

Latinos: Tops In Online Activity and Technology

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Already a much sought-after consumer target, Hispanics are engaged with multiple digital platforms, are receptive to new technology and respond positively to advertising, reveals a new study conducted by comScore and commissioned by Terra.

The Terra comScore Ad Value Research Study sought to identify Latinos' engagement with the internet and new technologies while offering advertisers a clearer picture of how best to reach Hispanics via online and digital advertising, explains Fernando Rodríguez, CEO of Terra.

"The interesting thing is not only that Hispanics' engagement with new technologies and platforms is very high, is that they own more high-tech products and intend to purchase at a higher level than non-Hispanics," says Rodríguez. "As a group, Hispanics can be identified as technology adopters."



Latinos, the study concludes, are the ideal online consumers.

Hispanics spent \$103.19 on each e-commerce transaction conducted during June 2010. By contrast, non-Latinos spent \$90.82 per transaction in the same period. The biggest spenders were bilingual or Spanish-dominant Hispanics, at \$125.75 per transaction, while those who primarily speak English spent \$89.03, comparable to non-Latinos.

One clear area of dominance for Hispanics is smartphones. According to the study, 43 percent of Latino internet users own a smartphone or a personal digital assistant versus 36 percent of non-Hispanics.

According to the study, eight percent of Hispanics own a 3-d television versus four percent of non-Latinos. By contrast, 30 percent of Hispanics intend to purchase one in the next year versus 18 percent of non-Latinos.

"We expected to see high levels of high-tech gadgetry among Hispanics, but what's special about this study is that for the first time we can compare the numbers," says Natasha Funk, Terra's research manager. "We're surprised about the big differences between Hispanics and non-Hispanics."

The Terra comScore Ad Value Research Study reaffirms that the internet is Latinos' main media source of information when researching a service or product. Data such as this, notes Rodríguez, showcases the impact online advertising has in building brands among Hispanic consumers.

"If spoken to and reached with culturally relevant messaging in English and Spanish, Hispanics will react positively to brands online more so than non-Hispanics," says Rodríguez, pointing out that online advertising resonates more with Latinos.

Of the Hispanics surveyed, 37 percent indicated they would likely respond to targeted ads versus 30 percent of non-Latinos. Hispanics also revealed that they are more open to advertising on sites where they read or contribute user generated comments – 35 percent versus 27 percent of non-Hispanics. Among the findings:

- **37% of Latinos enjoy the interactivity of online video ads versus 25 percent of non-Hispanics**
- **36% of Hispanics claim that internet advertising has motivated them to visit a retail establishment versus 24 percent of non-Latinos**
- **35% of Latinos are likely to attend movies driven by online campaigns versus 25 percent of non-Hispanics**

"This makes Hispanics a more coveted target," says Rodríguez. "They are trendsetters in some of the new media platforms; they are increasingly active in a combination of mobile, internet, social media, live streaming and video streaming, this allows advertisers to reach a very specific consumer."

The study also shows that **Hispanics are more likely to explore new technology, reacting positively to I-Pad demonstrations, virtual shoppers, mobile coupons, and live streaming, among others. Latinos also favor mobile text alerts, Facebook and Twitter feeds, particularly when looking for entertainment information.**

Describing themselves as trendsetters, Hispanics surveyed clearly showed a penchant for owning the latest technological devices – e-book readers, tablet PCs and 3D televisions top the list of desired purchases among those who participated in the study.

"Marketers have to talk to them as trendsetters, not try to get them to be trendsetters," insists Funk. "Hispanics are already there and they know it."

Conducted by comScore, the study surveyed 2,300 U.S. residents aged 13+ – a sample recruited from comScore’s online panel – between September 13 and October 18. The margin of error is +/- 2.04 percentage points.

Here’s a closer look at some of the results:

Use of Social Networks	Hispanic	Non-Hispanic
Viewed a live stream	24%	18%
Posted ratings and reviews	26%	16%
Searched for a job	22%	12%
Purchased a product due to a recommendation	18%	12%
Sought out customer support for a product/service	17%	7%
Sold a product through a social networking posting	11%	6%
Found a new job	12%	4%

Ownership of personal electronic devices:

Currently Own
 Plan to Purchase in Next Year

	Total	Hispanic	Non-Hispanic	Terra Audience
Digital Camera	77%	71%	78%	60%
	8%	12%	7%	19%
Digital Music Player/MP3 Player	56%	65%	55%	73%
	9%	12%	8%	13%
HDTV	56%	48%	57%	47%
	12%	20%	11%	23%
Video Game Console (online capable)	46%	48%	46%	52%
	11%	18%	10%	23%
GPS	40%	36%	41%	38%
	13%	22%	11%	26%
Handheld Video Game Device	30%	38%	29%	41%
	12%	19%	10%	25%
Digital Photo Frame	22%	25%	21%	35%
	16%	24%	15%	27%
Internet Enabled TV	16%	24%	15%	36%
	16%	20%	15%	21%
e-Book Reader	10%	14%	9%	27%
	20%	28%	18%	35%
iPad/Tablet PC	9%	18%	8%	31%
	22%	30%	21%	36%
3D TV	4%	8%	4%	17%
	19%	30%	18%	39%

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17011 Beach Blvd. Suite 750
 Huntington Beach, CA 92647
 P: 714-843-6080
 E: info@marsmediafamily.com

