



## December 2013

### Black Consumers and Personal Care - US

“Black consumers spend a tremendous amount of their discretionary income on looking good, whether we’re talking about apparel, personal care products, or services. The recent recession had little impact on what Black consumers spent in the personal care category. Expenditures have remained stable and in some cases there have been ...

## November 2013

### Black Consumers and Travel - US

“Although Black consumers typically spend less on vacations than other consumers, they are just as likely to travel as non-Blacks. A major reason their travel expenses are lower is the destinations that Black consumers tend to choose. They typically travel to destinations that have a high percentage of Blacks in ...

## October 2013

### The Black Apparel and Footwear Consumer - US

“Black consumers spend a tremendous amount of their discretionary income on apparel and footwear. Although the recent recession did impact apparel expenditures, steady increases have been observed in the last two years. Black consumers tend to be style conscious and follow the latest fashion trends. This consumer loves to shop ...

### Hispanics and Retail - US

“Hispanics are social shoppers. They enjoy shopping and often shop with family and friends. It is therefore not surprising that recommendations from friends and family are the single most influential factor for Hispanic buyers. Though obviously neither friends nor family, marketers have an opportunity to replicate the influence of kin ...

### The Hispanic Apparel and Footwear Consumer - US

“Hispanics are value-oriented consumers who rather shop at places where they and their families feel comfortable. While offering competitive prices will resonate well with Hispanic consumers, retailers that can create an atmosphere that is welcoming to Hispanics may be able to position themselves favorably in the minds of these consumers ...

### Hispanic Attitudes toward Advertising - US

“The Hispanic population continues to experience growth, primarily due to high birthrates, and this will have a significant impact on the makeup of America. Hispanics will likely experience some tension between coming of age in American society and growing accustomed to the American way of life while concurrently wanting to ...