

CONSUMER PROFILES

The Hispanic Male

Consumer Profile: The Hispanic Male

The Hispanic male (especially 18-34 and 18-49 years of age) is one of the most sought-after demographics by advertisers. 51% of Hispanics are male, compared with only 47% of the non-Hispanic population. 25% of Hispanic men are 18-34, while only 14% of non-Hispanic males are 18-34.

Interestingly enough, the best way to reach today's Hispanic male is through sports television. Hispanic sports fans are on the leading edge and setting the trends for many advertiser categories. In comparison to the total U.S. population, Hispanic sports fans are at least 20% more likely to be innovators or thought leaders than the average population (MRI 2004). Couple that with the fact that the median household income for the Latino sports fan is higher than the U.S. average (\$51,200 vs. \$51,100, MRI 2004) and it's easy to understand the driving desire by advertisers to reach the Hispanic male.

As an example of the purchasing power of the Hispanic male's dominance in certain categories, in the past 12 months, Hispanic sports fans bought more candy bars, traveled more domestically, bought more athletic shoes, bought more life insurance, spent more on clothes, and had higher credit card expenditures than the average U.S. consumer.

Hispanic males tend to be more avid sports fans than the total population. In a recent ESPN sports poll (Q1-Q3 2004) 50.2% of the male Hispanics surveyed considered themselves avid (super) sports fans, while only 39.2% of the non-Hispanic males considered themselves avid fans. In a sample study (ESPN 2004) conducted in the top five U.S. Latino markets, the avidity stretched across all sports. Although soccer is extremely popular, Caribbean-born males prefer Baseball, and boxing is huge with U.S.-born Hispanic men. In fact, 44% of players under contract in both the major and minor baseball leagues are Latinos. Hispanic males also love to watch the fast-paced scoring action of the National Football League and the National Basketball Association, and have identified sports news as a key component of their daily viewing. Among Spanish-dominant Hispanic males, sports is the most popular form of programming—31% more popular than the next category, news and information, followed by movies, sitcoms and comedies, dramas, and the rest that TV has to offer.



Hispanic males and Hispanic sports fans have until now been underserved by the traditional Hispanic mediums that offer limited sports coverage. According to Nielsen (2002-2003), Spanish-language broadcast networks devote only 4.8% of their programming to sports, while the total market devotes 11% of programming to sports. Thankfully, in the last few years several networks have been developed to give the Hispanic male what he wants, sports.

