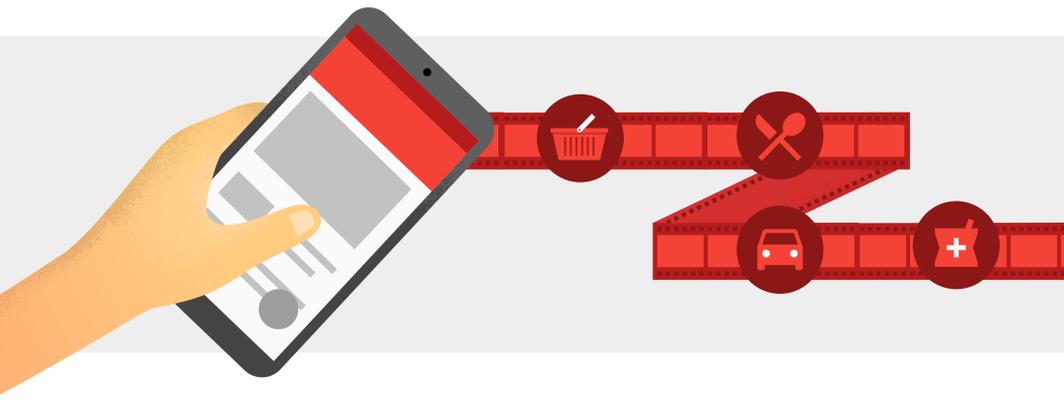


## How Hispanic Consumers Engage With YouTube



As the largest minority in the United States<sup>1</sup>, Hispanics are a powerful audience. Traditionally, advertisers have reached these consumers via TV networks: In 2014, 75.9% of advertisers' budgets went to TV ads, while only 7% was dedicated to digital.<sup>2</sup> But more Hispanics watch YouTube than any cable network in the U.S.<sup>3</sup> And, when they want to watch videos that help them stay connected to their Hispanic culture, they also turn to mobile.<sup>4</sup> Here is new data on this audience's online video viewing behavior.

### Where They Watch

More than any other online platform, mobile is where Hispanics watch and engage with online video.



**59%** of Hispanic mobile video viewers **turn to their smartphones first** to watch video, which is higher than the general population.<sup>5</sup>

**53%** of Hispanic smartphone video viewers are more likely to watch ads on their smartphone than the general population.<sup>6</sup>

### What They Watch

When watching video on smartphones, Hispanic video viewers choose content that's culturally relevant.

Nearly **1 in 2** Hispanic smartphone video viewers:

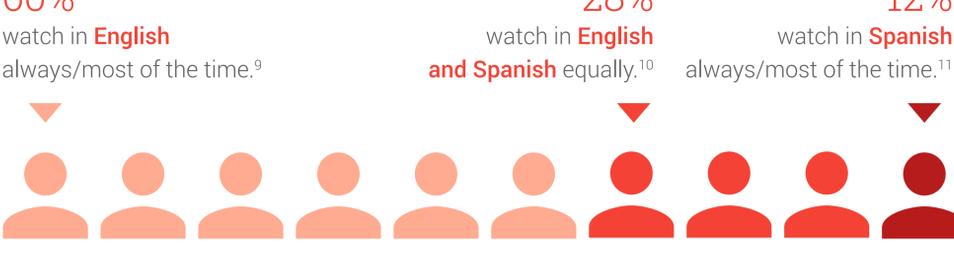
- Look for video content that is **relevant to them as a Hispanic.**<sup>7</sup>
- Are more likely to watch ads on smartphones that **contain aspects of Hispanic culture.**<sup>8</sup>



### How They Watch

Most self-identified U.S. Hispanics typically watch YouTube videos in English.

Of those who visit the site at least once a month:



### Why They Watch

YouTube isn't just a source of entertainment. It also influences their purchase decisions.



**75%** go to YouTube first when they want **to learn more about a product or service** by watching a video.<sup>12</sup>

Of self-identified Hispanics whose purchases have been influenced by YouTube:

#### Food & Beverages



**90%**

agree

"YouTube helps me **learn about brands and products**

through cooking videos, videos showing someone using/consuming a product, reviews, or ads."<sup>13</sup>

#### Personal Care



**92%**

agree

"YouTube is one of the best places to find videos from other **people like me**

about the brand/product I am considering."<sup>14</sup>

#### Automotive



**92%**

agree

"YouTube allows me to quickly access **unbiased information**

about the brand/product I am considering."<sup>15</sup>

### How Videos Spur Them to Action

After watching a product-related video on YouTube, they are likely to engage further, whether it's on YouTube, or in a store or car dealership.

#### Engagement on YouTube:



After watching a YouTube video on a smartphone,

**83%**

of self-identified Hispanics who visit YouTube monthly have

- read or posted comments;**
- watched **similar or recommended** videos;
- indicated if they **liked or rated** the video; or **subscribed** to the related channel.<sup>16</sup>

#### Engagement beyond YouTube:

Of self-identified Hispanics whose purchases have been influenced by YouTube:



**Food & Beverages** made a **purchase** after watching YouTube videos that relate to a food/beverage product.<sup>17</sup>



**Personal Care** visited a **related site/app** after watching YouTube videos that relate to a personal care product or service.<sup>18</sup>



**Auto Vehicles** visited a **retailer/dealer** in person after watching YouTube videos that relate to a car.<sup>19</sup>

#### SOURCING

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