



March 2020

Black Consumers' Culture and Community - US

Black adults are proud Black Americans. Black culture is the foundation for their identity, and they are proud of how their culture – and, by extension, their presence – influences and is woven within the American tapestry while keeping their sense of self intact. While Black adults are rooted in ...

Hispanics' Culture and Community - US

"As Hispanics account for nearly 20% of the US population, they are intrinsically present in groups and communities across the US. How Hispanics meet the people that make up their social circles, in addition to the factors that strengthen them, shows how both groups and communities are multidimensional, with trust ...

February 2020

Hispanics and Shopping at Mass Merchandisers - US

"Hispanics almost universally shop at mass merchandisers; Walmart and Target are far ahead of the rest. Hispanics associate Walmart with good value and a vast product selection, while a pleasant store environment is more top-of-mind for Target. Mass merchandisers continue to adapt to modern consumers' needs in order to ensure ...

Black Consumers and Shopping at Mass Merchandisers - US

"Some 98% of Black consumers have shopped at a mass merchandiser within the last year, making these stores the primary location where they can fulfill their shopping for multiple personal and household needs at competitive prices. Some stores have a reputation as being upscale and hip while other stores are ...

January 2020

Black Consumers and Shopping for Groceries - US

"While convenience is important, grocery shopping is also a sport for most Black consumers, who are engaged in finding the best deals at the best stores. Shopper segments are based on their attitudes on convenience and further distinguished by how they balance product value between trusted brand names and price ...

Hispanics and Shopping for Groceries - US

"When shopping for groceries, Hispanics follow a different path compared to the average US consumer. Hispanics' search for value means they shop at a variety of stores, and traditional supermarkets lose out to mass merchandisers. Convenience and quality are top motivators for choice of retailer, but compared to the average ...

Consumers and the Economic Outlook - US

"The majority of consumers consider their finances to be healthy, and views of the future seem to be positive as well. Consumers are saving for the future, but are still willing to treat themselves."

- Jennifer White Boehm, Associate Director - Financial Services & Auto