

8 THINGS YOU NEED TO KNOW TO ENGAGE U.S. HISPANIC PATIENTS



I IN 5 AMERICANS

In 2016, U.S. Hispanics accounted for 18% of the total U.S. population¹

RELY ON DTC ADS

36% of Hispanics use TV ads as a source of healthcare information vs. 19% of non-Hispanics⁴

INSURED

84% of Hispanics currently have health insurance vs. 93% of non-Hispanics²

TAKE ACTION

Hispanics are at least twice as likely to take action based on Rx ads compared to non-Hispanics⁴

INVEST IN HEALTH

Hispanics spent \$53 Billion on out-of-pocket healthcare expenditures in 2014³

VALUE SPANISH

Over half of Hispanics agree that Spanish ads are more likely to capture their attention and create a more favorable brand opinion⁴

INFORMATION SEEKERS

64% of Hispanics actively seek healthcare information vs. 58% of non-Hispanics⁴

LESS CLUTTER

In 2016, 12 times more Rx brands advertised in English-language TV vs. Spanish-language TV⁵

WE'RE HERE TO HELP. FOR MORE INFORMATION VISIT WWW.UNIVISION.NET/HISPANICHEALTHCAREJOURNEY

Sources: 1. U.S. Census Bureau 2016 National Population Projections, Released December 2014. 2. U.S. Census Bureau, Health Insurance Coverage in the US- 2015, September, 2016 3. IHS Global Insights 2015 4. Univision/Nielsen Hispanic Healthcare Journey Study 20165. Nielsen AdIntel 2016 Network TV, Cable TV, and Spot TV