



**TARGET DEMO**  
**U.S. HISPANIC FAMILY**

AGE  
**25 / 55**

GENDER  
Female **55%**  
Male **45%**

EDUCATION  
**33%**  
College





## KEY FACTS ABOUT THE U.S. HISPANIC FAMILY

U.S. Hispanics have a median age of **29 years**, well below the national median of **38 years** for the overall U.S. population. <sup>1</sup>

**27%** of U.S. Hispanics are living in **multigenerational** homes, exceeding the national average of **20%**. <sup>2</sup>

The **makeup** of the Hispanic population **varies widely** across major metropolitan areas. <sup>3</sup>

<sup>1, 3</sup> <https://www.pewresearch.org/fact-tank/2019/09/16/key-facts-about-u-s-hispanics/>

<sup>2</sup> <https://www.pewresearch.org/fact-tank/2018/04/05/a-record-64-million-americans-live-in-multigenerational-households/>



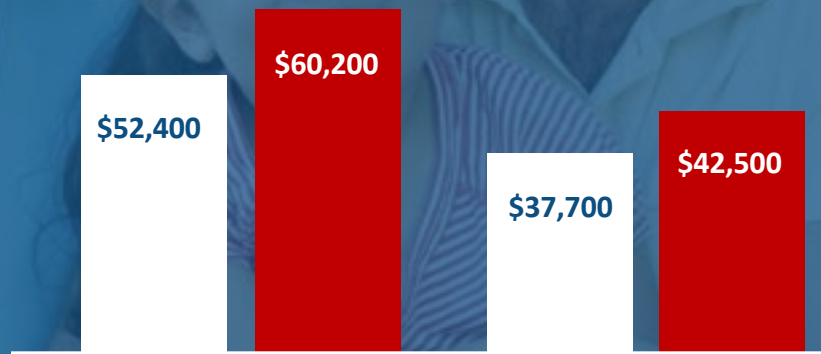
# HOUSEHOLD DEMOGRAPHICS HISPANIC VS. NON-HISPANIC

 HISPANIC HOUSEHOLD

 NON-HISPANIC HOUSEHOLD



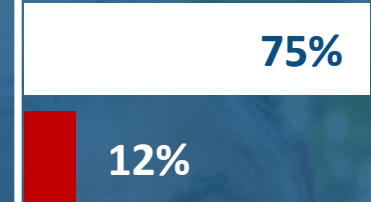
AVERAGE HOUSEHOLD SIZE



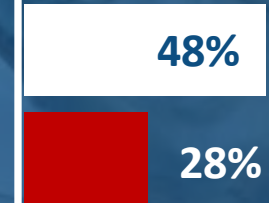
MEDIAN HOUSEHOLD INCOME

MEDIAN HOUSEHOLD EXPENDITURES

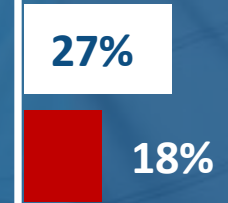
LANGUAGE OTHER THAT ENGLISH SPOKEN IN HOUSEHOLD



CHILDREN UNDER 18 IN HOUSEHOLD



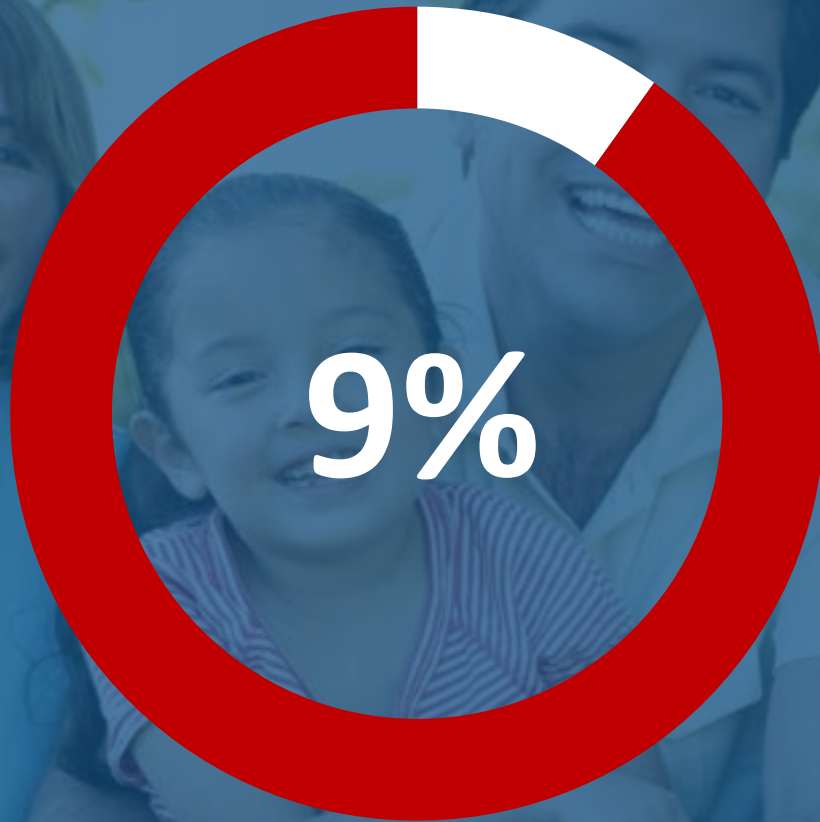
MULTIGENERATIONAL IN HOUSEHOLD



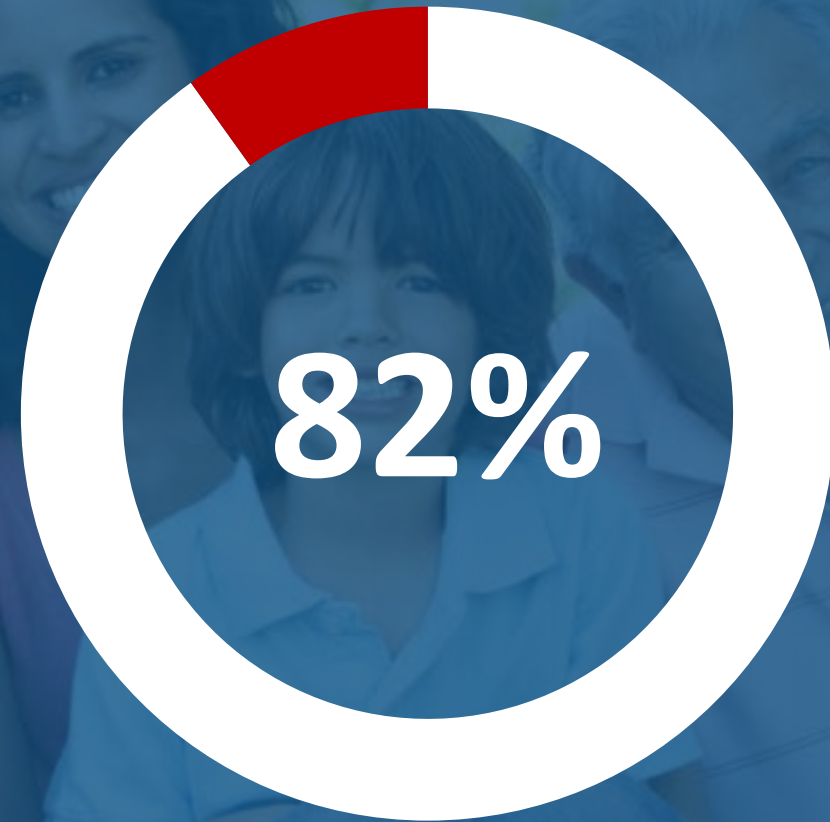


# PERCENTAGE GROWTH IN POPULATION FROM 2018 TO 2058

NON-HISPANIC GROWTH

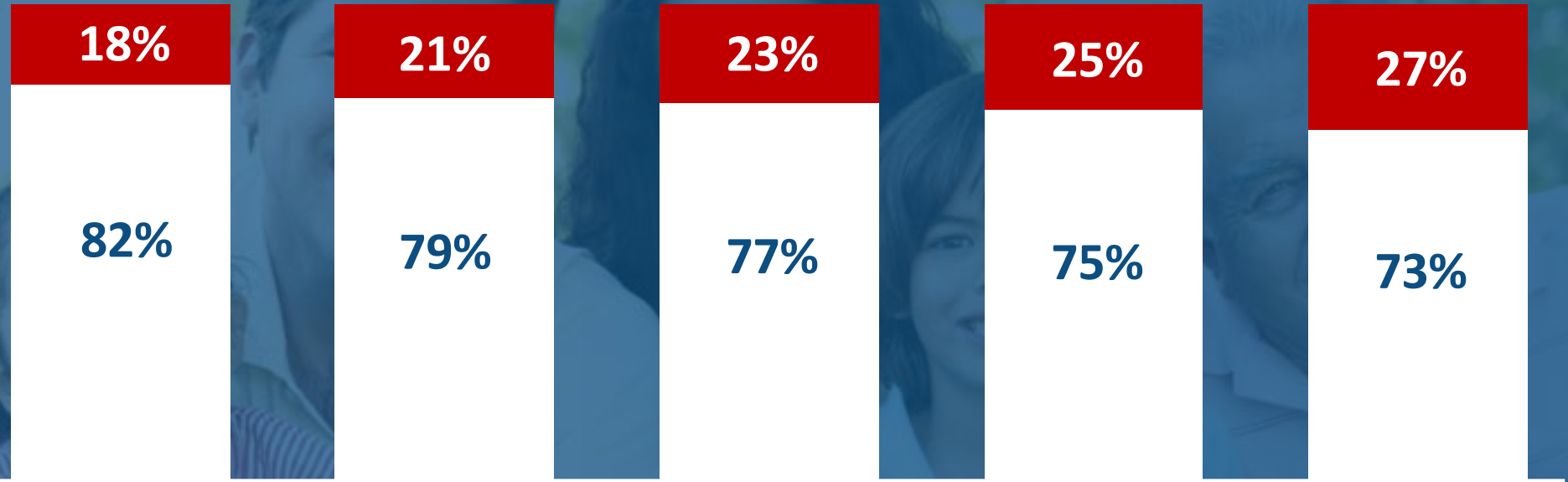


HISPANIC GROWTH





# HISPANIC PERCENTAGE OF TOTAL U.S. POPULATION



	2018	2028	2038	2048	2058
HISPANIC POP	59,881,134	72,259,592	85,075,723	97,436,929	108,969,232
NON-HISPANIC POP	268,010,777	278,612,415	285,102,981	288,480,699	292,307,358



# MORE THAN HALF OF U.S. LATINOS ARE UNDER AGE 34

HISPANICS

NON - HISPANICS WHITES

Over Age 34

42%



Under Age 34

58%

Over Age 34

58%

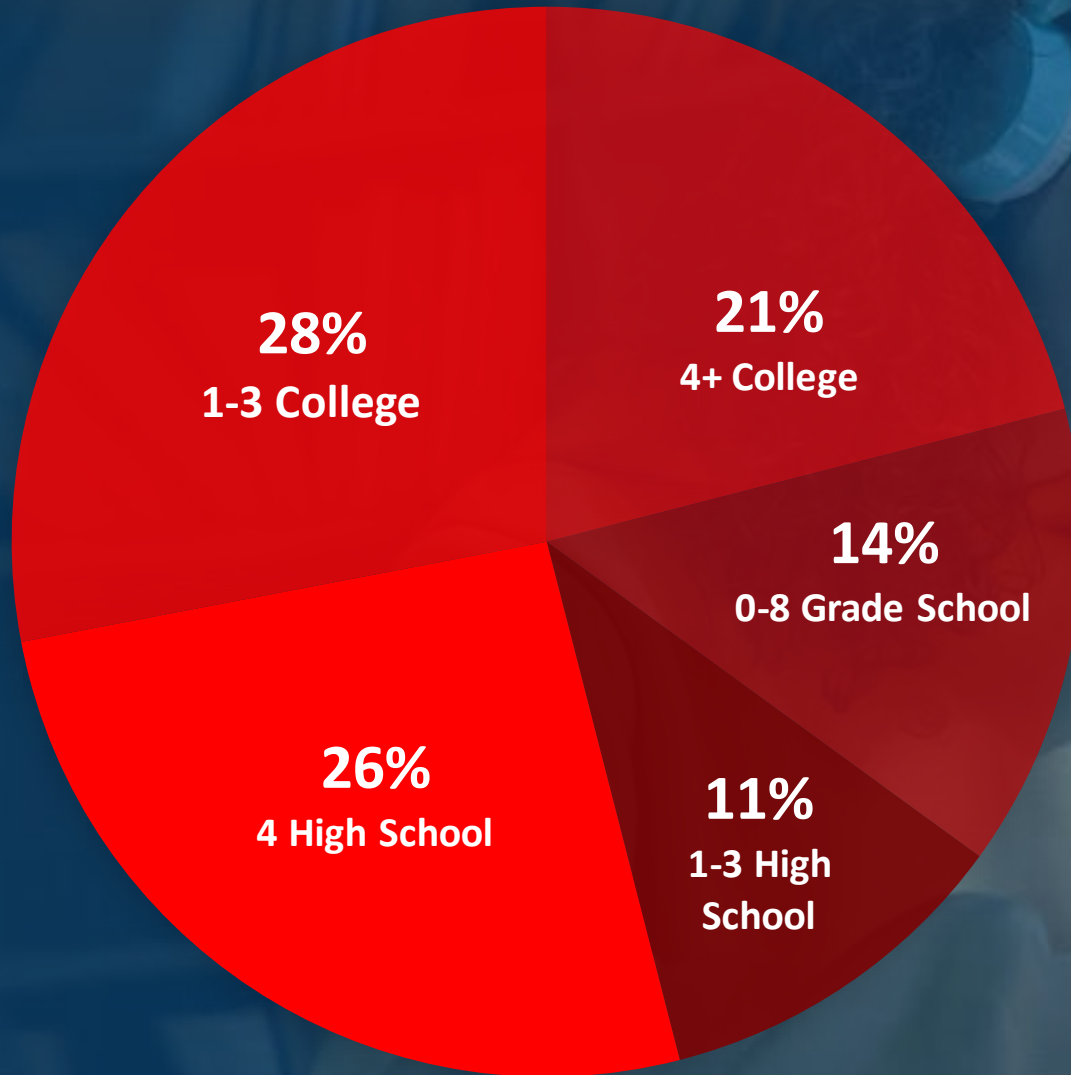


Under Age 34

42%



# EDUCATION OF HISPANIC HOUSEHOLD



## EDUCATION OF HOUSEHOLDER

As of 2022, Hispanic represent 17.7 million households in the US.



## HISPANIC PURCHASING POWER

Hispanic buying power is projected to be **\$2.6 trillion** in just about three years, representing a nearly **150% increase** in the last decade.

If U.S. Latinos were an independent country, their gross domestic product would rank **5<sup>th</sup>** in the world.