

Insights used in this report were sourced from the following Nielsen analytical tools and solutions. All tools offer their own representative levels of consumer insights and behavior across Hispanic, non-Hispanic white and total respondents (based on data collection, survey/panel design, and/or fusion approaches).

THE HARRIS POLL

JANUARY DATA

This Harris Poll was conducted online, in English, within the U.S. January 13–18, 2016 among 2,193 adults (aged 18 and over), including 146 Hispanic adults. Figures for age, sex, race/ethnicity, education, region and household income were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents' propensity to be online.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, The Harris Poll avoids the words “margin of error” as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

Respondents for this survey were selected from among those who have agreed to participate in Harris Poll surveys. The data have been weighted to reflect the composition of the adult population. Because the sample is based on those who agreed to participate in our panel, no estimates of theoretical sampling error can be calculated.

MARCH DATA

This Harris Poll was conducted online, in English, within the U.S. March 16–31, 2016 among 2,236 adults. Additionally, oversamples were collected in English and Spanish among 510 Hispanic (representing Spanish-dominant, English-dominant and Bilingual profiles) respondents and in English among 179 Asian respondents. Figures for age, sex, race/ethnicity, education, region and household income were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents' propensity to be online.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, The Harris Poll avoids the words “margin of error” as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

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NIELSEN SCARBOROUGH

Nielsen Scarborough Hispanic Multi-Market 2015 Release 2, August 2104–October 2015. (Base: Age of respondent summaries: Adults 18+ - Projected 132,748,394, Respondents: 119,340). GfK/MRI Attitudinal Insights Module: By integrating 400+ attitudinal statements and segmentations with Nielsen Scarborough’s data set, this analysis reflects consumer psychographics in the studied categories among both English and Spanish-speaking adults in the top 36 Hispanic Demographic Market Areas (DMAs).

RADAR

Audience estimates for 48 large markets are based on a panel of people who carry a portable device called a Personal People Meter (PPM) that passively detects exposure to content that contains inaudible codes embedded within the program content. Audience estimates from the balance of markets and countries in the U.S. are based on surveys of people who record their listening in a written diary for a week.

The estimates in this report are based on RADAR and the National Regional Database. RADAR reports national network radio ratings covering the U.S. using both PPM and Diary measurement and it is based on a rolling one-year average of nearly 400,000 respondents aged 12+ per year. The Q1 2016 report is based on the June RADAR studies to more accurately align with the other included media. This adjustment is also reflected in the included historical data.

Monthly Radio Estimates: Nielsen’s Measurement Science group used statistical modeling techniques to estimate the total cume audience to radio in a four week period, as compared to the total cume audience to radio in an average week. The methodology utilized PPM panel data, and

essentially measured how many people who were not exposed to radio in a single week might typically be exposed to radio over a consecutive four week period. A radio cume growth factor was then determined and applied to radio listening on a national basis. In the Q1 2016 report, the model for monthly radio estimates has been refined to more accurately align with the other included media. This adjustment is also reflected in the included historical data.

RADAR reports English-dominant and Spanish-dominant Hispanics.

TELEVISION METHODOLOGY

Audience Estimates based on a nationally representative panel of people whose televisions are metered with a device called the National People Meter (NPM) that passively detects exposures to codes embedded in content.

Time Spent Viewing includes Live usage plus any playback viewing within the measurement period. DVR/Time-shifted TV is playback primarily on a DVR but includes playback from video on demand, DVD recorders, server based DVRs and services like Start Over.

The last phase of a two-year sample expansion initiative (referred to as NPX) was completed on December 28, 2015, essentially doubling the sample size of our National Panel. The official production ratings that comprise Nielsen's National television measurement service will be based on the larger panel of households.

Hispanic consumer audiences are comprised of both English and Spanish speaking representative populations.

CONTRIBUTORS

Thank you to all the contributors to this report.

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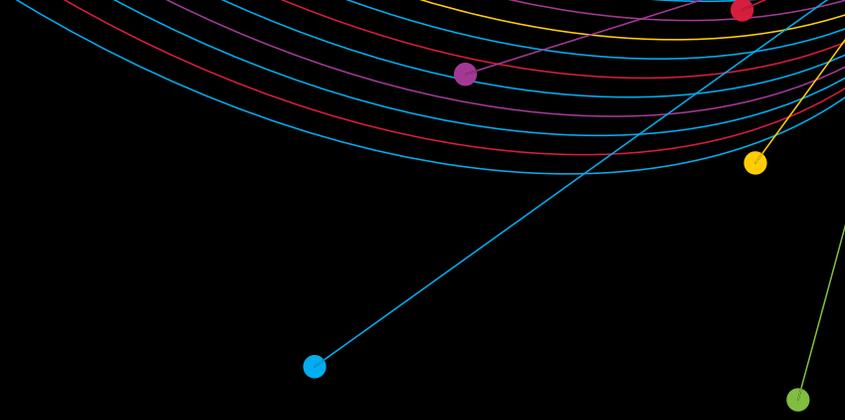
Nielsen Holdings plc (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers watch and buy. Nielsen's Watch segment provides media and advertising clients with Total Audience measurement services for all devices on which content—video, audio and text—is consumed. The Buy segment offers consumer packaged goods manufacturers and retailers the industry's only global view of retail performance measurement. By integrating information from its Watch and Buy segments and other data sources, Nielsen also provides its clients with analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries, covering more than 90% of the world's population.

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AN UNCOMMON SENSE OF THE CONSUMER™



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