



Hispanics' Attitudes toward Advertising - US - April 2019

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This report looks at the following areas:

- People are bombarded with ads; Hispanics are no exception
- Digital is eroding patience

While Hispanics have positive attitudes toward advertising, their trust is not unconditional. However, marketing to Hispanics can be complex, and many brands have made mistakes. Trust can be broken by exaggerated claims and efforts that seem unauthentic. To aid marketers in identifying and targeting Hispanics in meaningful ways, Mintel identified four Hispanic segments that represent different opportunities based on their attitudes toward advertising. Keeping some cautionary notes in mind, the Hispanic market is open minded and willing to listen to what brands have to say.



"The fast-growing US Hispanic population has reached 59.9 million and counting, or just over 18% of US consumers. With this group expected to increase significantly in both number and buying power in the years to come, it's a critical audience for marketers to reach."
- Juan Ruiz, Director of Hispanic Insights

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