

## AUDIENCE PROFILE

# Hispanics

This demographic group is more likely to be younger, single, employed and rent their homes. They keep up with technology by owning a smartphone.

### WHO ARE THEY?

- **30% more likely** to be employed part-time
- **18% more likely** to have incomes less than \$50,000
- **99% more likely** to have children 17 and under at home
- **41% more likely** to be a renter
- **10% more likely** to own a smartphone

### INTERESTS

**More likely** to go back to school for a degree or certification of some kind

#### In the past 30 days:

- More likely to have patronized a quick service restaurant

#### In the past 12 months:

- More likely to have visited a theme park

#### In the past 3 years:

- More likely to have traveled abroad



### RECOMMENDED MEDIA MIX

- Centro
- tbt\*
- Job Fair
- Apps

Source: 2016 Nielsen Scarborough Report (r2)