



## December 2019

### Black Consumers' Lifestyles and Entertainment - US

"Black consumers spend more time, on average, each day engaged in leisure activities in comparison to all consumers but still experience challenges in maximizing their downtime due to money as well as work, personal and familial responsibilities. Time with family and friends is important, but their preference for spending their ...

### Hispanic Lifestyles and Entertainment - US

"Overall, the majority of Hispanics are pleased with their current lifestyles. Their level of satisfaction is strongly correlated with how well they get along with friends and family and how much they want them involved in their leisure time. In addition to friends and family, Hispanics' attitudes toward time and ...

## November 2019

### Hispanics and Shopping the Perimeter of the Store - US

"Hispanics shop for perimeter-of-the-store foods at a variety of retailers. They don't mind shopping more often to buy fresh foods. They also don't mind driving long distances in their search for value and quality. The fact that Hispanics underindex by a large margin for shopping at traditional supermarkets highlights Hispanics' ...

### Black Consumers and Shopping the Perimeter of the Store - US

"Black perimeter-of-store shoppers are segmented into consumers who enjoy the convenience of prepared food and other innovation along the edges and those who simply want the best quality meal ingredients that are integral to their recipes. Price is a consideration for all, but food quality is just as important since ...

## October 2019

### Lifestyles of Multicultural Young Adults - US

"Multicultural young adults may experience America differently than their White Non-Hispanic counterparts, but they also want many of the same things. Brands and businesses have the chance to win these consumers by helping them achieve their goals: to feel financially secure and independent, to be celebrated for their unique skills ...

### Hispanics and Shopping for Household Care Products - US

"Because household care categories have reached maturity, brands have limited opportunities for differentiation and organic growth. In such competitive markets, traditional/mainstream brands are holding their turf. Less known brands wanting to change this dynamic may find fertile ground in the Hispanic market. Hispanics tend to be more open to ...

## September 2019

### Marketing to Black Moms - US

"Black moms accept primary responsibility for all aspects of their children's lives – from household management to their education and entertainment. She is the breadwinner in her home out of necessity, and the sacrifices she makes now drive her to redirect her dreams toward herself in the future. But for ...

### Marketing to Hispanic Moms - US

"Compared to all US women, Hispanic women are more likely to be moms, making their current impact on household purchasing disproportionately stronger than their population share would indicate. Meanwhile, Hispanic moms are raising almost one in four US



children, which means their influence will be felt even more strongly among ...

## August 2019

### Black Haircare - US

"The Black haircare market has evolved into regimen maintenance and styling, with chemical product use concentrated among the few who will always be customers. Having chemical-free hair is no longer the big story, but rather how Black consumers' beliefs and perceptions of their hair impacts their personal maintenance, style choices ...

### Bodycare and Deodorant - Hispanics - US

"Bodycare and deodorant are mature categories. Hispanics offer opportunities in personal care, as they use bodycare and deodorant at a similar rate as consumers overall and overindex for using specialized products. Top purchase drivers indicate the need for brands to be readily available with supporting materials at stores with calls ...

## July 2019

### Hispanics and Quick Service Restaurants - US

"The majority of Hispanics claim to be loyal to the QSRs they visit. However, there is only one group – QSR Embracers – that has a positive attitude toward the category, overall. Hispanics in other groups may need confirmation that eating fast food is right for them. Offering healthier options ...

### Consumers and the Economic Outlook Q3: A Look at Both Sides - US

"A lot of coverage has been given to the growing divide between political views in the US. While there may be cultural and moral differences that cause fundamental shifts in beliefs, some underlying concerns, specifically financial ones, are more similar than different. However, if a consumer's personal belief system aligns ...

## June 2019

### Black Consumers and Quick Service Restaurants - US

"Black consumers visit quick service restaurants (ie "fast food" restaurants) because they are easily accessible and also because they offer tasty indulgent food that is okay to eat on occasion. As QSRs introduce menu and technological innovations to compete with other restaurants and drive in foot traffic, Black consumers are ...

### Marketing to Hispanic Millennials - US

"Brands need to harness Hispanic Millennials' influence because they represent one in four US Hispanics and one in five US Millennials. Considering these numbers, they are likely part of most brands' target market. Hispanic Millennials believe in hard work and feel that their efforts will eventually pay off. Brands that ...

### Marketing to Black Millennials - US

"Black Millennials have high expectations for their future and want to achieve their version of the American



Dream – family, faith and a comfortable life. This generation believes in their ability to be successful – one day, but works just to maintain their current situation. Black Millennials take ownership of ...

## May 2019

### Digital Trends - Asian Consumers - US

"Although the Asian American population is small, it is incredibly influential to the development of emerging tech trends in the US. A mobile-first strategy and smart home integration will be important to reaching this tech-savvy group as they look to connect to their domestic and international interests through the adoption ...

### Digital Trends - Black Consumers - US

"Digital technology touches all Black consumers, whether it is a tool of convenience, a connector to their social circle, or most importantly an accessible entertainment center. Desired innovations for this consumer are rooted in a desire for better accessibility through the internet and wireless technology rather than by way of ...

### Digital Trends - Hispanics - US

"Hispanics' reliance on fast and stable internet services is growing as they are online and own a variety of technology devices for the household and personal use. The internet is enhancing Hispanics' content consumption through streaming services, and it is also enabling Hispanics to connect to friends and family and ...

## April 2019

### Hispanics' Attitudes toward Advertising - US

"The fast-growing US Hispanic population has reached 59.9 million and counting, or just over 18% of US consumers. With this group expected to increase significantly in both number and buying power in the years to come, it's a critical audience for marketers to reach. Still, like the average consumer ...

## March 2019

### Hispanics and the Banking Experience - US

"As payment cards and banking apps are becoming the main ways in which Hispanics interact with their banks,

### Black Consumers and the Banking Experience - US

"The majority of Black consumers have at least one bank account, but the share is slightly lower than the general



the nature of customer touchpoints are shifting away from bank branches. For banks to drive longer-term loyalty, it is important they find ways to generate a desire for in-person conversations to gain ...

market. Black consumers are satisfied with their bank, which is rooted in the anytime, anywhere customer service they receive plus tools to help them manage their money. Customer service and ...

## February 2019

### Black Consumers' Snacking Preferences - US

"Black consumers strive to maintain or improve their health through diet, and their snack preferences are no exception. Buying healthy snacks for the home is the goal, but taste is equally important, especially when this consumer eats snacks in the moment to temporarily reset their mood to their happy place ...

### Hispanics' Snacking Preferences - US

"For most categories, Hispanic households' consumption of snacks is higher among English-dominant Hispanics. Engaging with Spanish-dominant Hispanics to increase consumption would drastically increase Hispanics' contribution to the snacks market. Brand efforts in this regard need to promote not only the brand but the category as well. Based on changes in ...

## January 2019

### Consumers and the Economic Outlook Q1: Defining Financial Success - US

"The US economy continues its slow upward trajectory, even as discussion of tariffs and trade discussions cause the stock market to fluctuate a great deal. US unemployment – already at extremely low levels – decreased further in October of 2018, while labor force participation remained steady. Despite a slight dip ...

### Hispanics' Diet and Wellness - US

"How Hispanics approach their overall wellbeing depends on how concerned they are about their physical and emotional wellbeing as well as how they eat. How they react to these concerns shows that the Hispanic market is far from being homogeneous, and each of the different segments offers unique characteristics for ...

### Black Consumers' Diet and Wellness - US

"Black adults believe that a healthy diet and exercise leads to overall wellness, but their knowledge of what constitutes a healthy lifestyle and their everyday habits are sometimes in conflict with one other. Most Black adults are concerned that their efforts to maintain or improve their health status do not ...