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# Generation Z

New insights into the mobile-first mindset of Hispanic teens

# Methodology

To help marketers better understand the digital behaviors of Hispanic teens (13- to 17-year-olds), and how they compare to the general population of teens, Google and Ipsos teamed up for this research report.

|                      |   |
|----------------------|---|
| <b>Format</b>        | Survey via online panels by Ipsos   |
| <b>Population</b>    | Sample representative of online population 13 to 17 (classified as all teens), 18 to 24 (classified as young adults). |
| <b>Sample Size</b>   | 13- to 17-year-olds n=1,000; Hispanic 13-17 n=996   |
| <b>Market</b>        | US  |
| <b>Fielding Date</b> | August 2016   |

# Key Findings

## 1 They're big, and getting bigger.

Nearly one-quarter of all 13- to 17-year-olds are Hispanic, and they are the fastest-growing teen demographic.

## 2 The first-phone milestone.

Getting a phone is the top life event for Hispanic teens. And they are getting them at an increasingly younger age-current Hispanic teens get their first phone around 13 years old, while Hispanic Young Adults (18 to 24) got their first phone at 16.

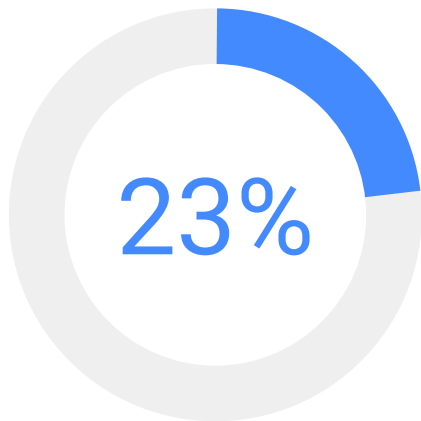
## 3 Mobile media moguls.

Hispanic teens consume lots of media on their phones, most notably music and video. While listening to music is the #1 mobile activity, 3 in 4 Hispanic teens say they spend 3+ hours per day watching video on their phones.

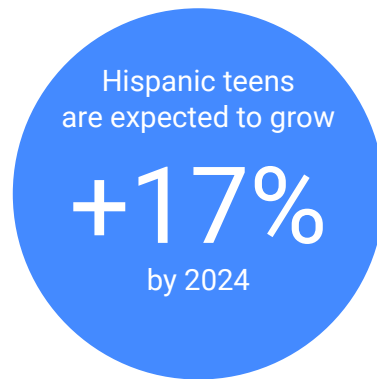
## 4 Major mobile shoppers.

8 in 10 Hispanic teens make purchases online, compared to two-thirds of all teens. And of those who shop online, over half are making most of their purchases on their phones.

## Hispanic Generation Z is a large, fast-growing audience



of all 13- to 17-year-old Americans are Hispanic



(vs. all 13- to 17-year-olds expected decline of -0.3%)



# Getting a phone is the most important life milestone for Hispanic teens

The median age at which Hispanic teens get their first phone is 13

## Most important life event for Hispanic teens

- 1 Getting a phone
- 2 Graduating High School
- 3 Getting a laptop

“When I got a phone, it was really important socially. It was like, oh my gosh, you’re accepted now. Everyone wanted to be your friend because you got a new phone.”



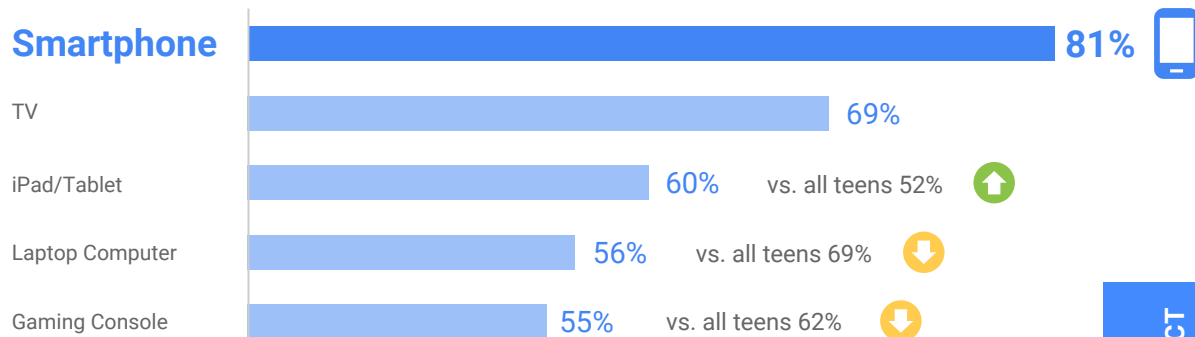
Cyan, 17

I6 Which of the following was the most important in your life until now? Please select one Base: All respondents 13-17  
Main sample (426), Hispanic sample (387)  
Source: M2 At what age did you get your first smartphone? Please type in the age you were below.  
Base: Hispanics 13-17 sample (387)

# Like all teens, they use their phones more than any other device

However, Hispanic teens have a higher propensity for tablets

## Top devices used by Hispanic teens<sup>1</sup>



### FUN FACT

38% of Hispanic teens text about what's happening with people they're physically with at the time (vs. 29% of all teens)<sup>2</sup>

1. M1 Which devices do you currently use? Please select all that apply

Base: All respondents 13-17s: Main sample (426), Hispanics sample (387)

2. C3 Which of the following do you regularly do when hanging out with people?

Base: All respondents 13-17 main (428), 13-17 Hispanics (387)

Phones connect and entertain today's teens

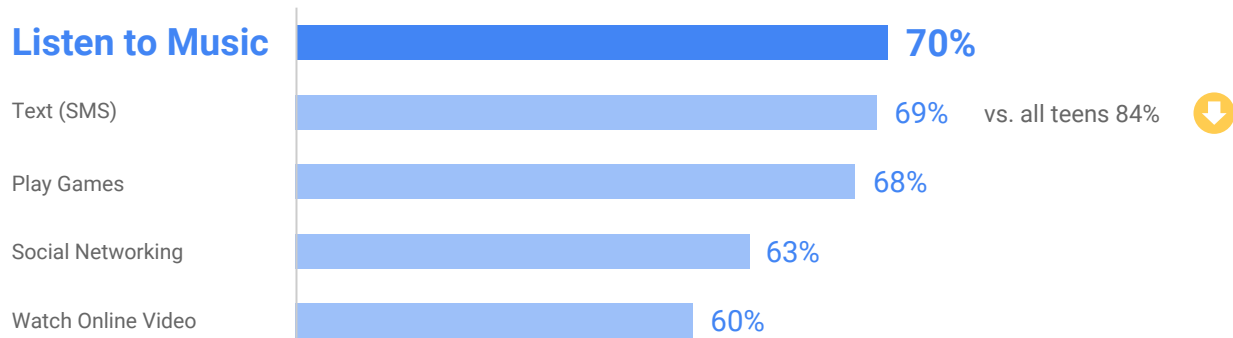


# Music, texting, and games are the top 3 smartphone activities for Hispanic teens

Although they are less prolific texters than their peers

## Top smartphone activities for Hispanic Teens

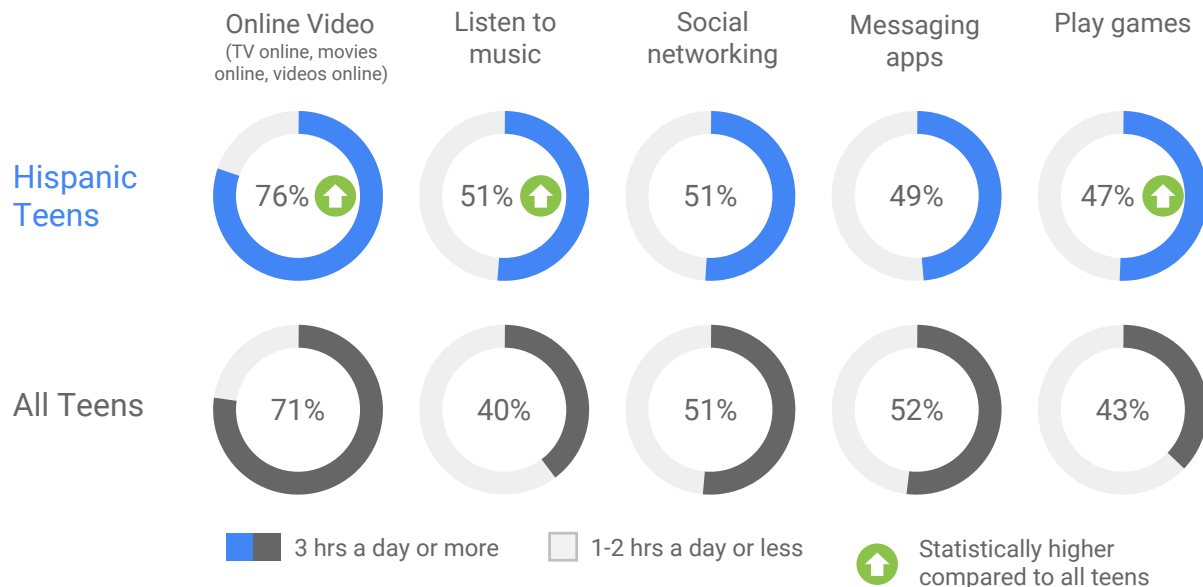
Past 7 days



Source: M3 What have you done in the past 7 days on your smartphone? Select all that apply  
Base: Smartphone users 13-17s: Main sample (335), Hispanics sample (314)

# Hispanic teens say they spend more time watching online video, listening to music, and playing games than their peers

## Time spent on activities on a smartphone in an average day: 13- to 17-year-olds



“ Our generation is taking way too many selfies and staying up all night watching videos. Some of my friends only sleep for three hours, and they still go to school the next day. I kind of think it’s normal because I do that too sometimes. ”

Andrea, 14

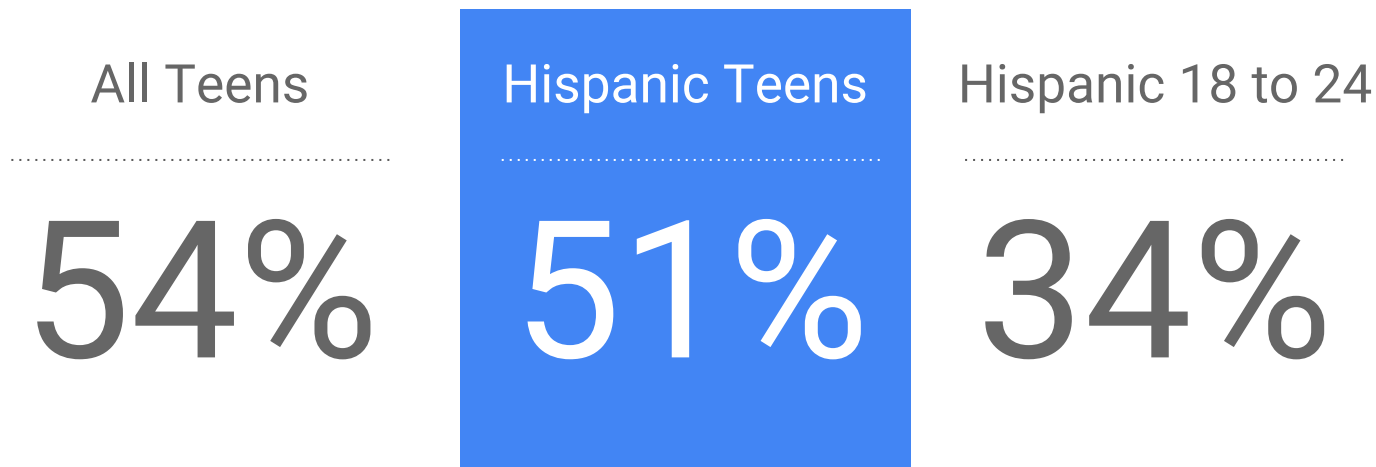
Source: M3a How often do you use your smartphone on an average day to do the following?  
Base: Those who use a smartphone on M1 – base varies by activity

Phone interviews with 11 teens, US, Dec 2016

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As with all teens, Hispanic teens consider social media followers a symbol of social currency—more so than Hispanic young adults

**% who agree:** "The number of followers/subscribers I have on my social channels is important to me."

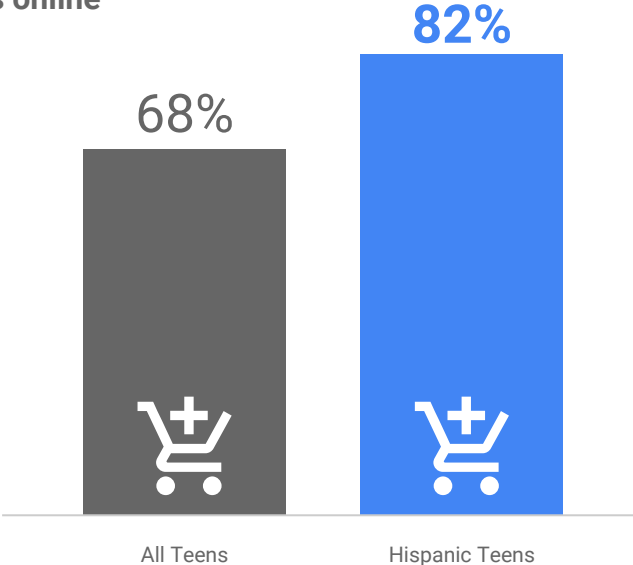


Source: B18 Thinking about social media, how much do you agree with the statements below?  
Base: All respondents 13-17 Main sample (428), Hispanics sample (387)



# Hispanic teens are more likely to shop online than their peers

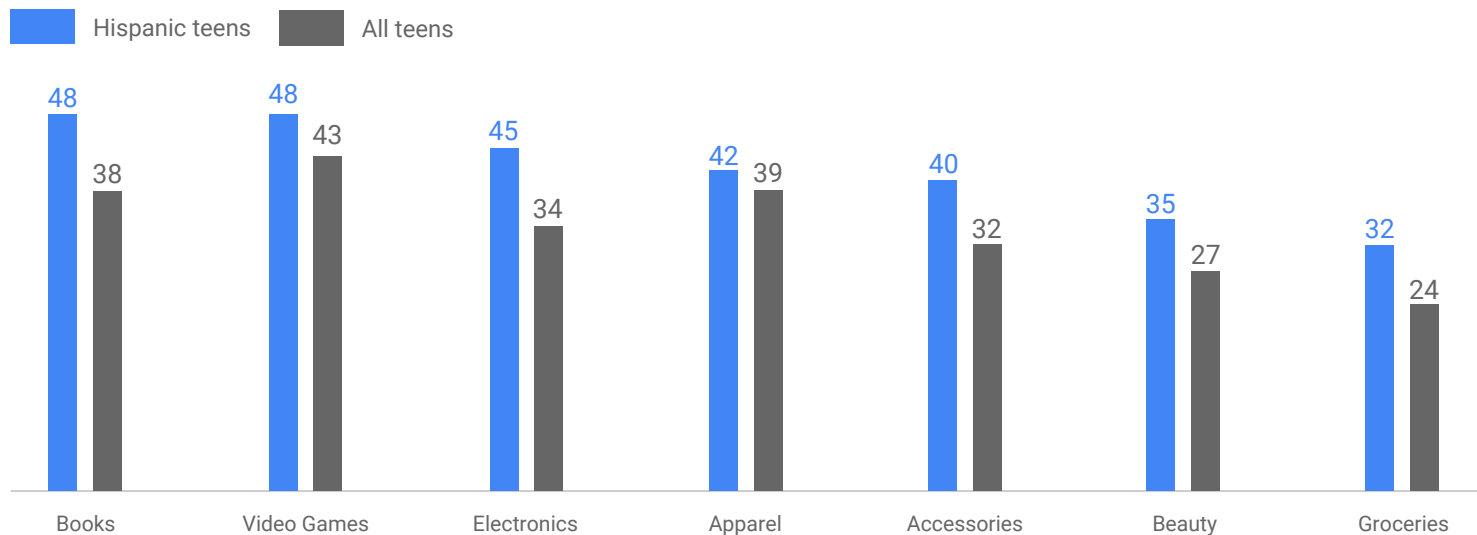
8 in 10 Hispanic teens make purchases online



S1\_bis For each type of product, which of the below best describes you?  
Base: All respondents 13-17 (428)

# Across many top categories, Hispanic teens are more likely than their peers to purchase products online

## % who purchase online



S1\_bis For each type of product, which of the below best describes you?  
Base: All respondents 13-17 Main sample (426), Hispanics sample (387)

Hispanic teens mostly use their phones to make purchases; however, they are more likely to purchase on tablets than their peers

### Device used for purchasing: 13- to 17-year-olds



Smartphone



Laptop



Tablet

Hispanic Teens

53%

27%

17% 

All Teens

53%

32%

10%

S3. When you buy something online, which device do you mostly use?  
Base: Online purchasers 13-17s Main sample (290), Hispanics sample (318)

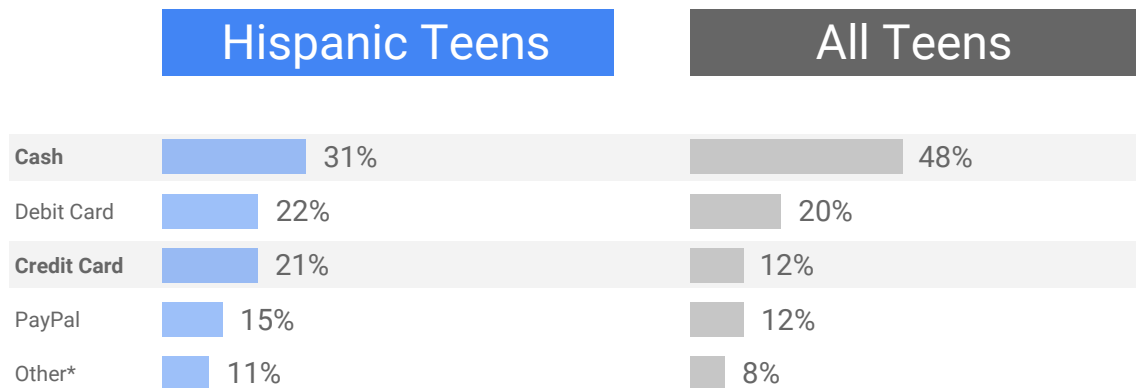


Statistically higher  
compared to all teens

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# Hispanic teens are less likely than their peers to use cash when shopping, using credit cards more readily instead

## Payment method most often used:



\*Other includes digital payment options (Android Pay, Apple Pay, etc.)

S5a What payment method do you use most often when you shop?

Base: Main sample (382), Hispanics sample (307)



# For brands to appeal to Hispanic teens, they need to focus on personalized, authentic messages

Hispanic  
Teens

#1

If friends are talking about it

All  
Teens #1

If friends are talking about it

Hispanic  
Teens

#2

If it's something personalized to me

All  
Teens #2

If I see an ad about it

Hispanic  
Teens

#3

If I see or hear about it from an expert

All  
Teens #3

If it's something personalized to me

“ Social media, friends, famous people—that’s who influences what people my age want to buy and wear. ”

Manuel, 15



# It's Lit

*a guide to what teens think is cool*

Google

Teens say something is cool if it's unique, impressive, interesting, amazing, or awesome.

Which brands fit the bill?

**Find out in our new report**

*It's Lit: a guide to what teens think is cool*

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