



Hispanics: A Mini-Landscape of Language, Attitudes, Values and Media Habits



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The economic downturn is creating new rules for marketers. Old playbooks are likely not to be effective in keeping brands healthy – so knowing where to invest marketing resources, and whom to invest them in, is paramount. Reprioritizing consumer segments is, as a result, on most marketers' minds, as changes in consumer behavior force companies to reallocate marketing resources from their historically attractive consumer segments to ones they long neglected but that could now be profitable contributors to the brand.

Hispanics are one such off-neglected consumer segment – or one that is treated as unidimensional when it is in fact multifaceted. How can you put holistic knowledge of Hispanics to work in your brand marketing plans, and what must you know on a custom basis? How can you gain this information cost effectively? These are the questions KnowledgePanel LatinoSM is built to address. With this in mind, we would like to share with you just some of the holistic findings we have from our KnowledgePanel LatinoSM-based survey of close to 3,000 Hispanic members.

Let's first look at KnowledgePanel Latino viewed from assimilation levels that are solely based on language spoken at home.

Language Usage & Proficiency in KnowledgePanel LatinoSM

While a sample would always be drawn to meet your specific study needs, the landscape of Knowledge Panel LatinoSM members is detailed below.

According to an assimilation scale based on language spoken at home, a little less than half of KnowledgePanel Latino falls under the less-assimilated segment, about one-third is bilingual/bicultural, and about one-fifth is more assimilated.

Less Assimilated	43%
Bilingual/Bicultural	38%
More Assimilated	18%

These breaks align with other language usage and proficiency measures included in the survey, such as:

- The majority (84%) speaks Spanish "very well" or "well" and claims to speak that language at home at least some of the time (86%). More than one-third (38%) speak Spanish at home either exclusively or more than English; 14% speak no Spanish at home.

	% "Very Well" / "Well"
Speak English	56
Speak Spanish	84

Language Spoken at Home	% of Respondents
Only Spanish	38
Spanish > English	17
Spanish = English	17
English > Spanish	14
Only English	14

Country of Origin & U.S. Residency

One-third (32%) claim to have been born in the U.S. Of the rest, the majority were born in Mexico (44%), 6% in South America, 6% in Central America, and 9% in Caribbean countries (primarily Puerto Rico, 5%).

- Not surprisingly, the more assimilated (80%) are significantly more likely to be U.S. born than their bilingual (38%) and less-assimilated (6%) counterparts.

Among Hispanics born abroad, about half (47%) have lived in the U.S. 10 years or less; one-fourth (23%) have a longer tenure in this country, having lived here for more than 20 years.

	% of Foreign-Born Respondents
Have Lived in U.S. 50% of Life or Less	
Less Assimilated	84
Bilingual	39
More Assimilated	17

Looking at overall proportion of life spent in the U.S. (among foreign-born Hispanics), the less assimilated are, as expected, more recent arrivals. In total, 72% of Hispanics have lived in the U.S. 50% or less of their lives.

United States as Permanent Destination

While the majority (75%) of foreign-born U.S. Hispanics feel that their real homeland is their country of origin, they are in the U.S. to stay; the vast majority (82%) aspire to become citizens. Asked how long they expect to stay in this country, 82% said they will stay as long as they can or the rest of their lives. This desire to stay is likely driven by those who have a family established in this country, including U.S.-born children who are more familiar with their American lifestyle than a way of living abroad.

Not surprisingly, ties to the homeland are stronger among those who are less assimilated (who, in turn, are more recent arrivals to the U.S. and are more likely to report that most of their relatives are abroad – 67%).

	% of Respondents
T2B Agreement That Country of Origin Is Real Homeland	
Less Assimilated	85
Bilingual	49
More Assimilated	31

Attitudes and Values That All Marketers Must Know

Most Hispanics feel that it is important to maintain their culture and pass it down through generations; however, the vast majority also feel that, if they want to live in this country, they need to adopt or adapt to the local customs, particularly learning to speak English.

In addition, a smaller proportion of those in favor of maintaining cultural values feel that it is important to marry within the ethnicity or for children to grow in a Hispanic environment.

- Among those married, 80% indicate that their spouse is also Hispanic/Latino

Top 2 Box (T2B) Results for Total Hispanic Attitudes and Values

Strongly Agree/Agree with ...	%T2B
It is important that Hispanic/Latino children learn about the Hispanic culture	89
Anyone who comes to this country to stay must learn to speak English	85
It is important to pass down Hispanic culture and traditions through generations	84
I aspire to become a U.S. citizen (Base: foreign-born)	82
Relatives are more important than friends	65
I often worry about kids losing their Hispanic traditions and values	61
My favorite foods are those from my country of origin	60
It is better for children to live in their parents' home until they get married	54
Most of my relatives still live outside the U.S.	49
It is important that Hispanic/Latino children live in a Hispanic environment	46
Being successful is important, even if I have to sacrifice time with family/friends	38
Doesn't do any good to plan the future because you don't have control over it	33
I prefer brands that advertise in Spanish	29
In general, the husband should have the final say in family matters	25
Very/Somewhat important for Latinos living in the U.S. to ...	% T2B
Maintain their distinct cultures	72
Change to blend into larger society, as in idea of a melting pot of cultures	62
Marry another Latino	26
Very/Somewhat willing to do in order to be successful in the U.S ...	% T2B
Speak English	97
Get along with people of different races and cultures	98
Do what is best for yourself rather than what is best for others	71
Work long hours at the expense of your personal life	59

- Less-assimilated Hispanics are significantly more likely than bilinguals and more-assimilated Hispanics to agree that it is important to marry within the ethnicity (33% vs. 24% vs. 14%, respectively).

The Hispanic culture is family-centric. While many seem willing to make sacrifices in order to live a successful life in the U.S., they seem less willing to sacrifice personal time and time with family/friends.

Sixty percent (60%) indicate that their favorite foods are from their country of origin.

- Yet the variation in results is great by level of assimilation – 73% among those who score as High Hispanic on Marin's BAS/LP subscale to 33% among High Non-Hispanics.

Twenty-nine percent (29%) prefer brands that advertise in Spanish.

- We see here, as well, a similarly high variation in results by assimilation level – 48% among those with a High Hispanic score versus 4% among High Non-Hispanics.

Detailed results, reflecting the views of the total Hispanic population, are provided in the table on page 3.

Media Usage That All Marketers Must Know

Nearly all Hispanics (91%) report having access to Spanish-language television stations at home. Among those with access, the majority (70%) watch at least an hour of these TV stations each week.

Distribution of Hours per Week		
TV Language	Spanish	English
Base	Receive Spanish-language TV Stations	Total
	%	%
0 hrs	16	9
10 hrs or less	47	51
11 to 20 hrs.	20	18
21 to 30 hrs.	11	10
> 30 hrs.	7	10
% Who Watch Each Type of Media		
Less Assimilated	98	86
Bilingual	89	97
More Assimilated	46	95

- Three-fourths (78%) of the more assimilated have access to Spanish-language TV stations, compared to virtually all of the less assimilated (97%) and bilinguals (94%).

While many less-assimilated Hispanics claim to watch English language media, their weekly average is significantly lower than the English-speaking segments (9 hours versus 18 hours among bilinguals and 22 hours among more assimilated). When applying the BASLP subscale, we see that those in the High Hispanic segment watch almost double the amount of Spanish language TV on average per week than those in the High Both group.

We also found that 46% of the more highly assimilated Hispanics watch Spanish language TV.

While language of media consumption aligns with language proficiency and level of assimilation, it is important to note that less-assimilated Hispanics spend about a third of their within-media time in English language viewing or listening.

% English Out of Total Hours for Each Type of Media		
	Television	Radio
Less Assimilated	35	33
Bilingual	65	62
More Assimilated	92	89

To learn more about how you can put KnowledgePanel LatinoSM to work for you, please contact:

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