



## A Day in the Life of the Hispanic Pro

# Media Usage in general

Hispanic construction worker uses multiple media contact points and his usage habits are comparable to their non-Hispanic counterpart – and growing fast!

	Hispanic		non-Hispanic	
	<u>%</u>	<u>Index vs. Total Hispanics</u>	<u>%</u>	<u>Index vs. Total non-Hispanics</u>
Broadcast Television	89%	100	94%	99
Cable Television	82%	100	88%	98
Radio	63%	99	73%	98
Magazines	62%	90	66%	86
Internet	45%	89	66%	97
Newspaper	39%	86	58%	90

# Attitudes towards media

The Hispanic construction Pro tends to be more engaged with media contact points in their everyday life

		<u>non-Hispanic</u>	<u>Hispanic</u>	<u>Index</u>
<b>Television</b>	I find TV advertising interesting	16%	41%	256
	There are TV shows I'll rearrange my schedule around	29%	32%	110
	TV is my main source of entertainment	50%	48%	96

		<u>non-Hispanic</u>	<u>Hispanic</u>	<u>Index</u>
<b>Magazines</b>	Magazines are my main source of entertainment	7%	14%	200
	I enjoy reading ads in Magazines	11%	22%	200
	I read Magazines out of curiosity	16%	29%	181
	Most magazines are worth the money	15%	21%	140
	I rely on Magazines to keep me informed	10%	13%	130

		<u>non-Hispanic</u>	<u>Hispanic</u>	<u>Index</u>
<b>Radio</b>	Radio is my main source of entertainment	18%	30%	167
	I rely on Radio to keep me informed	31%	32%	103
	When in the car, I always listen to the Radio	61%	58%	95

# Attitudes towards media

Although there is less overall usage of the Internet, Newspaper and Out-Of-Home among the Hispanic Pro, this segment is highly engaged with the media

This indicates that even selectively used contact points have potential to be key communications platforms

		<u>non-Hispanic</u>	<u>Hispanic</u>	<u>Index</u>
<b>Internet</b>	The internet is a new way I socialize with others	12%	19%	158
	Go to websites I've never been to before	28%	31%	111
	The internet is my primary source of entertainment	14%	15%	107
	I like to hear about new products by email	17%	18%	106
	Get more of my news from the internet	33%	34%	103
	The internet is the first place I look for information	36%	35%	97

		<u>non-Hispanic</u>	<u>Hispanic</u>	<u>Index</u>
<b>Newspaper</b>	I trust information I read in Newspapers	34%	32%	94
	Special sections in Newspapers make them interesting	20%	25%	125

		<u>non-Hispanic</u>	<u>Hispanic</u>	<u>Index</u>
<b>Out-Of-Home</b>	I often notice Outdoor advertising	50%	55%	110

# Usage and Connection Habits

Mainly use a laptop/notebook pc to connect to Internet:

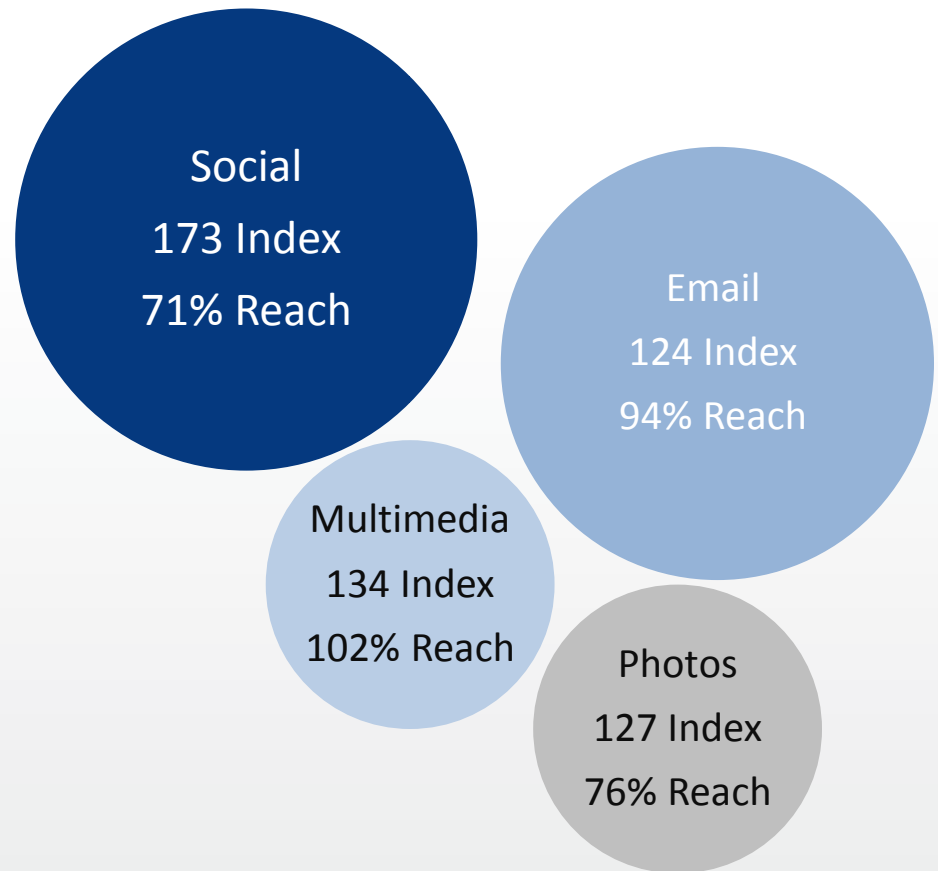
- Index 117 vs. 101 Non-Hisp

Medium weekly Internet Usage

- Index 125 vs. 101 Non-Hisp

# Variety of entertainment & information content

Instant Messaging, Blogs, YouTube and Portals, proving wide reach, and unique visits



# Mobile Provides High Reach, In Hand Opportunities

Hispanic Mobile Reach	Accessed Mobile Web	Downloaded an Application	% Users with Handset Email
89%	36%	24%	28%

- Mobile phone penetration is higher against Hispanics than non-Hispanic whites
- 36% of Hispanics claim to have accessed the internet on their mobile phones, compared to 24% of non-Hispanic whites
- Hispanics are also more technologically adept with 24% saying they have downloaded an application vs. 17% of non-Hispanic whites

Sources: Pew Internet & American Life Project, July 2009; Nielsen Hispanic Mobile Universe – 2010 Nielsen Mobile; FCC "Broadband Adoption and Use in America (2/23/2010); Scarborough Research, "The Power of the Hispanic Consumer Online," March 2009.

# Mobile is the ongoing touchpoint

Top Activities include search, social networking, news, and entertainment

	<u>non-Hispanic</u>	<u>Hispanic</u>	<u>Index</u>
Consume mobile content	48%	71%	148
Recall viewing mobile advertising	35%	57%	163
Response rate to mobile advertising	20%	59%	295
% who have social networking profile	31%	48%	155