



## 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 ...