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**IAB and BIGinsight**

# **Hispanic Consumers & Digital Media**

IAB Multicultural Agency Day  
Oct. 10, 2012

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# Methodology

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IAB conducted a custom analysis of syndicated BIGinsight data to look at consumer and media behaviors of Hispanic consumers. The total sample was 24,864 representing the general US population (which includes the Hispanic population) and was compared to a representative sample of 4,325 US Hispanics. The survey was offered in both Spanish and English, giving respondents the choice of language in which to complete the survey. This presentation further calls out some key differences among 858 Hispanic Moms as compared to the general US adult 18 and over population. The BIGinsight surveys was conducted online (4/24 - 6/11/12) and has a margin of error of less than 1%, at a 99% confidence level.

- **BIGinsight Media & Behaviors Survey** was conducted online (4/24 - 6/11/12)
- **4,325 Hispanic Adults 18+** representative of the general US Hispanic population
- **24,864 Adults 18+** representing the general US population
- **858 Hispanic Mothers** of children under 18

## About BIGinsight™

BIGinsight delivers customized timely market intelligence from various sources through its cloud-based technology-driven Integrated Solutions Platform. Solutions are delivered on multiple devices (PC/Tablet/Smartphone) through the InsightCenter™ tool using diverse information sources relevant to clients' business needs. [www.BIGinsight.com](http://www.BIGinsight.com).

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**IAB Hispanic Consumers & Digital Report**

# **Hispanic Consumers & Purchase Decisions**

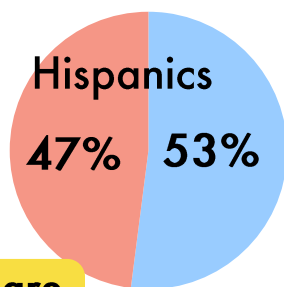
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# Hispanic Consumers are...

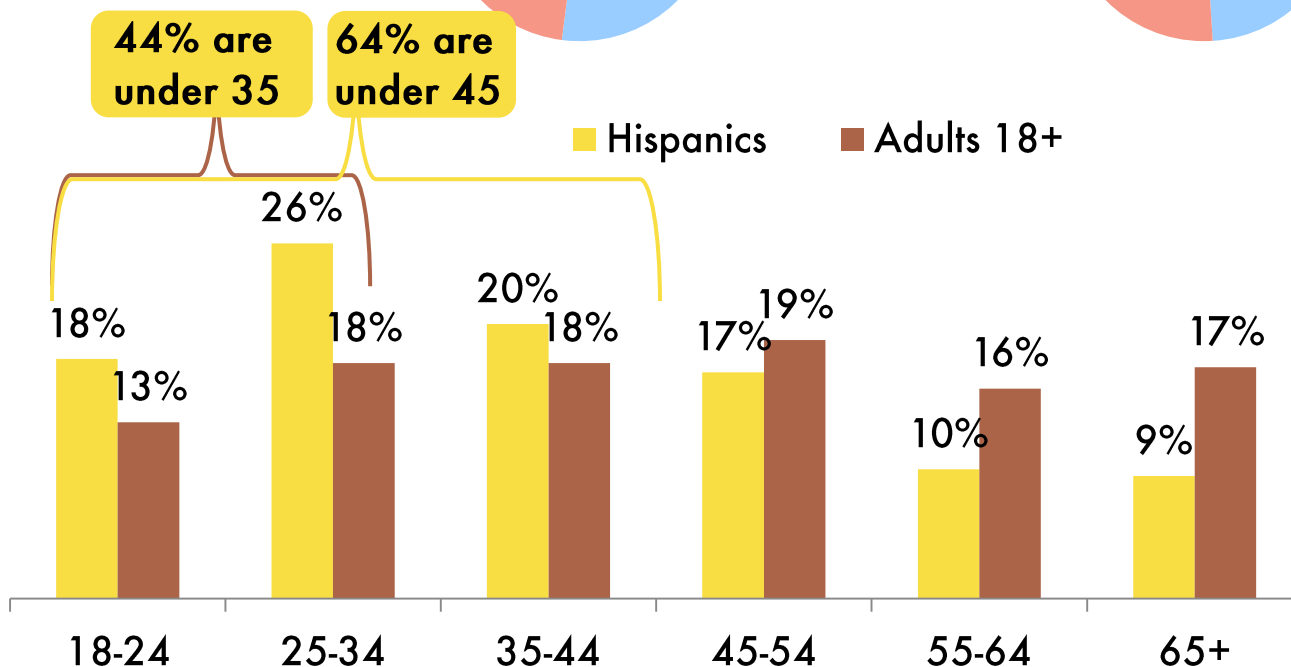
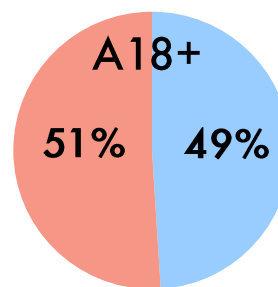
Young

Parents

Male



Male  
Female



	Adults 18+	Hispanics
Avg. HH Income	\$64,714	\$69,666
Avg. Age	45.5	39.9
Avg. Yrs. Education	14.8	14.6
Parents of Kids <18	32%	41%

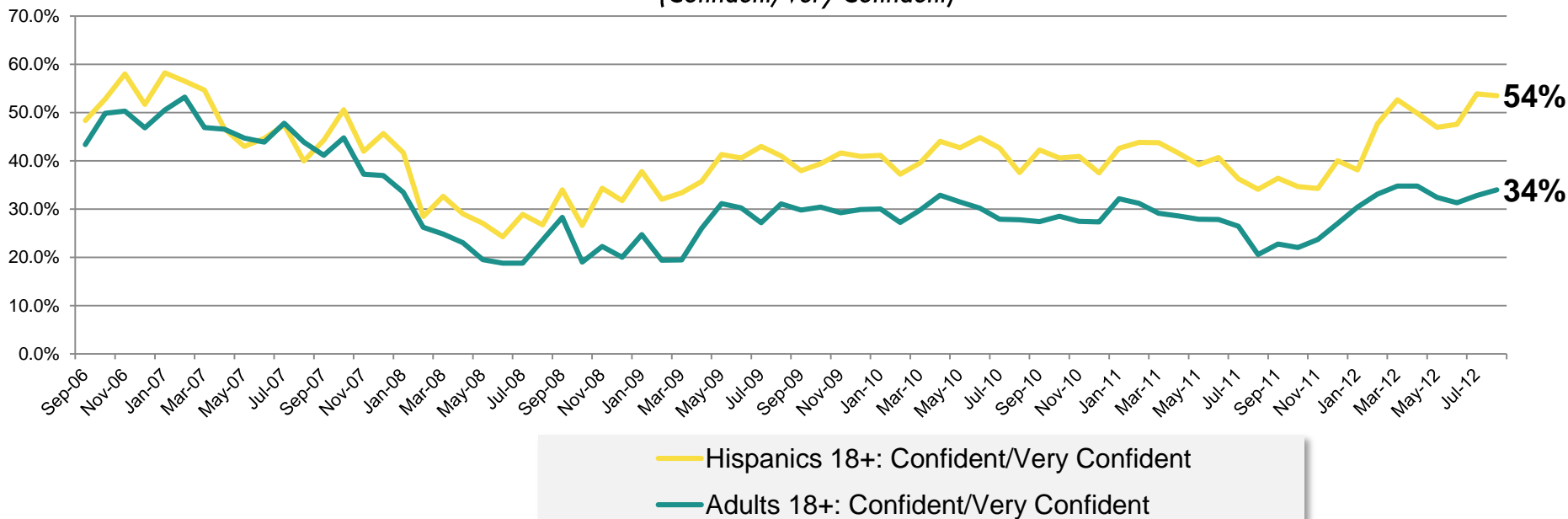
Source: BIGinsight Media Behaviors and Influence Survey Jun 2012.  
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# Hispanics Have Higher Consumer Confidence

- **Just Over Half are Confident About the Economy, Compared to About One-Third of Adults 18+**

Consumer Confidence (Sept. 2006 - Aug-2012)

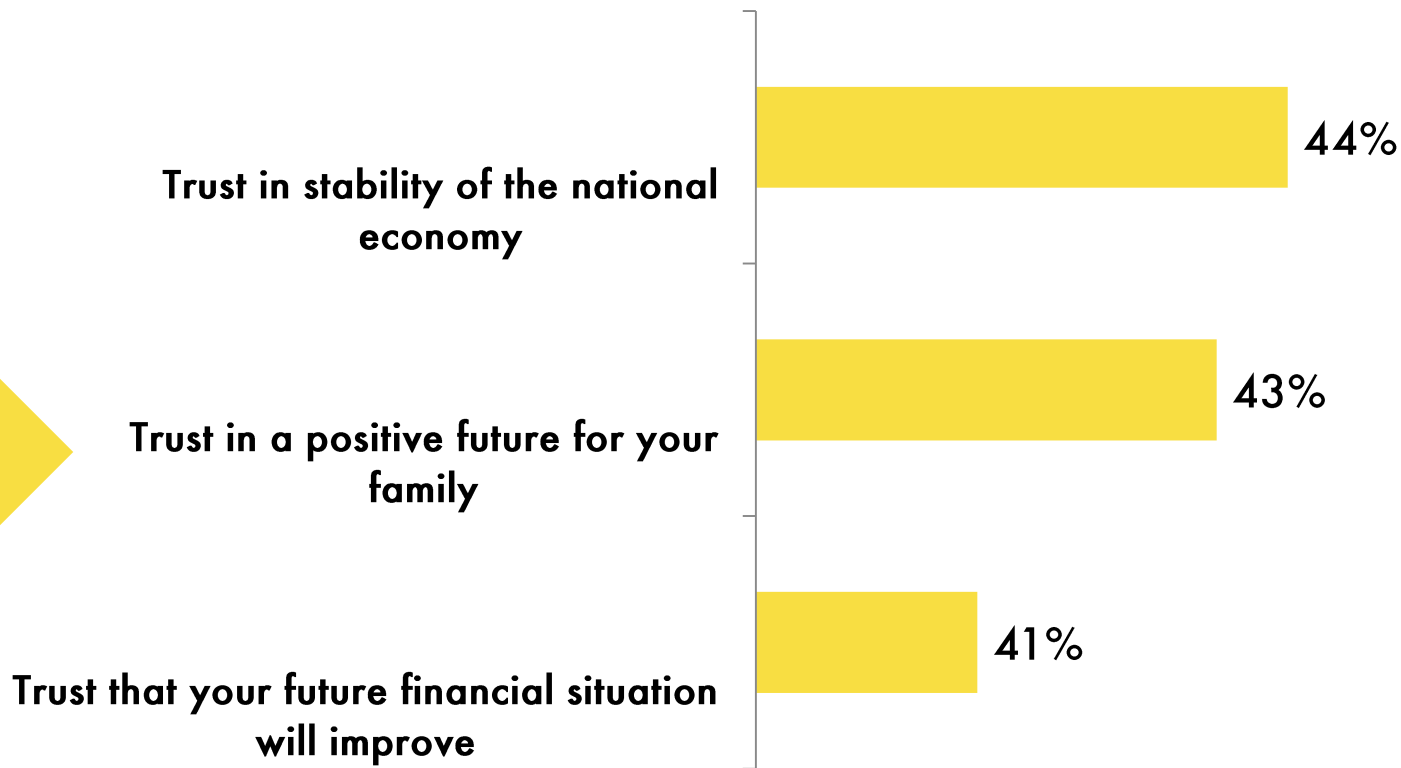
*Which one of the following best describes your feelings about chances for a strong economy during the next 6 months?  
(Confident/Very Confident)*



Source: BIGinsight™ Monthly Consumer Survey, Aug. 2012  
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# Primarily Because They Trust in the Stability of the Economy and in a Better Future for Family

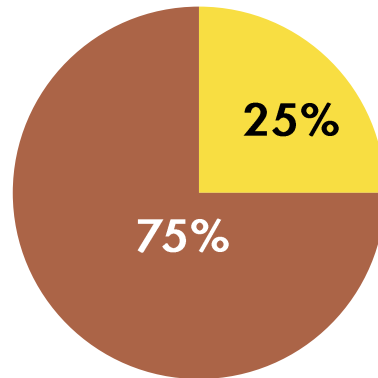
*Consumer Confidence can mean many things to many people. Please check the following items which have the most influence on determining your consumer confidence. (Check all that apply)*



Source: BIGinsight™ Monthly Consumer Survey, March 2012  
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# Hispanic Consumers are Bilingual...

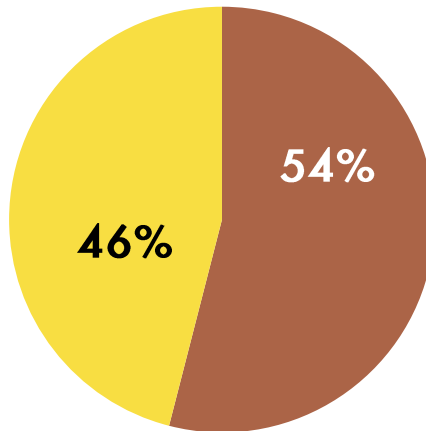
**75% Speak English at Home More Than Half the Time**



■ Speak Spanish at Home Half the Time or More

■ Speak English at Home More Than Half the Time

**...Over Half Report Consuming Spanish Language Media**



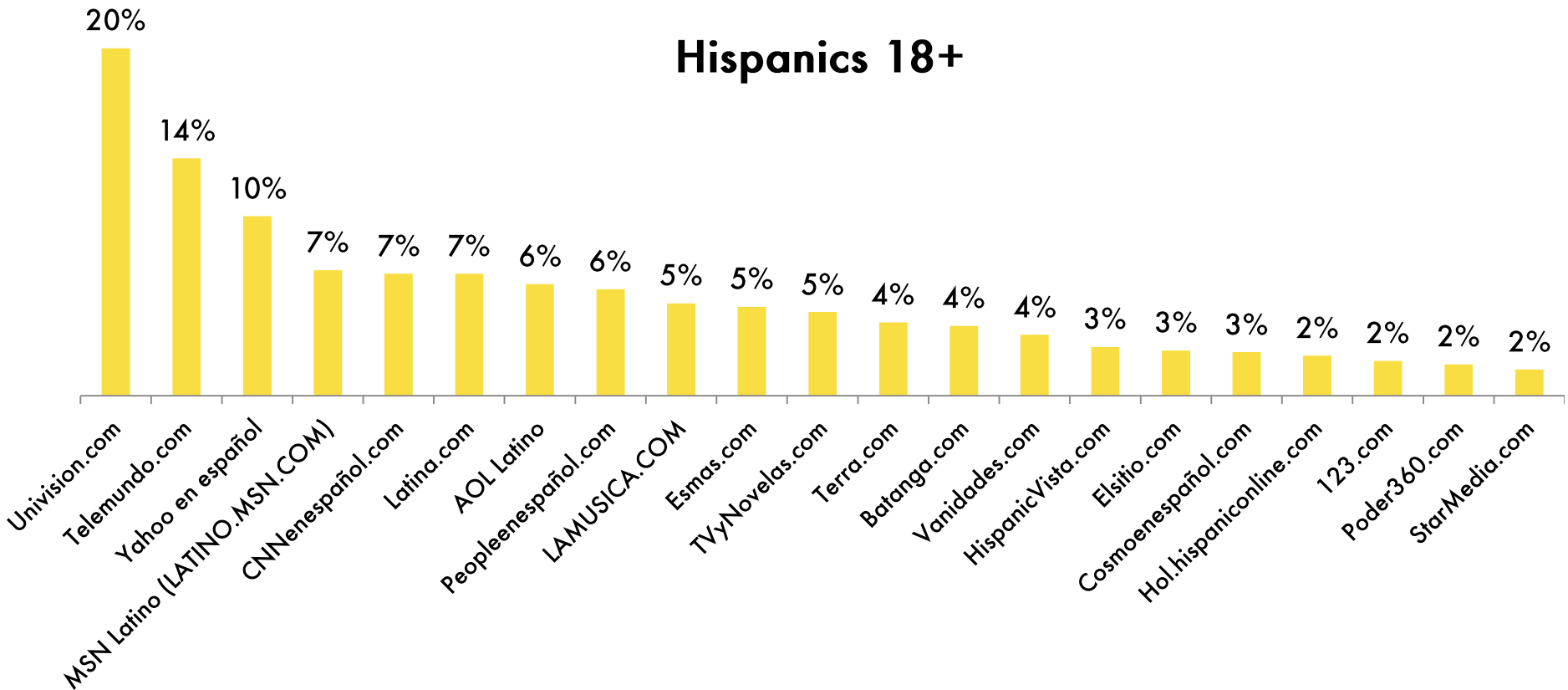
■ Consume Spanish Language Media Regularly or Occasionally

■ Don't Consume Spanish Language Media

Source: BIGinsight Media Behaviors and Influence Survey Jun 2012.  
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# Top Spanish Language Sites Visited Regularly

Which Internet sites do you REGULARLY use? (Regularly means routinely, as a set pattern)  
(Check all that apply)



Source: BIGinsight Media Behaviors and Influence Survey Jun 2012

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# Hispanic Consumers are Entering Significant Life Stages

## ● And that means buying things!

In the next 6 mos., Hispanics are more likely than the general pop. to buy...

**Auto (by 28%)**

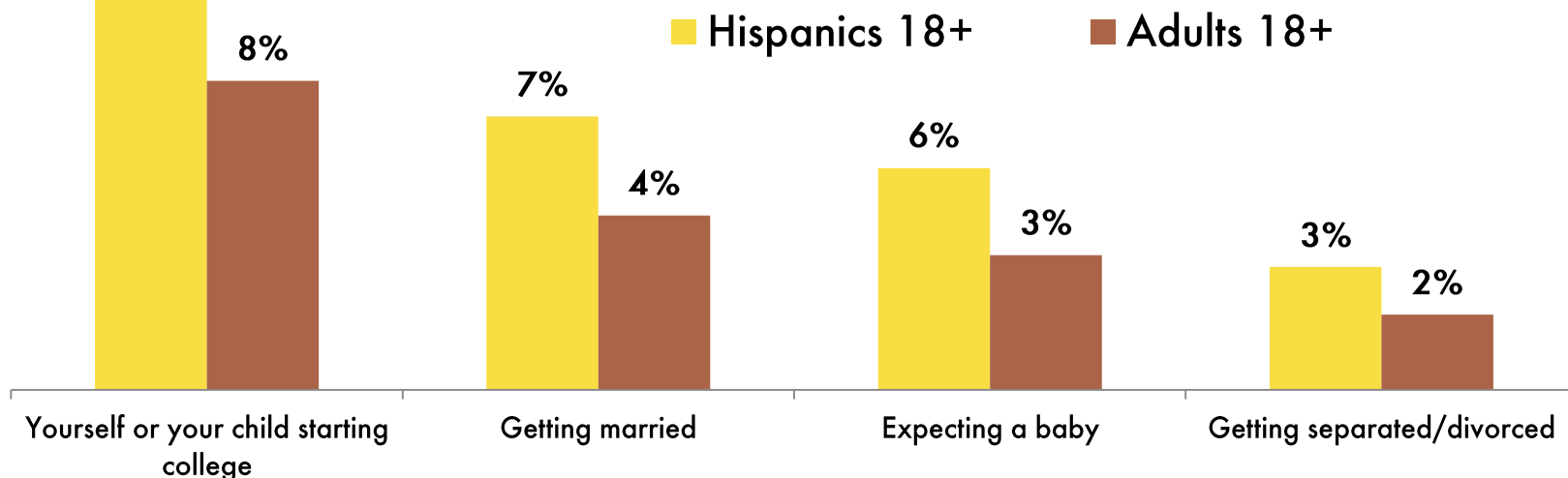
**House (by 41%)**

**Furniture (by 29%)**

**Baby Items (by 37% in next week)**

**Mobile Device (by 37%)**

*Are you planning or anticipating any of the following life events within the next 6 months?  
(Check all that apply)*

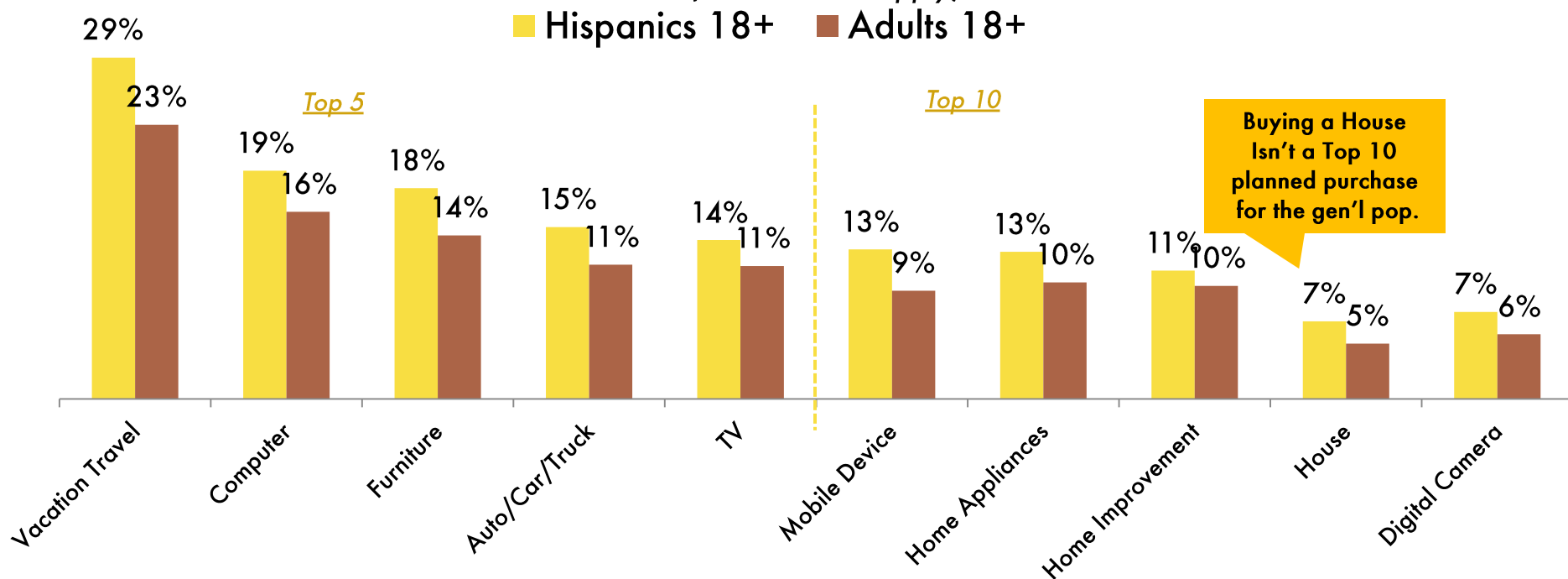


Source: BIGinsight Media Behaviors and Influence Survey Jun 2012.  
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# Hispanic Consumers Intend to Spend...

## ● More Likely to Make Major Purchases than the Average Consumer

*Do you plan to make any of the following major (big dollar) purchases within the next 6 months?  
(Check all that apply)*



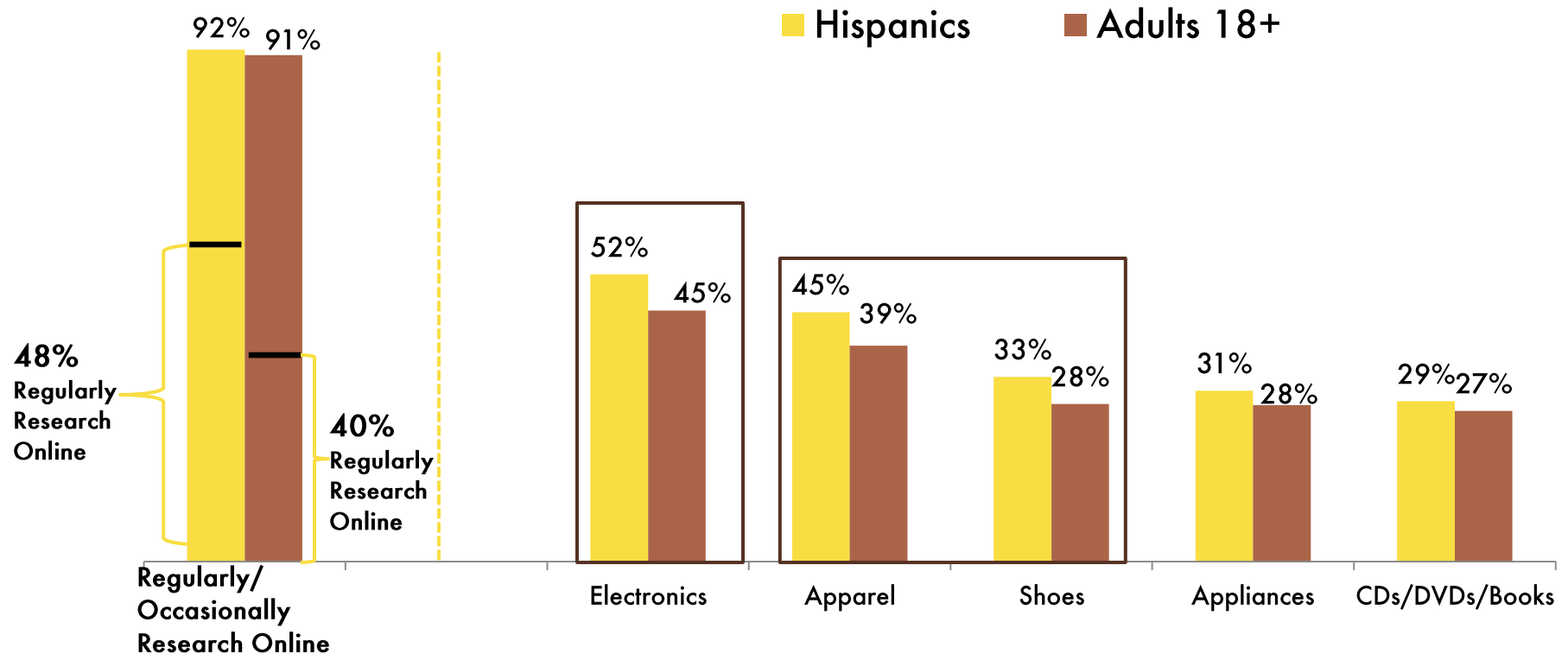
Source: BIGinsight Media Behaviors and Influence Survey Jun 2012.  
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# Hispanic Consumers Research Online Before They Buy

## ● Especially Electronics and Clothing

How often do you research products online before purchasing them in person or in a store?

Over the last 90 days, which types of products did you research online before buying them in person? (Check all that apply)



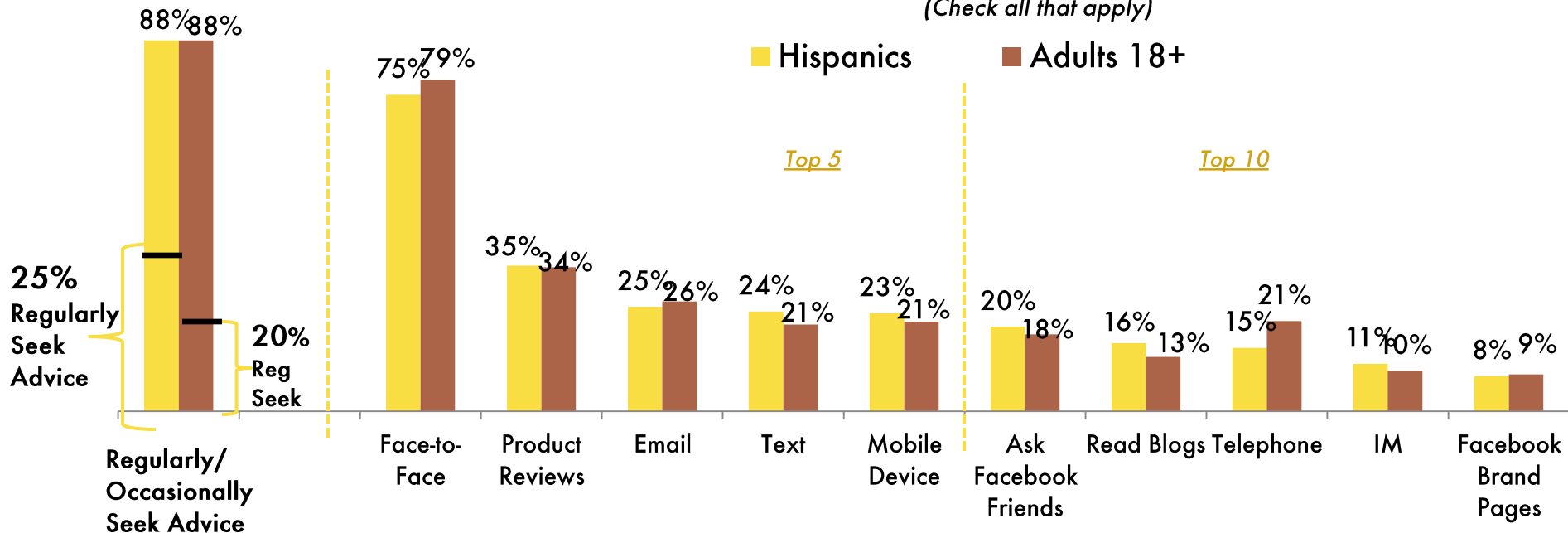
Source: BIGinsight Media Behaviors and Influence Survey Jun 2012.  
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# Hispanics' Purchase Decisions are Influenced by Others

- 2 of Top 5 Influences are Mobile
- 3 of Top 10 Influences are Social

When you purchase products or services, do you seek advice from others before buying?

How do you seek advice from others about products and services before buying?  
(Check all that apply)



Source: BIGinsight Media Behaviors and Influence Survey Jun 2012.  
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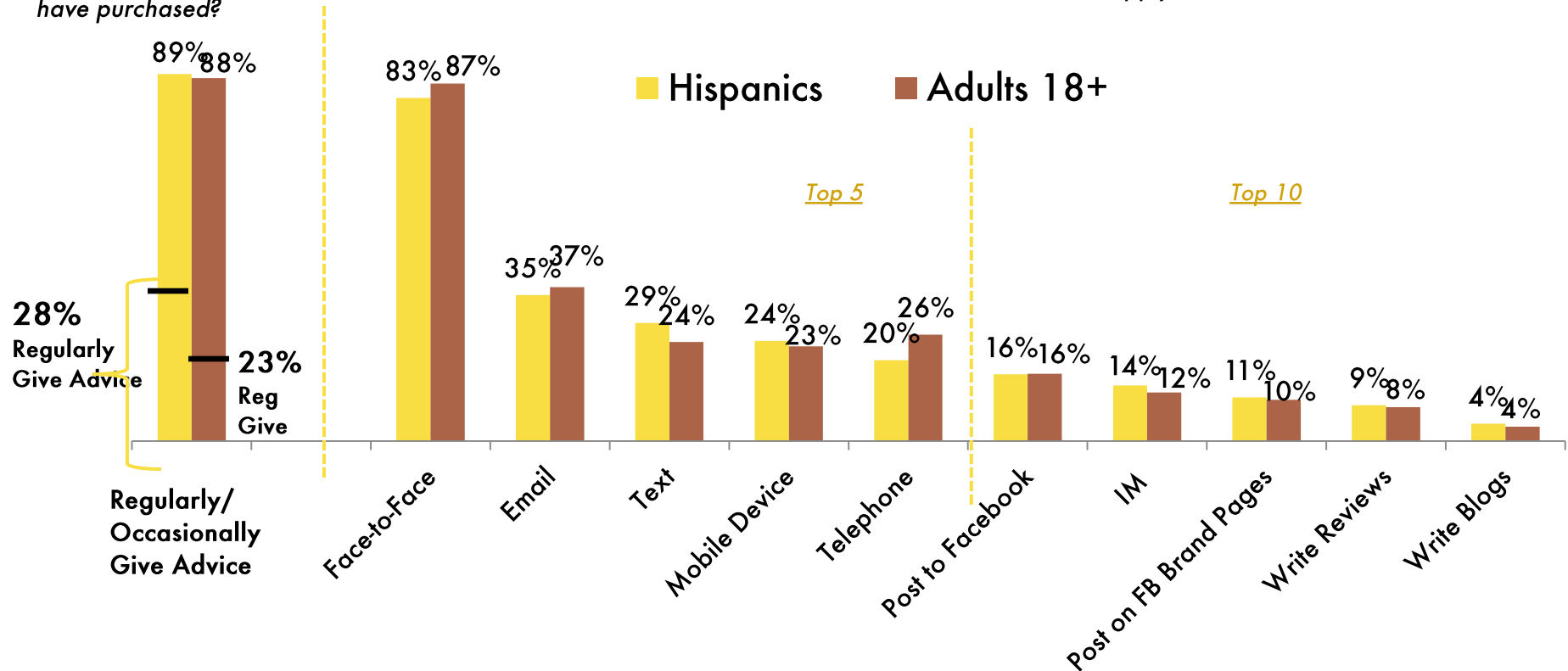
# Hispanics Also Influence Others' Purchase Decisions

- **2 of Top 5 Influences are Mobile**

- **3 of Top 10 Influences are Social**

*Do you give advice to others about products or services you have purchased?*

*How do you give advice to others about products and services you have purchased?  
(Check all that apply)*



Source: BIGinsight Media Behaviors and Influence Survey Jun 2012.  
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**IAB Hispanic Consumers & Digital Report**

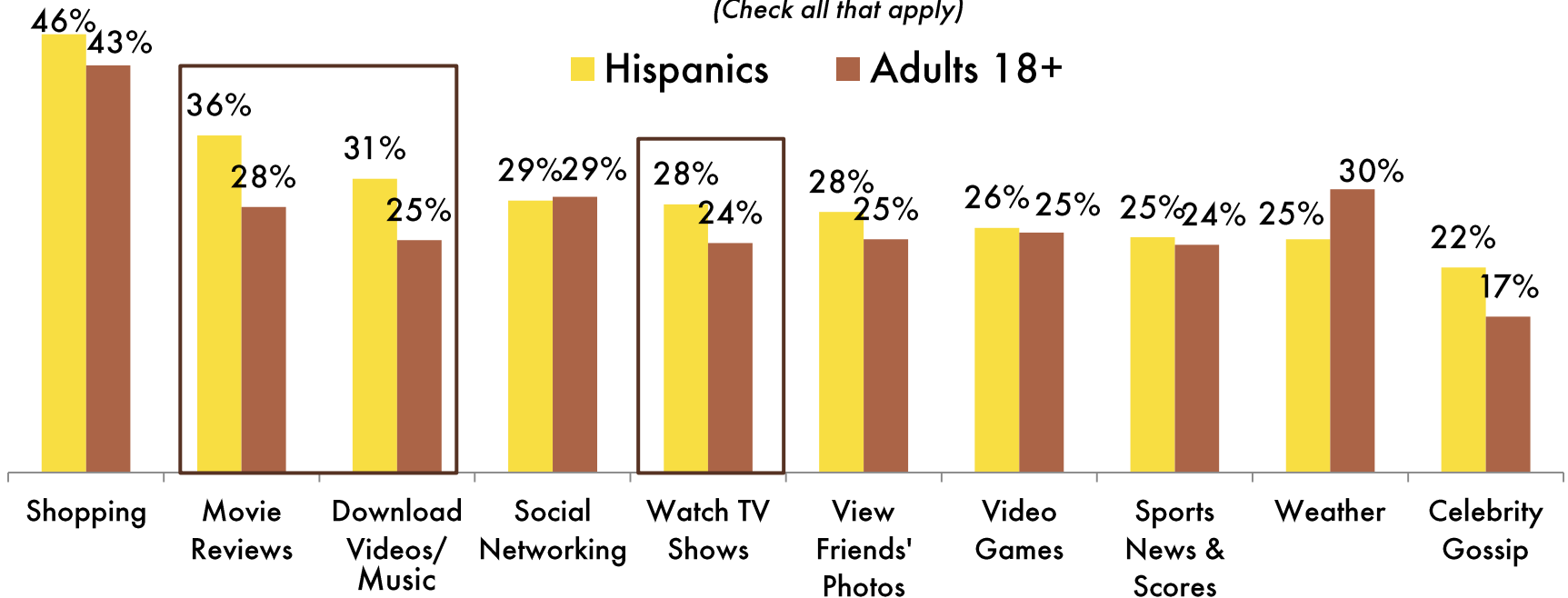
# **Digital, Video and Mobile Device Use**

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# Top Online Activities for Hispanic Consumers

- Hispanics are More Likely to Read or Write Movie Reviews, Download Videos/Music and Watch TV Shows Online than the General Population

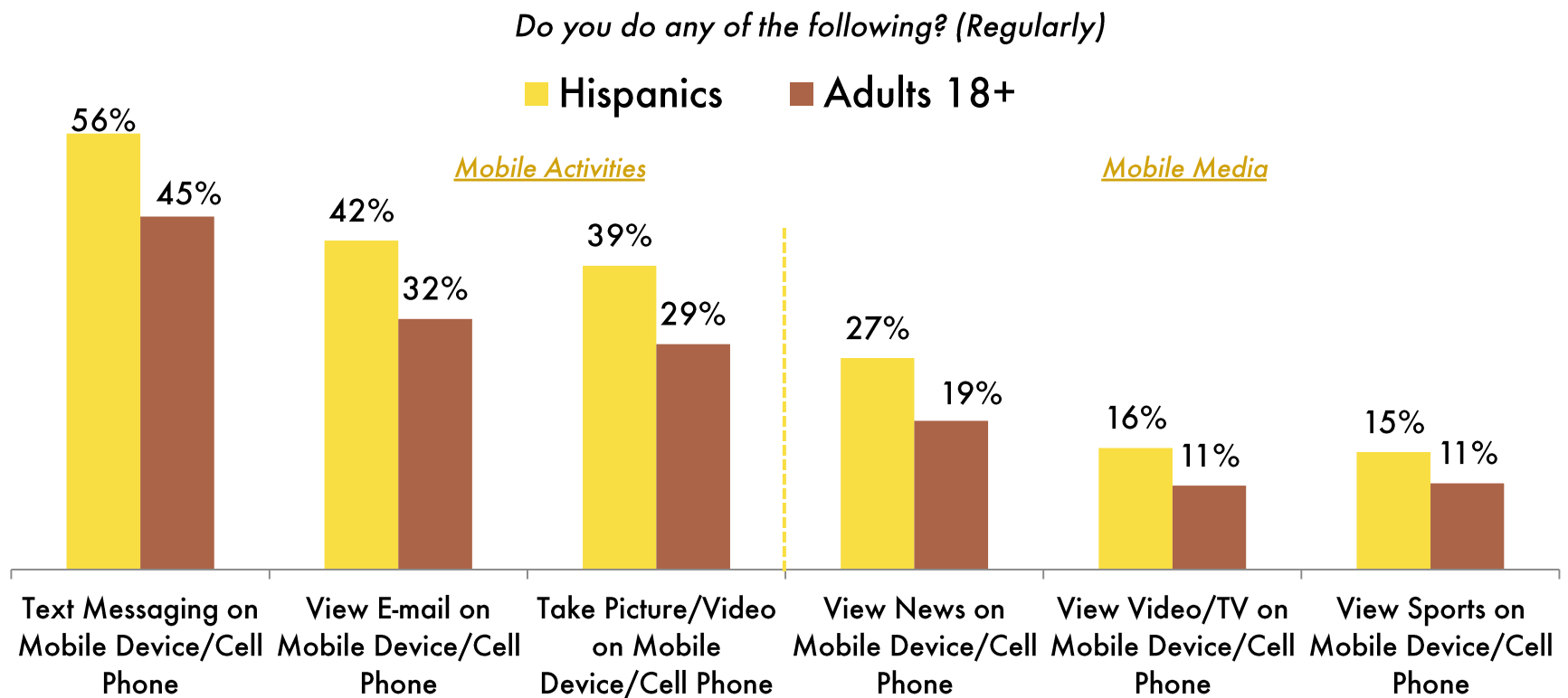
Which of the following online activities do you regularly do for Fun & Entertainment while online?  
(Check all that apply)



Source: BIGinsight Media Behaviors and Influence Survey Jun 2012.  
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# Top Mobile Activities for Hispanic Consumers

- Hispanics Consume More Mobile Media than the General Population



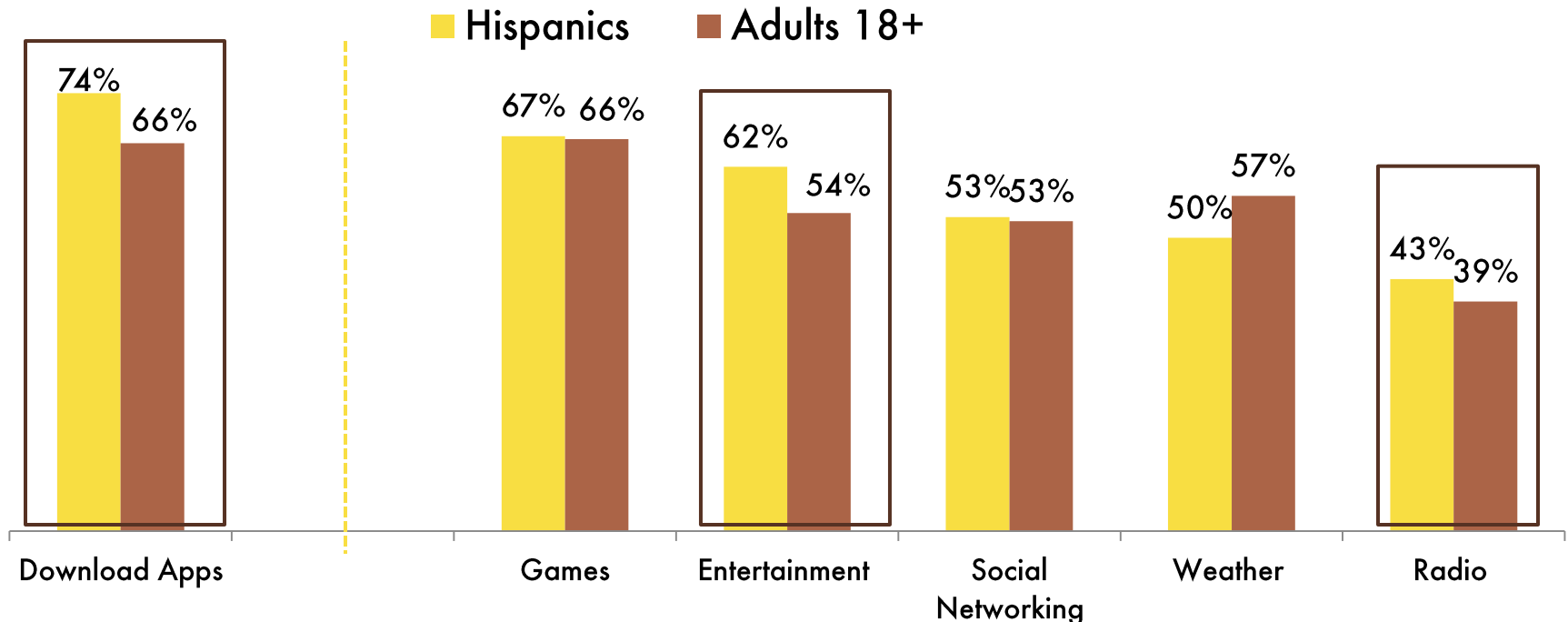
Source: BIGinsight Media Behaviors and Influence Survey Jun 2012.  
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# Top Mobile Apps

- **Hispanic Consumers are More Likely to Download Apps**
- **They're More Likely than the General Population to Use Entertainment or Radio Apps**

*Do you download apps to your mobile device?*

*Which of the following types of apps do you use on your Smartphone or Tablet? (Check all that apply)*

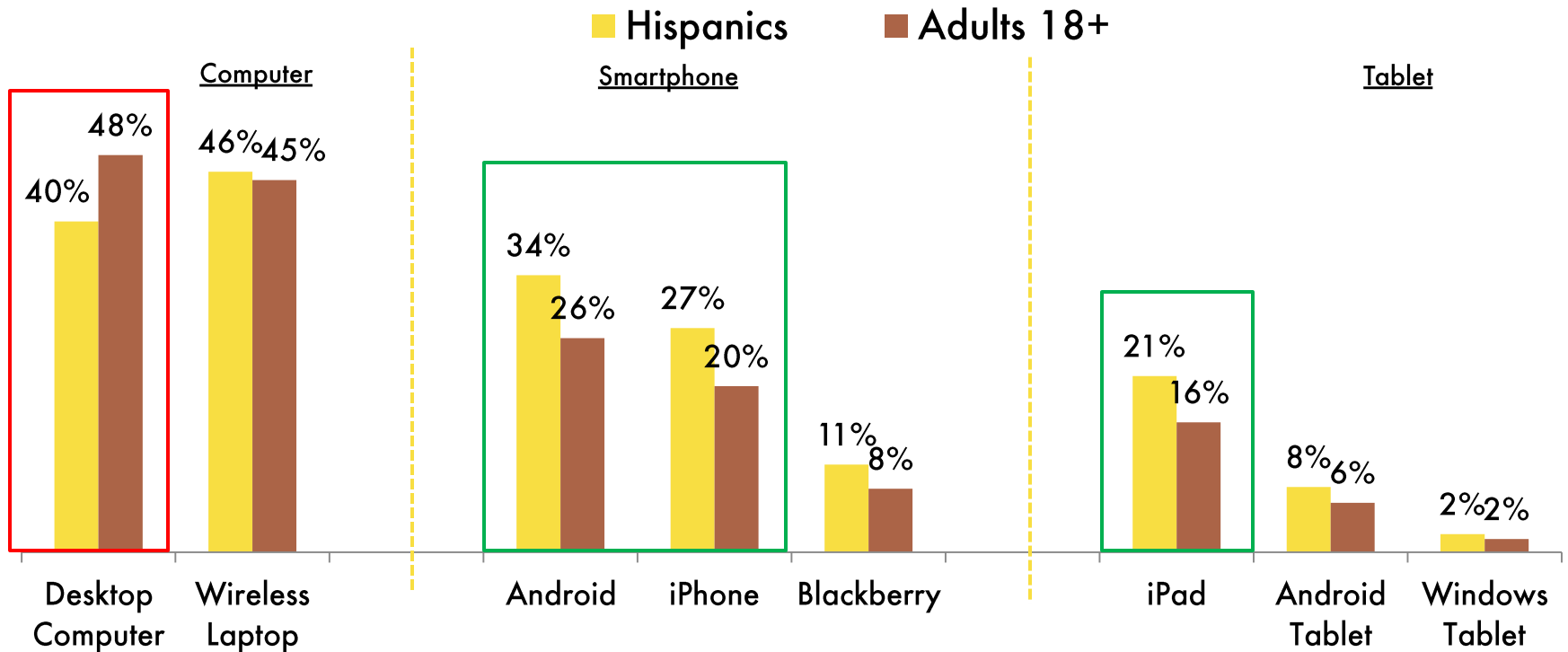


Source: BIGinsight Media Behaviors and Influence Survey Jun 2012.  
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# The Smartphone as Computer: Devices Owned

- **Hispanic Consumers are More Likely to Own a Smartphone or a Tablet**
- **And Less Likely to Own a Desktop Computer Than the General Population**

Which of the following do you have? (Check all that apply)

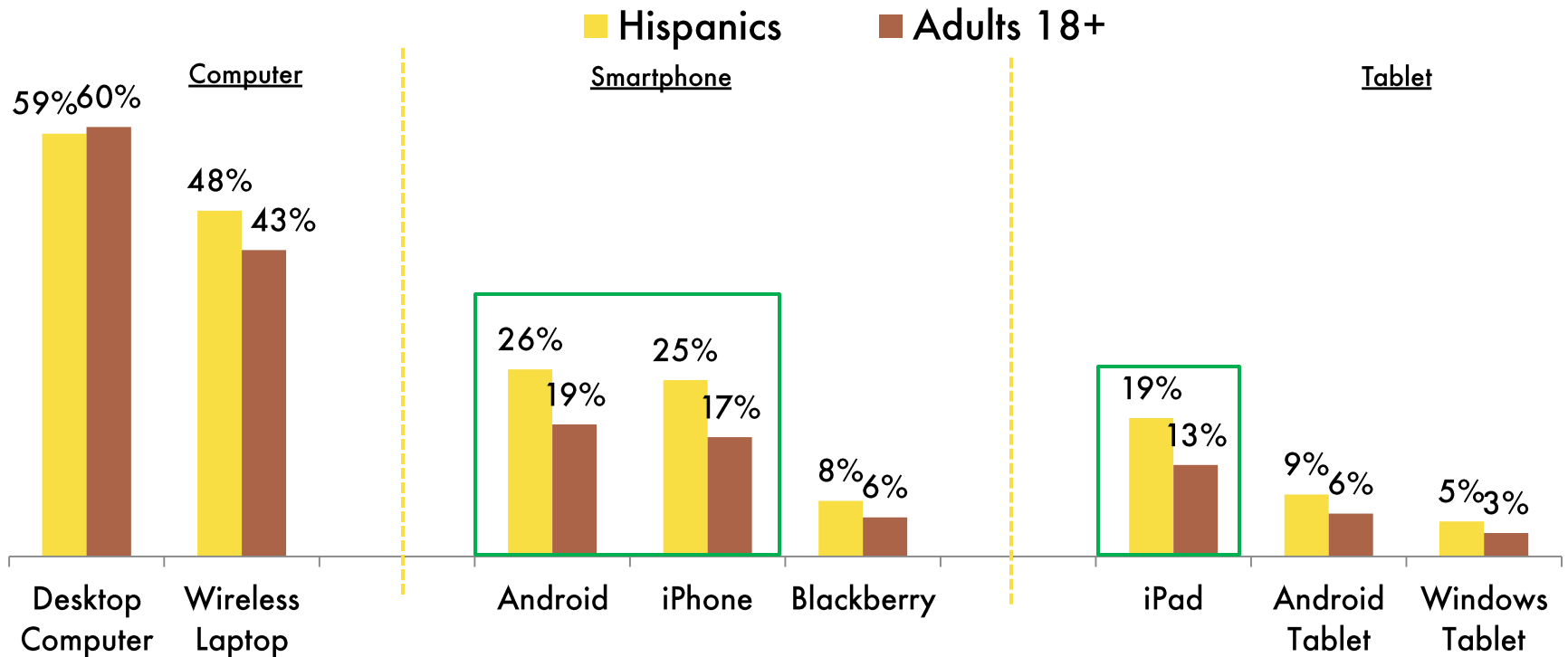


Source: BIGinsight Media Behaviors and Influence Survey Jun 2012.  
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# The Smartphone as Computer: Devices Used for Search

- Hispanic Consumers are More Likely than the General Population to Use Their Mobile Devices to Search

*How often do you search the Internet using the following? (Regularly)*

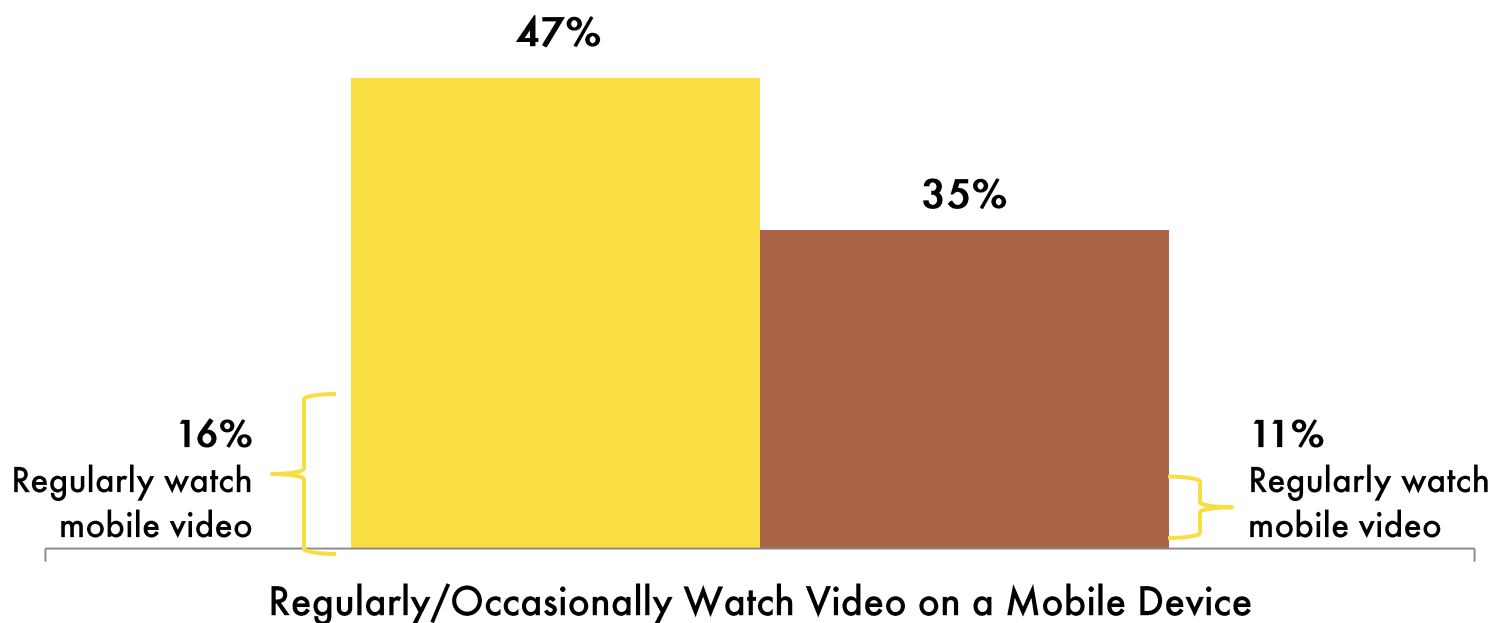


Source: BIGinsight Media Behaviors and Influence Survey Jun 2012.  
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# Nearly Half of Hispanic Consumers Watch Mobile Video

*Do you do any of the following?  
View Video/TV on Mobile Device/Cell Phone*

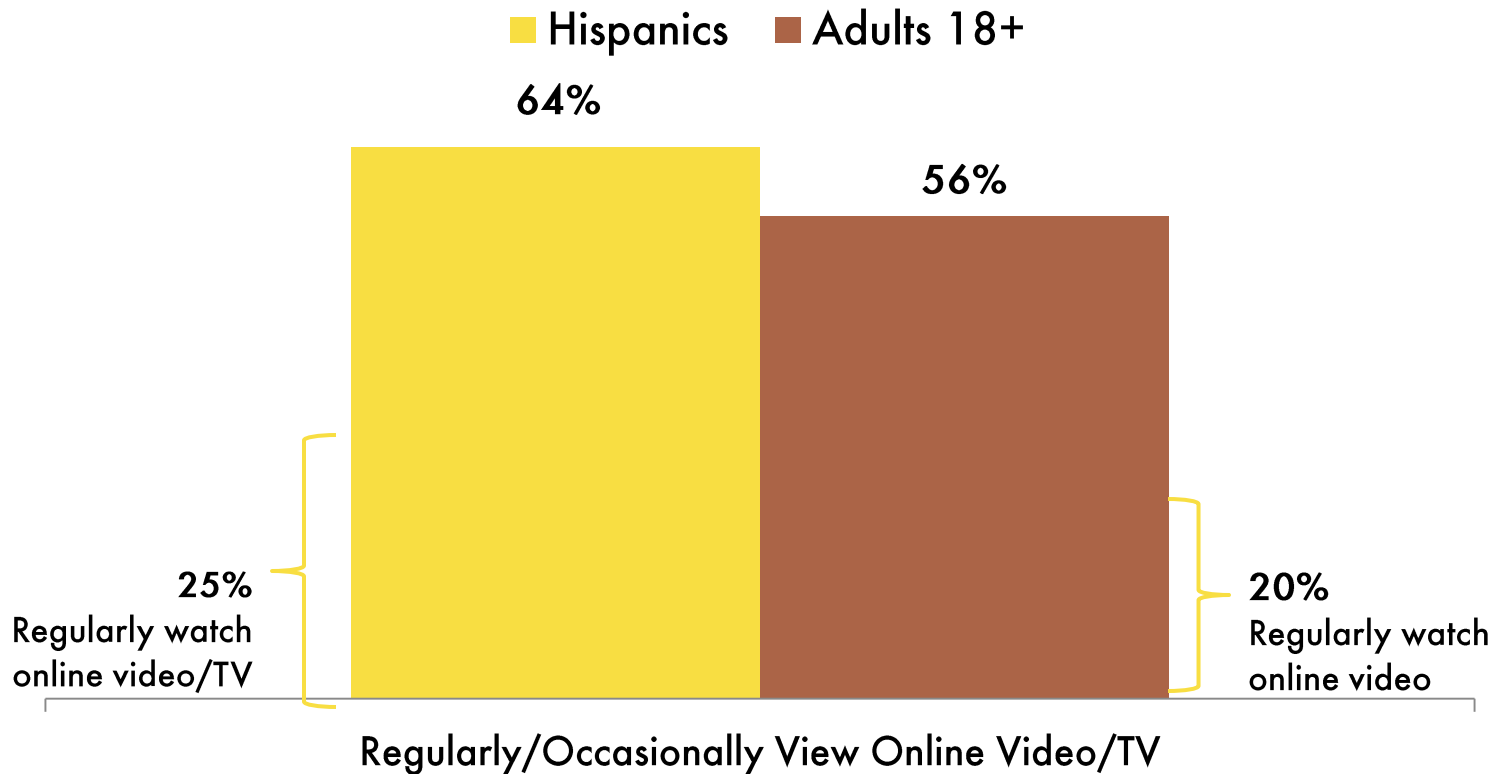
■ Hispanics ■ Adults 18+



Source: BIGinsight Media Behaviors and Influence Survey Jun 2012.  
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# Over Two-Thirds of Hispanic Consumers Watch Online Video

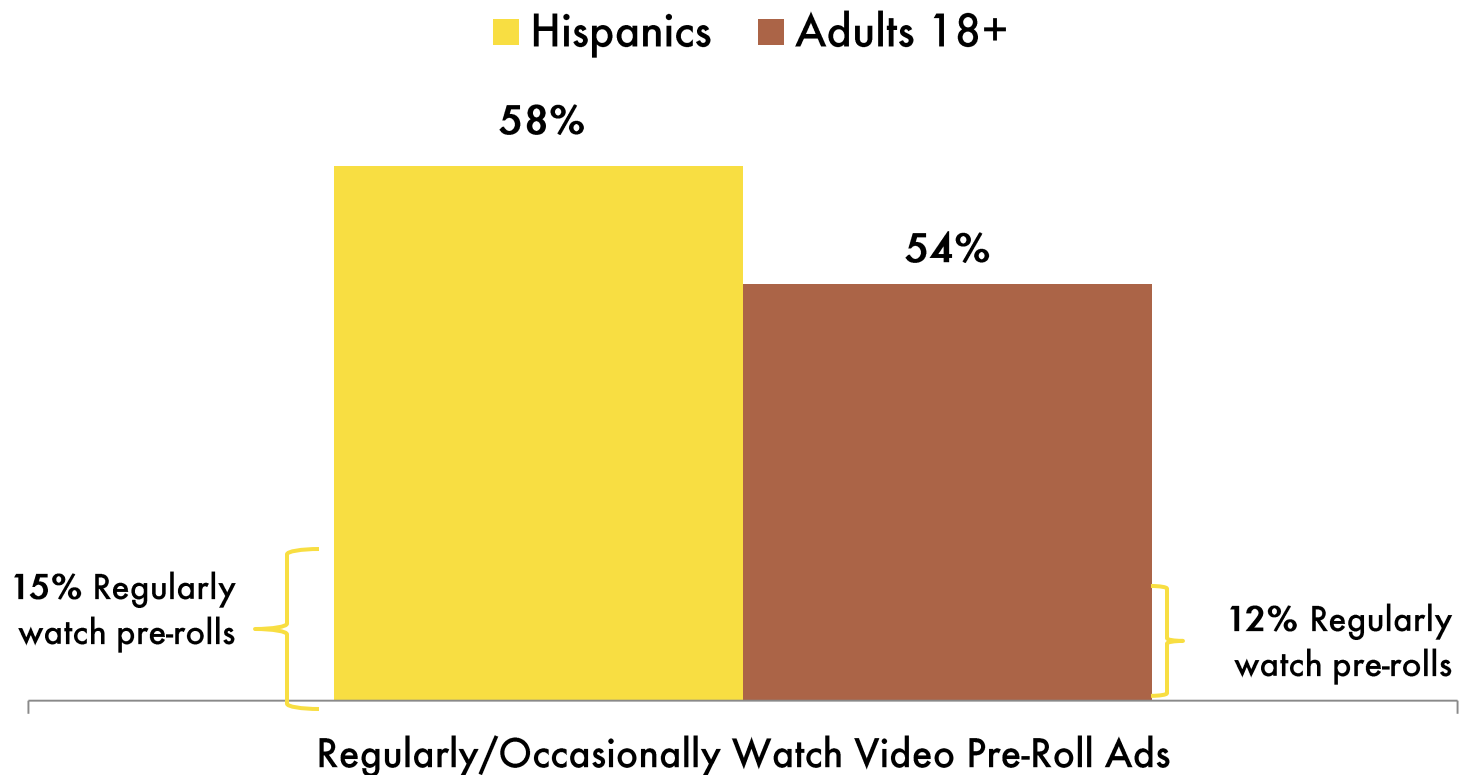
*Do you do any of the following?  
View Online Video/TV (Regularly)*



Source: BIGinsight Media Behaviors and Influence Survey Jun 2012.  
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# Hispanic Consumers Watch Video Pre-Roll Ads

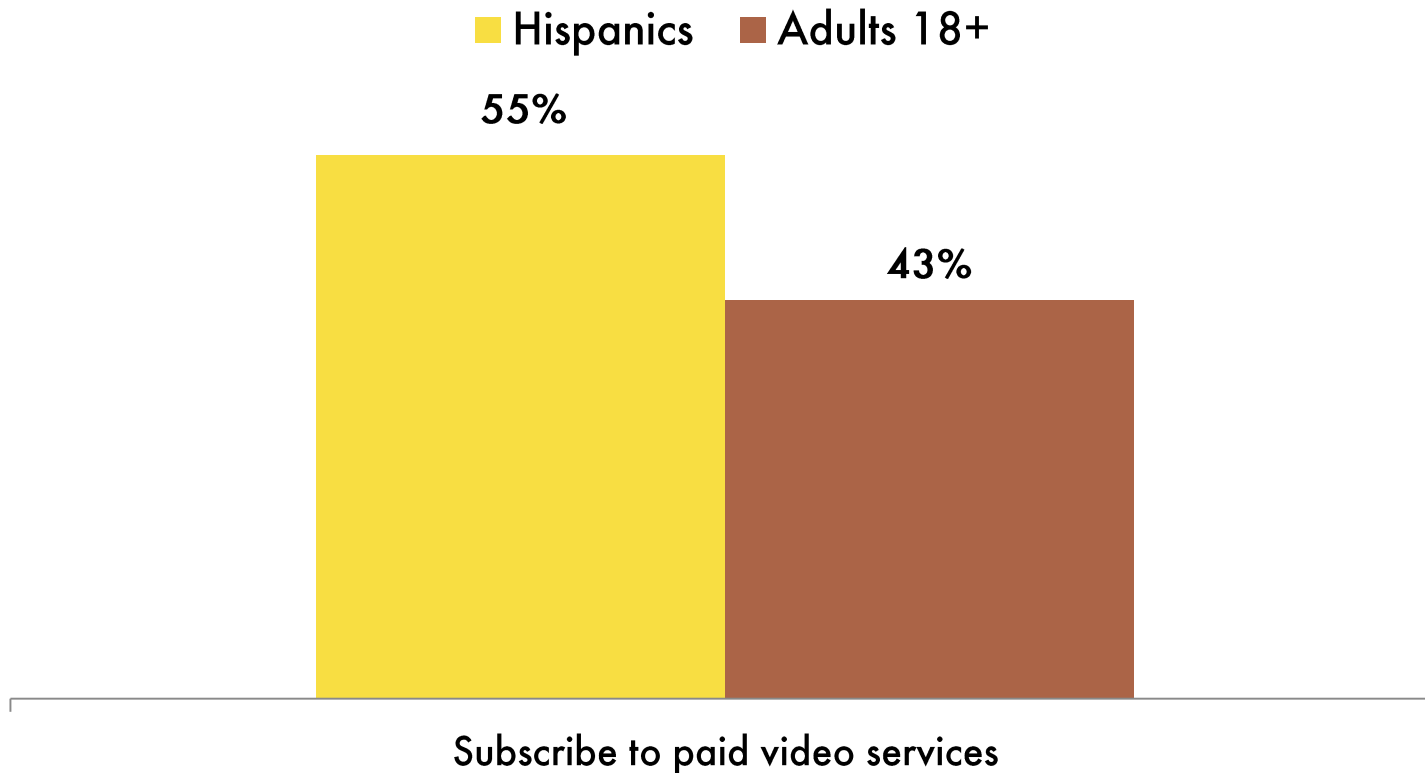
*Many websites play a video commercial prior to playing the video content. Please tell us how often you watch those commercials.*



Source: BIGinsight Media Behaviors and Influence Survey Jun 2012.  
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# Hispanic Consumers Subscribe to Paid Online Video Services

*Do you subscribe to any of the following paid video services?  
(Amazon Instant Video, Blockbuster on Demand, Hulu Plus, iTunes (videostreaming), Netflix)*



Source: BIGinsight Media Behaviors and Influence Survey Jun 2012.  
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## IAB Hispanic Consumers & Digital Report

# Hispanic Moms

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# Hispanic Moms are Expecting Major Life Events

## ● And that means buying things!

In the next 6 mos., Hispanic Moms are more likely than the general pop. to buy...

**Auto (by 55%)**

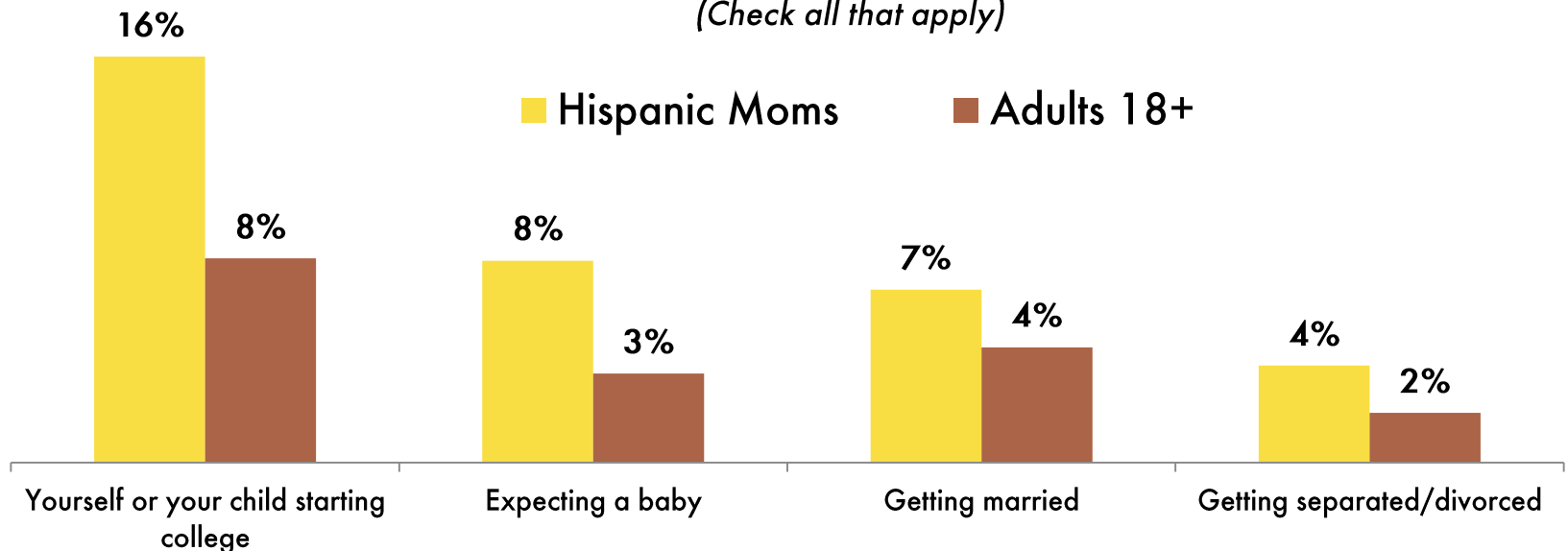
**House (by 75%)**

**Furniture (by 67%)**

**Baby Items (by 143% in next week)**

**Mobile Device (by 34%)**

*Are you planning or anticipating any of the following life events within the next 6 months?  
(Check all that apply)*



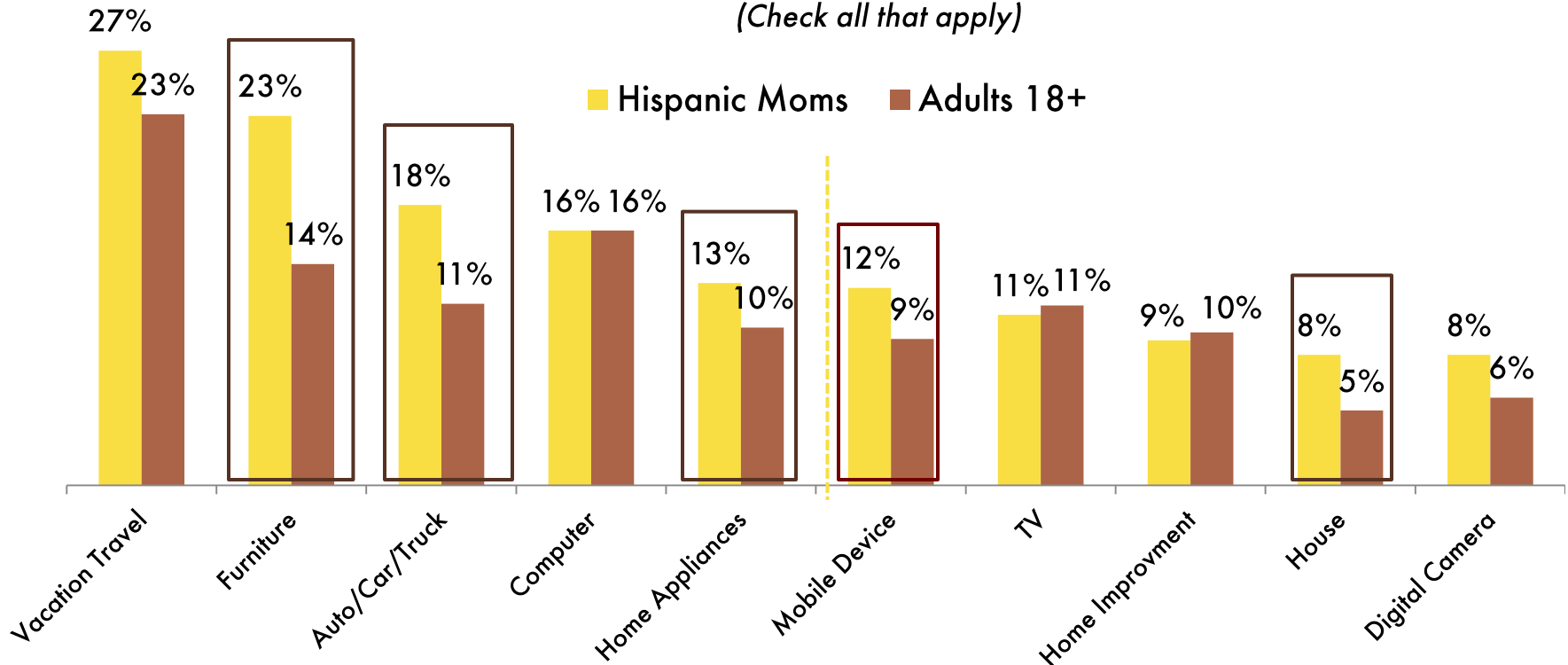
Source: BIGinsight Media Behaviors and Influence Survey Jun 2012.  
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# Hispanic Moms Intend to Spend...

## ● Hispanic Moms Have Different Spending Priorities

- More Likely to Spend on Home, Car and Mobile Goods

*Do you plan to make any of the following major (big dollar) purchases within the next 6 months?  
(Check all that apply)*



*Do you plan to make any of the following major (big dollar) purchases within the next 6 months? (Check all that apply)*

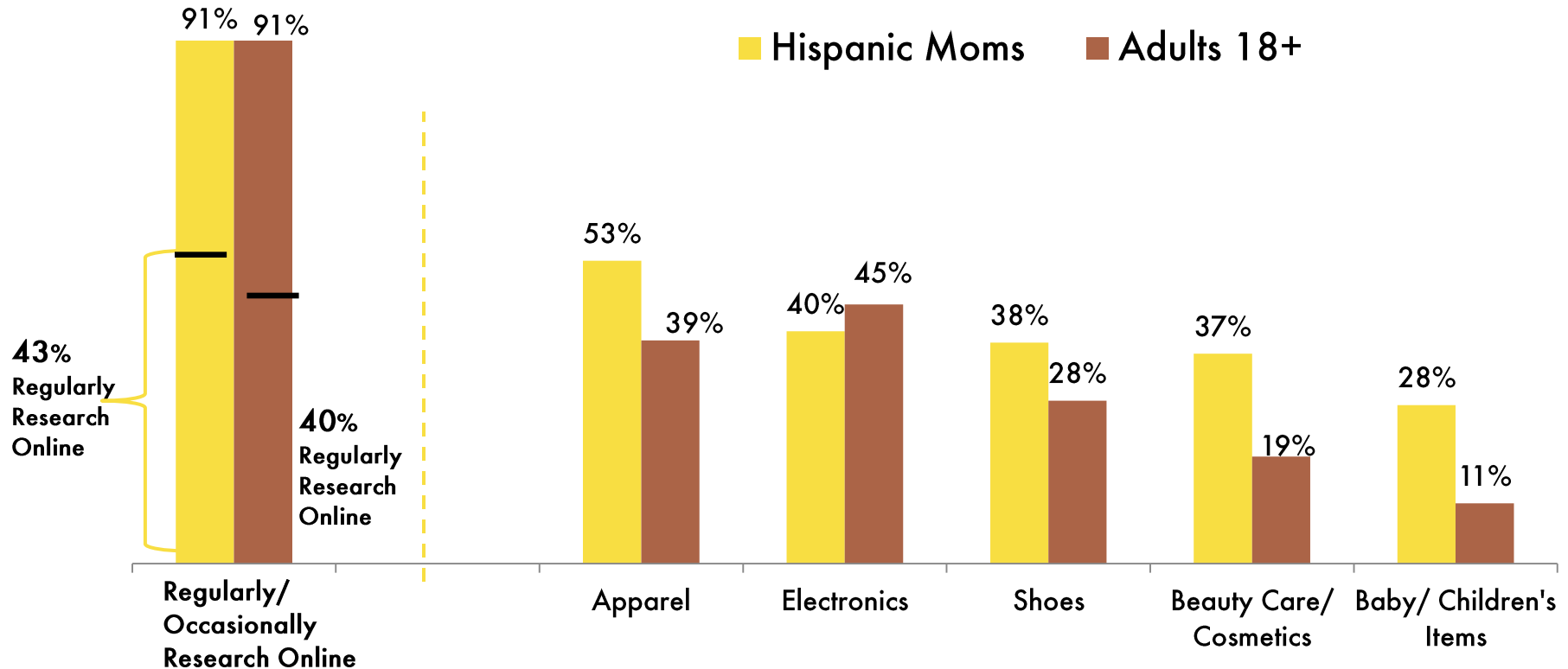
Source: BIGinsight Media Behaviors and Influence Survey Jun 2012.

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# Hispanic Moms Research Online Before They Buy

## ● Top Researched Products Include Clothing, Baby Items

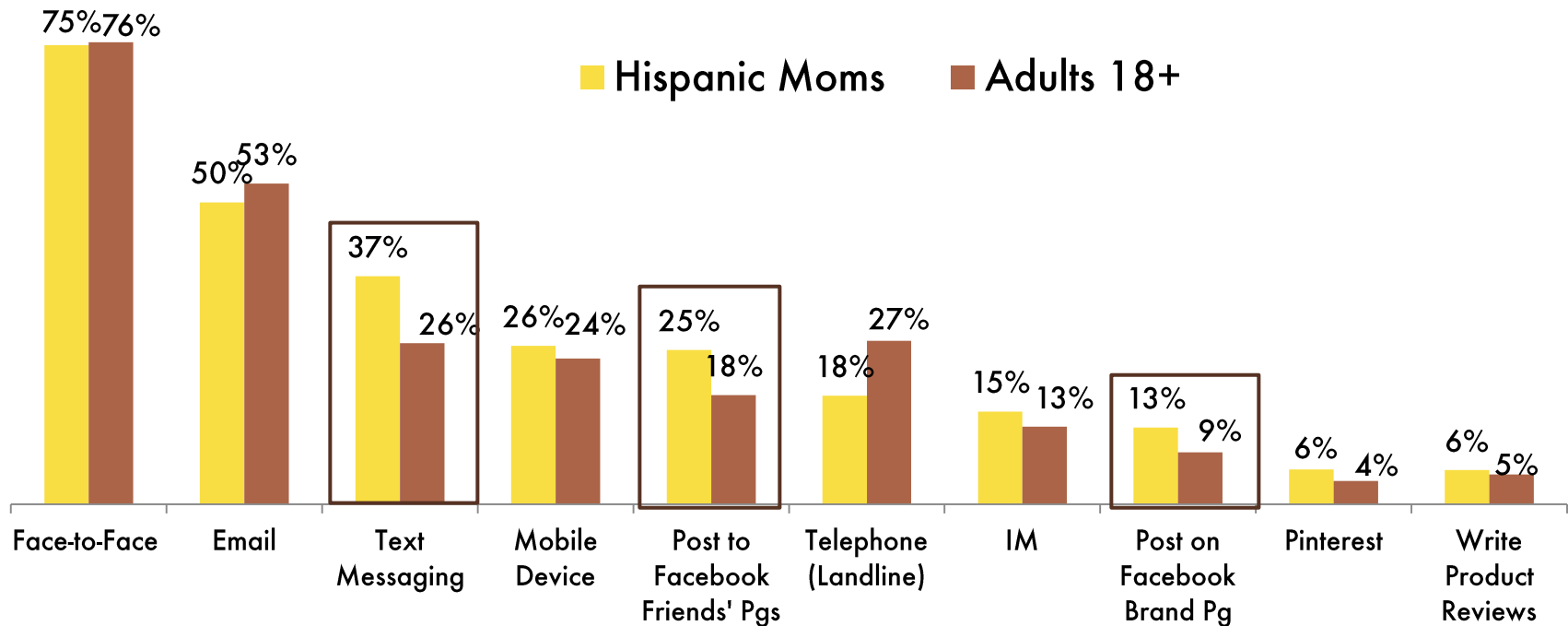
*How often do you research products online before purchasing them in person or in a store?*



Source: BIGinsight Media Behaviors and Influence Survey Jun 2012.  
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# After Product Search, Hispanic Moms Likely to Text and Post to Social Media

*After searching, how do you communicate with others about a service, product or brand?  
(Check all that apply)*



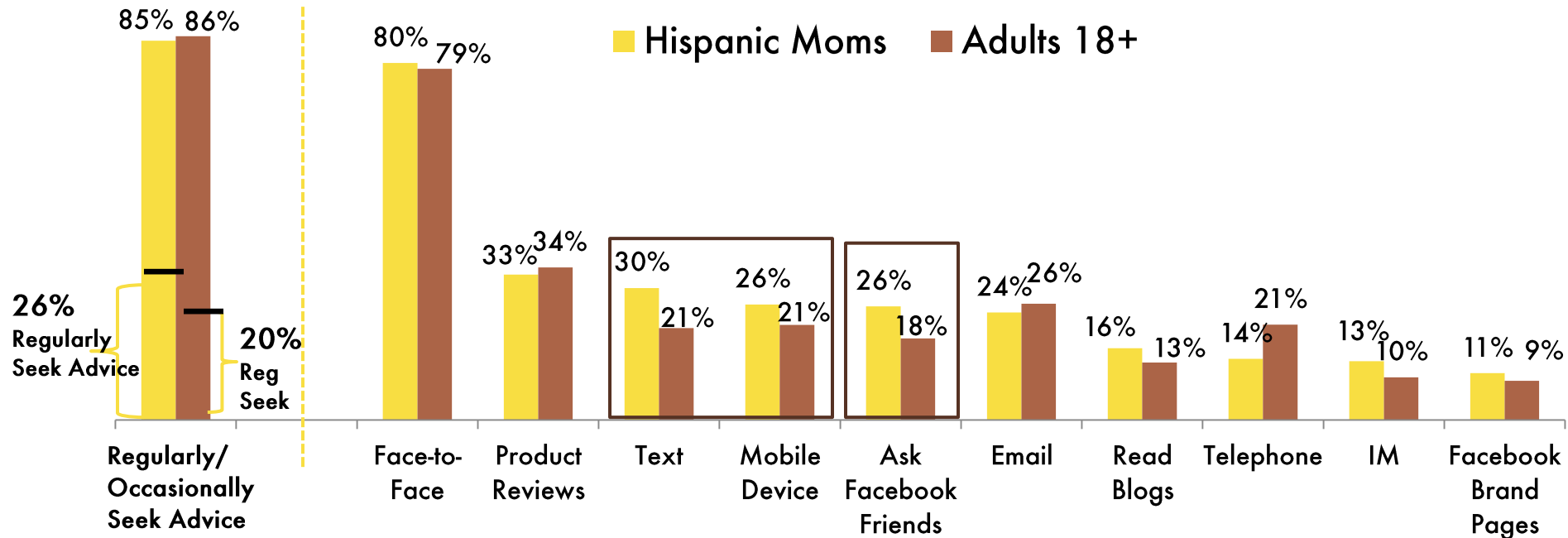
Source: BIGinsight Media Behaviors and Influence Survey Jun 2012.  
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# Hispanic Moms are Influenced by Others

## ● More Likely to Seek Product Advice via Mobile and Social Media

*When you purchase products or services, do you seek advice from others before buying?*

*How do you seek advice from others about products and services before buying?  
(Check all that apply)*



Source: BIGinsight Media Behaviors and Influence Survey Jun 2012.

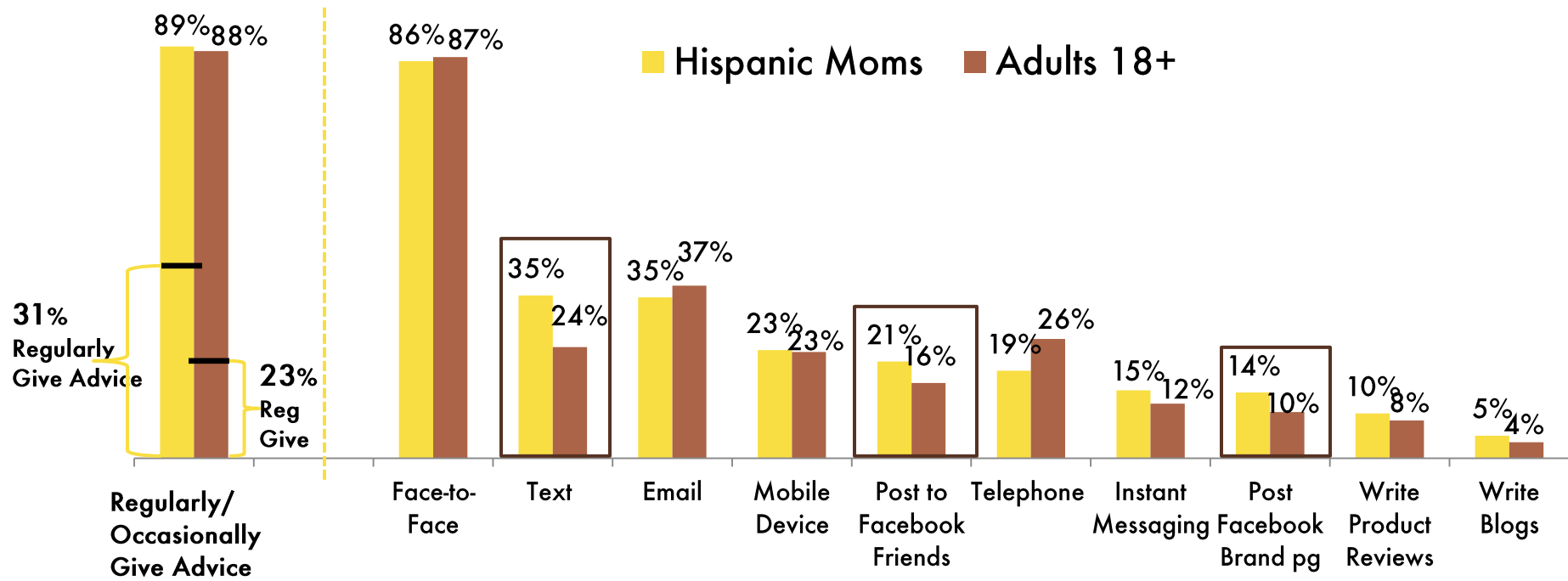
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# Hispanic Moms Are Influencers

## ● More Likely to Give Product Advice Over Mobile and Social Media

*Do you give advice to others about products or services you have purchased?*

*How do you give advice to others about products and services you have purchased? (Check all that apply)*



Source: BIGinsight Media Behaviors and Influence Survey Jun 2012.  
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**IAB and BIGinsight**  
**Thank You**  
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Questions?

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More Hispanic Consumer Data?

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