



Nielsen

HISPANIC SENTIMENT STUDY 2023

This study first conducted in 2018, was revisited in 2023 to understand trends or changes since the original study.

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In partnership with **Televisa Univision**

A COMPARITIVE ANALYSIS

2018 vs. 2023

This five-year comparative analysis helps us understand how the **Hispanic community has changed** and to identify the **challenges and opportunities** they face.

LATINO VALUES

42% ↓

of Latinos believe their values are shared with most Americans.

A decline from 68% in 2018

SMALL BUSINESSES

76% ↑

of Latinos feel better reflected by small businesses.

Serves as a warning note for big brands & companies.

TRUST IN HISPANIC MEDIA

23% ↑

of Latinos expressed higher trust in Hispanic/Latino news and media.

An increase from 25% in 2018

GenX's trust in Hispanic media increased by

14% ↑

Spanish language use increased by

14% ↑

BRAND ENGAGEMENT

84%

of Latinos are willing to show loyalty and favorability to brands that engage with their communities.

83%

of Latinos are more likely to be customers if a brand plays a positive role in their community.

POLITICAL DIVISION

43% ↓

of Latinos still feel undervalued in society.

A decline from 53% in 2018

POLITICAL DIVISION

27% ↓

of Latinos feel unified as a political group.

LATINO PRIDE

The feeling of pride has increased to

64% ↑

An increase from 61% in 2018

MEDIA REPRESENTATION

46% ↑

of Latinos feel that their values are reflected in popular English-language news media.

51% ↓

feel represented in TV shows and movies.

A decline from 55% in 2018

Want to explore more or dive deeper into the Hispanic Sentiment Study?

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The Hispanic Star is a brand and platform created by the We Are All Human Foundation.