

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?

- **12% more likely** to be employed
- **25% more likely** to have incomes \$50,000 - \$74,999
- **70% more likely** to have children 17 and under at home
- **39% more likely** to be a renter

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
- More likely to have purchased a ticket to a music concert



RECOMMENDED MEDIA MIX

- Centro
- tbt*
- Job Fair
- Apps