

## AUDIENCE PROFILE

# Hispanics

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

### WHO ARE THEY?

- **78% more likely** to be employed part-time
- **45% more likely** to have incomes under \$50,000
- **35% more likely** to have children 17 and under at home
- **36% more likely** to be a renter
- **10% more likely** to have some college
- **14% more likely** to be married

### 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 flown for pleasure



### RECOMMENDED MEDIA MIX

- Centro
- tbt\*
- Job Fair
- Apps