



July 2010

Apparel and Footwear: The Hispanic Consumer - US

More than any other group, Hispanics love to shop for clothing and apparel with their families as a recreational activity. As a result, they're spending more time at the mall buying the latest sneakers, jeans and baby clothes, than non-Hispanics are. Spending on apparel and footwear has dropped in recent ...

May 2010

The Hispanic Blue Collar Consumer - US

Hispanics are the largest minority group in the US and the second major ethnicity among blue collar workers. Hispanic blue collars are usually foreign-born, Spanish-dominant, have lower educational attainment and consequently lower income than non-Hispanic blue collars. They are also a fast-growing population, mainly because of their high birth rate ...

April 2010

Marketing to Black Moms - US

In an increasingly diverse society, advertisers can no longer afford to overlook the Black community as a significant consumer group. Black moms in particular are earning more money, postponing childbirth and living more independently than ever. On average, Black moms—regardless of household income—are more likely to choose name brand items ...

Hispanics and Beverages - US

Hispanics are more likely than non-Hispanics to be consumers of orange juice, milk, coffee, water, energy drinks, beer and other liquor beverages. They are drinking their favorite beverages with plenty of gusto and their buying power is \$1 trillion strong. Since they are growing faster than any other ethnic group ...