

# A SNAPSHOT OF HISPANIC SOCIAL CONVERSATIONS...

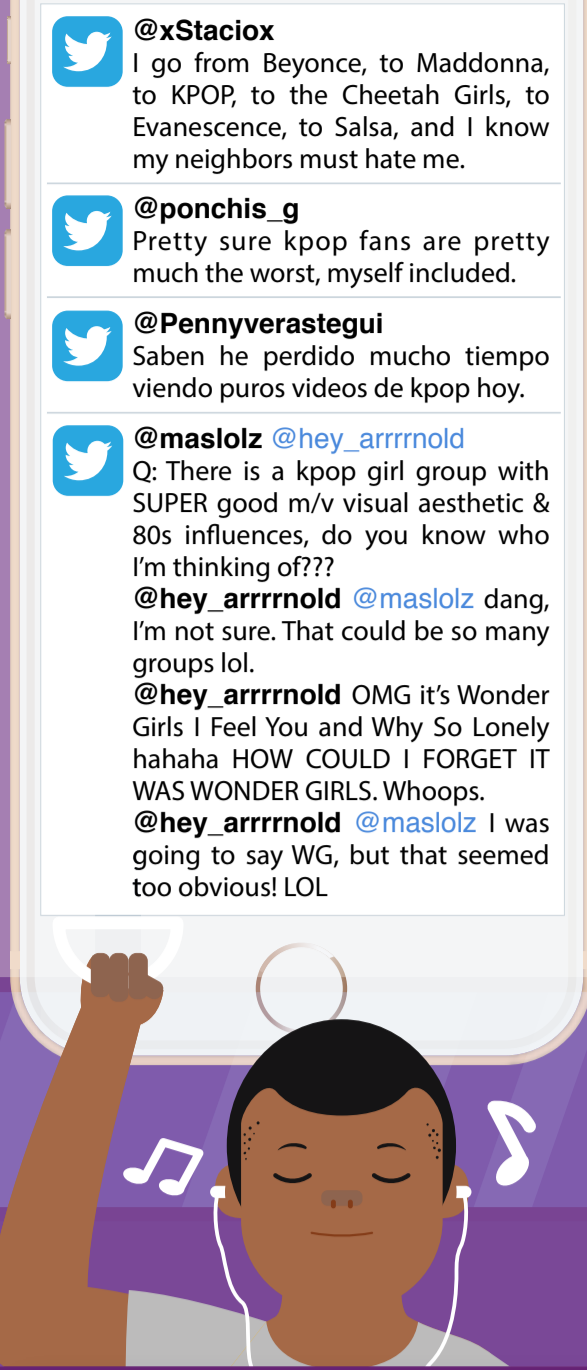
WHAT'S TRENDING

## THE MAINSTREAMING OF HISPANICITY

### K-POP POPPIN' OFF!

Although U.S. Hispanic millennials listen to American mainstream music, they seem to enjoy exploring rhythms across cultures... and tweeting about it! We know that they're big fans of the sounds and songs from their families' native lands. In fact, according to Nielsen's latest Audio Today report, Regional Mexican is the #1 radio format among Hispanic millennials.

More surprisingly though, U.S. Hispanic millennials are at the forefront of the K-pop movement that's sweeping the nation. Since 2009, this South Korean mainstream music genre has experienced the same boom as Latin music in the 1990s and early 2000s. According to unpublished data collected by Korea Creative Content Agency USA in 2014, Hispanics comprise the second largest group of K-pop fandom in the U.S. at 21.4 percent (second to Asian Americans who stand at 33.8 percent).



### SO WHAT?

The excitement for and engagement with different music genres further validates how incredibly diverse U.S. Hispanic music tastes are, and emphasizes how they are often the leaders of broader cultural trends. Brands would benefit from staying on top of U.S. Hispanic preferences, as they give a glimpse into what's becoming mainstream.

Sources: Univision, Remezcla

WHAT'S TRENDING

## BICULTURAL ENTRENCHMENT

### BEISBOL, SO MUCH MORE THAN BASEBALL

The 2016 World Series played amidst one of the most intense and controversial political battles in history. At a time when the country felt divided, the World Series brought people together, and as is true to their nature, Hispanics were at the center of this optimism.

We know that baseball has historically been a popular sport among U.S. Hispanics. Not only is their love for the game backed by numbers and viewership ratings in both English and Spanish broadcast channels alike, but the sport also allows them the opportunity to support, rally behind and identify with the vast number of Hispanic players. From Puerto Rico to the Dominican Republic to Venezuela to Cuba, Latin America was on full display as the battle for the championship between the Chicago Cubs and the Cleveland Indians took place.



### SO WHAT?

Recognizing pivotal in-culture moments, as well as the context of those moments, presents vast opportunities for brands to connect with their Hispanic audiences. Hispanics tend to be very passionate people, and appreciate brands that share those passion points.

## THE HOLIDAYS GET TWITTER LIT!

To round out the year, the Twittersphere lit up with conversations about preparations for the season, cultural traditions and family time. Understanding how Hispanics celebrate and experience the holidays here in the U.S. could provide vast opportunities for brands looking to make an earnest connection with Hispanic consumers.

WHAT'S TRENDING

## HOLDING ON TO HOME

### DAY OF THE DEAD COULD NOT BE MORE ALIVE!

El Día de los Muertos, or the Day of the Dead, is a vibrant example of how Latin influence continues to permeate through American culture. This Mexican holiday is celebrated in most major cities across the U.S. every year. The Day of the Dead comes to life through lessons in school classrooms, huge street fairs and festivals, and even in special plays and performances - all of which exemplify the many ways that U.S. Hispanics ensure they maintain their connection to their own culture.



"From October 31 until November 2, Mexicans and Mexican Americans will commemorate El Día de los Muertos, a holiday that pays tribute to our beloved deceased. Day of the Dead celebrations usually involve the building of ofrendas, plenty of spirits and food, and colorful, vibrant decorations like marigolds and papel picado."

- Cristina Arrerola  
Latina Magazine

WHAT'S TRENDING

## MUTUAL INFLUENCE

### THANKSGIVING OR SANGIVING?

Although Thanksgiving is a holiday based solely on American history and tradition, U.S. Hispanics have been taking part in the celebration for years. Plentiful feasts surrounded by loved ones are a common staple in Hispanic homes, so it's no surprise how quickly they adopted the holiday.

The Hispanic "Sangiving" table may look very different than the traditional Thanksgiving table. You may find pernil (pork) in lieu of turkey, rice and beans alongside the sweet potato casserole, and flan or arroz con leche instead of apple pie. This melding of traditions illustrates the balance between their willingness to incorporate American culture into their lives and their innate desire to stay connected to their own culture.



WHAT'S TRENDING

## VALUE PRESERVATION

### Que Dios Te Bendiga AND FAMILY FIRST

The holiday season, and Christmas in particular, is a time when traditional Hispanic values are brought to the forefront. Even though these values may be listed in different priorities among Hispanics of different acculturation levels, they all rise to the top of the list.

Most of the Spanish tweets associated with Christmas included the mention of, or were completely tied to, religious sentiment and ideals. Posts including messages of peace, love, kindness, gratitude and blessings permeated the social space, exemplifying the important role that religion continues to play in the lives of Hispanics... even here in the U.S.!

Those Hispanics who tweeted in English, however, tended to relate the Christmas holiday with family time. Family is always at the center of the Hispanic heart, and the holidays serve as a special reminder of just how important it is - especially given that many Hispanics are in circumstances that don't present with the opportunity to be physically present with family members in their home countries.



WHAT'S TRENDING

## HISPANIC TWIST

### NOCHE BUENA'S WHERE IT'S AT

There are many instances in which the fusion of the Hispanic and American cultures is evident, but sometimes it's the slightest nuance that makes all the difference. For example, although non-Hispanic Christians also tweeted heavily throughout the Christmas holiday, the Hispanic audience placed heavier emphasis on Noche Buena, or Christmas Eve. Noche Buena is usually the first of the year, where relatives come together to celebrate the birth of Jesus (commemorated by decorative nativity scenes) and have a great time while doing so.

"Latin American families sometimes ring in Noche Buena after late-night Misa de Gallo mass, sharing a range of dishes. Misa de Gallo commemorates Jesus Christ's birth and traditional toasts to roosters, arising from an old tale about a rooster that crowed to herald the occasion."

Connor Adams Sheets  
International Business Times



ALMA'S PROPRIETARY SOCIAL MEDIA LISTENING PLATFORM MONITORS A LARGE (AND GROWING) SAMPLE OF VERIFIED U.S. HISPANICS WITH THE GOAL OF UNCOVERING HISPANIC-SPECIFIC INSIGHTS FROM THEIR CONVERSATIONS ONLINE.

Other social listening tools capture only a portion of the Hispanic population - the Spanish-speaking ones. Our unique design allows us to listen to Hispanic conversations in any language. With a more representative sample, we ensure that we are consistently on the pulse of the topics and issues that are most important to them.

The trends and cultural flash points that we garner provide creative inspiration and real-time content that cuts through the clutter and pushes us to the center of consumer relevance - right where we want to be.

Want to know more about what's trending with Hispanics? Email us at [info@almaad.com](mailto:info@almaad.com)