



COCOLA BROADCASTING COMPANIES, LLC

MEDIA KIT Q4 2025

Markets DMAs	Stations	Channels Streams	POP Reach	TV HHs Reach	Hispanic TV HHs
4	17	70+	5m	1.5m	600K

ABOUT



COCOLASALES.COM

Cocola Broadcasting Companies, LLC was founded in Fresno, California by Gary M. Cocola and the company has been in the broadcast business for over 40 years.

The company currently owns and operates seventeen (17) broadcast television stations that includes two (2) full-power television stations in Fresno, CA and Boise, ID.

The company transmits over seventy (70) channels of programming, including content from Top English and Spanish-language television networks as well as hyper-local programming produced by their community partners.

The Cocola stations reach over 5 million people and 1.5 million television households with a total Hispanic reach approaching 50%.

Cocola Advertising Sales is in the business of delivering results for their clients.



MARKETS | DMAs



FRESNO | BAKERSFIELD | BOISE | MONTEREY

Fresno (Visalia), CA is the heart of the San Joaquin Valley at the base of the Sierra Nevada's; is a leading ag area in the World; is the main hub to Yosemite National Park and Sequoia National Park. Fresno is the 5th largest city in California with a population of 542,000 people. Fresno is home to California State University Fresno with a student population of 25,000. The Hispanic population is over 50%.

Bakersfield, CA is located in Kern County in the Southern San Joaquin Valley; is a significant ag and energy producing area; Kern County is the largest oil producing area in the State. Bakersfield is the largest city in Kern County with a population of almost 400,000 people. The Hispanic population is over 50%. Bakersfield is also home to the "Bakersfield Sound".

Boise, ID is the capital and most populous city in the State of Idaho with some 235,000 people; the Boise Metro Area, also known as the Treasure Valley has a population of some 765,000 people. Boise is home to Boise State University with a student population of 22,000. Boise is one of the fastest growing cities in the U.S. and is consistently ranked in the Top 10 for its quality of life. Boise has become a new destination point for tech companies.

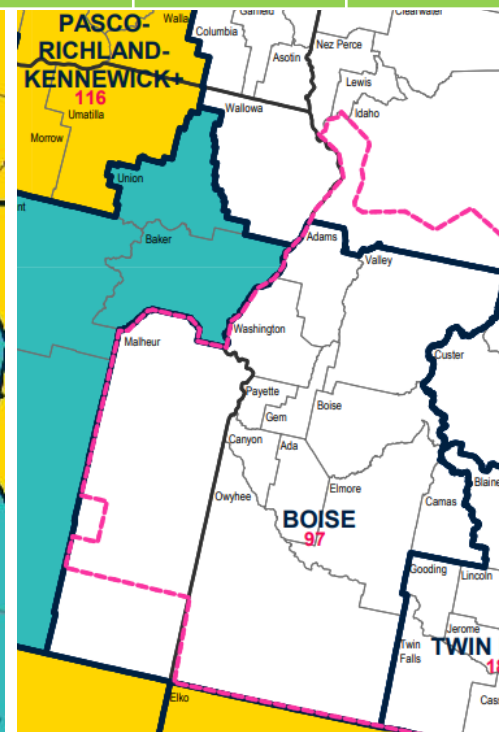
Monterey is located on the Central Coast of California and is an important cultural, tourism and retirement destination and one of the most beautiful locations in the World. The area has a thriving agricultural industry as well with a Hispanic population approaching 60%.

MARKETS | DMAs



DMAs: 1.47M TV HHs | 601K HISPANIC TV HHs (41%)

Rank	DMA	TV HHs	Hispanic TV HHs
56	Fresno (Visalia), CA	635,960	332,890
97	Boise, ID	354,890	42,610
121	Bakersfield, CA	250,000	131,500
128	Monterey, CA	230,350	94,300



PROGRAMMING



KEY PROGRAMMING NETWORKS | PARTNERS



ESTRELLATV

Estrella MediaCo is a leading multi-platform Spanish-language media company serving the vital U.S. Hispanic audience. EstrellaTV offers a unique blend of Spanish-language programming, including originals, topical entertainment, reality, news, and comedies.

KGMC 43.1 Fresno | KCBT 34.1 Bakersfield | KCBB 41.2 Boise



TELEMUNDO

NBCUniversal is one of the world's leading media and entertainment companies (NBC, NBC News, MSNBC, CNBC, NBC Sports, Telemundo, Bravo, USA Network, and Peacock). Telemundo offers programs and original content for U.S. Hispanic audiences, consisting of telenovelas, sports, reality television, news programming and films. KKJB 39.1 Boise



Weigel Broadcasting Co. is a media company that owns and operates multiple national television networks (MeTV, MeTV Toons, H&I, StartTV, Catchy Comedy, Story and Dabl). MeTV "Memorable Entertainment Television" is the number-one rated multicast network in the U.S. offering the best in Classic Television programming.

KGMC 43.6 Fresno | KMBY 27.1 Monterey | KCBT 34.2 Bakersfield



STATIONS



KGMC-DT TV43 FRESNO / MERCED, CA



Distribution: 295,075 Subs / HHs

Cable Subs – 96,863

Dish & DirecTV Subs – 64,321

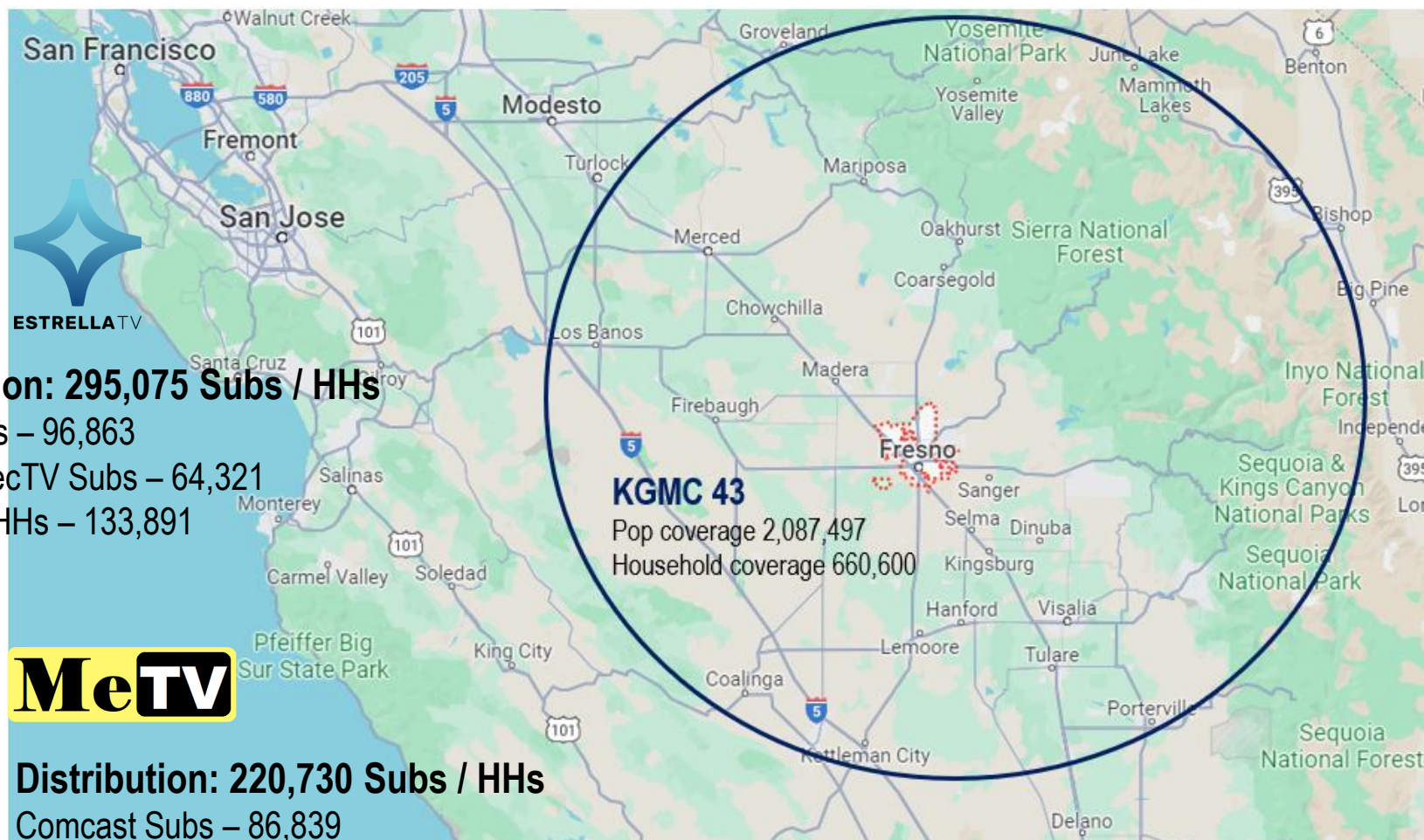
OTA Only HHs – 133,891



Distribution: 220,730 Subs / HHs

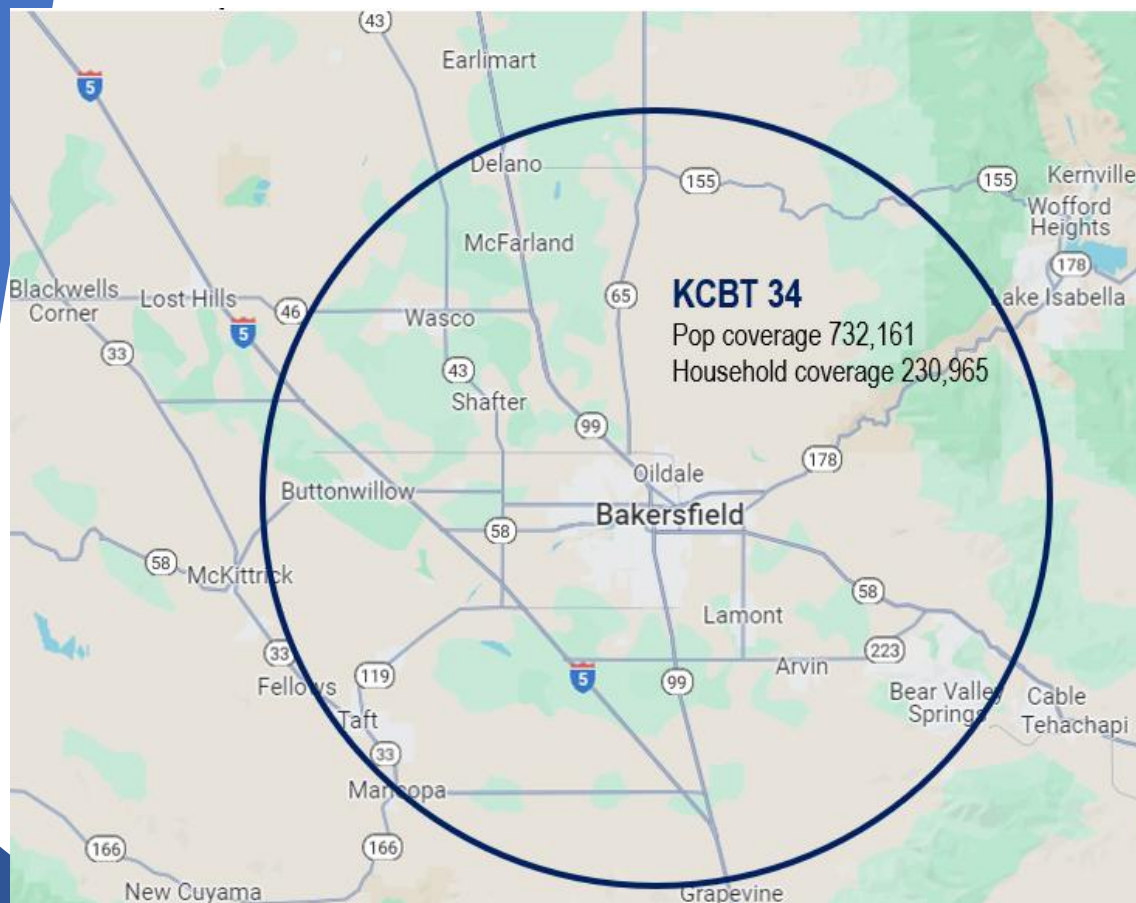
Comcast Subs – 86,839

OTA Only HHs – 133,891



STATIONS

KCBT-LD TV34 BAKERSFIELD, CA



KCBT 34

Pop coverage 732,161

Household coverage 230,965



ESTRELLATV

Distribution: 121,208 Subs / HHs

Charter Subs – 81,285

OTA Only HHs – 39,923



Distribution: 39,923 Subs / HHs

OTA Only HHs – 39,923

BUY: Estrella TV - Fresno & Bakersfield – 416,283 Subscribers & Over-The-Air Households.

BUY: MeTV – Fresno & Bakersfield – 260,653 Subscribers & Over-The-Air Households.

MVPD Subs / OTA HHs - Kagan Q2 2025

STATIONS



KMBY-LD TV27 MONTEREY, CA



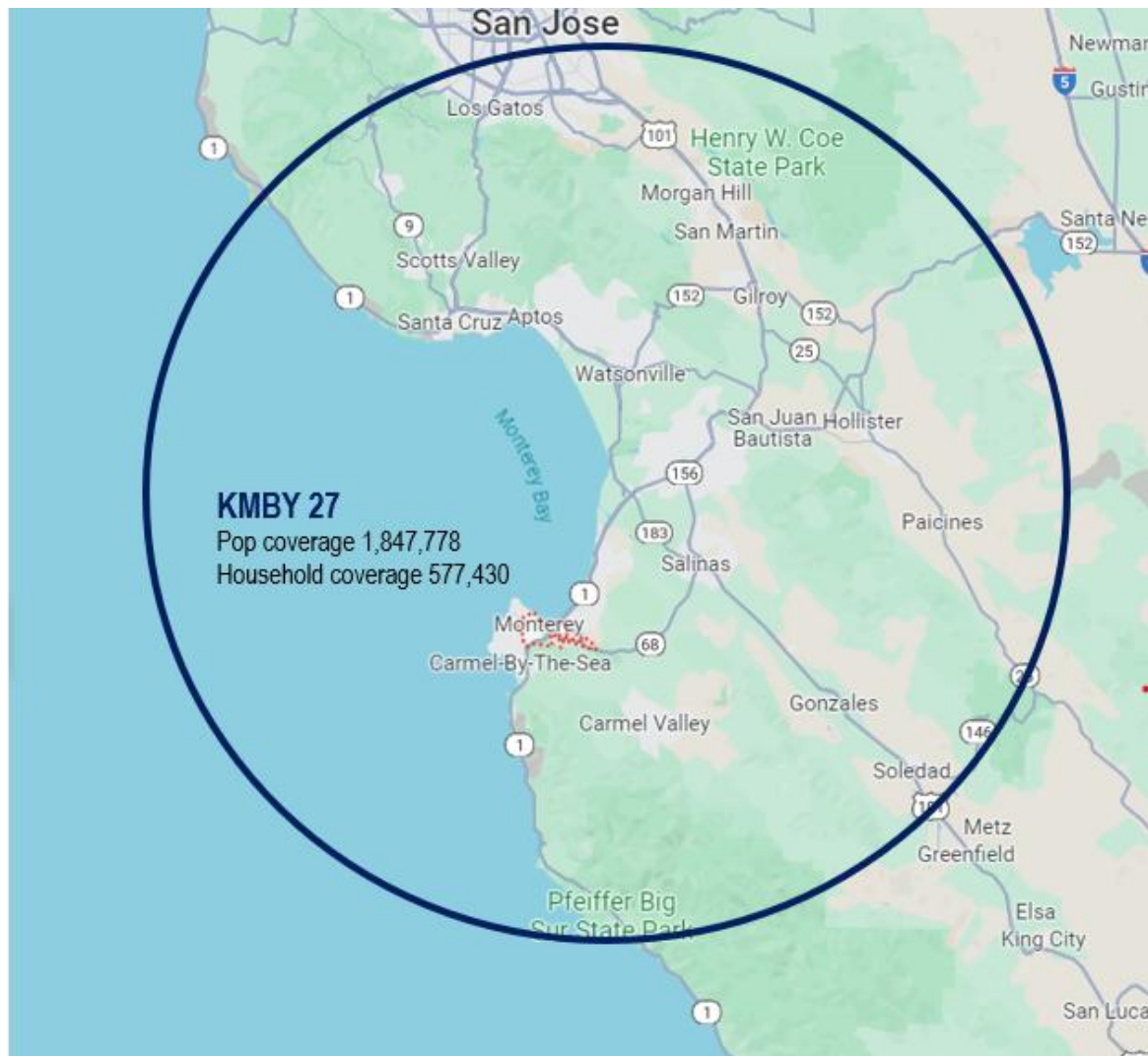
MeTV

Distribution: 75,760 Subs / HHs

Comcast Subs – 39,267

OTA Only HHs – 36,493

MVPD Subs / OTA HHs - Kagan Q2 2025



STATIONS



KKJB-DT TV39 BOISE, IDAHO



Distribution: 168,945 Subs / HHs

CableOne Subs – 12,210

Dish & DirecTV Subs – 40,247

OTA Only HHs – 74,488

OTT Streaming Subs – 42,000 est.

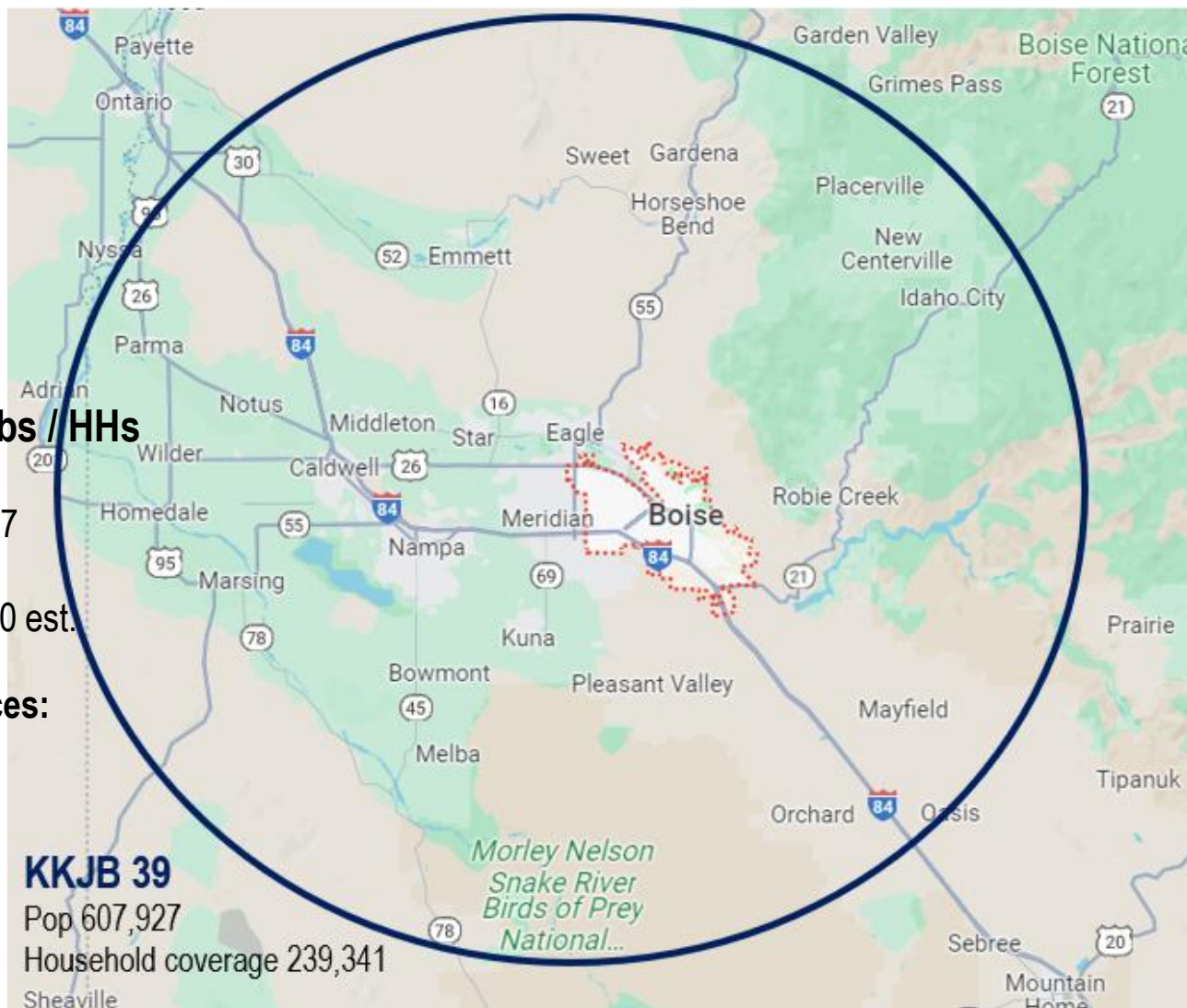
OTT (vMVPD) Streaming Services:



YouTubeTV

hulu

fubo^{TV}



CONTACTS

COCOLASALES.COM



Cocola Broadcasting TV Advertising

Showcase Your Business On Our Channels

- ✓ Multiple Channel Options
- ✓ Multiple Coverage Regions
- ✓ Flexible Rates
- ✓ Excellent Primetime Programming



CONTACT US



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WE APPRECIATE YOUR BUSINESS!

COCOLA BROADCASTING
COMPANIES, LLC



PROGRAMMING EXHIBITS



ESTRELLATV



ESTRELLA
MediaCo

**Authentically Latino,
Inherently American.**



TENGO TALENTO, MUCHO TALENTO KIDS EDITION

REALITY COMPETITION

PREMIERING OCTOBER 15 - NOVEMBER 26TH

NEW EPISODES MONDAY-THURSDAY AT 8PM; BEST OF RECAP ON FRIDAYS AT 8PM



The show that has captured the hearts of Hispanic families across the U.S. is back!

We are thrilled to announce the return of our flagship talent competition, "Tengo Talento, Mucho Talento", now with a heartwarming twist: a brand-new season entirely dedicated to young talent!

Starting October 15 at 8/7c on EstrellaTV, the spotlight will shine on boys and girls ages 6 to 13 as they step onto our stage to show that the future of music is already here.

Each week, viewers will be amazed by powerful voices, natural charisma, and a contagious energy that's sure to inspire the whole family.

Sponsorship Opportunities:

- In-Show Integration & Product Placement
- Lower Thirds
- Billboards
- Tagged Tune-ins



Mexican Professional Football



TELEMUNDO

THIS

JUST IN

*¡Telemundo se posiciona como la
cadena de televisión en español #1
durante el horario estelar durante 9
semanas consecutivas!*



¿Le interesa anunciar su negocio en 39.I KKJB Telemundo Boise? Llámenos al (559)
435-7000 ext. 1 o visite nuestro sitio web: <https://cocolasales.com/>

RETURNING
FAN-FAVORITES
Q3 – Q4

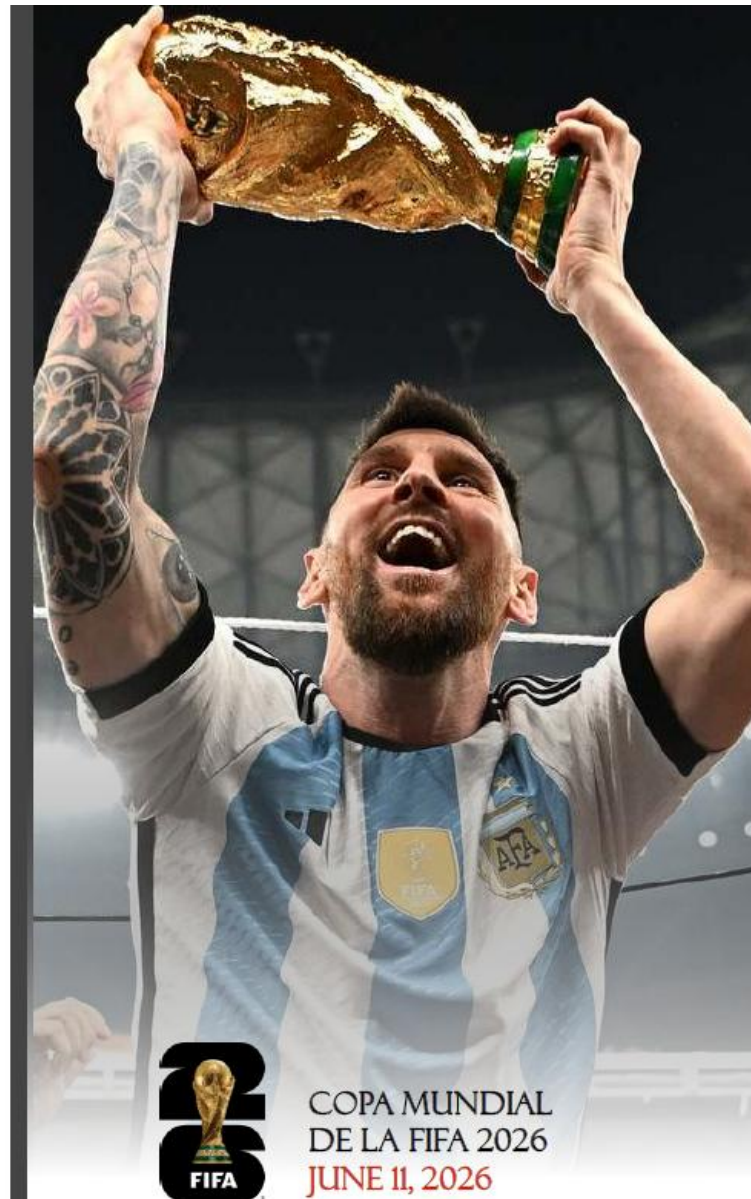
LOS
50
Reality Show

— PREMIOS —
billboard
DE LA MÚSICA LATINA
Music Awards Show

MISS * UNIVERSE
Pageant

Macy's
Thanksgiving
Days
parade
Macy's Parade

BIENVENIDO
2026
New Year's Eve Special



2025 PROJECTED PRIME PROGRAMMING

Internal document for planning purposes only. Do not forward, mass communicate, post, or disclose any information externally until the Telemundo makes a formal announcement. Subject to change.

ET		Q1		Q2		Q3		Q4					
MONDAY - FRIDAY	7-8P	Exatlon Estados Unidos All-Stars (S9) Reality Premiere: Dec 10 2024 LIVE Finale: February 3	La Casa de Los Famosos: All Stars (S5) Reality Premiere: February 4 (7-11P) 2 hour episodes beginning May 19 LIVE Finale: June 2		Miss Universo Latina: El Reality Live Reality Premiere: June 3 Finale: July 21		Top Chef VIP (S4) Reality Premiere: July 22 3 hour episodes beginning Sep 25 Finale: October 6 (7-11P)		La Isla Desafio Extremo (S2) Live Reality Premiere: October 7 Finale: December 1		Exatlon Estados Unidos (S10) Reality Premiere: December 2 Finale: February 16		
	8-9P												
	9-10P												
	10-11P	La Familia Turkish Production Premiere: Oct 22 2024 Finale: February 17		La Jefa Original Drama Premiere: February 18 Finale: July 11				Bahar: Esencia de Mujer Turkish Production Premiere: July 14 Finale: October 27				Lejos de Ti Turkish Production Premiere: October 28 Finale: February 12	
	12-12:30A	Sed de Venganza* Original Drama 9P Premiere: Oct 15 2024 move to 12A: Dec 9 2024 Finale: March 6		El Pelotazo Sports Talk Show March 10 - TFN								Acercate a Rocio	
	12:30-1A			Me Robaste El Corazon Turkish Production Premiere: March 10 Finale: October 29									
	1A-1:30A			Caso Cerrado									
	1:30A-2A	Caso Cerrado											
SATURDAY	7-8P	Dateline True Crime										Liga MX Soccer	
	8-9P												
	9-10P	Cine Telemundo Movies										Liga MX Soccer	
	10-11P												
SUNDAY	7-8P	Exatlon Estados Unidos: All-Stars (S9) Reality Dec 15 2024 - February 2	La Casa de Los Famosos: All Stars (S5) Reality February 9 - June 1		Miss Universo Latina, El Reality Pageant Live Reality June 8 - July 20		Top Chef VIP (S4) Reality July 27 - October 5 3 hour episodes beginning Aug 31		La Isla Desafio Extremo (S2) Live Reality October 12 - November 30		Exatlon Estados Unidos (S10) Reality December 7 - February 15		
	8-9P				Pase a la Fama Music Reality Premiere: June 8 Finale: August 24								
	9-10P												
	10-11P	Pica y Se Extiende Reality Aftershow January 12 - June 1						Pica y Se Extiende Reality Aftershow August 31 - December 28					



TELEMUNDO



**UNIDOS POR
EL ORGULLO**

2025 PROJECTED SPORTS PROGRAMMING

Games in red are placeholders only. All times eastern. Please refer to the Telemundo grids on APT for confirmed schedules.

Date	Day	Property	Match Details	Pregame	Airtime	Postgame
1-Oct	Wed	Copa Mundial Sub-20 de la FIFA 2025	Group Stage: Spain vs. Mexico		3:55PM - 6:00PM	
4-Oct	Sat	Copa Mundial Sub-20 de la FIFA 2025	Group Stage: Mexico vs. Morocco		3:55PM - 6:00PM	
4-Oct	Sat	Copa Mundial Sub-20 de la FIFA 2025	Group Stage: Argentina vs. Italy		6:55PM - 9:00PM	
4-Oct	Sat	Futbol Estelar Liga MX	Tigres vs. Cruz Azul		8:55PM - 11:00PM	
5-Oct	Sun	Copa Mundial Sub-20 de la FIFA 2025	Group Stage: South Africa vs. USA		3:55PM - 6:00PM	
5-Oct	Sun	Premier League	Newcastle vs. Nottingham Forest	8:30AM - 8:55AM	8:55AM - 11:00AM	
5-Oct	Sun	Premier League	Brentford vs. Manchester City		11:00AM - 1:30PM	1:30PM - 2:00PM
11-Oct	Sat	Copa Mundial Sub-20 de la FIFA 2025	Quarterfinal: TBA vs. TBA		3:55PM - 6:00PM	
11-Oct	Sat	Copa Mundial Sub-20 de la FIFA 2025	Quarterfinal: TBA vs. TBA		6:55PM - 9:00PM	
18-Oct	Sat	Futbol Estelar Liga MX	Juarez vs. Pachuca		6:55PM - 9:00PM	
18-Oct	Sat	Futbol Estelar Liga MX	Guadalajara vs. Mazatlan		9:00PM - 11:00PM	
19-Oct	Sun	Premier League	Tottenham Hotspurs vs. Aston Villa	8:30AM - 8:55AM	8:55AM - 11:00AM	
19-Oct	Sun	Premier League	Liverpool vs. Manchester United		11:00AM - 1:30PM	1:30PM - 2:00PM
19-Oct	Sun	Copa Mundial Sub-20 de la FIFA 2025	Final: TBA vs. TBA		6:55PM - 9:00PM	
25-Oct	Sat	Futbol Estelar Liga MX	Tigres vs. Tijuana		6:55PM - 9:00PM	
25-Oct	Sat	Futbol Estelar Liga MX	Guadalajara vs. Atlas		11:00PM - 1:00AM	
26-Oct	Sun	Premier League	Aston Villa vs. Man City	9:30AM - 9:55AM	9:55AM - 12:00PM	
26-Oct	Sun	Premier League	Everton vs. Tottenham Hotspurs		12:00PM - 2:30PM	2:30PM - 3:00PM
1-Nov	Sat	NBA en Telemundo	Dallas Mavericks vs. Detroit Pistons		10:00PM - 12:30AM	
2-Nov	Sun	Premier League	West Ham vs. Newcastle	8:30AM - 8:55AM	8:55AM - 11:00AM	
2-Nov	Sun	Premier League	Man City vs. Bournemouth		11:00AM - 1:30PM	1:30PM - 2:00PM
4-Nov	Tue	Copa Mundial Sub-17 de la FIFA 2025	Group Stage: Mexico vs. Korea		7:55AM - 10:00AM	
7-Nov	Fri	Copa Mundial Sub-17 de la FIFA 2025	Group Stage: Mexico vs. Ivory Coast	9:30AM - 9:40AM	9:40AM - 11:45AM	
8-Nov	Sat	Copa Mundial Sub-17 de la FIFA 2025	Group Stage: Uganda vs. Chile		7:25AM - 9:30AM	
8-Nov	Sat	Futbol Estelar Liga MX	Guadalajara vs. Monterrey		6:00PM - 8:00PM	
8-Nov	Sat	Copa Mundial Sub-17 de la FIFA 2025	Group Stage: USA vs. Tajikistan	9:30AM - 9:40AM	9:40AM - 11:45AM	
9-Nov	Sun	Premier League	Man City vs. Liverpool		11:25AM - 1:30PM	1:30PM - 2:00PM
9-Nov	Sun	Copa Mundial Sub-17 de la FIFA 2025	Group Stage: Fiji vs. Argentina		7:25AM - 9:30AM	
9-Nov	Sun	Copa Mundial Sub-17 de la FIFA 2025	Group Stage: Croatia vs. Costa Rica	9:30AM - 9:40AM	9:40AM - 11:45AM	
10-Nov	Mon	Copa Mundial Sub-17 de la FIFA 2025	Group Stage: Switzerland vs. Mexico		7:25AM - 9:30AM	
14-Nov	Fri	Copa Mundial Sub-17 de la FIFA 2025	Round of 32: TBA vs. TBA	4:30AM - 4:50AM	4:50AM - 7:00AM	
15-Nov	Sat	Futbol USA (Men's)	USA vs. Paraguay		4:30PM - 7:00PM	
15-Nov	Sat	Copa Mundial Sub-17 de la FIFA 2025	Round of 32: TBA vs. TBA	4:30AM - 4:50AM	4:50AM - 7:00AM	
15-Nov	Sat	Copa Mundial Sub-17 de la FIFA 2025	Round of 32: TBA vs. TBA	4:30AM - 4:50AM	4:50AM - 7:00AM	
23-Nov	Sun	Premier League	Leeds United vs. Aston Villa	8:00AM - 8:30AM	8:30AM - 11:00AM	11:00AM - 11:30AM
24-Nov	Mon	Copa Mundial Sub-17 de la FIFA 2025	Semifinal: TBA vs. TBA	7:30AM - 7:50AM	7:50AM - 10:00AM	10:00AM - 10:30AM
27-Nov	Thu	NFL en Telemundo	Thanksgiving Game: Cincinnati Bengals vs. Baltimore Ravens	8:00PM - 8:20PM	8:20 PM - 11:30PM	
30-Nov	Sun	Premier League	Crystal Palace vs. Man United	6:30AM - 6:55AM	6:55AM - 8:55AM	
30-Nov	Sun	Premier League	Aston Villa vs. Wolves		8:55AM - 11:00AM	
30-Nov	Sun	Premier League	Chelsea vs. Arsenal		11:00AM - 1:30PM	1:30PM - 2:00PM
7-Dec	Sun	Premier League	TBA vs. TBA	10:30AM - 11:00AM	11:00AM - 1:30PM	1:30PM - 2:00PM
14-Dec	Sun	Premier League	TBA vs. TBA	8:30AM - 8:55AM	8:55AM - 11:00AM	
14-Dec	Sun	Premier League	TBA vs. TBA		11:00AM - 1:30PM	1:30PM - 2:00PM
21-Dec	Sun	Premier League	TBA vs. TBA	8:30AM - 8:55AM	8:55AM - 11:00AM	
21-Dec	Sun	Premier League	TBA vs. TBA		11:00AM - 1:30PM	1:30PM - 2:00PM
28-Dec	Sun	Premier League	TBA vs. TBA	8:30AM - 8:55AM	8:55AM - 11:00AM	
28-Dec	Sun	Premier League	TBA vs. TBA		11:00AM - 1:30PM	1:30PM - 2:00PM





**America's #1
Classic TV Network**

MeTV

Family Friendly

60+
of the
Greatest
brand name
TV Shows
each week

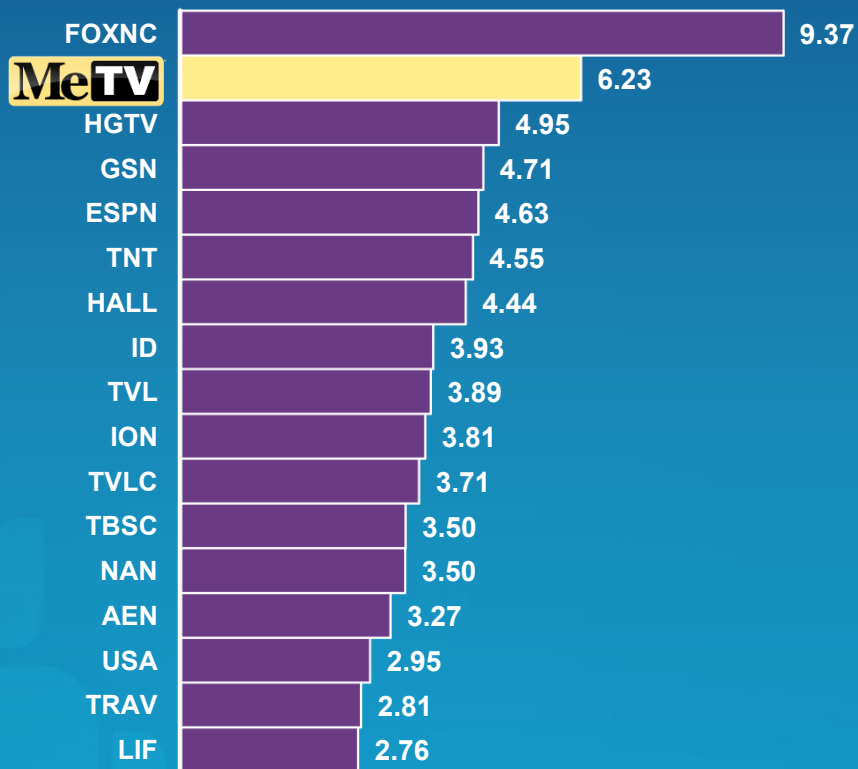


Viewers Spend Time With

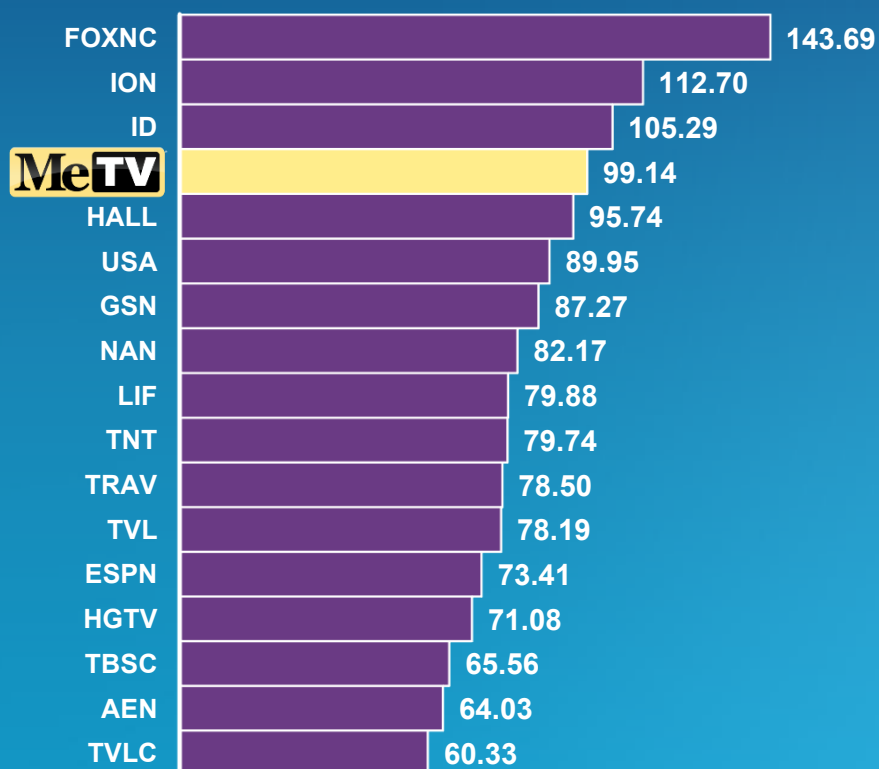


MAY 2025

TIME SPENT VIEWING
Average Days/Month



TIME SPENT VIEWING
Average Minutes/Day



Source: Nielsen NTI May'25; P2+ who watched at least 6 minutes of the network.



RESEARCH



The opportunity brands can't ignore...and these numbers back it up:

Hispanic Market Guide

Latinos represent **20%**
of the population.

U.S. Census Bureau

Latinos command
\$3.2 trillion in GDP.

Nielsen



Represent **70%** of net new home purchases from 2020 to 2024. *Urban Institute*

Accounted for **14%** of new mortgages in 2023, up from **12.6%** in 2022. *Redfin 2024*

82% have made changes to their home in the past year versus **76%** of non-Hispanics.

- 25% were DIY major renovations they did themselves.
- 20% were major renovations with professionals.
- 45% were smaller DIY updates.
- 50% were minor updates.

Mintel In-Home Lifestyles – US – 2024



Account for **18%** of US new vehicle purchases and **13%** of the U.S. luxury vehicle market. *SAP Global*

66% are interested in purchasing a vehicle in the next two years—the number increases to **76%** for Latinos aged 18-34. *Mintel April 2024*

69% are considering electric or hybrid models for their next vehicle purchase. *Mintel April 2024*

Represent **16%** of all auto insurance spending with a **109%** increase from 2012 to 2022 versus only **69%** for all households. *Consumer Expenditure Surveys, U.S. Bureau of Labor Statistics 2012, 2022*

37% of Hispanic consumers who own a vehicle or are planning to buy one in the next three years believe automotive brands don't understand their ethnic/racial background.

Mintel April 2024

Hispanic Market Guide



77% used a sit-down restaurant in the past 30 days and 35% used a sit-down restaurant 4 or more times in the past 30 days. *Scarborough USA+ 2023 Release 2 Total (Jun 2022 - Oct 2023), Total Adults 18+*

Spend 16% more at quick-serve restaurants per trip and make 27 more trips than non-Hispanic whites. *Numerator, Shopper Metrics, Total Commerce Panel. Parent Channel: Limited-Service Restaurants. People Group: Hispanic, Black, Non-Hispanic White Shoppers. CY 2023.*

Spend an average of 21% more than non-Hispanics at fast food restaurants in an average month. *2023 MRI-Simmons Fall Doublebase USA*



Latino healthcare spending has increased by 162% from 2012 to 2022, more than double the increase in total healthcare spending. *Consumer Expenditure Surveys, U.S. Bureau of Labor Statistics 2012, 2022*



Spend an average of 16% more than non-Hispanics for health & beauty aid products for men and 4% more for products for women in an average year. *2023 MRI-Simmons Fall Doublebase USA*



Represent 15% of all food spending with an 84% increase from 2012 to 2022 versus only 53% for all households. *Consumer Expenditure Surveys, U.S. Bureau of Labor Statistics 2012, 2022*

Spend an average of 6% more than non-Hispanics at food stores in an average week. *2023 MRI-Simmons Fall Doublebase USA*



62% drank a regular soft drink in the past 7 days, (excludes diet soft drinks). *Scarborough USA+ 2023 Release 2 Total (Jun 2022 - Oct 2023), Total Adults 18+*

Latinos have the highest beer consumption of any race or ethnic group. 77% of Latinos have consumed beer in the past three months vs 65% of non-Hispanic whites. *Collage Group Category Essentials Spring 2024*

Latino men are 86% more likely than the average adult to have drunk imported beer in the past 30 days. *Scarborough USA+ 2023 Release 2 Total (Jun 2022 - Oct 2023), Total Adults 18+*

Hispanic Market Guide



Latino households spend an average of 16% more on apparel than the average household. *Consumer Expenditure Surveys, U.S. Bureau of Labor Statistics 2022*

Represent 13% of spending on sports/recreation equipment and 12% of sports clothing purchases. *2023 MRI-Simmons Fall Doublebase USA*



50% indicated they purchased a luxury product/service in the last two years versus 42% of non-Hispanics. *Mintel Luxury Consumer – US – 2024*

Accessories (purses, scarves), prestige beauty/personal care, watches and jewelry were top Latino categories. *Mintel Luxury Consumer – US – 2024*



Account for 23% of all movie ticket sales. *(Statista 2023)*

22% more likely than the average adult to have bought movie tickets on the Internet in the past 6 months. *Scarborough USA+ 2023 Release 2 Total (Jun 2022 - Oct 2023), Total Adults 18+*

16% attended a paid ticket music concert in the past 30 days. *(Scarborough USA+ 2023 Release 2 Total (Jun 2022 - Oct 2023), Total Adults 18+)*

31% attended a professional sporting event in the past 30 days. *Scarborough USA+ 2023 Release 2 Total (Jun 2022 - Oct 2023), Total Adults 18+*



Spend an average of 18% more than non-Hispanics on smartphones and 8% more on video games. *2023 MRI-Simmons Fall Doublebase USA*



The State of the **HISPANIC AMERICAN CONSUMER** 2025

An MRI-Simmons Report

The State of the Hispanic American Consumer in 2025

Hispanics in the United States bring rich heritage and cultural traditions to the American identity, and with the steady growth of this population segment in recent years, so grows their keystone role in this country. Yet within this group, a rich variety of trends emerge, and observers must be careful not to paint Hispanics with too broad a brush. To effectively understand and activate this key cohort, researchers must look closely at the many strands of this tapestry.

It's key to note that younger generations of Hispanics will likely have the greatest influence. In fact, while 10% of Americans aged 50 and older are Hispanic today, one-quarter of Americans aged 18 to 34 are Hispanic or of Latin origin (up from 20% in 2015).

To help today's marketers stay ahead of this growing demographic, this report identifies standout trends among Hispanic American consumers. Drawing on insights from MRI-Simmons USA, our flagship consumer study that samples a nationally representative group of Hispanics in America, and our supplemental Focus Studies that are fused with that comprehensive sample, this report highlights important trends in demographics, economics, language, attitudes, and media behaviors of this increasingly influential consumer set.

In this report, we will:

- Track the growth of the Hispanic population among key age groups
- Explore diverse attitudinal & behavioral segments within the Hispanic population
- Size the market in terms of share of discretionary spend controlled by Hispanics
- Trend the consumer outlook of Hispanics relative to all adults in the United States
- Measure Hispanic usage of and attitudes toward health and mental health
- Assess Hispanic's openness to electric and hybrid vehicles
- Assess Hispanic's attitudes toward artificial intelligence (*new!*)
- Identify language preferences by generation
- Examine attitudes towards advertising in Spanish
- Reveal how Hispanic access TV content

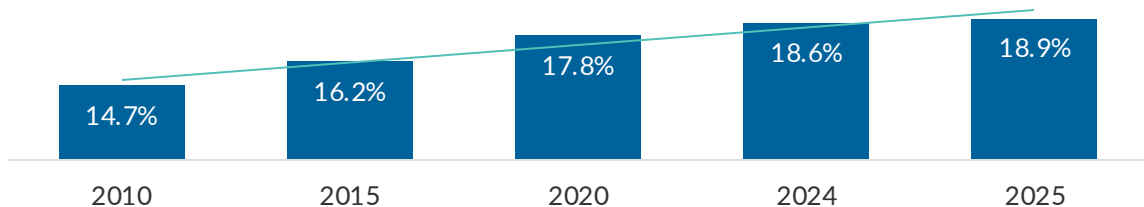
For more information about Hispanic consumers, contact your MRI-Simmons account manager or visit www.mrisimmons.com

Hispanic population is growing, driven mainly by youth

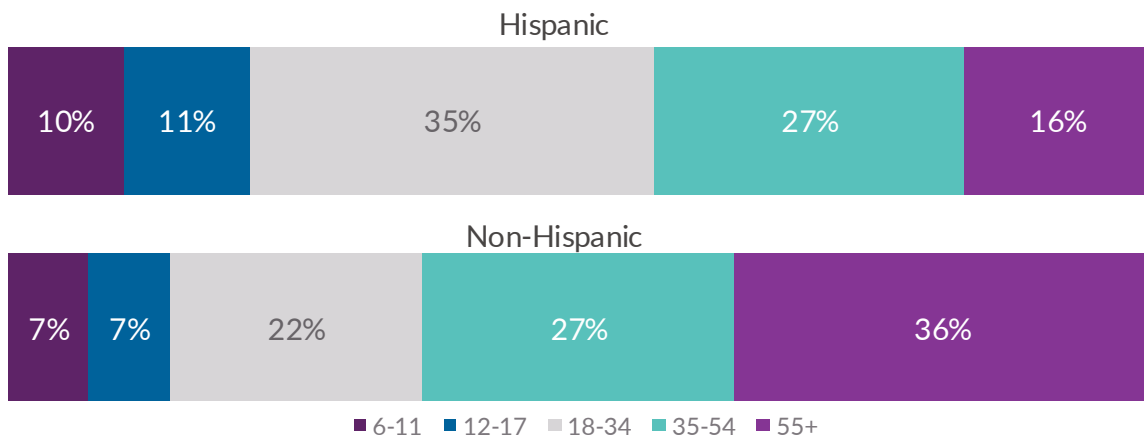


Hispanics are the largest ethnic minority group in the United States. After growing throughout the 2010s, the Hispanic population had remained relatively stable over the last 5 years, at around 18%, but ticked upward slightly to 18.9% in 2025. They are younger compared to non-Hispanics, with over one-third falling in the 18-34 age bracket (compared to 22% of non-Hispanics) and a much smaller proportion of older individuals (16% of Hispanics are age 55+, compared to 36% of non-Hispanics). A growing population of younger Americans suggests this segment's continued influence on the population in the years to come.

Percent of Americans age 6+ who are Hispanic



Population by Age Group, 2025

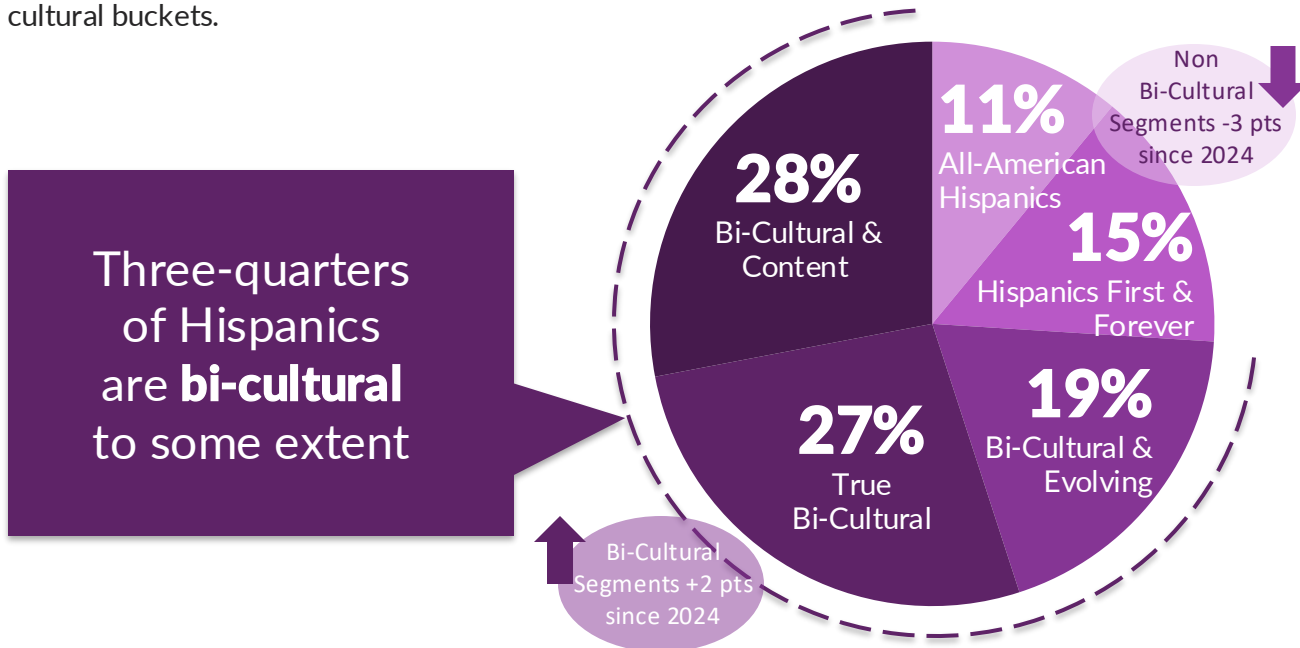


Source: MRI-Simmons USA, Kids, Teens; Spring 2010-2025.

Many Hispanics embrace both sides of their culture

MRI-Simmons' many audience segmentations illustrate the broad spectrum of attitudes and preferences within the Hispanic cohort – including how deeply they identify with both of their cultural labels. These cultural lifestyle measurements include their level of participation in holidays, willingness to share cultural heritage and activities with their children and others, and much more.

According to our **Hispanic Cultural segments**, which look at indicators of participation in both Hispanic and non-Hispanic cultures, three-quarters of Hispanics are within the three bi-cultural buckets.



Bi-Cultural & Content: Spanish language and heritage are crucial to this group, but they also say that being part of American culture is important. They are comfortable with who they are and are proud to be part of both cultures.

True Bi-Cultural: Hispanics in this group truly have their feet in both worlds. They are proud of their Hispanic roots (Spanish language is important on products and media) but consider themselves American as well. Speaking both English and Spanish is a priority. They keep up with American news, and equally up on Hispanic news/sports.

Bi-Cultural & Evolving: This group considers themselves more American but are proud of their heritage. Although they speak more English at home, they realize their Hispanic heritage is an advantage and want to reconnect with their roots.

Hispanic First & Forever: Hispanics in this segment rely heavily on Spanish language in media/advertising, and in the home. They are proud of their heritage and want to show it. Continuing traditions and keeping up with news/music/culture from Hispanic countries is key.

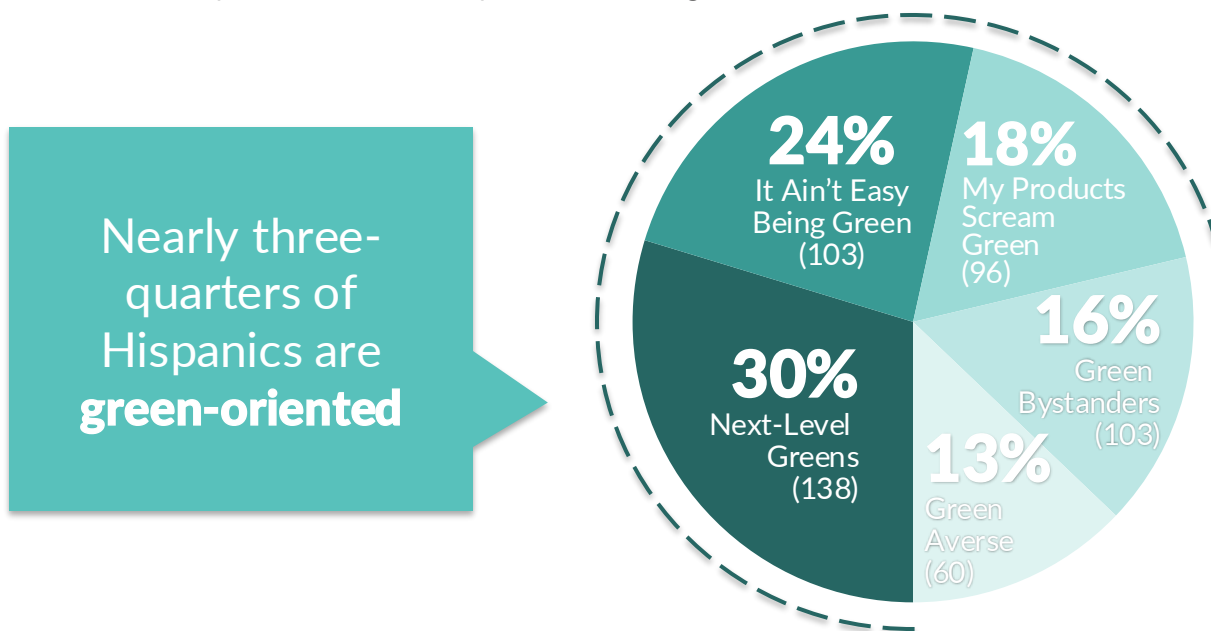
All-American Hispanics: Adults in this group are less likely to relate to their Hispanic heritage and have embraced and become a part of American culture.

Source: MRI-Simmons USA; Spring 2025; Base: All Hispanic Adults 18+

Most Hispanics fall into the top eco-conscious segments

Another revealing insight emerges from our **Green Segments**. These segments are designed to help marketers understand consumers' attitudes regarding sustainability, the green movement, and environmental protection as Americans make a considerable shift in environmental behaviors and attitudes.

Nearly one-third of Hispanics fall into the most eco-conscious category, **Next-Level Greens**, and they are 38% more likely than the average American to land there.



Next-Level Greens: Being green is part of their identity; they will go out of their way to find green products from green companies, even if they are more expensive. Their commitment to the environment is reflected in their vehicle choices, use of mass transit, the causes they support, and their household products.

My Products Scream Green: Being green is a growing priority; they are interested in learning more about being environmentally progressive. This group is starting with the little things – cleaning products, recycled products – and are involved with environmental groups and causes.

Green Bystanders: This segment is green-neutral. They recognize that climate change and environmental issues are important but are on the fence about their personal commitment to being green right now.

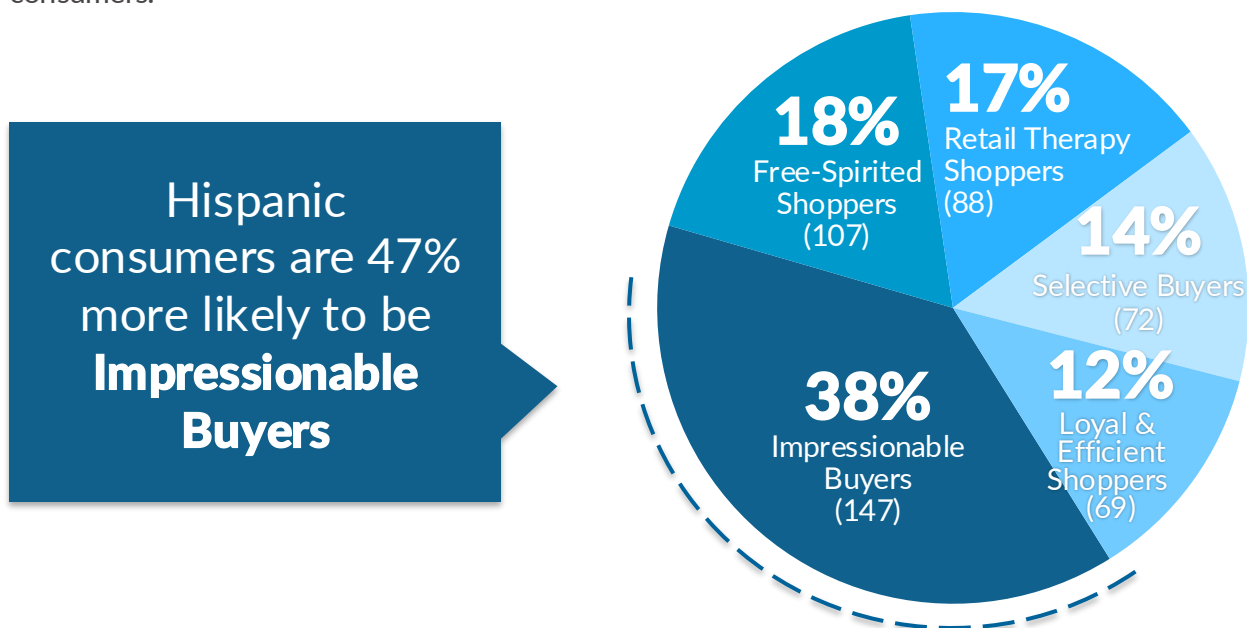
It Ain't Easy Being Green: Being green is a challenge for the adults in this group. They do understand the importance and relevance of environmental issues but feel helpless to effect change themselves.

Green Averse: The Green-Averse segment has no interest in issues pertaining to the environment. They think people who are worried about the environment are overreacting and believe climate change has become too political of a topic.

Hispanics shop with emotion, not passivity

Hispanic shopping attitudes demonstrate how shopping is more likely to be a passionate activity rather than a chore.

The two largest and highest indexing segments are **Impressionable Buyers**, whose purchase habits are driven by celebrities, social media influencers, and the hottest new trends, and **Free-Spirited Shoppers**, who are likely to make impulse purchases and defines themselves as spenders rather than savers. The Shopping and Buying segments for which shopping is less of an emotional exercise are significantly under-represented among Hispanic American consumers.



Free-Spirited Shoppers: This group is likely to make impulse purchases and defines themselves as spenders rather than savers. If they really want something, be it the newest technology or the most environmentally friendly, they will buy it with credit rather than wait.

Retail Therapy Shoppers: To them, shopping is relaxing, and buying is not always the end goal. They frequent many stores and enjoy browsing stores looking at the various available options.

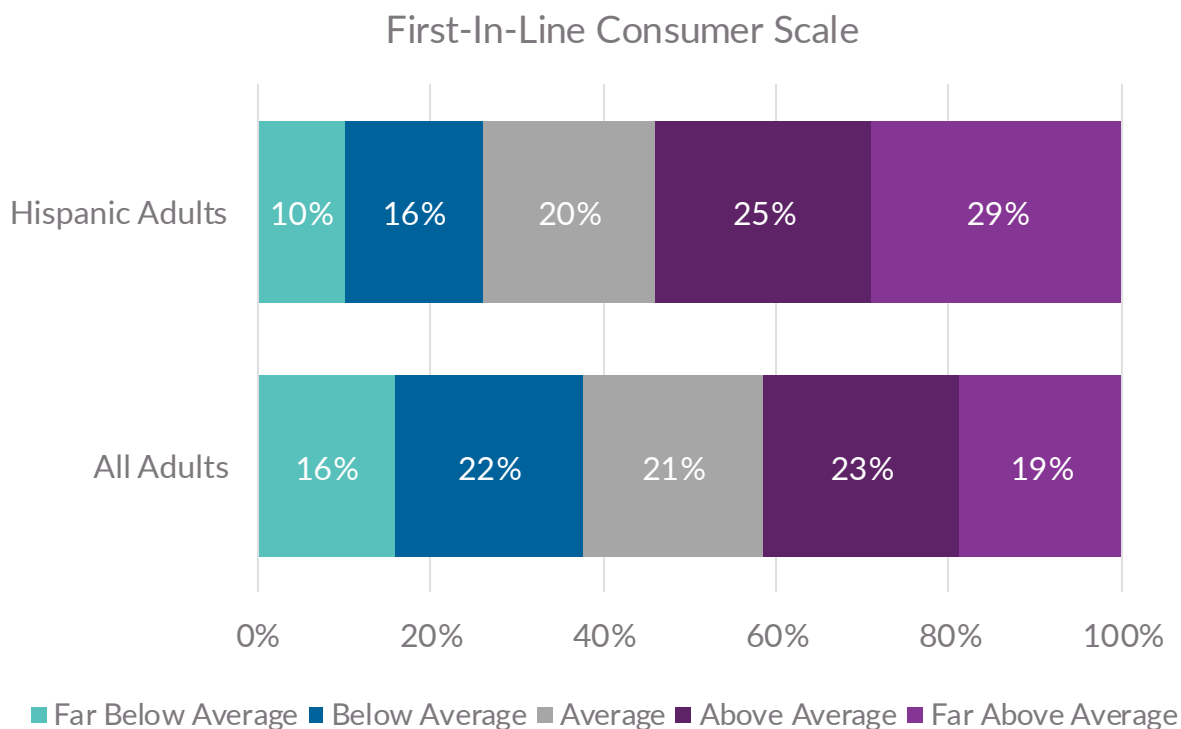
Impressionable Buyers: Celebrities, social media influencers, and the hottest new trends drive the purchase habits of this group. Variety in brands is their spice of life, and sponsorships and endorsements help sway their buying.

Selective Buyers: This conscientious group does their research before buying – looking for discount codes and comparing prices online. But price is not their only driver – they also prefer natural products for the sake of the environment and their family's health.

Loyal & Efficient Shoppers: They see shopping as a necessity, not a pleasure. They stick to their favorite stores, with their favorite brands and predictable prices, and will only use coupons for brands that they usually buy.

Hispanic Consumers are trendsetters across categories

Slightly over half of Hispanic consumers are above average for having a propensity to being first to try new products, clothing styles, food trends, technology, and other categories. But they are not just trendsetters – they are also much more likely to be super influencers across a wide range of categories, including healthy lifestyles, grocery shopping, physical fitness, movies, mobile/ cell phones, and more.



18%

"my family/friends
trust my advice on
healthy lifestyle"
(Index 134)

17%

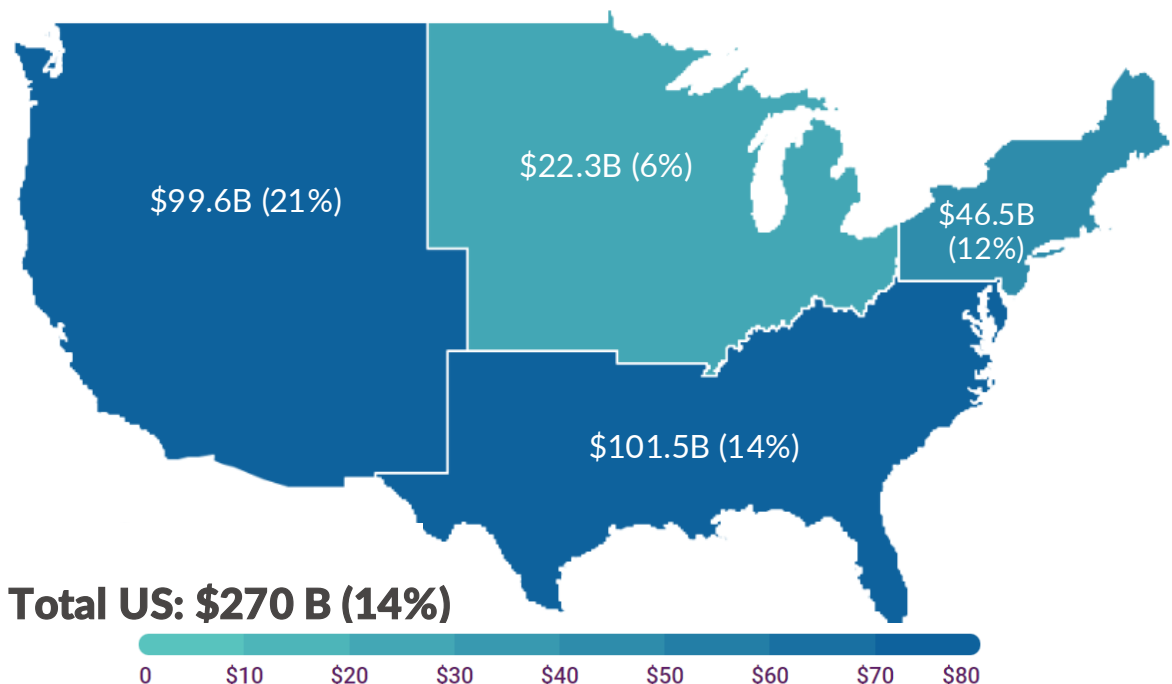
"my family/friends
trust my advice on
grocery shopping"
(Index 129)

Discretionary spend among Hispanics outpaces non-Hispanics



Hispanic households account for 14% of all discretionary spending in the United States, up slightly from 2024. Overall annual expenditures on non-essentials is up for all Americans this year, up 14% since 2024, compared to the Hispanic household spend of \$270 billion which is up 20% from \$224 billion in 2024. Regionally, Hispanic households in the South and West control a much larger share of the region's total expenditures on non-essentials than in the Northeast and Midwest. For example, roughly one of every 5 dollars spent on non-essentials in the West (or 21%) are controlled by Hispanic households, compared to just 40 cents for every 20 discretionary expenditure dollars in the Midwest.

Total Discretionary Spend Controlled by Hispanic Households, 2025



Source: MRI-Simmons USA, Spring 2025; SPENDEX data; HH weight

Hispanic discretionary spending varies by market



Understanding the degree to which Hispanic households control total discretionary spend regionally helps dial in strategies to price products, place media, and offer promotions. In the Miami market, for instance, Hispanic households account for well over half (59%) of the area's \$33.3 billion dollars in annual discretionary spending, compared with just 11% of the Washington, D.C. market's \$47.4 billion.

% of Total Discretionary in Select Markets, 2025

Market	Total Discretionary Spend Estimate (in billions)	Hispanic Discretionary Spend Estimate (in billions)	Hispanic HH % of Discretionary Spend Estimate
Miami	\$33.3	\$19.7	59%
Los Angeles	\$104.8	\$38.8	37%
San Antonio	\$13.9	\$4.6	33%
Houston	\$34.7	\$9.9	29%
New York	\$154.6	\$31.4	20%
Dallas	\$47.6	\$9.1	19%
Chicago	\$51.5	\$8.0	16%
San Francisco	\$52.3	\$8.0	15%
Washington D.C.	\$47.4	\$5.2	11%

Source: MRI-Simmons USA, Spring 2025; SPENDEX data; HH weight

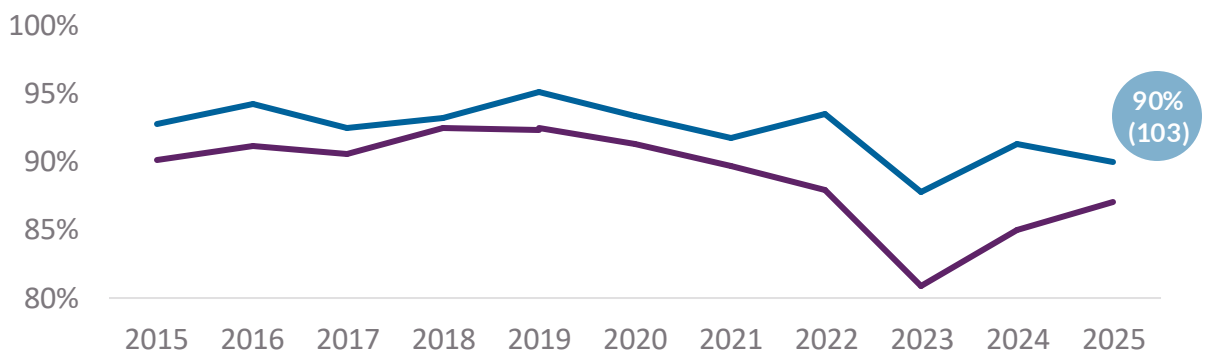
Hispanic consumers' economic outlook is more optimistic



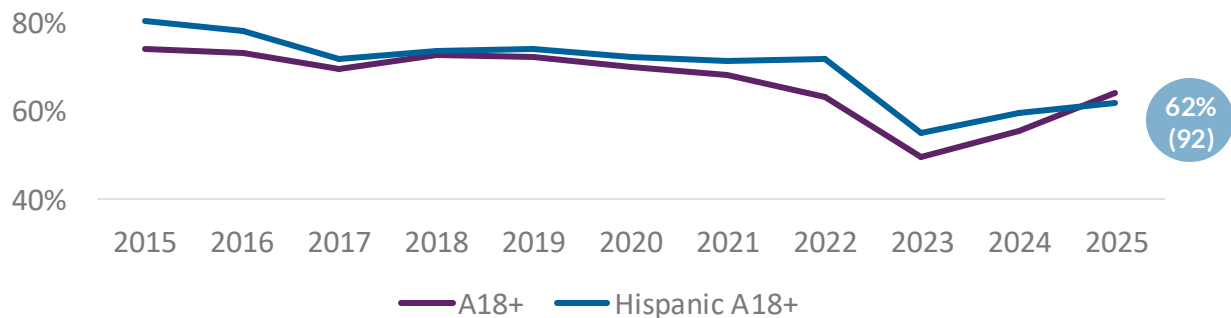
Hispanic consumers' opinions on their own economic future remain well above total US adults. While the trend for both groups trended down post-pandemic, the newest data shows a hint of optimism across the board, and 9 in 10 Hispanics still have a positive or neutral outlook for their personal financial situation.

As for the US economy overall, in 2025, Hispanics have dipped slightly below total US adults in which 3 in 5 of Hispanics have a positive or neutral outlook. As with the personal economic outlook, the trend is up for the optimistic consumer outlook of the US economy.

Personal Economic Outlook by Ethnicity (next 12 months)



Consumer Economic Outlook by Ethnicity (next 12 months)



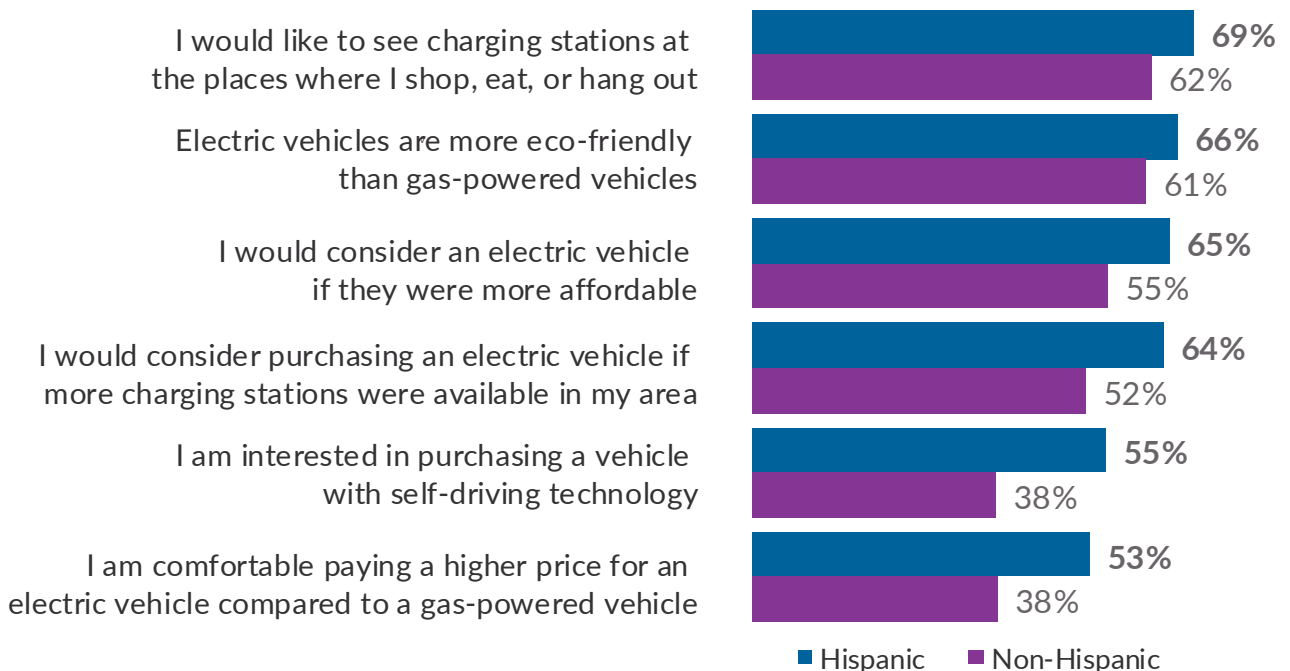
Source: MRI-Simmons USA, Spring 2015-2025; Top 2 box (Better or About the same)

Hispanics are interested in hybrid and electric vehicles



Currently, 2.8 million Hispanics live in a household that currently owns an electric or hybrid vehicle. But 1 in 2 Hispanic adults say they are likely to purchase an electric vehicle, with nearly 1 in 5 saying they are very likely. Of Hispanics who may be willing to purchase an electric vehicle, 34% cite reduced fuel costs as the reason, with 31% saying longer battery life drives their decision. 31% responded that reduced environmental impact would help convince them, and 20% cite popularity/ prestige as their reason.

Attitudes About Electric Vehicles

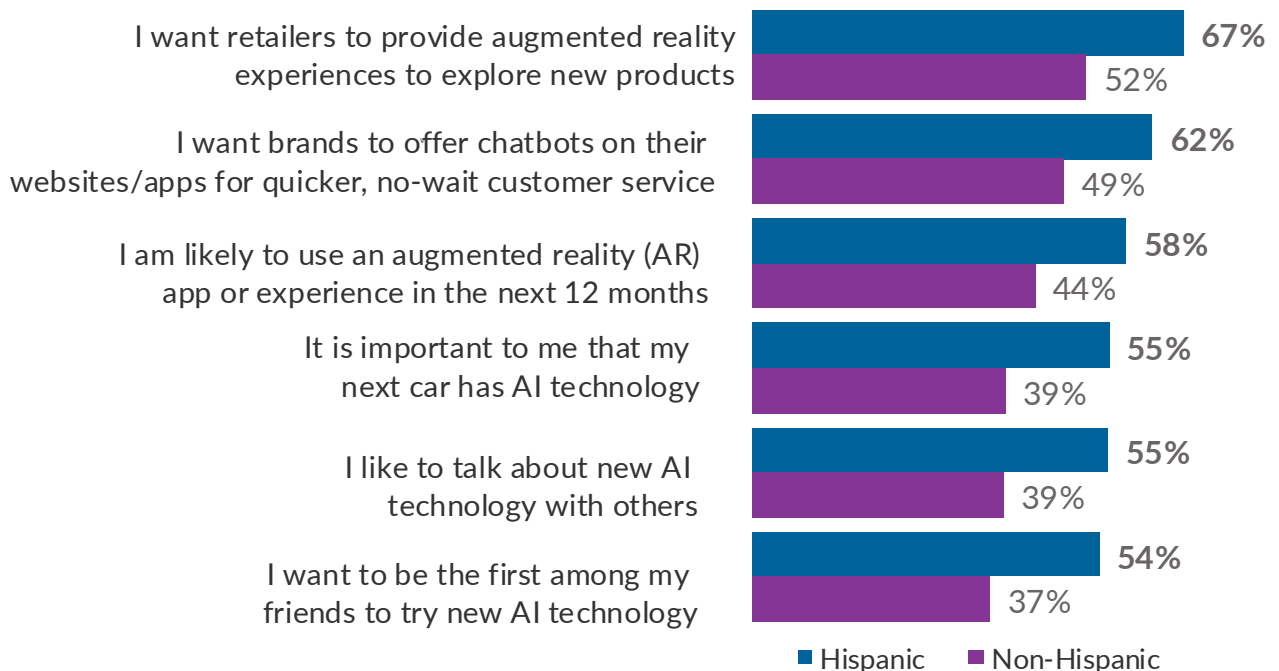


Hispanics are engaged with new technologies



Nearly 6 in 10 Hispanics have used intelligent personal assistants in the last month, 13% more than the total US population. A little over 2 in 5 own Virtual Reality (VR) equipment, 44% more likely than the general population. While Hispanics are more likely to use AI just for fun, photo editing, education and training, and travel planning, they engage with VR for entertainment such as watching movies and TV shows and are more likely to use Augmented Reality (AR) when shopping to help make purchasing decisions when online shopping.

Attitudes About Artificial Intelligence

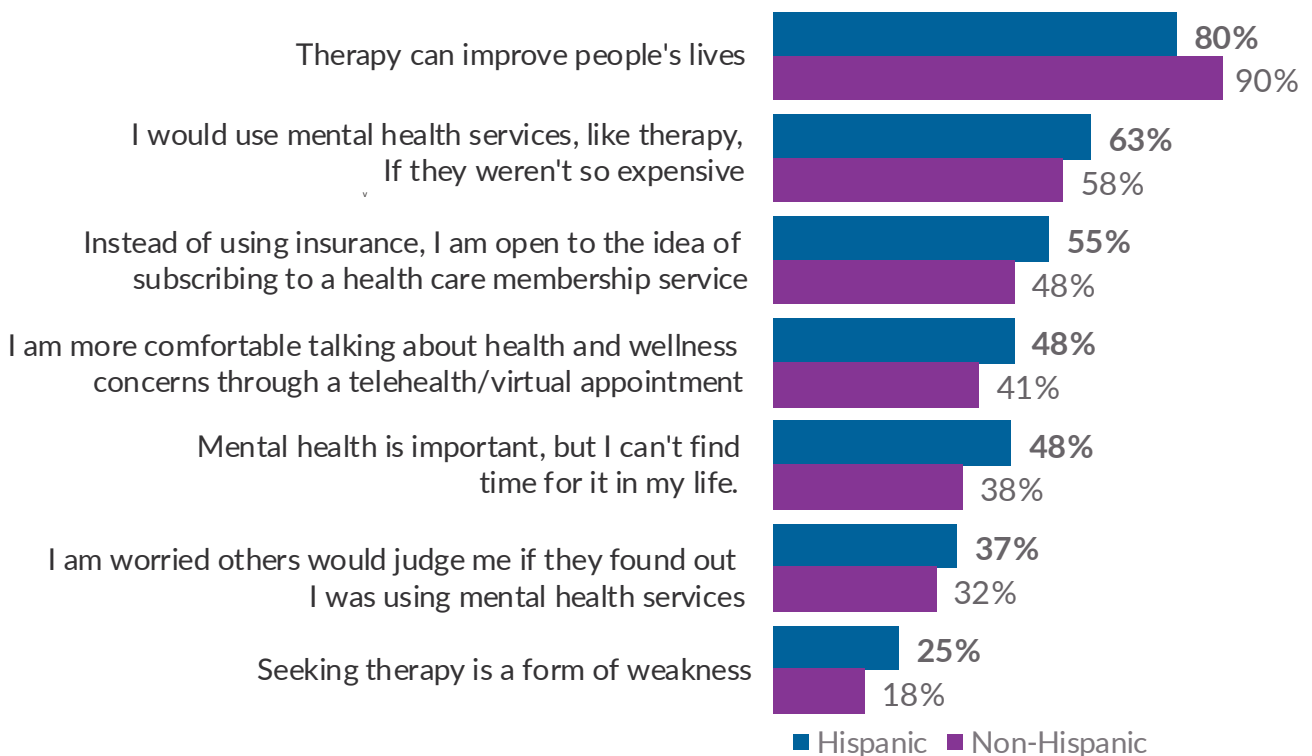


Hispanic adults are less likely to seek mental health treatment



80% of Hispanic adults agree that therapy can improve people's lives, but they are more likely than their non-Hispanic counterparts to believe that therapy is a form of weakness and are worried others would judge them if they found out they were using mental health services. In addition to cultural stigma surrounding mental health issues, they are also deterred by the cost. 63% agree that they would use mental health services, like therapy, if they weren't so expensive.

Mental Health Wellness Attitudes



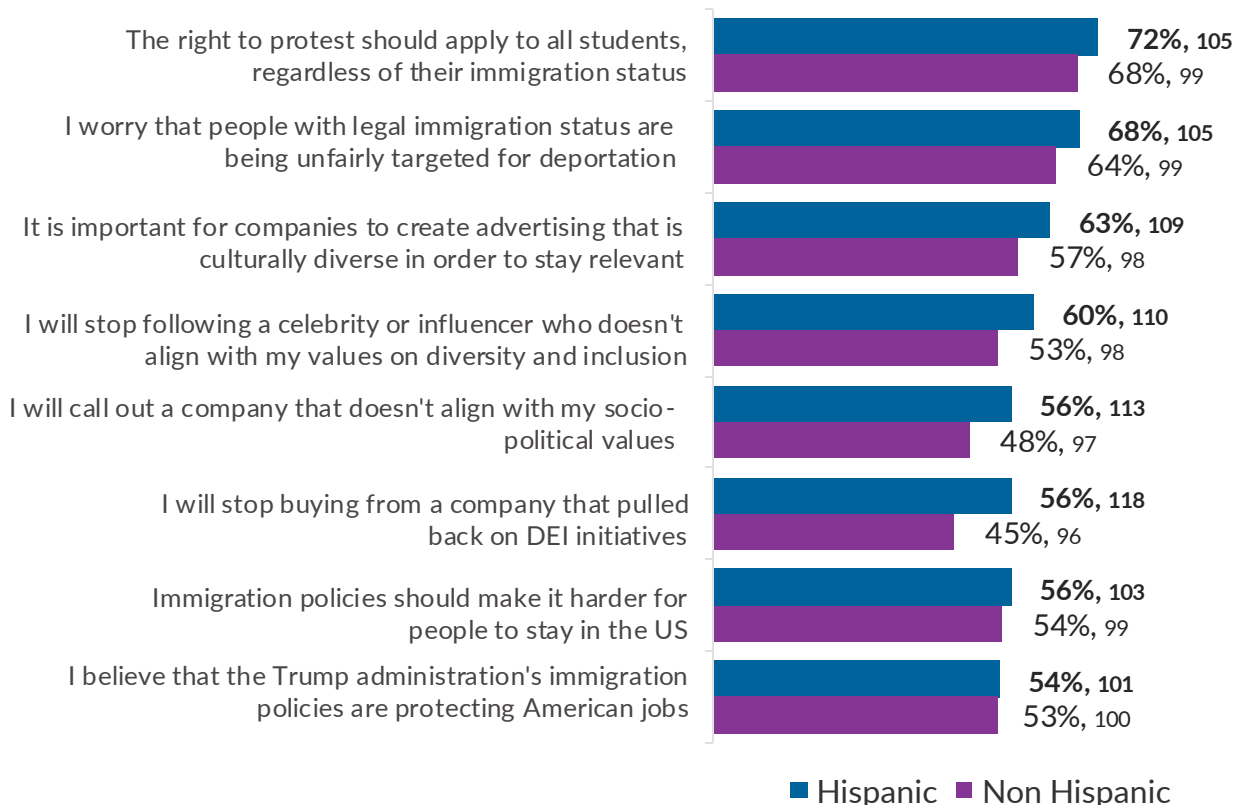
Source: 2024 Health & Wellness Study (SP24 USA) (any agree)

Hispanic adults support a variety of social and political issues



Hispanic Americans are vocal on supporting political issues surrounding immigration, diversity, and cultural inclusion, reflecting the importance of their cultural/ ethnic heritage to who they are. They align with the general US population on immigration attitudes, holding strong, empathetic views on immigration and supporting immigrant rights and opportunities. They find it important to have representation in advertising and media, prefer companies with diversity, equity, and inclusion initiatives, and are more likely to follow celebrities and companies that align with their socio-political values.

Political and Social Attitudes



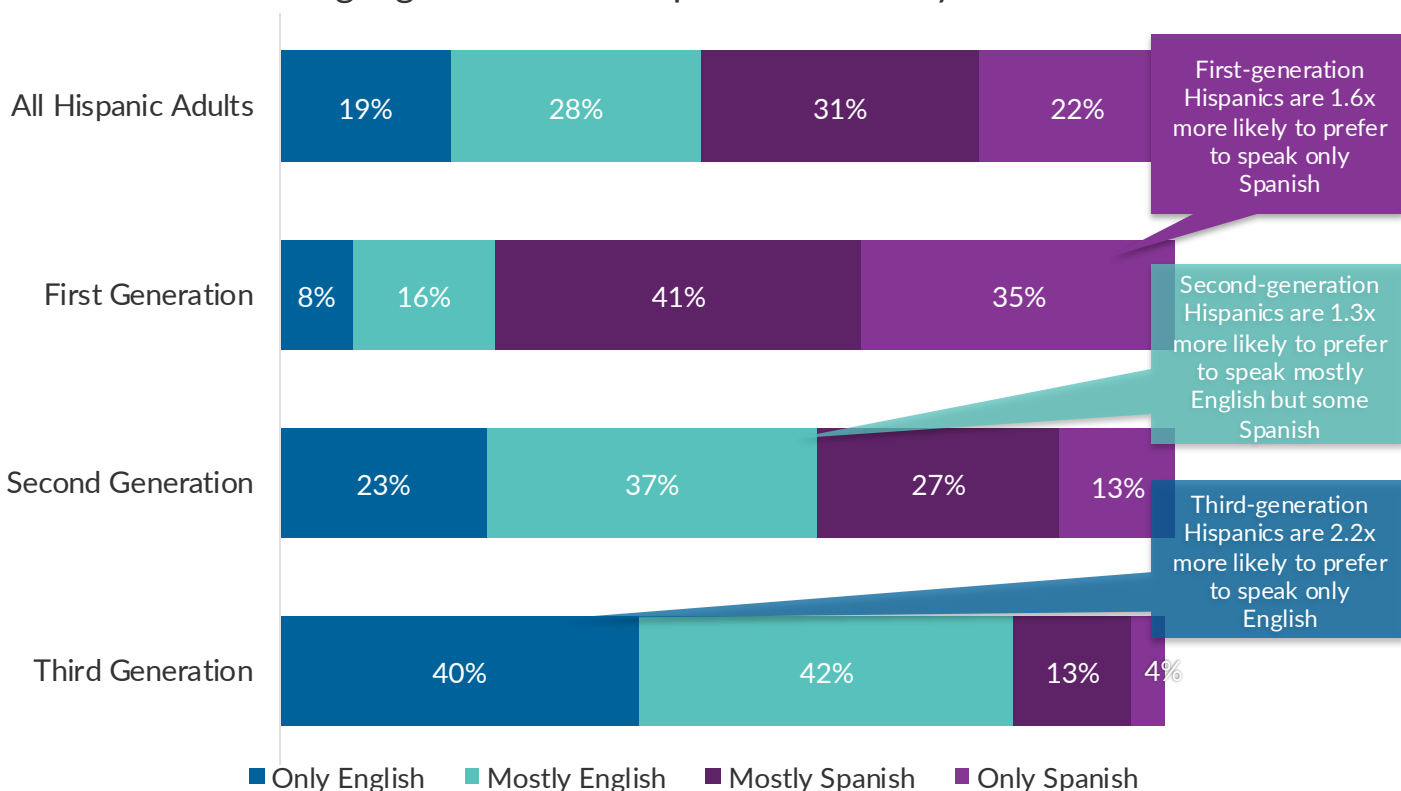
Source: MRI-Simmons Trending Topics Study (Q3 2025); USA Spring 2025; Top 2 box (any agree)

Hispanic adults prefer to speak at least some Spanish at home



Among all Hispanics, slightly less than one-half (46%) prefer to speak mostly or only English in the home versus only or mostly Spanish. First-generation Hispanics favor speaking Spanish at home by a wide margin. Among second-generation Hispanics, those born in the United States to at least one foreign-born parent, a clear majority prefer to speak either all or mostly in English. Even though four in 10 third-generation Hispanics (those born in the United States to American-born parents) say they prefer to speak only in English, the remainder say that they still prefer to speak Spanish at least some of the time.

Language Preferred to Speak at Home by Generation



Source: MRI-Simmons USA, Spring 2025 (index vs Hispanics 18+)

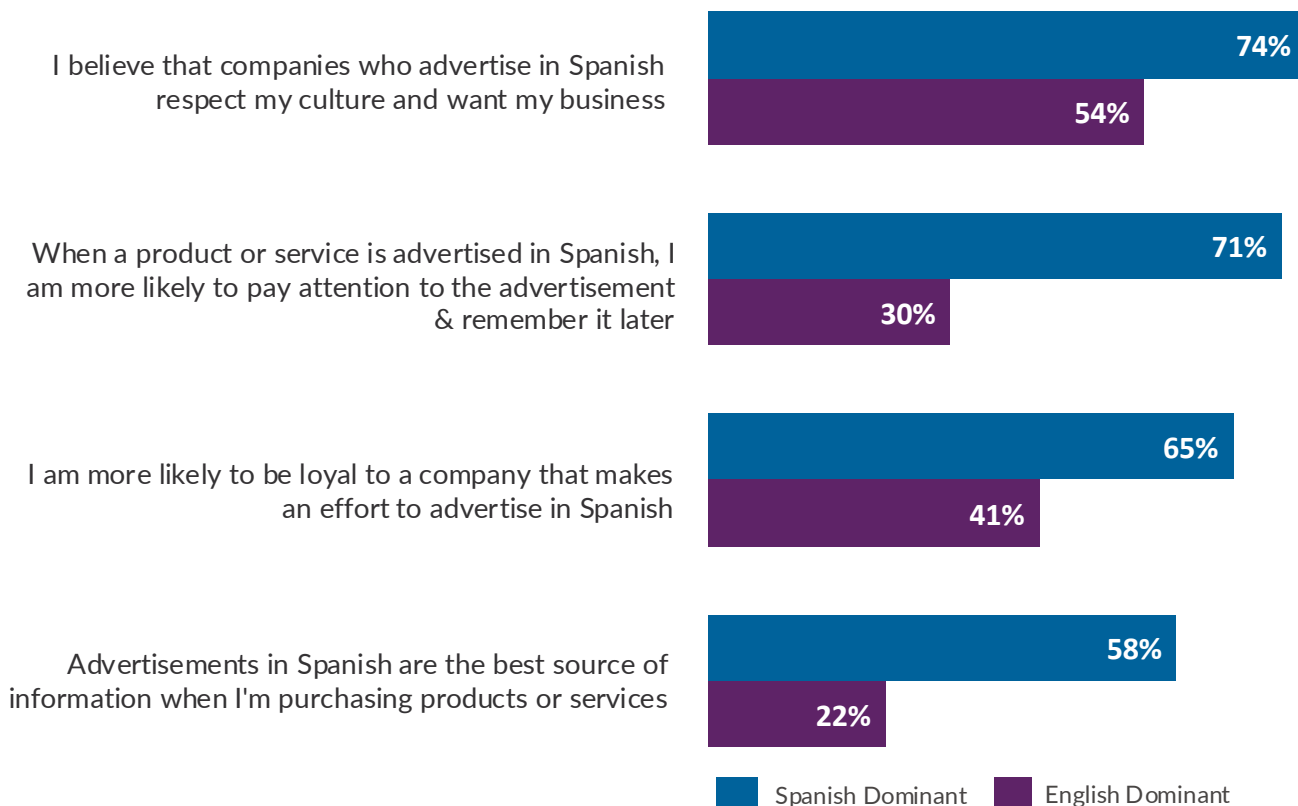
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Most Hispanic adults say that advertising in Spanish matters



While Spanish-language advertising matters more to Spanish-dominant speakers, English-first or English-only Hispanics do report that ads presented in Spanish show a respect for their culture. Nearly a third of English-first or English-only Hispanics are likely to be loyal to brands that make the effort to advertise in Spanish.

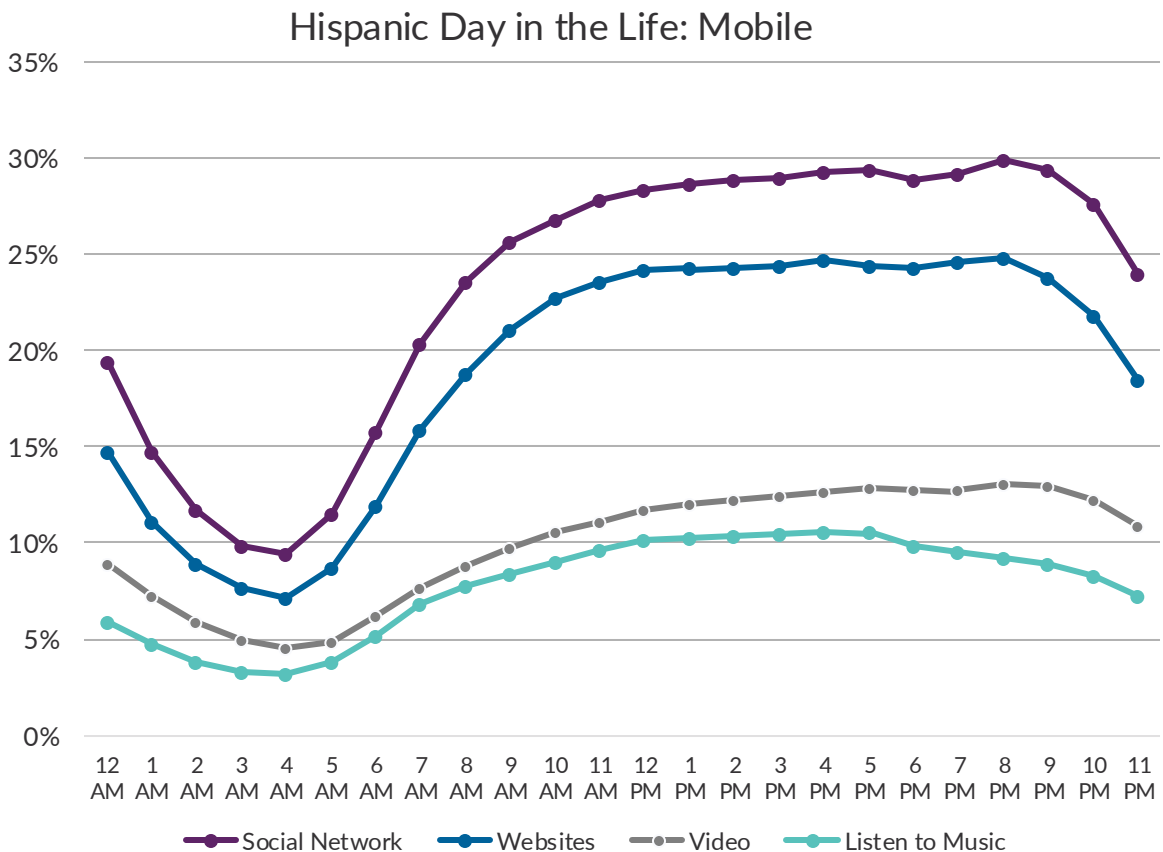
Attitudes Toward Advertising and Media by Language Preference



Hispanics are connected via their mobile device 24/7



Social networking is clearly an important means of communication, information-seeking, and entertainment, with usage remaining above 25% across for 14 of 24 hours, peaking at 30% from 8-9pm. Connection via social media and information-seeking via websites and round out the top activities on Hispanics' mobile devices. Entertainment is still important to this group, with video viewing by more than 10% of Hispanic mobile users across 14 of 24 hours, with consistent usage across the afternoon and evening of 13%.

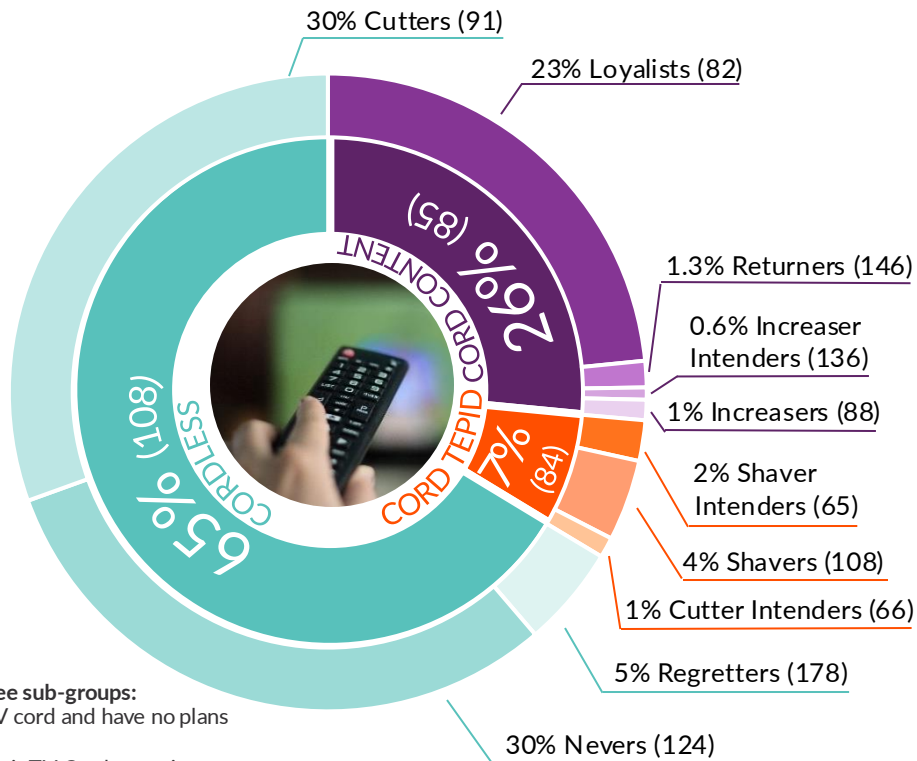


Source: Simmons Connect, Winter 2025 (selected activities)

How Hispanics access TV content

Nearly two-thirds of Hispanics are Cordless

Advertisers and content creators must grapple with a rapidly evolving media landscape as cord cutting and streaming become dominant. According to MRI-Simmons' Cord Evolution study, 65% of Hispanic consumers don't subscribe to a cable or satellite service and are 8% more likely to be cordless than the average American.



The Corded group can be broken down into three sub-groups:

Cord Content those who are happy with their TV cord and have no plans of cutting.

Cord Tepid those who are on the fence about their TV Cord, meaning they have just shaved/ plan to shave, or plan to cut services all together.

Those who currently do not have a cable cord are in the **Cordless** group.

Within these 3 larger groups, there 10 nuanced groups:

Cord Content

Cord Loyalists: Households has pay TV service (cable, satellite, or fiber optic) and has not or does not plan to make changes to service in next 6 months

Cord Returners: Households cancelled their pay TV service (cable, satellite, or fiber optic) in the last 6 months and then re-subscribed.

Cord Increaser Intenders: Households has TV service (cable, satellite or fiber optic) and plans to increase services or channels in next 6 months

Cord Increasers: Households has pay TV service (cable, satellite or fiber optic) and increased services or channels in last 6 months

Cord Tepid

Cord Shaver Intenders: Households has TV service (cable, satellite or fiber optic) and plans to shave/reduce services or channels in the next 6 months

Cord Shavers: Households has pay TV service (cable, satellite or fiber optic) and shaved/reduced services or channels in the last 6 months

Cord Cutter Intenders: Households has pay TV service (cable, satellite or fiber optic) and plans to cancel services in the next 6 months

Cordless

Cord Cutters: Households cancelled their pay TV service (cable, satellite, fiber optic) and has no intention of resubscribing in next 6 months

Cord Nevers: Household never had pay TV service (cable, satellite, fiber optic) and does not plan on subscribing in the next 6 months

Cord Cutting Regretters: Households cancelled their pay TV service (cable, satellite, or fiber optic) in the last 6 months, but plans to re-subscribe in the next 6 months

Source: MRI-Simmons 2025 March Cord Evolution Study.

Summary

- The Hispanic population in the U.S. continues its growth track, especially among the younger cohorts. Hispanics make up 18.9% of the total 6+ population in the United States. Over 1/3 of Hispanics fall in the 18-34 age cohort.
- Segmentation analysis reveals that three out of four Hispanics embrace their multicultural identity, three out of four embrace eco-conscious behaviors, and over half are more likely to enjoy shopping that is aligned with trends and with variety.
- Hispanic households account for \$270 billion (14%) of all the discretionary spending in the United States - but control much larger shares of non-essential spending in the West (21%, South (14%) and Northeast (12%) than in the Midwest (6%).
- Hispanic discretionary spending varies by market, with Hispanics controlling 59% of the total non-essential spending in the Miami market and 33% in San Antonio. Los Angeles (\$38.8B) and New York (\$31.4B) have the highest Hispanic discretionary spend, but these are 37% and 20% of the total market spending, respectively.
- Hispanic adults tend to have slightly more optimistic opinions about both their own personal finances than American adults in general. Positive sentiment in 2025 grew among both Hispanics and the overall population, though American adults are slightly more optimistic than Hispanic adults.
- One in two Hispanics say they are willing to consider purchasing an electric vehicle, with reduced fuel costs being the chief driver (34%). However, price is a barrier to entry, with 65% saying that they would consider an electric vehicle if they were more affordable.
- Hispanic adults are engaged with new technology, with 57% having used intelligent personal assistants and 43% owning VR Equipment. Primarily using for fun, they also find benefits when shopping and consuming media.
- Hispanic adults are less likely to seek mental health treatment, with 63% saying that they would use mental health services, like therapy, if it weren't so expensive.
- Slightly over 8 in 10 Hispanic adults prefer to speak at least some Spanish at home; those born in the U.S. tend to skew more toward English or a mix of both languages.
- Advertising in Spanish matters to all Hispanics, even those who are English-dominant, and can drive purchase decisions and brand loyalty.
- Mobile devices are an important tool for communication, information-seeking, and entertainment among Hispanics, especially social media, with an average of 25% of Hispanics using social media on their mobile devices over a 24-hour period.
- Hispanics are 8% more likely to not have a cable or satellite subscription. Over six in 10 (65%) are currently "cordless," and slightly more than one quarter (26%) are content with their conventional TV service.

About MRI-Simmons

MRI-Simmons is the leading provider of insights on the American consumer. With transparency and methodological rigor at its foundation, MRI-Simmons makes consumer data smarter and empowers action from insights. A leader in consumer insights for over 60 years, MRI-Simmons possesses one of the few single-source, privacy-compliant data sets that is widely used for consumer profiling, media planning, data enrichment, and activation. Powered by address-based probabilistic sampling, MRI-Simmons measures real people, chosen at random to represent the US population in all its variations. The result is a nationally representative and culturally diverse data set that provides the most accurate view of the American consumer.

Catalyst, the company's consumer insights and activation engine, informs marketing strategy and streamlines the use of data to drive business results. Built on MRI-Simmons' nationally representative consumer truth set, Catalyst provides marketers with a series of modules, from consumer profiling through digital and addressable activation, designed to enable a self-service experience with complete transparency.

Launched as a joint venture in 2019, MRI-Simmons is co-owned by GfK and SymphonyAI Group, with GfK as the majority partner. In 2023, GfK combined with NIQ, bringing together two industry leaders with unparalleled global reach. To learn more, visit mrisimmons.com.