



June 2011

Hispanic Media Consumption - US

Hispanics, with total buying power projected to surpass \$1.4 trillion in 2013, represent an important consumer segment that continues to grow. As of 2010, there are 50.5 million Hispanics, comprising 16.3% of the U.S. population. Connecting to this consumer group through the English-language and Spanish-language media ...

May 2011

Latina Consumer - US

According to the 2010 U.S. Census, Hispanics are the second largest ethnic group in the nation with a population growth that is now driven by U.S. birth rates rather than new immigrants. As well as growing in number, Latinas are demonstrating their spending power like never before; they ...

The Diet of the Black Consumer - US

A hidden cost of the “soul food” diet has increased to the point that it has reached crisis proportions. Many of the health problems suffered by Black Americans today are influenced to a great degree by dietary factors. African Americans have higher rates of death from heart disease, diabetes, most ...

April 2011

Hispanics Online - US

Hispanics, with total buying power projected to surpass \$1.4 trillion in 2013, represent an important consumer segment that sees no sign of shrinking. As of 2010, there are 49.1 million Hispanics, or 16% of the U.S. population. The internet is rapidly becoming an integral part of daily ...