



A YouthBeat® Spotlight

**STARRING**

**HISPANIC TEENS**

YouthBEAT® | **culturebeat**

DIVISIONS OF C+R RESEARCH

At C+R Research, our YouthBeat® and CultureBeat® colleagues collaborate closely at the intersection of youth and multiculturalism. The Hispanic segment has been the fastest-growing population in the U.S. over the past decade.\* Over the last few years, we've taken increasing note of the special circumstances of being a Hispanic teenager in the U.S. Some of these can be extremely stressful, such as discrimination and harassment and the fear and real risk of family separation, particularly as the national discourse has increasingly focused on immigration, including the border with Mexico. Part of the conversation is the disruption of the Deferred Action for Children Arrivals program, which protects immigrant youth who have grown up in the U.S. from deportation.

We also acknowledge that the Hispanic culture is a broad one that spans geographies across the globe. We don't pretend to address all of the subtleties of Hispanic cultures. Rather, this exploration combines data from all Hispanic teens to draw conclusions about the larger group. Moreover, the YouthBeat® survey is conducted only in English; so, it is not reflective of unacculturated Hispanics living in the U.S.

In terms of demographics among our panelists, Hispanic teens are more likely to be living in households earning less than \$35,000/year (24%) vs. just 13% of Non-Hispanic White (NH White) teens. The size of their households are not statistically different (4-5 people per home on average).

## ALL in THE FAMILY

Hispanic teens share time and tastes with their family units more than NH White teens. Our CultureBeat® team hears this often, as Hispanic families are deliberate about passing down their traditions, values, and cultural heritage. Parents agree that eating and watching TV together are important ways to bond with their adolescents. Parents who see their children honoring family are suitably proud.

### FAVORITE BRAND IS ONE PARENTS LOVE TOO



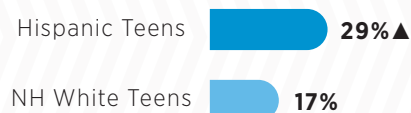
### LAST TV VIEWING WAS WITH A SIBLING



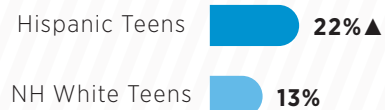
### ATE BREAKFAST WITH FAMILY 7 DAYS LAST WEEK



### PARENTS SAY EATING OUT PROVIDES TOGETHER TIME



### PARENTS SAY WATCHING TV IS A WAY TO STAY CONNECTED



"He's such a kind-hearted young man. He's always willing to help me with his brothers, one of which has autism. He's very respectful and still likes going to and doing family things."

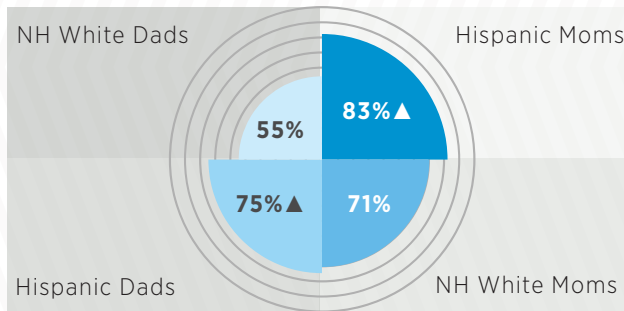
\*Source: Pew Research Center, July 2020  
 Source: Youth Total Year 2019 Teen data, Parents Total Year 2019 Teen data.  
 ▲ indicates significant difference at 95% confidence.



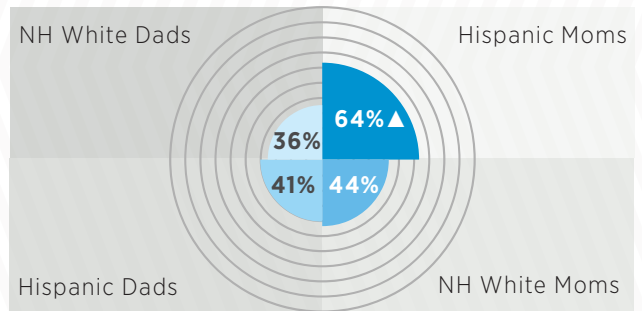
Hispanic parents are hands-on, especially when it comes to tasks related to school. They ensure a good breakfast, pack lunches, and handle pick-up more than NH White parents.

Among Hispanic families, food is key to connecting to cultural identity. Also, cooking from scratch and feeding children “right” is a way to show love.

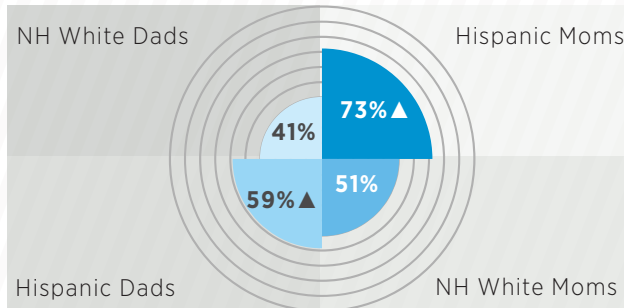
### MAKE SURE CHILD IS READY FOR SCHOOL



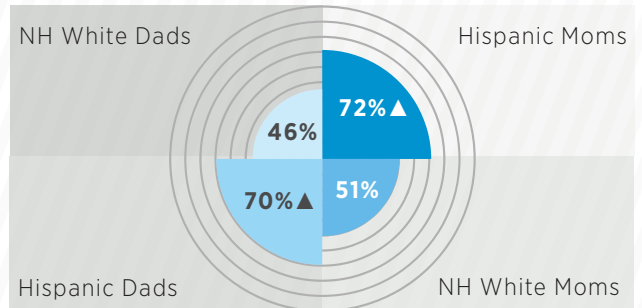
### PREPARE SCHOOL-DAY LUNCH FOR THEIR CHILD



### PREPARE BREAKFAST FOR THEIR CHILD



### PICK UP CHILD AFTER SCHOOL



Source: Youth Total Year 2019 Teen data, Parents Total Year 2019 Teen data.  
 ▲ indicates significant difference at 95% confidence.

# OPEN COMMUNICATION

## + INFLUENCE

Lines of communication in Hispanic teens' families are wide open. They talk about current events, and parents treasure their children's opinions on everything from what to eat to which phone to buy.



"I am proud that she is bilingual."

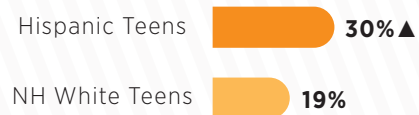
"She is super smart and easily catches on to any subject with no problems. She is a straight A student and in honor roll every year. She is very respectful and loving with me and always makes me feel like I am her favorite person."

### PARENTS SAY THEIR CHILD:

#### JUST TELLS THEM WHAT THEY WANT FROM THE GROCERY STORE



#### HAS TALKED TO THEM ABOUT AN AD IN THE PAST MONTH



#### PLAYED A MAJOR ROLE IN THEIR LAST CELL PHONE PURCHASE



#### REGULARLY ASKS THEM ABOUT ITEMS IN THE NEWS



Source: Youth Total Year 2019 Teen data, Parents Total Year 2019 Teen data.  
▲ indicates significant difference at 95% confidence.

# DESIRE FOR COMMUNITY

Hispanic teens are generous with their attention to the community outside their immediate families, too. They make connections, share tastes, and come together to take care of others more than their NH White counterparts. This is likely more relevant in 2020 because of the national political discourse and its impact on Latino family units and unity. Hispanic culture traditionally values collectivism, elevating the relevance of “we,” though not necessarily at the expense of “me.”

“I think my generation is going to change things like unjust laws.”

“Life will be better when I’m an adult because technology will improve all of our lives and the social changes that are starting now will begin to have some effect.”

## FIND OUT ABOUT NEW SNACKS FROM FRIENDS



## LIKE TO PURCHASE IF A PORTION GOES TO CHARITY



## FIND OUT ABOUT NEW LUNCH FOODS FROM FRIENDS



## CONNECT WITH OTHER BOOK-READERS ONLINE



## INTERESTED IN MEETING OTHER FANS OF FAVORITE BRANDS



Source: Youth Total Year 2019 Teen data, Parents Total Year 2019 Teen data.  
▲ indicates significant difference at 95% confidence.

# FASHION FORWARD

Because of their well-cultivated friendship networks, Hispanic teens are in the know about the latest looks. They know what they want to wear, and their parents honor their choices.

## ASK PARENTS FOR SPECIFIC SHOE BRANDS



## KNOW A LOT ABOUT FASHIONS OR STYLES



## FAVORITE PLACE TO SHOP IS A CLOTHING STORE



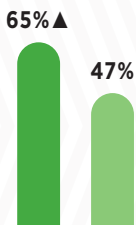
# TECH-SAVVY

Hispanic teens are also at the forefront of technology. They (and their parents) value being tech-savvy and having the best new electronics.

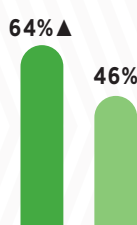
“He can put anything together when it comes to technology.”

**32%** of parents of Hispanic teens “strongly agree” that, “I take pride in how knowledgeable my child is about technology.”

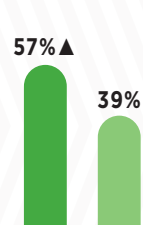
## SAY IT'S IMPORTANT TO HAVE THE LATEST SMARTPHONE



## HAVE SMART TVS IN THEIR HOMES



## KNOW A LOT ABOUT TECHNOLOGY/THE INTERNET



● Hispanic Teens ● NH White Teens

Source: Youth Total Year 2019 Teen data, Parents Total Year 2019 Teen data. ▲ indicates significant difference at 95% confidence.

# FAMILIAL LOVE AND FRIENDSHIP

Hispanic parents take almost a life-coaching approach to raising their teens. They instill love, companionship, and horizon expansion in larger doses than parents of other backgrounds.



## PARENTS “STRONGLY AGREE” THAT:

**MAKING MY CHILD FEEL LOVED IS MY MOST IMPORTANT ROLE**



**I TRY TO BE BOTH A FRIEND AND PARENT TO MY CHILD**



**30%** of Hispanic parents say the most important thing they want for their child is to “explore their interests.”

# GUARDRAILS FOR ONLINE SAFETY

That said, though Hispanic teens have the latest hardware, their parents are more conservative in their usage than NH White parents. Hispanic parents may not always be looking over their

children’s shoulders, but they have a safety net of rules and access limitations to keep their children’s media use healthy.

## PARENTS WHO:

**HAVE PASSWORDS TO CHILD’S SOCIAL MEDIA ACCOUNTS**



**RESTRICT ONLINE USAGE TO COMMON AREAS AT HOME**



**SOMETIMES/ALWAYS CHECK WEBSITES CHILD VISITS**



**RESTRICT CELL PHONE USE TO POST-HOMEWORK TIME**



**25%** of parents of Hispanic teens set strict limits for video game usage.

Source: Youth Total Year 2019 Teen data, Parents Total Year 2019 Teen data.  
▲ indicates significant difference at 95% confidence.

# FOOD CONCERNS

Parents of Hispanic teens are more concerned with their children's eating habits, too. They need to be, because of higher rates of obesity compared to the NH White population. According to the Centers for Disease Control and Prevention, among children ages 2-19,

Hispanics (26%) and non-Hispanic Blacks (22%) have higher obesity prevalence than Non-Hispanic Whites (14%)\*. Plus, food remains an important part of passing down traditions and rituals among Hispanic families.

## HISPANIC PARENTS ARE MORE CONCERNED THAN NH WHITE PARENTS ABOUT MANY TENETS OF THEIR CHILD'S DIET, INCLUDING:

### LIMITING SUGAR



### MONITORING SODIUM



### GETTING ENOUGH FIBER



### EATING WHOLE GRAINS



### AVOIDING ADDITIVES/PRESERVATIVES



### AVOIDING ANTIBIOTICS/HORMONES



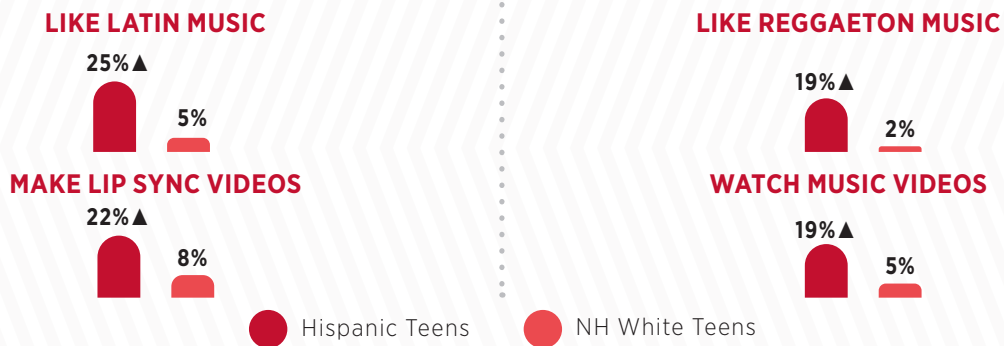
### AVOIDING TRANS FATS/HYDROGENATED FATS



# MUSIC AS CULTURAL THROUGHPUT

Exploring music, for all teens, is an important part of figuring out one's identity—and parents can be a powerful part of passing down cultural traditions through music. Given their diverse cultural backgrounds, Hispanic teens, as a

whole, are fans of diverse musical stylings. They engage their broad friendship and family communities as well, by creating and watching others' videos and musical tributes.



**2X** as many Hispanic as NH White teens listen to music with a parent every day.

**OUR POV:** Hispanic teens are building the familial and community connections they need to become leaders among their cohort. Smart brands engage with them to understand their values and build long-term, trusting consumer relationships.

C+R Research's YouthBeat® and CultureBeat® teams can help with consulting and direct consumer contact in support of these strategies. Let us know how we can help!

\*Source: NCHS Data Brief, October 2017.  
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