



March 2017

Black Consumers' Perceptions of Auto Brands - US

"Black consumers have strong opinions about car brands – the ones they currently drive as well as their dream car. Most Black consumers' opinions are driven by pragmatic criteria, but subjective characteristics shape their preferences and desire to upgrade to something better within their price range."

Hispanics' Perceptions of Auto Brands - US

"Hispanics tend to gravitate toward five automotive brands – a mix of both foreign and domestic makes – they consider have a strong reputation. The challenge for most brands is to build awareness and a reputation for reliability and durability that gives them a place in the consideration set of ..."

Hispanics' Snacking Preferences - US

"Practically all Hispanic households consume snacks. However, they consume a wider variety of snacks as they become acculturated, resulting in snacking habits, preferences, and motivations for consumption becoming increasingly complex. Since less-acculturated Hispanics gravitate toward fewer types of snacks, there are opportunities for brands to connect with Hispanics as they ..."

February 2017

Snacking Preferences of Black Consumers - US

Blacks love to eat snacks. Snacks can fill an emotional void or be a means to incorporate better eating habits into their diets. Black women with kids are the primary decision maker when it comes to buying snacks, since she is doing so as part of her regular grocery shopping ..."

January 2017

Black Consumers' Lifestyles and Entertainment - US

"Black consumers are optimistic about life in general, their purpose in life, and how they spend their time. They rely on family and faith to keep them grounded and emotionally fulfilled while living out their passions. Their passions and the trends they follow tend to collide in their leisure time ..."

Hispanic Lifestyles and Entertainment - US

"Hispanics feel life is to be enjoyed, although most agree they are generally simple people who don't need much to be satisfied. In many cases, larger household sizes and a lower median household income forces Hispanics to prioritize their expenses, particularly those that are discretionary, such as leisure and entertainment ..."