



Analytics Powered by
Human Behavior

U.S. MULTICULTURAL TRENDS REPORT

Multicultural Audiences' Streaming and
App Interests on Mobile and CTV

AUGUST 2022

EXECUTIVE SUMMARY

The United States has grown significantly more diverse over the past decade. In fact, growth in the multicultural population accounts for nearly all population growth in the U.S.¹, and a multicultural majority is expected over the next decade.

And yet, the largest multicultural groups in the U.S. – Hispanic Americans, African Americans, and Asian Americans – often do not feel properly represented in advertising. According to a poll, 62 percent of Asian Americans, 41 percent of Hispanic Americans, and 32 percent of African Americans say they rarely if ever see their communities in advertisements².

To run successful campaigns, marketers must reframe their understanding of the general market and invest in insights that help them connect with the multicultural consumer. Those who do not prioritize multicultural marketing as part of their overall strategy will face additional challenges.

At App Science®, we close the quality gap between multicultural and general market data. Our advanced analytics are powered by real-time human behavior signals and non-survey panel verified data that better represent both general and multicultural segments. Using household level data and insights from mobile devices and connected TVs (CTVs), we can draw a more complete picture of multicultural audiences and better understand their interests on these devices.

We're proud to present the very first App Science® U.S. Multicultural Trends Report. With this report, we aim to help advertisers better understand multicultural audiences, so they can learn how to best connect with them and drive more effective advertising.

Helen Lum

Executive Vice President



¹ 2020 Census

² Morning Consult

KEY TAKEAWAYS

1



U.S. MULTICULTURAL AUDIENCES ARE BIGGER STREAMERS THAN THE GENERAL MARKET.

Asian Americans, African Americans, and Hispanic Americans are 33 percent, 17 percent, and 17 percent, respectively, more likely to have CTV streaming apps than the general market.

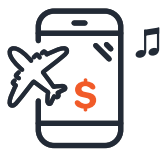
2



SPORTS, CRIME, AND DRAMA WERE THE MOST POPULAR CTV VIEWING GENRES AMONGST MULTICULTURAL AUDIENCES.

These three TV genres were the most popular amongst each multicultural group, who were at least four times more likely to watch this type of entertainment than the general market.

3



MULTICULTURAL GROUPS HAVE STRONG, UNIQUE PREFERENCES FOR THEIR MOBILE APP USAGE IN MUSIC, FINANCE, AND TRAVEL.

When indexed against the general market, they have differentiated interests within music, finance, and travel mobile app categories.

4



THE WESTERN AND SOUTHERN UNITED STATES HAVE THE HIGHEST REPRESENTATION OF MULTICULTURAL HOUSEHOLDS.

Multicultural audiences represent 33 percent of the households in the western United States and 31 percent of the households in the South.

METHODOLOGY & DATA SOURCE

Data for this report is sourced from the App Science® proprietary 55 million Household Graph, which is powered by human behavioral signals from mobile and CTV device databases and enhanced with third party consumer data to provide consumption habits of U.S. households.

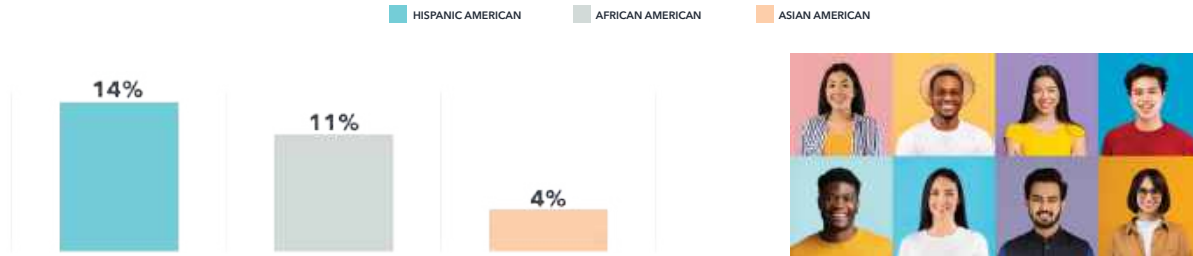
In this report, media consumption patterns of Hispanic American, African American, and Asian American multicultural segments are compared to the general market with an index score.

THE MULTICULTURAL LANDSCAPE

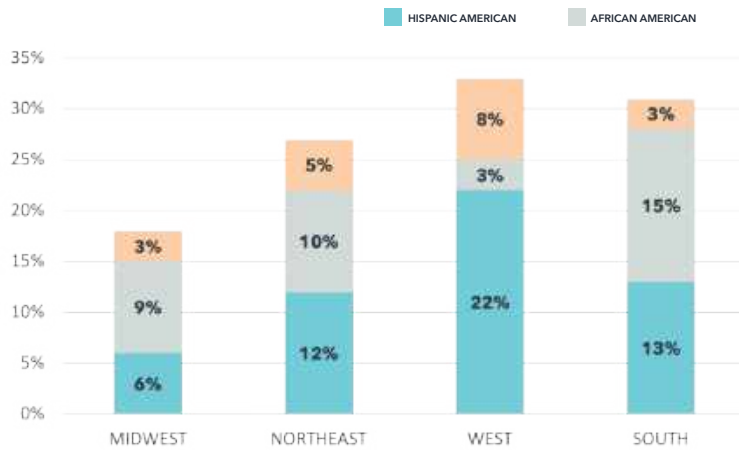
In this report, we are focusing on the largest multicultural groups in the United States – Hispanic American, African American, and Asian American. Using our Household Graph, we provide a snapshot of these groups' market share of household population, geographic regions, and the Top 10 Designated Market Areas (DMAs).



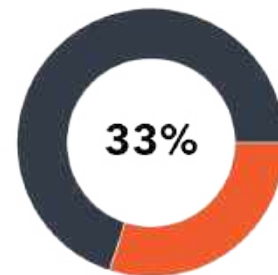
MULTICULTURAL HOUSEHOLDS IN THE U.S.



MULTICULTURAL HOUSEHOLDS BY REGION

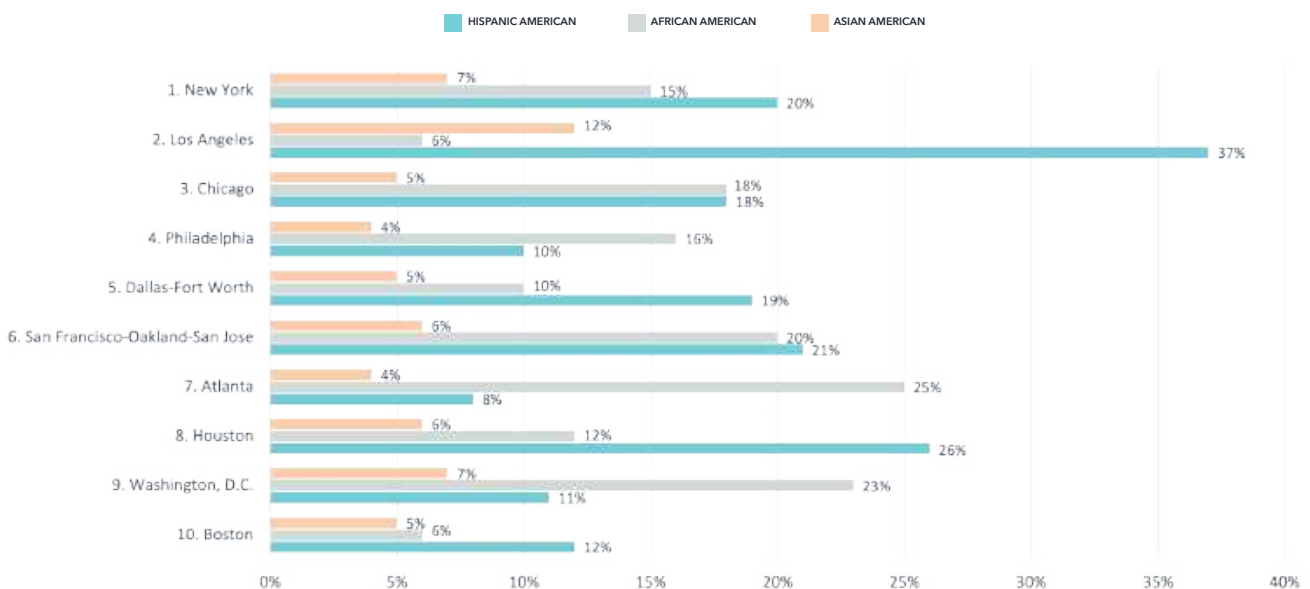


The western region of the U.S. is most diverse.



of the households in the western U.S. are part of the multicultural audience.

MULTICULTURAL HOUSEHOLDS BY TOP 10 DMAs



HISPANIC AMERICAN HOUSEHOLDS



STREAMING AND TV CONTENT VIEWING INTERESTS ON CTV AND MOBILE

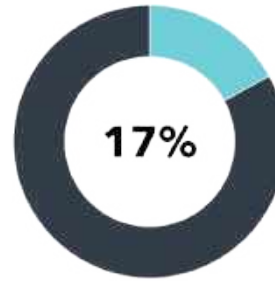
AVERAGE NUMBER OF CTV STREAMING APPS PER HOUSEHOLD



HISPANIC AMERICAN



GENERAL MARKET



Hispanic Americans are 17% more likely to have streaming apps than the general market.

TOP STREAMING APPS ON CTV



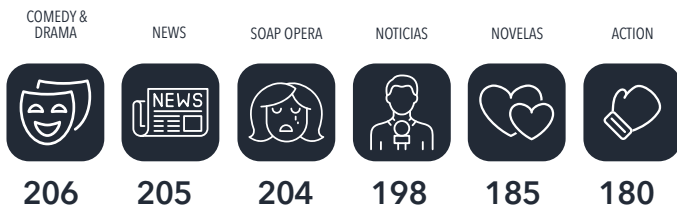
INDEX VS. GENERAL MARKET

TOP STREAMING APPS ON MOBILE



INDEX VS. GENERAL MARKET

TOP CTV APP CATEGORIES



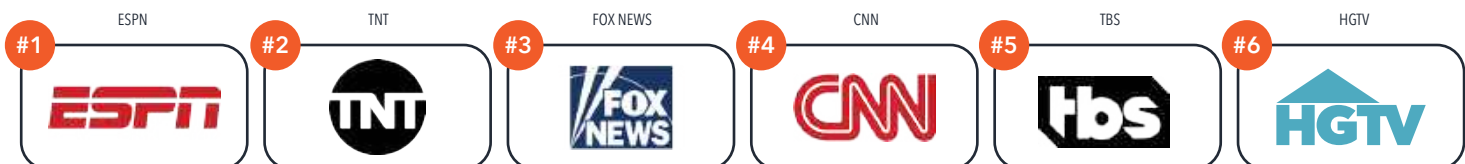
INDEX VS. GENERAL MARKET

TOP CTV VIEWING GENRES



INDEX VS. GENERAL MARKET

TOP TV VIEWING CHANNELS WATCHED ON CTV



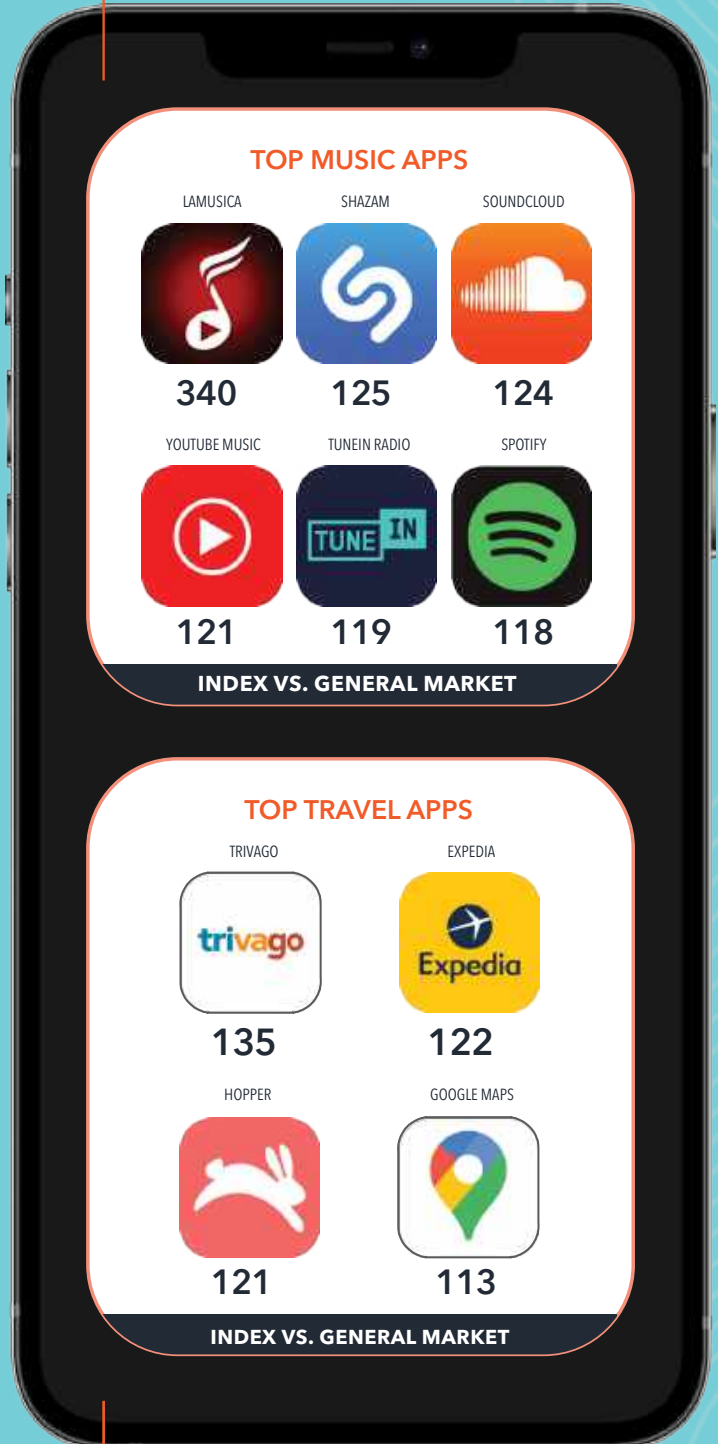
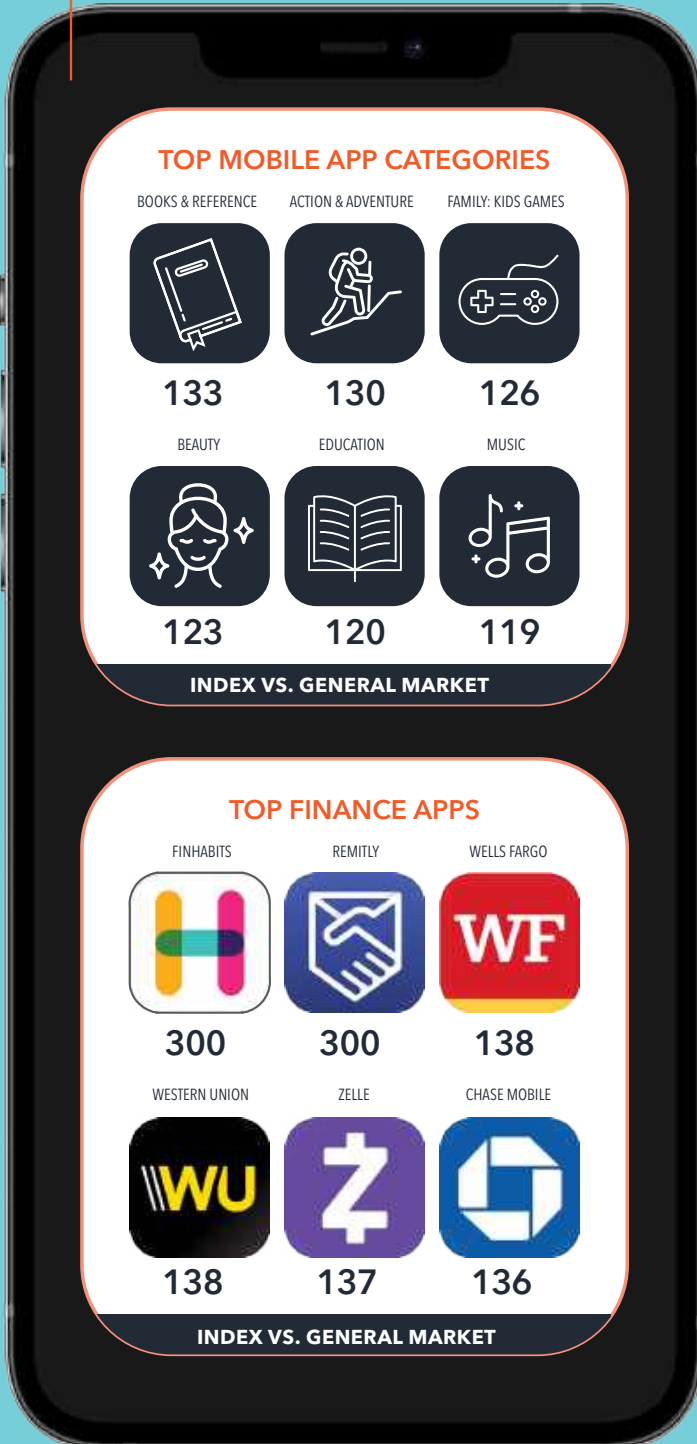
HISPANIC AMERICAN MOBILE USERS



PREFERRED MOBILE APPS AND APP CATEGORIES

Beauty and Action & Adventure categories are uniquely popular for this group. These did not rank for African American or Asian American mobile users.

Top music apps indicate a preference for music discovery and Spanish-language audio or podcasts.



Hispanic Americans' have affinity for budget-friendly airline deals.

AFRICAN AMERICAN HOUSEHOLDS



STREAMING AND TV CONTENT VIEWING INTERESTS ON CTV AND MOBILE

AVERAGE NUMBER OF CTV STREAMING APPS PER HOUSEHOLD



AFRICAN AMERICAN



GENERAL MARKET



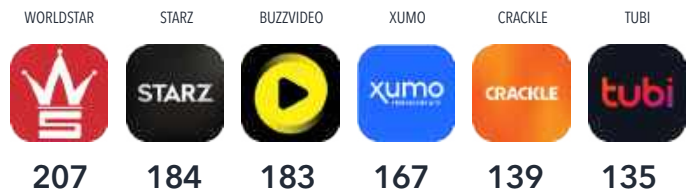
African Americans are 17% more likely to have streaming apps than the general market.

TOP STREAMING APPS ON CTV



INDEX VS. GENERAL MARKET

TOP STREAMING APPS ON MOBILE



INDEX VS. GENERAL MARKET

TOP CTV APP CATEGORIES



INDEX VS. GENERAL MARKET

TOP CTV VIEWING GENRES



INDEX VS. GENERAL MARKET

TOP TV VIEWING CHANNELS WATCHED ON CTV



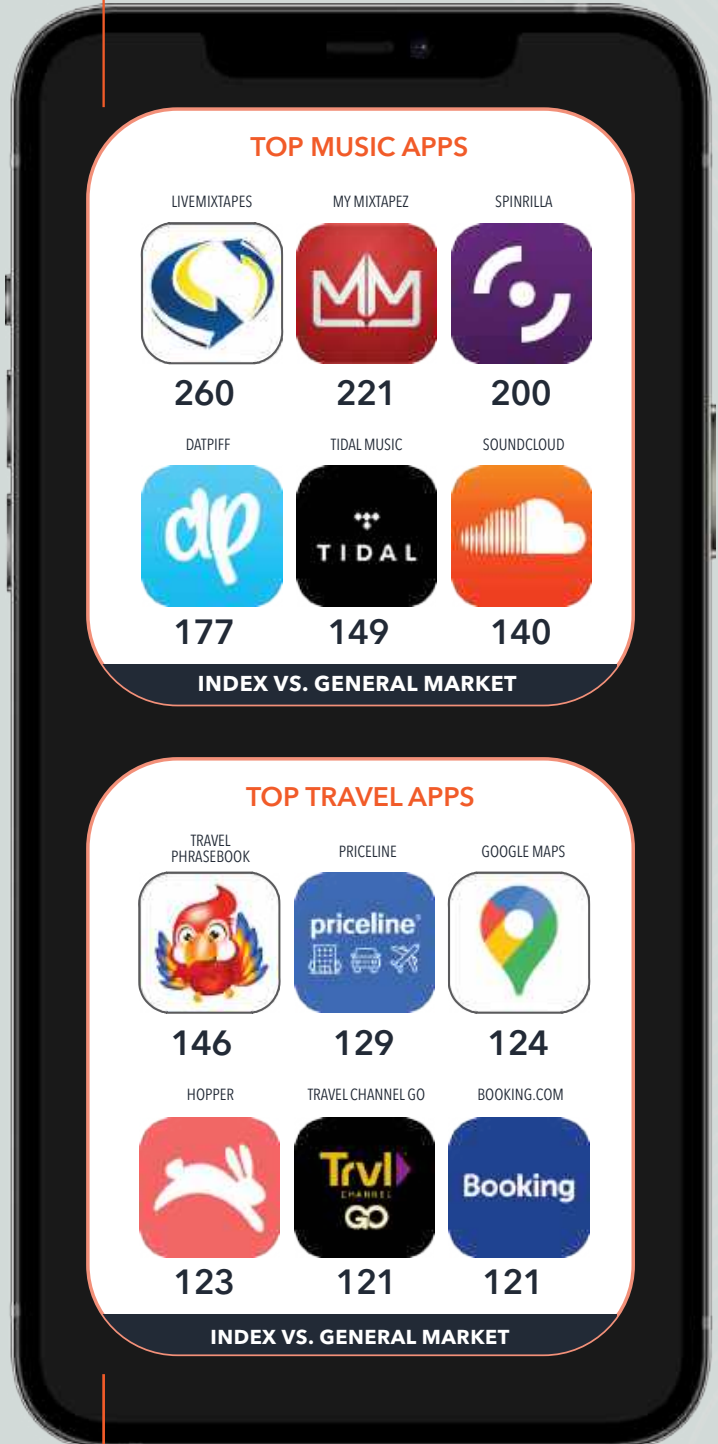
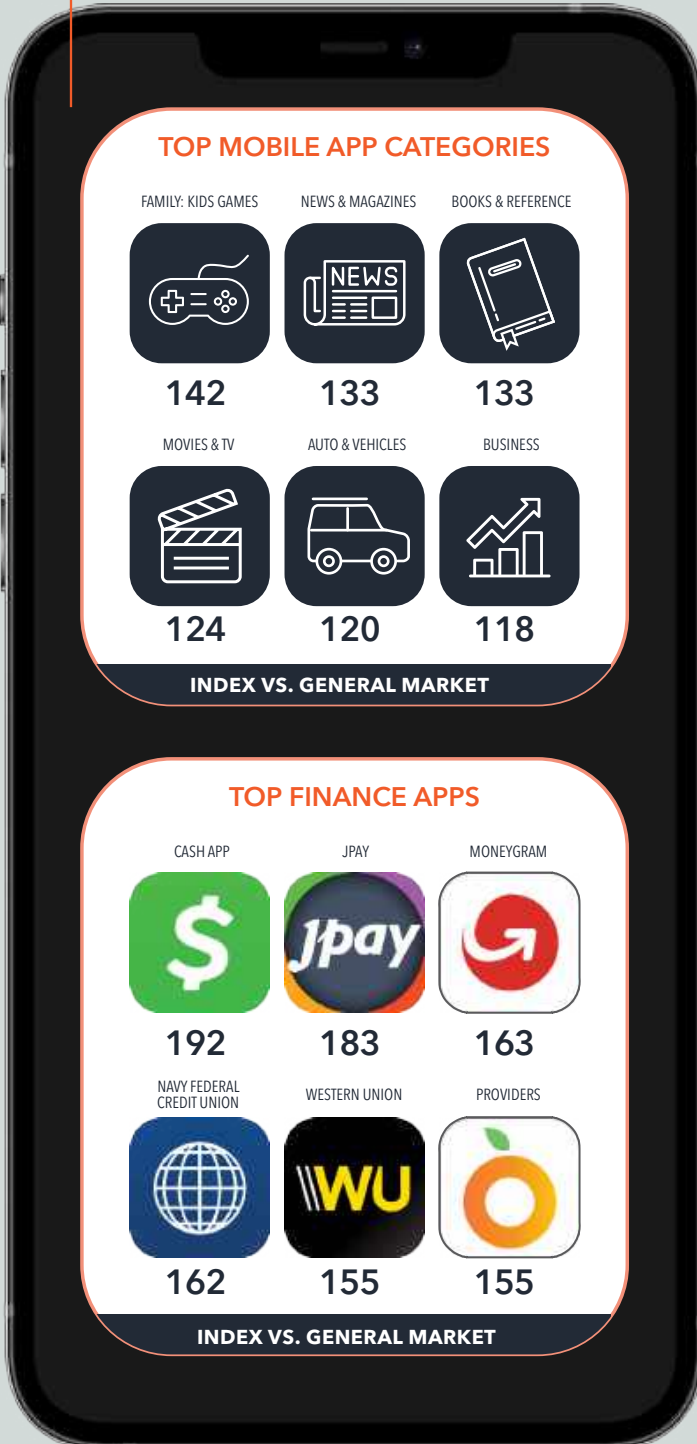
AFRICAN AMERICAN MOBILE USERS



PREFERRED MOBILE APPS AND APP CATEGORIES

African American mobile users prefer content and entertainment apps, such as kids' games, magazines, books, and movies.

Top music apps indicate a preference for discovering new music and curating playlists.



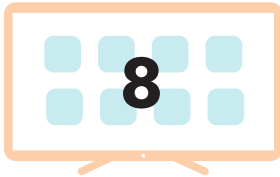
African American mobile users are 46 percent more likely to have downloaded Travel Phrasebook on their devices than the general market.

ASIAN AMERICAN HOUSEHOLDS



STREAMING AND TV CONTENT VIEWING INTERESTS ON CTV AND MOBILE

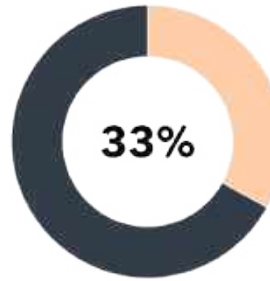
AVERAGE NUMBER OF CTV STREAMING APPS PER HOUSEHOLD



ASIAN AMERICAN

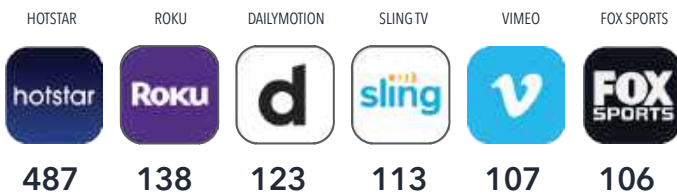


GENERAL MARKET



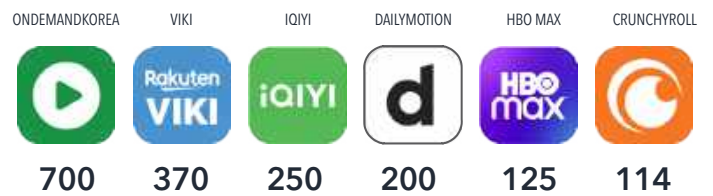
Asian Americans are 33% more likely to have streaming apps than the general market.

TOP STREAMING APPS ON CTV



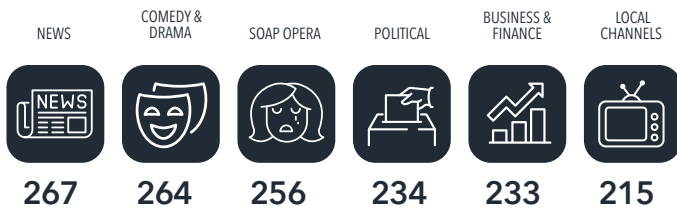
INDEX VS. GENERAL MARKET

TOP STREAMING APPS ON MOBILE



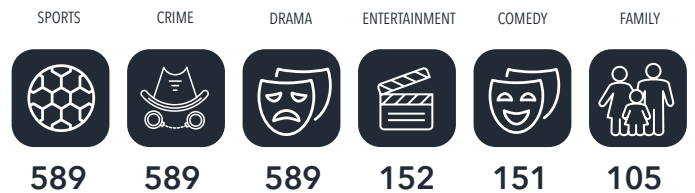
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TOP CTV APP CATEGORIES



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TOP CTV VIEWING GENRES



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TOP TV VIEWING CHANNELS WATCHED ON CTV



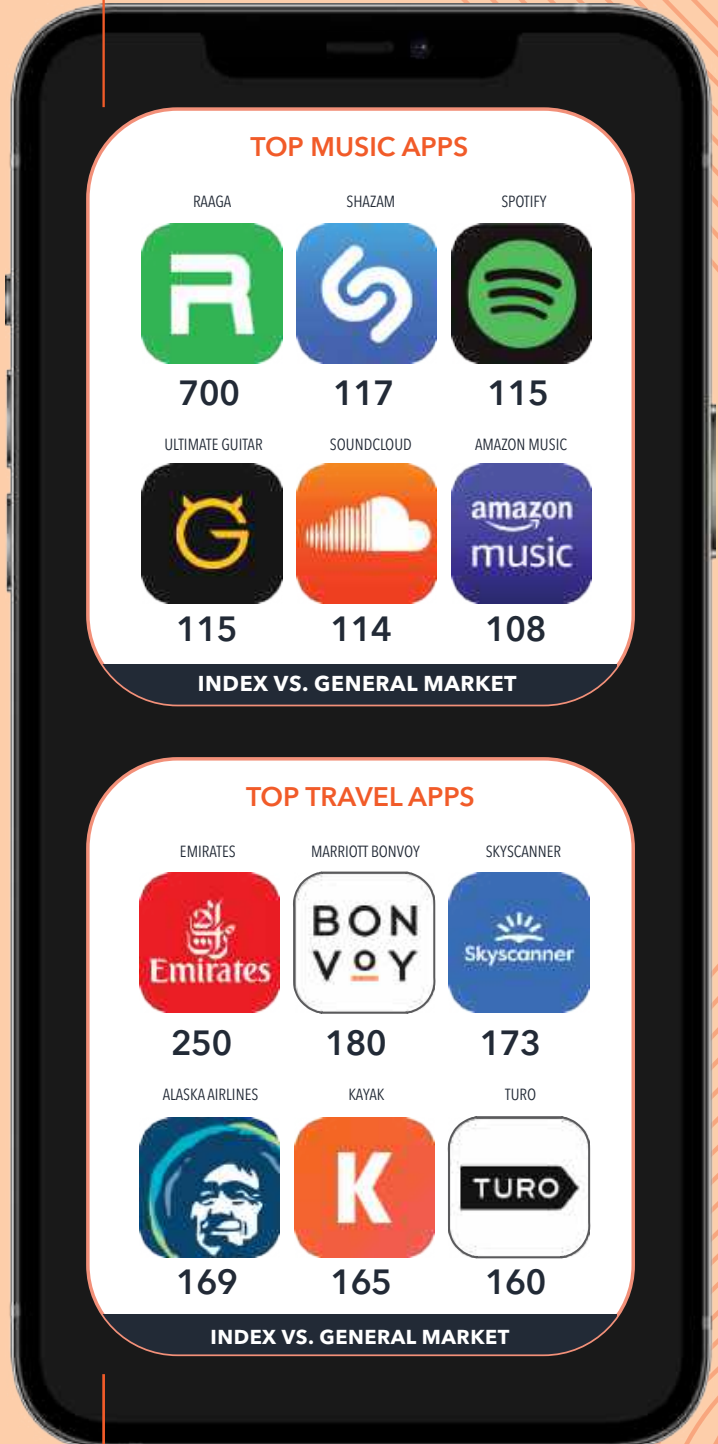
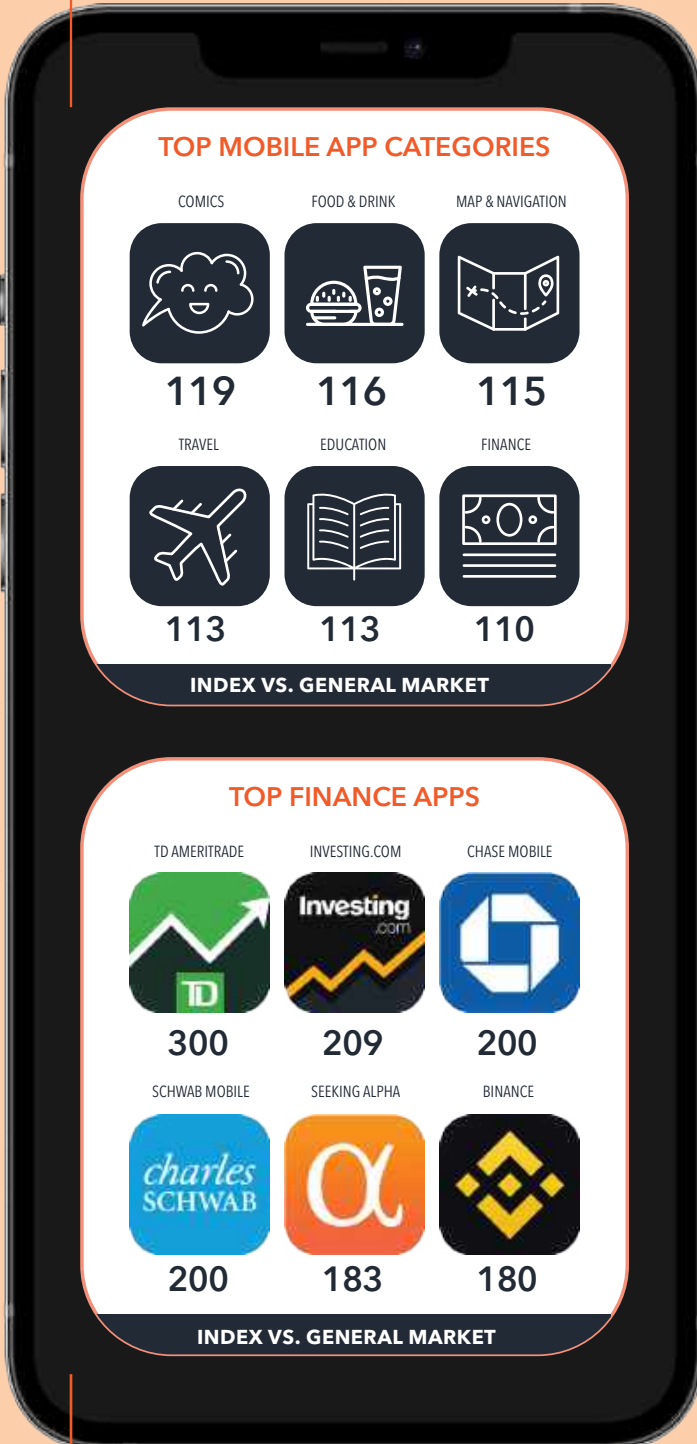
ASIAN AMERICAN MOBILE USERS



PREFERRED MOBILE APPS AND APP CATEGORIES

Comics and Food & Drink categories are uniquely popular for this group. These categories did not rank for Hispanic American or African American mobile users.

Top music apps indicate a preference for instrumental music apps, in addition to apps for streaming and discovering new music.



Top finance apps showcase a high interest in investing and content related to the stock market.

Asian American mobile users are more likely to download direct airline and loyalty program apps.

ABOUT APP SCIENCE®

App Science® stands alone by taking a mobile-first approach to advanced cross-platform analytics with our proprietary 55 million people-based Household Graph – to provide brands and publishers audience measurement solutions that empower confidence in advertising transactions and outcomes.

Our Household Graph starts with privacy compliant consumer behavior signals from 280 million mobile devices and 110 million CTV households that are matched and validated at the household level. This sets us apart in providing real-time rich audience intelligence that is always reflective of the evolving consumer landscape.

PROPRIETARY HOUSEHOLD GRAPH



280 MM
MOBILE DEVICES

- DEMOGRAPHICS
- LOCATION
- LIFESTYLE
- INTEREST / LIFESTAGE



110MM
CTV DEVICES

- SUBSCRIPTIONS
- PROGRAM TYPE
- DEMOGRAPHICS
- PEAK VIEWING TIMES



VERIFIED BEHAVIOR
TARGETING

- PURCHASE SIGNAL
- DETERMINISTIC DATA
- VERIFIED 3P CONSUMER DATA



55MM
VALIDATED
CTV HHS



APP SCIENCE® SOLUTIONS

App Science® offers a full suite of measurement for brands and publishers with audience-based analytics that provide trusted actionable campaign intelligence for strategic planning, activation, and optimization towards desired outcomes.



INSIGHTS

MEASURE ACROSS PARTNERS & VALIDATE AUDIENCES REACHED



AUDIENCE MEASUREMENT

Reach & Frequency, Duplication, Incremental Reach



AUDIENCE VERIFICATION

Gender, HH Income, Lifestyle Interests, Custom Segments by Vertical



APP SCIENCE® AFFINITIES

App Affinities, TV Content Viewership, Podcast, Points of Interests (POI)



MULTICULTURAL IDENTIFIER

Reach & Frequency, App Affinities, Points of Interests (POI)



ATTRIBUTION

VERIFY MEDIA CAMPAIGN'S LIFT AND IMPACT



BRAND STUDY

Measure media's lift & influence on brand awareness + consideration



FOOT TRAFFIC

Track store visits & compare store visitations to leading competitor brands



TUNE-IN

Determine tune-in lift for TV Programs



Analytics Powered by
Human Behavior

TAKE YOUR AUDIENCE MEASUREMENT TO THE NEXT LEVEL

Get Started with App Science®

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