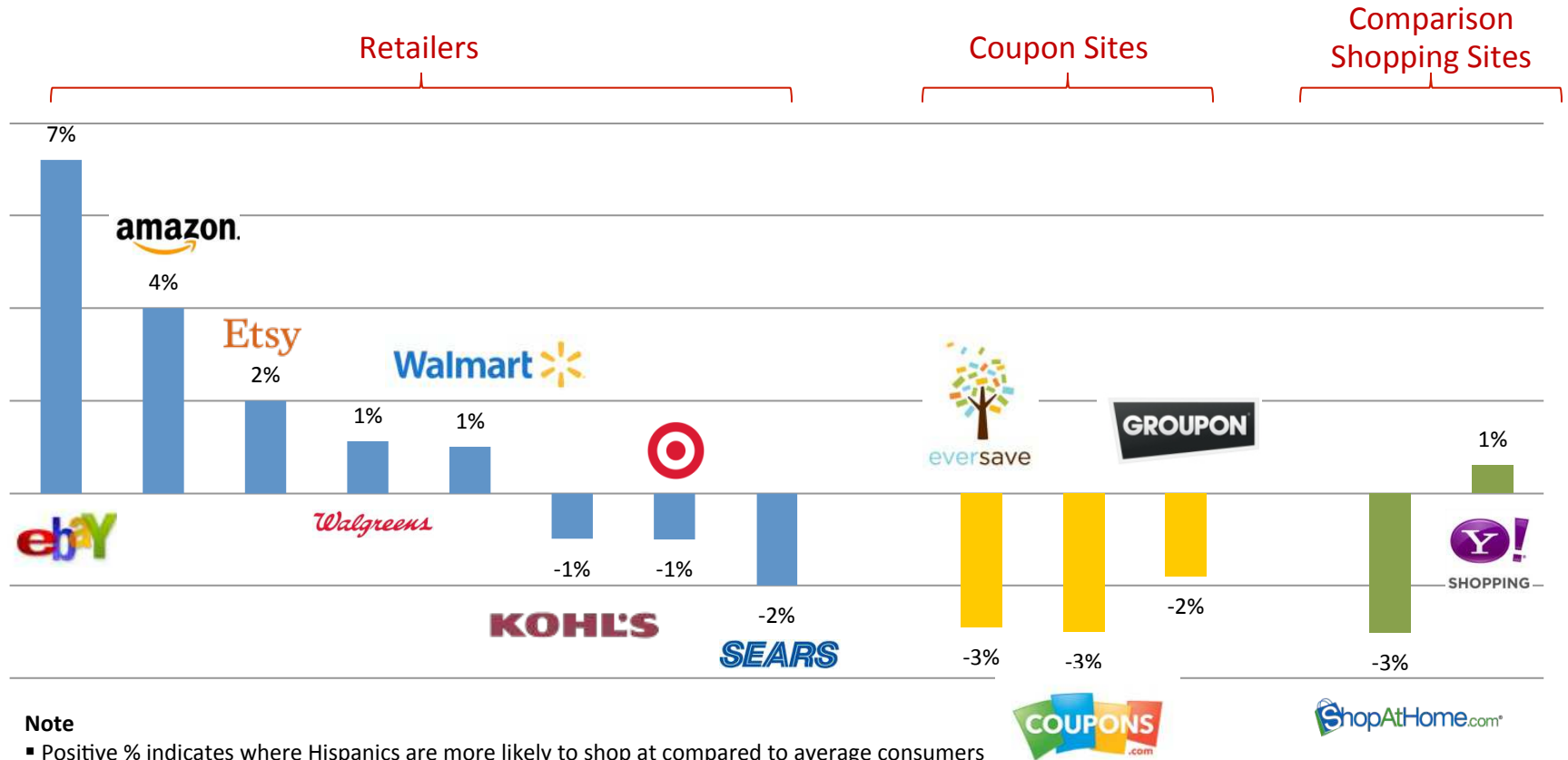


How are Hispanics different from the gen pop regarding online shopping destinations? Of the leading shopping sites, they are indexed higher on eBay, Amazon, Etsy, walgreens.com, walmart.com while lower on Kohls.com, target.com and sears.com. Hispanics are also less likely to use eversave.com, coupons.com andgroupon.com than average consumers.

Source: Luth Research ZQ Intelligence™ Digital Behavior Tracking



Note

- Positive % indicates where Hispanics are more likely to shop at compared to average consumers
- Negative % indicates where Hispanics are less likely to shop at compared to average consumers