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

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

- I like that my mobile devices allow me to be more connected to others
  - Hispanic: 72%
  - Non-Hispanic: 69%

- I check my mobile phone constantly
  - Hispanic: 68%
  - Non-Hispanic: 54%

- I read articles and watch videos online about the latest mobile device news
  - Hispanic: 46%
  - Non-Hispanic: 31%

...and categorize themselves as heavy mobile data users

- Hispanic: 46.2% (Above Average)
- Non-Hispanic: 34.6% (Above Average)

Client Benefits
Optimize marketing and product development strategies
Analyze device adoption and usage by ethnicity
Identify partnership opportunities

Investment: $10,000

HarrisX is a boutique market research and consulting services company focused on telecom, media, and technology with focus in syndicated survey research, claims substantiation studies, retail analytics, message testing, and passive behavior measurement.