

A black and white photograph of a woman with long dark hair and glasses, smiling and holding a smartphone. The image is the background for the entire page.

H | CODE

2020
HISPANIC
DIGITAL
FACT PACK



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**DIGITAL WILL BE AT THE FOREFRONT OF HISPANIC
ADVERTISING AS WELL AS THIS AUDIENCE'S
CONTINUED IMPACT ON AMERICA...THE U.S.
HISPANIC POPULATION IS EVOLVING, AND IT IS
TIME THE MEDIA INDUSTRY EVOLVES WITH IT.**



**THIS HISPANIC DIGITAL FACT PACK WAS PRODUCED BY H
CODE AND USES DATA COLLECTED FROM ITS INTELLIGENCE CENTER'S
HISPANIC DIGITAL CONSUMPTION SURVEY, WHICH RAN DURING Q4
2019. THE SURVEY HAD 1,069 HISPANIC RESPONDENTS, BOTH ENGLISH-
AND SPANISH-SPEAKING, AND IS REPRESENTATIVE OF ALL MAIN
GEOGRAPHICAL AREAS OF THE UNITED STATES. ALL DATA IS FROM THE
HISPANIC DIGITAL CONSUMPTION SURVEY UNLESS OTHERWISE STATED.**

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Letter from the CEO

If there is one certainty, it is that the U.S. Hispanic consumer market is powerful. I founded H Code because I realized no business was proactively investing in or targeting the Hispanic audience digitally, despite their indisputable influence on the U.S. economy and nation as a whole.

This consumer market is growing at a rapid pace and brands can't afford to underserve these consumers anymore. This prominent and complex audience shatters stereotypes. They are young, bilingual, affluent, influential, and tech-forward. Hispanic consumers today are not

the same as Hispanic consumers from years back. Brands in the Hispanic space and those who are looking to reach this market must step away from outdated advertising practices like print, broadcast, etc.

Contrary to popular belief, this audience is digital-first and brands must leverage the digital channels used most by U.S. Hispanics in order to reach them at scale. As technology and media continues to advance, digital will be at the forefront of Hispanic advertising as well as this audience's continued impact on America.

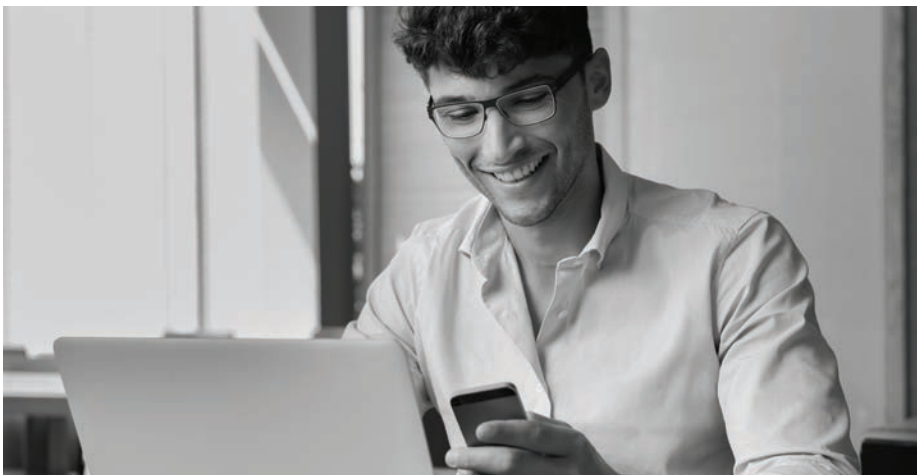
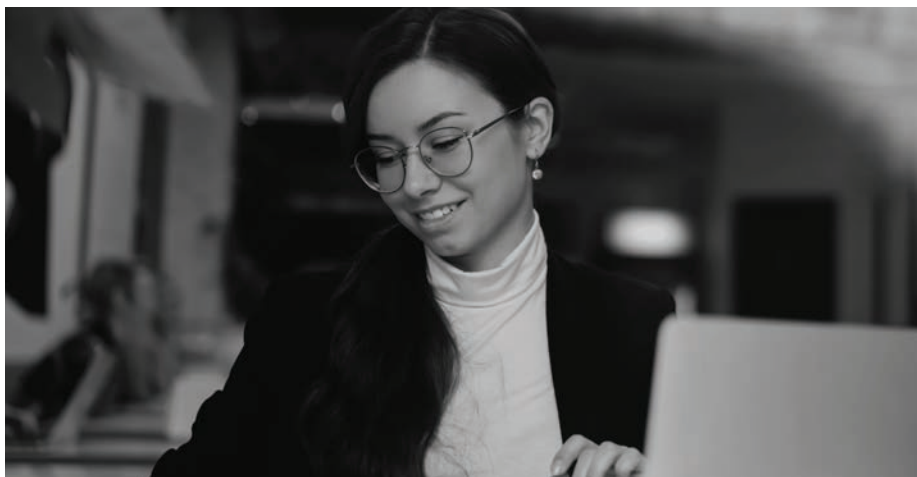
In order to provide an accurate

snapshot of the U.S. Hispanic market—and their digital usage, consumption, and behavior—our team surveyed 1,069 Hispanic respondents in both English and Spanish to create our **2020 Hispanic Digital Fact Pack**.

H Code is determined to educate advertisers on the immense influence of the U.S. Hispanic population and the best ways to reach these individuals utilizing premium content, rich media, social, video, and so much more.

The U.S. Hispanic population is evolving, and it is time the media industry evolves with it.

Parker Morse
Parker Morse
CEO & FOUNDER



EXECUTIVE SUMMARY

Our Intelligence Center delved deep into the nuances and digital consumption habits of the Hispanic market in the U.S. H Code's **2020 Hispanic Digital Fact Pack** explores these findings and reveals a shift away from traditional mediums and a preference towards digital and social channels among U.S. Hispanics.

Our learnings reinforce the knowledge that Hispanics actively adopt new technology, are increasingly engaged online, are brand loyalists, and use the internet as their primary source of entertainment content, showing the immense opportunity available to brands that target this audience and leverage premium digital channels.



KEY TAKEAWAYS

PLATFORMS & DEVICES

- Hispanics are **55%** more likely to use a smartphone than a laptop to connect to the internet
- **71%** of Hispanics have a smart TV

ENTERTAINMENT

- **3 in 4** stream video content on platforms outside of Netflix, Hulu, or HBO
- **73%** of Hispanic listeners stream audio content outside of Pandora, Spotify, or iHeart

SOCIAL MEDIA

- **Facebook, YouTube, Instagram, Snapchat,**

and **WhatsApp** are the top 5 social channels used by U.S. Hispanics

BRAND ADVERTISING

- **78%** of Hispanics think it's about time that brands recognize the power of the Hispanic community and do not think brands target Hispanics enough

SHIFTING TRENDS

- **1 in 3** Hispanics are cord-cutters
- **65%** of Hispanics prefer to watch TV on-demand or via streaming platforms
- **1 in 2** prefer to watch TV or movies in English

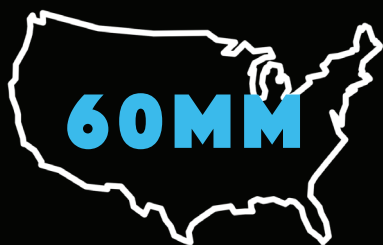




HISPANICS IN THE U.S.

The Hispanic population in the U.S. is growing rapidly and not just in size. Today's Hispanic audiences are not the same from years past: They are increasingly diverse, affluent, digital-first, and so much more. To make a lasting impact on America's most powerful consumer market, brands will need to go beyond demographics and leverage the right tools and knowledge.

IN PERSPECTIVE



Hispanics are **18.3%** of the entire U.S. population, meaning:



1 IN 5 people in the United States of America is Hispanic

In the past decade, Hispanics have accounted for **52%** of all U.S. population growth and continue to outpace other non-Hispanic groups



The United States is home to **52MM** native and bilingual Spanish speakers, making it the 2nd largest Spanish-speaking country in the world after Mexico

SPENDING POWER

Hispanic consumption has grown **72%** faster than non-Hispanic consumption in the last decade



If U.S. Hispanics were their own country, they would rank as the **8TH** largest economy in the world

Hispanics drive the U.S. economy and have a GDP of **\$2.3T**



The U.S. Hispanic GDP is growing **28%** faster than the nation's economy overall

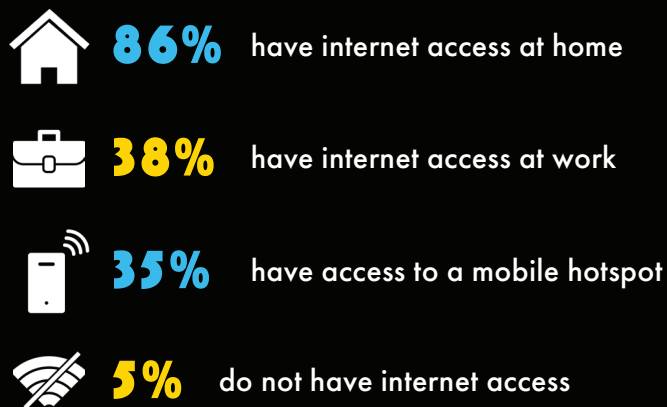


INTERNET USAGE

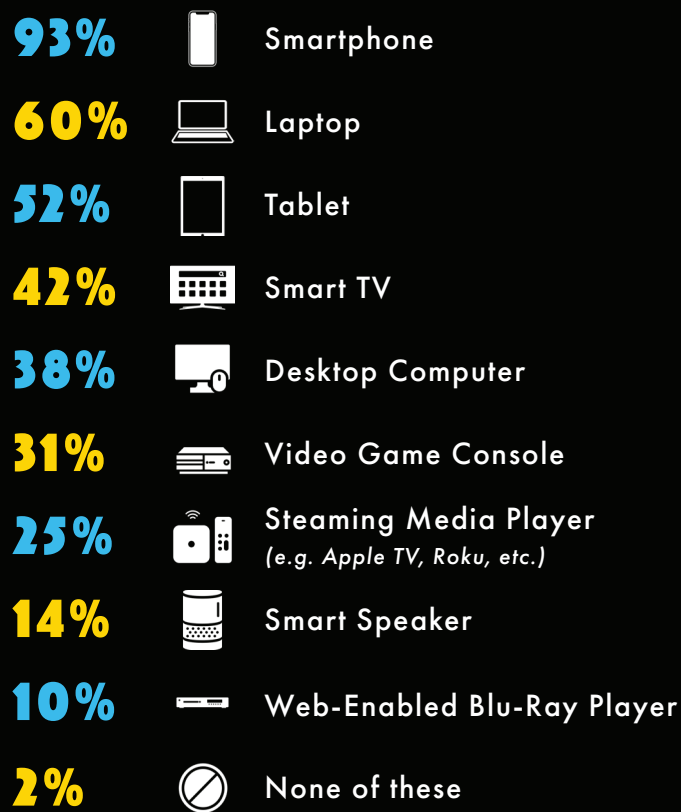
Internet usage among U.S. Hispanics is high, with 3 in 4 Hispanics using the internet every day. The majority of this consumer market (64%) admits that living without the internet would be impossible. These tech-forward individuals use the internet for everything like staying connected with their loved ones, reading interesting content, searching for information, shopping, streaming, etc.

INTERNET USAGE

WHERE DO U.S. HISPANICS HAVE ACCESS TO THE INTERNET?



WHICH DEVICES DO THEY USE TO CONNECT TO THE INTERNET?



HOW OFTEN DO HISPANICS USE THE INTERNET?

2%

Never

5%

Rarely

16%

Often

75%

Every Day

1%

I don't
use the
internet

HOW THEY USE THE INTERNET



78% Search
For Information



64% Connect
With Friends &
Family Via Social



61%
Research
Products



65%
Shop



53% Watch
Television



57% Watch
Movies



63% Listen
To Music



55% Play
Games



43% Find
Things To Do



40% Learn
New Skills



48% Get News
& Read Content



23% Meet
New People

Other: **7%**



PLATFORMS & DEVICES

Technology is near and dear to U.S. Hispanics, with 81% saying they like to learn about the latest tech. Hispanics are complex and each segment in this audience has its own nuances, interests, and passion points. This, combined with the fact that Hispanic households are filled with the latest gadgets and smart devices, means they can be reached across various platforms and channels.

PLATFORMS & DEVICES

SMART DEVICES OWNED BY U.S. HISPANICS



93%

Have A
Smartphone



71%

Have A
Smart TV



39%

Have A
Smart
Speaker



43%

Have A
Smartwatch



53%

Have A
Streaming
Media
Player



63%

Have A
Gaming
Console



39%

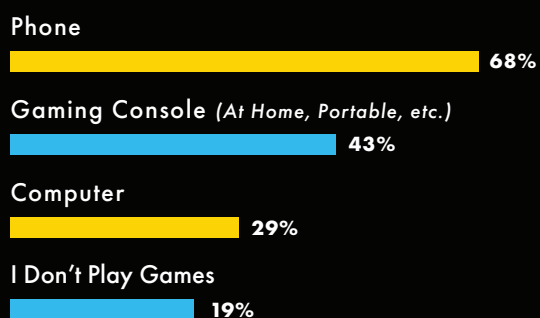
Have A
Web-Enabled
Blu-Ray Player

HISPANICS & GAMING

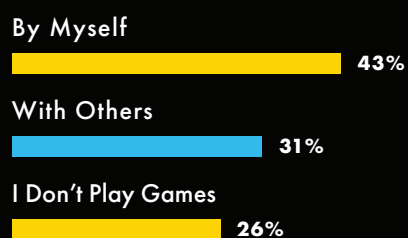


63% identify as a gamer

I Play Games On My:



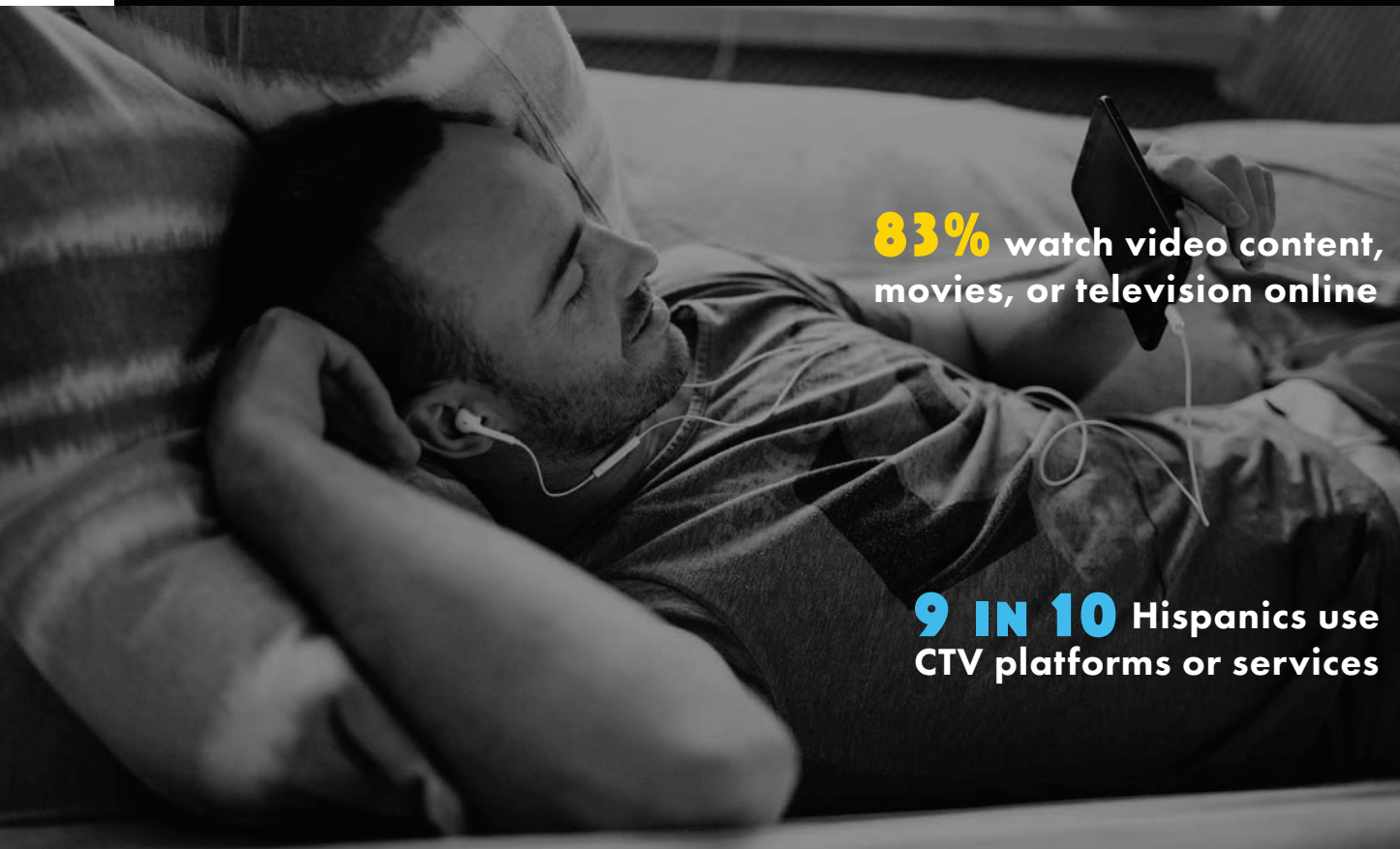
I Prefer to Play Games...



I Use My Gaming Console To:



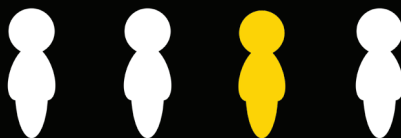
CONNECTED TV



83% watch video content, movies, or television online

9 IN 10 Hispanics use CTV platforms or services

74% of Hispanic viewers stream video content on platforms outside of Netflix, Hulu, or HBO

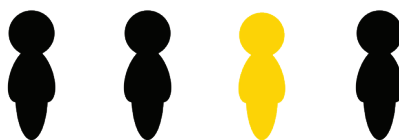


DIGITAL AUDIO

85% listen to audio content online

9 IN 10 use digital audio platforms
or services to stream radio or music

73% of Hispanic listeners stream audio
content outside of Pandora, Spotify, or iHeart



SOCIAL MEDIA



64% of Hispanics use social media to stay connected with friends and family

Which social platforms or services do you use?

Facebook	78%	LinkedIn	18%
YouTube	71%	Skype	15%
Instagram	65%	Other	14%
Snapchat	43%	Reddit	12%
WhatsApp	41%	TikTok	10%
Pinterest	36%	Discord	4%
Twitter	34%	Taringa	1%



3 IN 5 use social media for a minimum of 3+ hours every week

1 IN 3 Hispanic users use social media for 10+ hours every week



66% pay attention to ads they see on social media platforms

78% don't mind if an influencer promotes a brand as long as it seems authentic and sincere





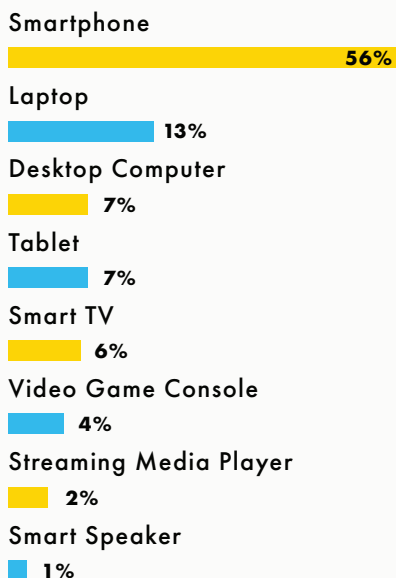
ENTERTAINMENT & TIME SPENT

The internet is a primary source of entertainment for the Hispanic market in the United States. They are enthusiastic users of digital channels, such as Connected TV, Digital Audio, Social Media, and so much more. For Hispanics, the internet is an online community and a great way to stay connected and share the content, games, and products they love with those they love most.

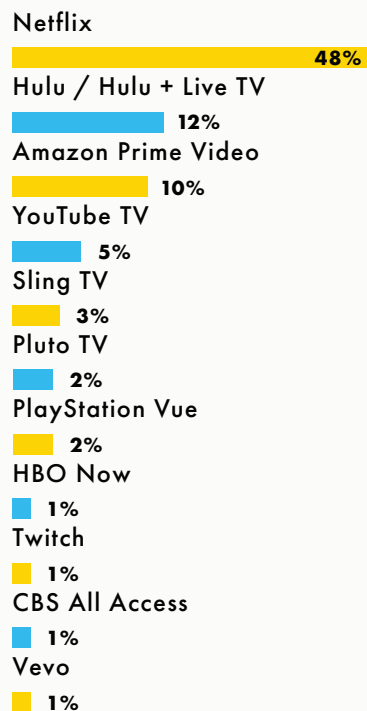
MOST POPULAR

DEVICES & CHANNELS USED MOST BY HISPANICS

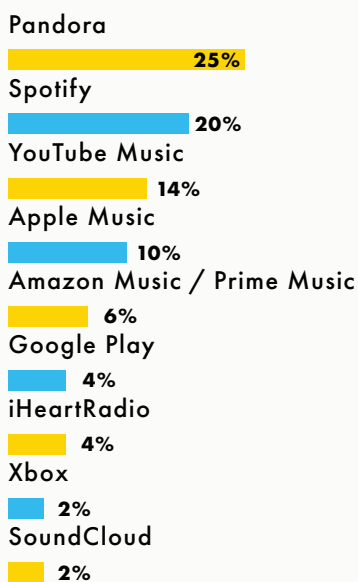
DEVICE



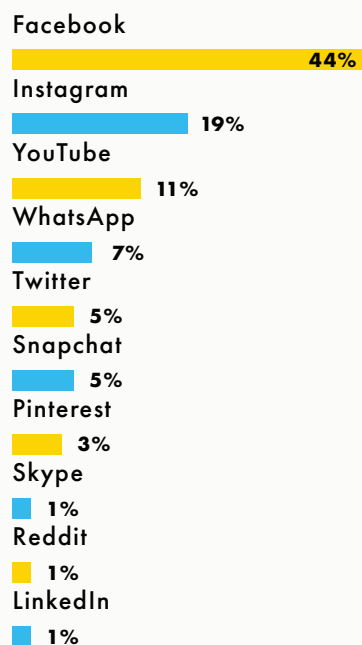
CONNECTED TV



DIGITAL AUDIO



SOCIAL PLATFORMS



TIME SPENT

A TYPICAL WEEK FOR HISPANIC CONSUMERS

AVERAGE TIME SPENT EVERY WEEK...

	1-2 Hours	3-5 Hours	6-9 Hours	10-15 Hours	16-19 Hours	20+ Hours	N/A
Using The Internet On A Desktop Computer	18%	20%	12%	12%	8%	15%	16%
Using The Internet On A Smartphone	11%	24%	18%	15%	9%	18%	6%
Using The Internet On A Tablet	22%	17%	12%	7%	6%	6%	29%
Using The Internet On A Video Game Console	20%	14%	11%	8%	4%	4%	38%
Listening To Music Online	23%	25%	18%	11%	6%	7%	10%
Watching Videos Online	21%	24%	19%	11%	6%	6%	13%
Streaming Television And/Or Movies Online	16%	23%	21%	14%	6%	8%	12%
Playing Video Games	23%	18%	13%	9%	4%	4%	30%
Reading E-Books	21%	11%	8%	5%	2%	2%	51%
Messaging Apps	34%	24%	13%	7%	4%	5%	13%
Emailing	42%	20%	12%	7%	3%	3%	12%
On Social Media	24%	25%	17%	12%	6%	8%	8%
Speaking Over The Phone	40%	24%	12%	7%	4%	3%	10%
Texting	35%	26%	14%	8%	5%	5%	7%
Video Chatting	31%	15%	8%	5%	3%	1%	38%

SOURCE: H CODE INTELLIGENCE CENTER, 2019 HISPANIC DIGITAL CONSUMPTION SURVEY





USH BEHAVIOR & OPINIONS

Culture is a huge part of the Hispanic market, and it makes them unique. 84% of U.S. Hispanics say their culture is a mixture of American and Hispanic culture. This means this audience has interests, values, traditions, and more across two worlds, languages, and levels of acculturation. Understanding their differences and similarities is key to any brand who wishes to reach them.

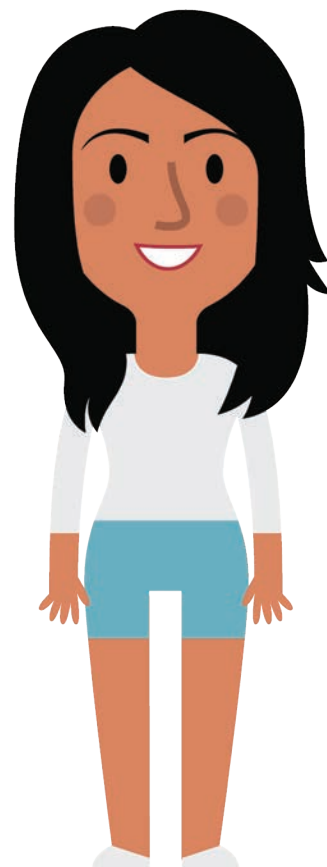
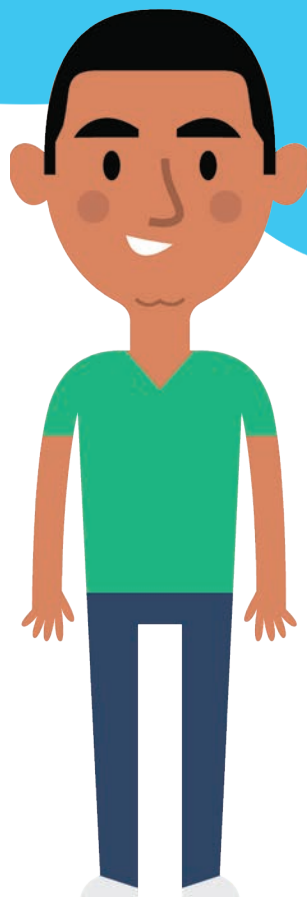
INTERNET

The internet is a powerful tool I use to stay connected with friends and family (89%).

The internet is my primary source of entertainment (79%).

I spend less time listening to the radio or watching TV at home because of the internet (61%).

The internet has changed the way I get information about products and services (89%).



DIGITAL ADS

An ad that shows my culture is more likely to connect with me (72%).

There should be more ads specifically made to resonate with the Hispanic community (69%).

I don't have a preference to the language of digital ads as long they match language of the surrounding content (71%).

I take notice of bilingual advertising campaigns because they reflect my own experience (66%).



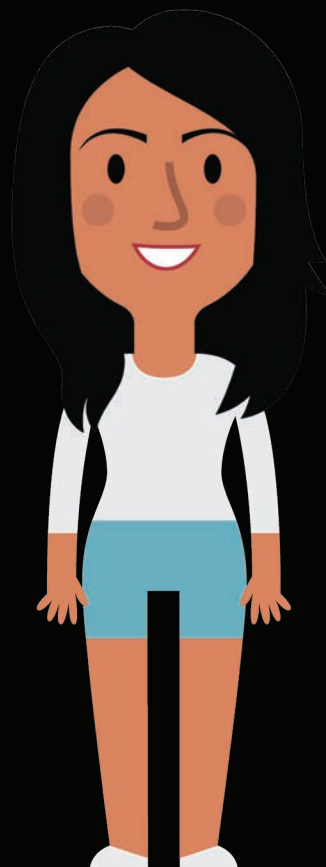
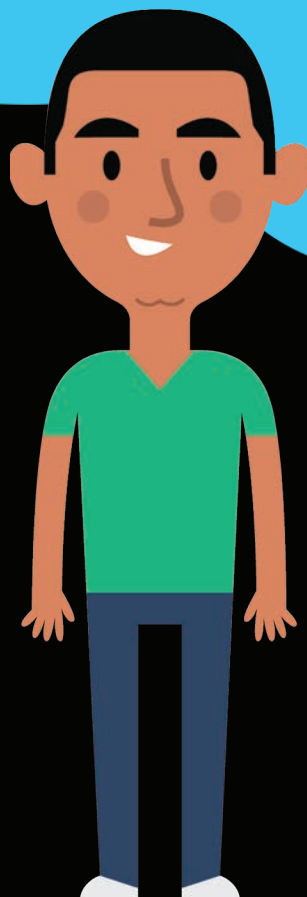
BRANDS

It's about time that brands recognize the power of the Hispanic community (78%).

I do not think brands target Hispanics enough (78%).

If a brand makes an effort to include elements of my culture, I am more likely to think favorable of them or purchase their products (75%).

Once I find a brand I like, I stay loyal to that brand (80%).



CULTURE

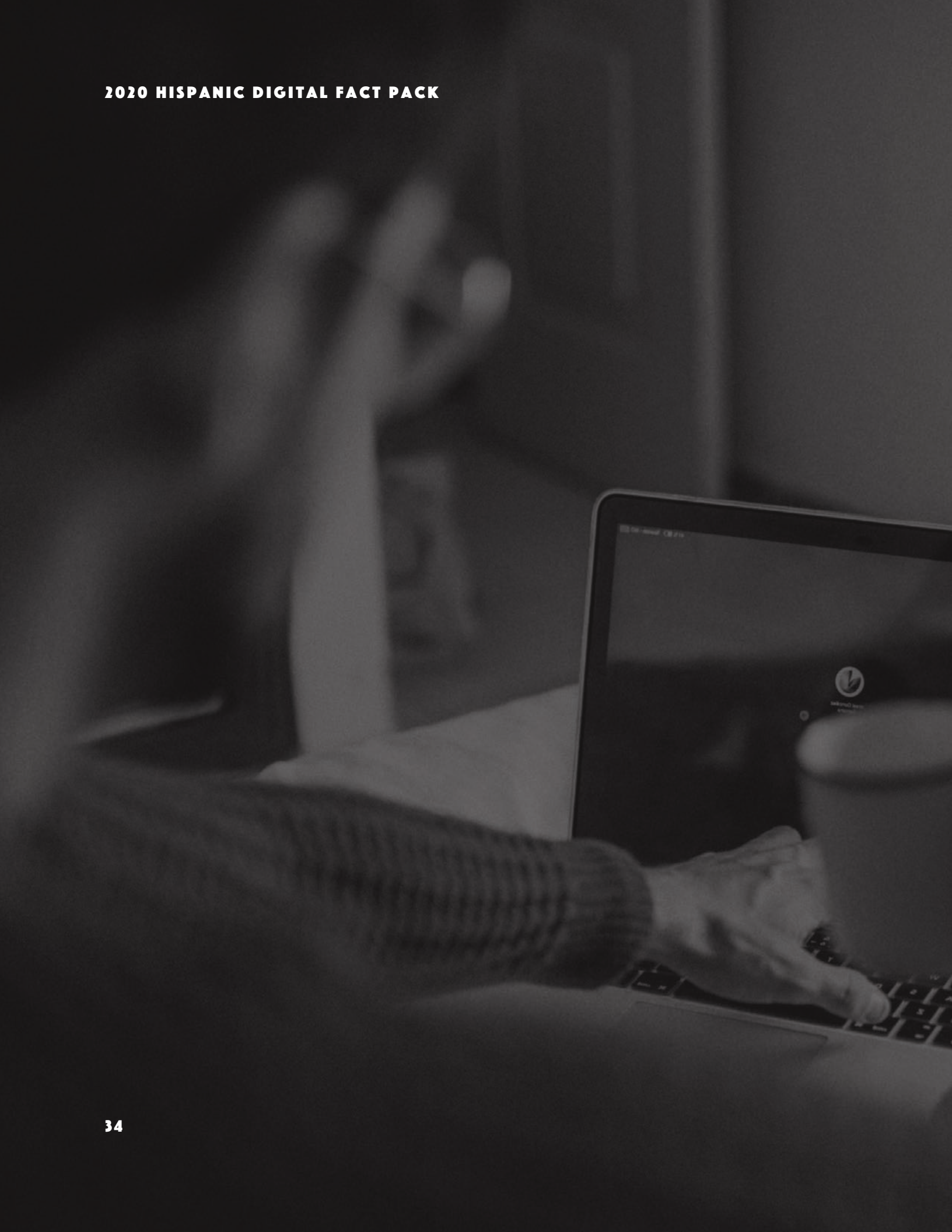
My culture is a mixture of American and Hispanic culture (84%).

Culture is incredibly important to who I am (85%).

As I have grown older, my cultural identity has been influenced by other cultures or subcultures (76%).

I am more likely to watch TV programs, movies, or videos that showcase my culture (58%).







SHIFTING TRENDS

The media industry has just begun to take notice—the U.S. Hispanic market is changing. This audience is tech-forward and becoming primarily digital-first. The days of advertising solely on Spanish-language television are over. Brands looking to make an impact on this consumer market will need to go beyond language and leverage the channels actively used by this evolving market.

SHATTERING MISCONCEPTIONS

**ADVERTISING TO U.S. HISPANICS
MEANS MORE THAN BROADCAST**



1 IN 3 cord-cutters is Hispanic

60% of Hispanic users were raised during the digital age vs. 40% of non-Hispanics



Hispanics are **34%** more likely to watch free TV programs online

Hispanics are **59%** more likely to want to watch live TV on their smartphones





ENTERTAINMENT PREFERENCES



66%

prefer to stream music
via the internet or
mobile applications



65%

prefer to watch TV
on-demand or via
streaming platforms



55%

prefer to watch movies
they have purchased
digitally or via
streaming platforms



56%

like to play video
games with others
because it allows them
to spend time with
friends



62%

are more likely to
download or play a
game if someone they
trust recommends it

(influencer, friends, family, etc.)



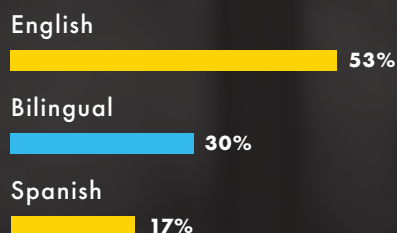
65%

are more likely to play
a game if they see that
it is popular among
people that share
similar cultural values
or backgrounds as them

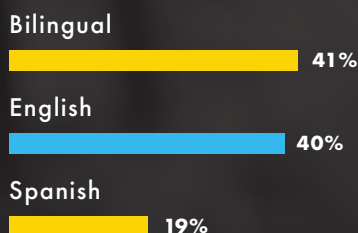
LANGUAGE PREFERENCES

When it comes to language, the Hispanic market shatters stereotypes, suggesting that only marketing to Spanish-dominant audiences is an outdated practice. The majority of this diverse, engaged audience either prefers English-language content or consumes bilingual content across interests, mediums, and platforms.

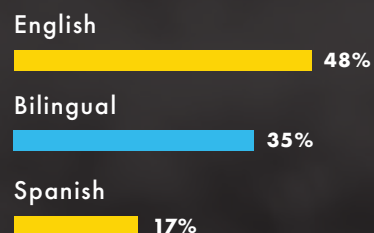
WATCHING TV OR MOVIES



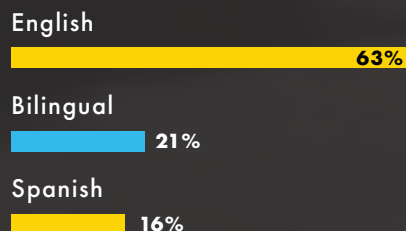
LISTENING TO MUSIC



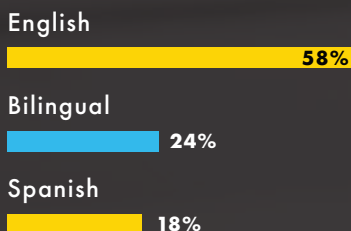
WATCHING SPORTS



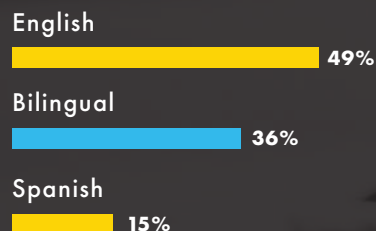
SEARCHING FOR INFO ONLINE



READING



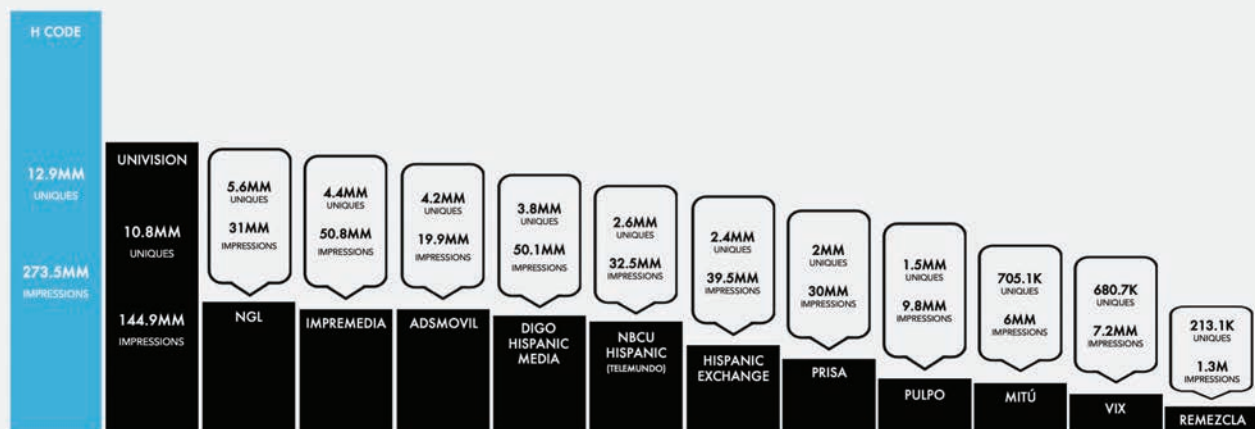
POSTS OF SOCIAL INFLUENCERS





THE #1 PARTNER FOR HISPANIC REACH

LEADING U.S. HISPANIC ADS.TXT INVENTORY VS. DIGITAL PEER SET (OVER 1 WEEK)



Note: These numbers are not inclusive of Programmatic Guaranteed High Impact which increases available inventory by 2x!

About H Code

Founded in 2015, H Code is the largest Hispanic digital media company in the U.S. The company was formed to better connect brands and advertisers with U.S. Hispanics online across all channels. It reaches this coveted audience at scale through digital and integrated campaigns that bring together targetable data, exclusive inventory, impactful creative, branded content, and more. Through H Code, brands can more effectively reach and influence Hispanics than with any other partner in the Hispanic market. Key clients include Disney Theatrical, Toyota, General Mills, Target, Walmart, Delta Air Lines, Chase, Kaiser Permanente, Clorox, Sprint, and USPS.

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