



March 2016

Hispanics' Diet and Wellness - US

"Having a healthy lifestyle is important for Hispanics. More than half are proactive in terms of diet and exercise; however, since in general Hispanics feel they are healthy, the need for change may not be evident for all."

Black Consumers' Diet and Wellness - US

"Black consumers are disproportionately impacted by certain health conditions and diseases, such as heart disease, diabetes, hypertension, and obesity. They have a very positive view of their overall health. At the same time, they admit they need help and turn to media for solutions, which presents an opportunity for marketers ...

February 2016

Hispanics and Fast Casual Dining - US

Hispanics over index for use of all subcategories of fast casual restaurants which makes them an important segment that fast casual restaurants can't ignore. However, in spite of this, Hispanics tend to have difficulties seeing a better value in fast casual restaurants when comparing these to other types of restaurants.

Black Consumers and Fast Casual Dining - US

"Black consumers enjoy dining out, not only as a leisure activity but because many of them lead very busy lives and dining out saves time and in some instances money. Fast casual dining can be a healthier alternative to dining out than eating at a quick-service restaurant."

January 2016

The Black Apparel and Footwear Consumer - US

"The retail industry is highly competitive, and for each retailer to get its fair share of the pie, marketers will need to invest in the Black consumer market. Black consumers are more likely than the total population to keep up with fashions, and are very passionate about shopping."

The Hispanic Apparel and Footwear Consumer - US

With projected expenditures of \$49.4 billion, Hispanics enjoy shopping for apparel and footwear not only for themselves but for other adults and children as well. Despite this, growth in the category is projected to be moderate, as Hispanics continue to look for value in the purchases they make.