**Hispanic People Resoundingly Favor Digital Media**

The Hispanic population is the most significant user of digital video (81.3%) among racial and ethnic groups, and Hispanic people have a higher adoption rate than the total population on most of the top digital platforms, per eMarketer. "Their strong online presence and enthusiasm for sharing product recommendations with friends make them both a target and an ally for advertisers," writes Paola Flores-Marquez .

***eMarketer 3/25/24***

[*https://www.emarketer.com/content/hispanic-consumers-one-of-most-digitally-active-groups-us*](https://www.emarketer.com/content/hispanic-consumers-one-of-most-digitally-active-groups-us)

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