

# CASE STUDY

## PROJECT

### PASSION FOR THE NEWS

To identify and prove that US Hispanics have a passion for the news, making Univision a good candidate for certain advertisers.

## CLIENT



## OBJECTIVES

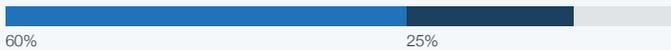
- > Determine what percentage of US Hispanics believe following the news is vital to their day-to-day.
- > Determine what percentage of US Hispanics say that turning to a trusted news source helps them feel informed and empowered to take on the day.
- > Determine what percentage of US Hispanics cannot imagine a day without watching the news on TV.
- > Understand where US Hispanics go for breaking news.

CivicScience asked a series of custom questions to the Univision publisher network audience, as well as syndicated questions to compare to different populations to see where people go first for breaking news.

## INSIGHTS & FINDINGS

### NEWS UPDATES AND EMPOWERMENT

Approximately **60% of readers believe it is very important** and about **25% believe it's somewhat important to follow daily news updates on TV.**



**~90% of the Univision audience** agrees that **visiting a trusted news source makes them feel informed and empowered to act on the information you learned.**

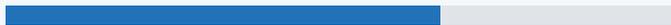


### NEWS ON TV

Around **85% feel it is very important** to get news from a trusted source.

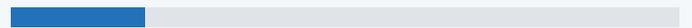


About **65% watch news on TV every day or most days.**

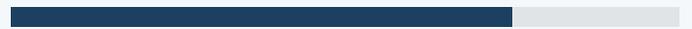


### GENDER AND AGE

Women are more likely (**~5% to 10%**) to say that Univision is a trusted news source.



The younger the generation, the more likely they are to Univision as a news source. **Gen Z is ~95% likely to say Univision is a trusted news source**, whereas **Baby Boomers say they only agree 75%.**

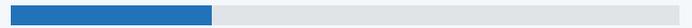


### US HISPANICS

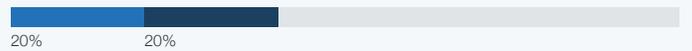
About **50% of all US Hispanics** (weighted by the US Online Hispanic weighting scheme, proprietary to Univision) **are watching 1 to 5 hours of Univision in an average week.** (Not exclusive to news.)



Around **30%** typically turn to a local news channel for breaking news.



Approximately **20% turn to social media**, and another **20% turn to a national news network.**



Of those that watch Univision, **70% are watching local TV news** where they live every day or most days.



## OUTCOME

The insights for the project served as a roadmap for Univision's upfront presentations to potential advertisers focusing on the theme of "Passion for News."