

82%

say "It's important to pass on **sports traditions** to my kids"

83%

of Bilingual Fanáticos prefer to **watch soccer in Spanish**

2x

Fanáticos consume nearly 2x the sports **content per week** as non-Hispanic Fans

64%

Are **Product Influencers**, engaging in **word of mouth**

43%

Followed brands on **social media** after seeing their ads in sports (+43% higher than non-Hispanic Fans)

72%

say "I am more likely to **buy products I see advertised** during sports" (+33% more than non-Hispanic Fans)

53%

Purchased a product **after seeing its ad in sports**

71% say
"I AM THE **BIGGEST SOCCER FAN** I KNOW!"

THE FANÁTICO

FANÁTICO DEFINED AS:
U.S. HISPANIC A18-49,
WATCHING 1+ HOURS OF TV AND
3+ HOURS OF SPORTS CONTENT
ACROSS PLATFORMS PER WEEK.



Source: "Los Fanáticos: Passion and Power" Univision 2017 Study conducted in partnership with Nielsen.