



## November 2008

### Hispanic Media Usage - US

While advertisers are scrambling to capitalize on new and profitable opportunities, the growing Hispanic market is one area that cannot be ignored. Besides the challenge of finding the most appropriate and compelling message to captivate Hispanic consumers, choosing the right media will go a long way to maximizing a marketing ...

## October 2008

### Marketing to Hispanic Moms - US

Hispanics represent the largest minority group in the U.S. and are among the fastest-growing segments of the population. Hispanic spending is projected to reach \$1.2 trillion by 2012. One cause of this rapid growth is the high fertility rate of Hispanic mothers, most of whom make purchase decisions ...

## September 2008

### Hispanic Living: Travel, Dining Out and Finance - US

Hispanics are the largest minority in the U.S. with their purchasing power projected to reach over \$1.2 trillion by 2012. The impressive growth in their disposable income has gone hand in hand with growth in the population. This report delves into the lifestyle and mindset of Hispanic consumers ...

## August 2008

### Hispanic Living in the Home - Beverages, Snacks, and Beauty and Personal Care - US

This report delves into the Hispanic home and explores three different product categories where Hispanics over index in consumption: Beverages, Snacks and Beauty and Personal Care. We discuss what they buy, where they buy and where the opportunities exist for growth. Also discussed are product preferences, choices and what new ...



## Multicultural America - USA



### March 2008

#### Black Americans' Shopping and Spending Patterns - US

This report provides critical insight on the shopping and spending patterns of Black Americans. This demographic has unique buying behavior that needs to be understood in order to optimize marketing and product development efforts.

### February 2008

#### Hispanic Shopping and Spending Patterns - US

The Hispanic market is among the fastest growing demographic segments in the United States, making it an enticing segment for many marketers and product developers.

#### Hispanics and Beverages - US

Hispanics are the largest minority in the US, with purchasing power projected to exceed \$1.2 trillion by 2012. This report provides industry stakeholders with information they need to assess growth opportunities and segregate target consumers by the level of acculturation.

#### Sacred Foods and Food Traditions - US

The sacred food market includes products that are certified kosher, Halal, or ethical (e.g. vegetarian, organic, fair trade, natural). This report focuses on consumer attitudes and behavior concerning sacred food.