

GET TO KNOW HISPANIC MILLENNIALS



Millennials—tech-savvy, open-minded and raised on digital and traditional advertisers fighting for their attention. Now consider this: Hispanic millennials are 20 percent of the American millennial population and the fastest growing segment. So, what makes this group unique? Bilingual, driven and optimistic are just a few distinct features you'll need to consider when engaging in an authentic conversation with this growing group. Here are a few statistics to help understand this segment:

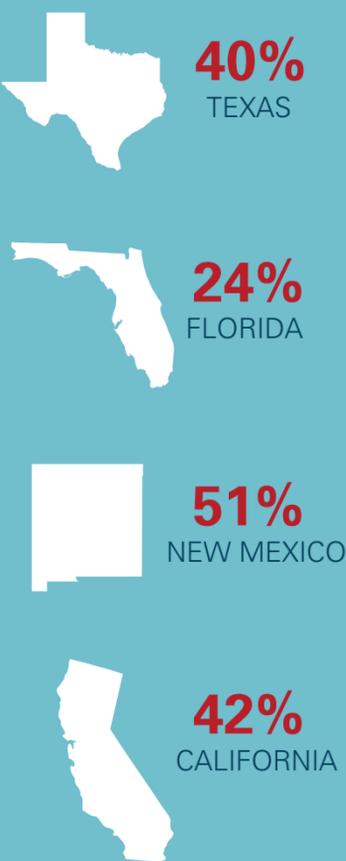
THE FASTEST GROWING GROUP OF MILLENNIALS

1 IN EVERY 5 MILLENNIALS IN THE USA ARE HISPANIC



40% are bilingual, but English is their primary language.

State Breakdown of Hispanic Millennials:



A BALANCE OF TWO CULTURES

2/3 BORN IN THE UNITED STATES



Many are children of immigrants but most are born in the United States. Here's how they would describe themselves:

- 52%** Familial country of origin
- 20%** Latino/Hispanic
- 24%** American



LATINOS ARE THE MOST LIKELY TO LIVE IN A MULTI-GENERATION HOUSEHOLD

While Hispanic millennials may want to strike out on their own, they are also more likely to still be living in their parents' home. As a community-oriented culture this group is more likely to share stories with their friends and family.

A DIGITALLY CONNECTED GROUP

NEARLY 75% OF HISPANIC MILLENNIALS ARE ACTIVELY USING SOCIAL MEDIA



Although all millennials share common traits, Hispanic millennials are often trendsetters in the digital space. They also carry what they learn and experience online into their lives offline — nearly 40 percent say they talk about things they see on social sharing sites in face-to-face conversations.

The Latino culture flourishes through conversation & telling stories and social media provides an opportunity for Hispanic millennials to continue to do so with a broader audience.



66% more likely to connect via mobile than non-Hispanic millennials

2x as likely to own a tablet



70% more likely than white non-Hispanics to feel that apps are very important to their mobile experiences.

For What Reason?

- Personal Purposes
- Business
- Self-Promotion
- Social Good

THE TOP 3 BLOGGING TOPICS

1. Latino Issues
2. Social Good
3. Education

Reasons for blogging vary by individual, but a common thread is a deep connection to community and their faith in the power of blogging as a

TOOL FOR CHANGE

UNIQUE HISPANIC MILLENNIAL TRAITS

HISPANIC MILLENNIALS ARE ACTIVISTS

Hispanic Millennials (49%) are significantly more likely than white (32%) and black (23%) millennials to say that immigration is a critical issue. Fighting for change is personal. Their passion and motivation comes from personal experiences, including immigrant family members, witnessing discrimination, or being a victim themselves.

Millennials expect to be better off than their parents financially:

33% White Millennials

56% Hispanic Millennials



Strong Family Roots



Media Influence



Overall Attitude

- ✓ **Successful**
- ✓ **Empowered**
- ✓ **Aspirational**
- ✓ **Proud**