

This study is brought to you courtesy of

thinkinsights
with Google™

www.google.com/think/insights

thinkretail
with Google

US Hispanic Retail Consumers

Google/OTX, U.S.
Mar 2011



Methodology

Google commissioned Ipsos OTX MediaCT, an independent market research company, to conduct research to gain insight into the behavior of US Hispanics when using the internet, specifically among the three different segments of Spanish Dominant, English Dominant and Bilingual US Hispanics.

To address these objectives, OTX conducted Attitude & Usage survey among these groups.

All qualified respondents were US residents age 18+, internet users and have purchased at least one of the following in the next 6 months:

- Auto
- Retail
- Tech
- CPG

Each respondent was assigned into one of the product categories they qualified for and answered a subset of questions specific to their category purchase.

Interviews were conducted in October, 2010 yielding a total sample of 4,117 respondents.

On average, the survey took approximately 20 minutes to complete.

Search Drives Media Usage for Retail Consumers

53%

of US Hispanic retail consumers typically use Search Engines for Retail Information



Clothing Are The Most Popular Retail Item Purchased By Hispanics



Clothing
89%
vs. 86% of gen pop



38%
Home Improvement
vs. 43 % of gen pop



30%
Home Furnishing
vs. 32% of gen pop

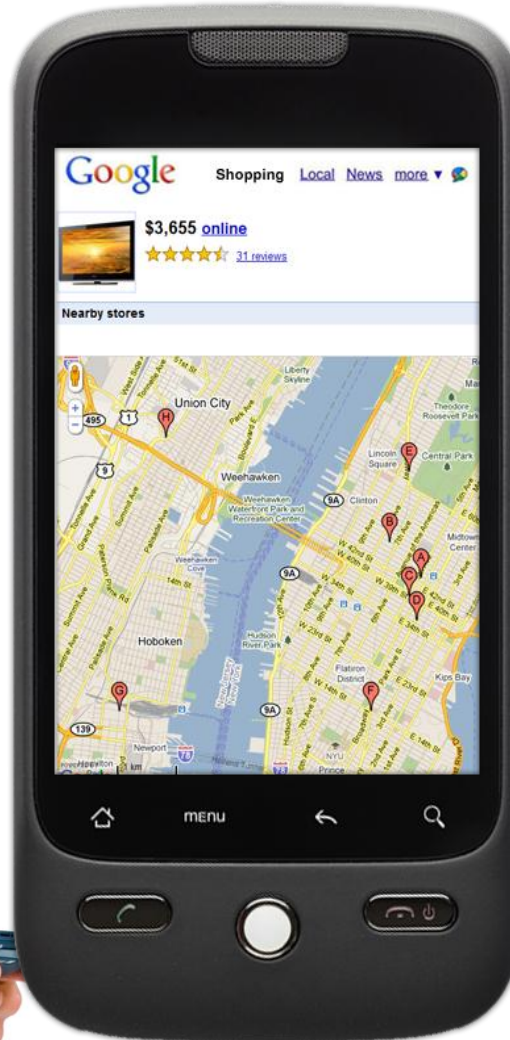
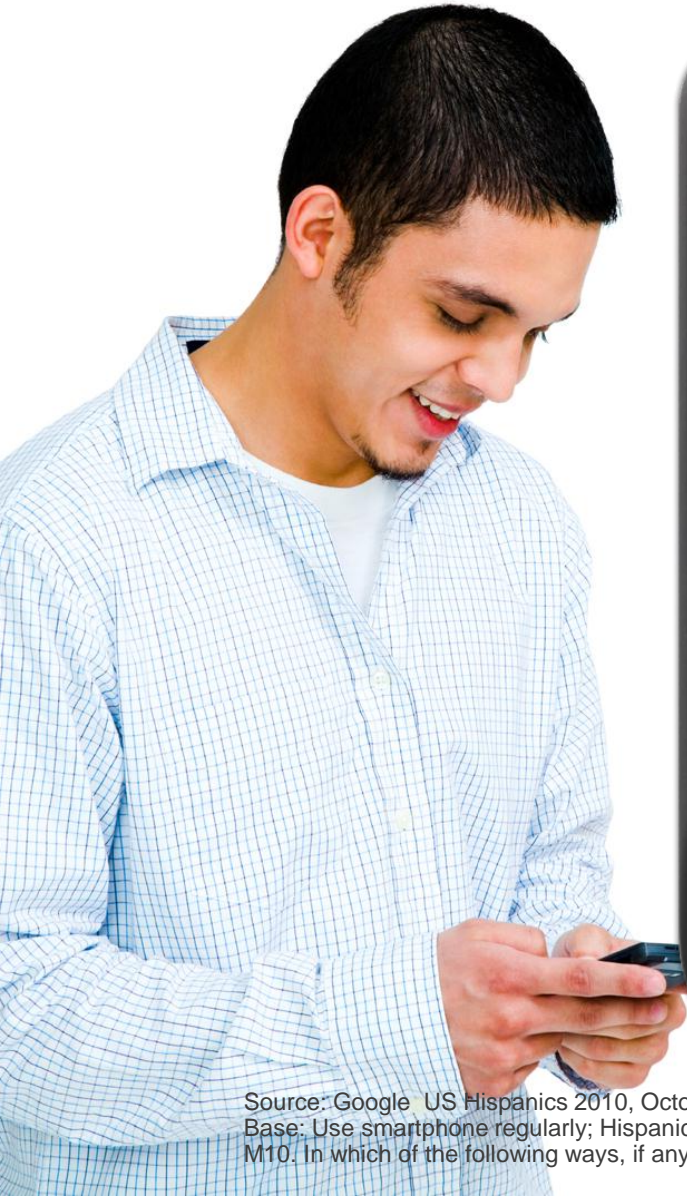


30%
Sporting or
Fitness goods
vs. 27% of gen pop



27%
Jewelry
or watches
vs. 27% of gen pop

Mobile is Already an Important Component of the Purchase Funnel



Over 40%

of Hispanics are comparing prices and locating retailers via their smartphones.

Source: Google US Hispanics 2010, October 2010, OTX
Base: Use smartphone regularly; Hispanic n= 1518, Rep n= 255
M10. In which of the following ways, if any, have you used your smartphone to do your shopping in the past?

Different Methods of Research and Purchasing Retail Items



Visit the Store and Purchase in the Store



Research Online,
Visit the Store and then Purchase Online



Research Online and Purchase in the Store



Purchase in the store
and then Researched Online Afterward



Research Online and Purchase Online



Visit the store first and then Purchased Online

Action Taken as a Result of Online Ads

As a result of seeing online advertisements while researching products...

50% of Hispanics made a purchase in-store

...26% made purchase online

...25% visited a specific brand's website

...24% looked for more info online about a product

...23% looked for promotions online

Key Takeaways

- Online advertising effectively drives 61% of Hispanic shoppers to purchase in-store.
- Online research is a key influencer for Retail with over 37% of the audience researching online before purchasing online or at the store.
- Over 50% of US Hispanics use Search to shop for or gather info on products.

Like what you learned?
Find more studies and data at

thinkinsights
with Google™

www.google.com/think/insights