

2014 HISPANIC SHOPPER PROFILE



HISPANIC SHOPPERS ARE A GROWING DEMOGRAPHIC



HISPANICS ARE THE NATION'S LARGEST ETHNIC MINORITY.

THEY COMPRISE

17%

OF THE NATION'S TOTAL POPULATION

US Census 2012 Population Estimates

HISPANICS ARE LOOKING TO SAVE WHEN THEY SHOP



48%

SEARCH FOR COUPONS IN THE NEWSPAPER OR STORE CIRCULAR



35%

COMPARE PRODUCT PRICES

Inmar Hispanic Study (May 2014)

HISPANIC SHOPPERS VALUE CONVENIENCE IN HEALTHCARE



45%

PREFER A PHARMACY WEBSITE THAT ALLOWS THEM TO SHOP ONLINE



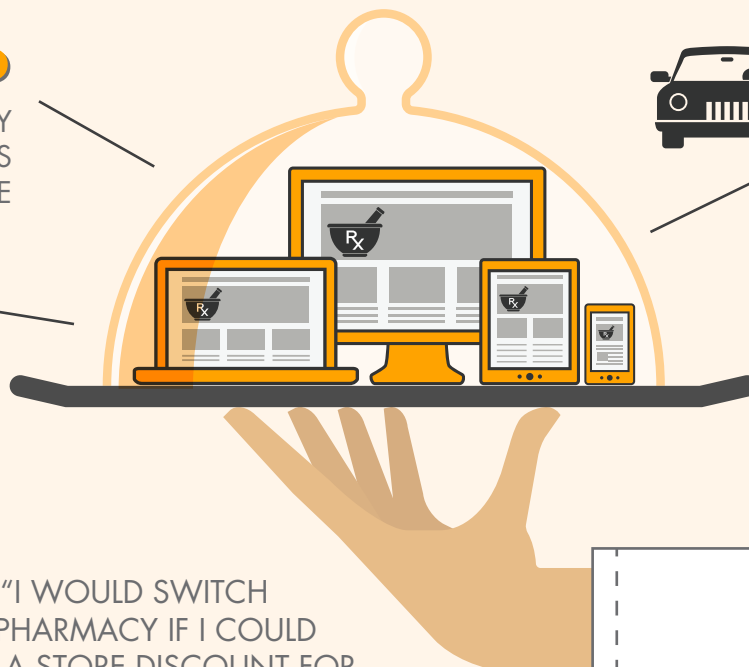
51%

WANT EMAIL OR TEXT REMINDERS FOR PRESCRIPTIONS



46%

WANT DRIVE-THRU PRESCRIPTION PICK-UPS



49%

SAY "I WOULD SWITCH MY PHARMACY IF I COULD GET A STORE DISCOUNT FOR MOVING MY MEDICATION."

Inmar Hispanic Study (May 2014)

HISPANIC SHOPPERS ARE DIGITALLY ENGAGED



34%

REGULARLY USE PAPERLESS, LOAD-TO-CARD OFFERS

Inmar 2014 Shopper Behavior Study