



December 2010

Asian Americans and Financial Services - US

This report explores the attitudes towards and use of financial services among Asian Americans. It provides insight into Asian American demographics (including purchasing power), and the factors affecting financial attitudes and use of financial services and products. These insights and trends will provide a compelling overview of the Asian American ...

November 2010

Leisure and Entertainment Preferences of Young Hispanic Adults - US

Impacted by the recession there has been a slowdown in household entertainment spending over the last two years. However, Hispanics remain one of the fastest growing segments of the population, representing nearly a fifth of the U.S. population aged 18-35, and Hispanic interests in entertainment and leisure are an ...

Hispanics and Household Products - US

As the largest minority group in the U.S., Hispanics purchasing power is expected to exceed \$1.2 trillion by 2012, and their expenditures on household products are ever growing. While the overall U.S. population is spending *less* on household products than they did 5 years ago, Hispanics' expenditures ...

September 2010

The Grocery Cart of the Black Consumer - US

The connection between food, tradition, family and history is a deep one for many African Americans. Dishes that make up the Black diet today have been prepared and eaten in much the same way through several generations in the U.S. Although some recipes and preparation have remained the same ...

The Hispanic Grocery Cart - US

Hispanic consumers spend more per year on groceries than any other ethnic group and their purchasing power of \$951 billion exceeds that of any other U.S. minority. Yet, grocery advertising targeted specifically to the Hispanic consumer is sparse, especially to Spanish-speakers, who would like to make informed purchasing decisions ...

Black Haircare - US

Historically, black consumers have shopped at hair salons and beauty supply stores for their haircare needs. While that is still the case for a large number of shoppers, given the state of the economy, many black consumers are taking a closer look at FDMx outlets, which tend to offer better ...

August 2010



Apparel and Footwear: The Black Consumer - US

African Americans view fashion as a means to influence how they're viewed by the world and express what they think of themselves. Rather than follow trends African Americans, especially young Black men, are the trendsetters—everything they're doing is reflected in popular culture and is then adopted by mainstream society. This ...

July 2010

Blacks and Dining Out - US

The Black consumer plays an important role in the economy and in supporting the restaurant industry. With education levels increasing, Blacks are earning higher household incomes and moving to areas of the country where their numbers in the past have been quite low. As with most consumers, the Black consumer ...

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

Hispanics and Travel - US

With a skyrocketing purchasing power and a penchant for travel both national and abroad, the Hispanic consumer deserves increased attention from the travel market. Hispanics spend more than any other ethnicity on domestic travel, and travel more internationally per year than the average American. Spanish-language advertising has traditionally targeted the ...

Hispanics and Dining Out - US

The U.S. Hispanic community is the fastest-growing population segment, increasing to 45.5 million in 2007 from 35.3 million in 2000. Hispanic purchasing power is projected to reach more than \$1.2 trillion by 2012. As such, it is essential for the restaurant industry to make a concerted ...

Hispanics and Beverages - 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 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 ...

Blacks and Financial Services - US

Nearly half of all African Americans are either unbanked or underbanked, having little or no relationship with a bank or financial institution. It is important to recognize the depth of distrust of the banking industry within the Black community for a variety of reasons. Recent class-action lawsuits, brought against major ...

February 2010

Share of Wallet: Hispanics - US

Hispanic purchasing power is as diverse as the consumers it represents. It is \$1 trillion strong and is growing faster than the purchasing power of any other group. The economic profile of a Hispanic consumer is dynamic. Lower-income households are spending more on food than Hispanics with a household income ...

**Mobile Phones and the
Multicultural Consumer - US**

The purchasing power of minority demographics has grown significantly faster than the White demographic for more than a decade, a trend that is expected to continue for at least the next five years. Multicultural messaging has become an essential component of marketing strategy for wireless carriers that wish to target ...

Share of Wallet: Blacks - US

A variety of measures indicate that the economy did not significantly improve in 2009, as many had hoped. Unemployment rose steadily throughout the first three quarters of 2009 and reached a 28-year high of 10% as of December 2009 with more than 15% unemployment among Black Americans. Consumer confidence remained ...

**Asian Americans and Technology -
US**

While the Asian American audience may not be large, at under 5% of the US population, their comparatively high incomes and high levels of education make them an important consumer audience – particularly when it comes to technology products and services. Asian Americans are enthusiastic adopters of virtually all types ...