**Growing Hispanic Segment Should Not Be Ignored**

A study from Collage Group looks at the growing Hispanic segment of the US population and how the demographic will continue to influence the economy. Intersectionality is another trend to watch, according to Collage Group's Sudipti Kumar, who says, "These intersections are such an important part of Gen Z, our youngest generation, so what is going to be really interesting is to see how society evolves to support this rich diversity in our country."

***The Latin Times 1.24.24***

[*https://www.latintimes.com/how-latinos-cultural-influence-increases-they-become-fastest-growing-minority-us-550622*](https://www.latintimes.com/how-latinos-cultural-influence-increases-they-become-fastest-growing-minority-us-550622)

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