

**Curating the narrative**

# **How Hispanic viewers are creating their media experiences**



 **Nielsen**

2025 Diverse Intelligence Series

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# Introduction

In 2025, it's not just the media landscape that's dynamic, every aspect of consumers' lives and habits are shifting, from the prices consumers are willing to pay to asking AI for input. As consumers adapt, there are a few constants for advertisers to consider.

Hispanic consumers contribute significantly to the U.S. economy and culture. They currently make up around 20% of the U.S. population and wield more than **\$4.1 trillion in purchasing power**. They're also actively and powerfully shaping their own digital experiences, driving trends that redefine how content is consumed and created.

In today's social and economic climate, Hispanic audiences are increasingly evaluating who to trust. They're seeking authentic engagement from brands, platforms and creators that genuinely respect their influence and reflect their values, both online and in real life. This makes it imperative to go beyond understanding traditional consumption metrics; it means recognizing their impact as economic powerhouses, trendsetters and creators who build communities, drive commerce and seek genuine partnership.

Driven by cultural relevance and mobile-first behaviors, Hispanic audiences in the U.S. are meticulously curating a personalized digital day across fragmented platforms and experiences. Their dominant engagement with streaming and social media, their pivotal role in the creator economy as consumers and creators, and their passionate connections to cultural touchstones like soccer (football), underscore an undeniable truth: Hispanic consumers can be a powerful demographic for brands willing to meet them with authenticity and insight.



**Stacie de Armas**  
SVP, Inclusive Insights

# Culture and influence

In this year's report, we looked at three ways Hispanics are curating a distinct media experience, unique to their culture and community, while also influencing wider trends.



## Media curators

Hispanic audiences are selective about where and how they're spending their time with media.



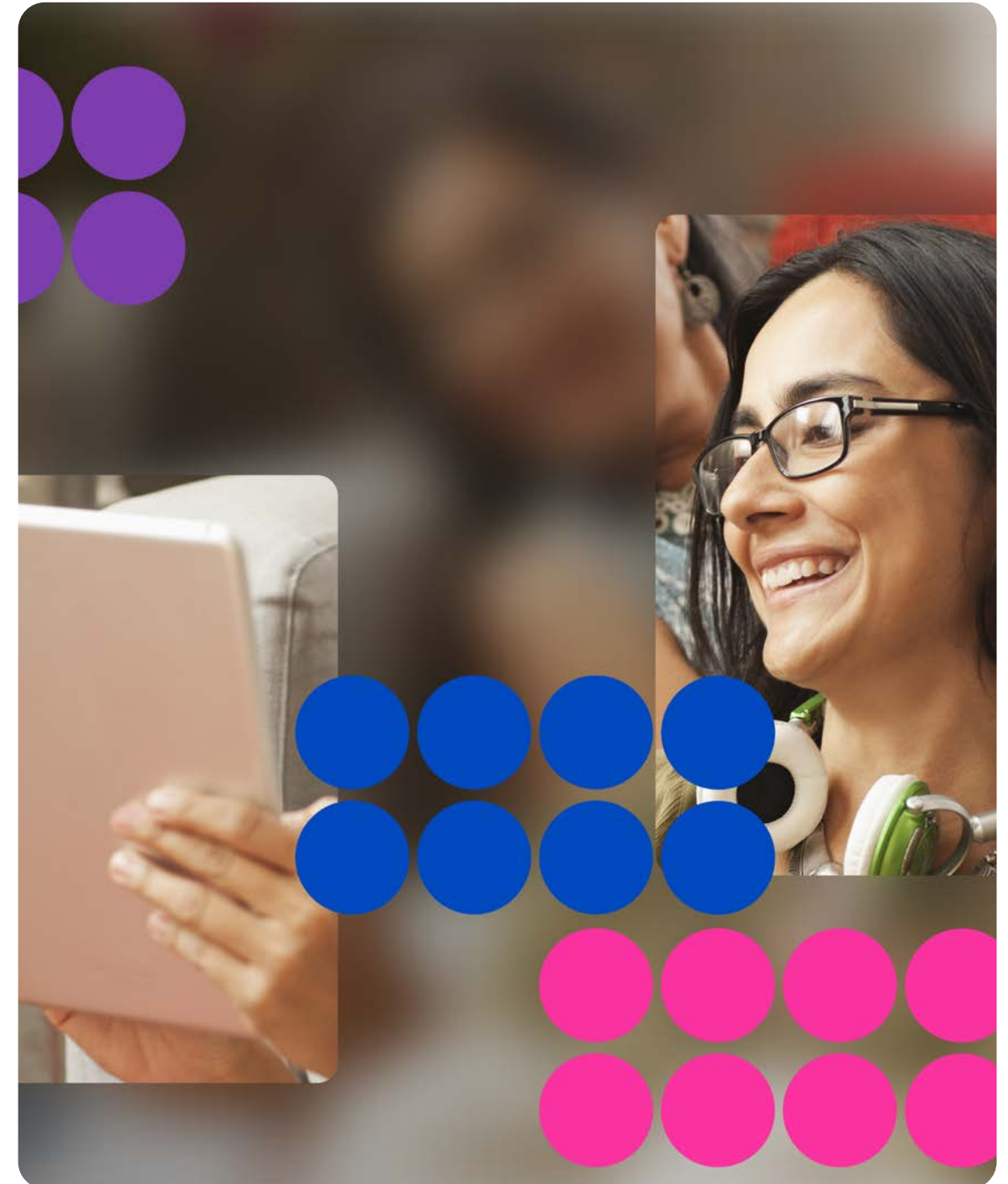
## Algorithm influencers

Hispanic consumers are leaning into apps and platforms to create digital experiences that suit their interests.



## Soccer champions

Hispanic fans are growing the game in the U.S. ahead of the inaugural FIFA Women's Champions Cup™ and the Men's FIFA World Cup™ in 2026.







**Latinos in the U.S.**  
**Building community  
and driving trends**

**Young & family-oriented**

**31**

median age

**37%**

of households have a  
child under 18 vs. 24% for  
non-Hispanic households

(U.S. Census, 2024)



**Investing in America**

**19.5%**

of active duty military  
are Hispanic

(U.S. Department of Defense, 2023)

**\$650M+**

in revenue generated by  
Hispanic-owned businesses

(U.S. Census American Business  
Survey, 2023)

**Sizable segment**

**68.1M**

Hispanic people live  
in the U.S.

**1/5**

of the U.S. population

(U.S. Census, 2024)



**Economically influential**

**\$4.1T**

purchasing power

(Latino Donor Collaborative, 2025)

**58%**

expect brands to support  
causes they care about

(Nielsen Attitudes on Representation  
Survey, 2025)



# Media curators



# The attention reset: How Hispanics engage

In today's "attention economy," understanding where people dedicate their time is critical for effective marketing. Hispanic consumers have a rich and evolving media diet spanning a wide array of platforms and experiences. Their engagement goes beyond consumption; they are actively shaping digital media. From mobile-first streaming to the high-trust world of podcasting, Hispanic audiences are personalizing and culturally tuning their entire digital day.

Yet their time with media across most devices trails that of the total population in the U.S. With the median age of just 31 and the most common age of 17, Hispanic audiences are younger and more active, spending more time studying, working or at play. When media time is more limited, every moment counts for brands that want to make a connection.

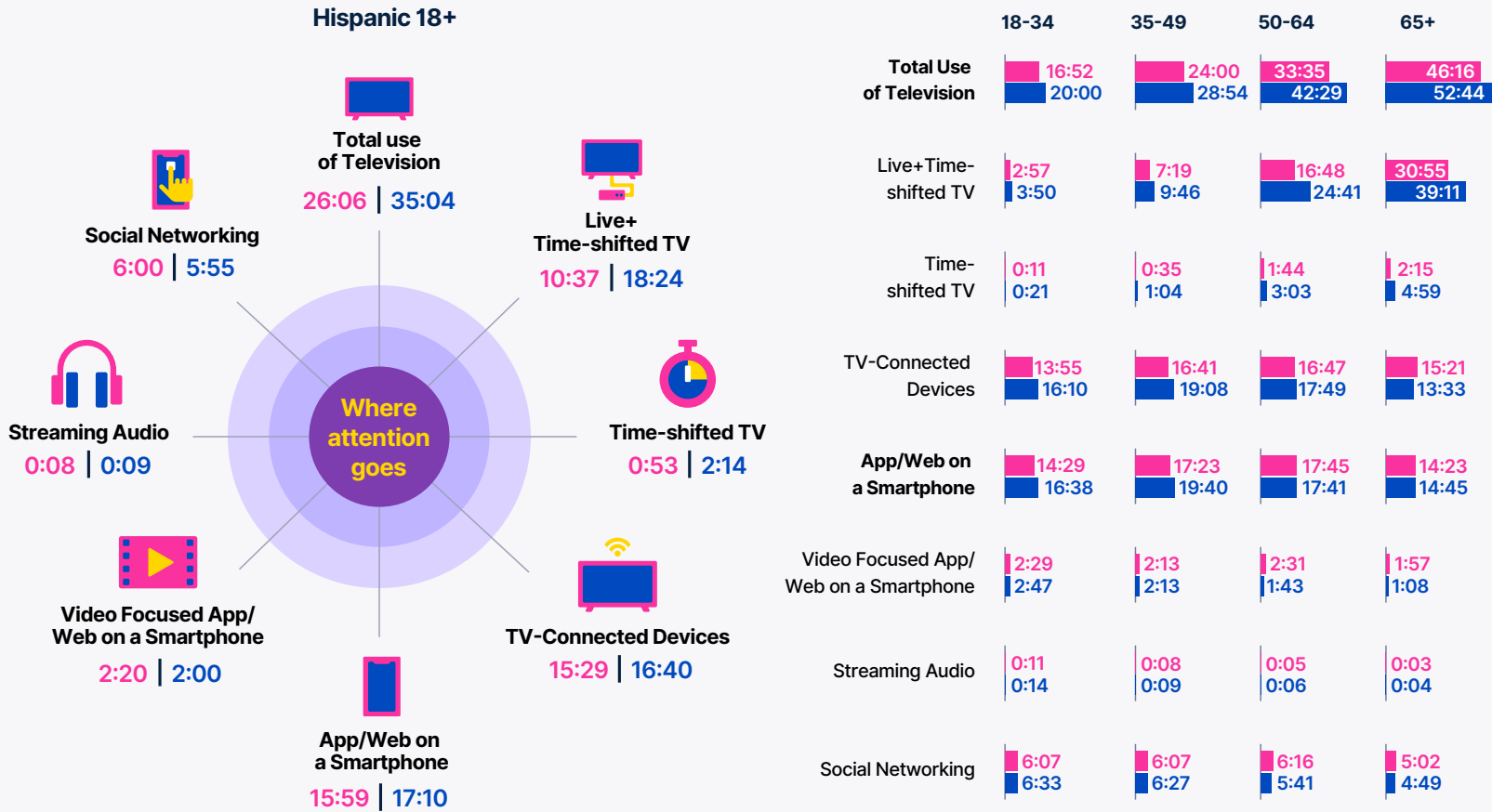
The exception for media engagement is among Hispanic Gen Xers and Boomers, who are spending more time than their peers with video and social apps on their smartphones. Mature Hispanic audiences play an influential role within this community, with 26% of all Hispanic households living in multifamily households<sup>1</sup>.

<sup>1</sup>Pew Research Center, 2022

Figure 1.1

## Weekly time spent with TV and mobile

Shared in Hours: Minutes



Source: Nielsen Audience Measurement Data, Q1 2024



Balancing act:

# Cutting the cord while relying on trusted Spanish-language outlets

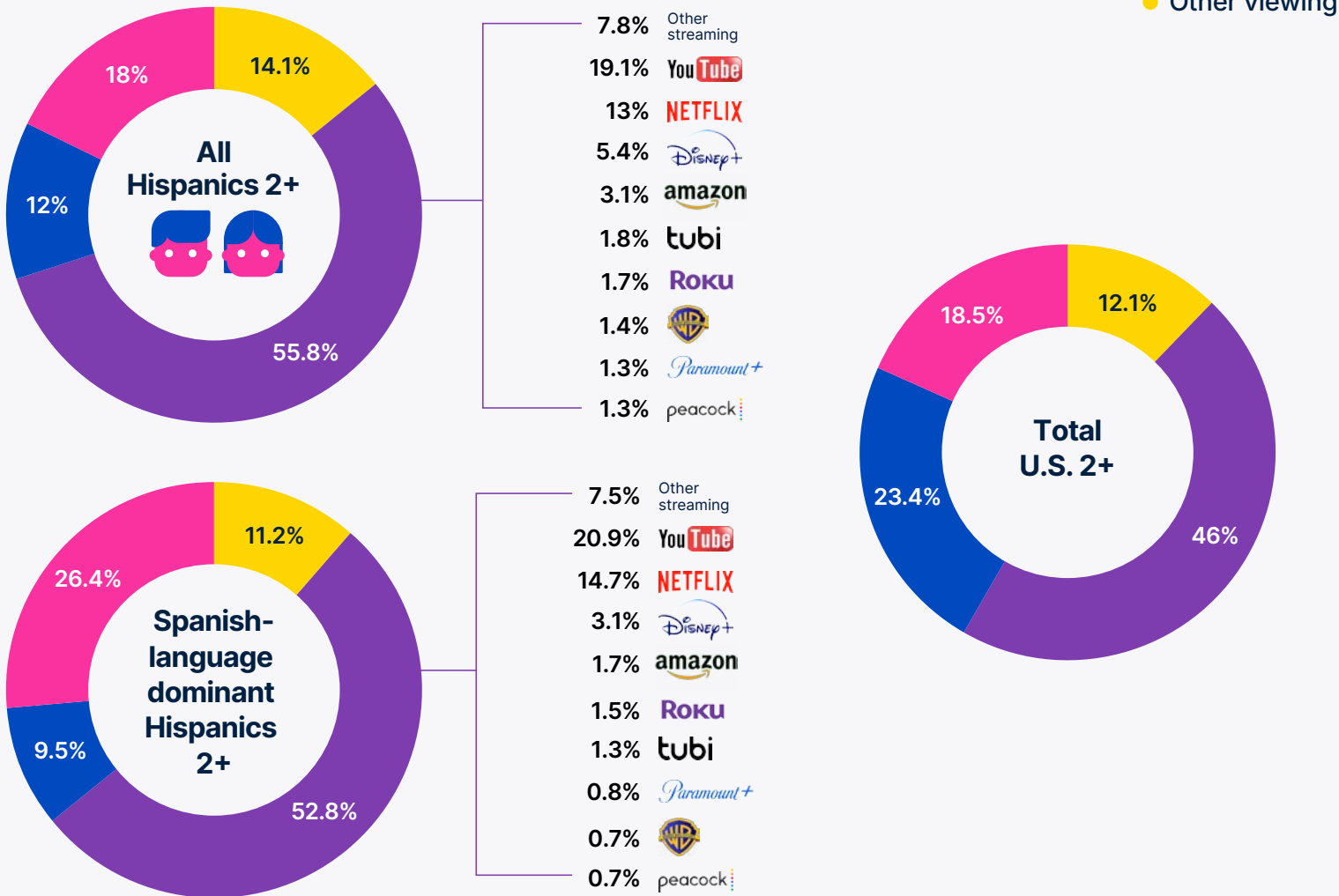
Hispanic viewers overall are leaning into streaming platforms, but Hispanics aged 25-39 are 35% more likely than the national average to be cord cutters<sup>2</sup>. As such, when we look at total time spent with TV, streaming now commands the lion's share of Hispanic audiences' attention, content on YouTube in particular. This points to a preference for on-demand programming and flexible viewing experiences.

At the same time, linear television still commands **significant viewership**, especially among Spanish-language dominant Hispanics. Despite its evolving share of total TV time, broadcast carries Spanish-language programming that truly resonates with audiences.

<sup>2</sup> Cord-cutters have had no cable/satellite TV service and any video streaming service in the past 30 days; Scarborough USA+ 2024 Release 1 (Jan 2023 - Apr 2024).

Figure 1.2

## How Hispanic audiences in the U.S. watch TV across platforms



Note: "Other" includes all other TV usage that does not fall into the broadcast, cable or streaming categories. Streaming of linear content has been removed from streaming (but does count toward broadcast and cable). Disney Streaming includes viewing on Disney+, ESPN+ and Hulu SVOD.  
Source: Nielsen National TV Panel Data augmented by Streaming Platform Ratings, persons 2+, June 2025



# What Latinos are watching

Despite the shift to streaming, broadcast and cable programming remain a cultural touch point for Hispanic audiences, driven more by storytelling, shared experiences and variety shows.

General drama makes up the largest share of Hispanics' time with broadcast programming, and 18% of all Hispanic's time spent with broadcast is spent with sports or sports adjacent content.<sup>3</sup> Yet it's genres like variety shows and conversational programming that stand out uniquely strong for Hispanic viewers totaling nearly 20%. This signals a preference for emotionally resonant, family-oriented, and interactive formats, whether it's Casa de Famosos, Juego de Voces or even American Idol.<sup>4</sup>

On cable, Hispanic audiences again seem to favor variety programs and shared cultural experiences over traditional news-dominant viewing. While news tends to lead overall on cable, its share is significantly lower among Hispanic households at 16.5%, compared with 22.7% for total U.S. Rather, Hispanics make more room for genres like sports events and feature films.

Spanish-language variety programs like Sábado Gigante, which ran for more than 50 years before ending in 2015, have long been popular with the Hispanic community. And nostalgia for these types of programming is gaining recognition on a national scale thanks to younger Hispanics who are bringing references into popular culture, such as in the recent [sketch featuring Marcello Hernandez on Saturday Night Live](#).

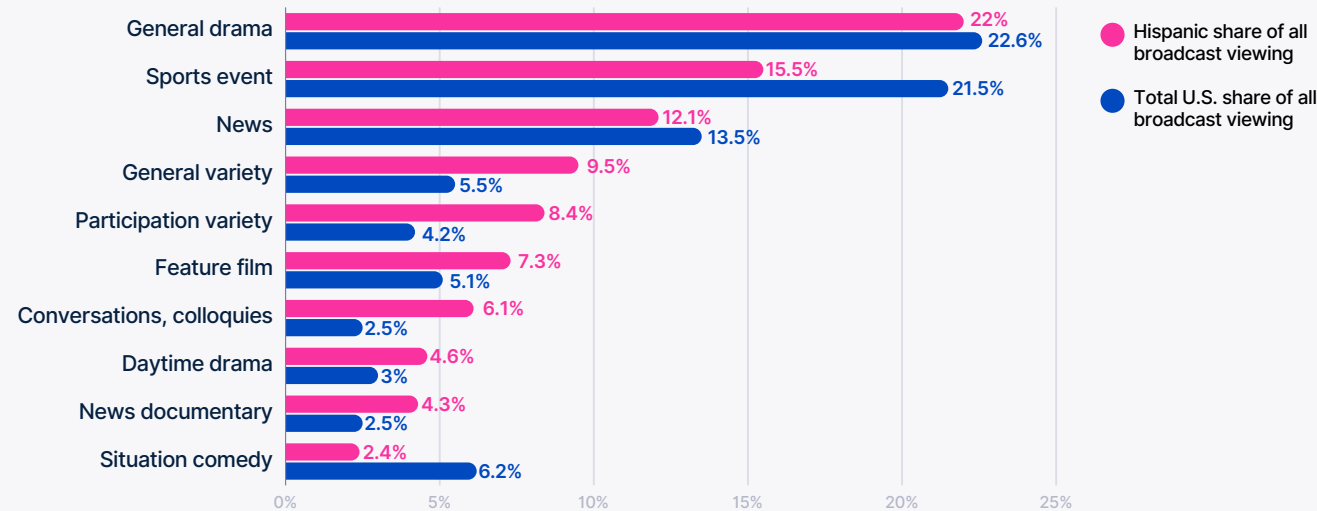
<sup>3</sup> Includes sports events, sports commentary and sports news.

<sup>4</sup> Top 3 broadcast variety programs among viewers 18+ who speak mostly Spanish, Nielsen TV measurement, January-June 2025

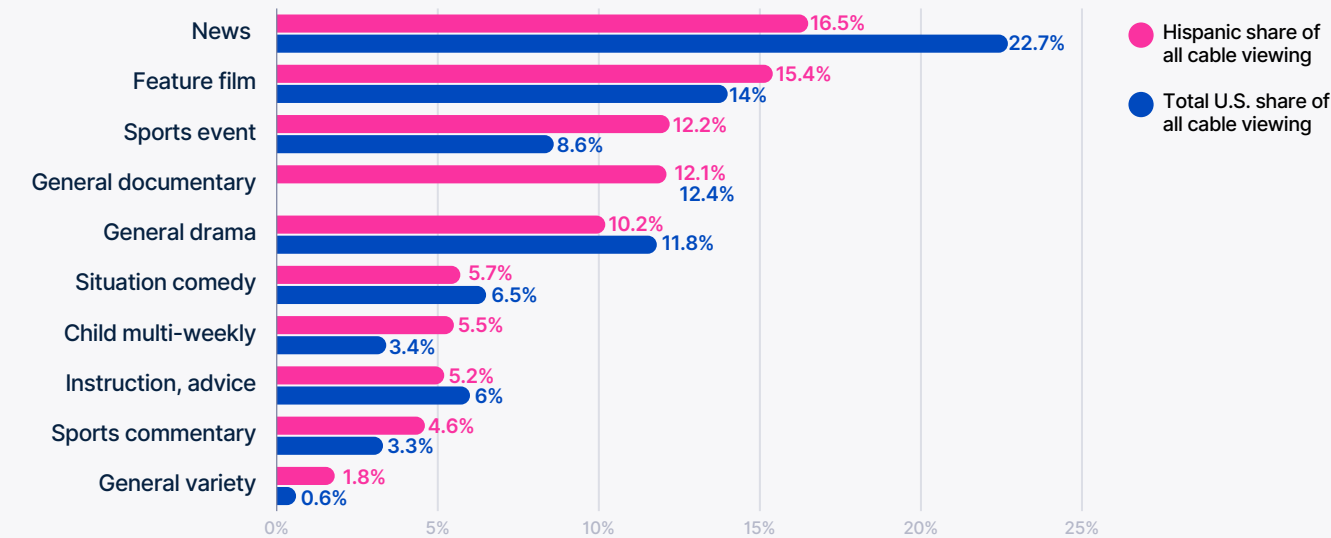
Figure 1.3

## Connecting through content: Where Hispanic audiences watch by genre

### Share of broadcast viewing



### Share of cable viewing



Source: Nielsen National TV Panel Data, Total U.S., P2+, 2024

# Opportunities to connect

Hispanic audiences show a strong preference for on-demand content and flexible media experiences. But culture remains a cornerstone of engagement.

## Unlock attention with creator partnerships

Brands need meaningful impressions. With Hispanics spending so much of their media time with social and online video, brands should consider creator partnerships that align with identity and values and blend cross-channel storytelling with digital touch points—this will help to drive both **top** and **bottom** funnel goals. While this audience may not always be online, they are always connected: to culture and each other.

## Connect to culture—past and present

Streaming dominates among Hispanic viewers, but broadcast endures—especially for Spanish-language speaking audiences. With many living in multigenerational households, it's important to consider how viewing is shaped by all household members. Traditional variety shows with content for all ages remain popular viewing.

## Reclaim attention in low-clutter, high-trust environments

Consider adding audio to your media mix. In the first quarter of 2025, radio reached 93% of Hispanics monthly. Together, radio and podcasts account for 79% of all daily audio time with ad supported platforms. Podcast ads, in particular, drive strong brand recall, motivating listeners to take action. Hispanic podcast listeners are 62% more likely to call a number from a podcast ad than the general population.<sup>5</sup>

<sup>5</sup> Nielsen Audio, Q1 2025; Nielsen Scarborough Podcast Buying Power, Rel 1, 2019 & 2024 (USA+) Hispanic Podcast Listeners

# 2



# Algorithm influencers



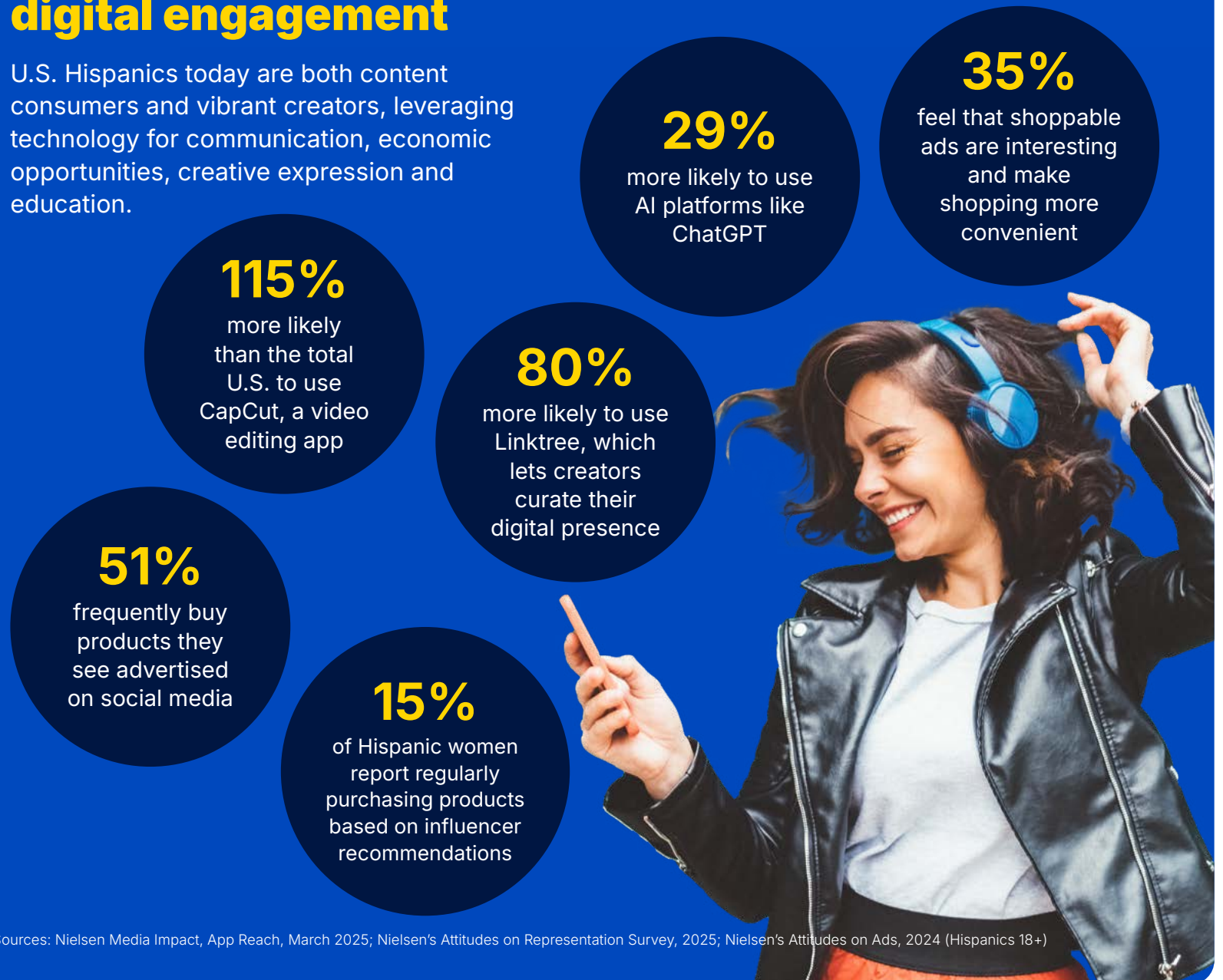
# Hispanics are creating their own digital experiences

By leaning into flexible platforms like streaming and podcasting, Hispanics are curating their media experiences—in part as a response to lack of visibility. Nielsen's 2025 Attitudes on Representation Survey found that more than half of Hispanics say they wish they saw more representation while scrolling on social media at 56%, compared to 45% for the total U.S., and that jumps to 63% for Spanish-speaking Hispanics. Similarly, 52% wish they saw more representation in ads on social media, versus 42% for the total population. This absence fuels a desire and a need for self expression.

By becoming creators themselves, Hispanic audiences are filling the cultural gaps they see in their feeds and taking control over their narrative. While not all are producing content, many are shaping their media experience, curating who they follow, the platforms they use, and the kinds of voices they elevate. This active engagement reflects a broader push to build digital spaces that feel more reflective, inclusive and aligned with their identity.

## Understanding Hispanic audiences' digital engagement

U.S. Hispanics today are both content consumers and vibrant creators, leveraging technology for communication, economic opportunities, creative expression and education.



Sources: Nielsen Media Impact, App Reach, March 2025; Nielsen's Attitudes on Representation Survey, 2025; Nielsen's Attitudes on Ads, 2024 (Hispanics 18+)



# The digital ad investment gap

As we saw in the [2025 Nielsen Global Annual Marketing Report](#), marketers are following audiences (including Hispanics) as they shift toward digital and streaming channels by boosting their digital advertising allocations. Yet some of these investments may be missing the mark with Hispanic audiences who are connecting with Spanish-language content.

According to [Nielsen Ad Intel](#), in the first quarter of 2025, the digital ad spend by online retailers in the U.S. on English-language websites was substantial, reaching approximately \$363.42 million. In contrast, their digital ad spend on Spanish-language websites was a fraction of this, at about \$3.38 million, representing only 0.92% of their total digital budget. This initial disparity highlights a significant gap in overall investment towards Spanish-speaking audiences who lean mobile and digital first.

Diving deeper into this spend reveals a fascinating insight: nearly 96% of that relatively small Spanish-language digital spend by online retailers in the first quarter was directed toward YouTube, amounting to approximately \$3.16 million out of a total of \$3.38 million. This stands in stark contrast to their English-language YouTube spend, which, while significant at around \$171.5 million, was part of a much larger and more diversified digital advertising portfolio.

Advertisers across various categories are increasingly recognizing the power of digital video, and YouTube in particular. Yet there's a clear disparity in how different industries leverage these platforms. While some advertisers have fully embraced digital Spanish-language content as a core component of their strategy for Hispanic consumers, others are notably lagging, particularly when it comes to reaching specific demographics. Online retailers serve as a compelling example of this divergent approach, showcasing both a strong adoption of YouTube for Spanish-speaking audiences and a more diversified, yet less concentrated, strategy for English-speaking consumers.

Figure 2.1

## Digital ad spend strategies differ in Spanish vs. English



Source: Nielsen Ad Intel - U.S., Q1 2025

# The power of broadcast on YouTube

Digital streaming channels like YouTube, Netflix and Disney+ command the lion's share of all Hispanic audiences' time spent with streaming content. But with a variety of digital in-language services to choose from, such as Telemundo on Peacock, ViX, Canela and more, lower overall advertising investment in Spanish-language digital video indicates a missed opportunity for certain brands.

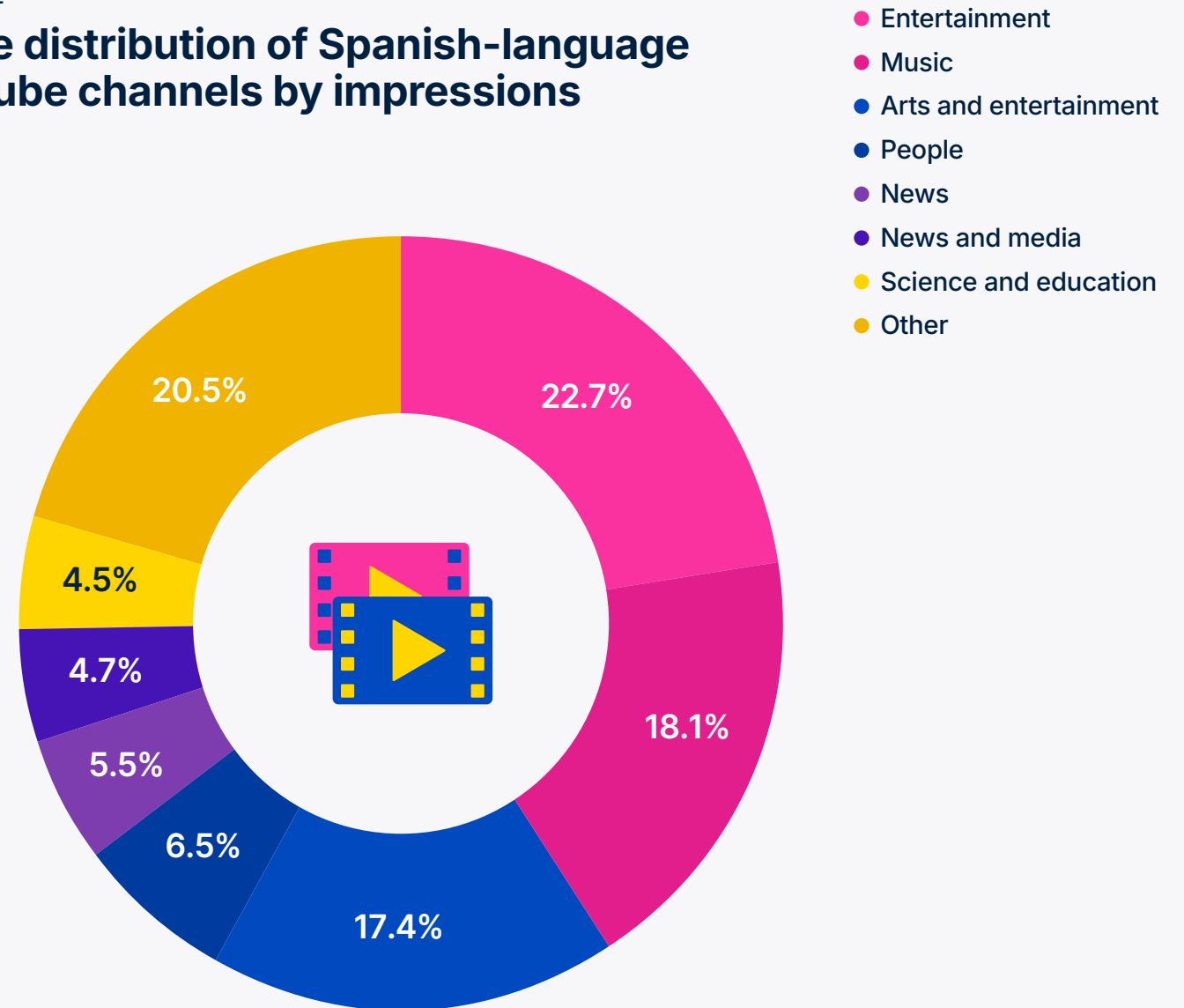
As we saw for online retailers, YouTube is not just another platform for engaging Spanish-speaking consumers. With almost 21% of Spanish-speaking audiences' TV time spent on YouTube in June 2025<sup>6</sup>, it's an efficient channel for reach and conversion. Ultimately, while online retailers' overall investment in Spanish-dominant digital advertising remains modest, their overwhelming allocation to YouTube underscores its critical and almost exclusive role in their strategy for connecting with Hispanic audiences. This presents a clear opportunity for other advertisers to learn from this concentrated approach and explore the untapped potential of YouTube for similar demographic targeting.

So where are the opportunities within YouTube? While the platform dominates time spent streaming among Hispanics, many of the top most watched Spanish-language content originates from familiar broadcast and cable entertainment brands, with ESPN Deportes, Telemundo, Televisa/Univision, and EstrellaTV leading over individual creator content.

<sup>6</sup>Nielsen National TV Panel Data augmented by Streaming Platform Ratings, June 2025

Figure 2.2

## Genre distribution of Spanish-language YouTube channels by impressions



Source: Nielsen Ad Intel - U.S., Q1 2025

# Opportunities to connect

In a consumer landscape that's undergoing significant change, digitally connected Hispanics can become powerful brand ambassadors—provided your approach has the right cultural nuance and competitive data.

## Connect attention to investment

Brands need to re-evaluate their digital advertising strategies to better capitalize on the growing and digitally engaged Hispanic market. Despite significant time spent with Spanish-language content on YouTube, Nielsen's [Ad Intel](#) data shows lower ad spend for this content, meaning fewer relevant ads are reaching this demographic on a platform where they spend a significant amount of their streaming time.

## Develop culturally relevant ads

As brands seek to engage Hispanic audiences across both English- and Spanish-language content, cultural relevance is key. More than half (52%) of Hispanics wish they saw more representation when encountering ads on social media. And the same percent would like to see/hear more relevant ads when using social media. These figures are even higher (59% and 58%, respectively) for Spanish-speaking Hispanics.<sup>7</sup>

## Tap into technology and influencers

Hispanics are highly engaged consumers on digital platforms. In fact, 43% have clicked on a link from a social media ad, and 26% have scanned a QR code on their TV or a physical display.<sup>8</sup> And this can translate to sales: Nielsen's [2024 Attitudes on Ads](#) Survey found that 15% say they're more likely to purchase items based on ads in their social feeds, and 11% say purchasing products based on influencer recommendations on social media is part of their current media routine.

<sup>7</sup> Nielsen Attitudes on Representation Survey, 2025

<sup>8</sup> Nielsen Attitudes on Representation Survey, 2025

# Soccer champions

# 3





# Influencing U.S. soccer fandom

Hispanic sports fans don't just watch; they live and breathe their favorite sports. This enthusiasm is evident in the growing popularity of Major League Soccer (MLS) where Hispanic fans are 39% more likely than the total population to be avid fans. For Hispanic MLS fans, community plays a big role, with 58% saying they became fans because their friends were soccer fans. This fanbase is notably younger, with 72% of all Hispanic sports fans being Gen Z or Millennials, compared to just 50% of U.S. sports fans overall.<sup>9</sup> “*Fanáticos*” exhibit unmatched enthusiasm, and their fandom is a cultural connector, driving significant engagement.

This passionate audience is also highly digitally engaged. Hispanic sports fans in general are 21% more likely to consume sports on streaming platforms and show a strong preference for mobile-first content. They lead social media engagement, being 38% more likely to use TikTok for sports news. This digital interaction translates into tangible business outcomes: Hispanic fans are 11% more likely to buy a brand after seeing a sponsorship and 12% more likely to recommend a sponsoring company.<sup>10</sup>

This fandom is influencing the larger soccer fandom in the country. As we saw in Nielsen’s [2025 Global Sports Report](#), U.S. soccer fans broadly lean in with brand sponsors. Partnering with Hispanic soccer fans and stars can help influence purchases—especially in categories where soccer fans are more likely to buy than the general population. This passion for MLS is a powerful preview of the engagement we expect to see for the FIFA World Cup in 2026.

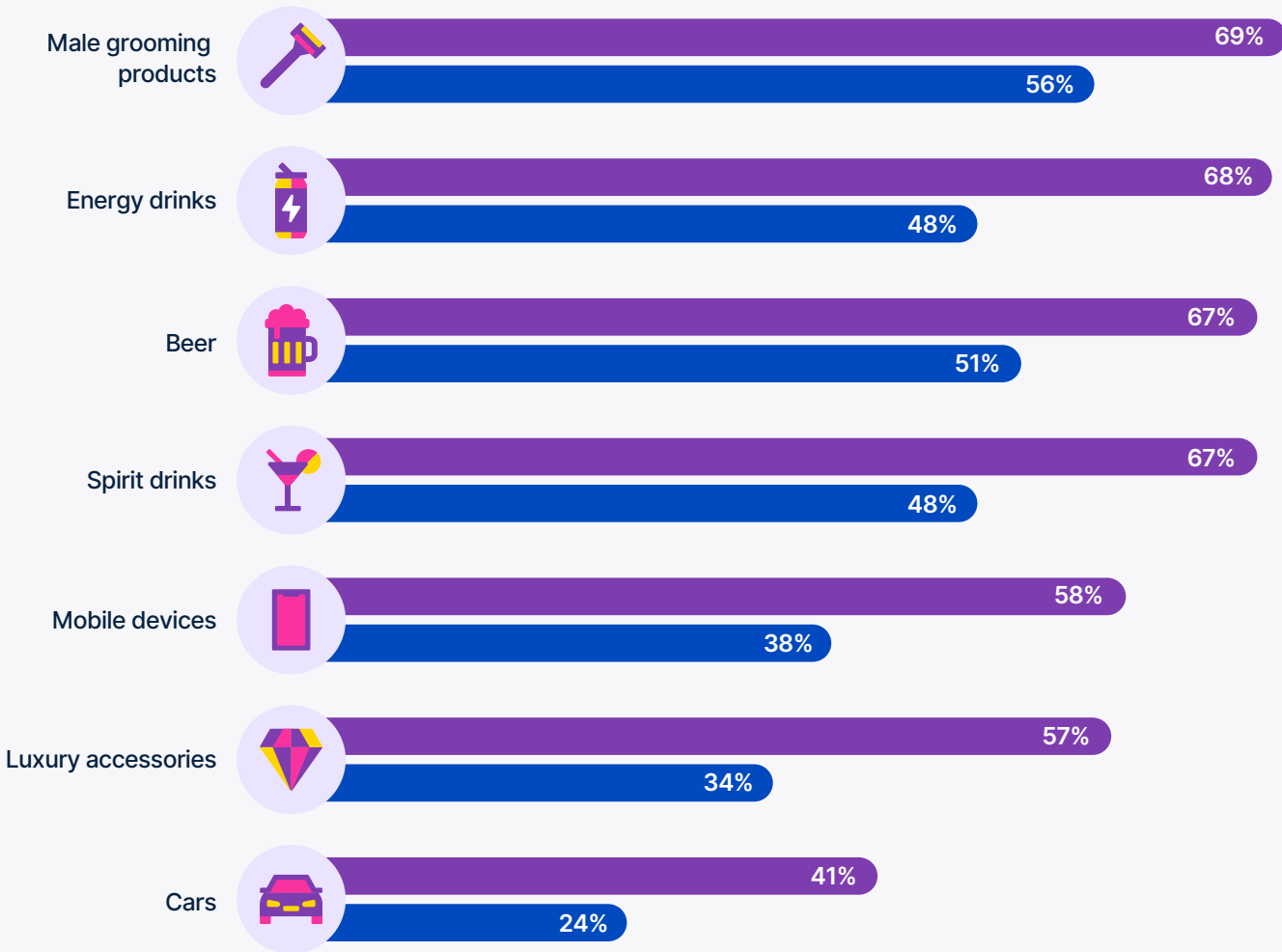
<sup>9</sup> Nielsen Fan Insights, July 2023–June 2024  
<sup>10</sup> Nielsen Fan Insights, July 2023–June 2024

Figure 3.1

## Intent to buy products in next six months

U.S. soccer fans vs. general population

- Soccer fans
- General population



Source: Nielsen Fan Insights, 2024, U.S. Only

# The road to 2026

The Men’s FIFA World Cup 2026™ is quickly approaching, and Hispanics are driving enthusiasm. A remarkable 40% of all U.S. Hispanics already identify as World Cup fans, demonstrating the deep cultural connection and widespread enthusiasm for the sport within their community. This passion is even more pronounced among first- and second-generation Hispanics, where 46% identify as World Cup fans.<sup>11</sup>

Engaging these fans can help brands reach a significant portion of the overall World Cup audience, while also connecting with a demographic for whom the tournament is a cherished cultural event, leading to deeper engagement and stronger brand loyalty.

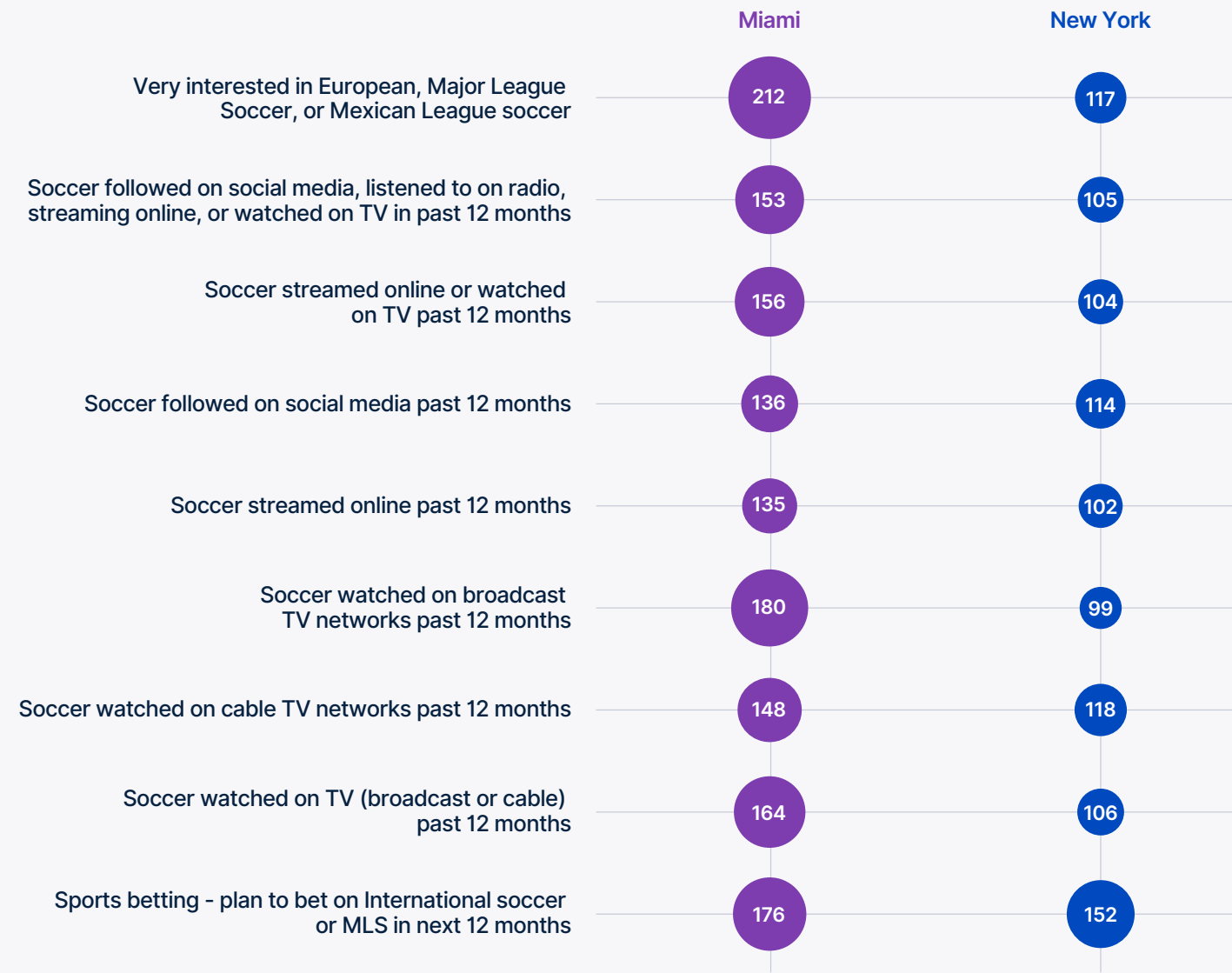
While the tournament will be hosted across North America, the final games will be played in New York and Miami—two of the top 20 markets where Hispanics live in the U.S. The final will be hosted at MetLife Stadium in the New York metro area, where 24% of the population are Hispanic adults 18 and older. Meanwhile, Miami Stadium will host seven matches during the tournament, including the bronze final, where more than half of the city’s population is Hispanic (54.9%).<sup>12</sup>

Both cities show high levels of interest in soccer, with New Yorkers 17% more likely to be very interested in European, MLS or Mexican League soccer than the total U.S. population and Miamians 112% more likely.<sup>13</sup> As a result, they’re engaging more with all types of soccer across media platforms and devices—including sports betting.

<sup>11</sup>Nielsen Soccer Fan Insights, April-June 2025  
<sup>12</sup>Nielsen Scarborough USA+ 2024 (Jan 23-April 24)  
<sup>13</sup>Nielsen Scarborough USA+ 2024 (Jul 23-Oct 24)

Figure 3.2  
**Soccer interest in New York and Miami**

Indexed to total U.S. population 18+



Note: Soccer viewing includes European soccer, Mexican League, Mexican Soccer National Team, or U.S. Soccer National Team.  
Source: Scarborough USA+ 2024 Release 2 Total (Jul 2023-Oct 2024)

Beyond borders:

# The unyielding passion for fútbol

While the FIFA World Cup™ is the pinnacle of global football, understanding the deep-seated passion for the sport in key markets like Mexico offers invaluable insights into the intensity of engagement that resonates strongly with U.S. Hispanic audiences. The Liga BBVA MX, Mexico's top professional football league, demonstrates this fervent dedication.

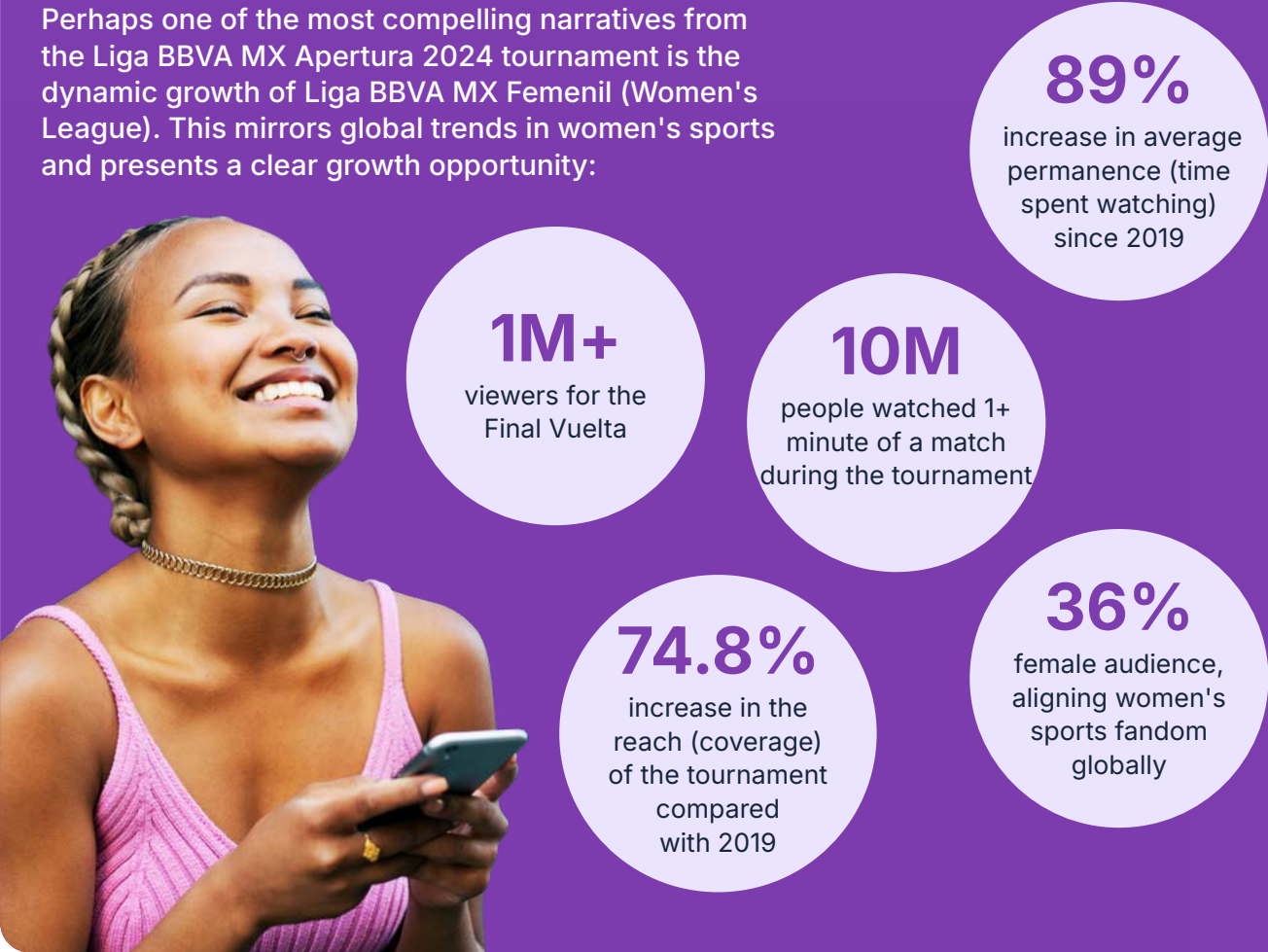
Massive scale and deep engagement in men's fútbol

The Apertura 2024 tournament for Liga BBVA MX Varonil (Men's League) showcased the sport's immense power to unite audiences in Mexico:



The ascendance of women's fútbol

Perhaps one of the most compelling narratives from the Liga BBVA MX Apertura 2024 tournament is the dynamic growth of Liga BBVA MX Femenil (Women's League). This mirrors global trends in women's sports and presents a clear growth opportunity:



Source: Nielsen IBOPE México; Base de Audiencias de Televisión 5 Dominios; MSS TV. Torneo Apertura 2024

# Opportunities to connect

Hispanic fans are driving soccer trends in the U.S. With the sport's biggest tournament fast approaching in 2026, brands need to understand how to engage authentically to meet fans in stadiums across the U.S. next year.

## Connect with U.S. Hispanic fans beyond the game

U.S. soccer fans are young, diverse and trendy—thanks in large part to enthusiastic Hispanic fans. Connecting with these fans off the field is important. According to [Nielsen Soccer Fan Insights](#), 70% of Hispanic World Cup fans plan to engage on social media and World Cup mobile apps. The high propensity for digital engagement, means that the tournament will be won or lost not just on the pitch or on TV, but crucially in the palm of fans' hand.

## Understand local markets to prepare for 2026

While the Men's FIFA World Cup 2026™ tournament will be hosted across three North American countries, the majority of matches will be played in the U.S. With several cities hosting matches, understanding the demographics and interest in soccer across these cities can help brands better engage with local audiences ahead of the games. In fact, 26% of all U.S. World Cup fans attending games live in host cities intend to engage with brand activations.

## Explore opportunities across global leagues

The deep loyalty, the significant scale of viewership for key matches, and the rapid growth in women's football audiences in Mexico collectively serve as a powerful proxy for the potential engagement intensity among U.S. Hispanics. Brands looking to truly connect must recognize this deep cultural tie, explore opportunities across different leagues (men's and women's), and leverage the multi-platform consumption habits that define today's football fan.



# How Nielsen can help

With representative data you can trust, Nielsen offers a range of tools and services to help you understand how consumers spend time with media, so you can make the right marketing decisions that will resonate and drive measurable results.

## *Unlock key audience insights*

Go beyond age and gender and reach audiences that matter most to you. Seamlessly integrate first- and third-party audiences into your media plans and measurement strategies with **Nielsen Advanced Audiences**.

Understand your consumers—what they think, how they spend their time, shopping patterns and more—with **Nielsen Scarborough**.

Drive fan growth and connection globally by understanding fan interests, media habits, and brand attitudes with **Nielsen Fan Insights**, including new **soccer fan insights**.

## *Feel confident in your cross-media decisions*

Confidently identify target audiences, plan and measure across channels, and connect to business outcomes—all in one place—with **Nielsen ONE**, the industry's most reliable cross-media solution.

Gain deep insights into the competitive media advertising landscape and discover how to differentiate your brand from competitors with **Nielsen Ad Intel**.

## *Understand your business impact*

Capture campaign performance from shaping audience perception to driving sales with **Nielsen ONE Outcomes**—a comprehensive product offering both **Brand Lift** and **Sales Lift** measurement solutions.

Go beyond reach to measure ad attention, engagement and more with **Nielsen Outcomes Marketplace**—an open ecosystem of Nielsen and third party outcomes solutions available in **Nielsen ONE Measurement**.

Understand the behaviors of podcast listeners so you can reach the right consumers and drive ROI with Nielsen's **Podcast Solutions**.

# Conclusion

Hispanics in the U.S. are young and influential consumers with strong ties to their families and culture. They're increasingly discerning about where and with whom they're spending their time. Data-driven strategies can help brands and programmers create meaningful relationships with this growing community and earn their business long-term.

## Key takeaways



**Culture is key to connecting with Hispanic consumers.** Earning the trust of the Hispanic community is critical for businesses looking to connect with this young, growing and influential community. Overwhelmingly, Hispanic audiences are curating their own media and commerce experiences, partially due to a lack of representation. Understanding cultural norms and preferences can help you create campaigns and content that better resonate with Hispanic audiences.



**Ensure you have the right cross-media data to understand your audience.** Hispanics can be influential brand advocates but also elusive in their media use. Having the right experts to navigate the data while meeting business outcomes is more important than ever. Ensure your approach to audiences and campaign creative puts people and culture at the center.

# Methodology

## Nielsen TV Measurement

[Television data](#) is derived from Nielsen’s National TV Panel that is based on a sample of more than 42,000 homes and over 100,000 real people that are selected based on area probability sampling. Nielsen Big Data + Panel in National methodology brings together our panel methodology with 45 million big data households and 75 million devices from Comcast, Dish, DIRECTV, Roku and Vizio, combined with and validated by our gold-standard National TV Panel.

## Nielsen Ad Intel

[Nielsen Ad Intel](#) provides the most complete source of cross-platform advertising intelligence available today. With intuitive software, review-and-compare ad activity across media, company, category or brand, plus historical data. Nielsen monitors gross advertising expenditure in major media at published rate card values.

## Nielsen Scarborough

[Nielsen Scarborough](#) measures the unique shopping patterns, product usage, demographics, lifestyles and cross-media behaviors of the American consumer at a local, regional or national level, giving the ability to profile over 2,000 measured categories and brands.

## Nielsen Brand Lift

[Nielsen Brand Lift](#) shows how campaigns influence consumer mindsets. Brand Impact captures digital, traditional and hybrid touchpoints for comprehensive coverage.

## Nielsen Fan Insights

[Nielsen Fan Insights](#) provides a comprehensive view into sports fans’ interests, media behavior, brand attitudes and purchasing habits—all in a single platform.

## Nielsen Media Impact

For national planning, [Nielsen Media Impact](#) uses respondent level data from Nielsen’s Total Media Fusion, which includes TV, VOD, SVOD, digital, digital-place based, print, radio and cinema. The digital video data in NMI is sourced from Nielsen’s Digital Content Ratings (DCR) data set. This analysis includes video content on web/app through a computer via the Digital (DCR) panel and measures video reach on a mobile device on content with a syndicated DCR/tag.

## Nielsen Sales Lift

[Nielsen Sales Lift](#) quantifies incremental sales generated by marketing campaigns across all media channels, enabling the optimization of ad spend for real-world revenue growth.

## Nielsen Consumer & Media View

[Nielsen Consumer & Media View](#) is an essential tool for understanding the constantly evolving consumer landscape in key markets around the world. With rich demographic and lifestyle data, and information on purchasing behaviours and intentions alongside extensive media habit reporting, Consumer & Media View helps you shape successful brand, advertising and marketing strategies.

## Nielsen Attitudes on Ads Study 2024

The [Nielsen Attitudes on Ads Study](#) from 2024 is a survey of over 2,000 computer and mobile users fielded by Nielsen Participant Panel weighted for age, gender, race, ethnicity and income.

## Nielsen Attitudes on Representation Study 2025

The Nielsen Attitudes on Representation Study from 2025 is a survey of over 7,000 computer and mobile users fielded by Nielsen Participant Panel weighted for age, gender, race, ethnicity and income.

## Gracenote Inclusion Analytics

Designed to accelerate diversity and equity in media, [Gracenote Inclusion Analytics](#) illuminates representation of on-screen talent compared with audience diversity. The solution empowers content owners, distributors and brands to make better informed decisions around inclusive content investments.

# Acknowledgments

Sandra Sims-Williams  
Stacie de Armas  
Katharine Olsen  
Alana Leverette  
Brian Campbell

Brian Hughes  
Charlene Polite Corley  
Drew English  
Eric Ferguson  
Jon Miller

Mariko Carpenter  
Mei-Ling Lu  
Pedro Rodriguez  
Sarah Weaver

# About Nielsen

Nielsen shapes the world's media and content as a global leader in audience measurement, data and analytics. Through our understanding of people and their behaviors across all channels and platforms, we empower our clients with independent and actionable intelligence so they can connect and engage with their audiences—now and into the future.

Nielsen operates around the world in more than 55 countries. Learn more at [www.nielsen.com](https://www.nielsen.com) and connect with us on social media ([X](#), [LinkedIn](#), [YouTube](#), [Facebook](#) and [Instagram](#)).

**Audience Is Everything®**