Hispanic Holiday Spending & Shopping Report

August 2025

adsmovil

thinknow

Background and Methodology

Objective

- To explore Hispanic consumer spending and shopping behaviors during key events and holiday seasons, focusing on how they are adapting to DEI cutbacks, rising costs due to tariffs, and related economic challenges.
- This research will provide insights to guide brands on how to effectively connect with Hispanic consumers under changing market conditions.

Research Questions:

- Are Hispanic consumers planning to spend less this year?
- How should brands get their attention?
- How have media consumption and shopping habits shifted?
- What categories or services are they cutting back on?
- Are they purchasing more online vs. offline?
- How influential are social media and content creators in their decision-making process?

Sections in the Deck

1. Changes in Shopping and Media Habits
2. Holiday Shopping
3. Holiday Shopping Channel and Preferences
4. Holiday Purchase Decision Factors
5. Holiday Plans
6. Recommendations for Adsmovil

Methodology

- Online survey
- National Coverage
- Total Sample = 600
  - ✓ Hispanics (n=300)
  - ✓ Whites -Non-Hispanic- (n=300)
  - ✓ N=100 per generation within Hispanics and non-Hispanics (Millennials, Gen X, Boomers), and Ethnic Groups.

Target Audience

- Hispanics and non-Hispanics (includes Whites, Blacks, Asians, Other)
- 23+ years of age

Field Timing

- July 2025

Key Findings

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KEY FINDINGS

- **Family-Oriented Households:** Hispanics, especially Millennials and Gen X, are more likely to have children under 18, leading to larger family-oriented shopping patterns.
- **Everyday Spending Adjustments:** Most consumers, particularly 76% of Hispanics versus 68% of Non-Hispanics, have adjusted their spending habits this year. Choosing home cooking over dining out and opting for budget-friendly alternatives, including lower-cost alternatives.
- **Media Habit Changes:** Stronger shift among Hispanics, particularly bilingual and Spanish-dominant consumers, towards free streaming and social media. Millennials lead in changing media habits.
- **Holiday Shopping:** Christmas, Thanksgiving, and New Year's Eve are widely celebrated holidays, with high participation among both Hispanics and Non-Hispanics**.** Holiday shopping peaks in November before Black Friday, with a notable share of shoppers starting by September, highlighting opportunities for early promotions.
- **Holiday Spending Budgets:** Hispanics plan to spend more on holiday gifts on average ($702) compared to non-Hispanics ($616), with bilingual and Gen X shoppers showing the highest-spending households.
- **Preferred Shopping Channels:** E-commerce Online retailers (Amazon, Temu, ebay, Shein) and retailers with Online stores like Walmart and Target dominate holiday purchases, with younger Hispanics leaning more heavily toward online shopping. Slight preference for online over in-store, especially among younger Hispanics.
- **Decision Drivers and Promotions:** Price, quality, free shipping, and reward programs are the strongest motivators influencing holiday purchasing decisions, especially for Hispanics.
- **Holiday leisure travel** is more frequent among Hispanics compared to Non-Hispanics, highlighting a stronger tradition of traveling for enjoyment during festive periods.

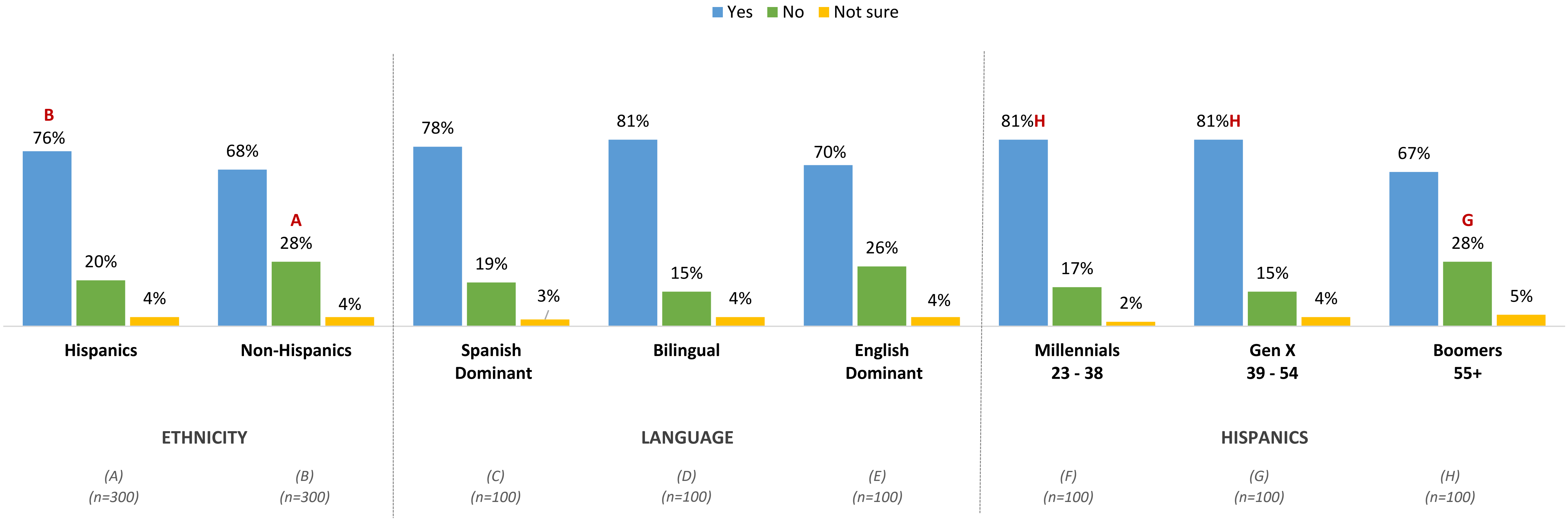
Changes in Shopping & Media Habits

A large majority report a change in everyday spending since the beginning of the year, with Hispanics (76%) significantly more likely than Non-Hispanics (68%) to report changes.

- Among Hispanics, bilingual respondents are the most likely to report a change in spending, followed closely by Spanish-dominant respondents. English-dominant Hispanics are somewhat less likely (70%).
- Millennials and Gen X, both Hispanic and Non-Hispanic, are consistently more likely to report spending changes compared to Boomers. Older Hispanics show the highest spending stability, possibly due to fixed incomes, or established spending routines.

Has your everyday spending changed since the beginning of the year?

Base: Total Sample



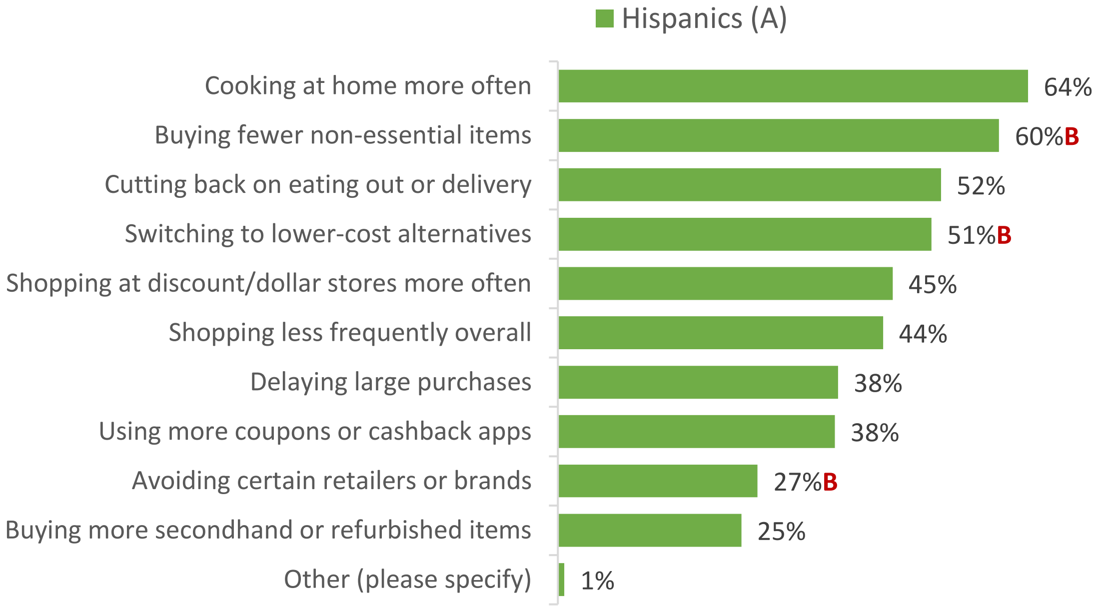
Letters indicate a statistically significant difference between groups at the 95% confidence level—meaning the difference is real and not just due to random chance in survey responses.

Home cooking emerges as a key shift in shopping behavior, with over 6 in 10 Hispanics and more than half of Non-Hispanics preparing meals at home more often, while both groups cut back on eating out or delivery.

- Consumers are focusing on essentials, with Hispanics and Non-Hispanics most often cutting back on non-essential purchases.
- Hispanics adopt stronger budget-friendly strategies, more often choosing lower-cost alternatives, secondhand items, and avoiding certain retailers compared to Non-Hispanics.

How has your everyday shopping behavior changed?

Base: Have changed their spending



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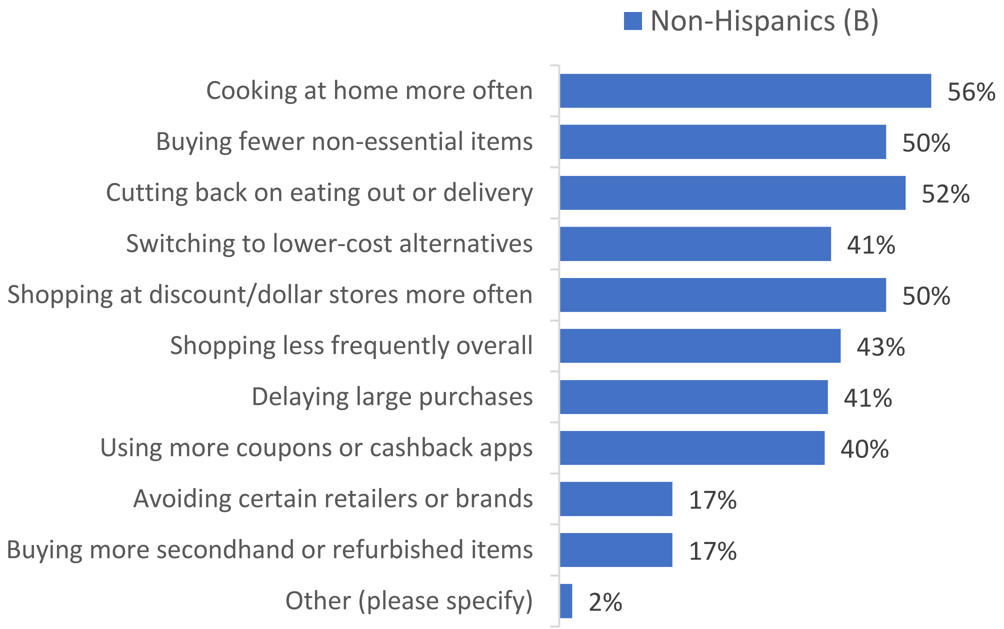

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Letters indicate a statistically significant difference between groups at the 95% confidence level—meaning the difference is real and not just due to random chance in survey responses.

Home cooking and cutting back on non-essentials emerge as the top and most important shopping adjustments across all ethnic groups, particularly among English-dominant Hispanics and Non-Hispanic Boomers.

- On average 50% of all groups report reducing eating out or delivery, reflecting a broad shift toward cost-saving food habits.
- Switching to lower-cost alternatives is slightly more prevalent among Hispanics than Non-Hispanics.
- Overall, changes in shopping behavior are more noticeable among English-dominant Hispanics.

How has your everyday shopping behavior changed? Select all that apply.

Base: Have changed their spending changed

	LANGUAGE - HISPANICS			AGE - HISPANICS			AGE – NON-HISPANICS		
	Spanish dominant	**Bilingual**	**English dominant**	**Millennials 23 - 38**	**Gen X 39 - 54**	**Boomers 55+**	**Millennials 23 - 38**	**Gen X 39 - 54**	**Boomers 55+**
	(C)	*(D)*	*(E)*	*(F)*	*(G)*	*(H)*	*(I)*	*(J)*	*(K)*
Cooking at home more often	63%	56%	74%D	63%	64%	64%	52%	58%	59%
Buying fewer non-essential items	62%	49%	70%D	59%	54%	67%	43%	43%	66%IJ
Cutting back on eating out or delivery	53%	38%	67%D	51%	51%	55%	51%	52%	55%
Switching to lower-cost alternatives	47%	46%	60%	53%	53%	45%	39%	43%	41%
Shopping at discount/dollar stores more often	45%	47%	44%	48%	41%	48%	46%	49%	53%
Delaying large purchases	42%D	27%	46%D	37%	44%	31%	42%	44%	34%
Shopping less frequently overall	38%	36%	60%CD	40%	46%	48%	40%	42%	47%
Avoiding certain retailers or brands	36%D	21%	24%	27%	31%	22%	25%	13%	14%
Using more coupons or cashback apps	29%	41%	43%	40%	41%	31%	39%	43%	38%
Buying more secondhand or refurbished items	21%	28%	26%	30%	26%	18%	19%	18%	14%
Other (please specify)	0%	2%	0%	0%	0%	3%	1%	1%	3%
Base:	*(n=78)*	*(n=81)*	*(n=70)*	*(n=81)*	*(n=81)*	*(n=67)*	*(n=67)*	*(n=79)*	*(n=58)*

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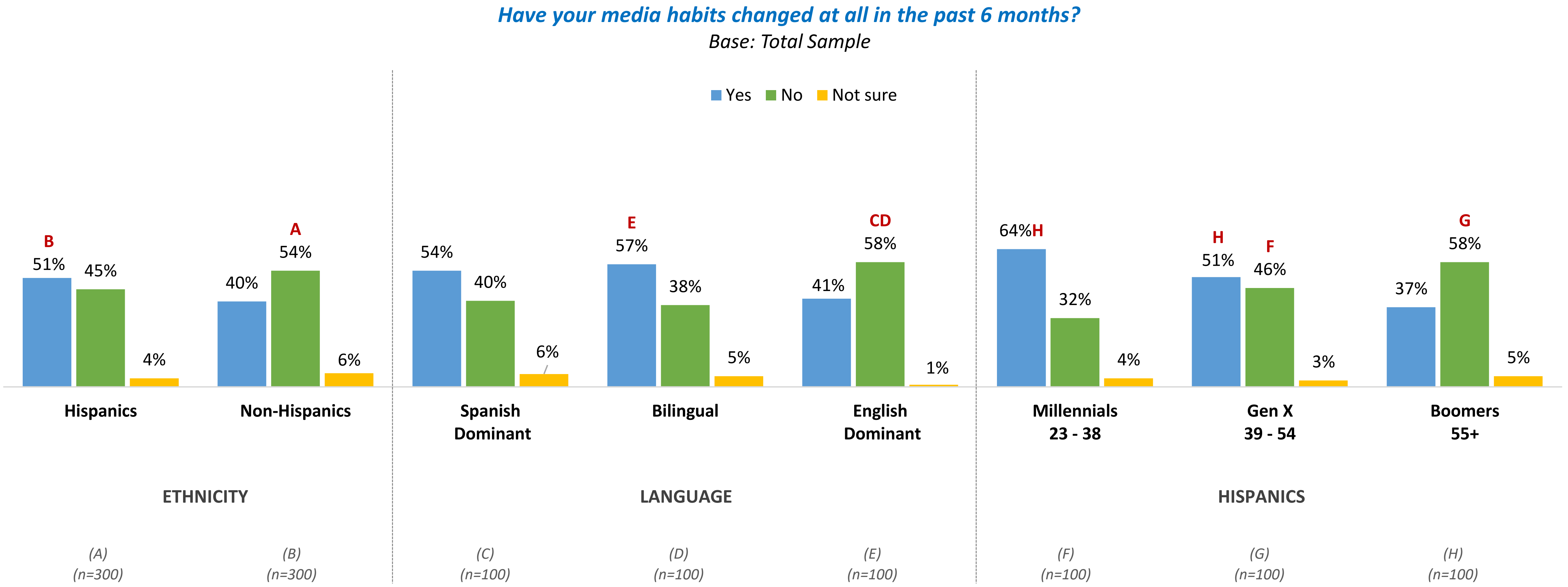
Hispanics are more likely than Non-Hispanics to report changes in their media habits. Bilingual Hispanics and Spanish-dominant Hispanics report stronger changes than English-dominant Hispanics, suggesting that Spanish-language or bilingual media channels are evolving faster or that these groups are engaging more with new formats/platforms.

- Millennials are significantly more likely than Gen X and Boomers to report changes, indicating a generational divide, with younger audiences adopting new media behaviors more rapidly, likely driven by social media, streaming platforms, and mobile-first content.
- Boomers are largely stable in their habits, relying on traditional channels.



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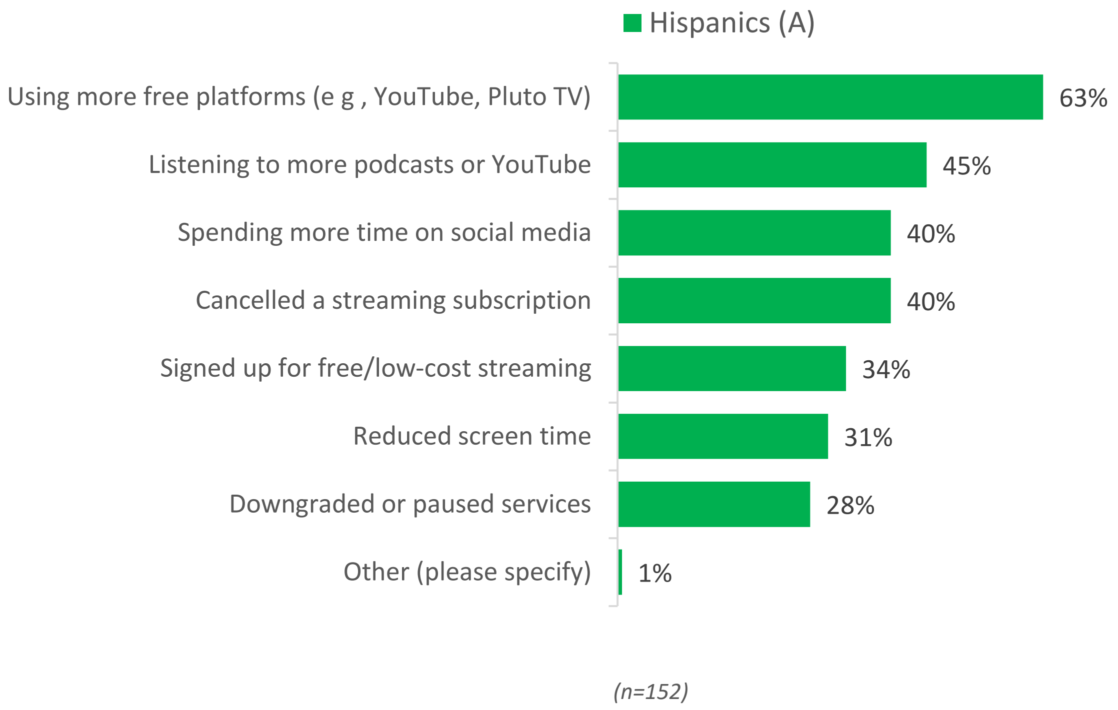
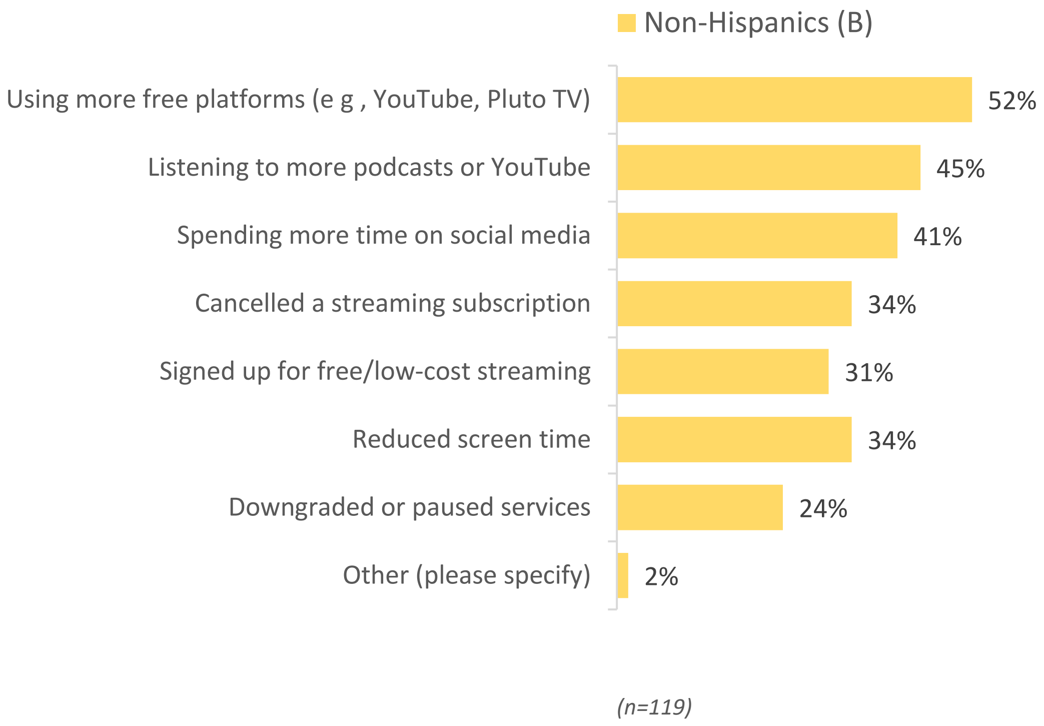
In the past 6 months, both Hispanics and Non-Hispanics show a shift toward cost-saving media habits, with increased use of free platforms, higher engagement with podcasts and YouTube, more time on social media, and cancellations of paid streaming services.

- Hispanics are more likely to cancel paid services and seek alternatives, reflecting a stronger cost-saving mindset.
- Engagement with social media and free video content remains strong, indicating that while paid services are cut, time spent on free digital media is stable or increasing.

How have your media habits changed?

Base: Have changed their media habits in the past 6 months





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Across all segments, the biggest change is the increased use of free platforms, reflecting a strong cost-saving trend.

- Millennials lead in streaming cancellations and high podcast/video consumption.
- Gen X and English-dominant consumers show the highest sign-ups for free/low-cost streaming.
- Social media engagement is strongest among Millennials and Bilingual Hispanic audiences, while significantly lower among Boomers, highlighting clear generational differences.

How have your media habits changed?

Base: Have their media habits changed in the past 6 months

	LANGUAGE - HISPANICS			AGE - HISPANICS			AGE – NON-HISPANICS		
	Spanish dominant	Bilingual	English dominant	Millennials 23 - 38	Gen X 39 - 54	Boomers 55+	Millennials 23 - 38	Gen X 39 - 54	Boomers 55+
	(C)	*(D)*	*(E)*	*(F)*	*(G)*	*(H)*	*(I)*	*(J)*	*(K)*
Using more free platforms (e g , YouTube, Pluto TV)	61%	60%	68%	61%	65%	62%	49%	63%	30%
Listening to more podcasts or YouTube	44%	40%	54%	48%	51%	32%	38%	50%	45%
Cancelled a streaming subscription	41%	35%	46%	45%	35%	38%	40%	31%	30%
Spending more time on social media	33%	47%	39%	44%	43%	30%	55%	37%	20%
Reduced screen time	28%	33%	32%	33%	25%	35%	40%	27%	40%
Downgraded or paused services	24%	28%	34%	23%	37%	24%	26%	25%	20%
Signed up for free/low-cost streaming	24%	40%	37%	27%	41%	35%	38%	31%	15%
Other (please specify)	2%	0%	0%	0%	0%	3%	0%	2%	5%
Base:	*(n=54)*	*(n=57)*	*(n=41)**	*(n=64)*	*(n=51)*	*(n=37)**	*(n=47)**	*(n=52)*	*(n=20)**

****Caution: Base size small***

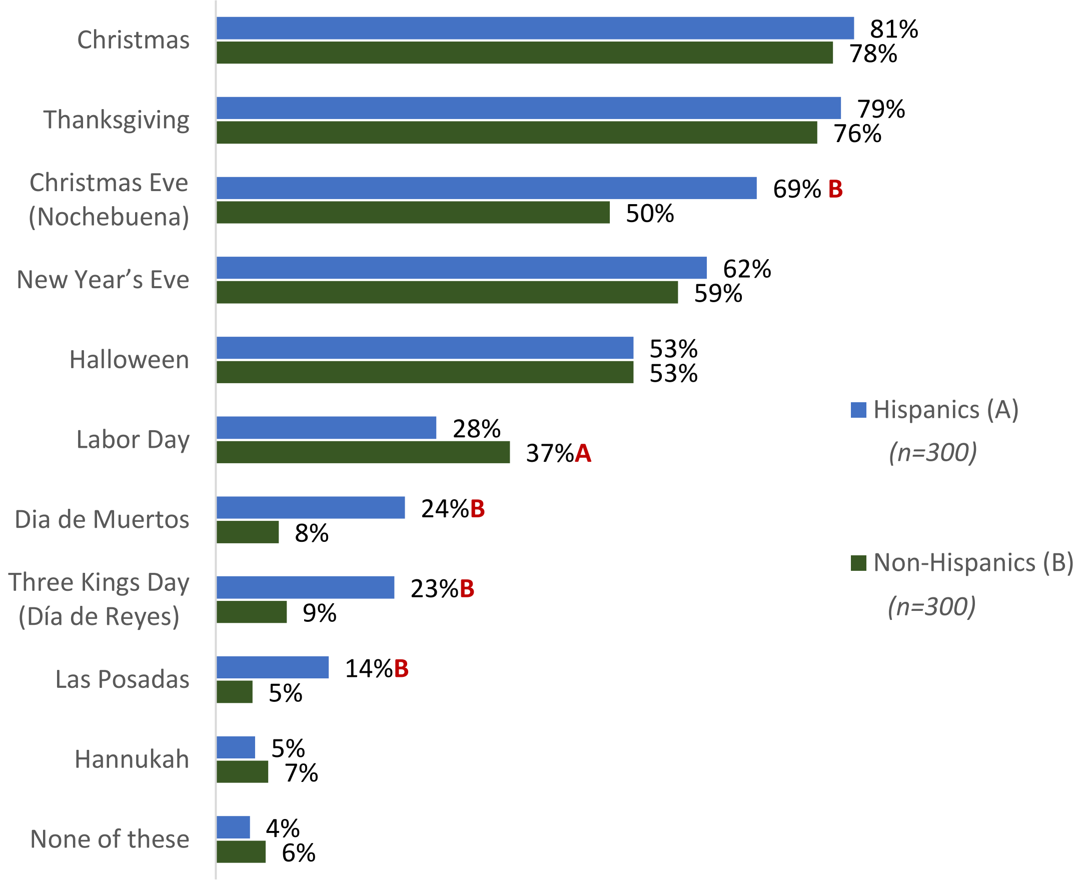
Holiday Shopping

Christmas, Thanksgiving, and New Year's Eve are widely celebrated holidays, with high participation among both Hispanics and Non-Hispanics. Hispanics show stronger engagement in cultural traditions, particularly Christmas Eve/Nochebuena, Día de Muertos, Las Posadas, and Three Kings' Day.

- Halloween has equal appeal across both groups, representing a shared holiday that bridges cultural differences.
- Labor Day holds more significance within Non-Hispanic households.

Which of the following holidays do you plan to celebrate later this year?

Base: Total Sample



Which of the following holidays do you plan to celebrate later this year?

Base: Total Sample

	LANGUAGE - HISPANICS			AGE - HISPANICS		
	Spanish dominant	Bilingual	English dominant	Millennials 23 - 38	Gen X 39 - 54	Boomers 55+
	(C)	*(D)*	*(E)*	*(F)*	*(G)*	*(H)*
Christmas	82%	81%	80%	81%	90%H	72%
Thanksgiving	79%	77%	82%	74%	87%F	77%
Christmas Eve (Nochebuena)	78%E	69%	59%	70%	71%	65%
New Year's Eve	56%	68%	63%	71%	74%H	42%
Halloween	46%	61%C	52%	62%	67%H	30%
Three Kings Day (Día de Reyes)	34%E	27%E	7%	27%	23%	18%
Dia de Muertos	27%E	32%E	13%	35%	25%	12%
Las Posadas	25%E	14%E	4%	20%	14%	9%
Labor Day	22%	34%	28%	31%	33%H	20%
Hannukah	5%	7%	3%	6%	6%	3%
None of these	2%	4%	7%	1%	0%	12%FG
Base:	*(n=100)*	*(n=100)*	*(n=100)*	*(n=100)*	*(n=100)*	*(n=100)*

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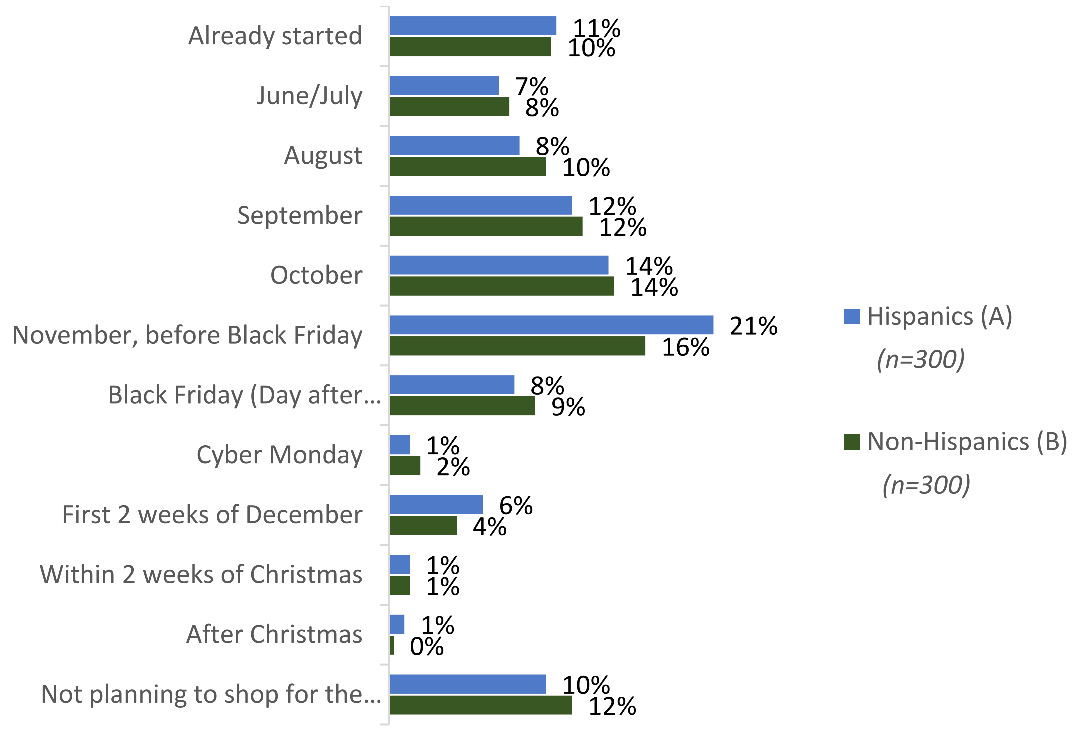
Holiday shopping peaks in November before Black Friday, with a notable share of shoppers starting by September, highlighting opportunities for early promotions.

- Last-minute shopping is rare as only 6% or fewer plan to begin shopping in December or later, highlighting a strong preference for completing shopping early.
- Bilinguals get the earliest start overall with almost 30% beginning their holiday shopping by July.
- Spanish-dominant Hispanics are the most likely to begin shopping in November, before Black Friday. Gen X customers are the most likely to have started their holiday shopping already. with a higher incidence in August compared to other generations.

When do you plan to start your holiday shopping this year, if at all?

Base: Total Sample



When do you plan to start your holiday shopping this year, if at all?

Base: Total Sample

	LANGUAGE - HISPANICS			AGE - HISPANICS		
	Spanish dominant	Bilingual	English dominant	Millennials 23 - 38	Gen X 39 - 54	Boomers 55+
	(C)	*(D)*	*(E)*	*(F)*	*(G)*	*(H)*
Already started	5%	17%C	10%	13%	13%	6%
June/July	3%	12%C	6%	8%	7%	6%
August	5%	7%	13%	8%	13%H	4%
September	15%	8%	12%	15%	12%	8%
October	16%	16%	10%	13%	17%	12%
November, before Black Friday	29%DE	17%	16%	24%	15%	23%
Black Friday (Day after Thanksgiving)	12%	6%	6%	8%	6%	10%
Cyber Monday	1%	2%	1%	3%	0%	1%
First 2 weeks of December	6%	4%	8%	3%	7%	8%
Within 2 weeks of Christmas	2%	1%	1%	1%	2%	1%
After Christmas	0%	2%	1%	2%	0%	1%
Not planning to shop for the holidays	6%	8%	16%C	2%	8%	20%FG
Base:	*(n=100)*	*(n=100)*	*(n=100)*	*(n=100)*	*(n=100)*	*(n=100)*

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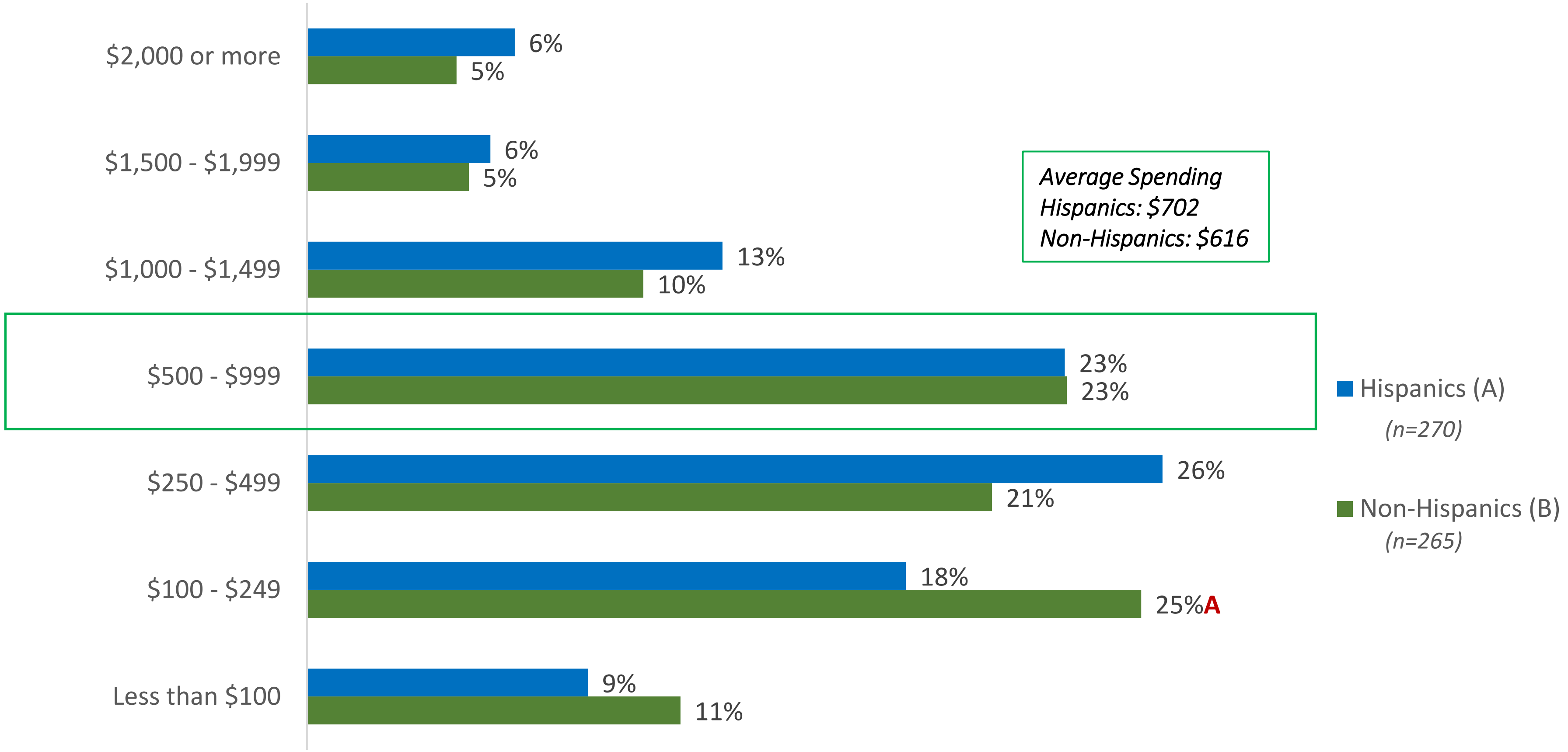
Hispanics plan to spend more on holiday gifts compared to Non-Hispanics.

- Both Hispanics and Non-Hispanics show comparable intent to spend between $500 and $999 on holiday gifts, indicating a shared mid-tier spending pattern.
- Notably, Hispanics lead in high-spending categories, with a larger share planning to spend $1,000 or more **(25%),** while Non-Hispanics are more likely to spend under $250.

How much do you expect to spend in total on holiday gifts this year?

Base: Planning to shop for the holidays



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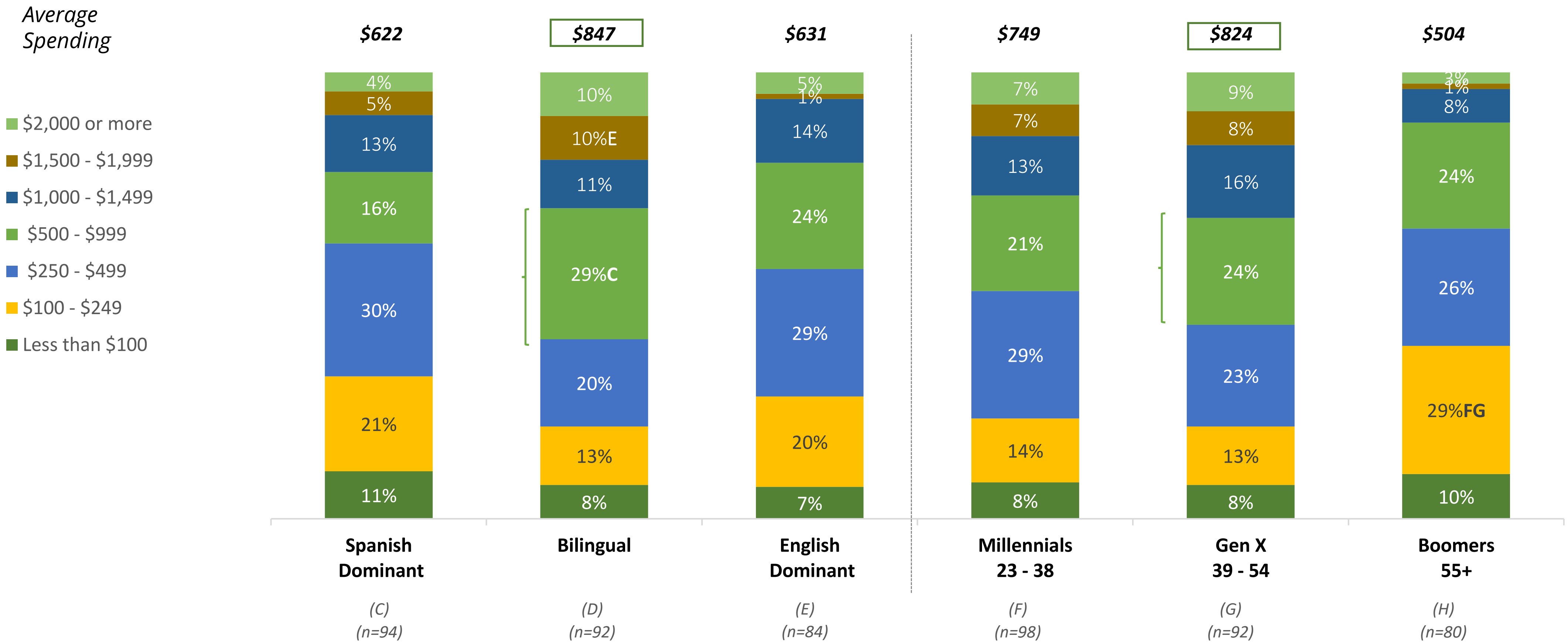
Bilingual Hispanics and Gen X lead in total average holiday spending, showing higher intent in mid-to-high brackets ($500+) and the largest share of big spenders ($1,500+).

- Spanish-dominant and Millennials concentrate in mid-range spending ($250–$499), reflecting moderate but consistent budgets for holiday gifts.
- Boomers and Spanish-dominant consumers tend to spend less (<$250), driving the lowest average spend among all groups.

How much do you expect to spend in total on holiday gifts this year?

Base: Hispanics planning to shop for the holidays



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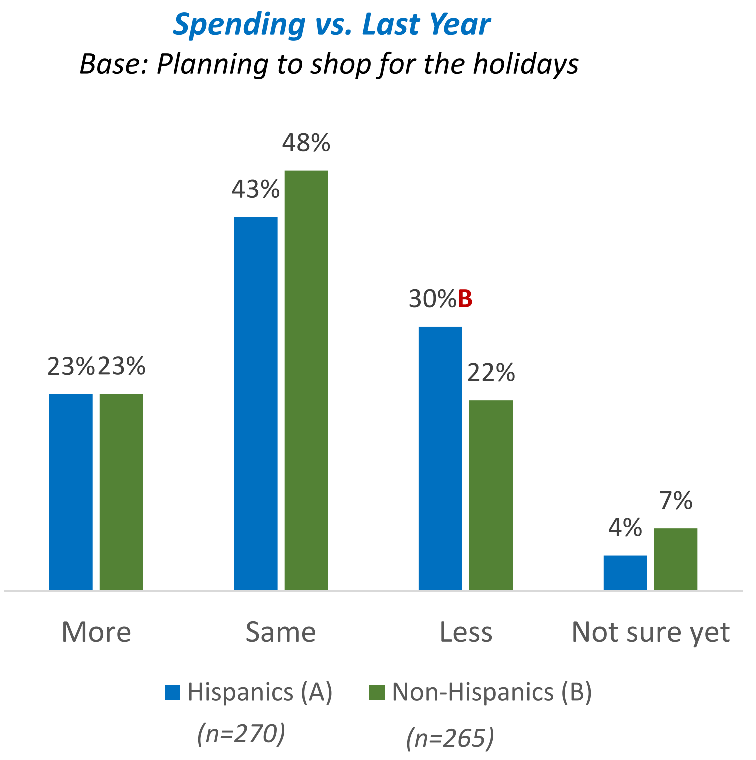
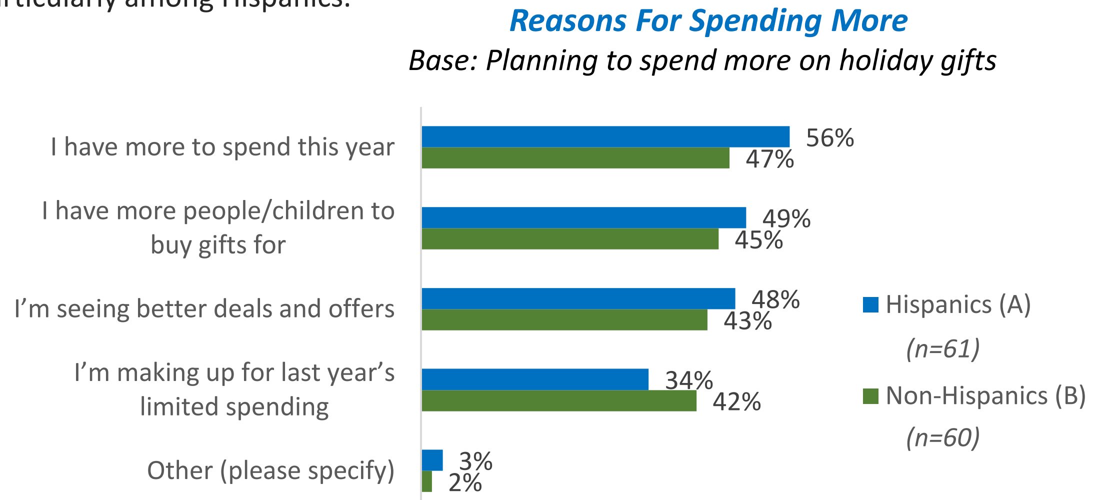
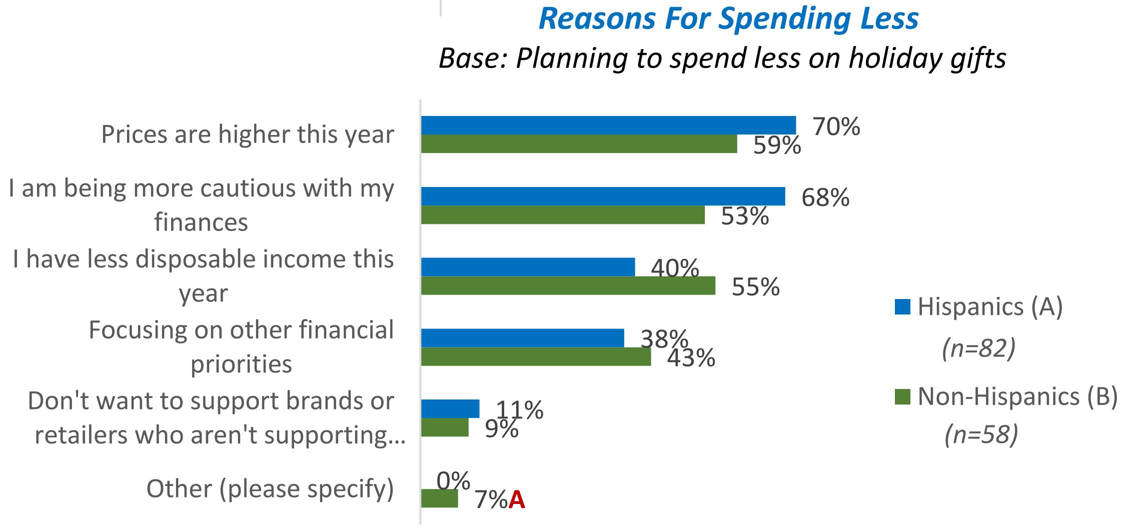
A larger share of Hispanics anticipate spending less this year. Both Hispanics and Non-Hispanics show equal intent to spend more on holiday gifts compared to last year. Nearly half of Non-Hispanics plan to keep spending levels unchanged.

- Over half of Hispanics attribute higher holiday spending to having more money available. Nearly half of both groups expect to buy gifts for more people or children this year driven by better deals and offers.
- Rising costs and financial caution are the top reasons for reduced holiday spending, particularly among Hispanics.
- Non-Hispanics more often attribute cutbacks to having less disposable income.







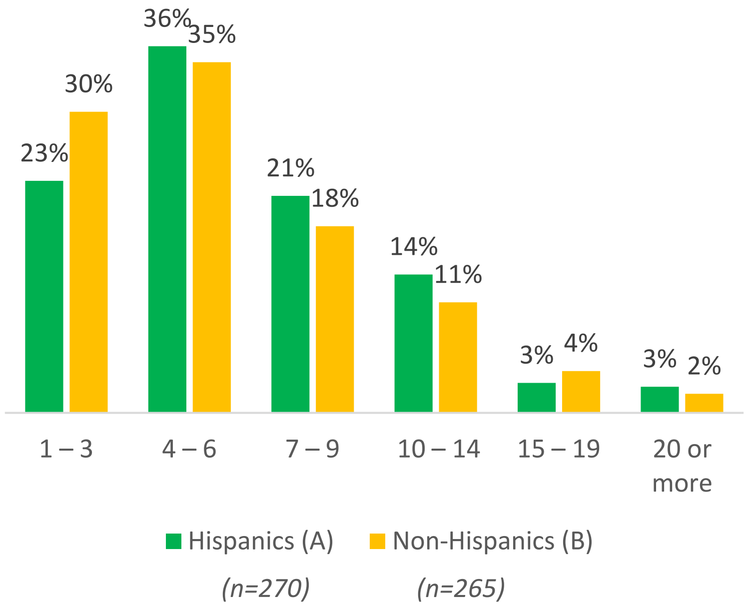
Q10. Do you plan to spend more, less, or the same on holiday gifts compared to last year?
Q10A. Why are you planning to spend more on holiday gifts this year?
Q10B. Why are you planning to spend less on holiday gifts this year?

Respondents are most likely to buy gifts for 4–6 people. Non-Hispanics are more likely to buy for fewer recipients while Hispanics tend to buy for larger groups.

- Children and spouses/partners are the top gift recipients for both groups, with Hispanics buying more often for children and partners.
- Regarding the type of gifts, clothing and shoes lead among Hispanics, significantly higher than Non-Hispanics, while Gift cards remain the top choice overall, with similar levels among both groups.
- Beauty and jewelry gifts are more prevalent among Hispanics.

Number of People they Buy Gifts for

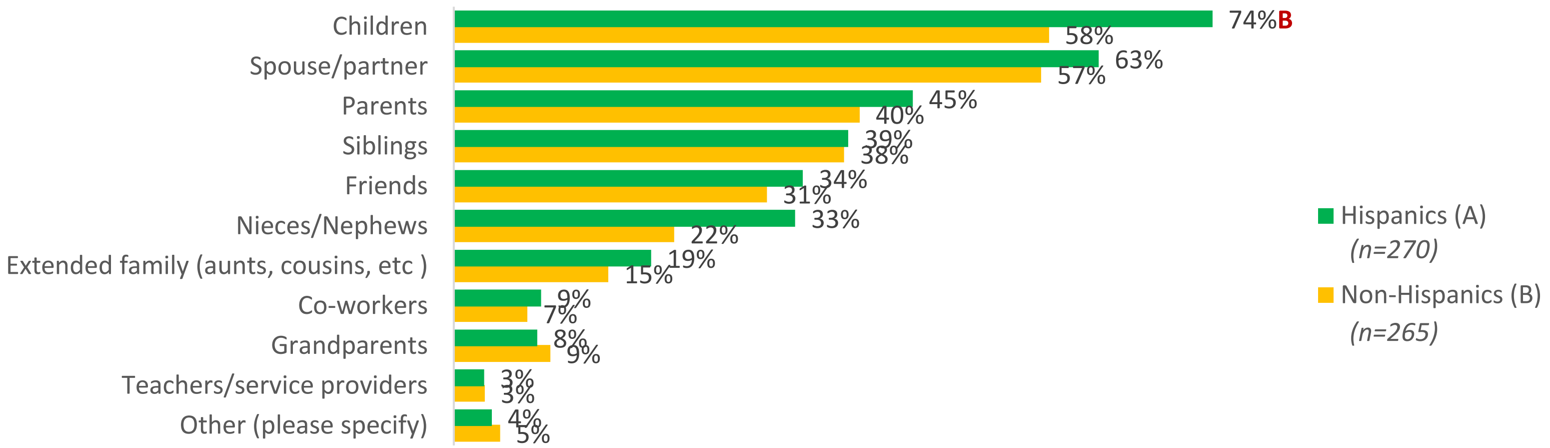
Base: Planning to shop for the holidays



Average: 7 gifts Average: 6 gifts

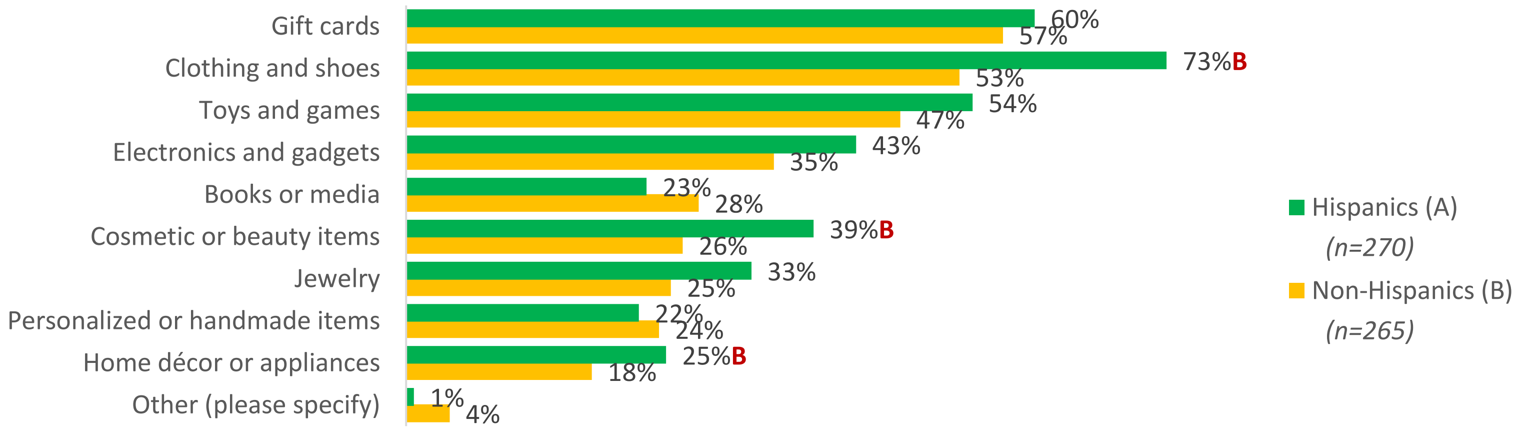
Who They Shop for

Base: Planning to shop for the holidays



Types of Gifts Planned

Base: Planning to shop for the holidays



Q11.How many people do you typically buy gifts for?
Q12. Who do you typically shop for?
Q13. What types of gifts do you plan to buy this year?

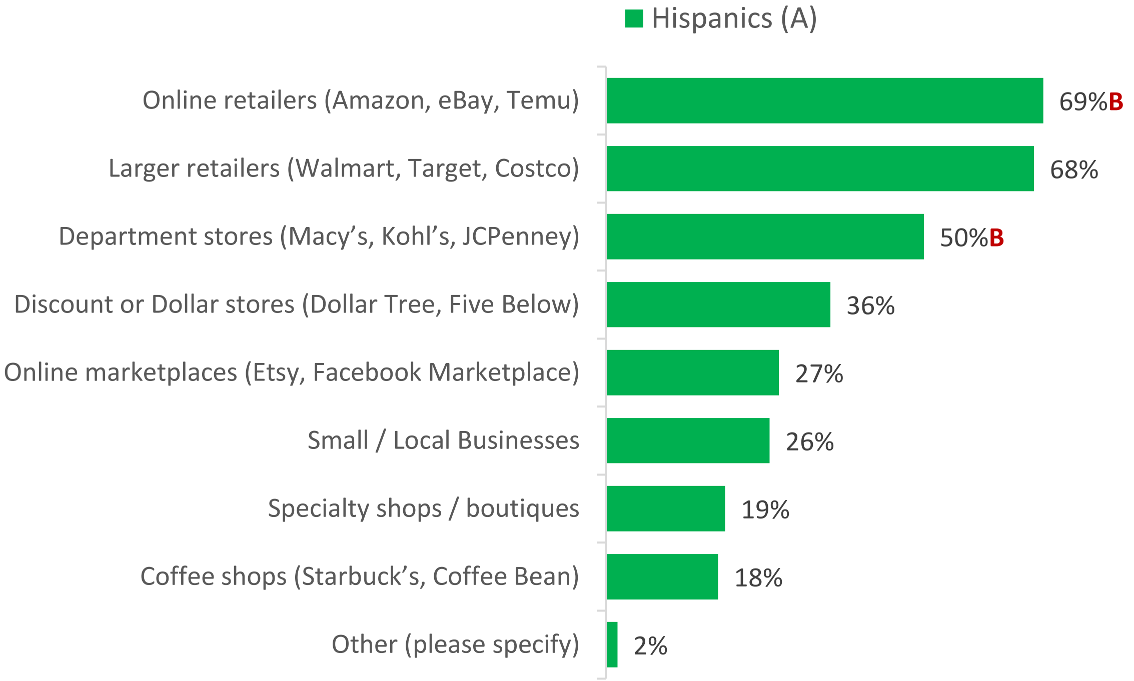
Holiday Shopping Channel and Preferences

Online retailers (Amazon, eBay, Temu, etc.) and large retailers like Walmart or Target are the top choices for holiday gift shopping among both Hispanics and Non-Hispanics.

- Hispanics are more likely than Non-Hispanics to shop at department and discount/dollar stores.
- Local and specialty shopping has moderate appeal for both groups.

Where do you plan to shop for holiday gifts?

Base: Planning to shop for the holidays



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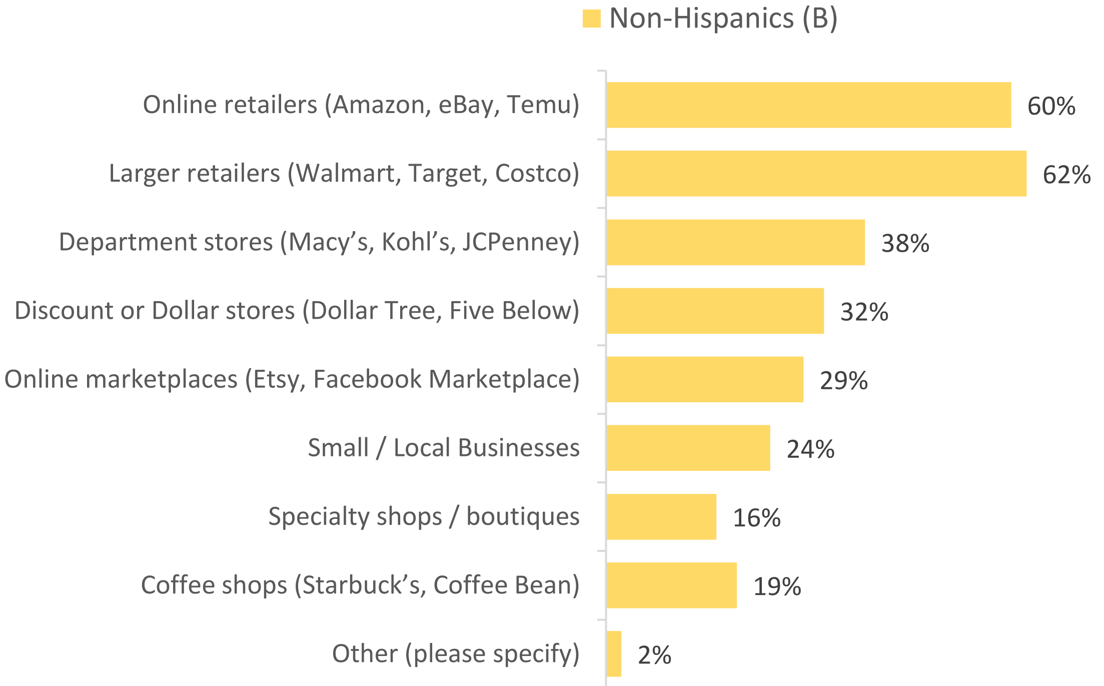

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Online retailers (e.g., Amazon, eBay, Temu) remain the top shopping destination across all segments, particularly among Spanish-dominant, Bilingual and Millennials consumers.

- Large retail chains such as Walmart, Target, and Costco are the first preference among Bilinguals and Gen X shoppers.
- Department stores remain a key choice, particularly favored by English-dominant households, Millennials, and Gen X consumers.

Where do you plan to shop for holiday gifts?

Base: Planning to shop for the holidays

	LANGUAGE - HISPANICS			AGE - HISPANICS		
	Spanish dominant	Bilingual	English dominant	Millennials 23 - 38	Gen X 39 - 54	Boomers 55+
	(C)	(D)	(E)	(F)	(G)	(H)
Larger retailers (e g , Walmart, Target, Costco)	65%	75%	63%	70%	74%H	58%
Online retailers (e g , Amazon, eBay, Temu, etc)	72%	70%	65%	74%	68%	64%
Department stores (e g , Macy's, Kohl's, JCPenney)	51%	53%	46%	54%H	57%H	39%
Discount or Dollar stores (e g , Dollar Tree, Five Below)	28%	37%	43%C	40%	36%	30%
Small / Local Businesses	22%	30%	25%	32%	26%	19%
Specialty shops / boutiques	19%	25%E	12%	23%H	21%	11%
Coffee shops (e g , Starbuck's, Coffee Bean)	12%	27%CE	14%	22%	18%	11%
Online marketplaces (e g , Etsy, Facebook Marketplace, etc)	18%	38%C	26%	35%H	35%H	10%
Other (please specify)	2%	0%	4%	0%	2%	4%
Base:	*(n=94)*	*(n=92)*	*(n=84)*	*(n=98)*	*(n=92)*	*(n=80)*

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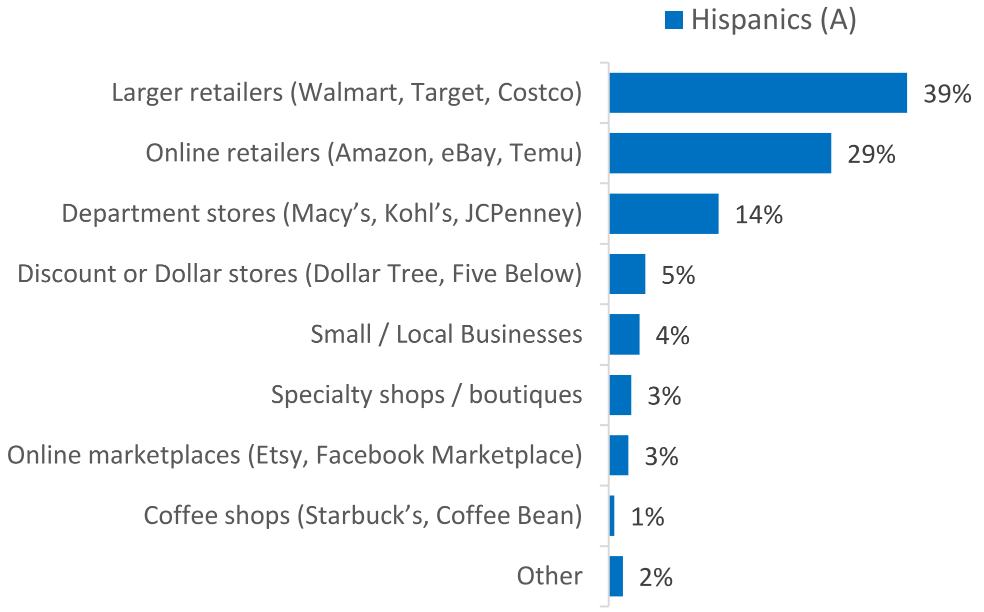
Hispanics show a stronger preference for spending at large retailers over online stores (39% vs. 29%), whereas Non-Hispanics are evenly split between the two channels (34% vs. 32%).

- Department stores hold a stronger share among Hispanics.

Where do you plan to spend the most on holiday gifts?

Base: Planning to shop for the holidays



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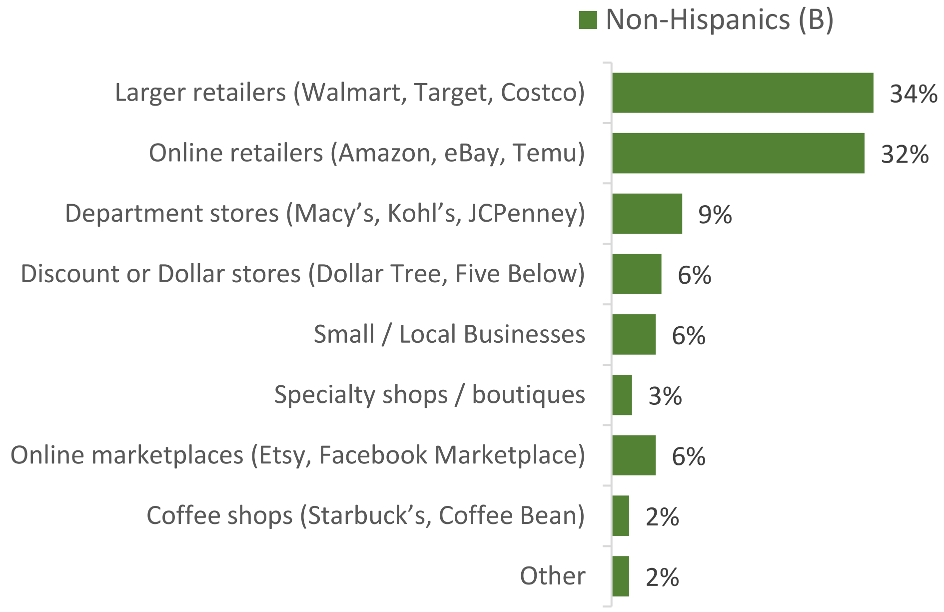

(n=265)

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Larger retailers lead overall, particularly among bilingual Hispanics and Gen X. Online retailers dominate among Spanish-dominant shoppers, significantly higher than bilingual respondents.

- Department stores rank in third place, with spending levels relatively consistent across segments.

Where do you plan to spend the most on holiday gifts?

Base: Planning to shop for the holidays

	LANGUAGE - HISPANICS			AGE - HISPANICS		
	Spanish dominant	Bilingual	English dominant	Millennials 23 - 38	Gen X 39 - 54	Boomers 55+
	(C)	*(D)*	*(E)*	*(F)*	*(G)*	*(H)*
Larger retailers (e g , Walmart, Target, Costco)	35%	47%	36%	41%	46%H	30%
Online retailers (e g , Amazon, eBay, Temu, etc)	40%D	16%	31%D	31%	23%	35%
Department stores (e g , Macy’s, Kohl’s, JCPenney)	14%	18%	11%	13%	16%	14%
Discount or Dollar stores (e g , Dollar Tree, Five Below)	1%	5%	8%C	5%	3%	6%
Small / Local Businesses	5%	3%	4%	4%	4%	4%
Specialty shops / boutiques	1%	7%	1%	3%	2%	4%
Coffee shops (e g , Starbuck’s, Coffee Bean)	0%	1%	1%	2%	0%	0%
Online marketplaces (e g , Etsy, Facebook Marketplace, etc)	1%	2%	5%	1%	3%	4%
Other	2%	0%	4%	0%	2%	4%
Base:	*(n=94)*	*(n=92)*	*(n=84)*	*(n=98)*	*(n=92)*	*(n=80)*

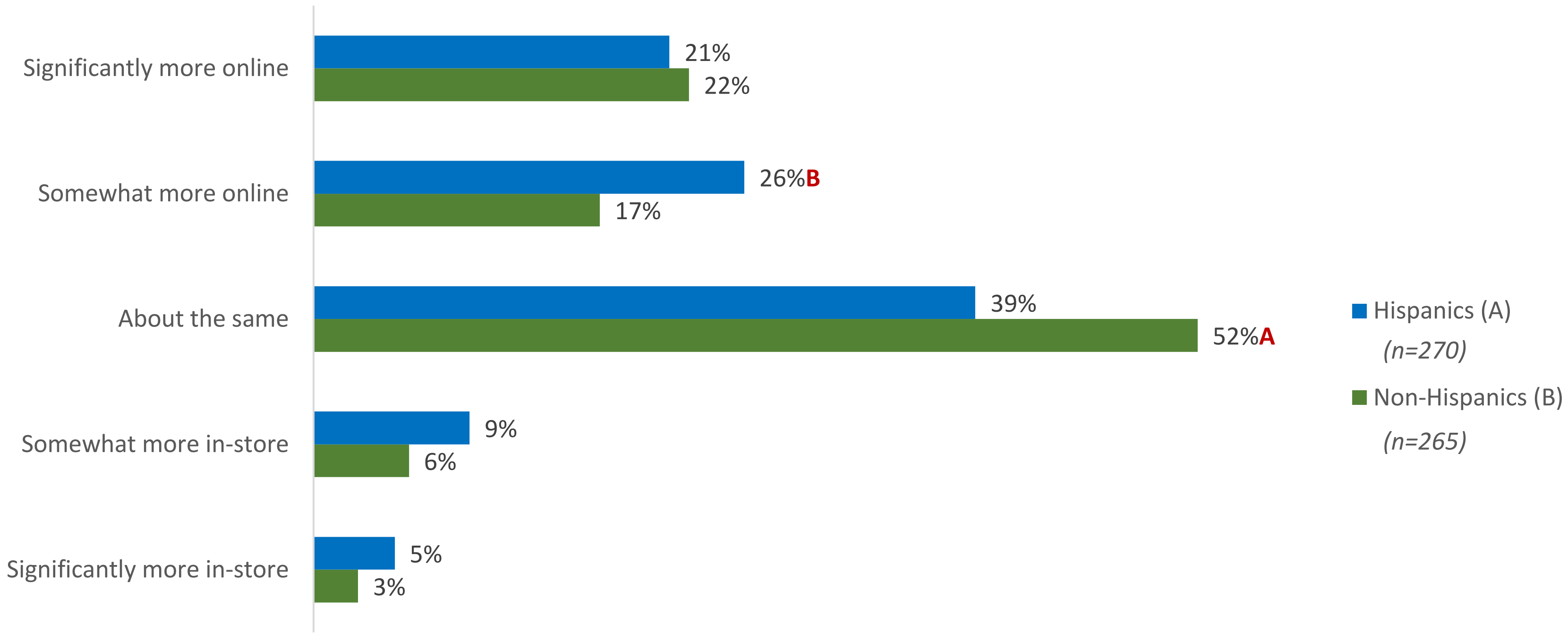
Letters indicate a statistically significant difference between groups at the 95% confidence level—meaning the difference is real and not just due to random chance in survey responses.

Hispanics expect greater change in holiday shopping habits this year, with a stronger shift toward online vs. in-store compared to last year.

- Shift toward **online shopping** is stronger among Hispanics, with **47%** planning to shop more online vs. 39% of Non-Hispanics.
- Non-Hispanics are more likely to keep the same shopping habits compared to last year.
- In-store growth is modest for both groups, with only 14% of Hispanics and 9% of Non-Hispanics expecting to shop more in physical stores.

Thinking about in-store vs. online, how different will your holiday shopping be this year compared to last year?

Base: Planning to shop for the holidays



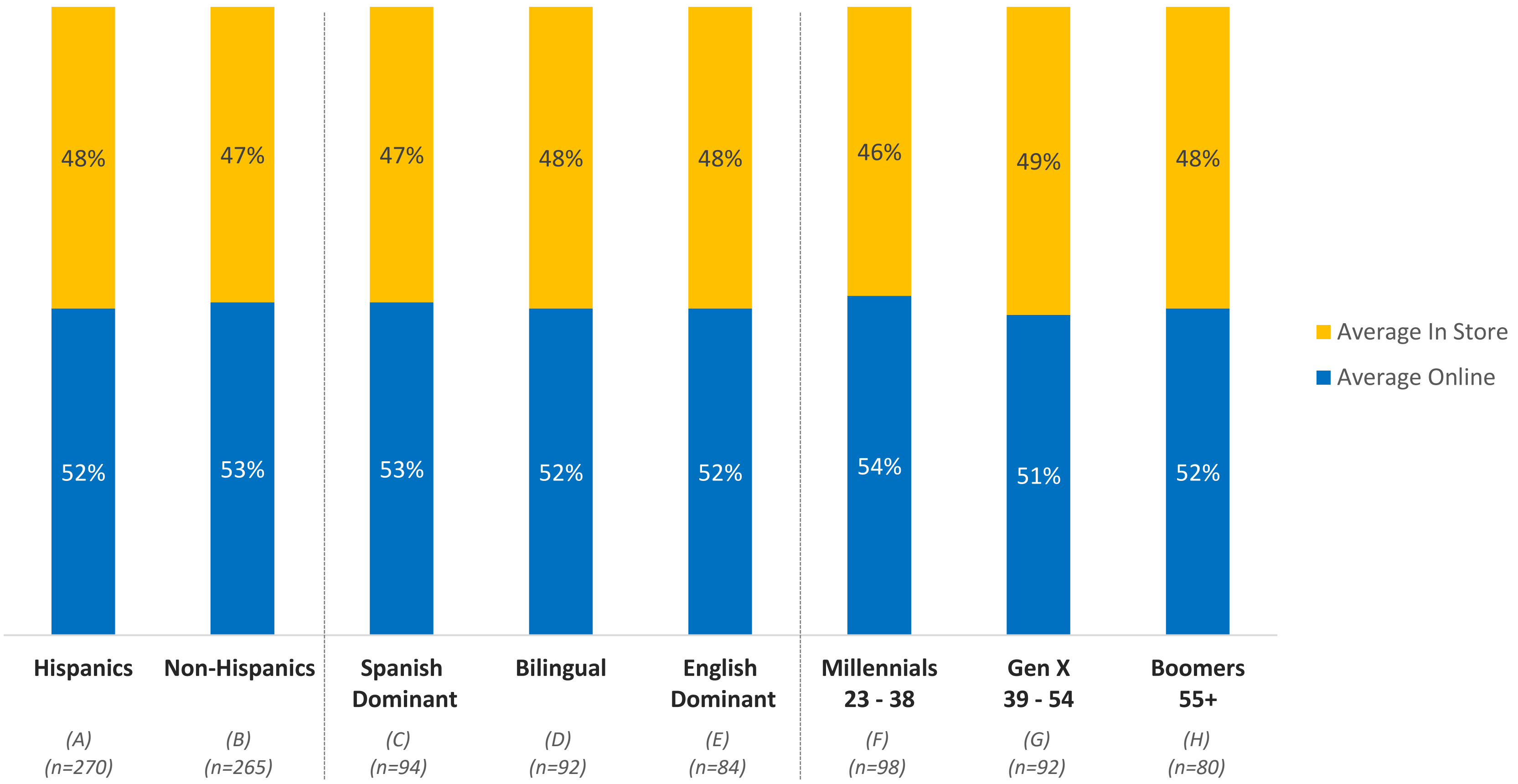
Letters indicate a statistically significant difference between groups at the 95% confidence level—meaning the difference is real and not just due to random chance in survey responses.

Holiday shopping is evenly split across in-person and online channels, with a slight preference for online purchases. There are no major differences by ethnicity or language dominance.

- In-store remains relevant across all groups, showing that physical retail continues to play a strong role in holiday shopping.

About what proportion of your holiday shopping will be done in-store versus online?

Base: Planning to shop for the holidays

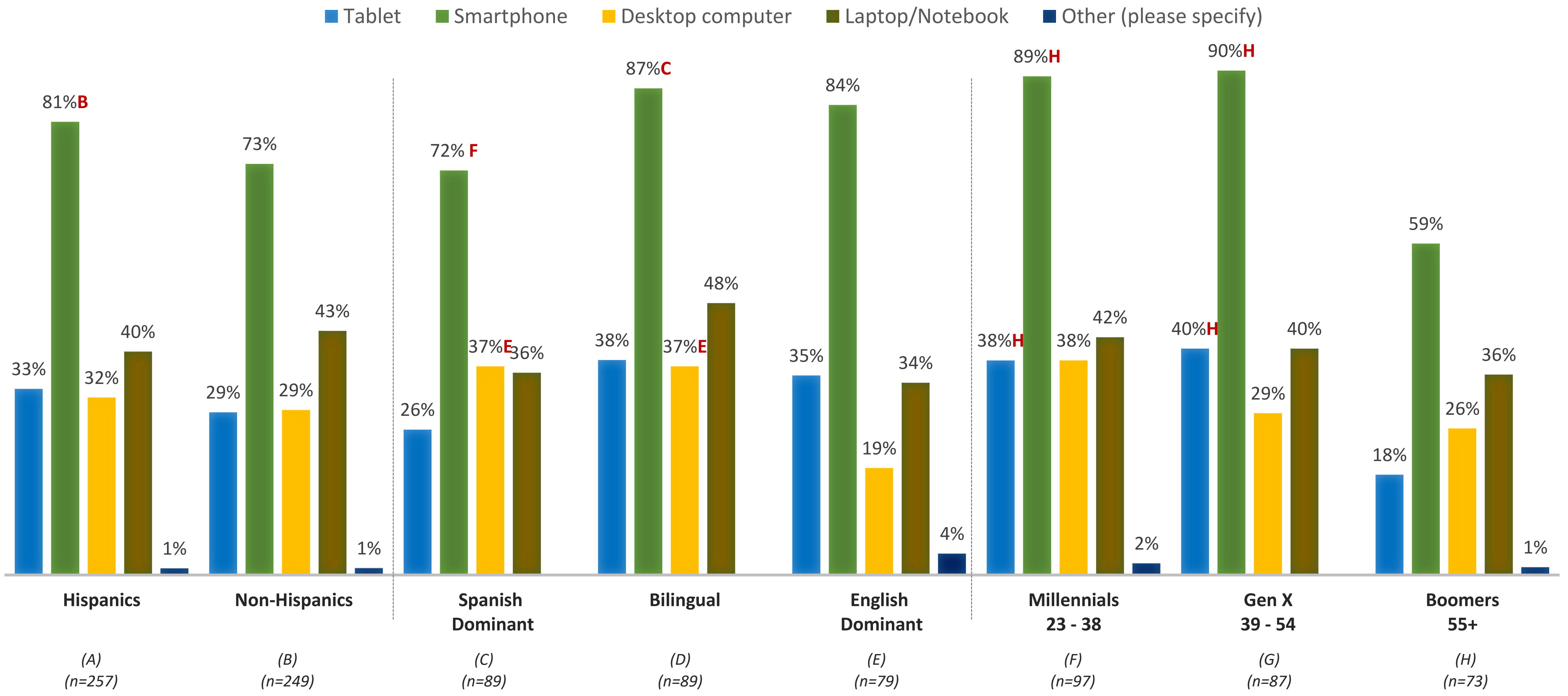


Smartphones are the main device used for online holiday shopping across all segments, especially among Hispanics (81%) and younger generations (Millennials 89%, Gen X 90%).

- Tablets and laptops are secondary choices, with desktop usage being notably lower, particularly among English-dominant and older shoppers.

What devices do you usually use to shop for holiday gifts online?

Base: Shop for holiday gifts online

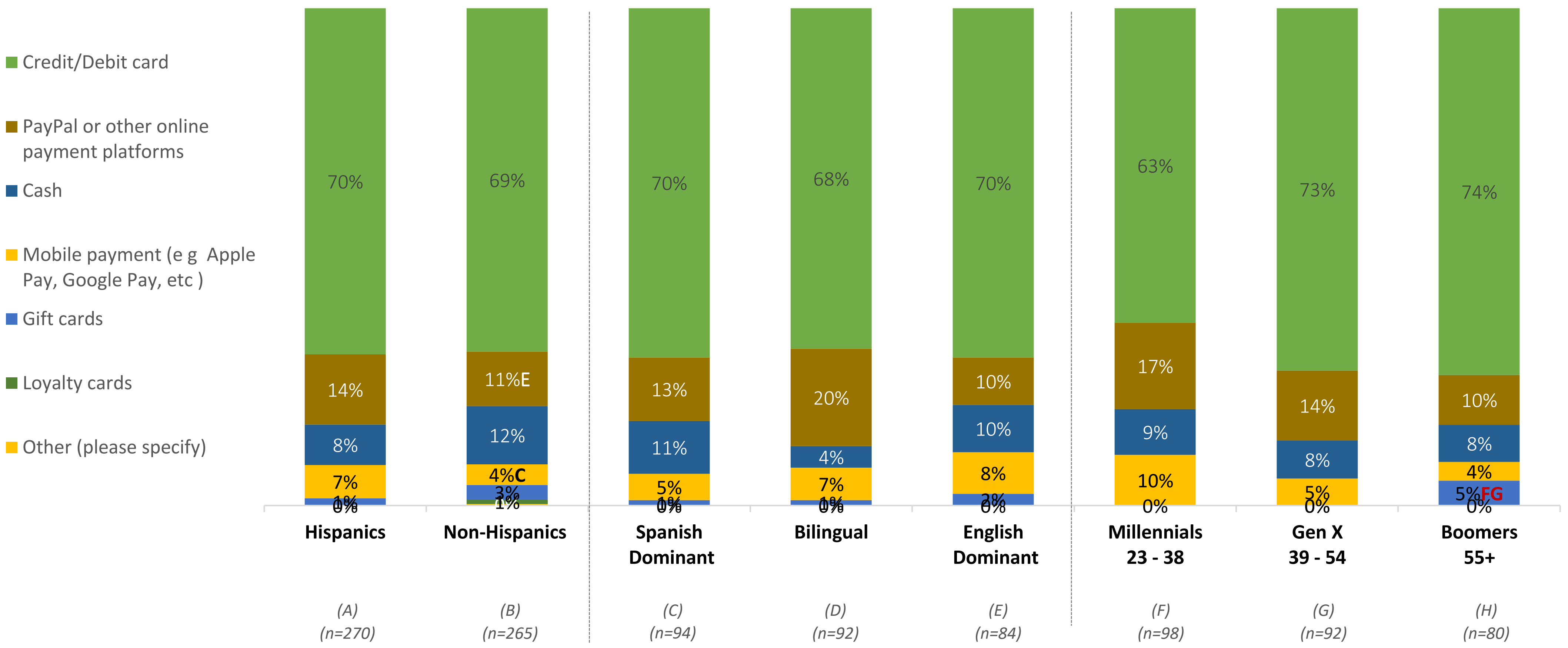


Credit/Debit cards remain the top payment method for holiday shopping, preferred by nearly 70% of both Hispanics and Non-Hispanics.

- PayPal or other online platforms are mostly used by Non-Hispanics and Millennials.
- Cash is less used for holiday shopping.
- Mobile payments and PayPal are gaining ground, especially among Millennials and bilingual shoppers.

What payment method do you prefer for holiday shopping?

Base: Planning to shop for the holidays

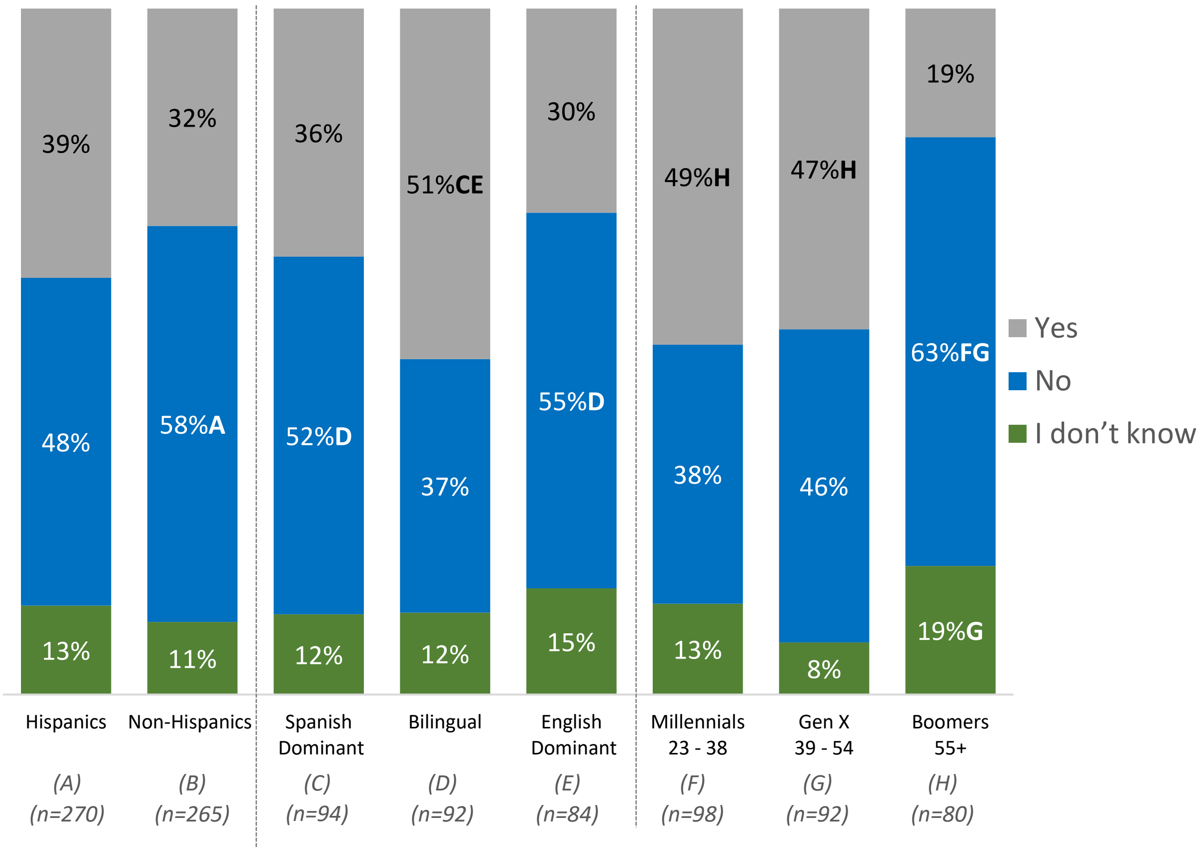


Hispanics plan to use BNPL services more often than Non-Hispanics for holiday shopping. Younger generations are driving BNPL adoption, with nearly half of Millennials and Gen X planning to use these services compared to only 19% of Boomers. More than 40% of Bilingual Hispanics and Millennials have used Buy Online Pick Up In Store many times. Boomers are least likely to use BOPIS or Curbside Pickup.

- Bilingual Hispanics are the most likely BNPL users.
- Bilingual Hispanics significantly outpace other groups in frequent use of BOPIS for holiday or school shopping.

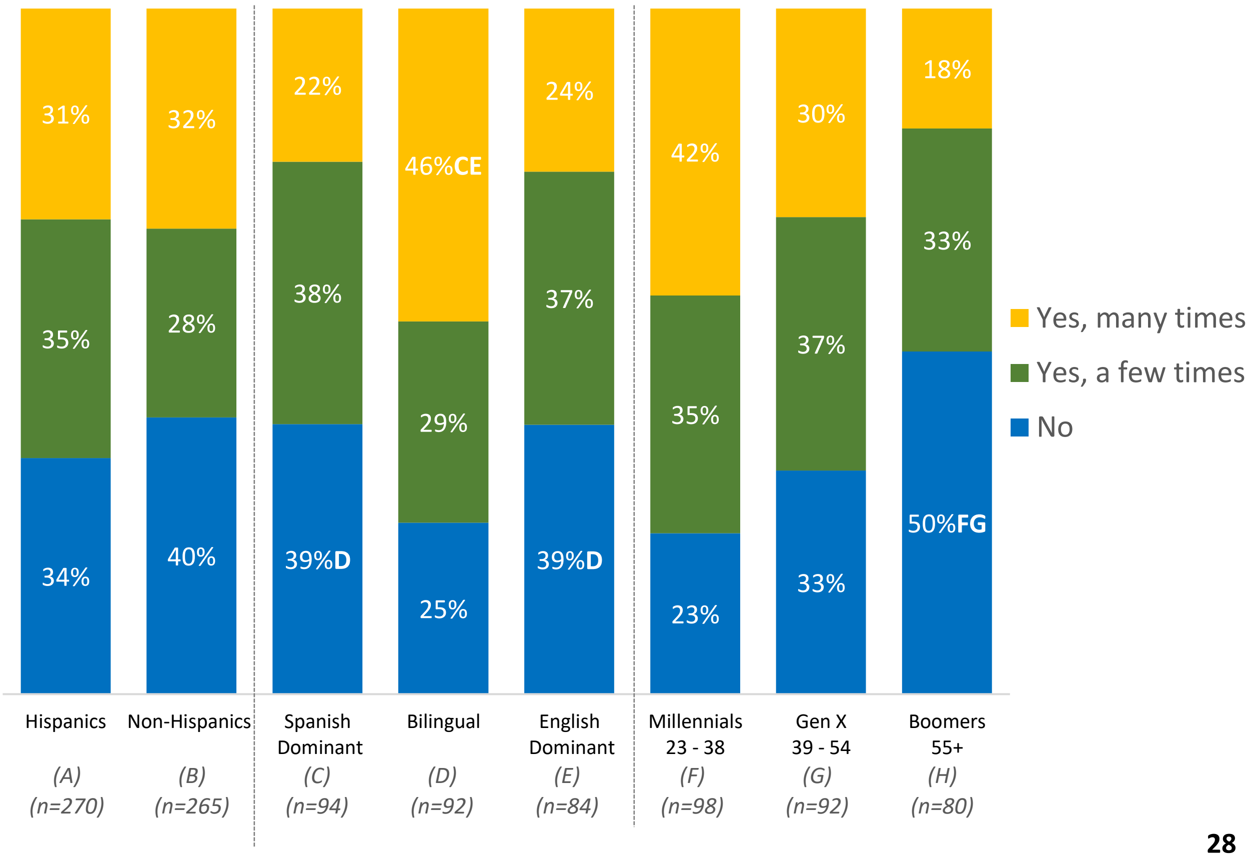
Do you plan to use a Buy Now, Pay Later service (e.g., Klarna, AfterPay) for holiday shopping?

Base: Planning to shop for the holidays



Have you ever used BOPIS (Buy Online Pick Up In Store) or curbside pickup for holiday shopping or school shopping?

Base: Planning to shop for the holidays



Holiday Purchase Decision Factors

Price and quality are key factors influencing holiday shopping choices for both Hispanics and Non-Hispanics, with price cited by over half of all shoppers and quality particularly relevant for Hispanics. Offers are more influential among Hispanics, especially Spanish-dominant shoppers than among Non-Hispanics.

- Advertising/Marketing has a stronger impact on Millennials.
- Sustainability, DEI, and cultural relevance are less influential factors when it comes to choosing brands or stores.

When it comes to holiday shopping, what are the factors that have the greatest influence on your choice of brands or stores?

Base: Planning to shop for the holidays

	ETHNICITY		**LANGUAGE - HISPANICS**			**AGE - HISPANICS**		
	Hispanics	**Non-Hispanics**	**Spanish dominant**	**Bilingual**	**English dominant**	**Millennials 23 - 38**	**Gen X 39 - 54**	**Boomers 55+**
	(A)	*(B)*	*(C)*	*(D)*	*(E)*	*(F)*	*(G)*	*(H)*
Price	57%	60%	51%	58%	62%	52%	55%	64%
Quality	47%B	38%	50%	42%	49%	44%	52%	45%
Offers	27%B	20%	36%E	26%	18%	24%	24%	34%
Gifts people are asking for	27%	33%	27%	27%	26%	23%	27%	30%
Convenience	26%	24%	21%	26%	31%	22%	29%	26%
Brand reputation	19%	18%	23%	14%	19%	20%	13%	24%
Brand name	16%	14%	13%	16%	20%	16%	21%	11%
Recommendations	14%	11%	13%	13%	15%	12%	16%	13%
Advertising / Marketing	9%	5%	11%	10%	7%	16%GH	5%	5%
Innovation	8%	8%	10%	11%	4%	6%	13%	5%
Sustainability/ethical practices	6%	8%	4%	10%	4%	7%	9%H	1%
Support of DEI (Diversity, Equity, Inclusion)	5%	6%	4%	7%	5%	7%	3%	5%
Cultural relevance	4%	5%	5%	7%	1%	7%	4%	1%
None of the above	3%	4%	2%	3%	4%	3%	2%	4%
In-language communication	2%	5%	4%	2%	0%	5%G	0%	1%
Other (please specify)	0%	1%	0%	0%	0%	0%	0%	0%
Base:	*(n=270)*	*(n=265)*	*(n=94)*	*(n=92)*	*(n=84)*	*(n=98)*	*(n=92)*	*(n=80)*

Letter indicates significant difference at 95% confidence level.

Free shipping, discount or coupon codes, and reward programs are the strongest drivers of shopper attention across segments, with Hispanic consumers showing higher responsiveness to reward programs compared to Non-Hispanics.

- Spanish-dominant consumers engage more with BOGO deals.
- Millennials are more motivated by urgency-driven promotions like **limited-time deals and social contests**.

What kind of holiday shopping promotions catch your attention most?

Base: Planning to shop for the holidays

	ETHNICITY		LANGUAGE - HISPANICS			AGE - HISPANICS		
	Hispanics	**Non-Hispanics**	**Spanish dominant**	**Bilingual**	**English dominant**	**Millennials 23 - 38**	**Gen X 39 - 54**	**Boomers 55+**
	(A)	*(B)*	*(C)*	*(D)*	*(E)*	*(F)*	*(G)*	*(H)*
Free shipping	59%	52%	59%	62%	56%	59%	58%	60%
Discount or coupon codes	50%	46%	54%	43%	51%	48%	48%	54%
Reward programs	43%**B**	34%	39%	45%	46%	38%	49%	44%
Buy-one-get-one (BOGO) offers	43%	35%	49%**D**	34%	48%	42%	40%	49%
Limited-time deals	39%	34%	36%	48%	33%	50%**GH**	35%	31%
Gifts with purchase	39%	34%	40%	37%	40%	34%	40%	45%
Cashback offers	39%	34%	38%	39%	40%	36%	45%	38%
Social media contests/giveaways	16%	18%	9%	27%**CE**	11%	19%**H**	17%	9%
None of the above	4%	8%A	2%	3%	7%	5%	1%	6%
Other (please specify)	1%	0%	0%	0%	2%	0%	1%	1%
Base:	*(n=270)*	*(n=265)*	*(n=94)*	*(n=92)*	*(n=84)*	*(n=98)*	*(n=92)*	*(n=80)*

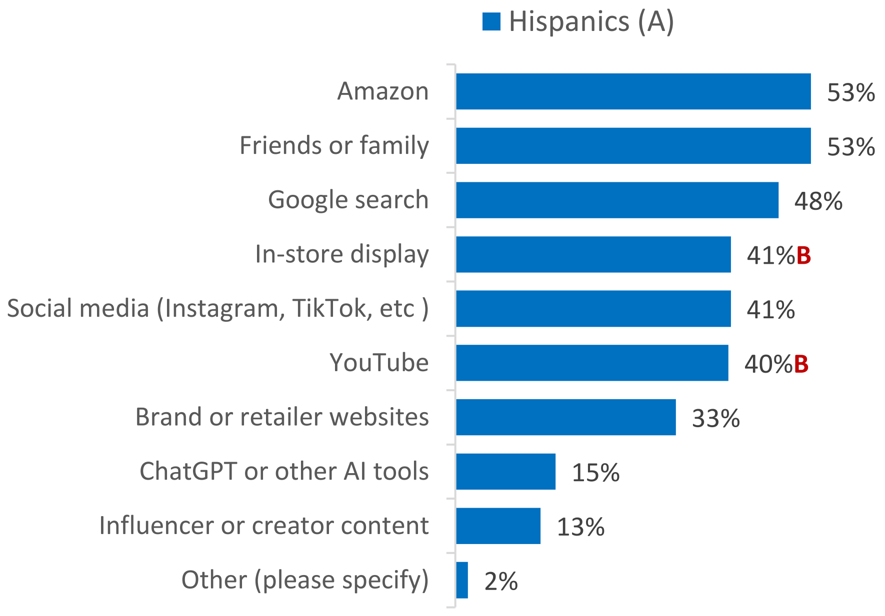
Letters indicate a statistically significant difference between groups at the 95% confidence level—meaning the difference is real and not just due to random chance in survey responses.

Over half of Hispanic shoppers rely on friends and family for ideas on what to buy and which promotions to seize, which is slightly higher than Non-Hispanics. Digital platforms fuel discovery as Amazon, Google search, and brand or retailer websites are top sources of inspiration when exploring holiday shopping deals.

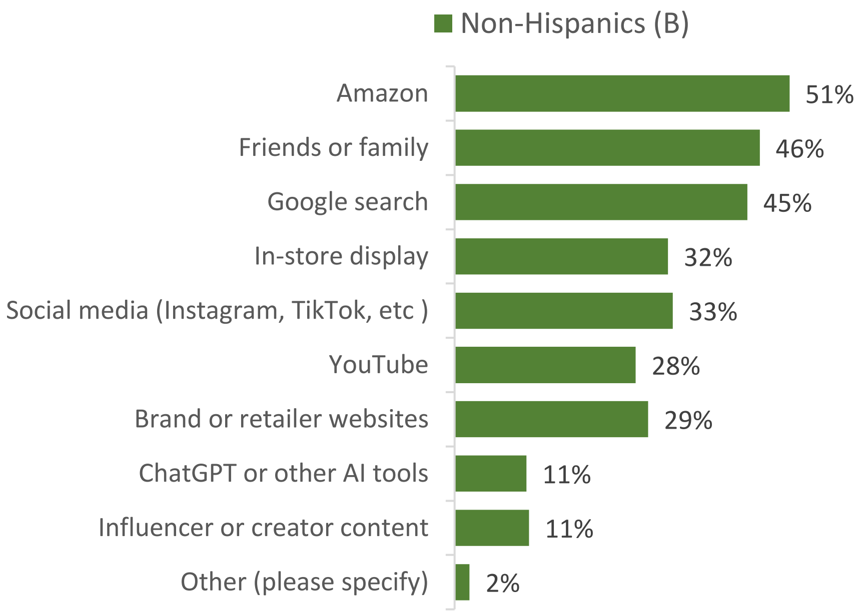
- Social and video channels are key sources of holiday shopping inspiration. Hispanics demonstrate stronger engagement than Non-Hispanics with YouTube, social media, and in-store displays, positioning these as high-impact touchpoints for holiday campaigns.

Q23. Where do you usually get ideas or information about what to buy or which promotions to take advantage of for the holidays?

Base: Planning to shop for the holidays



(n=270)



(n=265)

Letters indicate a statistically significant difference between groups at the 95% confidence level—meaning the difference is real and not just due to random chance in survey responses.

Amazon and Friends & Family remain the most common sources of holiday shopping inspiration, particularly strong among English-dominant Hispanics (60% from friends/family) and Boomers (54% on Amazon).

- Millennials are more likely to seek ideas on YouTube, social media, and AI tools , while Boomers show low engagement in these channels, relying more on Amazon and word of mouth.
- Bilingual Hispanics are more likely to use AI tools such as ChatGPT, with 23% reporting adoption compared to lower usage among other language groups.
- Gen X shows a stronger preference for Google search, friends & family, and in-store displays, blending digital and in-person sources during holiday shopping

Q23. Where do you usually get ideas or information about what to buy or which promotions to take advantage of for the holidays?

Base: Planning to shop for the holidays

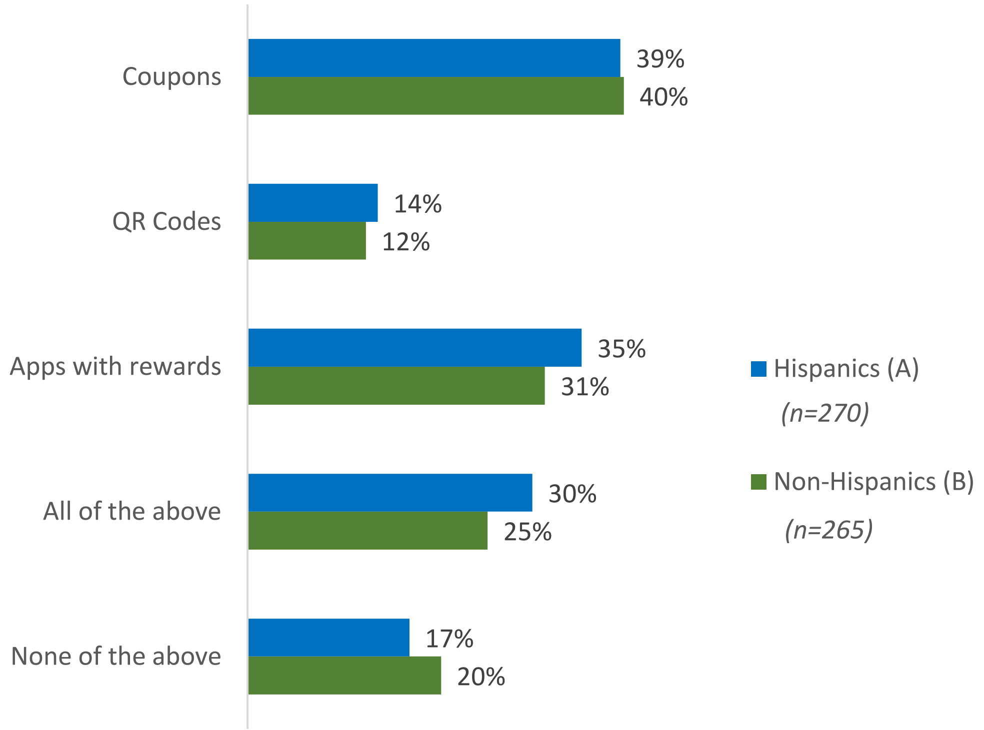
	LANGUAGE - HISPANICS			AGE - HISPANICS		
	Spanish dominant	Bilingual	English dominant	Millennials 23 - 38	Gen X 39 - 54	Boomers 55+
	(C)	*(D)*	*(E)*	*(F)*	*(G)*	*(H)*
Amazon	54%	54%	49%	57%	47%	54%
Google search	48%	52%	43%	45%	54%	44%
Friends or family	48%	51%	60%	50%	57%	51%
YouTube	43%	43%	35%	48%**H**	41%	30%
Social media (Instagram, TikTok, etc)	43%	45%	35%	48%**H**	46%**H**	26%
In-store display	40%	41%	40%	40%	49%**H**	33%
Brand or retailer websites	37%	26%	35%	35%	33%	30%
Influencer or creator content	14%	13%	11%	15%	15%	6%
ChatGPT or other AI tools	12%	23%**CE**	10%	19%**H**	17%**H**	6%
Other (please specify)	0%	0%	6%**CD**	0%	1%	5%
Base:	*(n=94)*	*(n=92)*	*(n=84)*	*(n=98)*	*(n=92)*	*(n=80)*

Coupons were the most frequently used tool for holiday shopping in past years, with similar usage among Hispanics and Non-Hispanics. Coupons are expected to be the most used tool this year, with similar intent among Hispanics and Non-Hispanics.

- Apps with rewards were also a commonly used tool in past years, slightly higher among Hispanics.
- Hispanics are more likely to say they will be using apps with rewards
- QR codes were the least typical tool used for holiday shopping and fewer shoppers plan to use QR codes this year.
- Hispanics are also more likely to indicate they will be using all of these tools, showing broader planned adoption this holiday season.

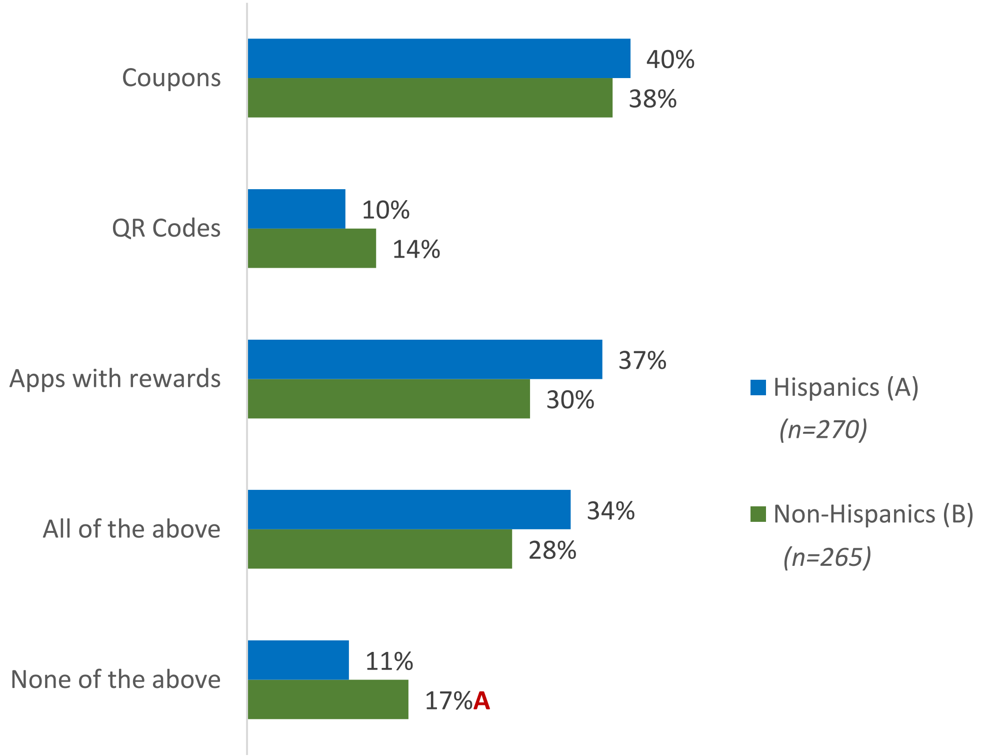
In past years, do you typically use any of the following tools for holiday shopping?

Base: Planning to shop for the holidays



Will you be using any of these while holiday shopping this year?

Base: Planning to shop for the holidays



Letters indicate a statistically significant difference between groups at the 95% confidence level—meaning the difference is real and not just due to random chance in survey responses.

Coupons remain the most commonly used tool in past years for holiday shopping among all Hispanic segments, especially Spanish-dominant shoppers and Millennials. This year, coupons and apps with rewards will be the most used tools for holiday shopping.

- Apps with rewards show higher engagement among younger shoppers, both in past years and this year, particularly among Millennials and Gen X.
- Use of QR codes has been relatively low and is expected to remain low, except among Bilingual Hispanics.

In past years, do you typically use any of the following tools for holiday shopping?

Base: Planning to shop for the holidays

	LANGUAGE - HISPANICS			AGE - HISPANICS		
	Spanish dominant	Bilingual	English dominant	Millennials 23 - 38	Gen X 39 - 54	Boomers 55+
	(C)	*(D)*	*(E)*	*(F)*	*(G)*	*(H)*
Coupons	49%E	36%	32%	48%	35%	34%
QR Codes	9%	17%	15%	16%	15%	9%
Apps with rewards	37%	33%	36%	44%H	38%H	21%
All of the above	19%	41%C	30%	27%	37%	26%
None of the above	21%	11%	19%	12%	9%	33%
Base:	*(n=94)*	*(n=92)*	*(n=84)*	*(n=98)*	*(n=92)*	*(n=80)*

Will you be using any of these while holiday shopping this year?

Base: Planning to shop for the holidays

	LANGUAGE - HISPANICS			AGE - HISPANICS		
	Spanish dominant	Bilingual	English dominant	Millennials 23 - 38	Gen X 39 - 54	Boomers 55+
	(C)	*(D)*	*(E)*	*(F)*	*(G)*	*(H)*
Coupons	48%	37%	36%	50%H	37%	33%
QR Codes	7%	17%CE	6%	10%	13%	8%
Apps with rewards	49%DE	33%	30%	41%H	46%H	24%
All of the above	24%	41%C	37%	34%	35%	34%
None of the above	12%	5%	15%D	4%	7%	24%
Base:	*(n=94)*	*(n=92)*	*(n=84)*	*(n=98)*	*(n=92)*	*(n=80)*

Letters indicate a statistically significant difference between groups at the 95% confidence level—meaning the difference is real and not just due to random chance in survey responses.

Online marketplaces remain the primary shopping channel with Amazon leading as the main platform. Hispanics over-indexing (66%) compared to Non-Hispanics (56%). Retailers with online stores rank as a solid second choice, with Walmart capturing 18% of shoppers across both groups and showing broad, cross-segment appeal particularly strong among 39–54-year-olds (22%).

Which online apps or platforms do you plan to use for holiday shopping, if any? (Open Ended)

Base: Total Sample

	Total	ETHNICITY		LANGUAGE - HISPANICS			AGE - HISPANICS		
		Hispanics	Non-Hispanics	Spanish dominant	Bilingual	English dominant	Millennials 23 - 38	Gen X 39 - 54	Boomers 55+
		(A)	*(B)*	*(C)*	*(D)*	*(E)*	*(F)*	*(G)*	*(H)*
E-Commerce/ Online Marketplace-NET	**61%**	**66%B**	**56%**	**71%**	**65%**	**62%**	**70%**	**62%**	**67%**
Amazon	57%	61%**B**	53%	62%	62%	60%	63%	57%	65%
eBay	8%	7%	8%	8%	11%	4%	10%	8%	4%
Temu	6%	8%	3%	11%	4%	8%	7%	9%	7%
Shein	3%	4%	1%	8%	4%	1%	9%	1%	2%
Retail with Online Store-NET	**24%**	**22%**	**26%**	**20%**	**24%**	**22%**	**24%**	**24%**	**19%**
Walmart	18%	18%	17%	17%	20%	16%	18%	22%	14%
Target	6%	4%	8%	5%	5%	2%	5%	8%	0%
Macy's	2%	3%	2%	3%	4%	1%	2%	2%	5%
Costco	1%	1%	1%	1%	1%	0%	1%	1%	0%
Social Media Platforms –NET	**5%**	**6%**	**3%**	**5%**	**9%**	**5%**	**7%**	**8%**	**4%**
TikTok	3%	4%	2%	3%	4%	5%	6%	5%	0%
Facebook/Marketplace	1%	2%	1%	1%	3%	1%	0%	2%	4%
Niche or Specialty Retailers –NET	**5%**	**5%**	**5%**	**5%**	**5%**	**4%**	**3%**	**4%**	**7%**
Etsy	5%	4%	5%	5%	4%	4%	2%	4%	7%
Coupon, Cash Back, Deal Apps –NET	**1%**	**2%**	**1%**	**2%**	**1%**	**2%**	**1%**	**3%**	**1%**
PayPal	2%	3%	2%	1%	3%	4%	2%	3%	2%
Honey	1%	1%	0%	1%	1%	1%	1%	2%	0%
Google Search Engine	**2%**	**3%**	**1%**	**5%**	**3%**	**0%**	**1%**	**7%**	**1%**
Resale Market Place-NET	**1%**	**1%**	**0%**	**1%**	**0%**	**1%**	**0%**	**1%**	**1%**
Logistics-NET	**0%**	**0%**	**0%**	**0%**	**0%**	**1%**	**1%**	**0%**	**0%**
Gaming Apps-NET	0%	0%	0%	0%	0%	1%	1%	0%	0%
Other/Non-Specific Mentions	24%	17%	30%**A**	16%	17%	18%	20%	12%	20%
Base:	600	*(n=100)*	*(n=300)*	*(n=100)*	*(n=100)*	*(n=100)*	*(n=100)*	*(n=100)*	*(n=100)*

Letter indicates significant difference at 95% confidence level.

More than 30% of Hispanics prefer a mix of both languages for holiday promotions and in-store signage, with nearly half of Bilingual Hispanics and many Spanish-dominant individuals favoring bilingual communications.

- Spanish-only promotions and signage resonate with Spanish-dominant consumers (**40% and 36%,** respectively), highlighting the importance of localized language strategies.

In what language do you prefer to receive holiday promotions?
Base: Hispanics planning to shop for the holiday

	ETHNICITY	LANGUAGE – HISPANICS			AGE - HISPANICS		
	Hispanics	Spanish dominant	Bilingual	English dominant	Millennials 23 - 38	Gen X 39 - 54	Boomers 55+
	(A)	*(C)*	*(D)*	*(E)*	*(F)*	*(G)*	*(H)*
English	50%	14%	43%C	98%CD	49%	49%	53%
Spanish	17%	40%DE	8%E	0%	16%	14%	20%
A mix of both	32%	44%E	49%E	1%	35%	37%	24%
No preference	1%	2%	0%	1%	0%	0%	4%
	(n=270)	*(n=94)*	*(n=92)*	*(n=84)*	*(n=98)*	*(n=92)*	*(n=80)*

In what language do you prefer to see in-store signage?
Base: Hispanics planning to shop for the holiday

	ETHNICITY	LANGUAGE - HISPANICS			AGE - HISPANICS		
	Hispanics	Spanish dominant	Bilingual	English dominant	Millennials 23 - 38	Gen X 39 - 54	Boomers 55+
	(A)	*(C)*	*(D)*	*(E)*	*(F)*	*(G)*	*(H)*
English	48%	15%	41%C	93%CD	46%	47%	53%
Spanish	14%	36%DE	3%	0%	14%	12%	15%
A mix of both	34%	41%E	52%E	6%	36%	37%	29%
No preference	4%	7%E	3%	1%	4%	4%	4%
	(n=270)	*(n=94)*	*(n=92)*	*(n=84)*	*(n=98)*	*(n=92)*	*(n=80)*

Letters indicate a statistically significant difference between groups at the 95% confidence level—meaning the difference is real and not just due to random chance in survey responses.

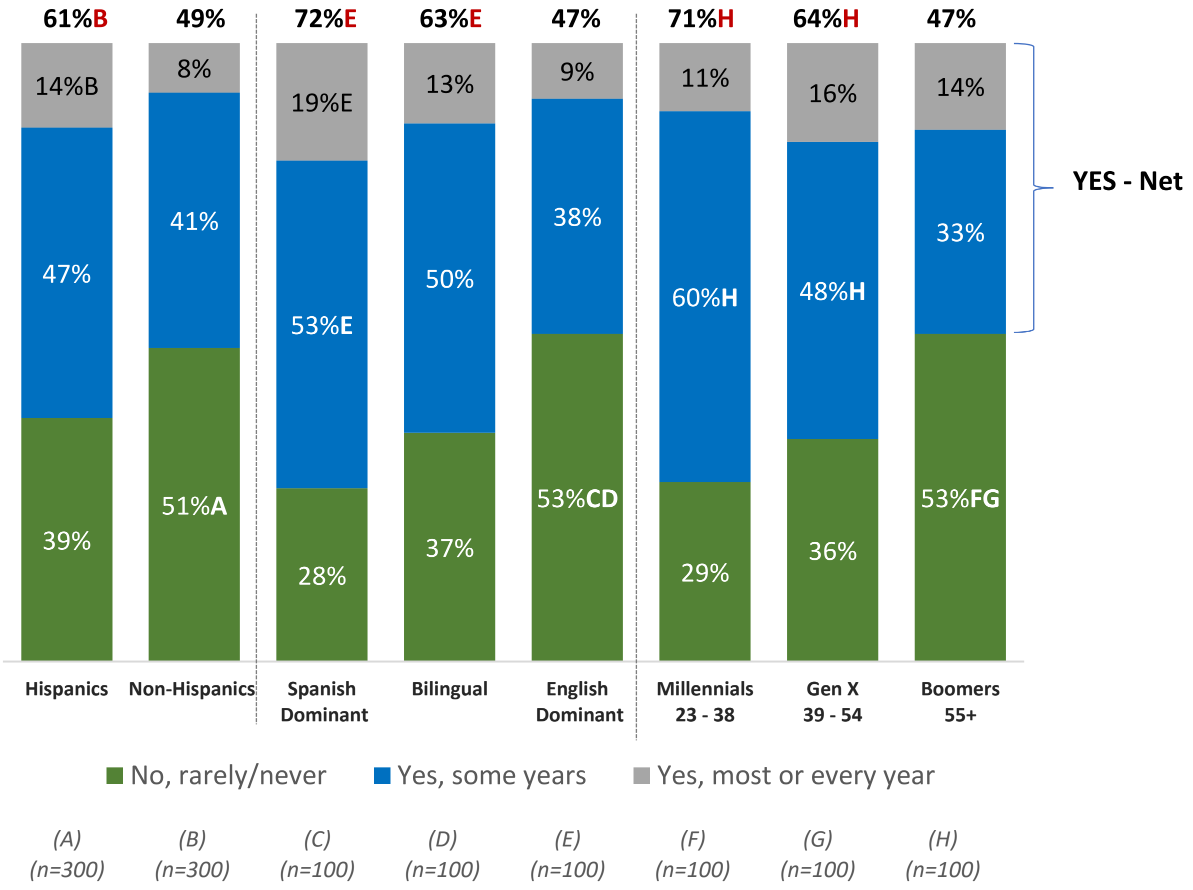
Holiday Plans

Holiday leisure travel is more frequent among Hispanics compared to Non-Hispanics, highlighting a stronger tradition of traveling for enjoyment during festive periods. Spanish-dominant consumers stand out as the most likely to take holiday pleasure trips. Domestic travel dominates, with most consumers usually traveling within the U.S. during the holidays, peaking among English-dominant Hispanics.

- Millennials lead all generations in traveling for pleasure during the holidays.
- International travel is limited, but highest among Spanish-dominant and Boomers.
- Combined domestic and international trips are more common among bilingual Hispanics and Gen X travelers, suggesting a mixed travel pattern in these groups.

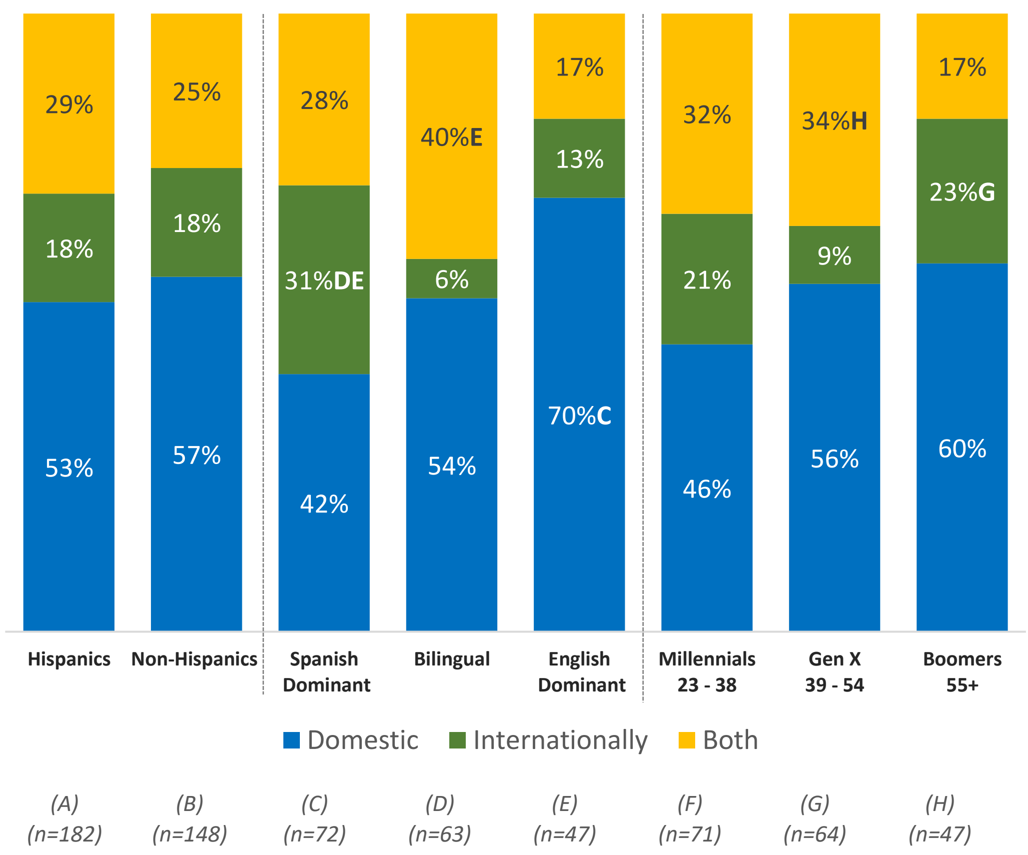
Do you typically travel for pleasure during the holidays?

Base: Total Sample



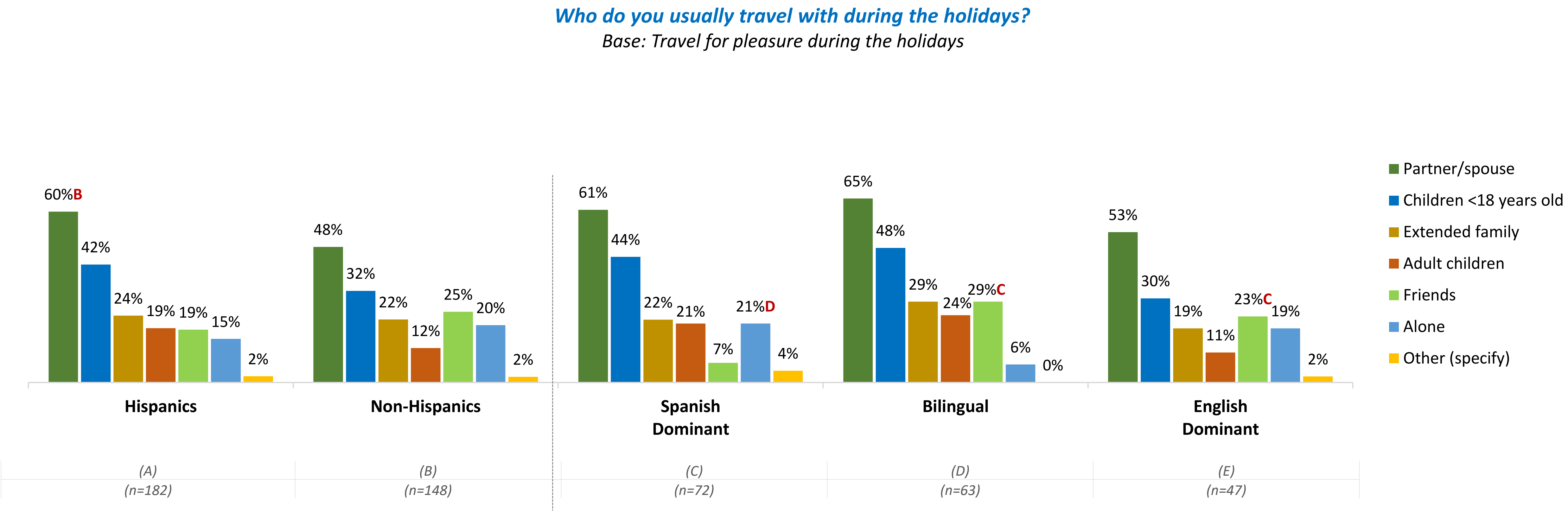
Is that travel typically…?

Base: Travel for pleasure during the holidays



Partner/spouse and children are the primary travel companions, especially among Hispanics indicating holidays are largely family-oriented experiences.

- Traveling with extended family and adult children is particularly important for bilingual respondents.
- Traveling with friends or alone is more common among Non-Hispanics.

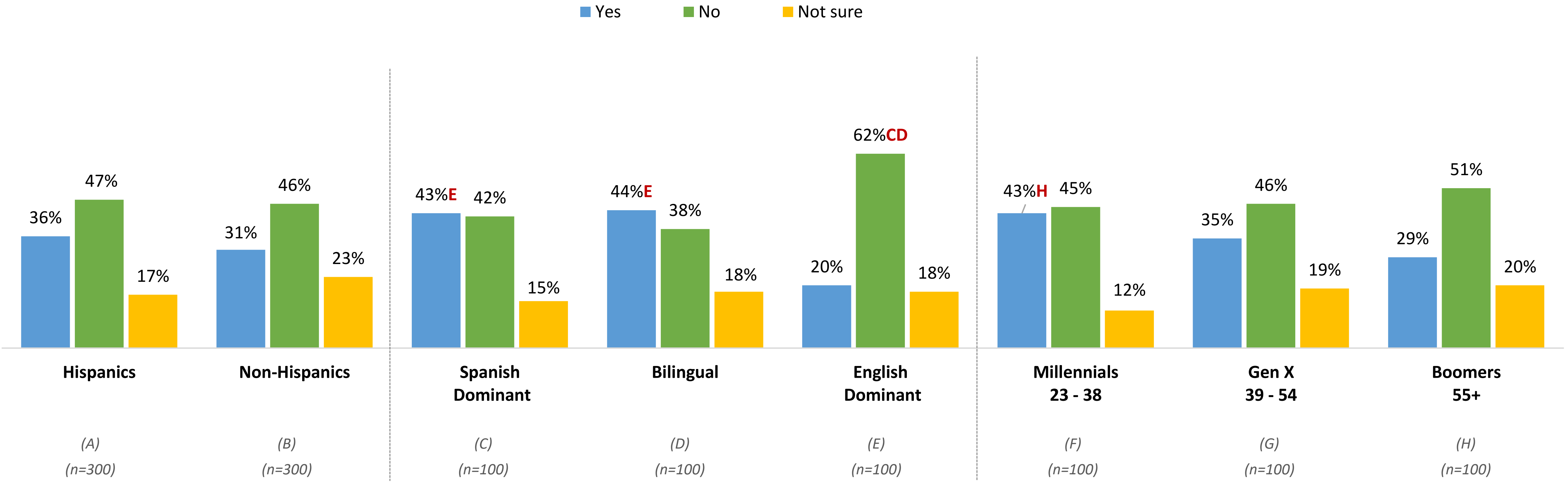


Hispanics show slightly higher intent to travel for leisure than Non-Hispanics, with Spanish-dominant and Bilingual respondents being the most likely to travel this year. English-dominant Hispanics are less likely to travel for leisure during the holidays.

- Millennials lead in travel intentions, surpassing both Gen X and Boomers.
- Uncertainty about travel is more pronounced among Non-Hispanics and older generations.

Will you be traveling for pleasure during the holidays this year?

Base: Total Sample



Letters indicate a statistically significant difference between groups at the 95% confidence level—meaning the difference is real and not just due to random chance in survey responses.

During Christmas staying home is the leading activity across all groups, with English-dominant most likely to stay in, compared to 61% of Hispanics overall and 54% of Non-Hispanics. Gatherings, either attending or hosting are central to celebrations, especially among Gen X Hispanics and Spanish-dominant households reinforcing strong family-oriented traditions.

- Millennials show higher interest in going out, younger Hispanics seek more social or entertainment-based holiday experiences outside the home.

Which of the following activities do you typically do on Christmas day?

Base: Total sample

	ETHNICITY		LANGUAGE - HISPANICS			AGE - HISPANICS		
	Hispanics	**Non-Hispanics**	**Spanish dominant**	**Bilingual**	**English dominant**	**Millennials 23 - 38**	**Gen X 39 - 54**	**Boomers 55+**
	(A)	*(B)*	*(C)*	*(D)*	*(E)*	*(F)*	*(G)*	*(H)*
Stay at home	61%	54%	55%	58%	71%C	63%	54%	67%
Attend a gathering	38%	33%	37%	38%	40%	31%	47%F	37%
Host a gathering	38%B	29%	42%E	45%E	27%	34%	48%FH	32%
Travel somewhere	22%	19%	23%	23%	20%	28%H	22%	16%
Dine out or order takeout	20%	18%	26%E	23%E	10%	30%GH	18%	11%
Spend the day somewhere (beach/park, amusement park, etc)	19%	14%	21%	23%	14%	27%H	21%H	10%
Go to the movies	17%	14%	21%	18%	12%	23%H	18%	10%
Nothing in particular	2%	8%A	1%	3%	3%	2%	0%	5%G
Other (please specify)	2%	2%	3%	1%	1%	1%	0%	4%G
Base:	*(n=300)*	*(n=300)*	*(n=100)*	*(n=100)*	*(n=100)*	*(n=100)*	*(n=100)*	*(n=100)*

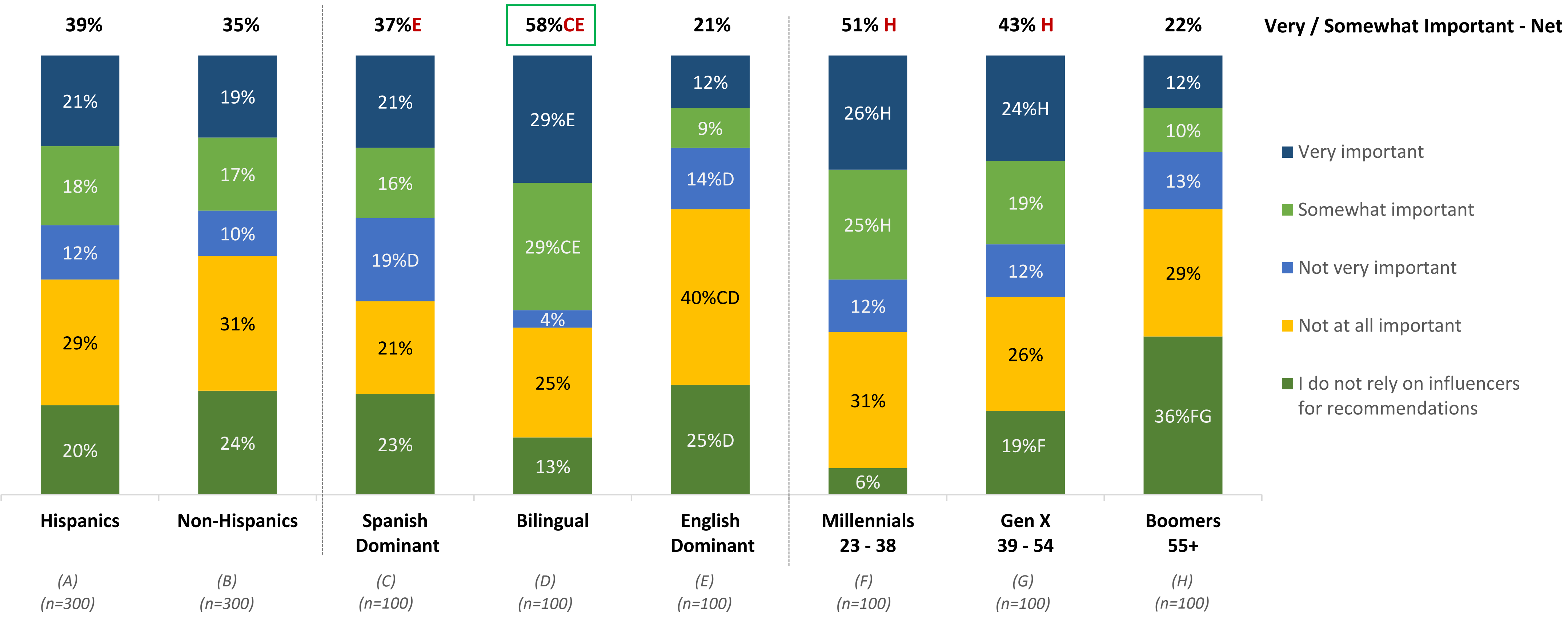
Letters indicate a statistically significant difference between groups at the 95% confidence level—meaning the difference is real and not just due to random chance in survey responses.

Nearly 60% of bilingual Hispanics consider an influencer's race/ethnicity important, significantly higher than other groups, showing that shared cultural identity enhances credibility. Millennials also value representation as 51% consider race/ethnicity important when trusting influencers, versus 43% of Gen X and 22% of Boomers.

- English-dominant Hispanics are less influenced by race/ethnicity, as only 21% say it matters, indicating that acculturation reduces the importance of shared cultural background in influencer recommendations.

In general, if you rely on the recommendations of social media influencers and content creators, how important is their race/ethnicity?

Base: Total Sample



Letters indicate a statistically significant difference between groups at the 95% confidence level—meaning the difference is real and not just due to random chance in survey responses.

Recommendations: What it means for Sales

Key Findings: How to use this Guide

Key Findings	What it means for Sales:
• **Family-Oriented Households:** Hispanics, especially Millennials and Gen X, are more likely to have children under 18, leading to larger family-oriented shopping patterns.	• Target gift cards, toy/ games, apparel (clothing and shoes), gadgets, QSR (Quick Service Restaurants), and retail clients with messaging around family bundles, holiday meal planning, multigenerational gifting, and experiences for children. • **Adsmovil** can help brands connect with young Hispanic parents through culturally resonant creatives and mobile-first video that showcase how products fit family celebrations and everyday life.
• **Everyday Spending Adjustments:** Most consumers, particularly 76% of Hispanics versus 68% of Non-Hispanics, have adjusted their spending habits this year. Choosing home cooking over dining out and opting for budget-friendly alternatives, including lower-cost alternatives.	• Position your media offerings to brands offering value-based products, budget alternatives, and at-home solutions (groceries, home cooking, DIY kits). • With Hispanic consumers prioritizing affordability, **Adsmovil's** platform can help brands like food, mass retailers, or dollar stores amplify affordable alternatives through targeted mobile, Connected TV, and coupon-based activations.
• **Media Habit Changes:** Stronger shift among Hispanics, particularly bilingual and Spanish-dominant consumers, towards free streaming and social media. Millennials lead in changing media habits.	• Millennials and bilingual Hispanics are shifting to free streaming. Recommend CTV + social media combo buys, with video ads on platforms like Pluto TV, YouTube, and Tubi to capture where audiences now spend most of their time.
• **Holiday Shopping:** Christmas, Thanksgiving, and New Year's Eve are widely celebrated holidays, for both Hispanics and Non-Hispanics. Holiday shopping peaks in November before Black Friday, with a notable share of shoppers starting by September, highlighting opportunities for early promotions.	• Encourage advertisers to launch holiday campaigns earlier than Black Friday to capture the significant share of shoppers who begin as early as September. Emphasize the Hispanic opportunity, as Hispanic households not only celebrate key holidays at high rates but also tend to shop earlier and spend more, making them a prime audience for early lead-in campaigns.

Key Findings: How to use this Guide

Key Findings	What it means for Sales:
• **Holiday Spending Budgets:** Hispanics plan to spend more on holiday gifts on average ($702) compared to non-Hispanics ($616), with bilingual and Gen X shoppers showing the highest-spending households.	• Encourage premium brands to not underestimate Hispanic spenders. Bilingual and Gen X households especially represent high-value consumers. • Don’t miss out on Hispanic buyers who actually plan to spend more, **Adsmovil** can support their clients to reach them in-language and in-culture across mobile, CTV, and social media.
• **Preferred Shopping Channels:** E-commerce Online retailers (Amazon, Temu, ebay, Shein) and retailers with Online stores like Walmart and Target dominate holiday purchases, with younger Hispanics leaning more heavily toward online shopping. Slight preference for online over in-store, especially among younger Hispanics.	• Great opportunity for **Adsmovil** to pitch retail media campaigns that drive click-to-cart with major platforms like Amazon, Temu, Shein, Walmart, Target. • **Adsmovil** can help retailers brands reach Hispanic audiences at key shopping moments-especially online-to drive measurable conversions.
• **Decision Drivers and Promotions:** Price, quality, free shipping, and reward/loyalty programs are the strongest motivators influencing holiday purchasing decisions, especially for Hispanics.	• Leverage creative that emphasizes free shipping, discount codes, and cashback/points. Loyalty programs can be a hook in creative messaging. • Position **Adsmovil** as the partner to highlight **reward and loyalty program benefits** in culturally resonant, mobile-first campaigns that drive repeat purchases.
• **Holiday leisure travel** is more frequent among Hispanics compared to Non-Hispanics, highlighting a stronger tradition of traveling for enjoyment during festive periods.	• Pitch to travel and hospitality brands or airlines to run Q4 campaigns targeting Hispanics planning leisure trips. Focus on family trips, warm destinations, or visiting relatives. • Hispanic households are more likely to travel during the holidays-**Adsmovil** can deliver localized, mobile-first campaigns that inspire action and booking.

Key Findings

RECOMMENDATIONS

- ✓ **Early Campaign Activation**: Launch campaigns starting September–October, aligning with Hispanic early shopping trends before Black Friday.
- ✓ **Family-Centric Messaging:** Highlight family values, children, and group gifting to resonate with larger Hispanic household sizes.
- ✓ **Promotions that Drive Action:** Leverage reward programs, BOGO offers, and free shipping in ads targeting Hispanic audiences.
- ✓ **Digital-First Strategy:** Prioritize mobile-first and social platforms (YouTube, social media, podcasts) for ad placement. Plus, leverage free content platforms as cost-saving habits rise.
- ✓ **Cultural Relevance and Representation**: Use bilingual ads and signage to connect with both Spanish-dominant and bilingual consumers. Feature influencers who reflect cultural identity, particularly for Millennials and Gen X.
- ✓ **Focus on Online Retail Partnerships:** Collaborate with top platforms (Amazon, Walmart, Temu, Shein, Etsy) for targeted promotions and co-branded holiday deals.
- ✓ **Leverage BNPL and Convenience Services:** Promote Buy Now, Pay Later and BOPIS options in campaigns, especially for younger Hispanic shoppers.
- ✓ **Target Domestic Travel Planners with Geo-Localized Campaigns**: Run mobile ads focused on popular domestic destinations and holiday travel deals within the U.S.

Appendix

Hispanics, particularly bilinguals and younger adults (Millennials and Gen X), are significantly more likely to have children under 18 compared to non-Hispanics and Boomers.

- This suggests larger and younger households among Hispanic populations.

Are you a parent or guardian to any child under 18 years of age?

Base: Total Sample

How many children do you have in each of these age groups?

Base: Parent/guardian to child under 18 years

	ETHNICITY		LANGUAGE - HISPANICS			AGE - HISPANICS		
	Hispanics	Non-Hispanics	Spanish dominant	Bilingual	English dominant	Millennials 23 - 38	Gen X 39 - 54	Boomers 55+
	(A)	*(B)*	*(C)*	*(D)*	*(E)*	*(F)*	*(G)*	*(H)*
Yes	48%**B**	36%	45%	61%**CE**	39%	63%**H**	62%**H**	20%
No	52%	64%**A**	55%**D**	39%	61%**D**	37%	38%	80%**FG**
Base:	*(n=300)*	*(n=300)*	*(n=100)*	*(n=100)*	*(n=100)*	*(n=100)*	*(n=100)*	*(n=100)*
Ages of Children								
Age 0-2	23%	20%	22%	25%	23%	33%**GH**	18%	10%
Age 3-5	20%	22%	16%	28%	13%	32%**GH**	15%	0%
Age 6-9	30%	39%	36%**E**	36%**E**	15%	30%	35%	15%
Age 10-13	36%	33%	38%	28%	46%	38%	40%	15%
Age 14-17	43%	38%	42%	48%	38%	22%	56%**F**	70%**F**
Base:	*(n=145)*	*(n=109)*	*(n=45)**	*(n=61)*	*(n=39)**	*(n=63)*	*(n=62)*	*(n=20)**

Caution: Base size small

Letters indicate a statistically significant difference between groups at the 95% confidence level—meaning the difference is real and not just due to random chance in survey responses.

Participant Profile

	SEGMENT		LANGUAGE – HISPANICS			AGE - HISPANICS			AGE – NON-HISPANICS		
	Hispanics	Non-Hispanics	Spanish dominant	Bilingual	English dominant	Millennials 23 - 38	Gen X 39 - 54	Boomers 55+	Millennials 23 - 38	Gen X 39 - 54	Boomers 55+
	(A)	*(B)*	*(C)*	*(D)*	*(E)*	*(F)*	*(G)*	*(H)*	*(I)*	*(J)*	*(K)*
GENDER											
Male	49%	50%	59%D	43%	46%	45%	54%	49%	54%	60%	36%
Female	50%	49%	41%	55%D	54%	55%	44%	51%	44%	40%	63%IJ
AGE											
23 to 38	33%	33%	35%E	43%E	22%	100%GH	0%	0%	100%JK	0%	0%
39 to 54	33%	33%	27%	35%	38%	0%	100%FH	0%	0%	100%	0%
More than 55	33%	33%	38%D	22%	40%D	0%	0%	100%FG	0%	0%	100%IJ
Median age	46	48	48	42	49	31	45	63	31	46	67
MARITAL STATUS											
Married	46%	41%	57%E	45%	37%	40%	54%F	45%	35%	50%I	39%
HOUSEHOLD INCOME											
Median	$61,799	$59,111	$67,725	$61,894	$55,593	$57,197	$70,126	$58,036	$59,650	$68,636	$49,040
EDUCATION											
High School Grad or Less (Net)	32%	36%	29%	29%	38%	41%G	22%	33%	42%	30%	37%
Some College (Net)	24%	24%	17%	20%	35%CD	20%	28%	24%	22%	27%	24%
College Grad or More (Net)	43%	39%	53%E	50%E	27%	39%	48%	43%	35%	42%	39%
U.S. REGION											
Northeast	16%	16%	8%	24%C	17%	22%H	18%	9%	16%	16%	16%
Midwest	12%	21%A	12%	14%	11%	16%	13%	8%	20%	24%	18%
South	34%	40%	43%E	34%	26%	31%	25%	47%FG	35%	35%	49%
West	37%B	24%	37%	28%	46%D	31%	44%	36%	29%K	25%	17%
Base:	*n=300*	*n=300*	*n=100*	*n=100*	*n=100*	*n=100*	*n=100*	*n=100*	*n=100*	*n=100*	*n=100*

Participant Profile

		LANGUAGE - HISPANICS			AGE - HISPANICS		
	Hispanics	Spanish dominant	Bilingual	English dominant	Millennials 23 - 38	Gen X 39 - 54	Boomers 55+
	(A)	*(C)*	*(D)*	*(E)*	*(F)*	*(G)*	*(H)*
BORN IN US	67%	37%	75%	90%	78%	73%	51%
First 18-year in US Media	13.0	7.7	14.5	16.8	14.2	14.2	10.6
MEXICAN	48%	44%	44%	56%	47%	56%H	41%
LANGUAGE AT HOME							
Spanish Dominant - Net	33%	100%DE	0%	0%	35%	27%	38%
Spanish & English equally	33%	0%	100%CE	0%	43%H	35%H	22%
English Dominant - Net	33%	0%	0%	100%CD	22%	38%F	40%F
CULTURAL IDENTIFICATION							
Much/ Somewhat Closer to Hispanic/ Latino Culture	38%	64%DE	25%	26%	43%	33%	39%
Equally close to both cultures	45%	29%	68%CE	38%	41%	51%	43%
Much/ Somewhat Closer to U.S. Culture	17%	7%	7%	36%CD	16%	16%	18%
ACCULTURATION							
Less Acculturated	22%	58%DE	7%E	1%	16%	21%	29%
Bicultural	50%	41%E	88%CE	22%	69%GH	45%	37%
More Acculturated	28%	1%	5%	77%CD	15%	34%F	34%F
MEDIA HABITS							
Spanish Dominant - Net	16%	46%DE	1%	0%	18%	12%	17%
Spanish & English media equally	46%	49%E	81%CE	8%	58%H	48%H	32%
English Dominant - Net	38%	5%	18%C	92%CD	24%	40%F	51%F
Base:	*n=300*	*n=100*	*n=100*	*n=100*	*n=100*	*n=100*	*n=100*