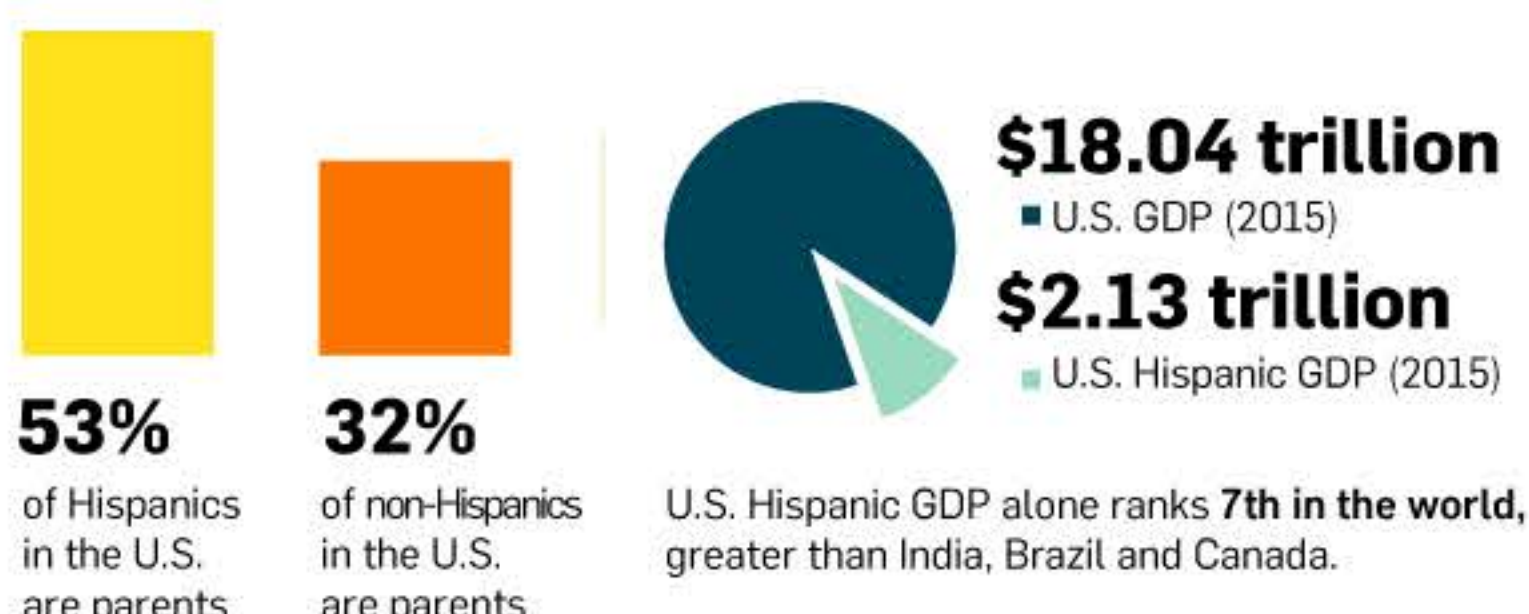


# Hispanic Millennial Parents

## Hispanics in the U.S.

Hispanic millennial parents are an ever-growing demographic with tremendous buying power. They tend to have their children young, live in multigenerational homes and celebrate their cultural heritage.



Sources: Univision

## Rise of Young Families and Multigenerational Homes

Hispanic millennials have their children at a young age and are more likely to live in large, multigenerational homes than any other group in the U.S.

Average age when first becoming a parent

**24 yrs old**

Hispanic millennials

**26 yrs old**

non-Hispanic millennials



Millennials living with children under the age of 18

**84%**

of Hispanic millennials

**62%**

of non-Hispanic millennials



Hispanic Americans are more likely than any other group in the United States to be living in a multigenerational home.

Sources: Viant, Univision

## Retro-Acculturation and Importance of Family

For Hispanic millennials, having children spurs a renewed interest in their heritage, food, language and culture.



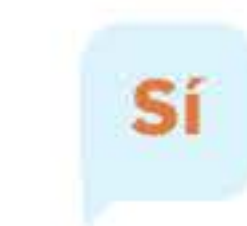
**79%**

of Hispanic millennial parents say: "It's important for my children to feel connected to my culture."



**76%**

of Hispanic millennial parents agree: "It's important for my children to experience foods from my culture."



**72%**

of Hispanic millennial parents agree: "It's important for my children to learn to speak my native language."

Sources: Univision

## Dual Culture Influence on Consumption

Hispanic Americans view personal time as an opportunity to be with their families. Watching programs in Spanish and shopping together encourages a bilingual and a family-centered culture.



**90 of the top 100 TV shows**

among bilingual Hispanic parents are in Spanish.

**60%**

Hispanic millennials

**21%**

Non-Hispanic millennials



shop as a way of spending time with kids.

Sources: Univision

Hispanic Americans are **more likely than non-Hispanics** to be persuaded by their families when it comes to buying products.

**74%**

are more likely to be persuaded by their children

**28%**

are more likely to be persuaded by family members

**22%**

are more likely to be influenced by their spouses



**92% of Hispanics use coupons, and 81% decide where to shop based on whether they can use smartphone or store-card discounts.**

Sources: Viant