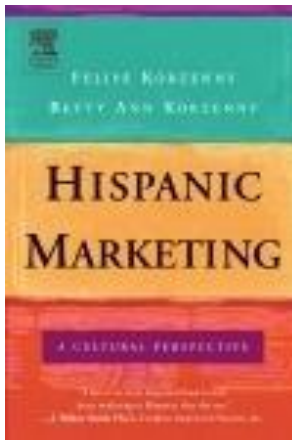


A decorative graphic consisting of overlapping colored squares (red, green, brown) and a white crosshair.

The Brave New World of An Emerging Diverse Online Majority



by Felipe Korzenny, Ph.D.

Director of the [Center for Hispanic Marketing
Communication at Florida State University.](http://hmc.comm.fsu.edu)

<http://hmc.comm.fsu.edu>

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A decorative graphic consisting of overlapping squares in red, green, and brown, with a white crosshair.

Agenda

- The FSU Center for Hispanic Marketing Communication
- Media Exposure
- Technology Ownership
- Purchase Influencers
- Online Activities
- Attitudes



Center for Hispanic Marketing Communication

<http://hmc.comm.fsu.edu>



Report Series: The Multicultural Marketing Equation

Download Reports from: <http://hmc.comm.fsu.edu>

2007 Data

FLORIDA STATE
UNIVERSITY



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Methods

- **Online data collection**
- In 2007, sample sources were expanded from 2006 to include a segment of respondents that would answer the questionnaire in Spanish.
- The sample of those other cultural groups answering in English, respondents were originally sampled via the Opinion Place online "river" methodology. This method has also been referred to as "RDD for the web" as it uses broadcast promotional intercepts to generate a flow of respondents to the Opinion Place site. Respondents are screened and assigned to surveys in real-time, and are not considered registered panelists since most do not return to the site for ongoing survey participation.

Methods (continued)

- For the sample of those answering in Spanish, respondents were invited from Tu Opinión Latina, a bilingual online Hispanic panel.
- Fieldwork was executed from March 7 - 27, 2007.
- Respondents were required to be 18 years of age or older.
- The actual number of completes per quota group is as follows:
 - n=513 Non-Hispanic Whites
 - n=493 Hispanic (English version)
 - n=428 Hispanic (Spanish version)
 - n=564 African Americans
 - n=502 Asians
- Each respondent received a small incentive for completing the survey.

	English Speaking Segment	Spanish Speaking Segment
Average survey length	22 minutes	31 minutes
Response rate	28%	20%
Completion rate	79%	82%

A decorative graphic consisting of overlapping colored squares (red, green, brown) and a horizontal line.

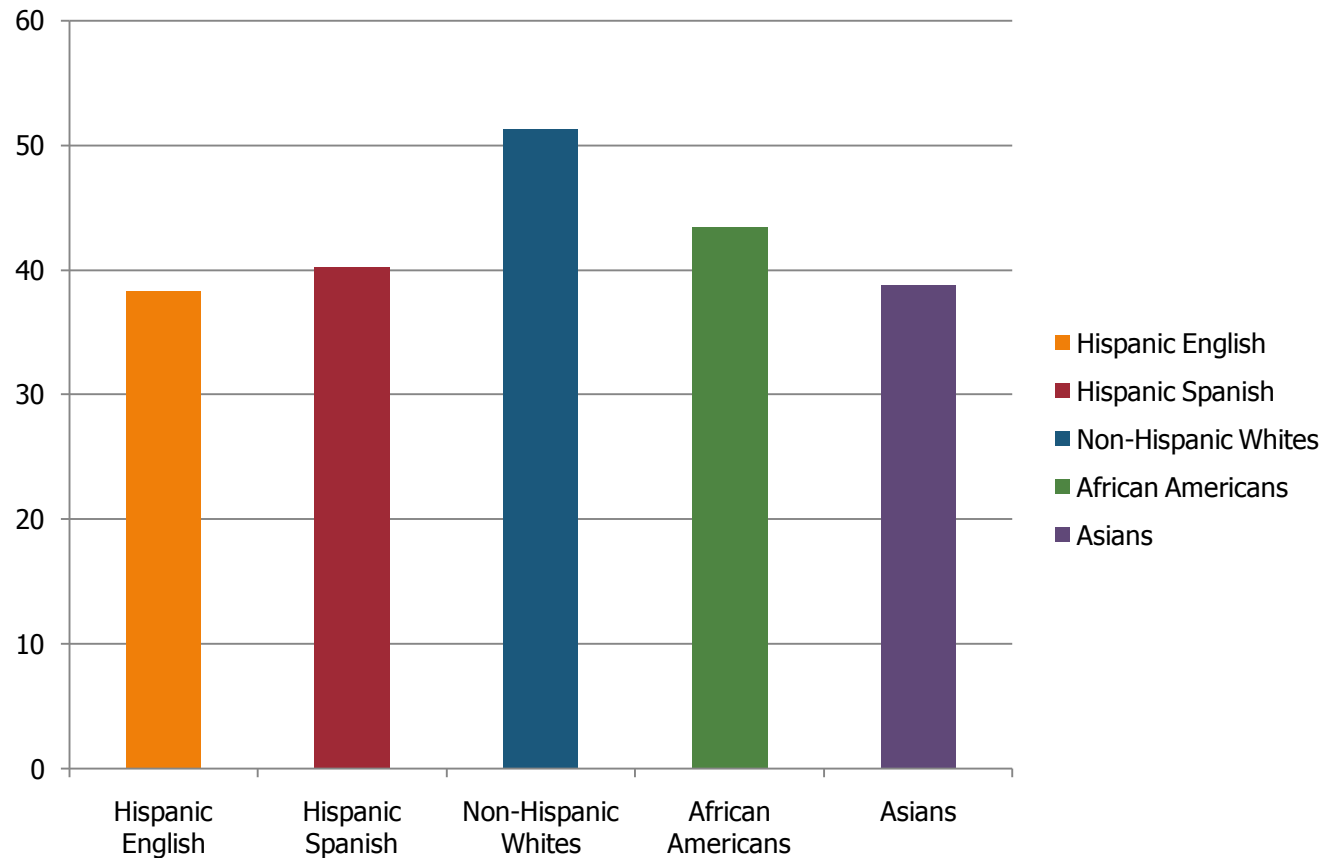
Income

Have a Household with Income of \$80 K or Higher

HE	HS	NHW	AA	A
32.00%	12.30%	28.50%	18.60%	45.40%

Age (average)

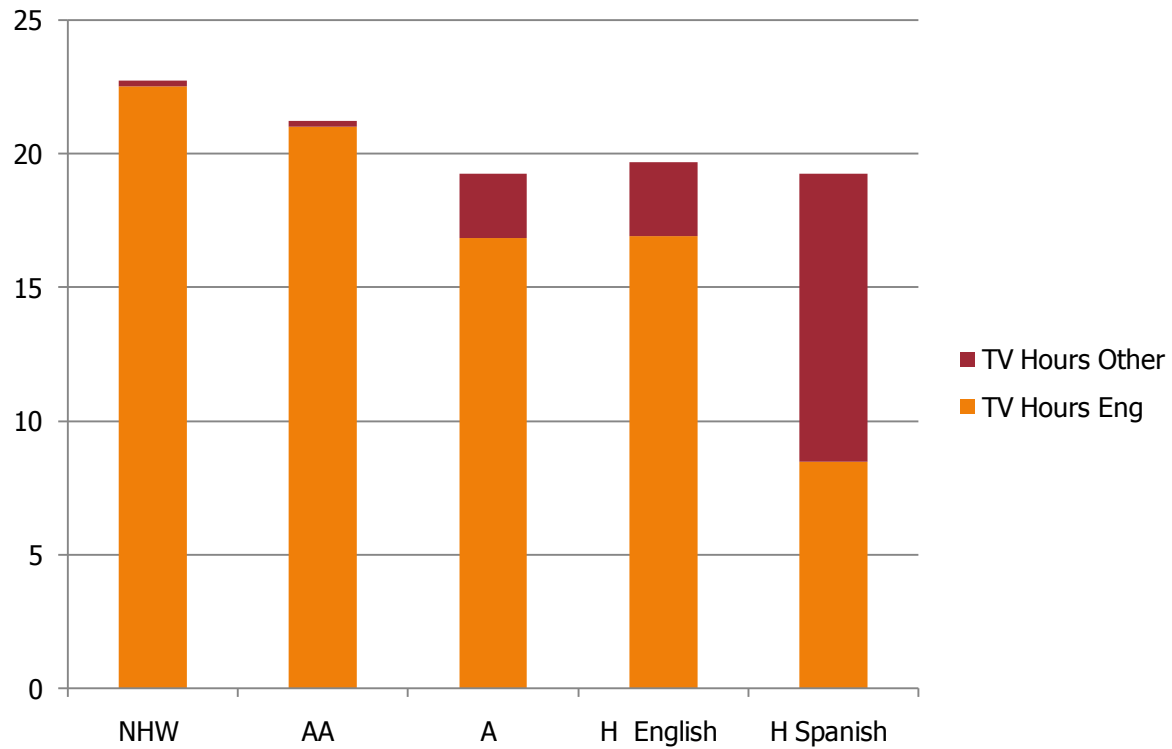
Considering that all were 18 and older



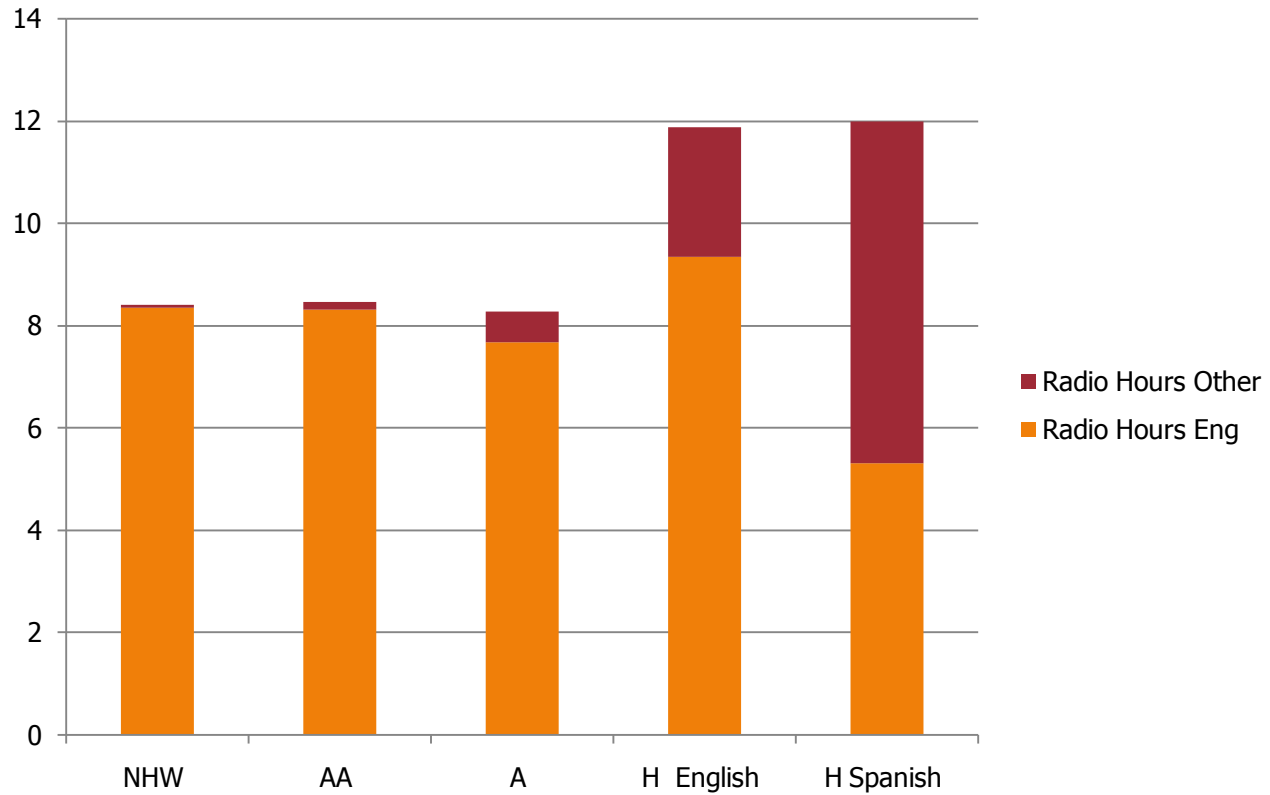
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MEDIA EXPOSURE OF THOSE ONLINE

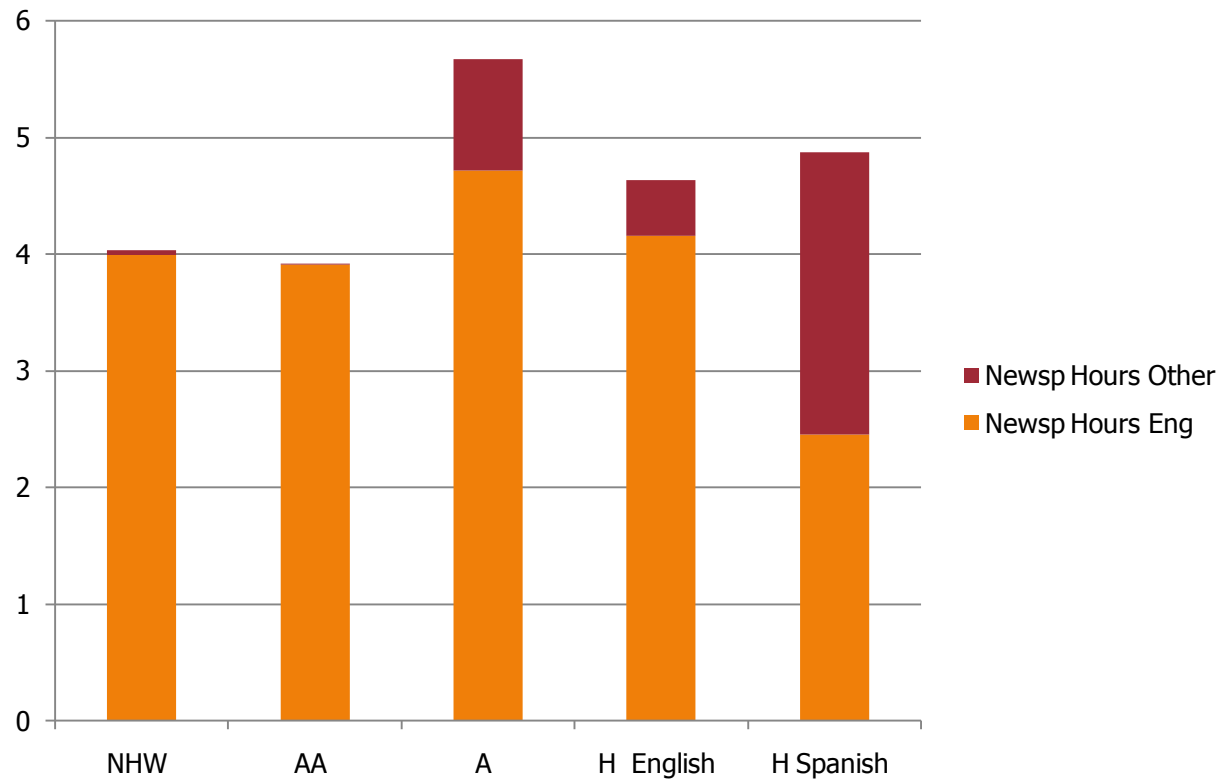
Television



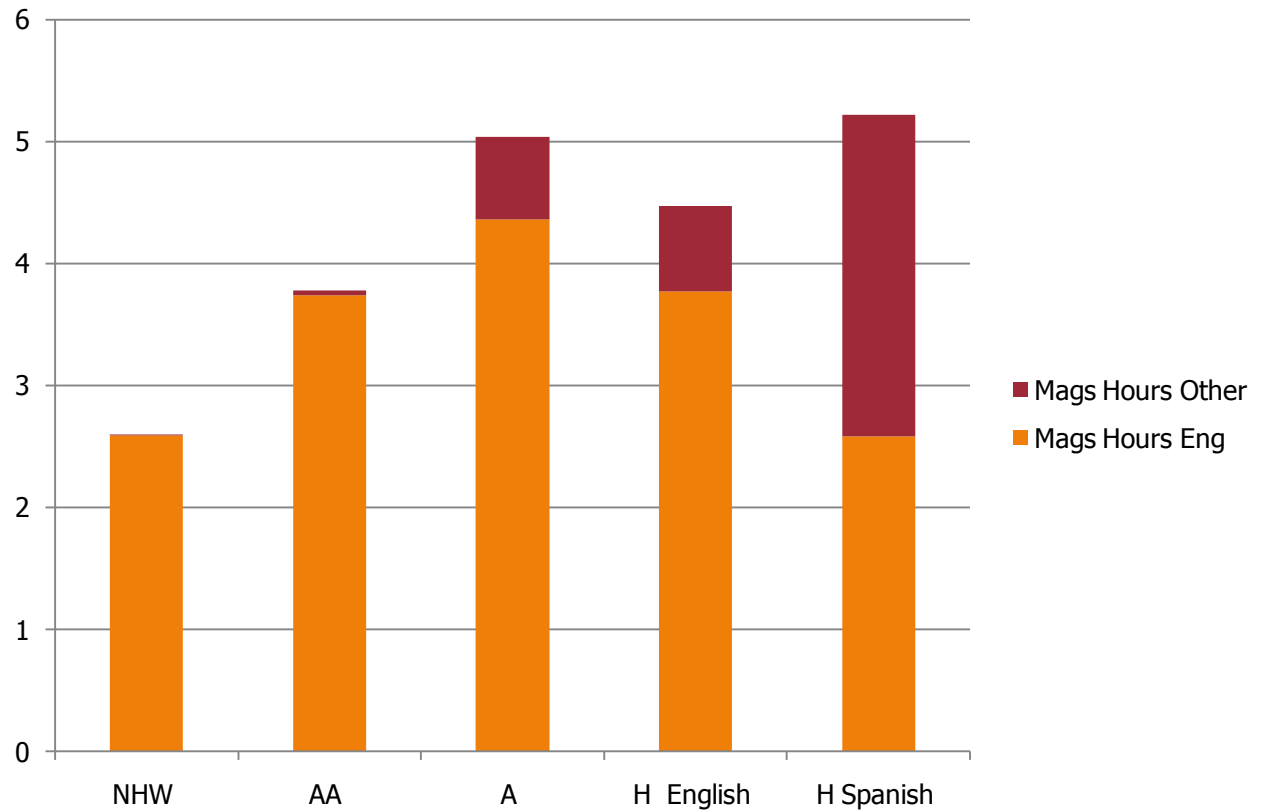
Radio



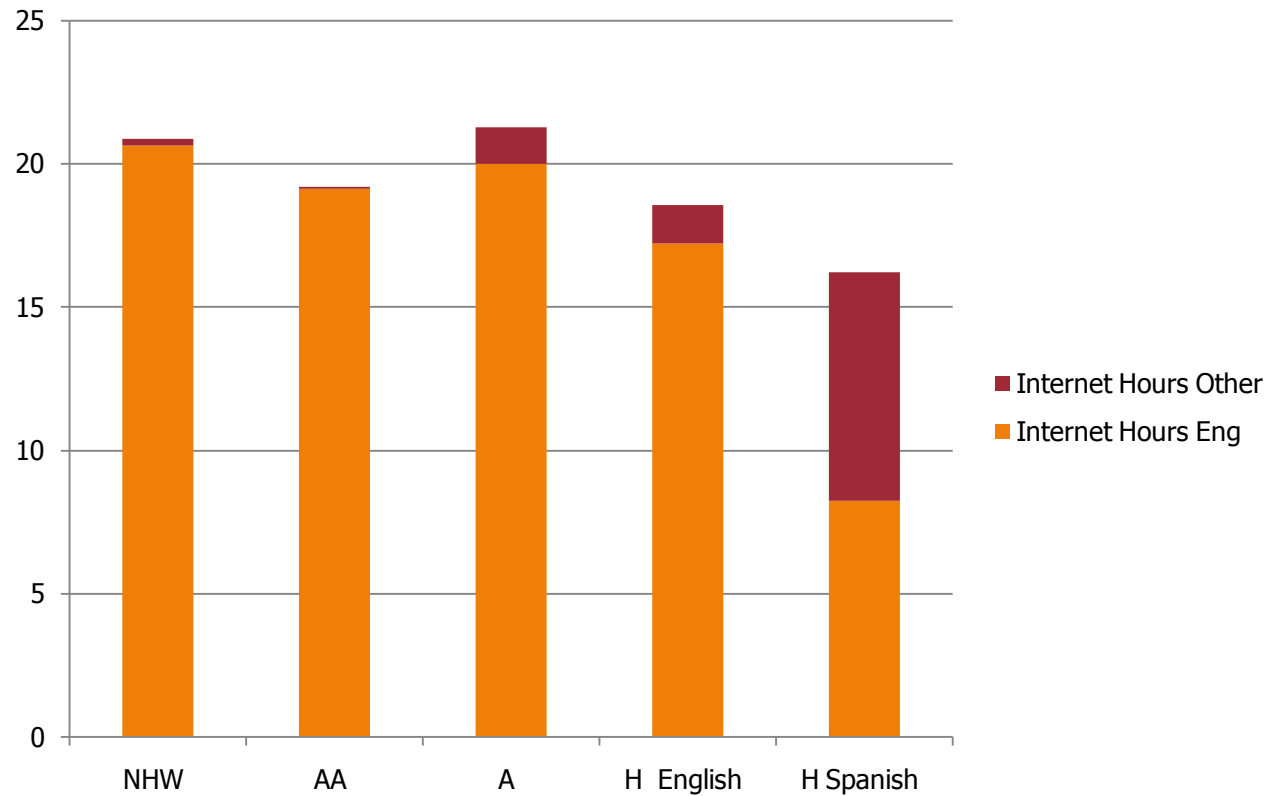
Newspapers



Magazines

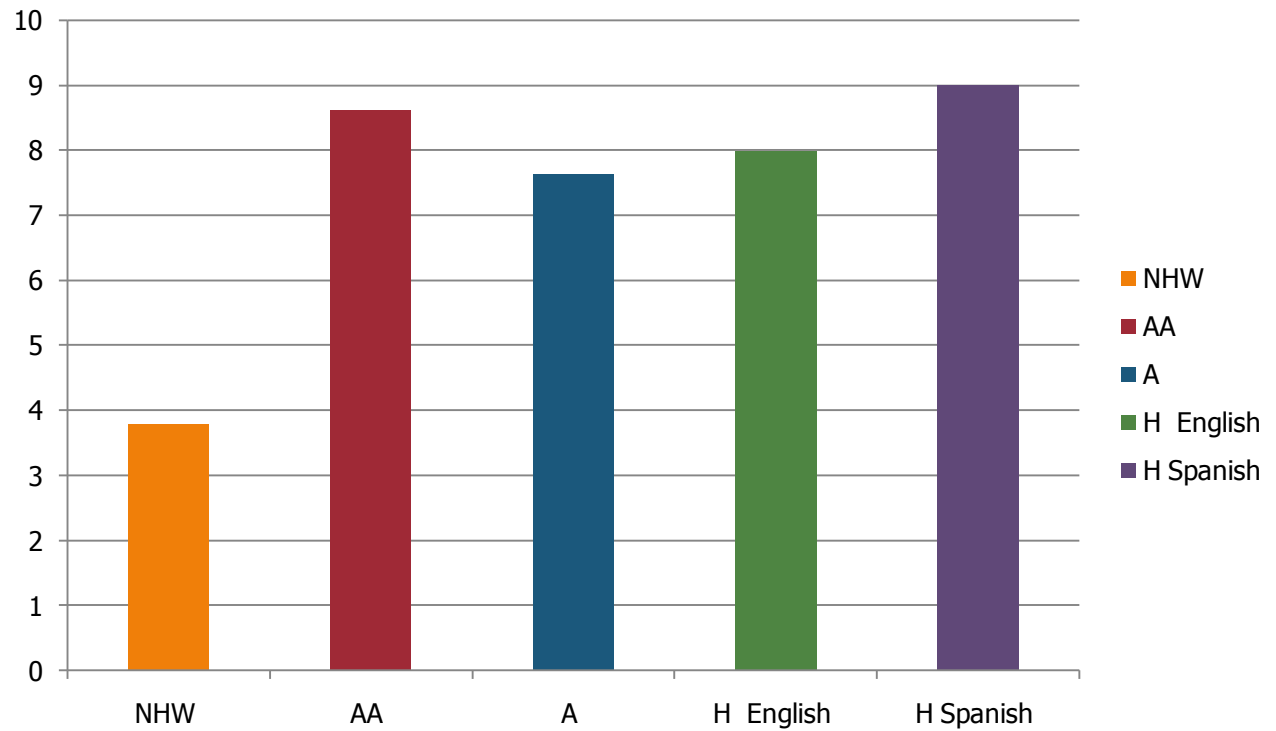


Internet Including e-mail

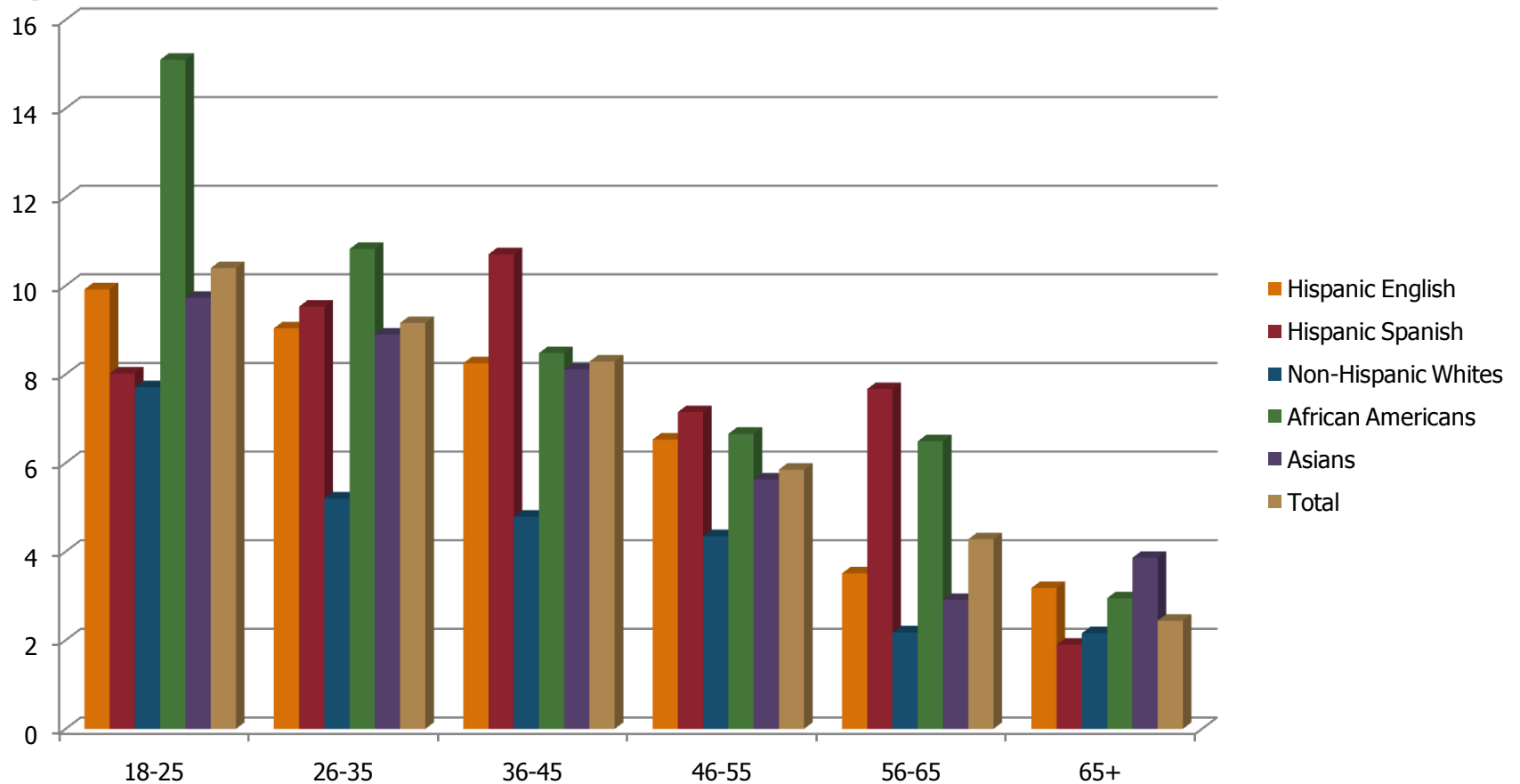


Cell-phone

Cell Phone Hours/Week

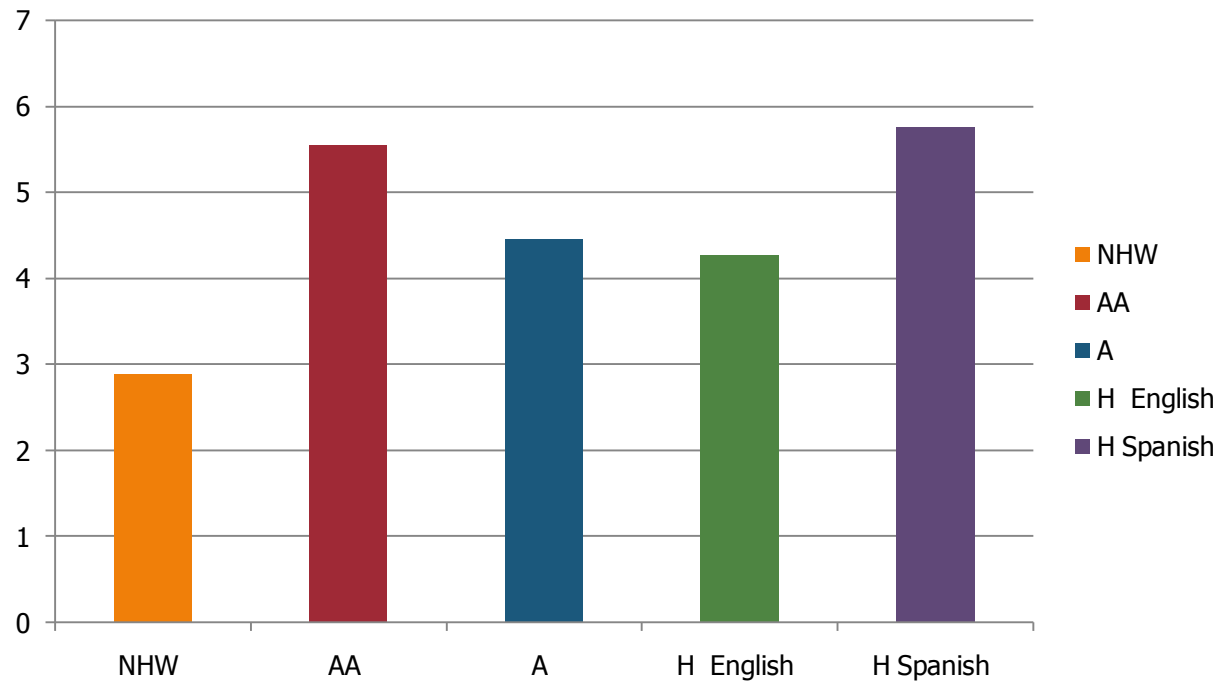


Cell-phone Hours by Age



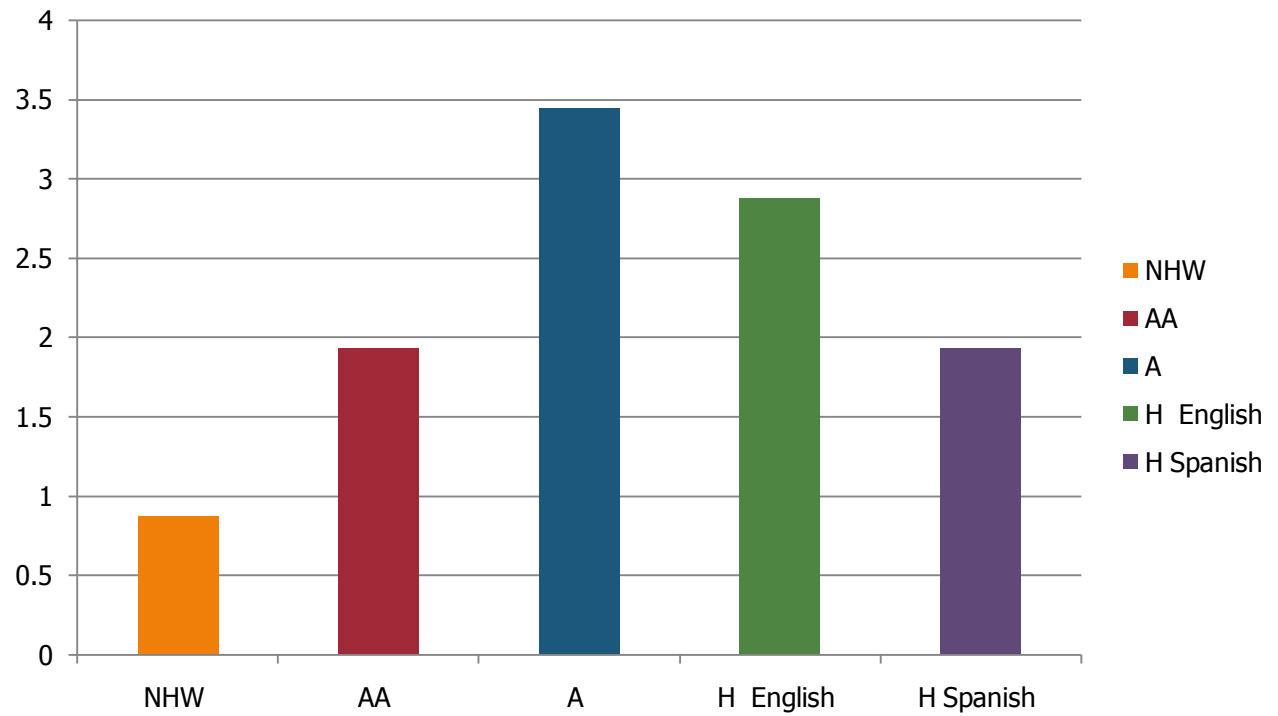
CD's

CD Listening Hours/Week



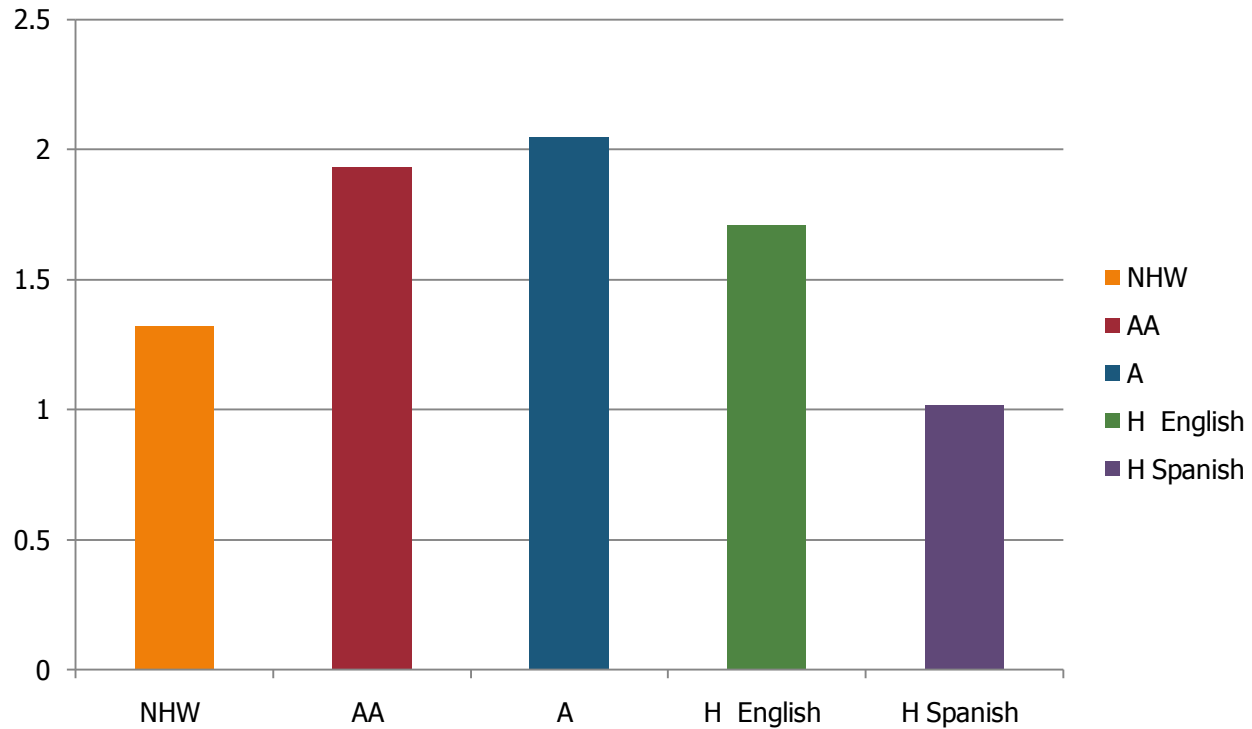
Mp3

Mp3/iPod Listening Hours/Week



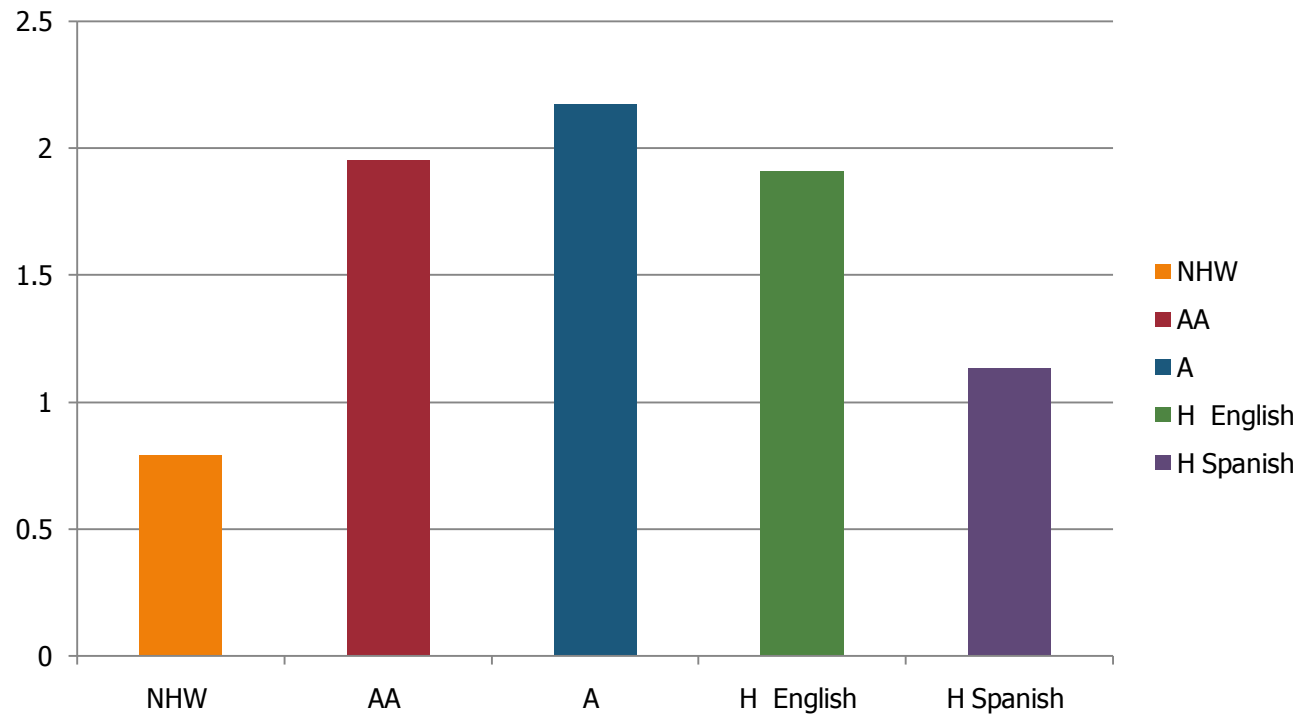
Electronic Games

Electronic Games Hours/Week



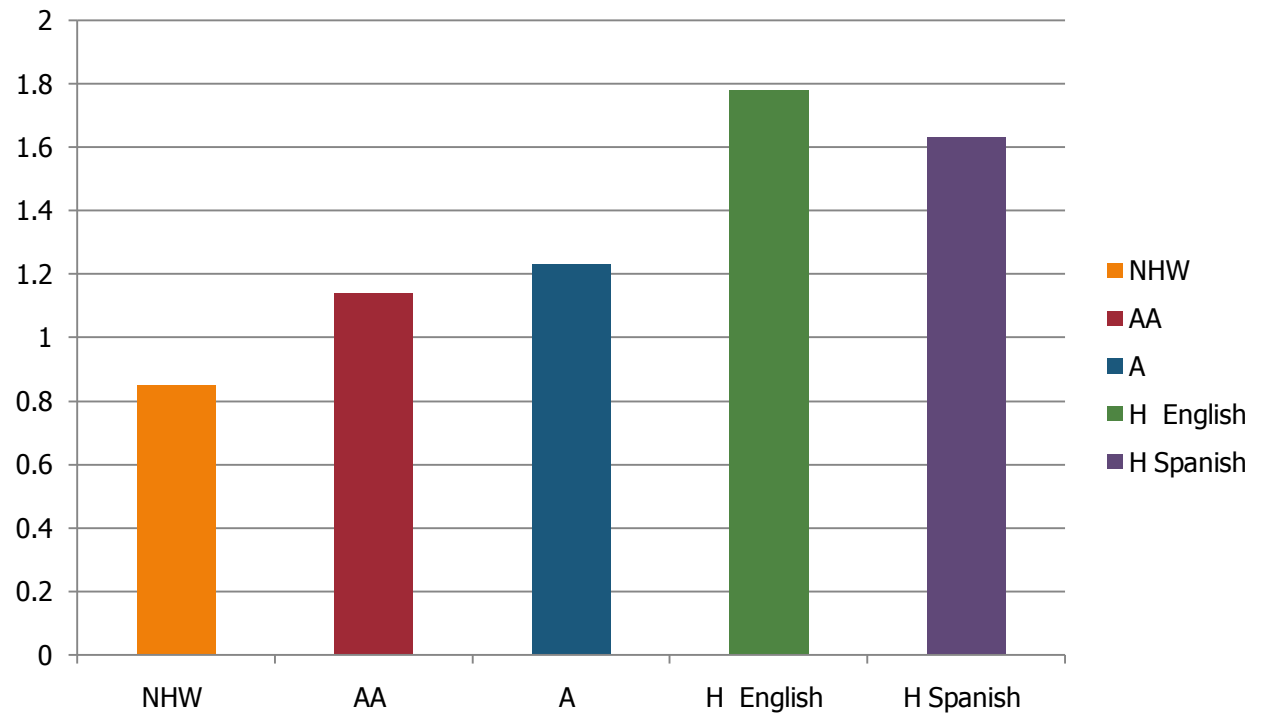
Cell-phone/Other Uses

Cell Phone Hours/Week (Other Uses)



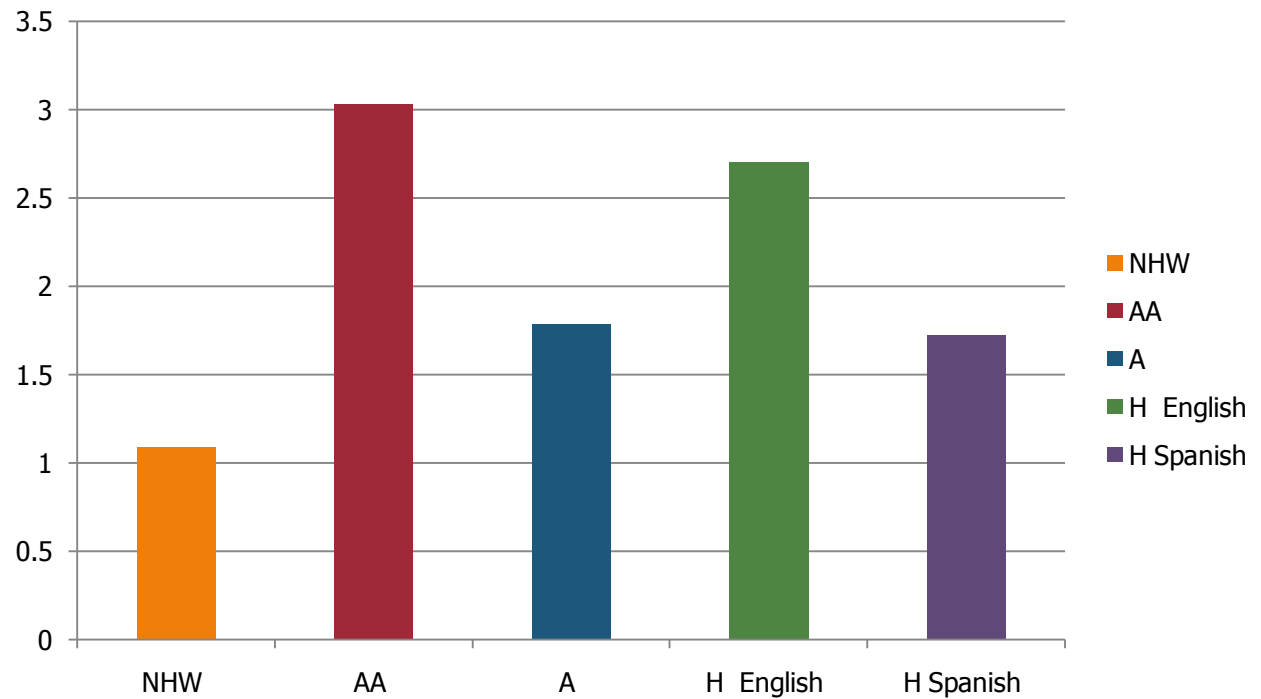
Satellite Radio


Satellite Radio Hours/Week



Music on TV

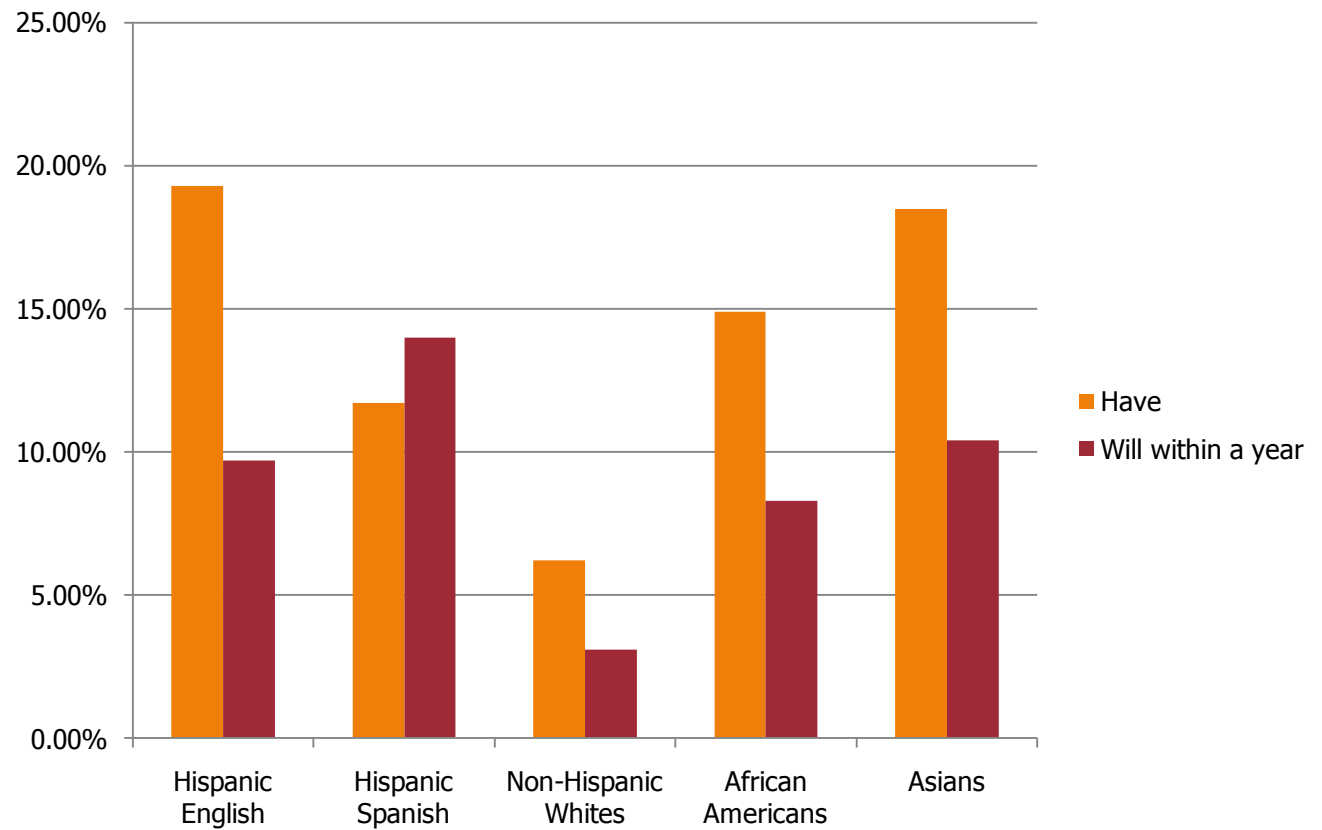
Listening to Music on TV Hours/Week



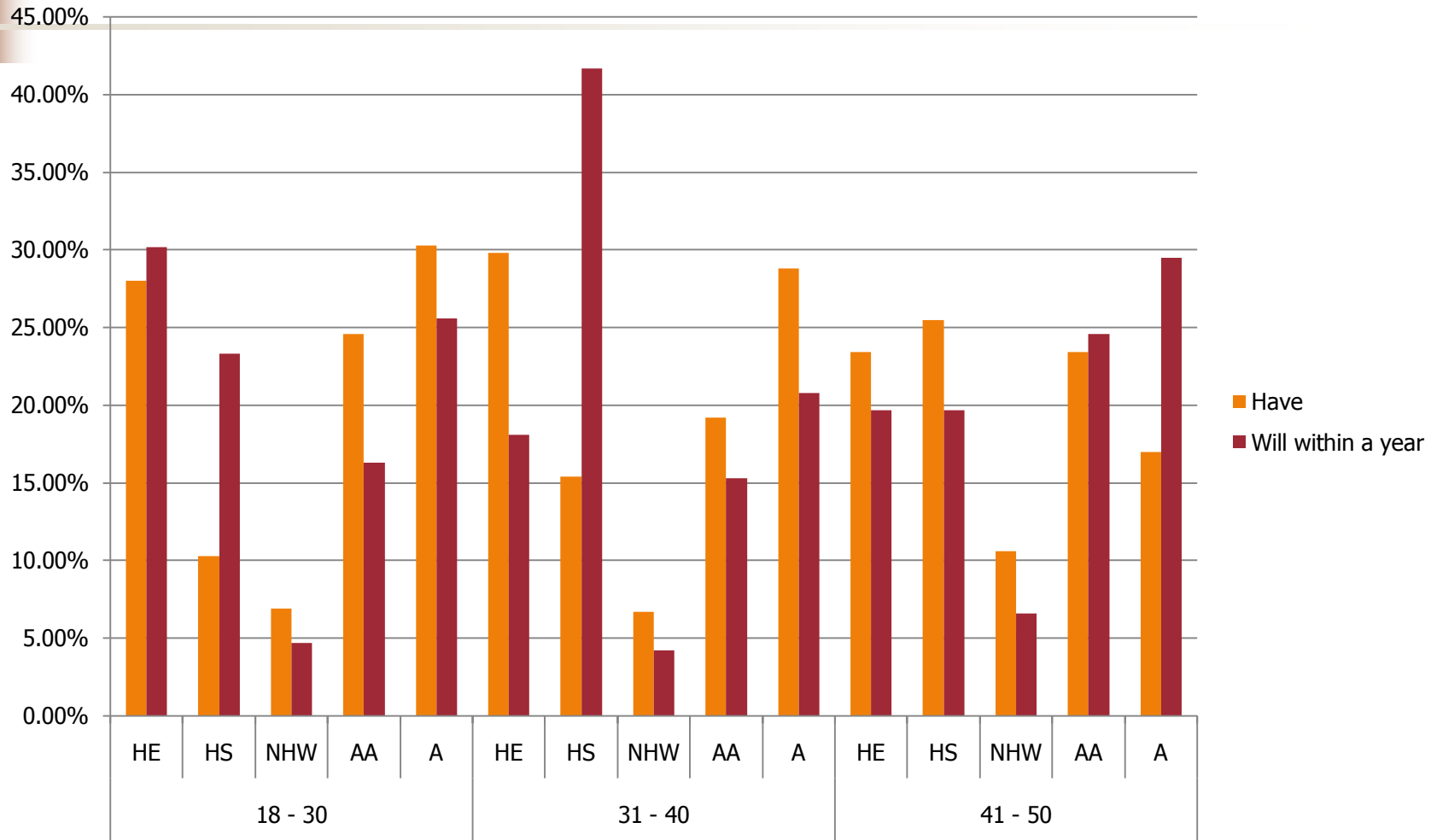
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TECHNOLOGY OWNED BY THOSE ONLINE

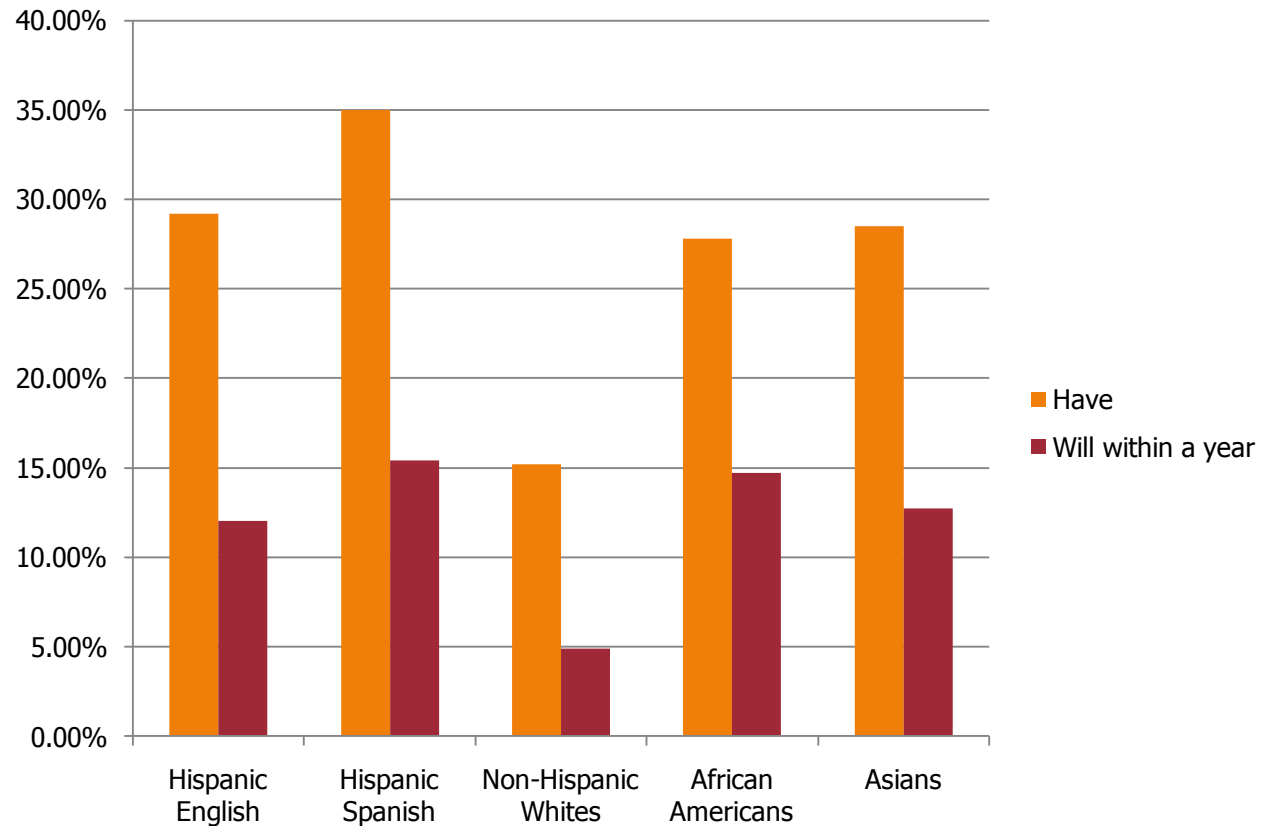
Have a Blog



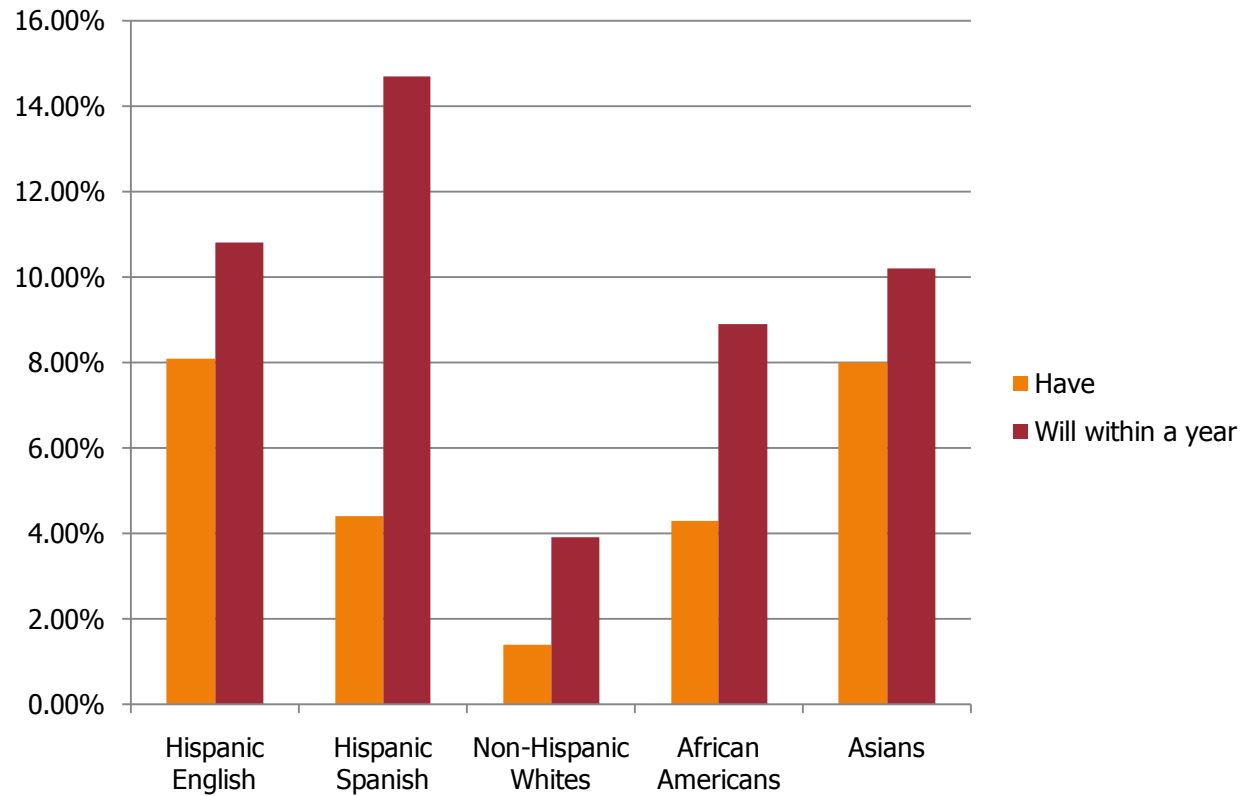
Have a Blog by Age



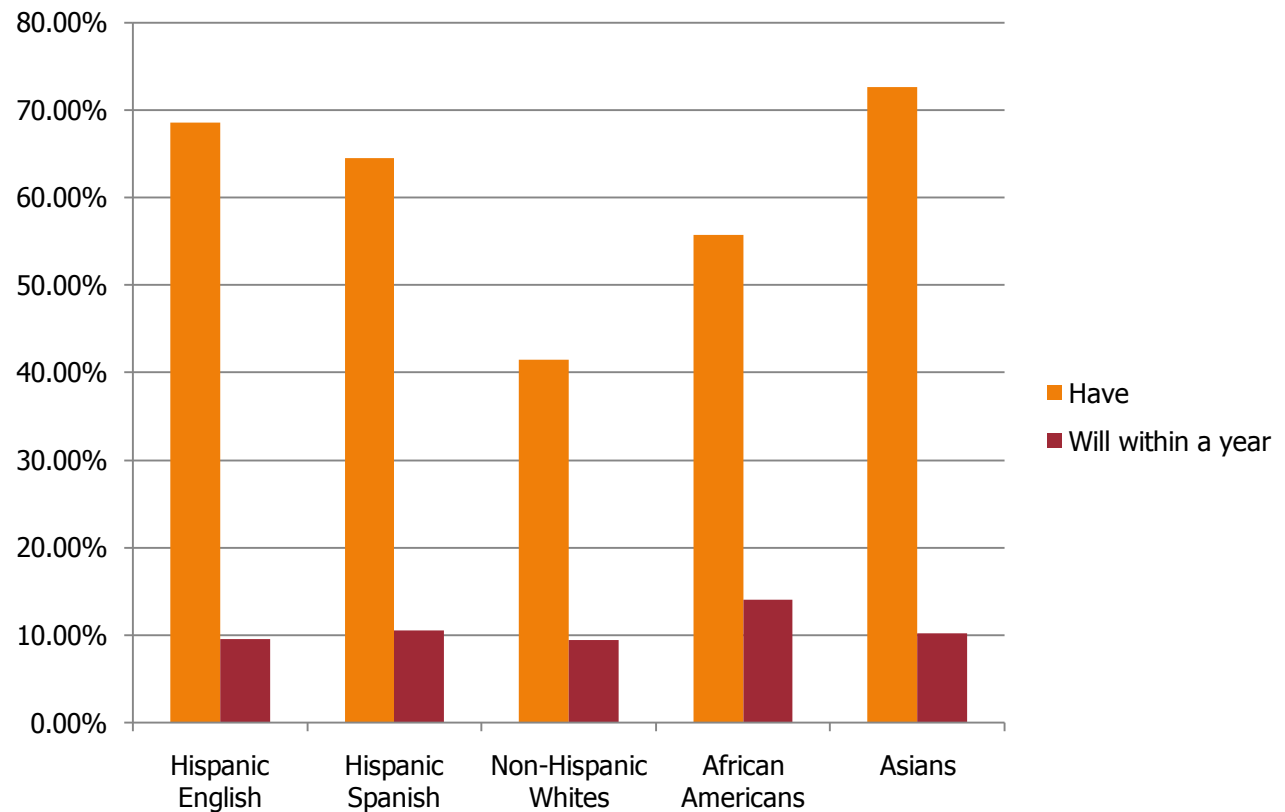
Have a Website



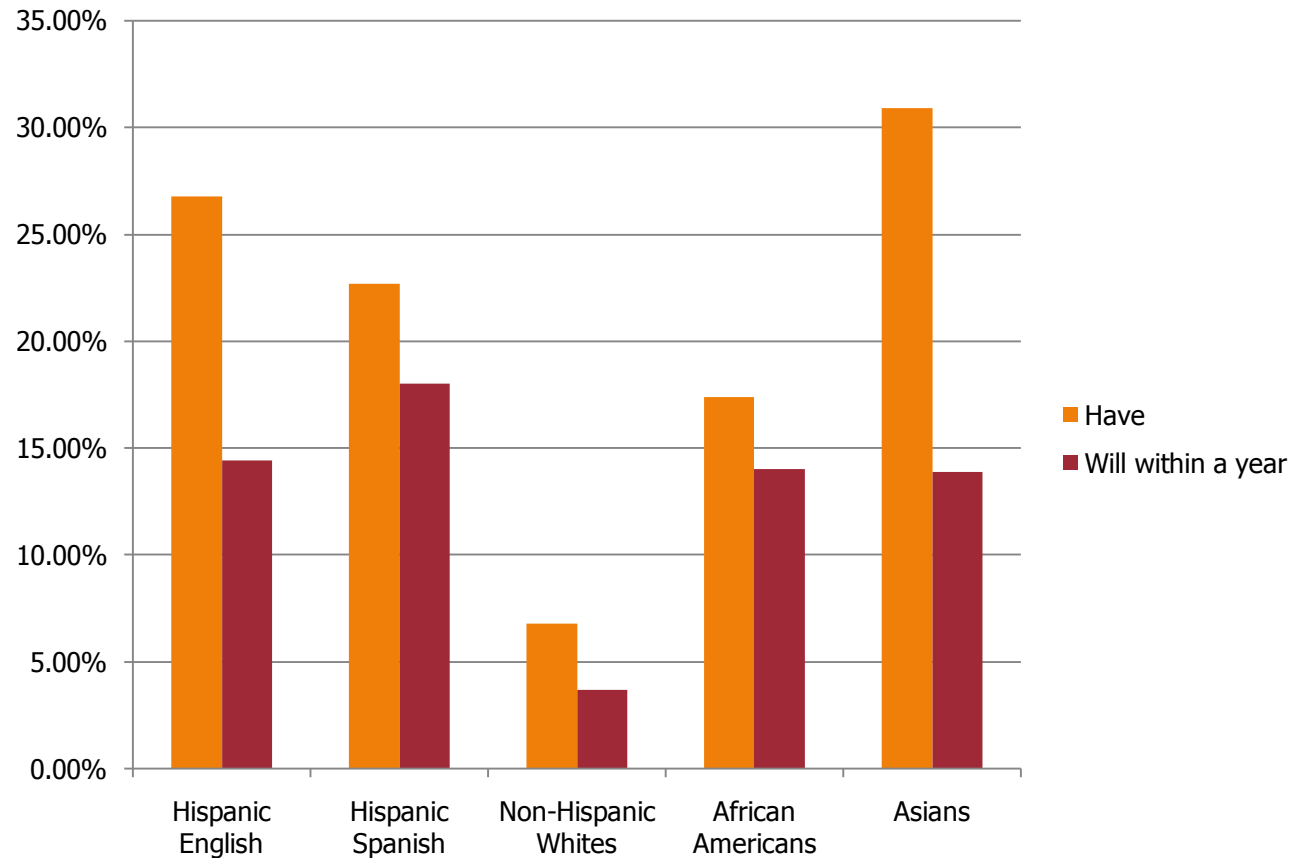
Have a Podcast



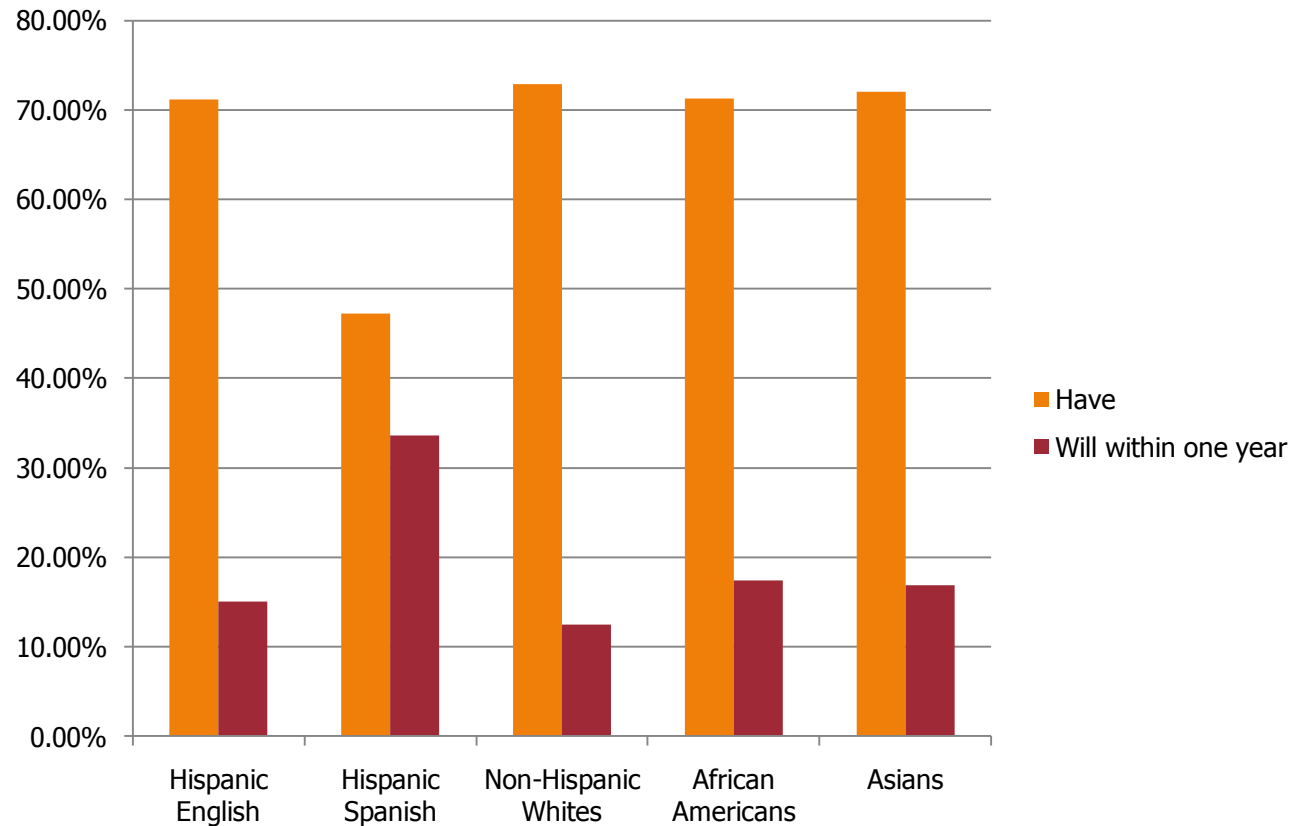
Have Cell Phone with Camera



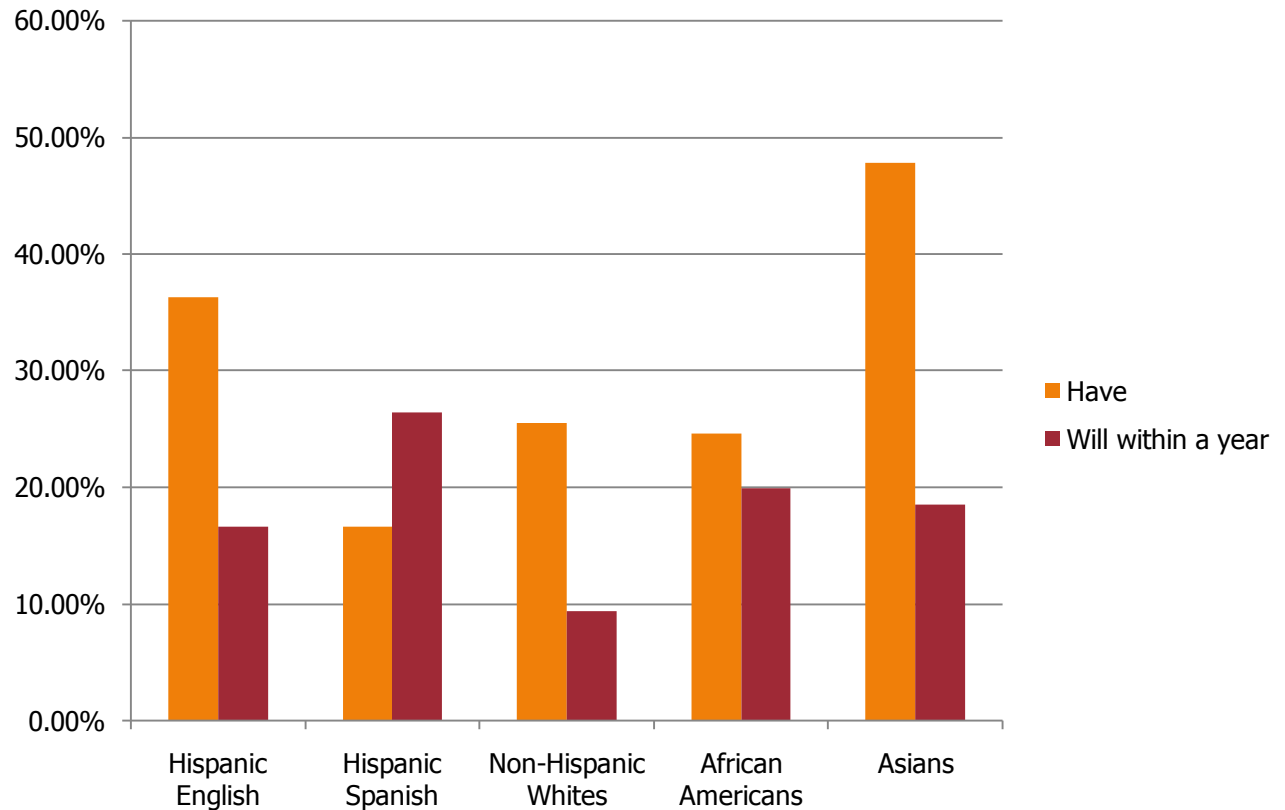
Have Cell Phone with MP3 Player



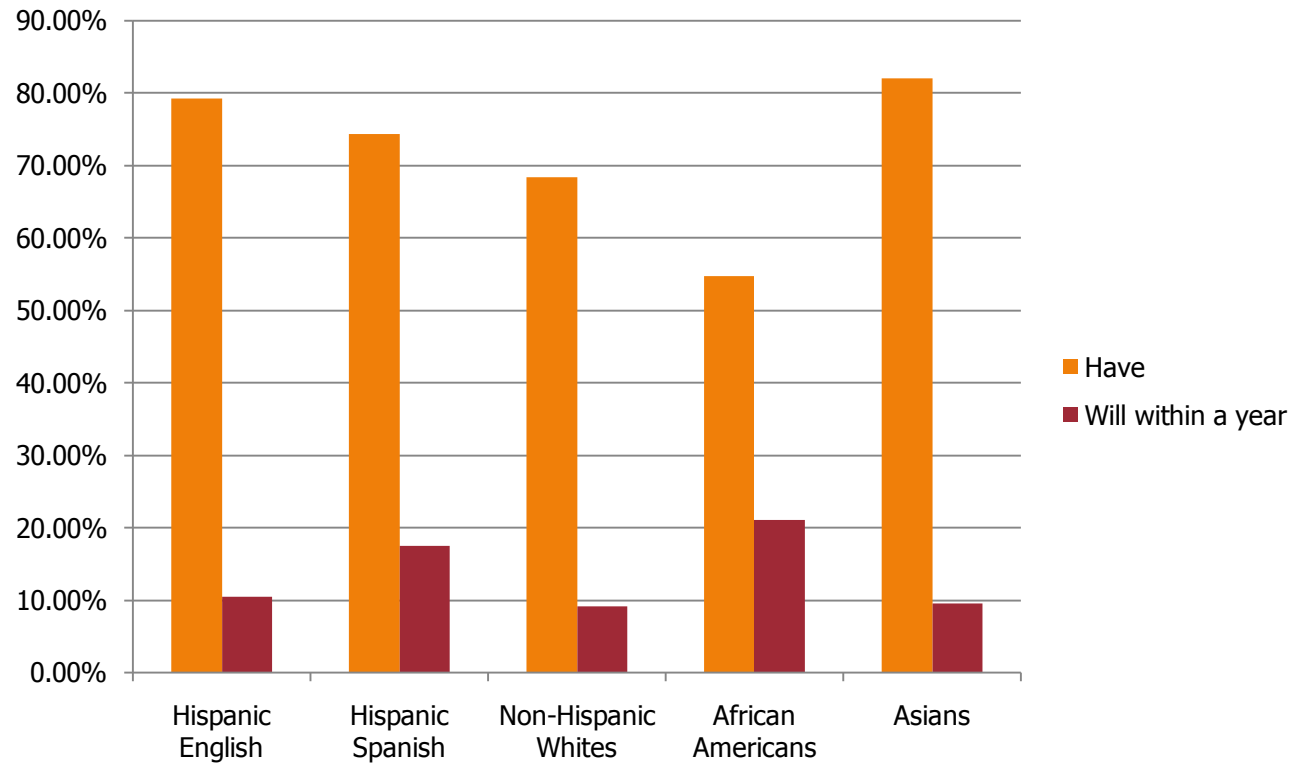
Have High-Speed Internet Access



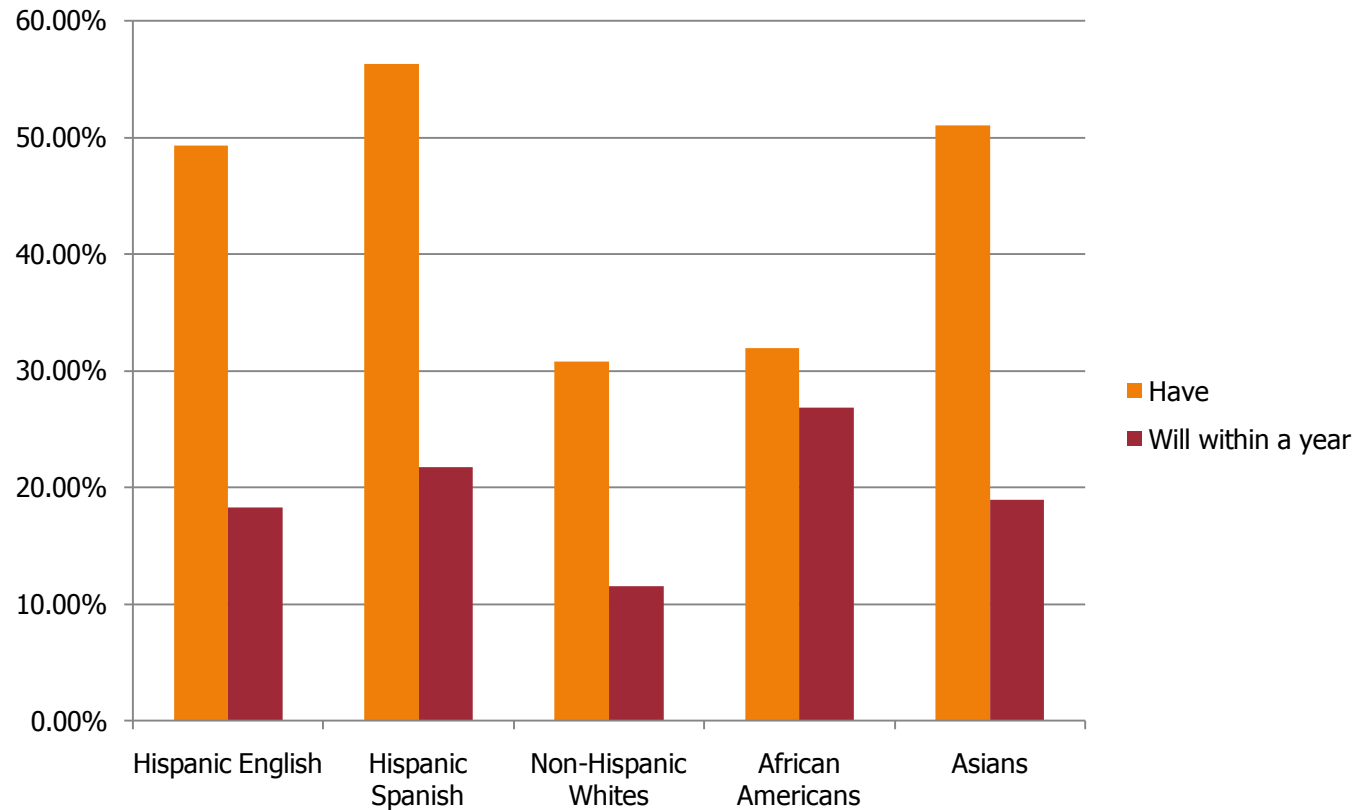
Have Wi-Fi/Wireless Internet Access



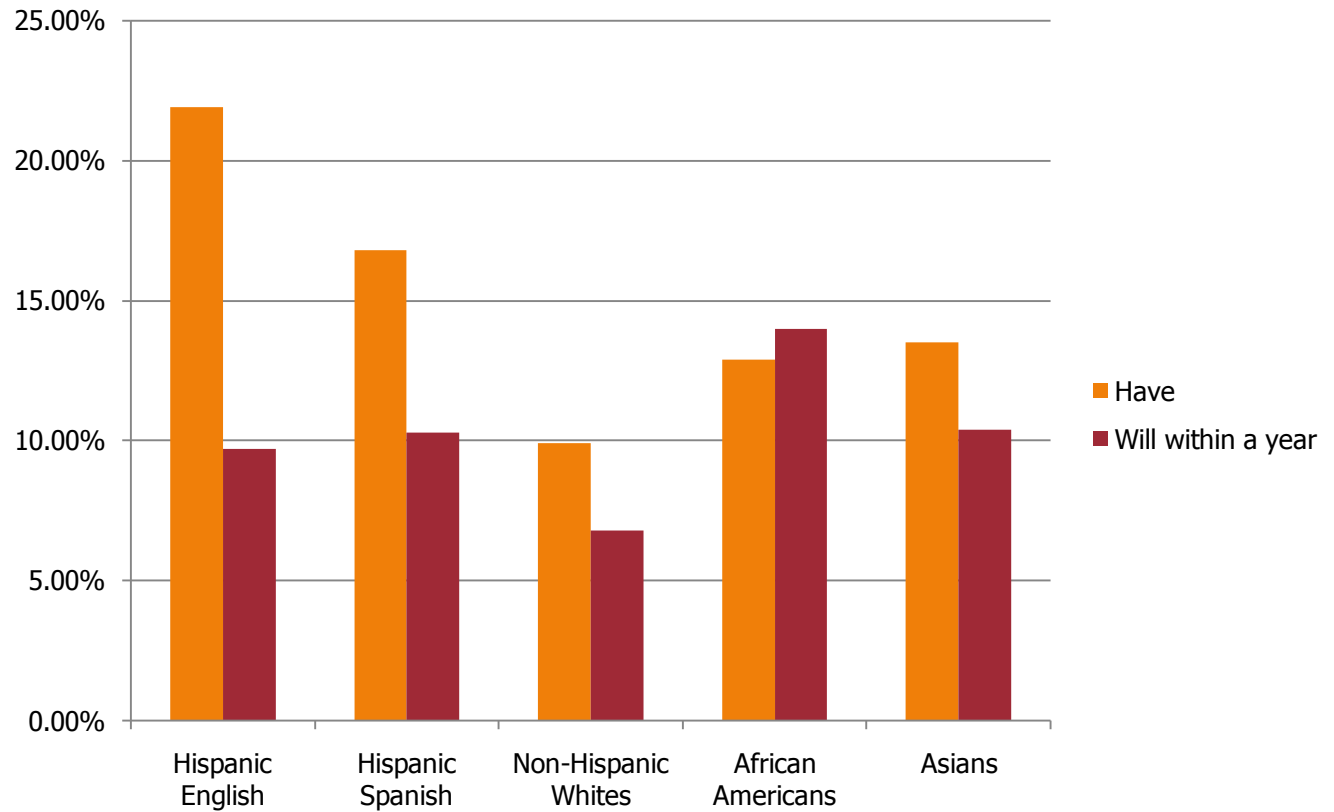
Have a Digital Photo Camera



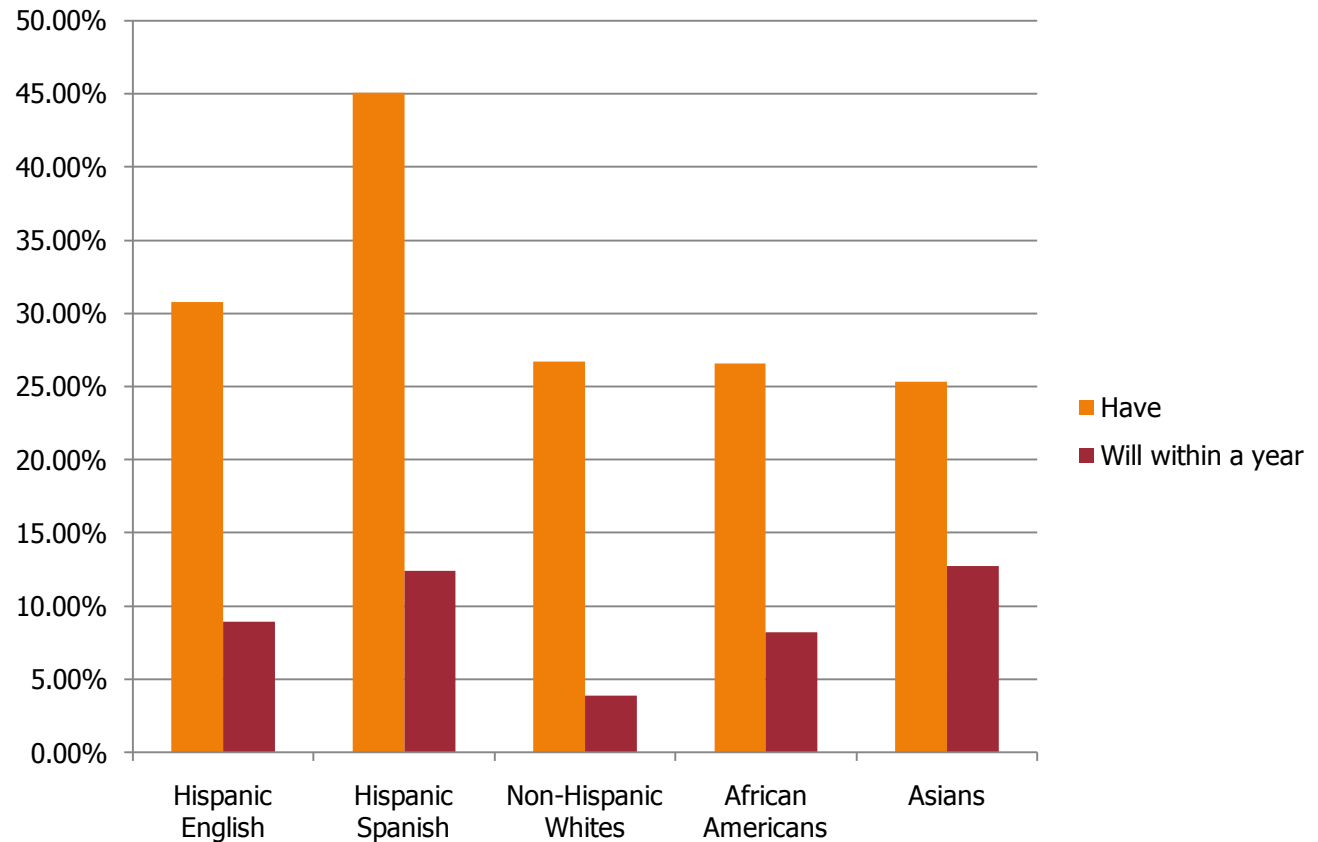
Have a Digital Video Camera



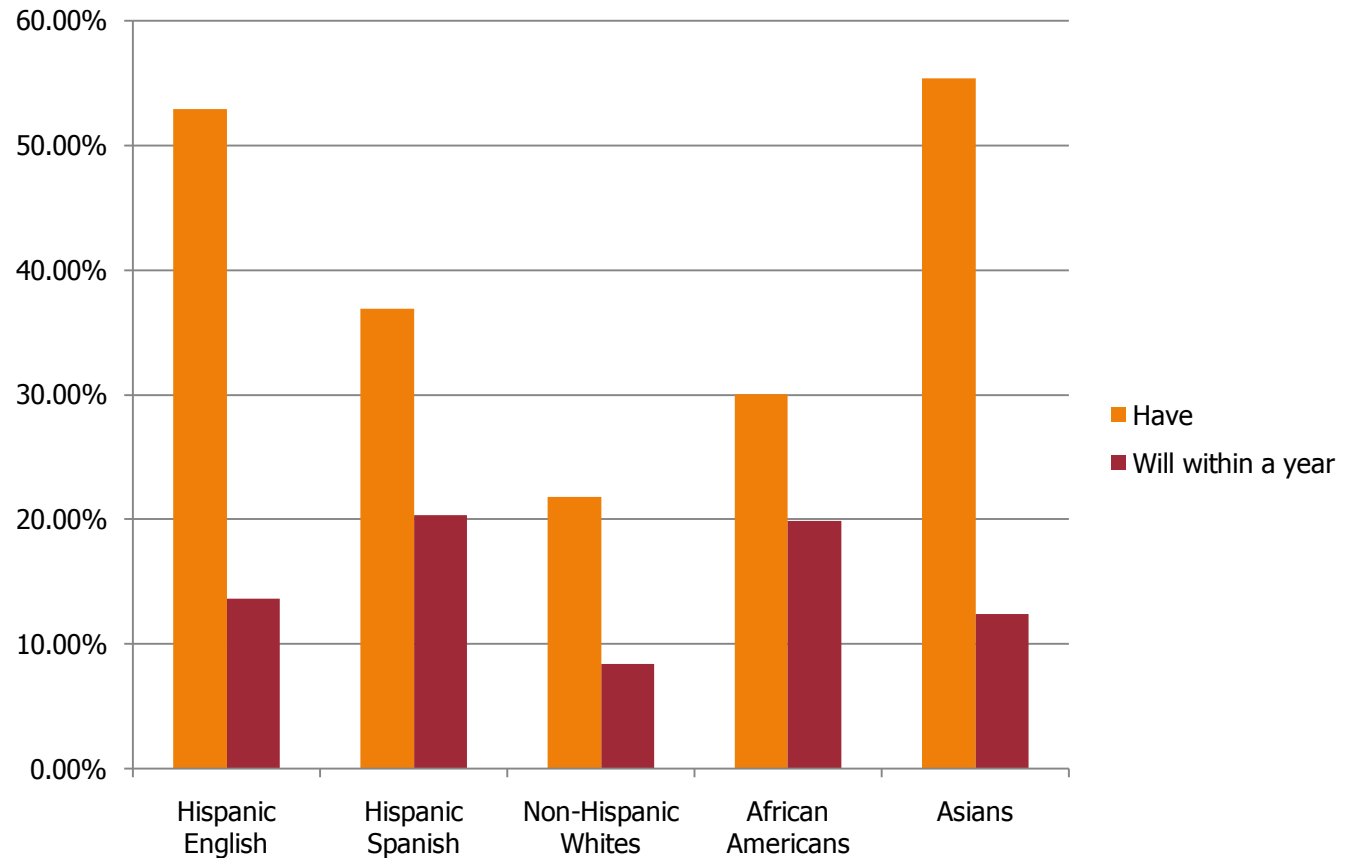
Have Satellite Radio



Have Satellite TV



Have an MP3 Player



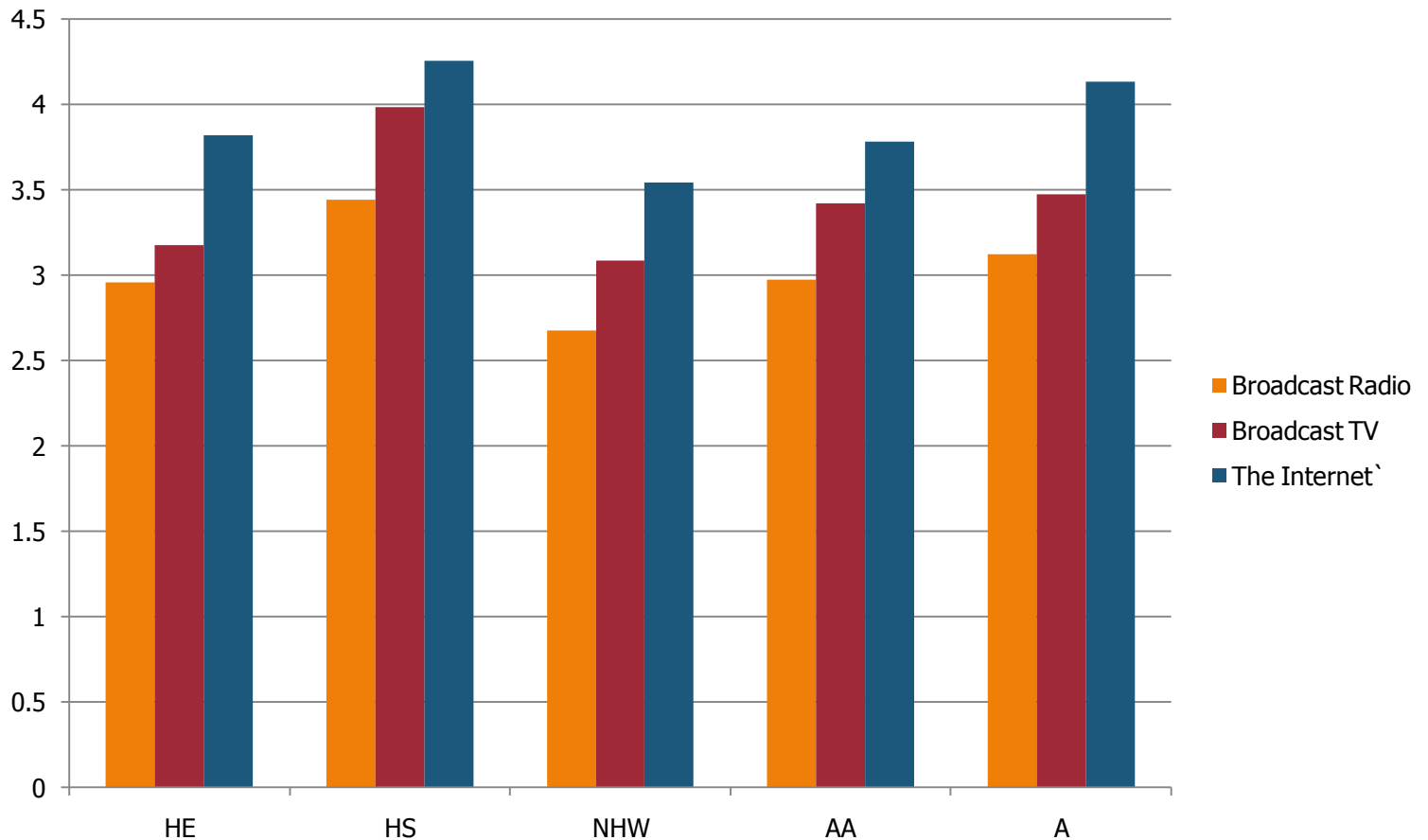
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PURCHASE INFLUENCERS OF THOSE ONLINE

Influence of the Internet

How important are each of the following in influencing the products you buy

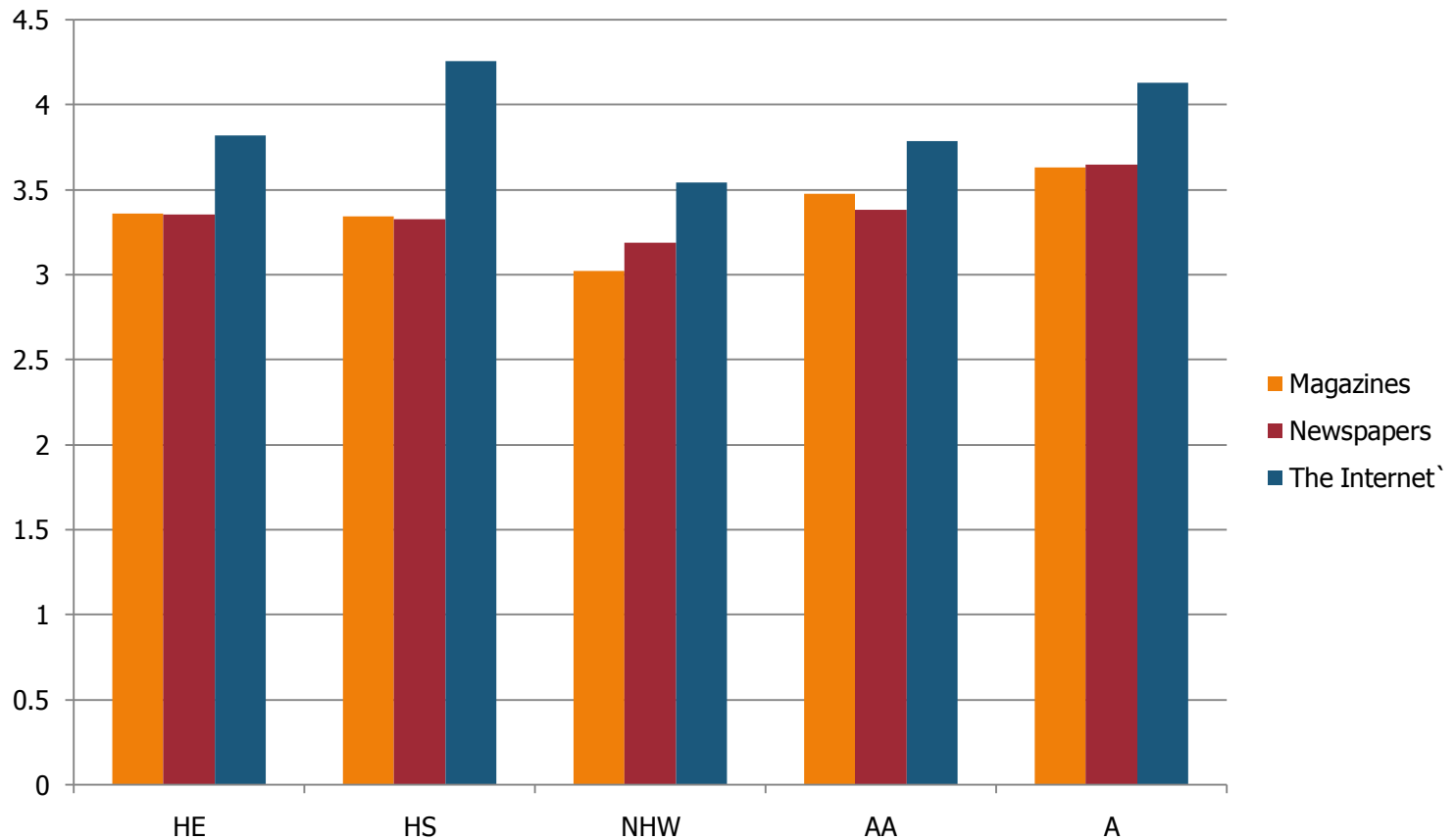
All $p < .001$



Influence of the Internet

How important are each of the following in influencing the products you buy

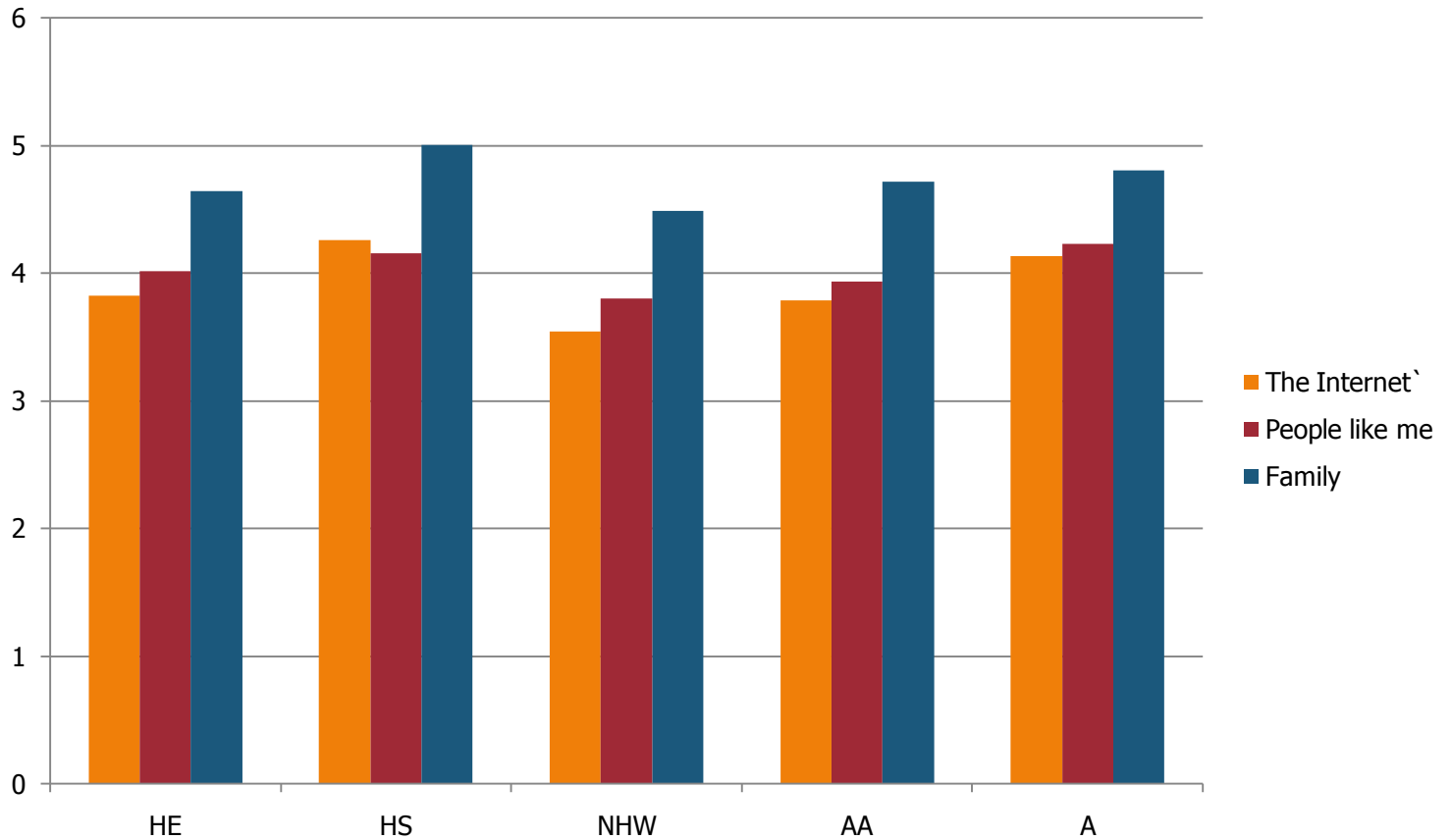
All $p < .001$



Influence of the Internet

How important are each of the following in influencing the products you buy

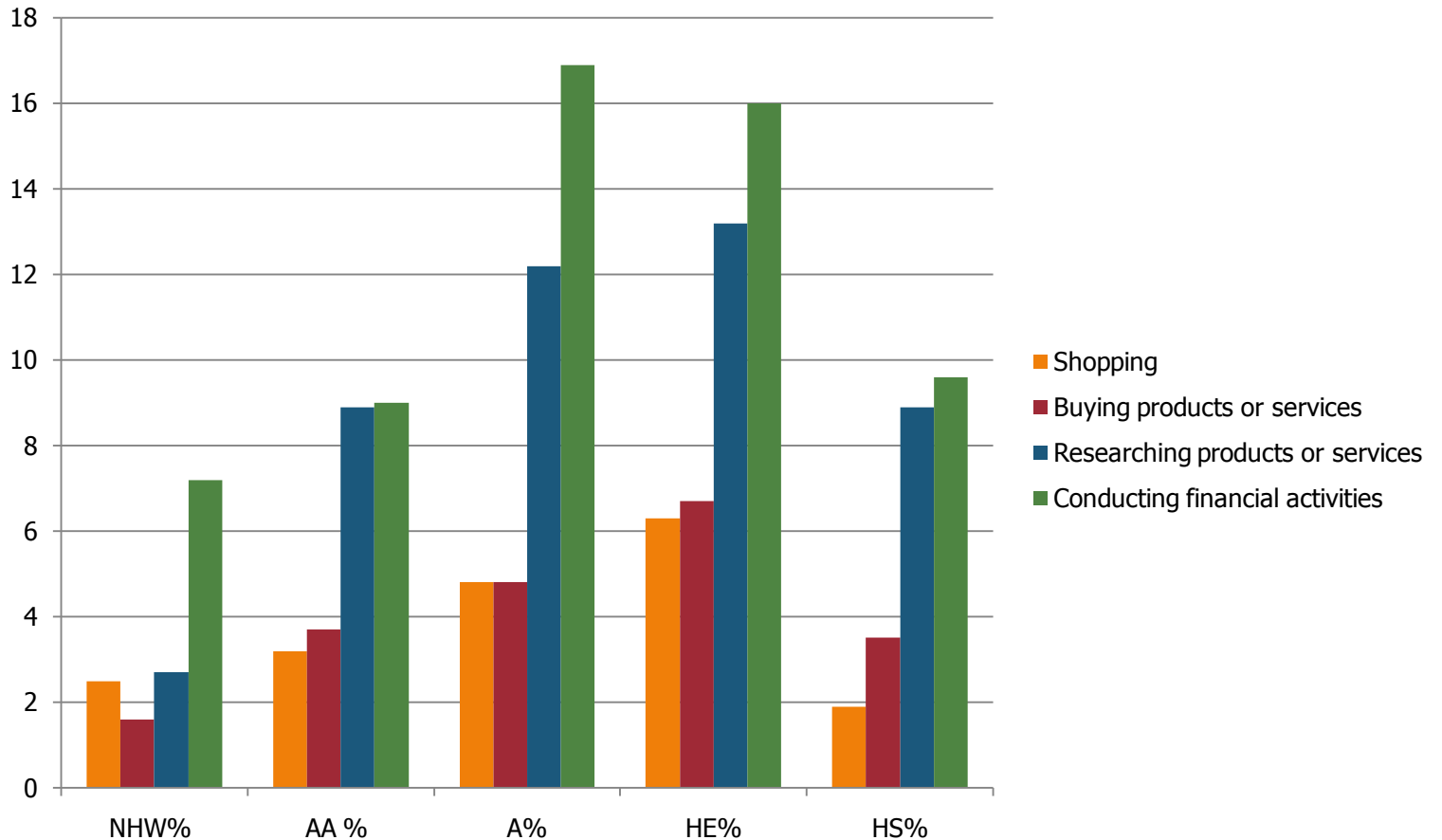
All $p < .001$



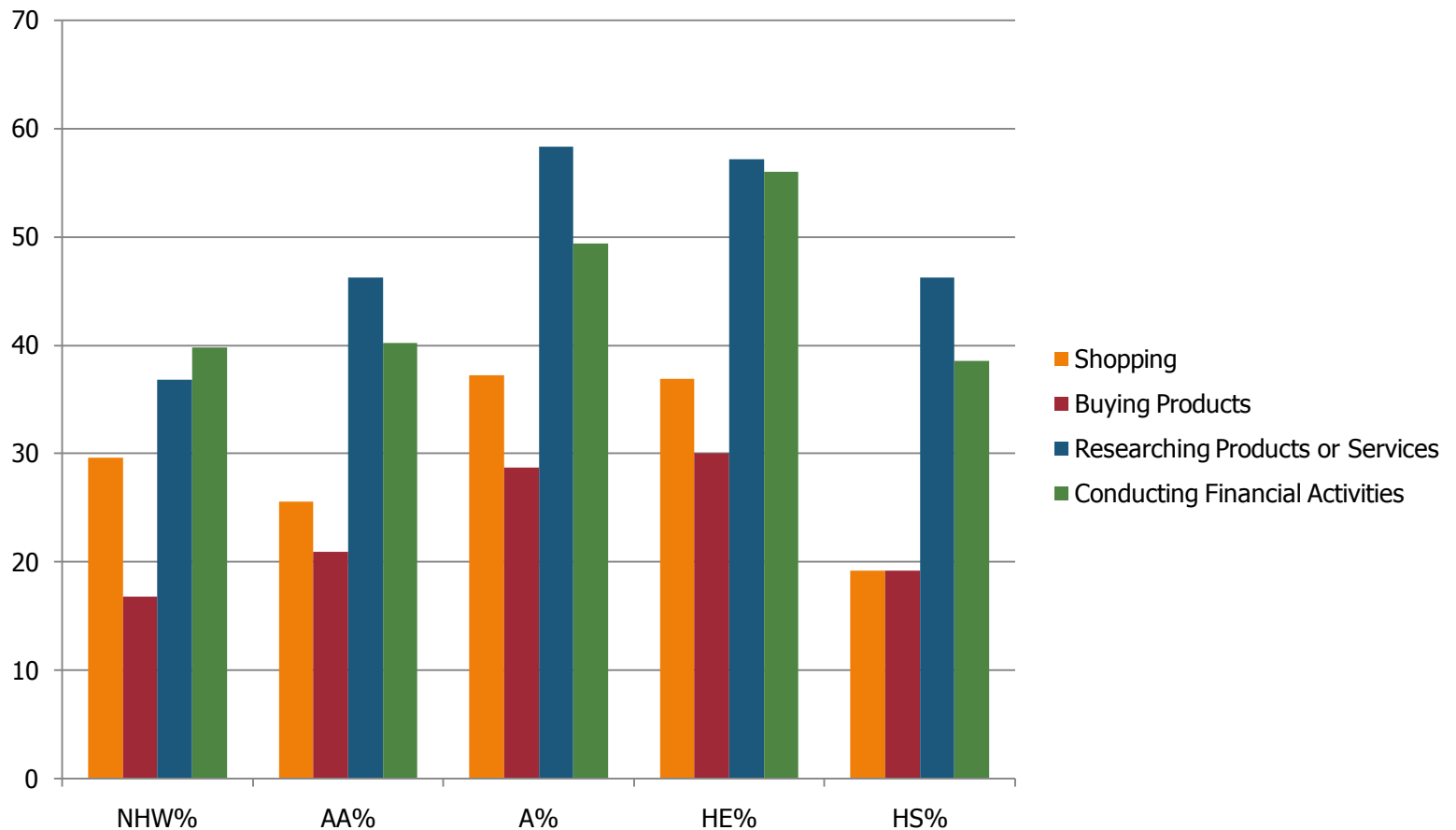
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ONLINE ACTIVITIES

Online Activities Daily



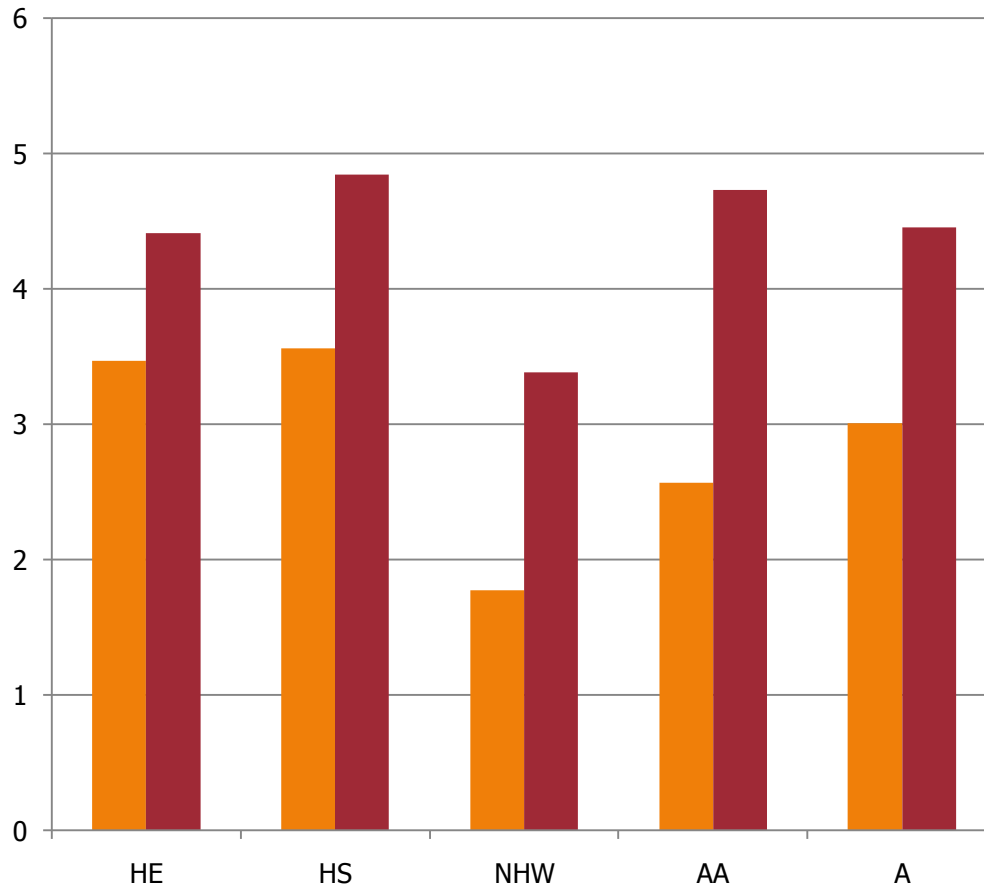
At Least Twice a Week Online Activities



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ATTITUDES OF THOSE ONLINE

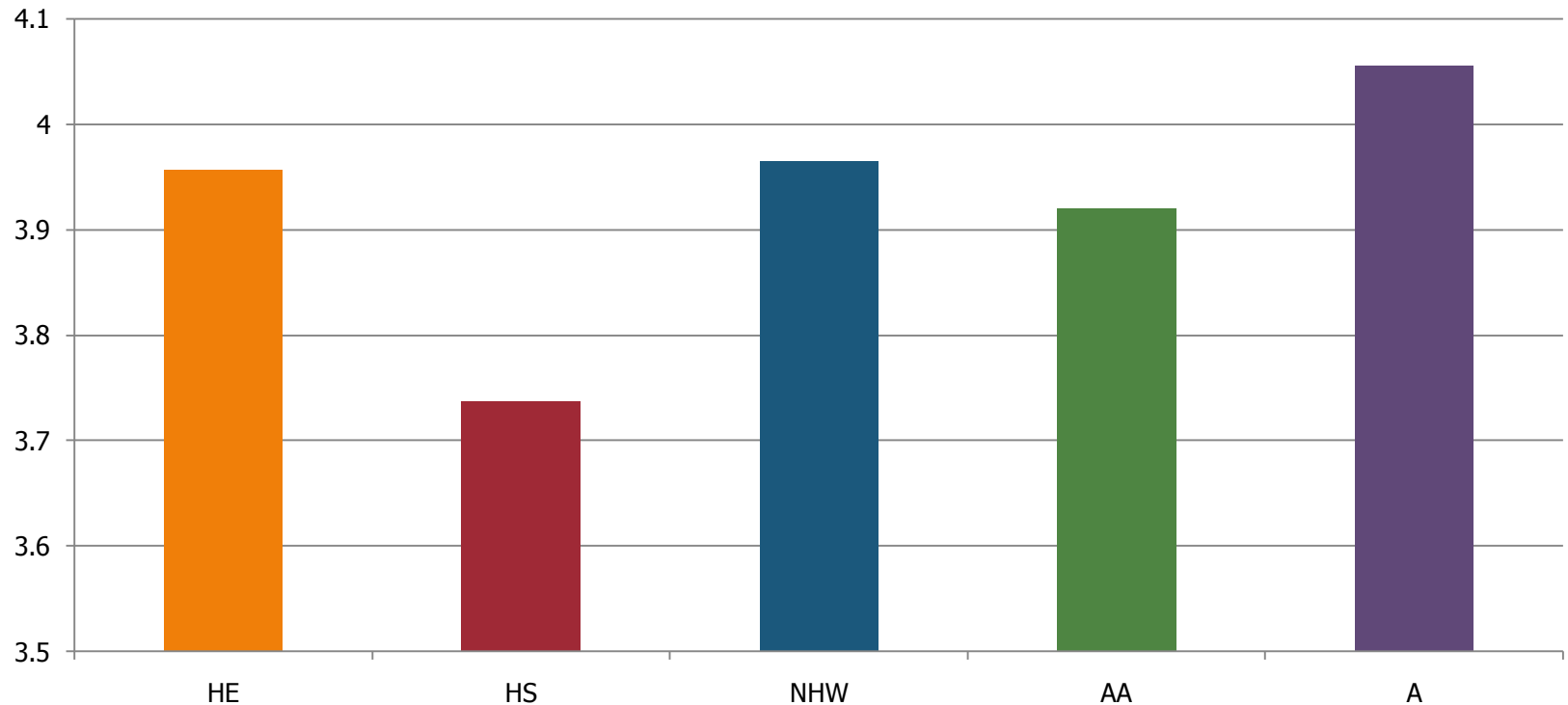
Ads



- I enjoy seeing ads in other languages on English language TV
- I admire ads that feature cultural diversity

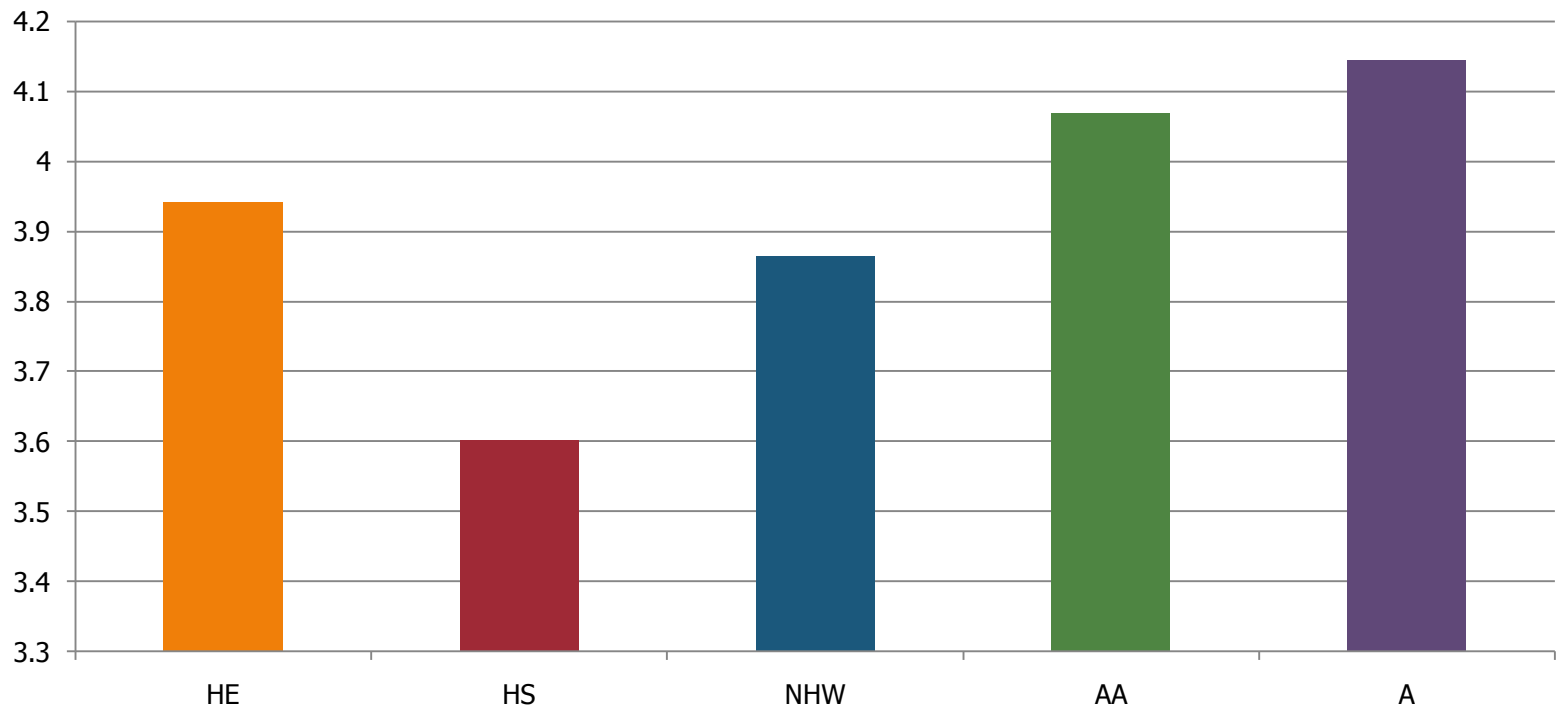
Brands

Store brands or generic products have the same quality as brand name products

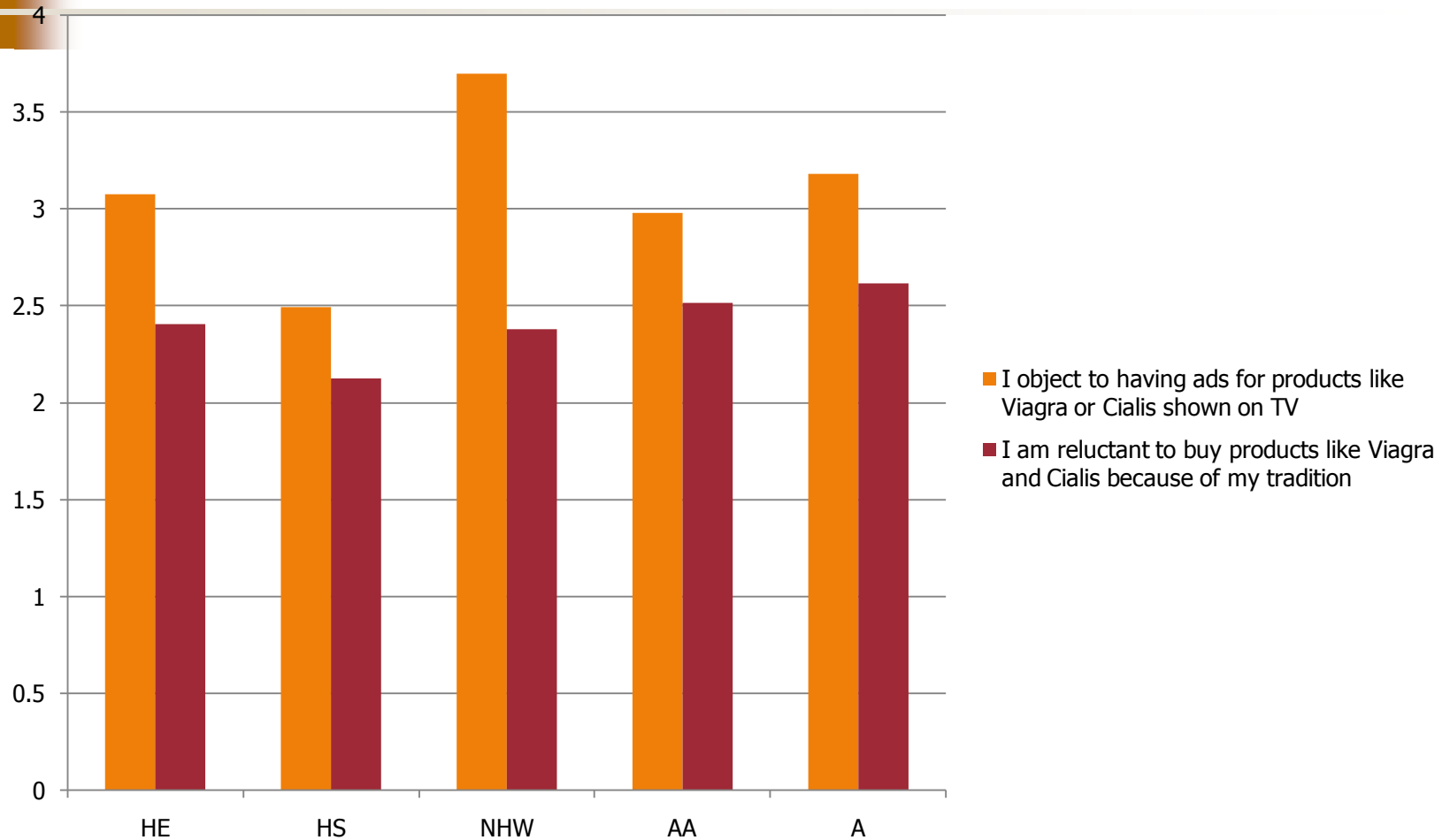


Brands

If the store I am shopping at does not have my favorite brand, I would go to a different store to find it

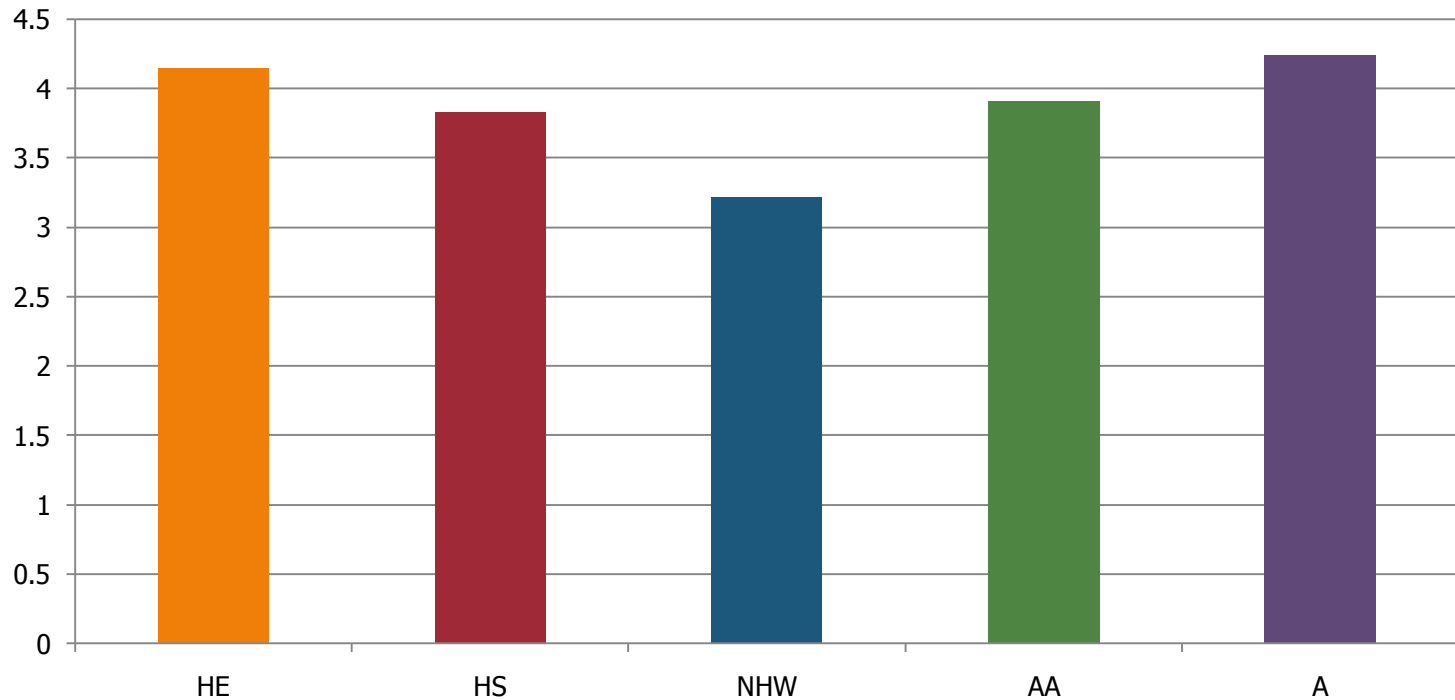


Taboos



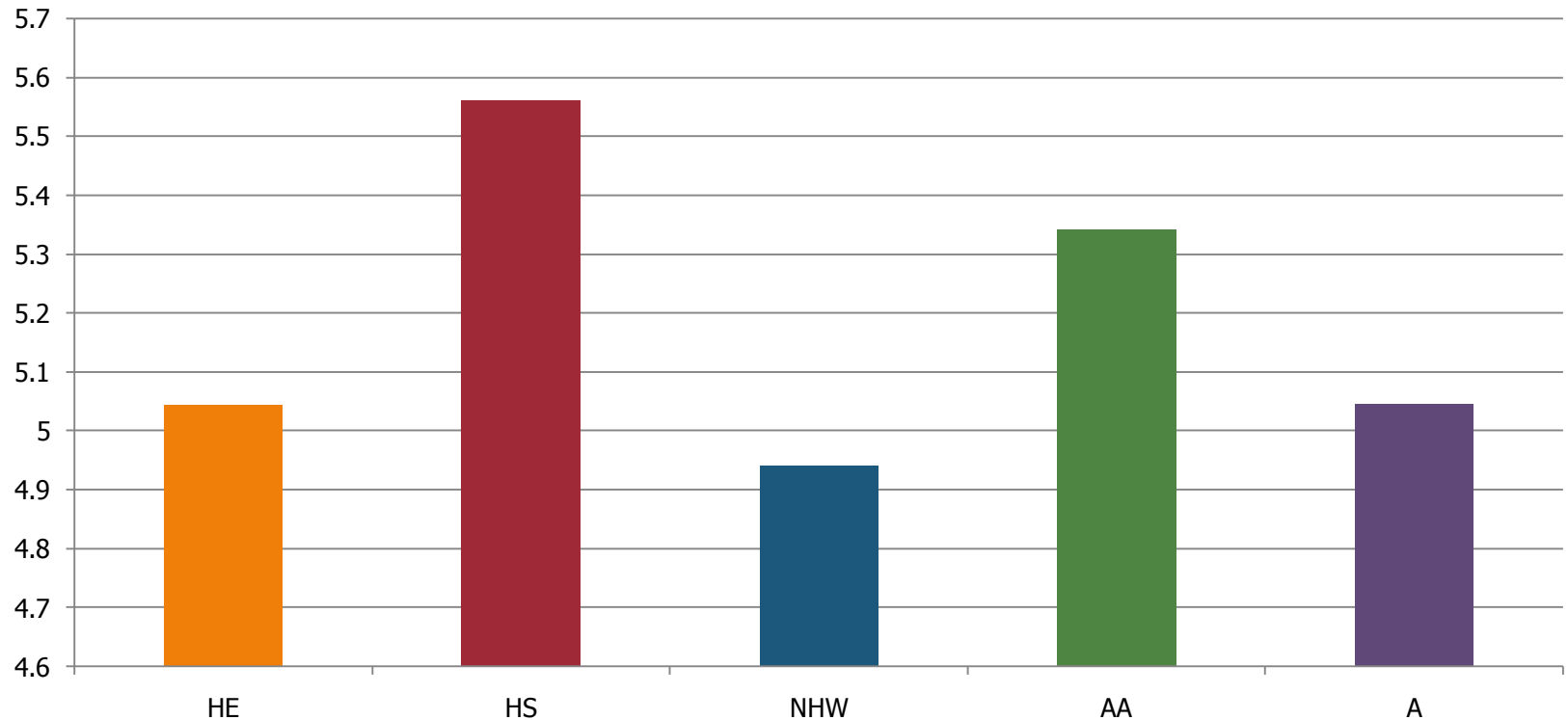
Cultural Homophily

I feel I have a lot in common with people from different cultures



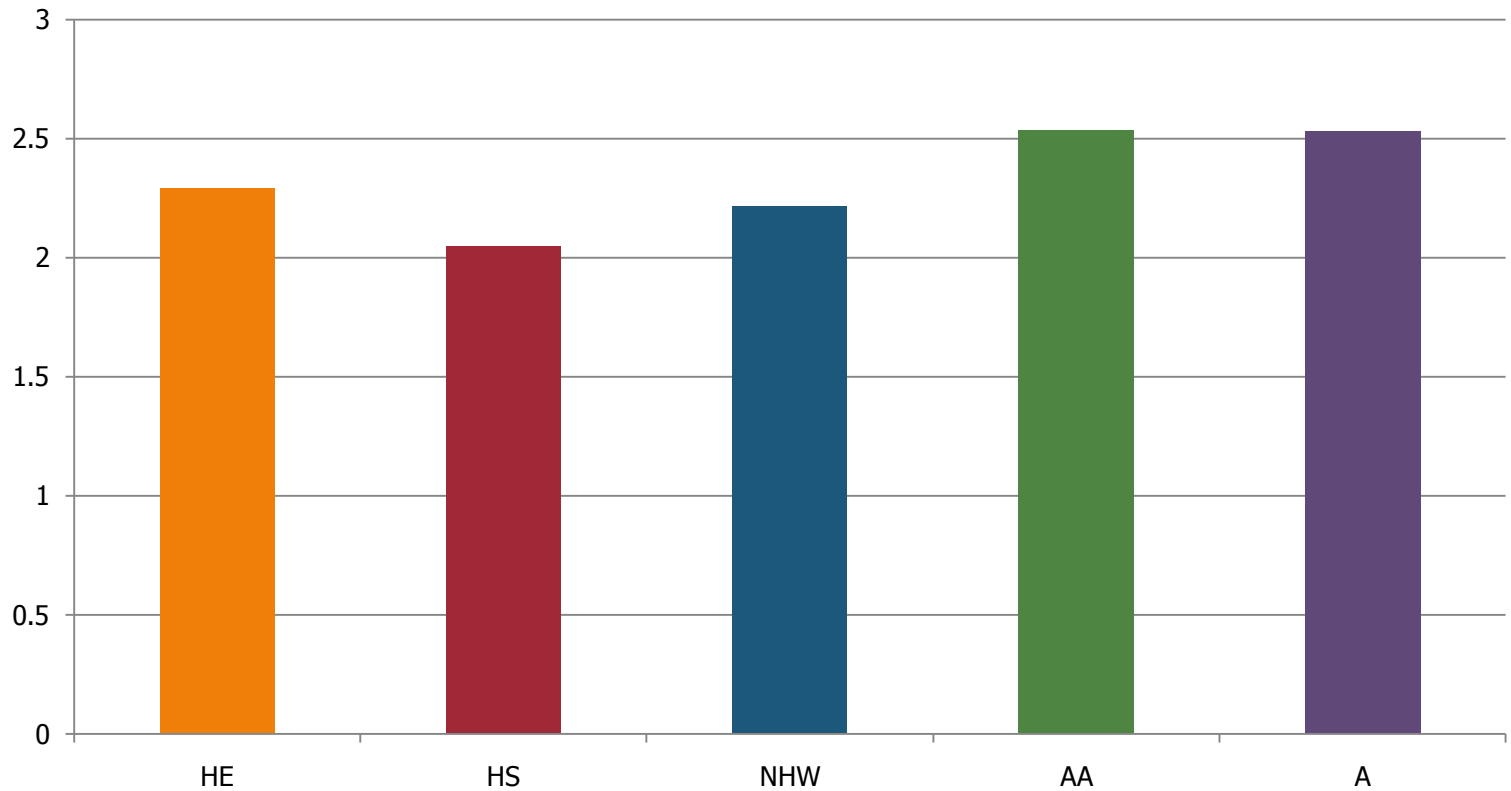
Tradition

Respecting my elders is one of my most important values in life



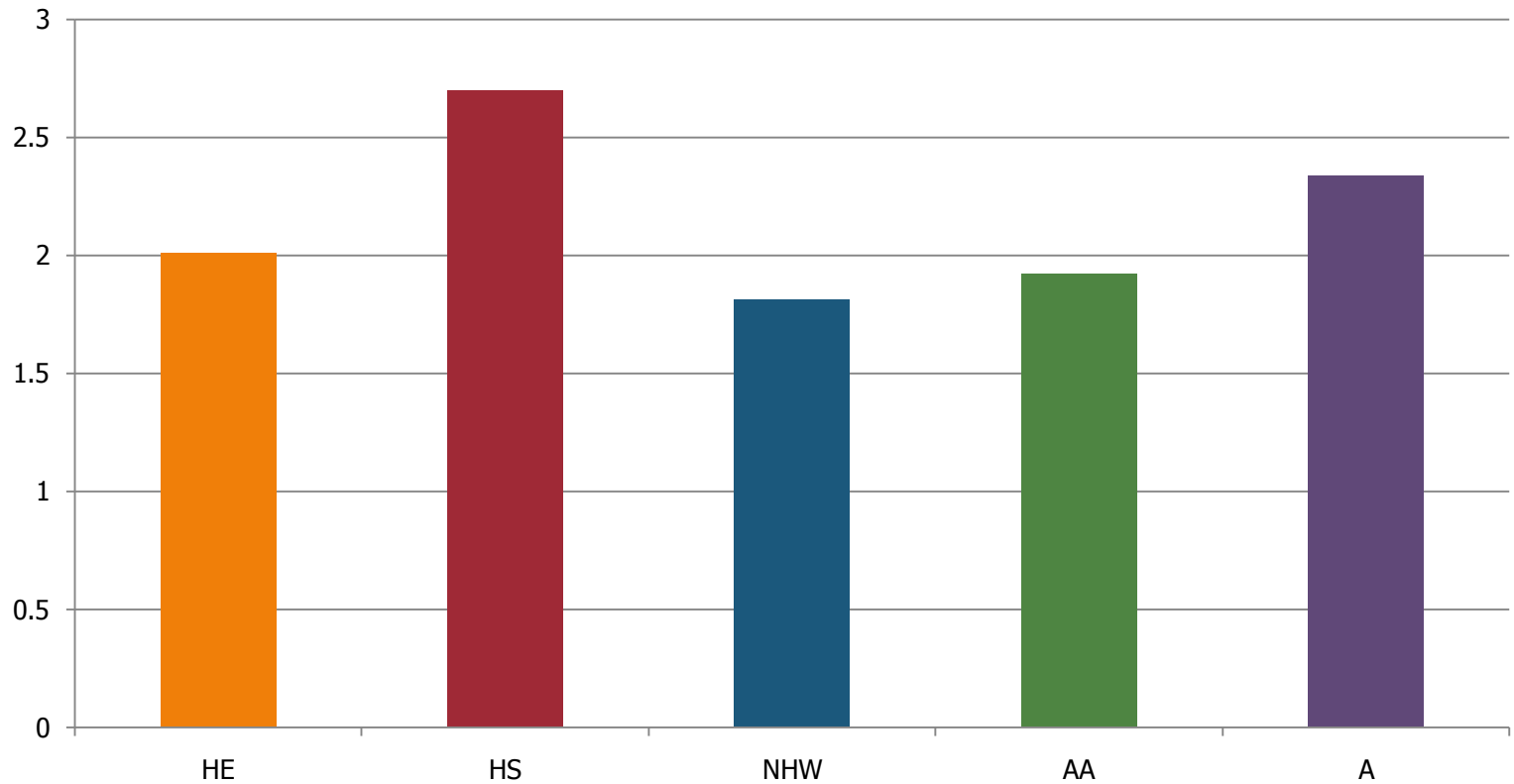
Money

I prefer money over love



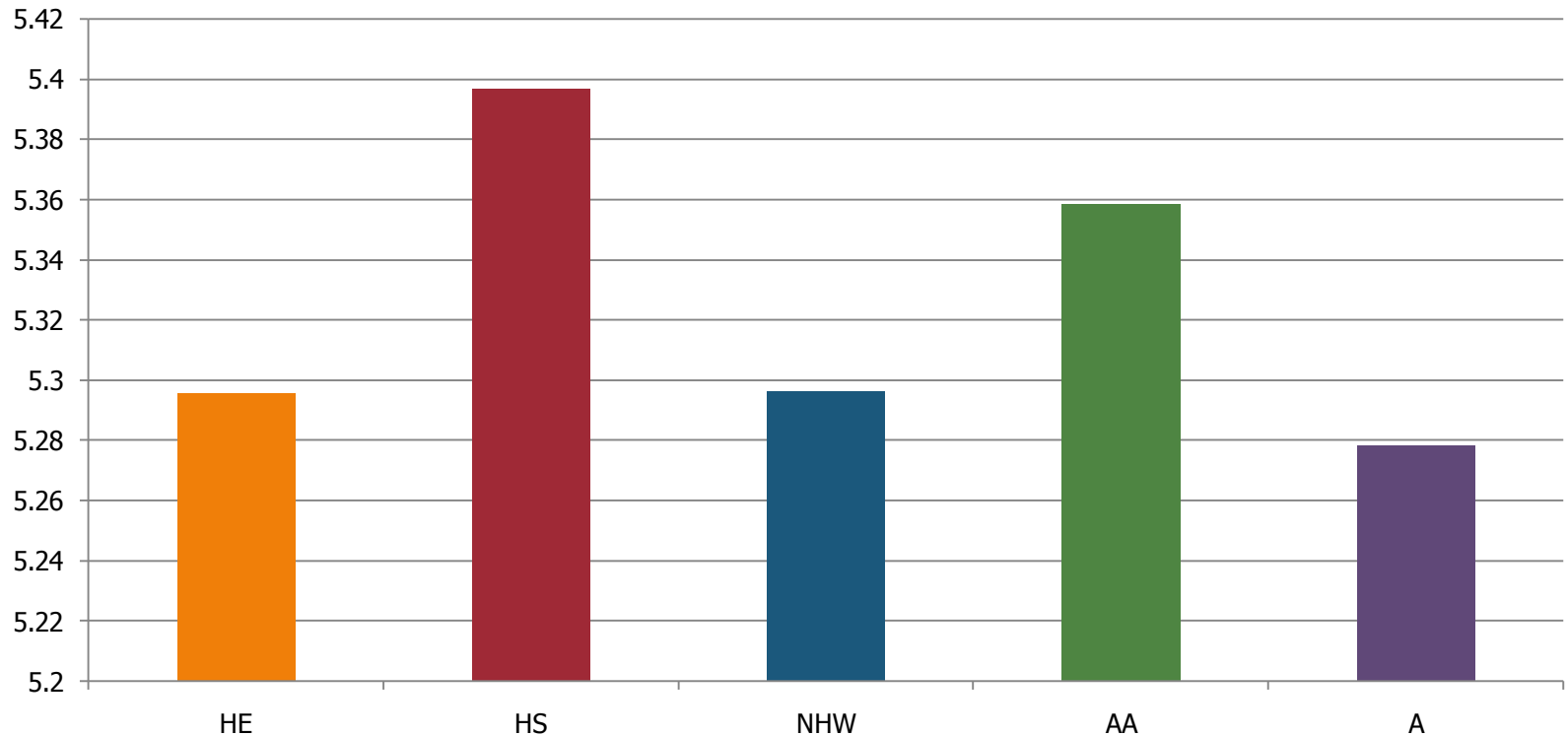
Success

If I have to choose, I choose success over family



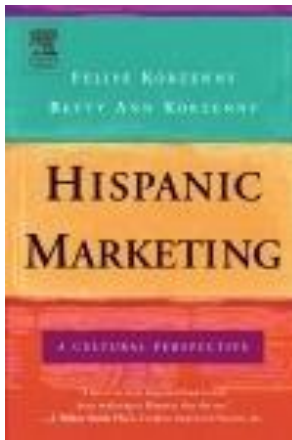
Education

There is nothing more important for young people than getting a good education



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!Muchas Gracias!



Presented by Felipe Korzenny, Ph.D.

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