



**November 2006**

**Hispanic Beverages - US**

The Hispanic population is a lucrative consumer group for beverage marketers, as Hispanics exhibit higher incidence of consuming most non-alcoholic beverages, compared to the non-Hispanic population. This report investigates the demographic profile of the Hispanic population, and analyzes the effect of different aspects of Hispanic culture on the beverage market ...

**September 2006**

**Hispanic Meals at Home - US**

To provide much needed knowledge and insight for the range of businesses, marketers, and advertisers that need it, this report examines Hispanic attitudes and behaviors towards dining at home—in six main sections. The first section of this report examines a core set of demographics that both uniquely describes the Hispanic ...

**July 2006**

**Hispanics and Personal Care - US**

Hispanic women are more likely than other women to agree with the statements *“I like the way I look”* and *“I take the time to look my best every day.”* This level of interest in personal appearance and grooming holds true regardless of age or the presence of children ...

**Hispanics and Finance - US**

The Hispanic market in the U.S. is an attractive target for financial corporations. Its size and growth are impressive, and make it an important segment for any player that aspires to increase or maintain its market share. At this point, most corporations have recognized the importance of Hispanics, and ...

**June 2006**

**Hispanic Dining Out - US**

This report examines Hispanic attitudes and behaviors towards dining out in three main sections. The first section of this report examines a core set of demographics that both uniquely describes the Hispanic consumer and helps illustrate the role of the Hispanic consumer with respect to dining out. The second section ...

**May 2006**



## Black Americans' Health Attitudes and Behavior - US

In general, blacks Americans appear to have elevated levels of interest in health relative to the population as a whole, as evidenced by increased levels of doctor's visits (among those who do visit the doctor) and increased use of herbal remedies. However, lower levels of health insurance suggest potential ...

## March 2006

## Hispanic Shopping and Spending Patterns - US

The population of the United States is increasingly racially and ethnically diverse. The relative sizes of different racial and ethnic groups are also changing, with certain groups growing at faster rates than others. To succeed in this shifting environment, businesses need to understand the demographics and cultures of these different ...