Why They Watch

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

Engagement
After watching a YouTube video, or in a store or car dealership.

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

What They Watch
Look for video content that is relevant to their Hispanic culture.

How Videos Spur Them to Action
Influencing purchase decisions.

Videodbc.com
Ad Age Hispanic Fact Pack 2015, Aug. 2015.

U.S. Census Bureau, 2014 population estimates.


Google/Ipsos Connect, U.S., Key Audience Study, among adults aged 18-54 who identify as Hispanic and watch online video at least monthly, n=452, July 2015.

Google/Ipsos Connect, U.S., YouTube Hispanics Study, among Hispanics aged 18-54 who go online at least monthly, and watch online video at least monthly on mobile, n=452, Jan. 2016.


Google/Ipsos Connect, U.S., YouTube Hispanics Study, among Hispanics aged 18-54 who made a recent purchase in the automotive category and were influenced by YouTube, n=124, Oct. 2015.

Google/Ipsos Connect, U.S., YouTube Hispanics Study, among Hispanics aged 18-54 who made a recent purchase in the personal care category and were influenced by YouTube, n=238, Oct. 2015.

Google/Ipsos Connect, U.S., YouTube Hispanics Study, among Hispanics aged 18-54 who made a recent purchase in the food/beverage category and were influenced by YouTube, n=375, Oct. 2015.