

6 Reasons Why You Need To Advertise To The Hispanic Community!

- ** 87% of the people 18-34 interviewed consider themselves to be Primarily Hispanic, although 76% speak English fluently
- ** In 79% of the households where they live, Spanish is the principal; language spoken
- ** 78% of Hispanic Persons 18-34 are influenced by their parents when making purchase
- ** 79% are influenced by Spanish speaking advertising
- ** 84% feel that it is important to advertise to them in Spanish
- ** 97% of Hispanic Persons 18-45 consider family to be the most important part of their lives. Hispanics are well known for giving family top priority and this survey confirms it

Su Periódico **FUNDADO EL AÑO 1995**
LA VOZ
El Portavoz de la Comunidad Latina

Source: Nielson
Media Research, 2014
La Voz Hispanic Newspaper 2018