

# HISPANIC SENTIMENT STUDY 2023

BY



Nielsen

A Comparative Analysis with 2018 Results

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In Partnership with: **Televisa  
Univision**

	Who / Quién	How many / Cuántos	When / Dónde	What / Qué	How / Cómo	Margin of Error / Margen de Error
<b>Hispanic Sentiment Study, 2018</b>	US Hispanics / Latinos	n = 2,579	September 15-19, 2018	We Are All Human IP / Thought Leadership Research Study	Online Survey, offered in English and Spanish (option based on respondent preference)	+/- 2% (Overall Sample)
	Age 14+					95% confidence level
	Nationally representative					

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<b>Hispanic Sentiment Study, 2023</b>	US Hispanics / Latinos	n = 2,500	April 19-May 12, 2023	We Are All Human IP / Thought Leadership Research Study	Online Survey, offered in English and Spanish (option based on respondent preference)	+/- 2% (Overall Sample)
	Age 18+					95% confidence level
	Nationally representative					

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<b>Paramount Industry in Progress Study, 2023</b>	Nationally Representative	n = 3078	May 19-30, 2023	N/A	15 min Online survey in English	+/- 2% (Overall Sample)
						95% confidence level

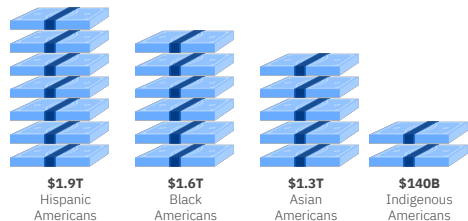


# HISPANICS ARE PROSPERITY, POWER AND PROGRESS

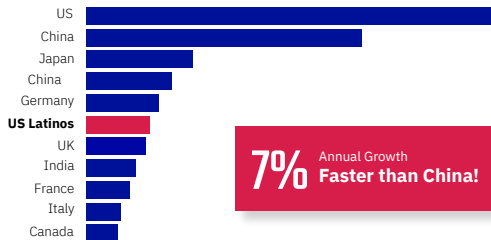
## HISPANICS ARE ECONOMIC POWER

**\$2.8T** Latino GDP, among the 10 largest and the 3rd fastest growing.

**\$2 T** Purchasing power. Highest one within key minority markets in the country:



If it were an independent country, Latino GDP would be the **5th largest in the world**.  
**Hispanics are the employees & consumers of the future!**



**7%** Annual Growth  
**Faster than China!**

Source: LDC U.S. Latino GDP Report (2022)

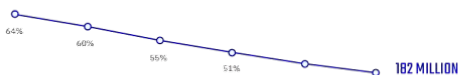
## HISPANICS ARE GROWTH

**68%** Of Auto Industry growth

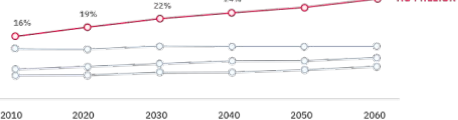
**68%** Of video game usage growth

**46%** New home growth

### NON-HISPANIC WHITES



### HISPANICS



**86%** Of all new businesses in the last 10 years were launched by Hispanics

**54%** Of projected population growth (2017-2027)

**19yrs** Most common age of Hispanics vs. 58 for non-Hispanics

Source: US Census Bureau 2018 National Projections, based on 2014 data

## HISPANICS ARE THE FUTURE



**51%** of population growth, 26% of the youth population. The fastest-growing and second-largest segment in the country.

**959%** in annual household spending, with an income growth of 77% and home ownership growth of 28%, Latinos lead **upward mobility**.

**17%** growth in civilian **workforce**.

### Leading in Business

**Latino entrepreneurs start more businesses** than any other ethnic group in the U.S. for the past 10 years.

**25%** Average growth of Latino-owned companies in revenues. (Pre-Covid data)

One out of 5 entrepreneurs are Latino.

Latinas create small businesses **6 times faster** than any other group in America.

Source: PEW Research - U.S. adults Survey 2020

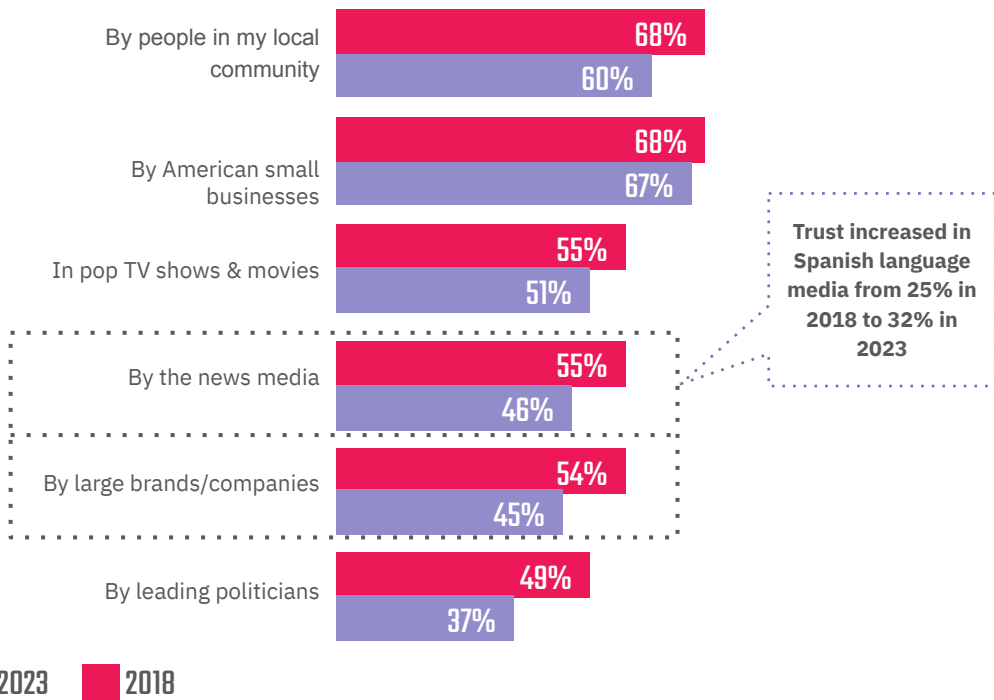


**HISPANICS ARE DRIVING AMERICA'S GROWTH.  
THEY ARE MORE RESILIENT, PROUD, AND UNITED,  
BUT FEEL DISREGARDED BY BIG BRANDS AND MEDIA**



# HISPANICS FEEL DISREGARDED BY BIG BRANDS AND MEDIA

## My values are largely shared and reflected...



Generations with the largest decline in feeling their values were shared by brands and companies:

Generation	2018	2023	Difference
<b>Gen Z</b>	<b>59%</b>	<b>41%</b>	<b>-18</b>
Mill	60%	55%	-5
Gen X	47%	36%	-11
<b>Boomers</b>	<b>46%</b>	<b>27%</b>	<b>-19</b>
Mature	45%	38%	-7

Latinos feel their values are much more reflected by small businesses and by people in my community



# EXCLUDED FROM THE AMERICAN NARRATIVE, YET UNITY AND PRIDE INCREASED

→ My values are largely shared and reflected by a majority of Americans

*% Somewhat + Strongly Agree*

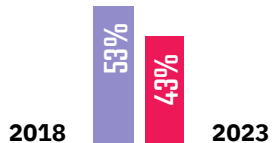
68%  
2018



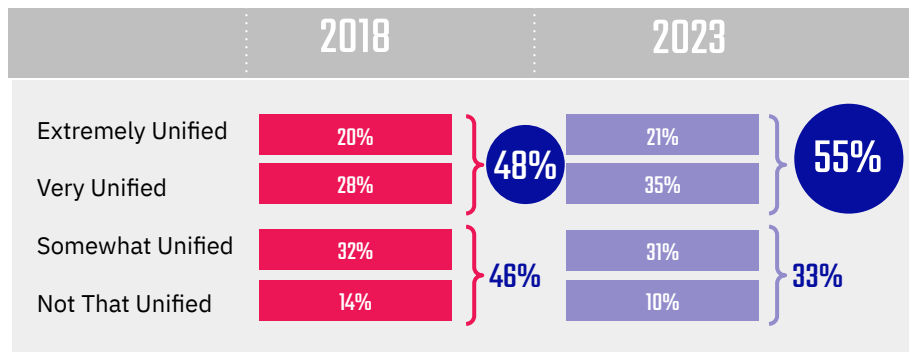
42%  
2023

**Hispanic values:**  
Honesty, authenticity, equality loyalty.

→ However, **43% of Latinos still feel the community is undervalued** (53% in 2018)



How unified do you think Hispanics are as a Community?

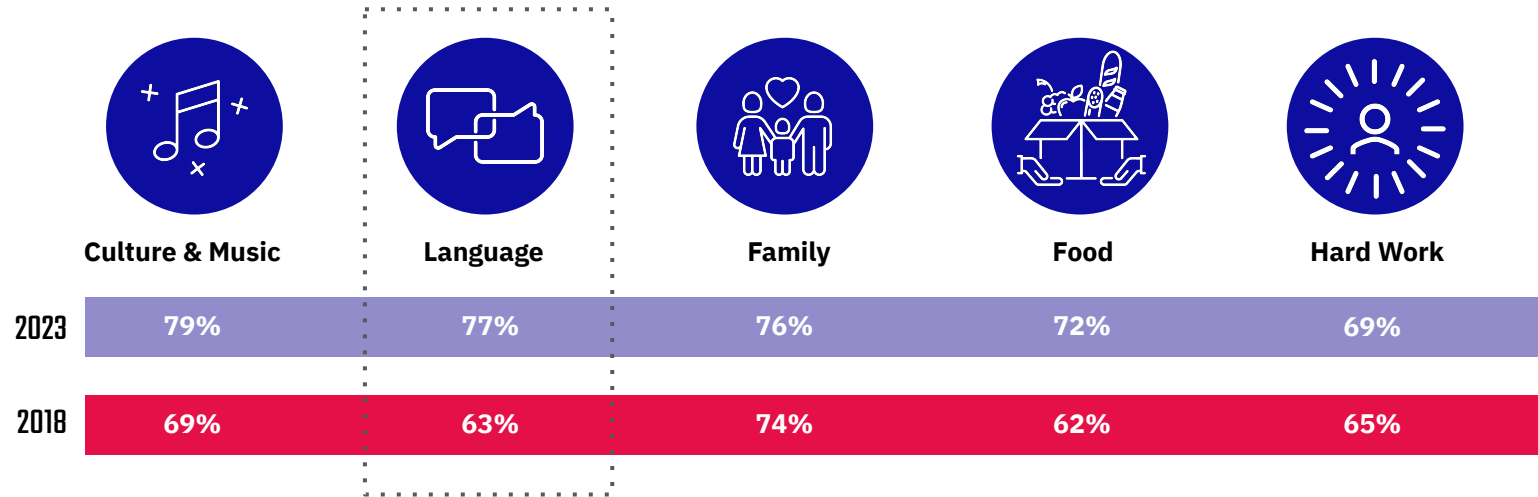


**Latino pride has increased to 64% from 61% in 2018**



# RECLAIMING LATINIDAD: SPANISH LANGUAGE IS ON THE RISE

## What best defines the Latino Community (Top 5):



Be fair, genuine, transparent, and real when engaging with USH. Earn trust and respect.



# UNDENIABLE ROI

## GETTING IT RIGHT PAYS OFF



Genuine commitment and purpose: As the USH community grows in size, spending power and influence, brands and marketers should consider the ROI of USH support and visibility.

### When Latinos feel represented in advertising:



#### Purchase Intent

I'm more likely to buy from brands which represent people like me in their advertising



#### Word-Of-Mouth

I'm more likely to recommend brands which represent people like me in their advertising



#### Attention

I pay more attention to ads that represent people like me.



#### Pay Premium

I would pay more

	Purchase Intent	Word-Of-Mouth	Attention	Pay Premium
US Hispanics	63%	61%	63%	54%
General Population	57%	56%	57%	49%





# LATINOS REMAIN LOYAL AND PATIENT, WE ARE READY FOR THE LOVE OF BIG BRANDS

**Our position in relation to brand engagement remains nearly identical to 5 years ago:**

BRAND ENGAGEMENT	2018	2023
If a brand plays a positive role in our community, we are more favorable	84%	84%
More likely to be customers	81%	83%

USH are more likely to engage with brands that play a positive role in their life and community



**Appeal to emotion and reason, balance logic and magic:**  
Make them feel valued and valuable.

Celebrate both their **cultural** and **economic** contributions to the country. They are very proud of their achievements.



**Thank you!**

Find the Hispanic Sentiment Study at [weareallhuman.org](https://weareallhuman.org)