

Multicultural Consumer Report

Understanding and reaching the multicultural consumer

Report Summary

The HarrisX Multicultural Report explores the Multicultural consumer, exploring their changing demographics, home technology ecosystem, technology attitudes and usage, and how their purchase journey compares to other consumer groups.

Business Questions Answered

- ✓ How does the Multicultural consumer differ, in terms of brand perceptions?
- ✓ How does the Multicultural consumer interact with customer service?
- ✓ What drives purchases for the Multicultural consumer?
- ✓ What does device share look like among these subscribers?

Key Metrics

- Market Share
- Consumer Demographics
- Path to Purchase
- Satisfaction, Loyalty, and Perception KPIs

Sample Coverage

- Hispanics
 - Low, Medium, and High Acculturation
 - Ethnic Identity
- African Americans
- Caucasians
- Asian Americans
 - Ethnic identity
- Native Americans/Alaskan Natives

Delivery

- PowerPoint Report

Client Benefits

Optimize marketing and product development strategies

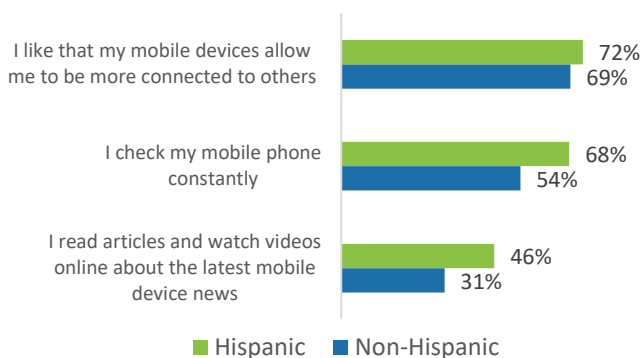
Analyze device adoption and usage by ethnicity

Identify partnership opportunities

Investment: \$10,000

SAMPLE INSIGHTS

Hispanic consumers are more likely to describe themselves as tech-savvy...



...and categorize themselves as heavy mobile data users

