

Drive Engagement by Aligning Your Media Strategy to Multicultural Consumers' Habits and Preferences

Fall 2023

Collage Group Media Survey, Fielded July 2023

18-77 Unweighted Sample Breakdown, n=4,590

Race/Ethnicity		Gender		Generation	
Hispanic	1189	Woman	2308	Gen Z	944
Black	799	Man	2282	Millennial	1291
Asian	522	Non-binary / other	0	Gen X	1153
White	2038			Boomer	1202
Hispanic Acculturation		LGBTQ+			
Acculturated	399	LGBTQ+	606		
Bicultural	484	Non-LGBTQ+	3984		
Unacculturated	306				

Please note that weighted data present in this report is weighted to be nationally representative of Race/Ethnicity, Hispanic Acculturation, Age, Gender, and Sexuality.

From New Platforms and Features to Price Increases and More, the Media Landscape Is Ever-Changing and So Are Its Consumers

Key Media Headlines in 2023:

Social Media

New platforms and features, rebranding well-known apps, and scrutiny on parental controls.

TECH

X logo officially replaces Twitter's famous bird on mobile app, building headquarters

THE EXCHANGE

Threads becomes fastest growing app in history, hitting 100 million users in five days

CNBC DISRUPTOR 50

Discord does about-face on parental controls for teen social media use

THE EXCHANGE

Snapchat+, a subscription-based revenue stream, has hit 4M subscribers, says CEO Evan Spiegel

Video

Rebranding, password crackdowns, and experimentation with pricing/subscription tiers.

HBO Max Is Dead. Introducing Max: Home to New *Harry Potter*, *Batman*, *Game of Thrones* Series, and More

Streamers beware: It's not just Netflix and Disney. A password sharing crackdown is coming.

Jessica Guynn USA TODAY
Published 4:01 p.m. ET Aug. 10, 2023 | Updated 4:46 p.m. ET Aug. 11, 2023

Disney+ to Add Hulu Content in 'One-App Experience' Later in 2023, Prices for Disney+ to Increase

Netflix touts nearly 5M monthly active users for ad-supported tier

Audio

New features, price increases, and controversies around white noise.

May 16, 2023

Apple launches new concert discovery features on Apple Maps and Apple Music

YOUTUBE / CREATORS / TECH

YouTube Music has a TikTok-like 'Samples' tab to help you find new music

Amazon Music Unlimited raises subscription prices again

SPOTIFY / ENTERTAINMENT / TECH

Spotify reportedly has a \$38 million white noise problem

Media that Connects to Multicultural Americans Desire to Be Seen for Who They Are Resonates across Segments

The Big Picture:

Hispanics



Hispanics are social media super users.

They spend their time across many platforms, especially those that support Hispanics, and allow them to stay connected to family in other countries.

Black Americans



Black Americans watch more TV (streaming and traditional) than others.

They also uniquely prioritize cultural representation and are most comfortable with free/ad-based platforms.

Asian Americans



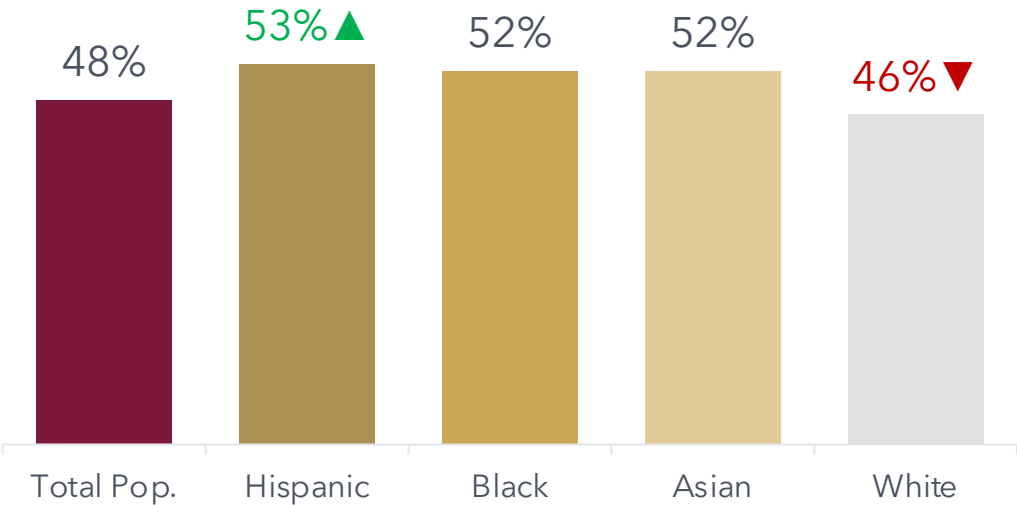
Asian Americans use media to jumpstart their creative desires.

They also reward platforms that have historically provided a creative outlet (like YouTube) with their loyalty.

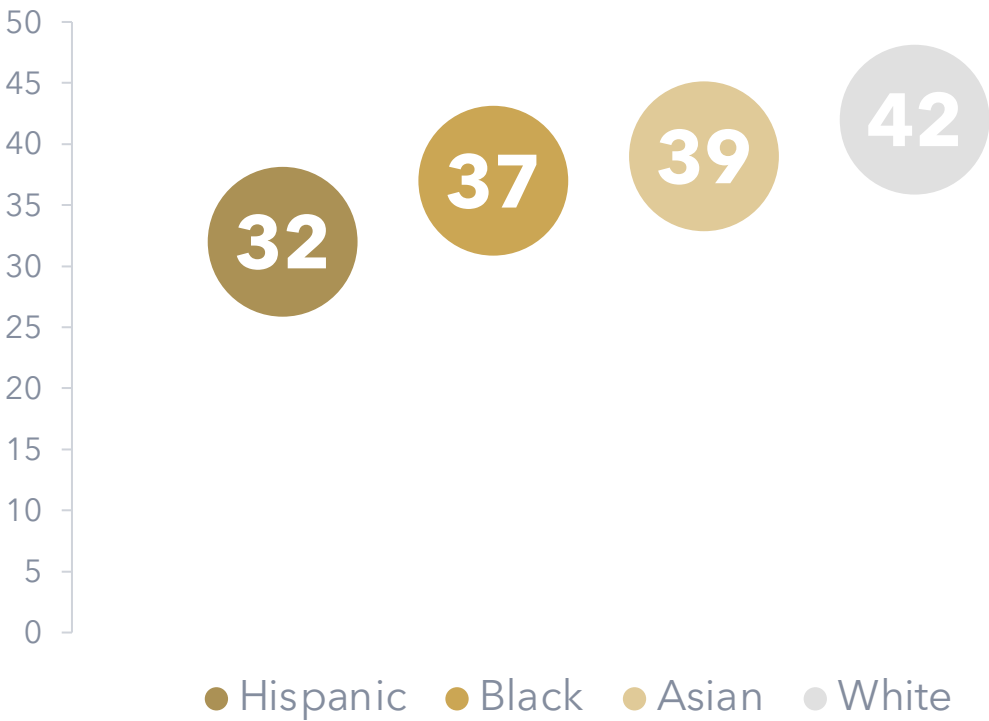
It's Crucial to Engage with the Segments Who Are Early Adopters of Media and Tech

Multicultural Americans Skew Younger and Will Likely Be Keyed into Future Technological Advances

I like to try new technologies, devices, and platforms as soon as they come out.¹



Average Age by Race and Ethnicity, 2021²



Source: ¹ Collage Group Emerging Media and Technology Survey, October 2022 (18-76 population, weighted)
% agree, strongly agree
² Source: American Community Survey 2021 1-Year Data; Asian includes Native Hawaiian/Pacific Islander
Significance test: Confidence level 95%. ▲ ▼ over/under Total

Younger Hispanics and Asian Americans Stand Out in Their Trust of WhatsApp and Black Americans in Their Trust of Twitter

For the Most Used Social Media Platforms, There Is Universal Trust across Racial and Ethnic Segments

How **trustworthy** do you find the following platforms?



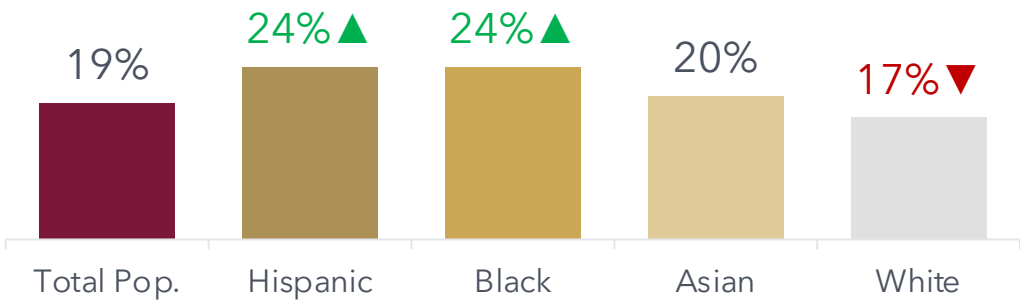
The majority of Americans, across race and ethnicity, trust the 5 most popular social media platforms

Younger Americans (18-43)

		Total Pop.	Hispanic	Black	Asian	White
	Pinterest	62%	54% ▼	63%	66%	65%
	Twitter	49%	48%	59% ▲	53%	47%
	WhatsApp	47%	59% ▲	46%	56% ▲	42% ▼

Multicultural Americans Are More Likely to Subscribe to a Service to Watch TV Shows from Another Country

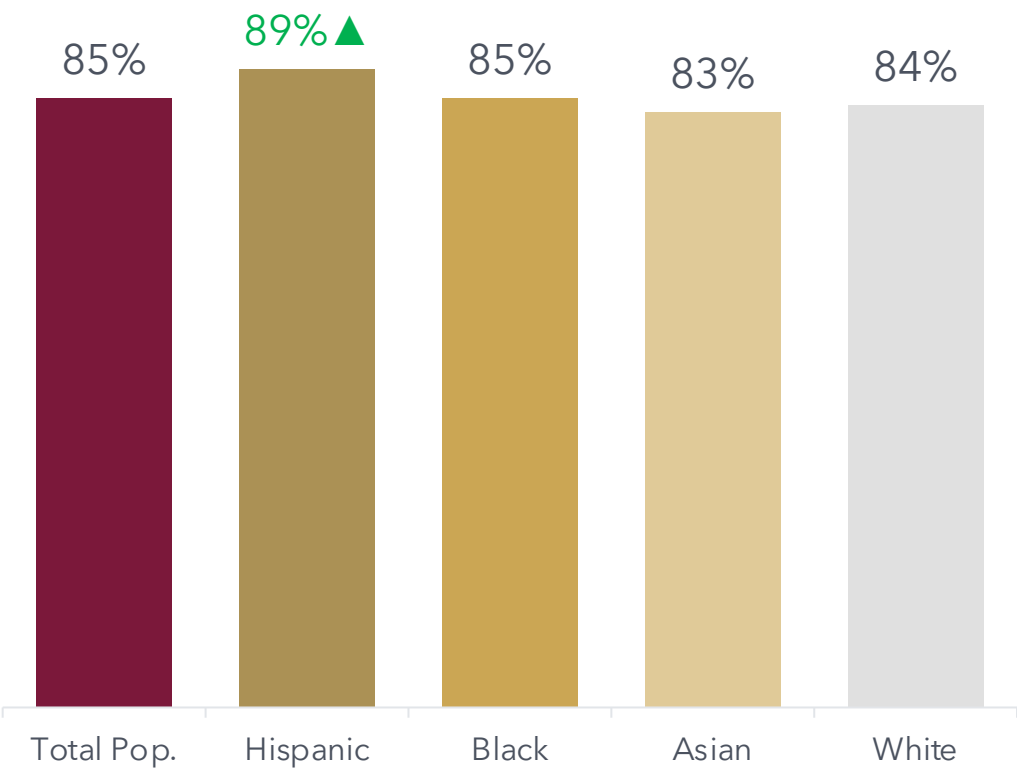
Do you do any of the following?
Subscribe to a service (cable, streaming) to watch TV shows from another country.



Source: Collage Group Media Survey, July 2023 (18-77 population), weighted data
Multiselect answer option
Significance test: Confidence level 95%. ▲ ▼ over/under Total

While Most Americans Listen to Music Often, Hispanics Are the Most Frequent Music Listeners

% of respondents that listen to music daily/a few times a week.





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