

**UNIVISION**  
COMMUNICATIONS INC



# The Diversity Effect

*Diversity in Advertising Matters to U.S. Hispanic Adults*

Summer 2019

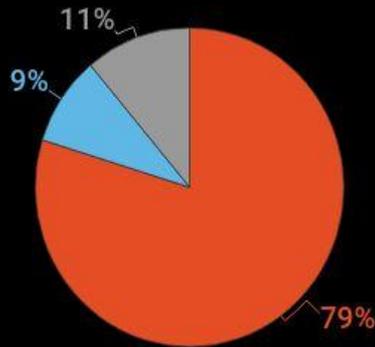
**Over the past few years, the terms ‘inclusion’ and ‘diversity’ have become their own sort of buzzwords. However, is there a larger meaning behind them to everyday people? A recent CivicScience study, in partnership with Univision, found that diversity and inclusion hold large meaning to Hispanic adults, with implications brands should hear about.**

# Diversity in the Workplace

U.S. Hispanic adults feel, much more so than U.S. non-Hispanic adults, that a diverse workforce is important to the success of the business.

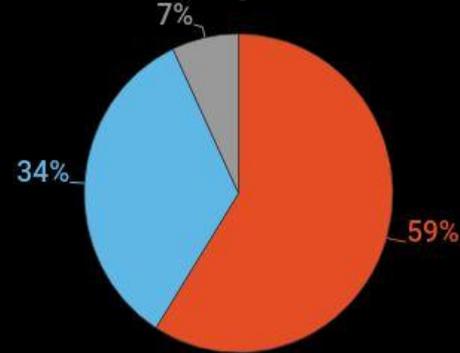
To what extent do you agree or disagree that a diverse workplace is important to the success of your company / place of work?

U.S. Hispanic Adults



1,273 responses, weighted by U.S. Hispanic Adults  
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U.S. Non-Hispanic Adults



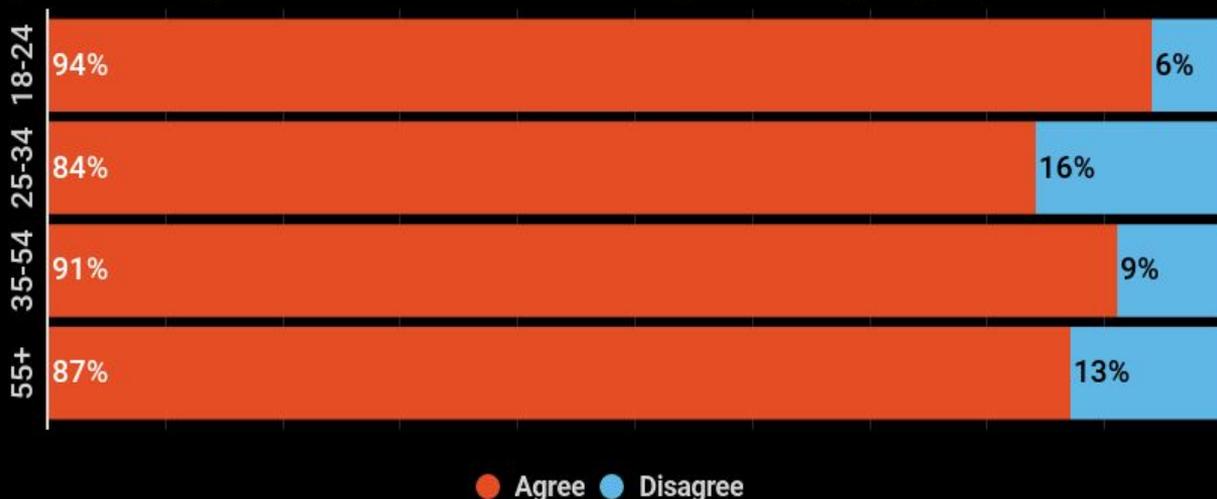
2,219 responses, weighted by U.S. Non-Hispanic Adults  
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# Diversity in the Workplace

Across the board, there is widespread agreement to this idea among all generations of U.S. Hispanic adults.

**Age compared with *To what extent do you agree or disagree that a diverse workplace is important to the success of your company / place of work?***



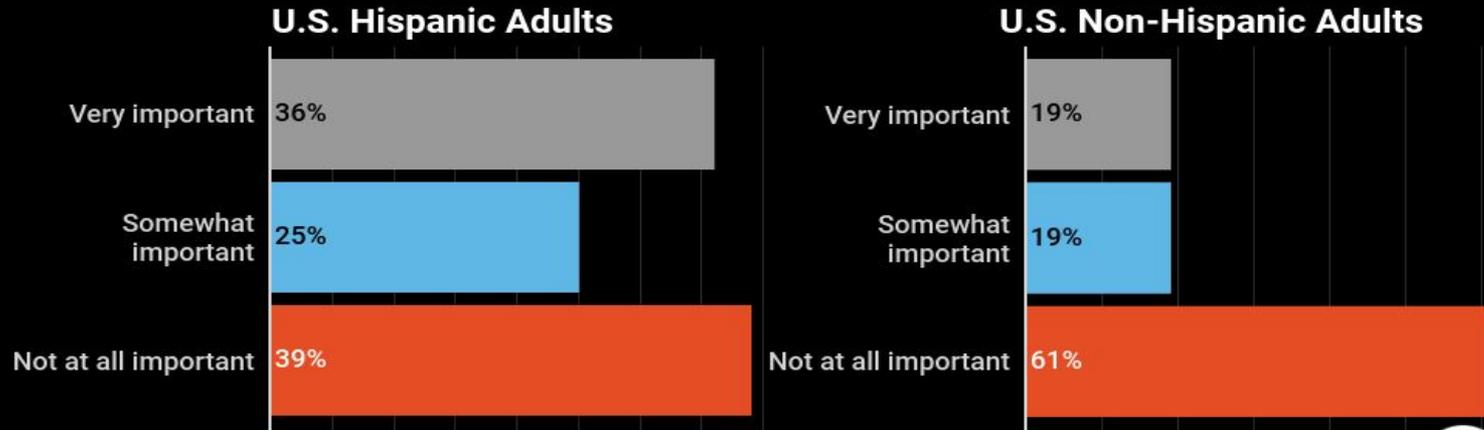
1,128 responses, weighted by U.S. Hispanic Adults  
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# Inclusion through Diversity in Advertisements

60% of Hispanic adults agree that diversity matters in advertisements. This diversity importance is nearly identically flipped for non-Hispanic adults (61% don't think it's important at all).

**How important to you is it that brands use diverse models / actors in their advertisements?**



1,027 responses, weighted by U.S. Hispanic Adults  
© CivicScience 2019

2,204 responses, weighted by U.S. Non-Hispanic Adults  
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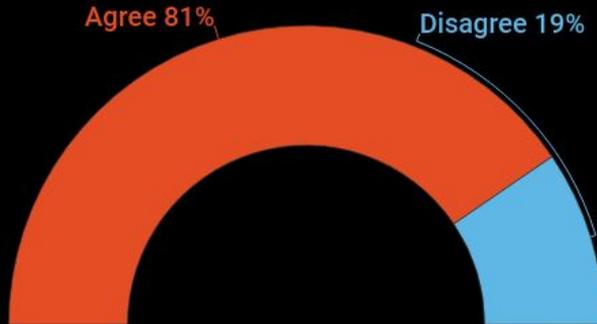


# The Responsibility of Advertisers

The majority of the U.S. Hispanic adult population agrees that the responsibility should be in the hands of the brands to cast a diverse set of models or actors. Again the study showed nearly opposite responses among non-Hispanic adults.

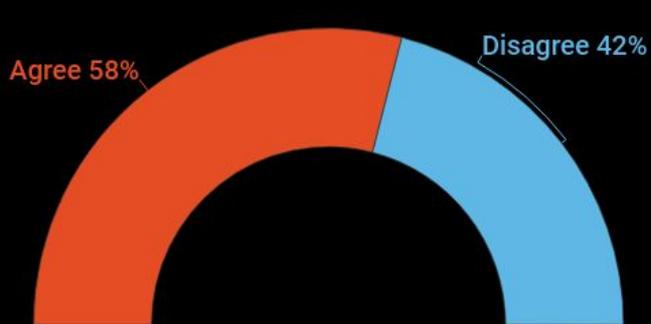
**To what extent do you agree or disagree with the following statement: "It is the responsibility of advertisers / brands to consider diversity when casting commercials / advertisements."**

**U.S. Hispanic Adults**



1,087 responses, weighted by U.S. Hispanic Adults  
© CivicScience 2019

**U.S. Non-Hispanic Adults**



2,310 responses, weighted by U.S. Non-Hispanic Adults  
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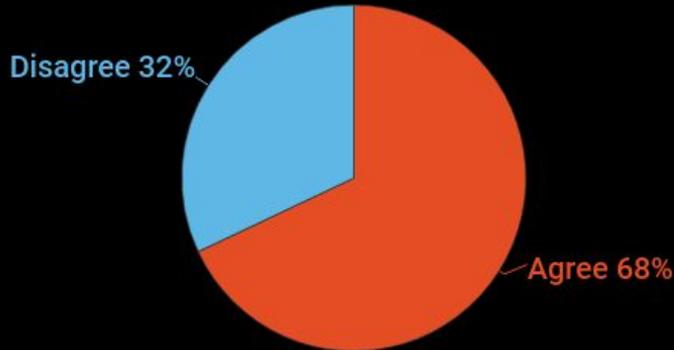


# The Diversity Effect

Hispanic adults are three times more likely than non-Hispanic adults to strongly agree that advertisements featuring 'people like me' capture their attention.

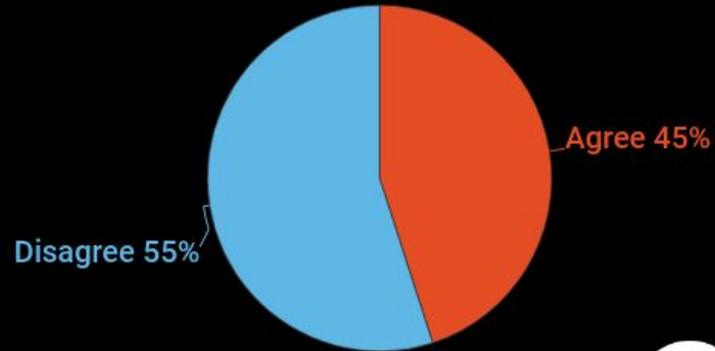
**To what extent do you agree or disagree with the following statement:  
"Seeing people like me in advertising makes me pay more attention to  
those advertisements."**

**U.S. Hispanic Adults**



1,099 responses, weighted by U.S. Hispanic Adults  
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**U.S. Non-Hispanic Adults**



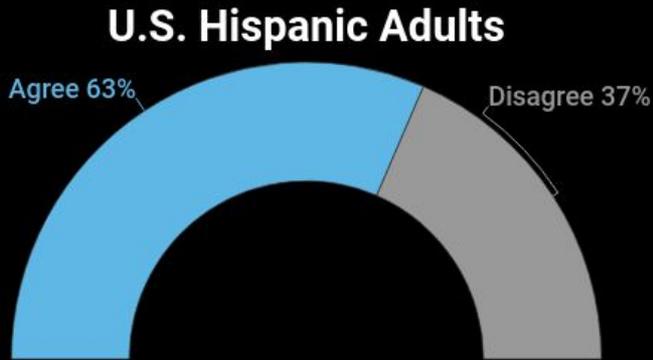
2,118 responses, weighted by U.S. Non-Hispanic Adults  
© CivicScience 2019



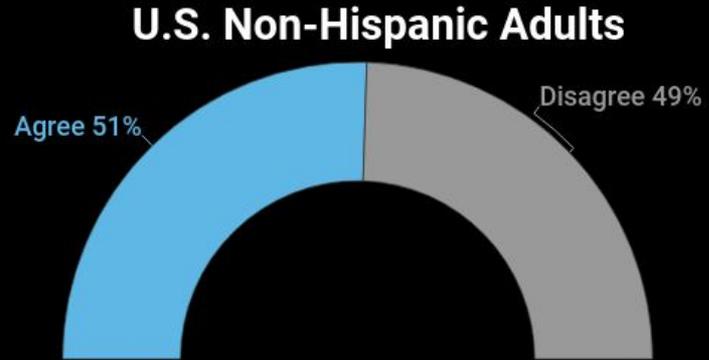
# The Diversity Effect

U.S. Hispanic adults are more likely to agree that they are “more likely to purchase a product from brands that feature people like me in their advertisements.”

To what extent do you agree or disagree with the following statement: “I am more likely to purchase a product from brands that feature people like me in their advertisements.”



1,123 responses, weighted by U.S. Hispanic Adults  
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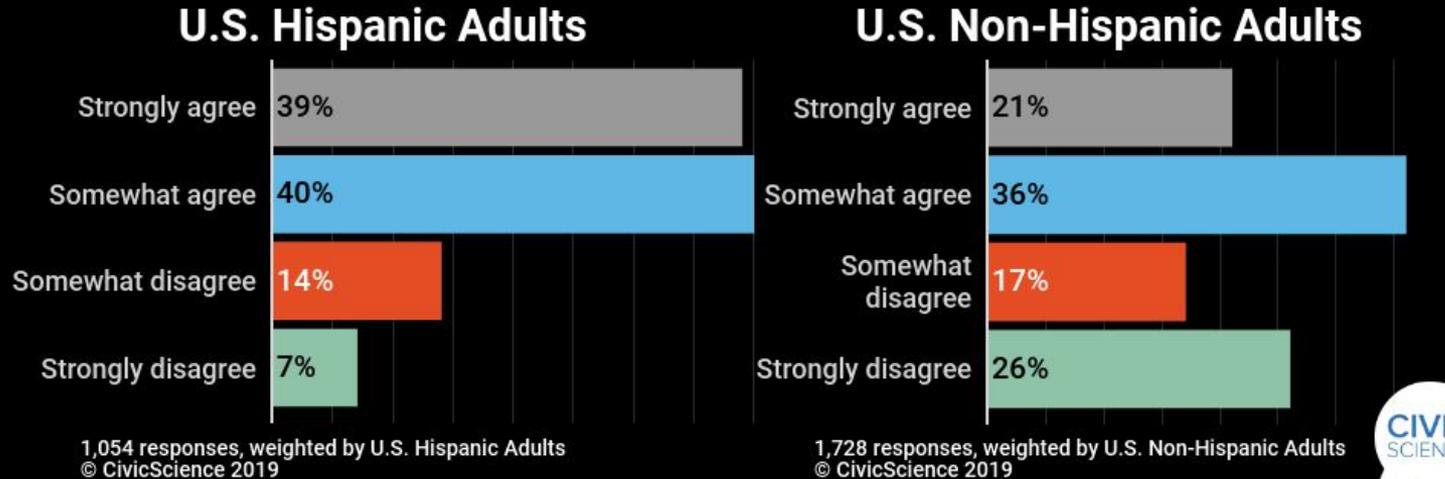
3,137 responses, weighted by U.S. Non-Hispanic Adults  
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# The Diversity Effect

Hispanic adults say they appreciate a brand at much higher rates than non-Hispanic adults if the brand makes the effort to show people like them in an ad.

**To what extent do you agree or disagree with the following statement: "I appreciate brands that make an effort to include people like me in their advertisements."**

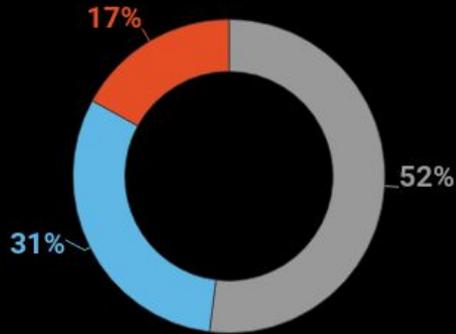


# Social Consciousness

Overall, Hispanic adults place social consciousness in high regard when it comes to choosing where to spend their money.

**How important to you is a company's social consciousness and overall kindness in choosing where to shop and what to buy?**

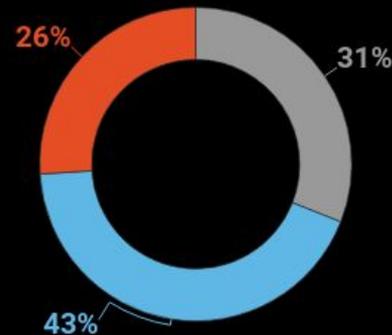
**U.S. Hispanic Adults**



17,879 responses, weighted by U.S. Hispanic Adults  
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**U.S. Non-Hispanic Adults**

- Very important
- Somewhat important
- Not at all important



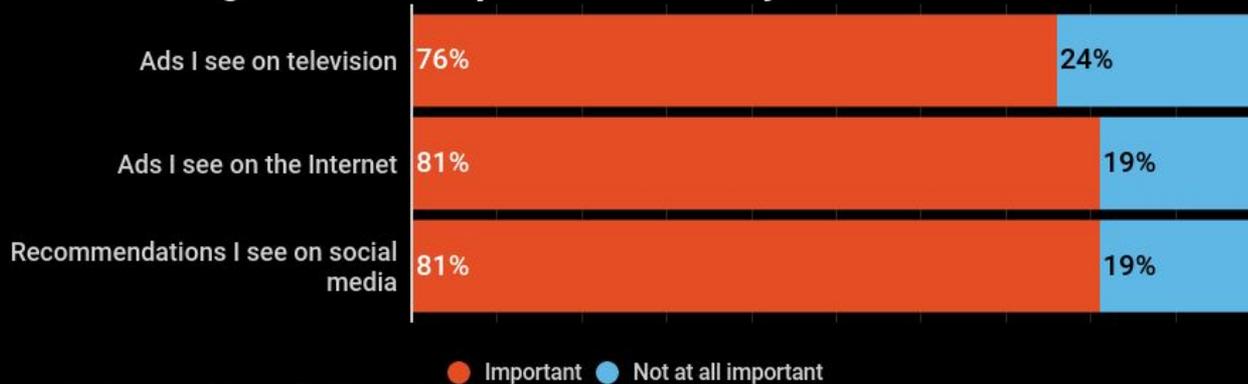
219,289 responses, weighted by U.S. Non-Hispanic Adults  
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# Social Consciousness

Hispanic adults care about the social consciousness of TV ads, Internet ads, and social media.

**Which of these do you believe has the most influence on what you buy, where you eat, or the movies or TV shows you watch? compared with *How important is a company's social consciousness and overall kindness in choosing where to shop and what to buy?***



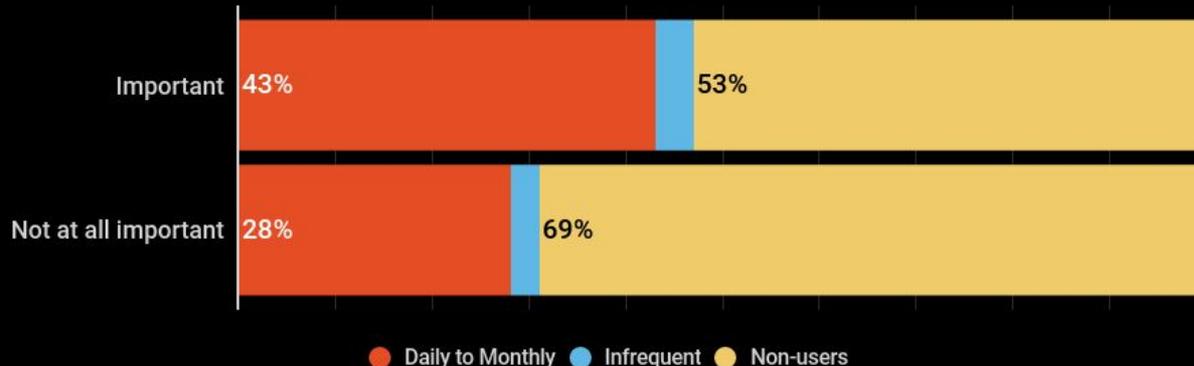
3,959 responses, weighted by U.S. Hispanic Adults  
© CivicScience 2019



# Meeting The Hispanic Audience Where They Are

One thing to consider — where are Hispanic adults looking / spending their time, and how does this importance of social consciousness change that? The study found that those who deem social consciousness important are more likely to be frequent users of Instagram.

**How important is a company's social consciousness and overall kindness in choosing where to shop and what to buy? compared with *Instagram Usage***



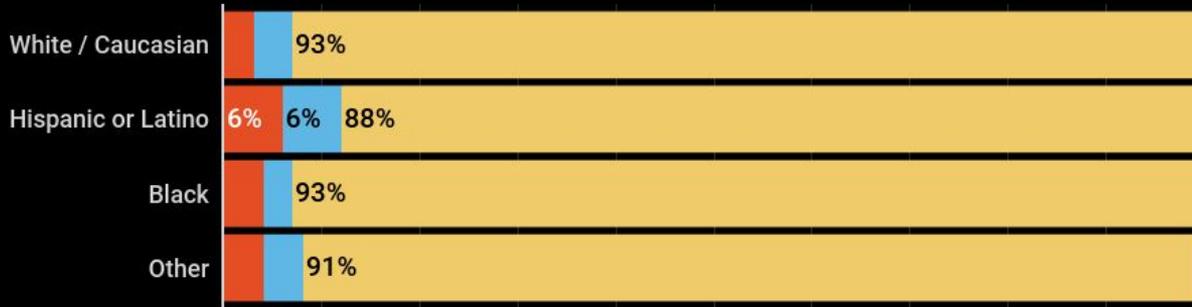
4,736 responses, weighted by U.S. Hispanic Adults  
© CivicScience 2019



# Meeting The Hispanic Audience Where They Are

The study also found that the Hispanic audience is huge on Twitch. Hispanic adults are on the platform more often than any other race demographic.

## Race compared with *Twitch Usage*



● Often (Daily or Weekly) ● Occasionally (Monthly or Yearly) ● Never (Never or Not anymore)  
138,315 responses, weighted by U.S. Adults  
© CivicScience 2019



# Meeting The Hispanic Audience Where They Are

Moreover, Hispanic adults are most influenced by social media and TV ads.

**Which of these do you believe has the most influence on what you buy, where you eat, or the movies and TV shows you watch?**



12,903 responses, weighted by U.S. Hispanic Adults  
© CivicScience 2019



**Ultimately, the U.S. Hispanic adult population is a huge demographic for brands to capture. Doing so will be easier, and possibly more fruitful in the long run, if diversity is showcased in advertising. In a world where many brands are aspirational to their potential shoppers, it would behoove consumer brands to choose diversity in all advertising and influencer realms to make customers feel truly represented.**

### **Overview of the CivicScience Methodology**

Questions? Reach out to [contact@civicscience.com](mailto:contact@civicscience.com)