



FAM

FAMILIA AMERICANA MODERNA

# THE CORE OF LATINO IDENTITY IS BUILT UPON FAMILIA

*"WHAT DOES IT MEAN TO BE\*..."*



\* EthniFacts National Hispanic Survey – Summer 2012

Q: What does being Latino mean to you? What does being American mean to you? (Pick 3 from one list of descriptors)

To understand the deep, all-encompassing **family connection** inherent in all **Latinos** and its impact on attitudes, behaviors, purchase decisions, and media consumption...

Telemundo conducted a **ground-breaking**, national study of the US Latino population:

# FAMILIA AMERICANA MODERNA





# OBJECTIVES

Document how the **Latino family** is changing

Better **understand** and size the multi-family and extended family phenomena

Contextualize the recent focus on individuals, specifically millennials

Understand the **role of culture** and the situational and selective preference for the use of Spanish

**Explore** television viewing habits of families as groups of individuals

Examine the **family influence** on purchase decisions in key categories

# STUDY DESIGN

## **PHASE I: FOCUS GROUPS**

Six groups conducted across LA, Houston, and New York

## **PHASE II: QUANTITATIVE SURVEY**

National and fully representative survey of Latino adults ages 18+

Sample size n= 1,118 with national representation by country of ancestry, gender, age, and education

Statistically weighted to correspond to Census-based parameters

Conducted by Ethnifacts September 2012

## **PHASE III: VIDEOGRAPHIES**

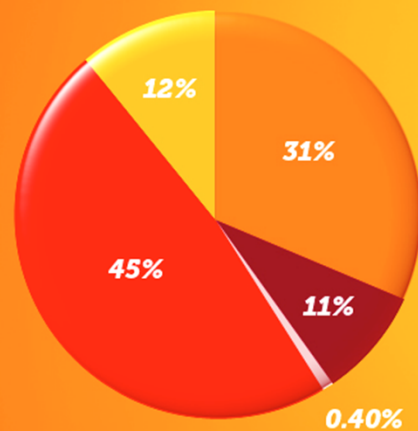
Conducted five In-home interviews for video highlights demonstrating the realities of contemporary Latino family life



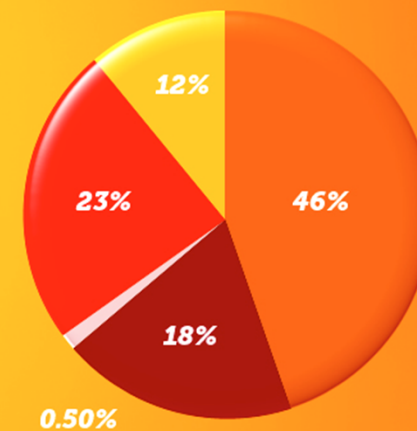
# FAM STUDY

## PREMISE

**Non-Hispanics**



**Hispanics**



- Couples with children
- Single adult, w. children
- Other HHS, w. children
- Couples, no children
- Other HHS, no children

ALL HHS WITH:	NON-HISPANIC	HISPANIC
Grandchildren	3.4%	8.3%
Non-relatives	9.8%	16.1%

Source: 2010 Census ACS, weighted  
 Grandparents & non-relatives shown for all HHS size one or more

# FAM-PHEN MODEL



# EXPLORING THE MODEL



## **MULTI-GEN**

25%

Three or more generations living in family home



## **MULTI-FAM**

31%

Two or more families living together in one home



## **RENESTERS**

18%

Young Adults have returned to live with family after living some time elsewhere



## **COMINGS & GOINGS**

26%

Persons living in family home who came to the US in P3YRS OR left family home to return to country of origin



## **INTER-ETHNIC**

15%

Family that includes one or more persons who are not Hispanic

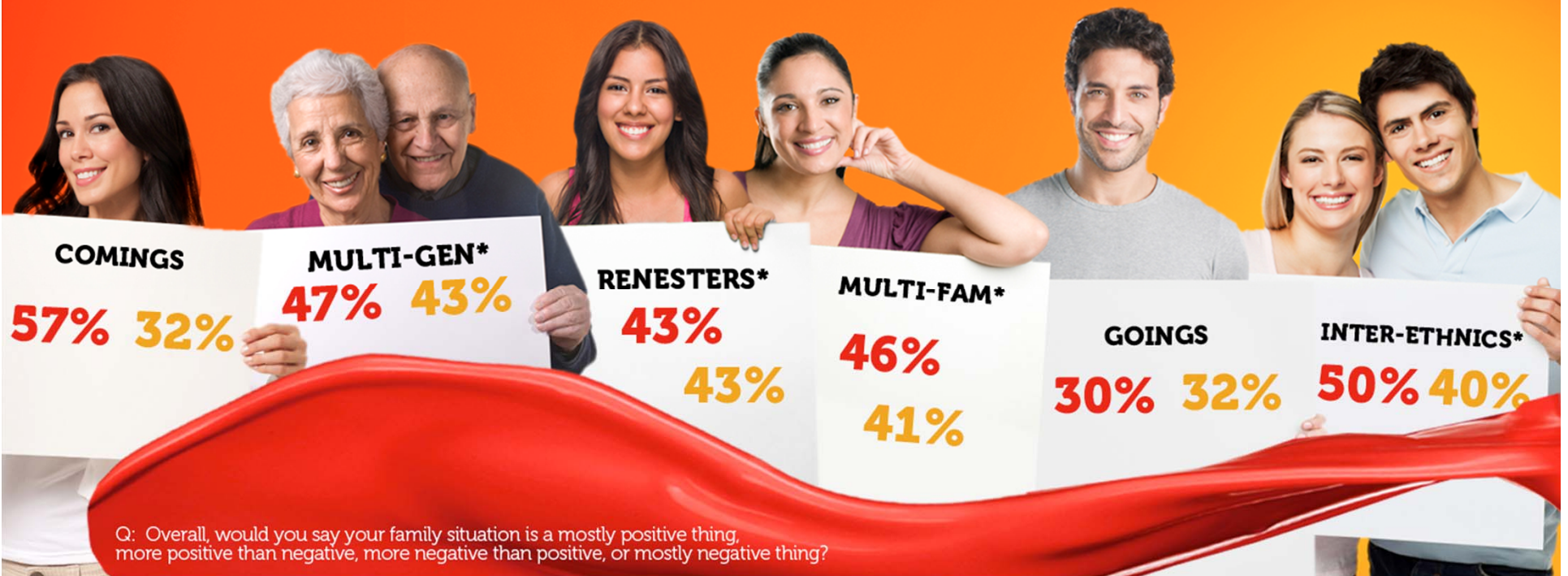


# DIVERSE FAMILY SITUATIONS ARE SEEN AS A **NATURAL, SPONTANEOUS,** AND **MOSTLY POSITIVE PART OF LIFE**

## ATTITUDES ABOUT FAMILY SITUATION

\*50% or more of this family type happened spontaneously with little to no discussion

 **EXTREMELY POSITIVE**     **POSITIVE**



# LA FAMILIA PAYBACK (DNA)

## *FAMILY ATTITUDE METRICS*

### **PRACTICAL SUPPORT**

Financially beneficial

More help with  
chores & child care

## **STRENGTHENING BONDS**

### **LANGUAGE & CULTURE MAINTENANCE**

Substantial in many  
family types

### **SOCIAL FULFILLMENT**

Less loneliness

Greater enjoyment  
for children

# LANGUAGE AND CULTURE



AT HOME,  
**SE HABLA ESPAÑOL**

**80% think  
English is  
necessary**

90% say being  
**bilingual is  
an advantage**

**91% strongly encourage**  
family to speak  
Spanish at home

86% want children  
to **Speak Spanish** as  
well as English

**86%** believe you shouldn't  
forget native language

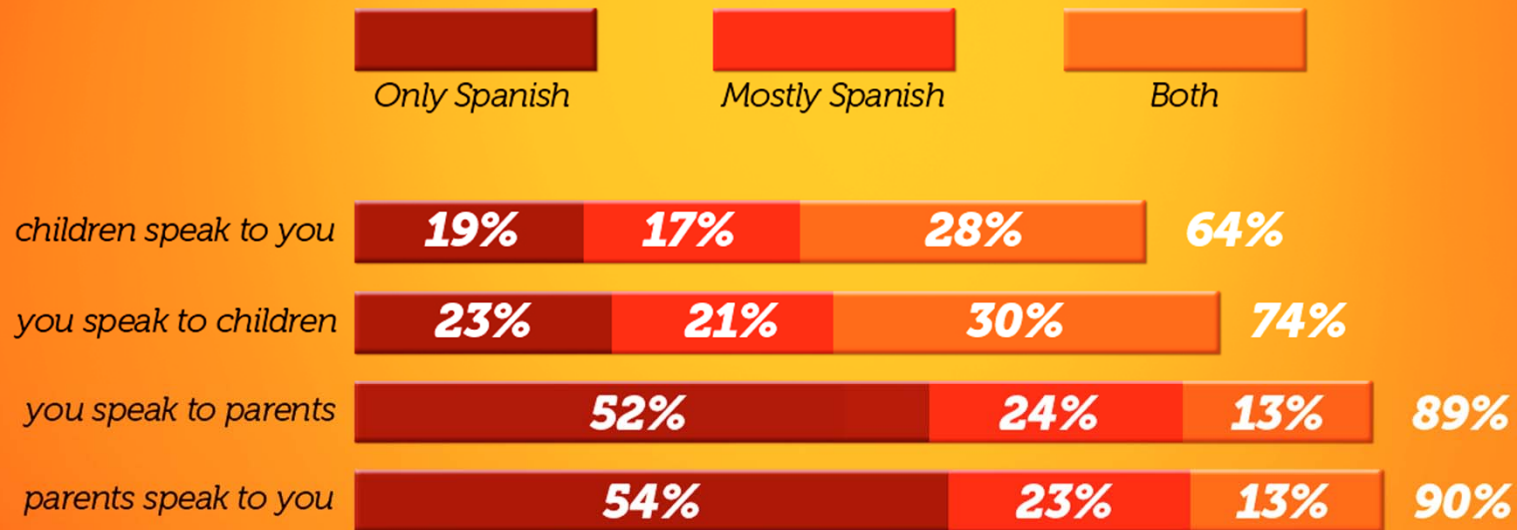
**53%** think younger  
generation makes efforts to  
improve **Spanish proficiency**

\*Affirmative response or top 2 box agree

# LA FAMILIA

## FLOWS IN AND OUT OF SPANISH

### USE OF LANGUAGE BY TYPE OF INTERACTIONS



Q: In each of these situations, which language is used? When your/you...?

# ***SPANISH IS THE LANGUAGE OF PERSONAL SENTIMENT***

***CHOSEN LANGUAGE TO...***

**PRAY 74%**

**EXPRESS INNERMOST FEELINGS 65%**

**MAKE LOVE 62%**

**EXPRESS PAIN 59%**

**DREAM 58%**

Q: In what language do you...? English, Spanish, N/A

# **LA CULTURA** PLAYS A ROLE IN EVERYDAY BEHAVIORS AND SIGNIFICANT LIFE MILESTONES

**87% use recipes & cooking styles  
from country of ancestry**

**79% follow rituals & celebrations  
of home country**

**77% use natural and holistic  
remedies from country of origin**

**74% had or would have a quinceañera**

\*Top two behaviors done once a while or often - often response for recipes & cooking styles (57%), rituals & celebrations (47%), remedies (41%). Bottom row are affirmative responses.

Q: How frequently do you do the following?

Often, once in a while, rarely never.

Often response for recipes & cooking styles (57%), rituals & celebrations (47%), remedies (41%)

If you had a daughter turning 15 years old this year (or if you have one that actually is/was), would you or did you have a quinceañera celebration for her?



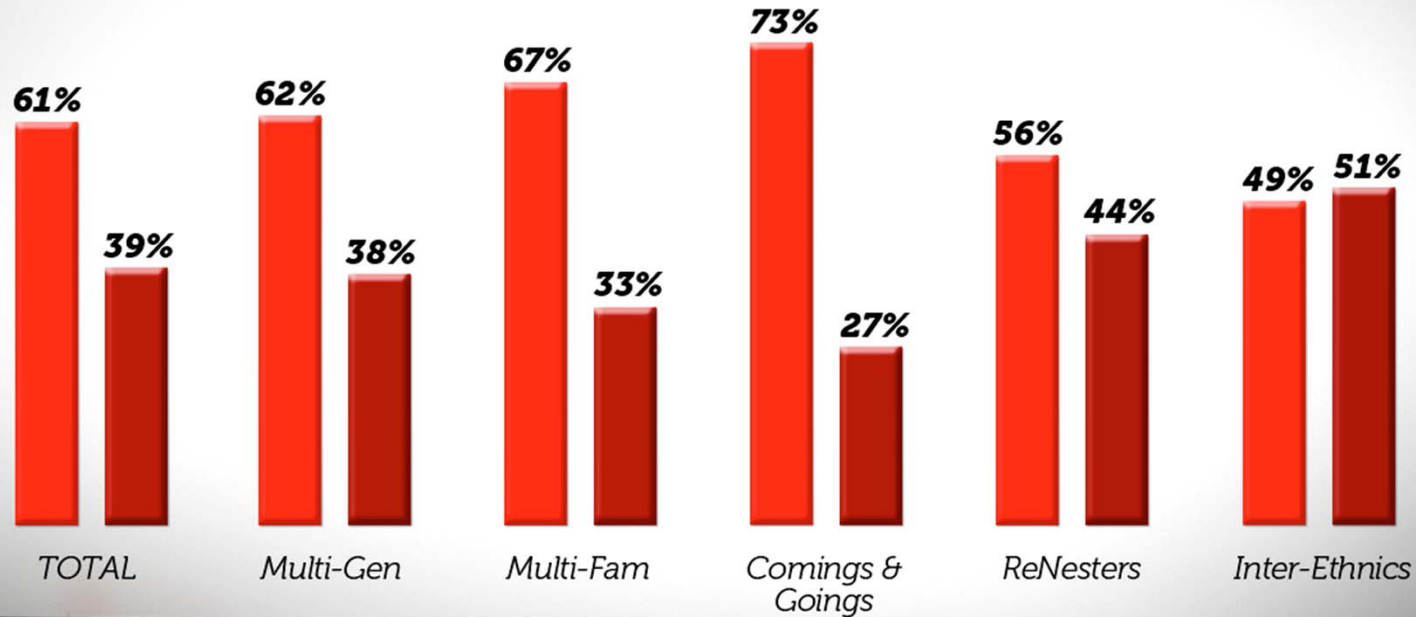


**MEDIA & TECHNOLOGY**



# LATINO FAMILIES WATCH SPANISH LANGUAGE TELEVISION

TELEVISION LANGUAGE VIEWING BY FAMILY TYPE



Based on Self-Reported Hours of TV Watching per Week

 Spanish only TV  English only TV

Q: How many hours per week do you spend watching television?  
How many hours per week do you spend watching SLTV?

# SPANISH LANGUAGE TELEVISION REFLECTS FAMILY AND CULTURE

## TOP 10 TRAITS ASSOCIATED WITH TELEVISION BY LANGUAGE

### Spanish TV

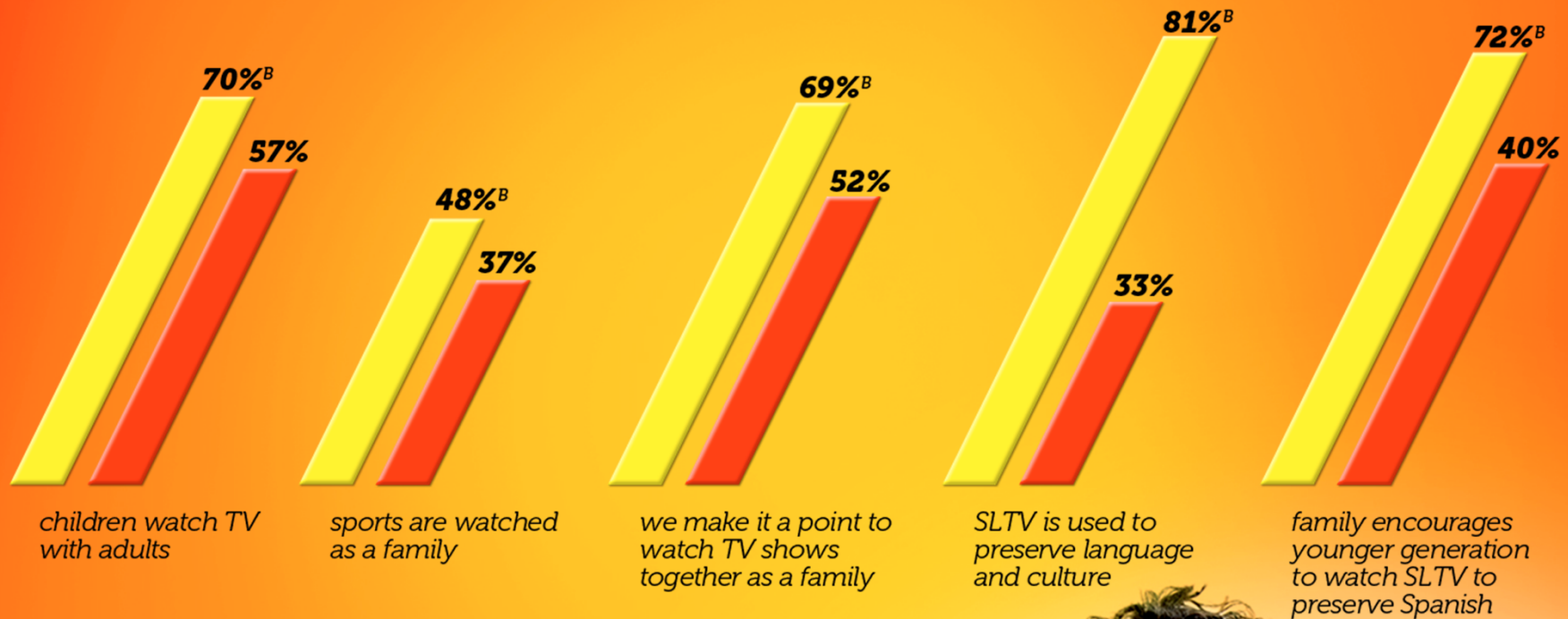
1. Traditional	<b>71%</b>
2. Pride	<b>60%</b>
3. Comfortable	<b>56%</b>
4. Funny	<b>50%</b>
5. Endearing/warm	<b>49%</b>
6. Encouraging	<b>49%</b>
7. Fun	<b>49%</b>
8. Sexy	<b>46%</b>
9. Exciting	<b>46%</b>
10. Real	<b>44%</b>

### English TV

1. Modern	<b>54%</b>
2. Educational	<b>50%</b>
3. Cutting Edge	<b>46%</b>
4. Successful	<b>46%</b>
5. Informative	<b>45%</b>
6. Popular	<b>44%</b>
7. Important	<b>43%</b>
8. Exciting	<b>42%</b>
9. Smart	<b>42%</b>
10. Clever	<b>40%</b>

# SPANISH LANGUAGE TELEVISION IS A FAMILY EXPERIENCE

## SHARED FAMILY TELEVISION WATCHING EXPERIENCES HAPPEN EVERYDAY OR A FEW TIMES PER WEEK



 Spanish only TV     English only TV

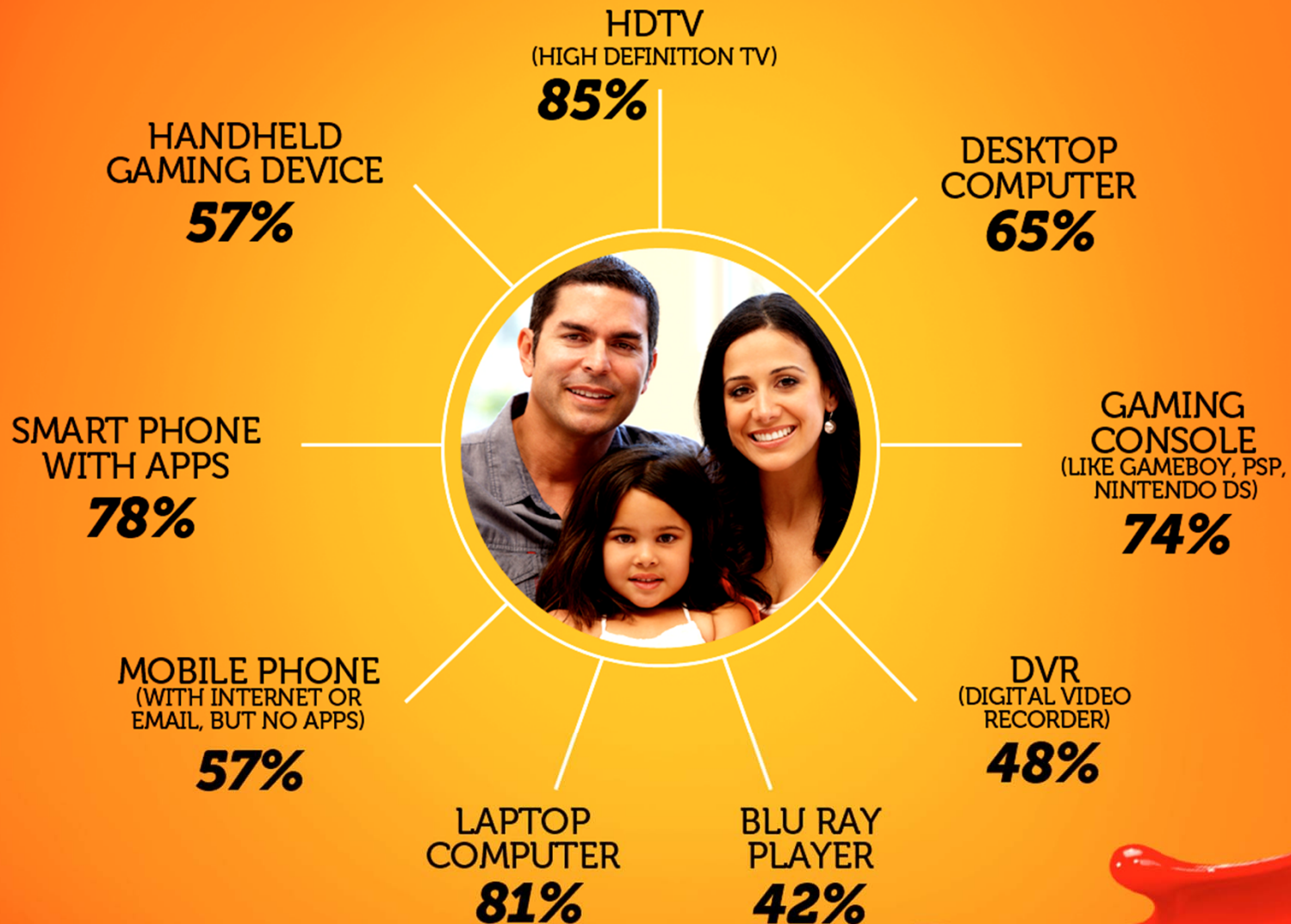
Top 2 boxes

Based on Self-Reported Hours of TV Watching per Week

Q: Now, think about watching television in your family. For each of the following statements, indicate how often it happens in your family – everyday, a few times per week, once a week, less than once per week, never, NA.



# EACH FAM OWNS AN ARRAY OF DEVICES

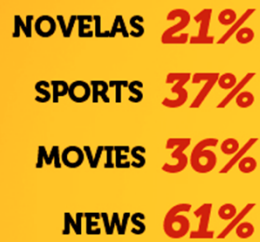


Q: How many (which) of the following devices are currently used in your home, when you include all family members.

# FAMS ARE ACCESSING CONTENT EVERYWHERE



WATCH ON TABLET



WATCH ON SMARTPHONE



RECORD ON DVR

Q: How many (which) of the following devices are currently used in your home, when you include all family members. (For those who own devices) Do you or any of your family members watch the following on you tablet?

# INTERNET ENHANCES THE **FAM** CONNECTION

FAMILY USE OF COMPUTER AND INTERNET (EVERYDAY/FEW TIMES A WEEK) (MR)	FAMILY TYPE (MR)					
	TOTAL	MULTI- GEN	MULTI- FAM	COMINGS & GOINGS	RE NESTERS	INTER- ETHNIC
CONNECTING WITH RELATIVES VIA FACEBOOK	66%	70%	70%	68%	67%	70%
USING INSTANT MESSENGER OR CHAT TO SPEAK WITH FAMILY	42%	48%	47%	49%	42%	46%
USING SKYPE TO SPEAK WITH FAMILY	27%	32%	33%	37%	27%	35%
HELPING GRANDPARENTS TO CONNECT WITH GRANDCHILDREN ONLINE	21%	27%	25%	29%	22%	31%
USING VOIP (PHONE VIA INTERNET) TO SPEAK WITH FAMILY	18%	24%	23%	27%	17%	25%
USING SEARCH ENGINE LIKE GOOGLE OR BING	84%	85%	82%	81%	86%	84%
RESEARCH AND GATHERING INFORMATION	68%	73%	70%	68%	74%	70%
SHOPPING AND PURCHASING PRODUCTS	39%	40%	41%	44%	45%	46%

Q: Now think about use of computers and internet among family members. For each of the following statements, indicate how often it happens among family members- Everyday, a few times a week, once a week, less than once a week, never. Top 2 box shown.

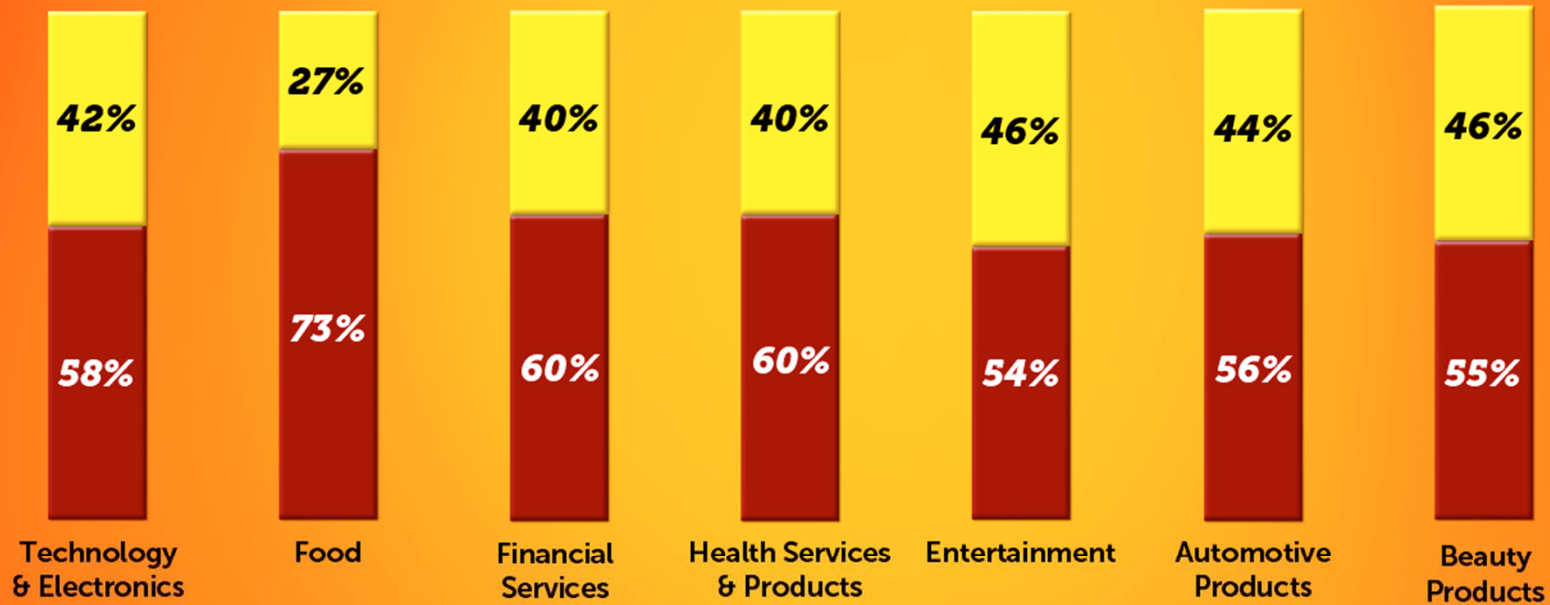
# PURCHASE DECISIONS



# LA FAMILIA

## HAS A SIGNIFICANT INFLUENCE ACROSS KEY PRODUCT CATEGORIES

WHERE FAMILY LOOKS FOR INFORMATION & ADVICE BY PRODUCT CATEGORY



 Within the family

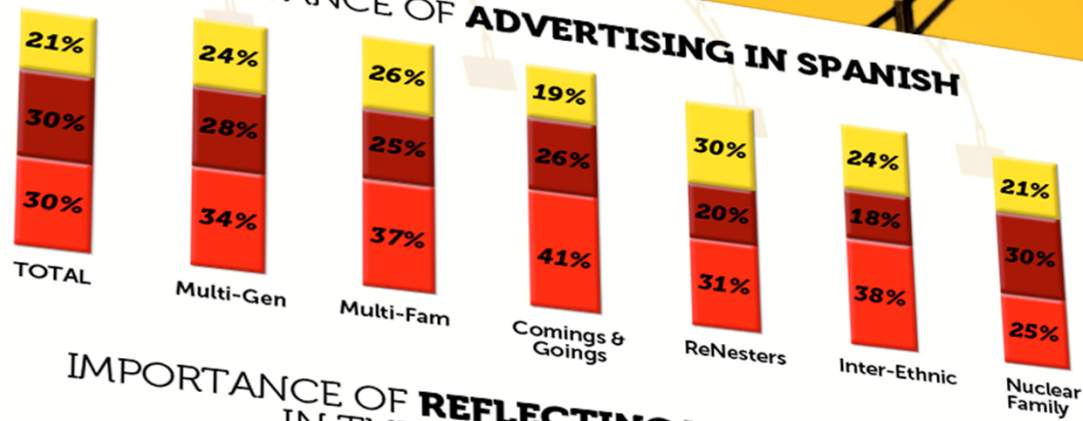
 Look outside the family

Q: For each category, indicate where you or your family members look for information and advice. Is it most likely that...

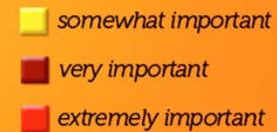
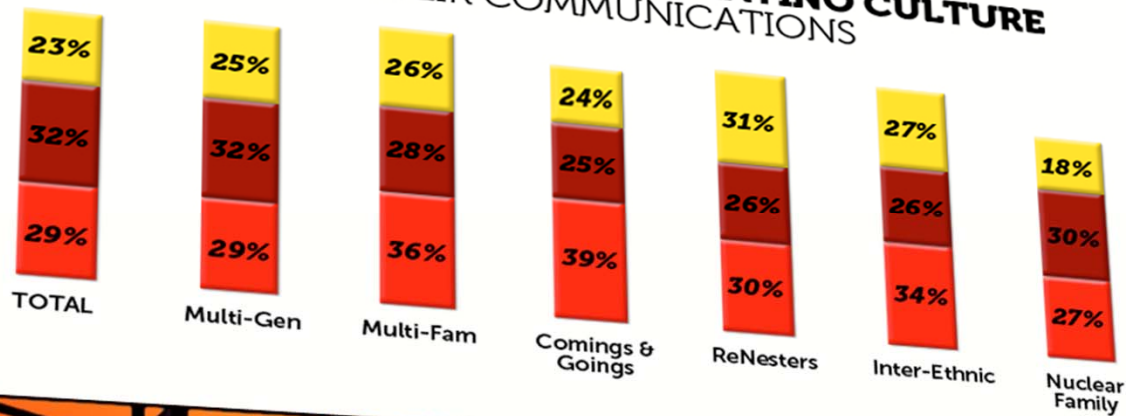


# SPANISH LANGUAGE ADVERTISING IS IMPORTANT TO ALL FAMS

## IMPORTANCE OF ADVERTISING IN SPANISH



## IMPORTANCE OF REFLECTING LATINO CULTURE IN THEIR COMMUNICATIONS



Q: Being as honest and realistic as possible, how important is it that the brands and companies that you personally buy do the following...?

# LATINO FAMILIES DESIRE TARGETED ONLINE EFFORTS AND PRODUCTS

**77% Create Websites or Facebook Pages tailored to Hispanics**

**89% Create Products Tailored to Hispanic Needs & Tastes**



Q: Being as honest and realistic as possible, how important is it that the brands and companies that you personally buy do the following

# IMPLICATIONS

Language is important, but **cultural relevance is pivotal in deepening brand relevance** among Latino families.

**Taking advantage of** co-family viewing and co-family experiences creates an opportunity to broaden your message and communicate to Hispanics efficiently

**Large families = multiple touch points.** Reinforce the family decision making process through multiple points of contact using both traditional and digital media, anytime and everywhere.

**Emotional connections** to this market are extremely important, especially when it comes to family. **Identify and reflect shared passion points** in your messages.

