



July 2013

Hispanic Consumers' Share of Wallet - US

"Hispanics have cut back their spending since the last recession, but are still treating themselves to a certain extent. They are also very reluctant to use any kind of debt to pay for things—preferring to pay cash instead."

June 2013

Asian American Premium Brand Consumer - US

"Asian American consumers control substantial collective buying power, but cannot be addressed as one group. Because there are multiple languages and multiple generations to address, promoters of luxury goods to Asian audiences would do well to focus on a particular Asian subgroup."

Hispanics' Attitudes Toward Buying a Car - US

"Hispanic car buyers are less likely than non-Hispanics to purchase cars through traditional retail channels, and are more inclined to purchase Japanese vehicles over domestic. Automakers and car dealers that want to pick up more sales from this burgeoning car buying class will want to focus on Hispanic youth who ...

Black Consumers and Dining Out - US

"Government regulations are making it increasing more important to Black consumers to eat healthy. Menu customization is a way to address the issue. Some restaurants are allowing consumers to get what they want how they want it — this builds a more personal relationship, and allows consumers to choose healthier ...

May 2013

Asians and Dining Out - US

"Asians enjoy dining out and they have more money to spend at restaurants as compared to the average consumer, and yet many segments of the industry are not fully benefiting from this potential. Asians are family-centric and are healthier eaters with adventuresome tastes and there is much that restaurant operators ...

Hispanics and Dining Out - US

"Targeting the Hispanic consumer is difficult because there is not a typical profile. The U.S. Hispanic population is made up of different nationalities, ethnicities, and rates of acculturation. However, the Hispanic population is more likely than non-Hispanics to eat out at restaurants, and more likely to dine out with ...

April 2013



Hispanics and DIY Home Improvement - US

“Strong predisposition toward store and brand loyalty and partiality for shopping with family differentiate Hispanic home improvement DIYers. Likewise, family size is a major consideration, as these households may have special repair and upgrade needs for the home. The large, rapidly growing, and relatively youthful Hispanic population means that increases ...