



June 2015

Black Consumers' Attitudes toward Car Buying - US

“Currently at more than \$1 trillion, Black spending power is expected to climb to \$1.4 trillion by 2019 – and growth continues to outpace that of Whites, despite lower incomes. Black consumers’ love for cars, the role they play in shaping their image, attraction to technology, and high receptivity ...

Hispanics' Attitudes toward Car Buying - US

“As Hispanics become more acculturated, they tend to become more sophisticated car buyers. As they use more sources of information, they become more open to considering a wider variety of car types. As this change in their approach toward car buying takes place, car brands will benefit from partnering with ...

May 2015

Family Dynamics of Black Consumers - US

“Black families are very different from other families, due in part to household dynamics. Although there has been some improvement over the years in how Black families are depicted in advertising, many ads today are still viewed as stereotypical or not inclusive of the lifestyle of Black families. It’s important ...

Family Dynamics of Hispanics - US

“Family unity is important to Hispanics. Tensions caused by different levels of acculturation and levels of English proficiency under the same roof are minimized by the level of attachment that Hispanics have to their families. Even when younger Hispanics look for their own identity, they do it from home as ...

April 2015

Black Consumers' Lifestyles and Entertainment - US

“Black consumers participate in a wide range of activities. Community, cultural and faith-based activities are front and center. There’s been a rise in entertainment expenditures over the last five years, and it’s expected to increase. There’s an opportunity for marketers to tap into this segment, particularly among single Millennials and ...

Hispanic Lifestyles and Entertainment - US

“While Hispanics spend their ‘me’ time, if any, at home, mostly consuming content, out-of-home activities typically involve friends and family. In this context, Hispanics look for events or activities with them in mind. If friends and family are not on board with the idea, Hispanics may simply move on to ...