U.S. Hispanics Are A Growth Imperative for Your Business

Influential and Powerful Consumers

US Hispanic Market as a Latin America country would be the 2nd largest Spanish Speaking country in the world

Internet is a natural first resource for US Hispanics, as 60% were born or grew up in the internet age, versus 40% of non-Hispanic Whites

1 out of every 4 Millennials and Gen Z’s are Hispanic; 1 out 3 preschoolers today are Hispanic

Connected to Their Culture

Hispanics feel advertising is meant for them when:

- 59% It reflects their cultural values
- 52% Includes people who look like them
- 61% Recognize their cultural background

Reachable at Scale

Athena can deliver 19 Million Hispanic Households. A 97% reach of all US Hispanic Homes with 1500 Data Points!