

Hispanic Millennials - US - February 2015

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“Hispanic Millennials are a significant and coveted market. In any typical day, they are bombarded with ads and many other things that fight for their attention. To improve the odds of getting noticed, it is important for marketers to learn as much as they can about Hispanic Millennials to be able to gain relevance by connecting with them in culture.”
– Juan Ruiz, Senior Multicultural Analyst

This report looks at the following areas:

- Reinforcing all the positives that Hispanic Millennials see in themselves
- Communicating rather than just telling
- Emphasizing quality and affordability

With 16.5 million people, the Hispanic Millennial generation accounts for a significant share of the Hispanic population at almost 30%. Moreover, they account for just over a fifth of the total number of Millennials in the US. They see themselves drastically different from common Millennial's stereotypes. They have a positive view about the future but are conscious of the challenges ahead and that life is full of surprises. Acculturation still matters, as Hispanic Millennials tend to gravitate toward people in their same level of acculturation when they have a choice. Cultural checks and balances remain in place to keep the majority of Hispanic Millennials bicultural. The importance that this generation gives to maintaining their Hispanic culture and heritage hints that they will continue taking proactive actions toward instilling Hispanic values and traditions in younger generations.

This report offers an overview of Hispanic Millennials and examines, devices they use to access the internet, and how Hispanic Millennials see themselves compared to Millennials in general and stereotypes that others may have. It also offers a look into the social life of Hispanic Millennials and with whom they spend most of their time when they are at home, outside home, or at work. In terms of attitudes, the report includes Hispanic Millennials' attitudes toward Hispanic culture, family, and parenting. Thinking about their perspective toward the future, in addition to attitudes, there are sections that go over their goals, aspirations, and main concerns. It also covers how Hispanic Millennials relate to brands, what they look for in them, as well as attitudes toward shopping and advertising.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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