

Story Idea: Hispanic Internet and Lifestyle Opinion Statements by Generation

Contributed by SimmonsSAMPLE!
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According to the latest survey of Hispanic Americans over 18 years of age (all figures are in percentage terms):
1st Generation2nd Generation3rd Generation
The internet has changed the way I spend free time202428The internet has changed the way I get information about products and services273544I spend less time sleeping because of the internet9.51211I spend less time watching television on my television set because of the internet121618The internet has become a new way for me to socialize or meet people131214The internet has changed the way I shop for products/ services162329I spend less time reading magazines in print because of the internet121614The internet is has become a primary source of entertainment for me personally111419The internet has become a primary source of entertainment for my family131418The internet has changed the way I work152126The internet has increased my desire to learn/ search for information263640I spend less time listening to non-internet radio because of the internet10129.3The internet has had no impact on my life211923I spend less time reading newspapers in print because of the internet131718When I need information the first place I look is the internet263536

(Source: Simmons Research, 2006 Full Year (JAN 06 – OCT 06) Hispanic Adult Study)