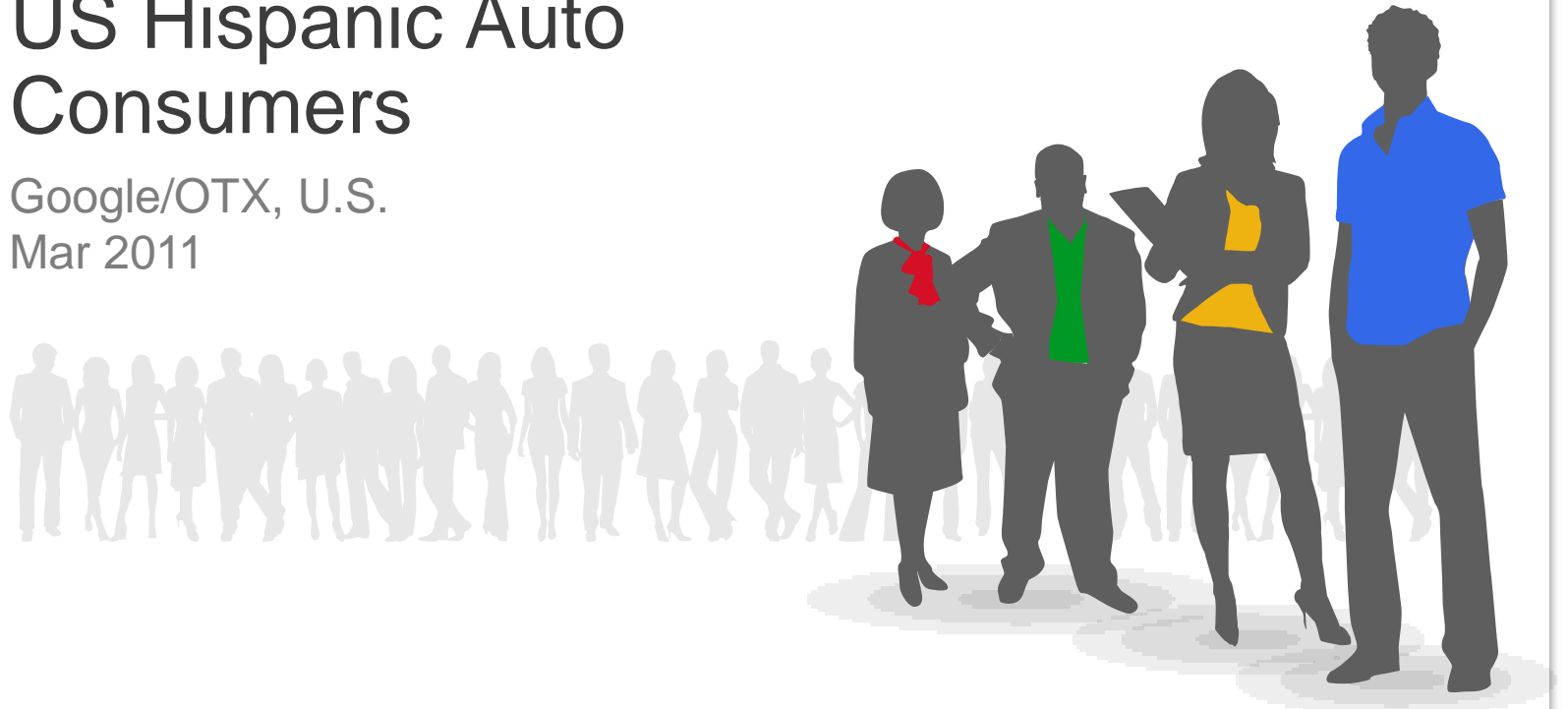


thinkauto  
with Google™

## US Hispanic Auto Consumers

Google/OTX, U.S.  
Mar 2011



# Methodology

Google commissioned Ipsos OTX MediaCT, an independent market research company, to conduct research to gain insight into the behavior of US Hispanics when using the internet, specifically among the three different segments of Spanish Dominant, English Dominant and Bilingual US Hispanics.

To address these objectives, OTX conducted Attitude & Usage survey among these groups.

All qualified respondents were US residents age 18+, internet users and have purchased at least one of the following in the next 6 months:

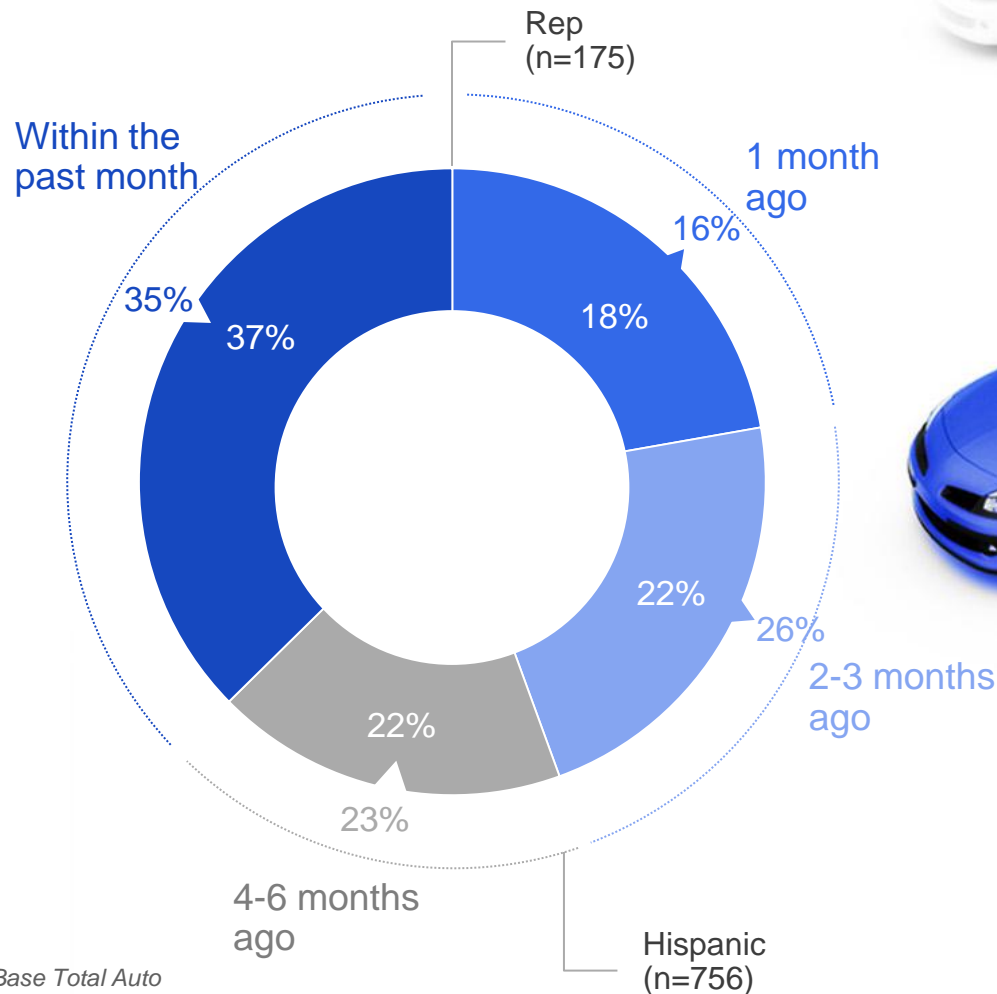
- Auto
- Retail
- Tech
- CPG

Each respondent was assigned into one of the product categories they qualified for and answered a subset of questions specific to their category purchase.

Interviews were conducted in October, 2010 yielding a total sample of 4,117 respondents.

On average, the survey took approximately 20 minutes to complete.

# 1 In 3 Hispanics Have Made An Auto-Related Purchase In The Past Month



Base Total Auto

Source: Google US Hispanics 2010, October 2010, OTX.

C1A. When in the past 6 months did you purchase <product>? If you purchased more than once in the past 6 months please think about the most recent purchase. A box (letter) indicates significant difference from comparative group(s) at 95% confidence.

# ...and Rely on the Internet

# 53%

Of Auto researchers  
use the internet as  
a Primary Source  
of Information



Source: Google US Hispanics 2010, October 2010, OTX.

Base: Hispanic n= 756, Rep n= 175

USH4. Now we'd like to get a sense of how you gather information. Please select all the sources you use to learn about products or services that you purchase. A box indicates significant difference from comparative group(s) at 95% confidence.

# Search Drives Media Usage

65%

of US Hispanics auto buyers typically use  
Search Engines for Auto-related Information



# Different Methods of Research and Purchasing Auto Items



Visit the Store and Purchase in the Store



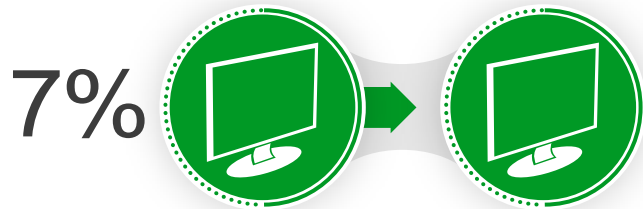
Research Online,  
Visit the Store and then Purchase Online



Research Online and Purchase in the Store



Purchase in the store  
and then Researched Online Afterward



Research Online and Purchase Online



Visit the store first and then Purchased Online

# Action Taken as a Result of Online Ads

As a result of seeing online advertisements while researching products...

51% of Hispanic Shoppers of Auto made a purchase in-store

...34% looked for more info online about a product

...31% visited a specific brand's website

...30% looked for promotions online

...25% made purchase online

# Key Takeaways

- Hispanics are frequent auto purchasers with 1 in 3 Hispanics having had made an auto purchase in the past month.
- Online research is a key influencer for Auto with over 50% of the audience researching online before purchasing online or at the store.
- 65% of US Hispanics use search engines for auto information.



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